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1 c. Outdoor Display language in the IDO be clarified to allow for the  
2 display of retail goods; and

3 d. Outdoor Demonstration provisions be carried over from the H-1  
4 zone to the IDO Old Town HPO 5.

5 (D) In addition to the concerns of the Task Force, the members of the  
6 public requested that consideration be given to making a Tap Room or Tasting  
7 Room, as defined by the IDO, a Conditional Use in Old Town when not  
8 associated with a restaurant. This use supports local breweries, wine growers,  
9 and craft distillers which are a growing part of the Albuquerque's tourism  
10 industry and is supportive of small, local businesses.

11 (E) The following amendments seek to continue to balance the need to  
12 increase visibility of retail shops in Old Town and the interest in maintaining  
13 the historic nature and integrity of Old Town, while also ensuring that the  
14 language is clear and enforceable.

15 (F) The request furthers the following applicable Goal and Policy in the  
16 Albuquerque/ Bernalillo County Comprehensive Plan (ABC Comp Plan),  
17 Chapter 4: Community Identity:

18 Goal 4.1 Character: Enhance, protect, and preserve distinct  
19 communities.

20 Policy 4.1.3 Placemaking: Protect and enhance special places in the  
21 built environment that contribute to distinct identity and sense of place.

22 These revisions are intended to enhance, protect, and preserve the  
23 distinctive Old Town community. The proposed revisions are in keeping with  
24 protecting the special qualities of Old Town.

25 (G) The request furthers the following applicable Goal and Policy in the  
26 ABC Comp Plan, Chapter 5: Land Use:

27 Goal 5.1 Centers & Corridors: Grow as a community of strong  
28 Centers connected by a multi-modal network of Corridors.

29 Policy 5.1.6 Activity Centers: Foster mixed-use centers of activity  
30 with a range of services and amenities that support healthy lifestyles and meet  
31 the needs of nearby residents and businesses.

32 a) Incorporate a compatible mix of commercial and residential uses with a  
33 range of higher-density housing types.

1       b) Provide neighborhood-oriented commercial, retail, institutional, and  
2 public services.

3       c) Encourage gathering spaces for festivals, markets, and street fairs.

4       d) Ensure that Activity Centers are pedestrian-friendly and provide  
5 convenient pedestrian connections to nearby residential areas.

6       e) Provide good connectivity via bicycle between Activity Centers and  
7 nearby residential areas and multi-use trails.

8       Old Town has long been an Activity Center of Albuquerque. It is unique  
9 because it is an Area of Consistency whereas most Activity centers are Areas  
10 of Change. The proposed revisions are ultimately intended to encourage the  
11 stability of this special Activity Center by supporting the needs of businesses,  
12 while recognizing the special character of Old Town. The changes to the sign  
13 regulations allow for slightly larger signage, and for the use of portable signs,  
14 while limiting placement and design of the sign. Making a Tap Room or Tasting  
15 Room, as defined by the IDO, a Conditional use helps to support growing local  
16 businesses and an important aspect of Albuquerque’s tourism industry.

17               Policy 5.6.3 Areas of Consistency: Protect and enhance the  
18 character of existing single-family neighborhoods, areas outside of Centers  
19 and Corridors, parks, and Major Public Open Space. Ensure that development  
20 reinforces the scale, intensity, and setbacks of the immediately surrounding  
21 context.

22       Old Town is an Area of Consistency. Its nature as an Activity Center, its  
23 predominantly commercial character, and the historic nature of Old Town  
24 requires consideration of the balance between the necessary signage for  
25 commercial establishments and the clutter of excessive signage and display.

26               Policy 5.7.2 Regulatory Alignment: Update regulatory frameworks to  
27 support desired growth, high quality development, economic development,  
28 housing, a variety of transportation modes, and quality of life priorities.

29       The proposed text amendment is fundamental to using regulatory  
30 framework to support desired growth and economic development. The  
31 expanded signage allowances and clarifications of the regulations as they  
32 relate to signs will allow for more consistency in enforcement and predictability  
33 for businesses, while improving visibility for the businesses.

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1 (H) The request generally furthers the following applicable Goals and  
2 Policy in the ABC Comp Plan, Chapter 8: Economic Development:

3 Goal 8.1 Placemaking: Create places where business and talent will  
4 stay and thrive.

5 Goal 8.2 Entrepreneurship: Foster a culture of creativity and  
6 entrepreneurship and encourage private businesses to grow.

7 Increased signage will encourage businesses to continue in Old Town.  
8 Making Tap Room or Tasting Room, as defined by the IDO, a Conditional Use  
9 will support an important part of Albuquerque’s tourism industry. These  
10 revisions will foster growth and entrepreneurship, while protecting the special  
11 character of Old Town.

12 Policy 8.2.1 Local Business: Emphasize local business  
13 development.

14 These revisions are specifically directed towards the unique nature of the  
15 businesses in the Old Town HPO, all of which are local businesses.

16 (I) The request generally furthers the following applicable Goal and Policies  
17 in the ABC Comp Plan, Chapter 11: Heritage Conservation

18 Goal 11.1 Traditional, Rural & Agricultural Heritage: Preserve and  
19 enhance farmland, the acequia system, and traditional communities.

20 Policy 11.2.3 Distinct Built Environments: Preserve and enhance the  
21 social, cultural, and historical features that contribute to the identities of  
22 distinct communities, neighborhoods, and districts.

23 a) Consider local history and the visual environment, particularly features  
24 unique to Albuquerque, as significant determinants in development and  
25 redevelopment decisions in light of their relationship to and effect upon the  
26 following:

- 27 i. Architectural styles and traditions;
- 28 ii. Current and historic significance to Albuquerque;
- 29 iii. Historic plazas and Centers;
- 30 iv. Culture, traditions, celebrations, and events

31 b) Encourage development that strengthens the identity and cohesiveness  
32 of the surrounding community and enhances distinct historic and cultural  
33 features.

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1 c) Design streets and streetscapes that match the distinctive character of  
2 historic areas.

3 The clarifications in terminology included in these revisions will enhance  
4 the distinct built environment of Old Town. The increased size of signage and  
5 the addition of portable signs are significant for business owners but will not  
6 have an adverse effect on the historic nature of the built environment.

7 Goal 11.5 Cultural Traditions & the Arts: Emphasize and support  
8 cultural traditions and arts as vital components of the community's identities  
9 and well-being.

10 Reinstating the references for outdoor demonstrations encourages cultural  
11 traditions and arts.

12 Policy 11.5.1 Arts Promotion: Coordinate and promote the arts and  
13 the cultural sector as key assets in a vital economy; major contributors to  
14 quality of life and healthy communities; and the heart of high-quality, special  
15 places that contribute to the identity of distinct communities.

16 The revisions to the signage regulations, and the addition of Tap Room or  
17 Tasting Room as a conditional use seek to ensure the economic viability of Old  
18 Town. Old Town has an important role in reflecting the history, culture, and arts  
19 in Albuquerque.

20 (J) The request was heard by the Landmarks Commission on April 8<sup>th</sup> and  
21 May 8<sup>th</sup> 2019, and by the Environmental Planning Commission on May 9<sup>th</sup>, 2019.  
22 Both commissions voted to recommend approval of the proposed changes to  
23 Old Town sign regulations, and included recommended conditions for the City  
24 Council to consider.

25 SECTION 2. Section §13-3-2-1 Old Town Solicitations Ordinance, find and  
26 replace all references to the "H1 Historic Old Town Zone" with "Old Town HPO  
27 5".

28 SECTION 3. IDO Section §14-16-7-1. Definitions. Add a definition for  
29 "Streamers" in the Sign category as follows: "A strand of pennants, triangular  
30 flags, or fringe made of any material other than paper."

31 SECTION 4. IDO Section §14-16-4-3(D)(34)(a)(2) Outdoor retail sales and  
32 display in Old Town, delete this section.

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1 SECTION 5. IDO Section §14-16-5-12(F)(4)(b)(2) Portable Signs. Delete Old  
2 Town – HPO 5 from the list of areas where Portable Signs are prohibited.

3 SECTION 6. IDO Section §14-16-3-5(J)(3)(c) Old Town – HPO 5, Other  
4 Development Standards, Signs, replace with the text in the attached Exhibit 1.

5 SECTION 7. IDO Section §14-16-3-5(J)(3), add a new sub section (d)  
6 Outdoor Display, per Exhibit 1.

7 SECTION 8. IDO Section §14-16-3-5(J)(3), add a new sub section (e)  
8 Outdoor Demonstration, per Exhibit 1.

9 SECTION 9. IDO Section §14-16-4-3(D)(8)(e)3. Strike the existing text and  
10 replace with the following: Where allowed, Tap room or tasting room is a  
11 conditional use, unless accessory to a restaurant.

12 SECTION 10. SEVERABILITY CLAUSE. If any section, paragraph, sentence,  
13 clause, work or phrase of this ordinance is for any reason held to be invalid or  
14 unenforceable by any court of competent jurisdiction, such decision shall not  
15 affect the validity of the remaining provisions of this ordinance and each  
16 section, paragraph, sentence, clause, word, or phrase thereof irrespective of  
17 any provision being declared unconstitutional or otherwise invalid.

18 SECTION 11. COMPILATION. Section 2 of this ordinance shall be  
19 incorporated in and made part of the Revised Ordinance of Albuquerque, New  
20 Mexico, 1994. Sections 3 through 8 of this ordinance shall be incorporated in  
21 and made part of the Revised Ordinance of Albuquerque, New Mexico, 1994  
22 and shall occur in conjunction with the Effective Date for Sections 3 through 8.


23 SECTION 12. EFFECTIVE DATE AND PUBLICATION OF SECTION 2.  
24 Section 2 of this ordinance shall take effect five days after publication by title  
25 and general summary.

26 SECTION 13. EFFECTIVE DATE AND PUBLICATION OF SECTIONS 3  
27 THROUGH 8. Sections 3 through 8 of this ordinance shall take effect after  
28 publication by title and general summary upon the sooner of the effective date  
29 of the 2019 IDO Annual Update or January 31st, 2020.

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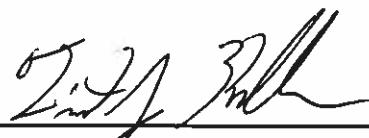
1 PASSED AND ADOPTED THIS 4<sup>th</sup> DAY OF September, 2019  
2 BY A VOTE OF: 8 FOR 1 AGAINST.

3  
4 Against: Borrego

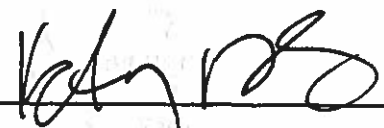
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9 Klarissa J. Peña, President  
10 City Council

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13 APPROVED THIS 24 DAY OF Sept, 2019

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17 Bill No. O-19-52

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21 Timothy M. Keller, Mayor  
22 City of Albuquerque

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27 ATTEST:

28   
29 \_\_\_\_\_  
30 Katy Duhigg, City Clerk

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