City of Santa Fe, New Mexico

memo

DATE: April 22, 2016for the May 05, 2016 Planning Commission Meeting

TO: Planning Commission

VIA: Lisa D. Martinez, Land Use Department Director
Greg Smith, Current Planning Division Director

FROM: Daniel A. Esquibel, Land Use Planner Senior, Current Planning Division

Case #2016-37. Santa Fe Place Mall Signage Variance and Plan. JenkinsGavin Design and Development, agent for Santa Fe Mall Property Owner LLC, requests approval of a master signage plan for the Santa Fe Place Mall and a variance to signage standards. The property, located at 4250 Cerrillos Road, is zoned SC-3 (Planned Shopping Center) and is within Zone Four of the Cerrillos Road Highway Corridor. (Dan Esquibel, Case Manager)

I. RECOMMENDATION:

The applicant has withdrawn the proposed shopping center identification sign at the corner of Rodeo Road and Cerrillos Road from the application. It may be considered at a later date when various legal issues related to approval of an off-premises sign in the City right-of way-have been resolved.

If the Commission determines that the variance criteria can be met as required by Subsection 14-3.16(C), the Commission should approve the variance request for the on-premises signs. Staff suggests the following conditions of approval to clarify and simplify the sign plan request:

1. Total area of wall signs not to exceed 4,500 square feet.
2. No wall sign to exceed 150 square feet.
3. Maximum 150 square feet of total signage per tenant.
4. Maximum two wall signs per tenant.
5. Three existing pylon shopping center identification signs may remain.

II. APPLICATION SUMMARY

The proposal is a request for variances to 14-8.10 "Signs", to implement a comprehensive sign plan for the Santa Fe Place Mall.

The Santa Fe Place Mall *(Mall)* was originally named the Villa Linda Mall and is zoned SC-3 (SC-3 - Regional Shopping Center District). The original Development Plan was approved by the Planning Commission and filed of record in the office of the Santa Fe County Clerk in May of 1984. As the city's largest shopping center, it also has the largest number and area of signs, and substantially exceeds the standards for the number, size and area of signs. There have been several administrative amendments to the Mall's Development Plan, but none of the approvals included a master sign plan. The total sign area, number of signs, and sizes of wall mounted signs all exceed standards in the regulations. However, with the exception of three wall sign variances that were approved in 2012 and 2015 by the Planning Commission for the Sports Authority, Bed Bath and Beyond and Cost Plus World Market, there is no record of how the exceptions to the sign standards were approved.

The applicant has submitted a variance request for the Mall to address future sign location, type, sign size, and number of signs to standardize future sign development on the premises through a Master sign plan for the Mall Development Plan.

III. SUMMARY OF SIGN REGULATIONS

The City's sign regulations are intended to balance the need for a safe and attractive environment with the need for effective business identification. The regulations are based on the idea that reasonable regulation of the signs allowed for each business and lot of record will permit effective business identification, while still limiting the size and number of signs overall in the city. Sign regulations also recognize that businesses have other advertising media available, including print, broadcast, mailing and online outlets.

City sign regulations specify limits to the types, number, setbacks, height and sizes of signs allowed; the overall area of signs; and some aspects of their appearance. The regulations for large shopping centers are generally thought to be unreasonably restrictive, and the Commission has approved extensive variances to the number and size of signs permitted at every major center in the city. Pending revisions to the regulations, shopping centers will continue to file requests for sign variances.

IV. SIGN ANALYSIS

Table 1 on the following page represents the Mall's sign summary based on a sign inventory provided by the applicant.

Table 1

Existing Signs				
Type	**Number**	**Total Square Footage**	**Average Size Sq. Ft.**	**Chapter 14-8.10(G)(8) *"General Requirements for Signs According to District"*** *(For C-2, SC, and I properties located within the Cerrillos Road highway corridor protection district)*
Pylon Signs	3	2700.2	900	14-8.10(G)(8)(c) - For three or more business establishments on a legal lot of record, • one sign is allowed for the purpose of general identification of the entire premises not to exceed one hundred fifty (150) square feet in corridor zone four.
Wall Mounted	12	2027.5	168.95	• one wall mounted sign per business establishment is allowed o having one (1) square foot of surface area for each one (1) lineal foot of building or lease space frontage, o but in no case exceeding eighty (80) square feet per business establishment;
Total	**15**	**4,728**		

There are two sections of Chapter 14 that regulate the pylon signs for the Mall. 14-5.5(B) *"CRHC Cerrillos Road Highway Corridor Protection District"* and 14-8.10 *"Signs"*. The more restrictive of the two sections is 14-8.10 *"Signs"*. Table 2 identifies existing conditions commensurate to 14-8.10(G)(8) *"General Requirements for Signs According to District"*.

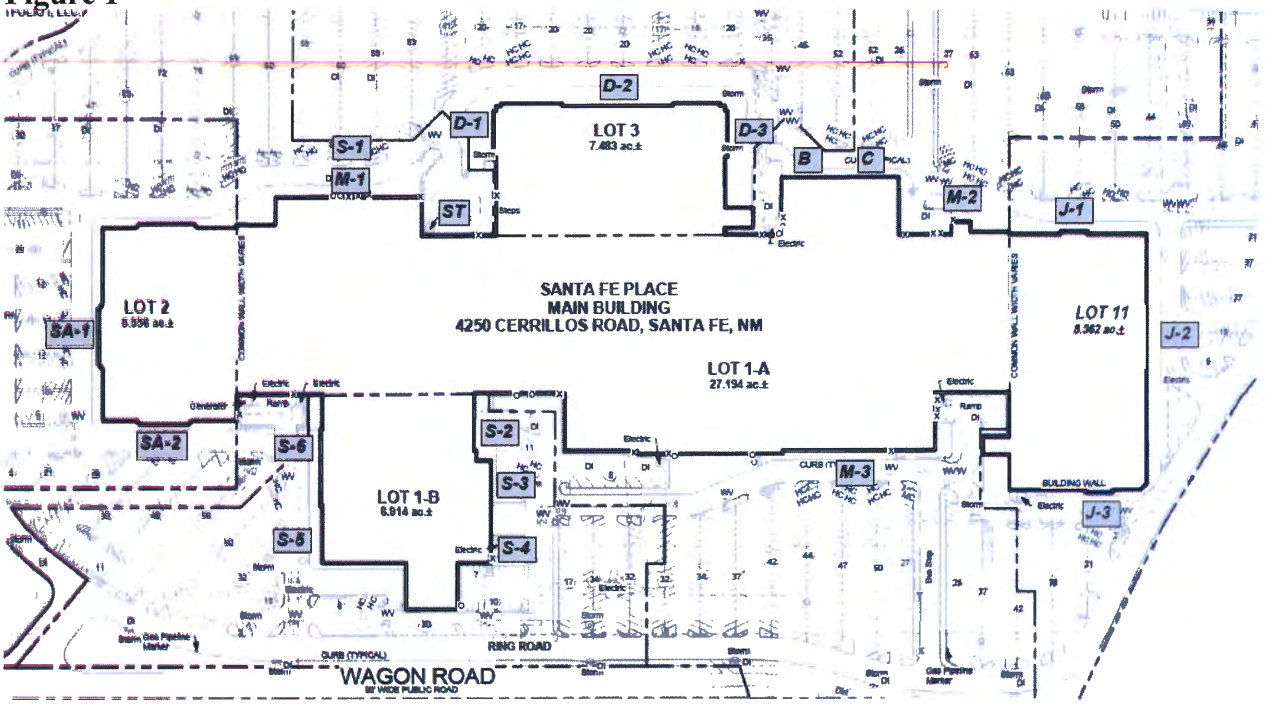
Table 2

Existing Pylon Signs							
Existing Identification (Pylon) Signs	**Existing Square Feet**	**Allowed Square feet**	**Allowed Numbers**	**Allowed Code Height**	**Existing Height**	**Existing Setback**	**Allowed Setback**
1 Cerrillos Road Entrance	443.3	150	1	25	31'	30	31
2 off Rodeo Road Entrances	229.4 ea.			45		35	15

Table 3

Existing Wall Mounted Signs			
General Location Of Existing Signs	**Sign ID (refer to Figure 1 & Exhibit D)**	**Existing Square Feet**	**Allowed Square feet**
(Mall North Façade) Santa Fe Place Sign	M-1	126.5	80 Sq. Ft.
(Mall North Façade) Santa Fe Place Sign	M-2	126.5	
(Mall South Façade) Santa Fe Place Sign	M-3	117.7	
(Mall North Façade) Dillard's	D-1	356.7	80 Sq. Ft.
	D-2	340.3 ea.	
	D-3		
(Mall North Façade) Bed Bath & Beyond	B	169	80 Sq. Ft. (Variance approved Case #2015-54)
(Mall North Façade) Cost Plus World Market	C	136	80 Sq. Ft. (Variance approved Case #2015-55)
Mall North Façade JC Penney's	J-1	179.6 ea.	80 Sq. Ft.
(Mall East Façade) JC Penney's	J-2		
(Mall South Façade) JC Penney's	J-2		
(Mall North Façade) Sears	S-1	22	80 Sq. Ft.
(Mall South Façade) Sears	S-2	17	4 Sq. Ft (Directional Pick-up and Delivery)
(Mall South Façade) Sears	S-3	134	80 Sq. Ft.
(Mall South Façade) Sears	S-4	71.4	4 Sq. Ft (Directional Auto Center)
(Mall South Façade) Sears	S-5	71.4	
(Mall South Façade) Sears	S-6	134.8	80 Sq. Ft.
(Mall North Façade) Sports Authority	SA-1	158.4	80 Sq. Ft. (Variance approved Case #2012-42)
(Mall South Façade) Sports Authority	SA-2	147.9	

Figure 1



The Applicant's proposal is to allow the existing identification wall mounted signs to remain or be replaced with less than or equal to the existing square footage and allow the following design standards for future wall mounted signs:

1. *Stores with an exterior entry: One exterior sign up to a maximum of 150 s.f.*
2. *Stores with a north-facing exterior façade and an interior entry: one exterior sign up to a maximum of 150 s.f.*
3. *Stores with a south-facing exterior entry and/or façade: two exterior signs up to a maximum of 150 s.f. each.*
4. *Stores over 10,000 s.f. with an interior entry and no exterior façade: one exterior sign up to a maximum of 150 s.f.*

V. VARIANCE APPROVAL CRITERIA

Subsection 14-3.16(C) requires the Commission to make five specific findings to approve a variance:

14-3.16(C)(1) Special conditions and circumstances exist which are peculiar to the land, structure or building involved, and which are not applicable to other lands, structures or buildings in the same district, and which do not result from the actions of the applicant;

Applicant Response:
The Mall has inferior visibility from Rodeo Road due to the site topography.

The finished floor elevation of the structure is 20 feet (almost two stories) below the elevation of Rodeo Road. This limits visibility for vehicles and makes it essential that signage be large enough to be clearly visible from the street. Furthermore, the setbacks from the adjacent roadways range from 500 to 620 feet, further hindering visibility. Lastly, at 665,000 square feet, the Mall is the largest retail structure in the City and signage should be proportional to the building on which it is mounted.

Staff Analysis:
The applicant is placing emphasis on three special and peculiar conditions as the basis to qualify variance review before the Planning Commission.

- Visibility due to existing topography,
- Visibility limitations based on sign distances from public streets, and
- Disproportional signage relative to a regional facility of 665,000 square feet with a setback of 500 to 600 feet from the adjacent roadways.

Similar conditions have been accepted as qualifying factors to 14-3.16(C)(1) from prior variance requests before the Planning Commission (Case #2012-42 for the Sports Authority and Cases #2015-54 & 55 Bed Bath & Beyond and Cost Plus World Market respectively).

14-3.16(C)(2) The special circumstances make it infeasible, for reasons other than financial cost, to develop the property in compliance with the standards of Chapter 14.

Applicant Response:
In order to ensure the success of the Mall redevelopment, tenants must be able to adequately advertise their store via a sign that is both proportional to the building and clearly visible from the adjacent roadways. Furthermore, as explained previously, the mall industry is evolving to incorporate "lifestyle center" elements, which means there are more stores with exterior entries and façades, which necessitate adequate signage.

Staff Analysis:
Staff concurs that the circumstances discussed in criterion 1 and 2 above identify a less than optimal solution for advertising a single business within the center of a 27 acre Tract. However, the mall is not a single business but a collection of businesses developed as a regional mall, a destination stop versus an impulse stop relying solely on signage. It is not clear that the Mall has demonstrated that over time, that it is infeasible to develop the property in compliance with the standards.

Whatever the case may be, the fact that all existing signage for the Mall has exceeded the minimum standards, indicates a mismatch between reasonable advertisement needs by the Mall commensurate to the City regulations. The frequency with which variances have been approved for this mall and other shopping centers may indicate that amendments to the regulations are appropriate. The Land Use Department is aware of this issue and amendments to the sign regulations are on the Land Use Department's long-term work program, and will be prioritized during the course of this year.

Staff believes that the applicant has addressed the criteria specific to 14-3.16(C)(2) above.

14-3.16(C)(3). The intensity of development shall not exceed that which is allowed on other properties in the vicinity that are subject to the same relevant provisions of Chapter 14.

Applicant Response:
The increased sign size does not translate to increased development intensity. Furthermore, the requested sign size of 150 square feet is consistent with much of the existing Mall signage and is in fact smaller than many of the current anchor signs.

Staff Analysis:
There is no intensification to the underlying zoning (SC3). The applicant has provided evidence identifying that mall signage exceeds the standards. As such, the Applicant requested variances and sign plan provides an option they believe to be a reasonable solution to signage for a Regional 665,000 square feet Mall facility, providing both uniformity and function.

Staff believes that the applicant has addressed the criteria specific to 14-3.16(C)(3) above.

14-3.16(C)(4). The variance is the minimum variance that will make possible the reasonable use of the land or structure. The following factors shall be considered:

(a) whether the property has been or could be used without variances for a different category or lesser intensity of use;
(b) consistency with the purpose and intent of Chapter 14, with the purpose and intent of the articles and sections from which the variance is granted and with the applicable goals and policies of the general plan.

Applicant Response:
The Mall has been operating on the subject property for over 30 years. Considering a less intense use is counter to the property's SC-3 zoning and inconsistent with the City's Santa Fe Place Mall Signage Plan Application stated goal of local retail spending. It is critical to the economic base of Santa Fe that the area's regional mall be redeveloped in a manner to ensure that it is reinstated as Santa Fe's most significant generator of sales tax revenue. In order for the Mall to continue its redevelopment, new national tenants must be secured. As a catalyst to the Mall's redevelopment and expansion of Santa Fe's economic base, the requested sign variance is in alignment with the General Plan's goals of economic development and adaptive reuse.

Staff analysis
14-3.16(C)(4)(a):
The property is developed as a regional mall with a 665,000 square feet facility. While the use of the facility can be used for a different category or lesser intensity of use, it would be impractical.

The proposed variance requests are to allow signage to exceed the existing standards and implement a sign plan offering uniformity for future signs that may also exceed the current standards. The criteria does not directly relate to the variance.

14-3.16(C)(4)(b):
The sign regulations are established minimum standards for health, safety and welfare affecting land uses and developments as a means to protect the public interest from within the municipality. The number and size of signs are regulated to promote economic development in part by preventing sign clutter and insuring that competing businesses are given equal treatment.

Staff believes that the applicant has addressed the criteria specific to 14-3.16(C)(4) above. Note that the extent of relief requested – up to several times the normal maximums permitted – could be considered to exceed the minimum degree of variance to the standards that would permit reasonable use of the property. Reasonable use of the property might be possible with somewhat less signage.

14-3.16(C)(5) Granting the variance will be in harmony with the general purpose and intent of this chapter and will not be injurious to the neighborhood or otherwise detrimental to the public welfare.

Applicant Response:
The requested sign variance is in the public interest as a key component to furthering the redevelopment of the Mall, creating jobs and expanding Santa Fe's economic base, as well as offering greater local shopping opportunities for residents.

Staff Analysis:
The regulations are intended to protect the public interest; the preferences or even the requirements of a particular tenant for larger signs are not sufficient justification for a variance. However, the proposal is for variances to provide design standards to apply to a development which is out of context with the regulations and allow for uniformity for future signs eliminating the need for future variance requests.

Staff believes that the applicant has addressed the criteria specific to 14-3.16(C)(5) above.

VI. CONCLUSION

Should the commission determine the proposed variance adequately addresses the approval criteria in Subsection 14-3.16(C) in order to support providing a reasonable amount of signage for the property, the application should be approved. Staff will prioritize amendments to the sign regulations during the course of this year.

Exhibits:
Exhibit A- Conditions
Exhibit B - DRT comments
1. City Engineer for Land Use Department
2. Landscaping

Exhibit D – Applicant's Data

May 5, 2016
Planning Commission
Case # 2016-37

Santa Fe Place Mall Variance
And
Sign Plan

EXHIBIT A

Conditions of Approval

EXHIBIT A
Conditions of Approval
Case #2016-37
SANTA FE PLACE MALL SIGN VARIANCE/SIGN PLAN

	Condition	Department	Staff
1	At time of building permit, application will be routed to Landscape Review to check compliance: 1. Sign support structure for freestanding sings shall not exceed fifty percent of the allowable sign surface area for one sign. [Article 14-8.10 (E) (4)(a)] 2. The premises around the freestanding sign shall be maintained by the owner of the sign in a clean, sanitary and inoffensive condition, and shall be free and clear of obnoxious substances, rubbish and weeds. [Article 14-8.10(E)(4)(b)] 3. An area equal to the sign area shall be landscaped at the base of the sign. Landscaping shall be with five-gallon shrubs with a minimum mature height of thirty inches with one shrub planted for every ten square feet of signage. [Article 14-8.10(E)(4)(c)] 4. The owner shall properly maintain all materials and installation required by Section 14-8.4, including proper pruning, soil testing, fertilizing and weeding. [Article 14-8.4(F)(2)]	Land Use Technical Review Division (Landscaping)	Somie Ahmed, Planner Technician Senior April 27, 2016

May 5, 2016
Planning Commission
Case # 2016-37

Santa Fe Place Mall Variance
And
Sign Plan

EXHIBIT B

DRT Comments and Conditions

ESQUIBEL, DANIEL A.

From: ZAXUS, RISANA B.
Sent: Wednesday, April 13, 2016 11:16 AM
To: ESQUIBEL, DANIEL A.
Subject: Caase # 2016-37, Santa Fe Place Mall Signage

Mr. Esquibel –

I have no review comments on the above-referenced case.

Risana B "RB" Zaxus,"
City Engineer

City of Santa Fe, New Mexico

memo

DATE: April 27, 2016

TO: Dan Esquibel, Land Use Planner Senior

FROM: Somie Ahmed, Planner Technician Senior

SUBJECT: Comments for Case #2016-37, Santa Fe Place Mall Signage Variance & Plan

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The following conditions of approval apply to the Santa Fe Place Mall Signage Variance & Plan. At time of building permit, application will be routed to Landscape Review to check compliance:

1. Sign support structure for freestanding sings shall not exceed fifty percent of the allowable sign surface area for one sign. [Article 14-8.10 (E) (4)(a)]
2. The premises around the freestanding sign shall be maintained by the owner of the sign in a clean, sanitary and inoffensive condition, and shall be free and clear of obnoxious substances, rubbish and weeds. [Article 14-8.10(E)(4)(b)]
3. An area equal to the sign area shall be landscaped at the base of the sign. Landscaping shall be with five-gallon shrubs with a minimum mature height of thirty inches with one shrub planted for every ten square feet of signage. [Article 14-8.10(E)(4)(c)]
4. The owner shall properly maintain all materials and installation required by Section 14-8.4, including proper pruning, soil testing, fertilizing and weeding. [Article 14-8.4 (F)(2)]

May 5, 2016
Planning Commission
Case # 2016-37

Santa Fe Place Mall Variance
And
Sign Plan

EXHIBIT C

Applicant Data

jenkinsgavin
DESIGN & DEVELOPMENT INC

May 21, 2016

Greg Smith, Director
Current Planning Division
City of Santa Fe Land Use Department
200 Lincoln Avenue
Santa Fe, NM 87501

RE: SANTA FE PLACE MALL SIGNAGE PLAN

Dear Greg:

This letter is submitted on behalf of Santa Fe Mall Property Owner LLC in application for approval of a custom Signage Plan and associated variance requests, for consideration by the Planning Commission at their meeting of May 5, 2016. The subject property is located at 4250 Cerrillos Road, zoned SC-3 (Planned Shopping Center), and is located in Zone Four of the Cerrillos Road Highway Corridor Protection District.

Background

The Santa Fe Place ownership is engaged in a comprehensive and crucial redevelopment and revitalization of the Mall. The first phase of significant interior improvements has already been completed, with more to follow. And the renovation and expansion of the former UA North Theater space is nearing completion to accommodate national tenants Bed, Bath & Beyond and Cost Plus World Market. Last year, sign variances were granted for these new junior anchors, preceded by a similar variance approved for Sports Authority in 2012 (described below). In order to avoid future piece-meal variance requests as the redevelopment and re-tenanting of the Mall progresses, City Staff recommended that we prepare a custom Signage Plan, addressing the unique needs of the Mall, for review and approval by the Planning Commission.

Existing Sign Variances

Summarized below are the current, approved sign variances for the Mall:

1. Sports Authority: Case #2012-42, approved by the Planning Commission on June 7, 2012. Variance for 800 s.f. wall-mounted sign on the west elevation and 700 s.f. wall-mounted sign on the south elevation. The approved square footage includes the red wall background behind the signs. The signs themselves are 158.4 and 147.9 s.f. respectively.

2. Bed, Bath & Beyond: Case #2015-54, approved by the Planning Commission on July 2, 2015. Variance for 169 s.f. wall-mounted sign.

3. Cost Plus World Market: Case #2015-55, approved by the Planning Commission on July 2, 2015. Variance for 136 s.f. wall-mounted sign.

Summary of Request

The Mall was constructed over thirty years ago and, in that time, the retail industry has changed significantly. In order for the Mall to survive and resume its role as the City's primary generator of sales tax revenue, the property must evolve and re-invent itself. A critical component of this evolution is the addition of "lifestyle center" elements, such as more junior anchors with exterior entries (such as Bed Bath and Cost Plus), restaurants, entertainment, and free-standing "pad site" buildings. The result is a much more vibrant and architecturally appealing environment, as depicted in the attached concept renderings.

It is worthwhile to note that the sign regulations in the City Code do not appear to contemplate the needs of a regional mall facility such as Santa Fe Place. For example, §14-8.10(G)(8)(c) states that *"...one wall mounted sign per business establishment is allowed ... in no case exceeding eighty (80) square feet per business establishment..."* Santa Fe Place comprises 84 business establishments. If the Mall were to adhere to the aforementioned Code section, each of the 84 businesses could have an 80 square foot sign on the Mall façade. In lieu of such excessive signage, the proposed Signage Plan limits which stores are entitled to exterior signs, while also increasing the sign square footage to be proportional for a 665,000 square foot building.

Proposed Signage Plan Provisions and Design Standards

Outlined below are the specific provisions proposed in the attached Signage Plan. Please refer to the Plan for specific sign locations.

I. Existing Mall Identification Signage

1. Pylon Signs: The three existing nonconforming pylon signs identified below are hereby ratified. The façade of the signs may be modified with the approval of a sign permit.

   Sign P-1 31' high x 14.3' long x 2.1' wide = 443.3 s.f.
   Sign P-2 31' high x 7.4' long x 2.1' wide = 229.4 s.f.
   Sign P-3 31' high x 7.4' long x 2.1' wide = 229.4 s.f.

2. Wall Mounted Signs: The following existing wall mounted signs are hereby ratified. Each sign may remain or be replaced up to a maximum of 150 s.f.

Sign M-1	126.5 s.f.
Sign M-2	126.5 s.f.
Sign M-3	117.7 s.f.

II. Existing Store Identification Signage

The following existing store identification signs may remain or be replaced with a sign that is less than or equal to the existing square footage.

A. Dillard's

D-1	356.7 s.f.
D-2	340.3 s.f.
D-3	340.3 s.f.

B. JC Penney

J-1	179.6 s.f.
J-2	179.6 s.f.
J-3	179.6 s.f.

C. Sears

S-1	22.0 s.f.
S-2	17.0 s.f.
S-3	134.8 s.f.
S-4	71.4 s.f.
S-5	71.4 s.f.
S-6	134.8 s.f.

III. Design Standards for Future Signage

A. Exterior Wall Mounted Signs

1. Stores with an exterior entry: One exterior sign up to a maximum of 150 s.f.
2. Stores with a north-facing exterior façade and an interior entry: one exterior sign up to a maximum of 150 s.f.
3. Stores with a south-facing exterior entry and/or façade: two exterior signs up to a maximum of 150 s.f. each.
4. Stores over 10,000 s.f. with an interior entry and no exterior façade: one exterior sign up to a maximum of 150 s.f.

B. Monument Sign: A variance is requested for an off-site mall identification monument sign at the southeast corner of the Cerrillos/Rodeo Road intersection. This sign will also be subject to approval of a Licensing Agreement with the City.

C. Pad Sites: Free-standing buildings on "pad sites" are permitted two wall-mounted signs up to a maximum of 80 s.f each.

D. Pylon Signs: The following tenants are permitted store identification on up to two Pylon Signs:

- Department Stores
- Junior Anchors over 15,000 s.f.
- Restaurants

Variance Requests & Responses to Approval Criteria

Implementation of the Design Standards will require approval of the following variances:

1. **A variance is requested from SFCC §14-8.10(E)(6)(b), Specific Requirements for Permanent Wall Signs, and SFCC §14-8.10(G)(8)(c), Cerrillos Road Highway Corridor Protection District, Zone Four, to permit up to two wall mounted signs up to a maximum of 150 s.f. each for certain stores in accordance with the Signage Plan Design Standards.**

(1) One or more of the following special circumstances applies:

(a) Unusual physical characteristics exist that distinguish the land or structure from others in the vicinity that are subject to the same relevant provisions of Chapter 14, characteristics that existed at the time of the adoption of the regulation from which the variance is sought, or that were created by natural forces or by government action for which no compensation was paid;

The Mall has inferior visibility from Rodeo Road due to the site topography. The finished floor elevation of the structure is 20 feet (almost two stories) below the elevation of Rodeo Road. This limits visibility for vehicles and makes it essential that signage be large enough to be clearly visible from the street. Furthermore, the setbacks from the adjacent roadways range from 500 to 620 feet, further hindering visibility. Lastly, at 665,000 square feet, the Mall is the largest retail structure in the City and signage should be proportional to the building on which it is mounted.

(b) the parcel is a legal nonconforming lot created prior to the adoption of the regulation from which the variance is sought, or that was created by government action for which no compensation was paid;

N/A

(c) there is an inherent conflict in applicable regulations that cannot be resolved by compliance with the more-restrictive provision as provided in Section 14-1.7; or

N/A

(d) the land or structure is nonconforming and has been designated as a landmark, contributing or significant property pursuant to Section 14-5.2 (Historic Districts).

N/A

(2) The special circumstances make it infeasible, for reasons other than financial cost, to develop the property in compliance with the standards of Chapter 14.

In order to ensure the success of the Mall redevelopment, tenants must be able to adequately advertise their store via a sign that is both proportional to the building and clearly visible from the adjacent roadways. Furthermore, as explained previously, the mall industry is evolving to incorporate "lifestyle center" elements, which means there are more stores with exterior entries and façades, which necessitate adequate signage.

(3) The intensity of development shall not exceed that which is allowed on other properties in the vicinity that are subject to the same relevant provisions of Chapter 14.

The increased sign size does not translate to increased development intensity. Furthermore, the requested sign size of 150 square feet is consistent with much of the existing Mall signage and is in fact smaller than many of the current anchor signs.

(4) The variance is the minimum variance that will make possible the reasonable use of the land or structure. The following factors shall be considered:

(a) whether the property has been or could be used without variances for a different category or lesser intensity of use;

(b) consistency with the purpose and intent of Chapter 14, with the purpose and intent of the articles and sections from which the variance is granted and with the applicable goals and policies of the general plan.

The Mall has been operating on the subject property for over 30 years. Considering a less intense use is counter to the property's SC-3 zoning and inconsistent with the City's

stated goal of local retail spending. It is critical to the economic base of Santa Fe that the area's regional mall be redeveloped in a manner to ensure that it is reinstated as Santa Fe's most significant generator of sales tax revenue. In order for the Mall to continue its redevelopment, new national tenants must be secured. As a catalyst to the Mall's redevelopment and expansion of Santa Fe's economic base, the requested sign variance is in alignment with the General Plan's goals of economic development and adaptive reuse.

(5) The variance is not contrary to the public interest.

The requested sign variance is in the public interest as a key component to furthering the redevelopment of the Mall, creating jobs and expanding Santa Fe's economic base, as well as offering greater local shopping opportunities for residents.

2. A variance is requested from SFCC §14-8.10(G)(8)(c) Cerrillos Road Highway Corridor Protection district, Zone Four, to permit two 80 s.f. wall mounted signs for each "Pad Site" building in accordance with the Signage Plan Design Standards.

(1) One or more of the following special circumstances applies:

(a) Unusual physical characteristics exist that distinguish the land or structure from others in the vicinity that are subject to the same relevant provisions of Chapter 14, characteristics that existed at the time of the adoption of the regulation from which the variance is sought, or that were created by natural forces or by government action for which no compensation was paid;

The pad site tenants will draw customers from the adjacent roadways and from the Mall itself. Therefore, unlike other retailers, the signage needs of the pad sites are two-fold: to be equally visible from the adjacent roadways, as well as from the Mall. The Mall property has compromised visibility from Rodeo Road due to the site topography, with the elevation of the proposed pad sites ranging from 12 feet to 22 feet below Rodeo Road. Furthermore, store identification facing the Mall is key to encouraging pedestrian access between the Mall and the pad sites.

(b) the parcel is a legal nonconforming lot created prior to the adoption of the regulation from which the variance is sought, or that was created by government action for which no compensation was paid;

N/A

(c) there is an inherent conflict in applicable regulations that cannot be resolved by compliance with the more-restrictive provision as provided in Section 14-1.7; or

N/A

(d) the land or structure is nonconforming and has been designated as a landmark, contributing or significant property pursuant to Section 14-5.2 (Historic Districts).

N/A

(2) The special circumstances make it infeasible, for reasons other than financial cost, to develop the property in compliance with the standards of Chapter 14.

In order to ensure the success of the Mall redevelopment and attract quality retailers and restaurants, tenants must be able to adequately advertise their location in a manner that supports their long term success in this market. Furthermore, as explained previously, the mall industry is evolving to incorporate "lifestyle center" elements, which means there will be more developed pad sites, which necessitate adequate signage.

(3) The intensity of development shall not exceed that which is allowed on other properties in the vicinity that are subject to the same relevant provisions of Chapter 14.

Permitting one additional sign for pad sites does not translate to increased development intensity.

(4) The variance is the minimum variance that will make possible the reasonable use of the land or structure. The following factors shall be considered:

(a) whether the property has been or could be used without variances for a different category or lesser intensity of use;

(b) consistency with the purpose and intent of Chapter 14, with the purpose and intent of the articles and sections from which the variance is granted and with the applicable goals and policies of the general plan.

The Mall has been operating on the subject property for over 30 years. Considering a less intense use is counter to the property's SC-3 zoning and inconsistent with the City's stated goal of local retail spending. It is critical to the economic base of Santa Fe that the area's regional mall be redeveloped in a manner to ensure that it is reinstated as Santa Fe's most significant generator of sales tax revenue. In order for the Mall to continue its redevelopment, new national tenants must be secured. As a catalyst to the Mall's redevelopment and expansion of Santa Fe's economic base, the requested sign variance is in alignment with the General Plan's goals of economic development and adaptive reuse.

(5) The variance is not contrary to the public interest.

The requested sign variance is in the public interest as a key component to furthering the redevelopment of the Mall, creating jobs and expanding Santa Fe's economic base, as well as offering greater local shopping opportunities for residents.

3. A variance is requested from SFCC §14-8.10(C)(1), Prohibited Signs, to permit an off-site monument sign at the corner of Cerrillos Road and Rodeo Road in the City right-of-way.

(1) One or more of the following special circumstances applies:

(a) Unusual physical characteristics exist that distinguish the land or structure from others in the vicinity that are subject to the same relevant provisions of Chapter 14, characteristics that existed at the time of the adoption of the regulation from which the variance is sought, or that were created by natural forces or by government action for which no compensation was paid;

The intersection of Cerrillos Road and Rodeo Road is the busiest intersection in the City and it is important to the success of the redevelopment effort to take advantage of this corner with monument signage that can identify key tenants. However, while the Mall property anchors the intersection, it does not enjoy frontage on the right-of-way, as do other shopping centers in the area. Furthermore, the Mall structure is 800 feet from the intersection, so a physical presence at this location would be a significant benefit to enahnce tenant visibility.

(b) the parcel is a legal nonconforming lot created prior to the adoption of the regulation from which the variance is sought, or that was created by government action for which no compensation was paid;

N/A

(c) there is an inherent conflict in applicable regulations that cannot be resolved by compliance with the more-restrictive provision as provided in Section 14-1.7; or

N/A

(d) the land or structure is nonconforming and has been designated as a landmark, contributing or significant property pursuant to Section 14-5.2 (Historic Districts).

N/A

(2) The special circumstances make it infeasible, for reasons other than financial cost, to develop the property in compliance with the standards of Chapter 14.

In order to ensure the success of the Mall redevelopment and attract quality retailers and restaurants, tenants must be able to adequately advertise their location in a manner that supports their long term success in this market. Furthermore, as explained previously, the

mall industry is evolving to incorporate "lifestyle center" elements, which means there will be more tenants seeking separate identification, as opposed to just being associated with the Mall.

(3) The intensity of development shall not exceed that which is allowed on other properties in the vicinity that are subject to the same relevant provisions of Chapter 14.

Permitting an off-site monument sign does not translate to increased development intensity.

(4) The variance is the minimum variance that will make possible the reasonable use of the land or structure. The following factors shall be considered:

(a) whether the property has been or could be used without variances for a different category or lesser intensity of use;

(b) consistency with the purpose and intent of Chapter 14, with the purpose and intent of the articles and sections from which the variance is granted and with the applicable goals and policies of the general plan.

The Mall has been operating on the subject property for over 30 years. Considering a less intense use is counter to the property's SC-3 zoning and inconsistent with the City's stated goal of local retail spending. It is critical to the economic base of Santa Fe that the area's regional mall be redeveloped in a manner to ensure that it is reinstated as Santa Fe's most significant generator of sales tax revenue. In order for the Mall to continue its redevelopment, new national tenants must be secured. As a catalyst to the Mall's redevelopment and expansion of Santa Fe's economic base, the requested sign variance is in alignment with the General Plan's goals of economic development and adaptive reuse.

(5) The variance is not contrary to the public interest.

The requested sign variance is in the public interest as a key component to furthering the redevelopment of the Mall, creating jobs and expanding Santa Fe's economic base, as well as offering greater local shopping opportunities for residents.

The proposed Signage Plan and approval of the associated variances are crucial to the continued success of redevelopment and revitalization of Santa Fe Place Mall. This important effort will improve local shopping opportunities, create jobs, and spark a much needed increase in Santa Fe's Gross Receipts Tax revenue.

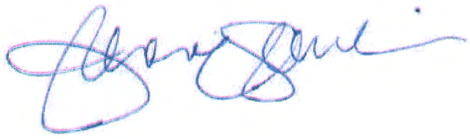
In support of this request, the following documentation is submitted herewith for your review:

1. Variance Applications
2. Letter of Authorization
3. Warranty Deed
4. Concept Renderings
5. Legal Lot of Record
6. Development Plan Amendment #3
7. Plans (6 sets + PDF)
8. Application Fees in the amount of $1,560.00
   - $1,500.00 – Variance Application (Planning Commission)
   - $60.00 – Two Posters

Please contact me should you have any questions or need additional information.

Thank you for your consideration.

Sincerely,



Jennifer Jenkins

Signage Plan

santa fe place

4250 Cerrillos Rd., Santa Fe, N.M.

OWNER:

EPINOAC

112 Northern Concourse
N. Syracuse, NY 13212
(T) 315.425.1000

SHEET INDEX:

1 COVER

2 SIGNAGE PLAN

VICINITY MAP:

COUNTY OF SANTA FE)
STATE OF NEW MEXICO)ss

I hereby certify that this instrument was filed for record on the _____day of _____ A.D. 20_____, at _____ o'clock _____M., and was duly recorded in Book _____, Page_____ of the records of Santa Fe County.

Witness my hand and Seal of Office
GERALDINE SALAZAR
County Clerk, Santa Fe County, NM

_____
Deputy

CITY APPROVAL:

_____
CITY ENGINEER DATE

_____
CITY PLANNER DATE

Approved by the Planning Commission at their meeting of _____, 2016 as case # _____

_____ _____
Chair Date

_____ _____
Secretary Date

OWNER'S CONSENT:

_____
DATE

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Santa Fe Place
Signage Plan
4250 Cerrillos Road, Santa Fe, N.M.

Revision Schedule

Num	Desc	Date

Date

Drawn by

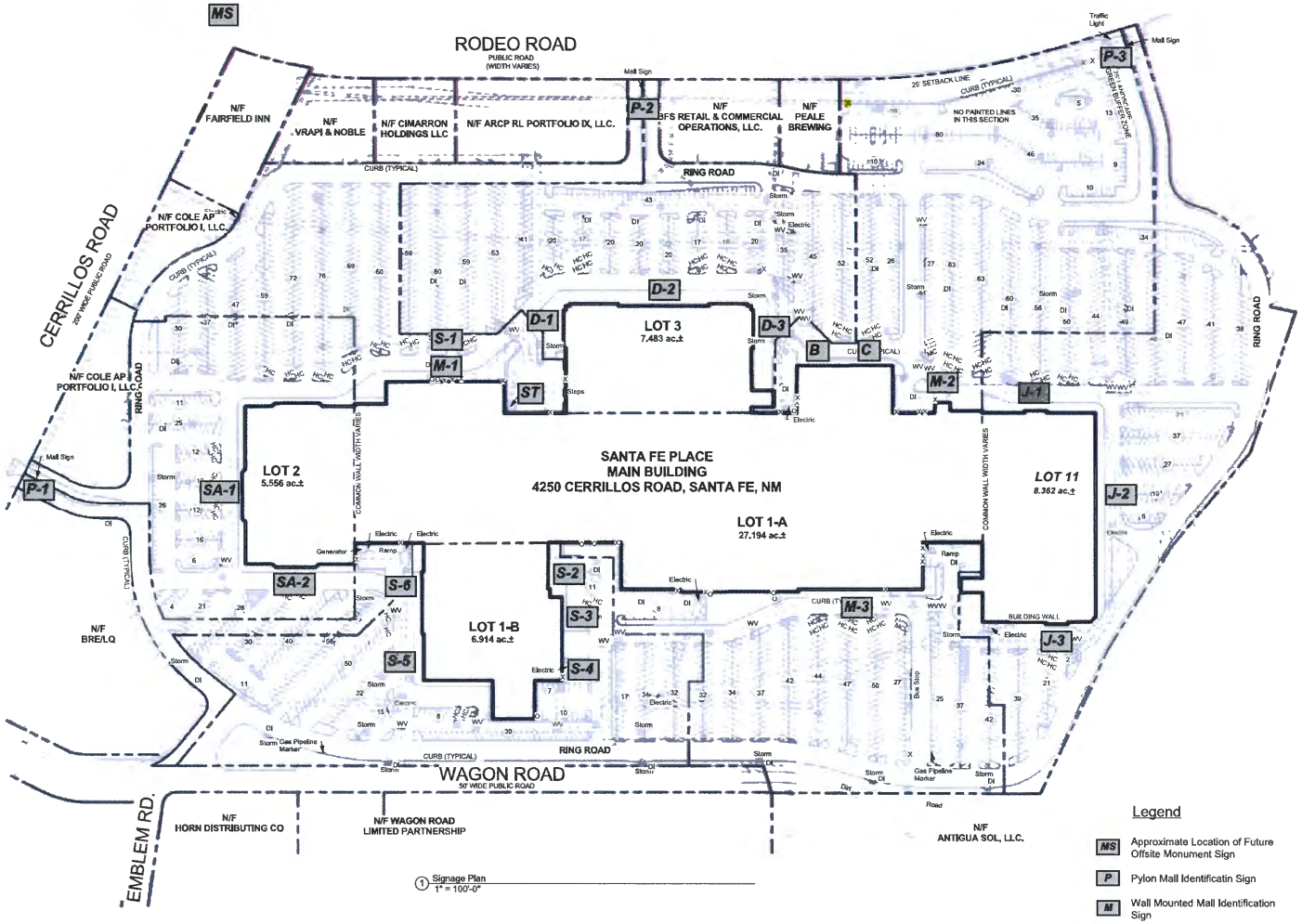
Checked by

jenkinsgavin

Cover

Scale

1 of 2



① Signage Plan
1" = 100'-0"

Legend

MS	Approximate Location of Future Offsite Monument Sign
P	Pylon Mall Identificatin Sign
M	Wall Mounted Mall Identification Sign
ST	SleepyTime
D	Dillard's
J	JC Penney
S	Sears
SA	Sports Authority
B	Bed, Bath & Beyond
C	Cost Plus World Market

A. The following existing Mall identification signs are hereby ratified:

Pylon Signs

Sign P-1: 31' high x 14.3' long x 2.1' wide = 443.3 s.f.
Sign P-2: 31' high x 7.4' long x 2.1' wide = 229.4 s.f.
Sign P-3: 31' high x 7.4' long x 2.1' wide = 229.4 s.f.

The façades of the signs may be modified with the approval of a sign permit.

Wall Mounted Signs

Sign M-1: 126.5 s.f.
Sign M-2: 126.5 s.f.
Sign M-3: 117.7 s.f.

Each wall mounted Mall identification sign may remain or be replaced up to a maximum of 150 s.f.

B. The following existing, nonconforming store identification signs may remain or be replaced with a sign that is less than or equal to the existing square footage.

Dillard's
D-1: 356.7 s.f.
D-2: 340.3 s.f.
D-3: 340.3 s.f.

JC Penney
J-1: 179.6 s.f.
J-2: 179.6 s.f.
J-3: 179.6 s.f.

Sears
S-1 22.0 s.f.
S-2 17.0 s.f.
S-3 134.8 s.f
S-4 71.4 s.f.
S-5 71.4 s.f.
S-6 134.8 s.f.

C. Existing Sign Variances

1. Sports Authority
Case #2012-42, approved by the Planning Commission on June 7, 2012. Variance for 800 s.f. wall sign on the west elevation and 700 s.f. wall sign on the south elevation. The approved square footage includes the red background of the sign.
SA-1: West Elevation 158.4 s.f.
SA-2: South Elevation 147.9 s.f.

2. Bed, Bath & Beyond
Case #2015-54, approved by the Planning Commission on July 2, 2015. Variance for 169 s.f. wall sign.
B-1: 169 s.f.

3. Cost Plus World Market
Case #2015-55, approved by the Planning Commission on July 2, 2015. Variance for 136 s.f. wall sign.
C-1 136 s.f.

D. Variances Approved as part of this Signage Plan

1. Variance from SFCC §14-8.10 (C)(1) allowing an off-site monument sign in the City of Santa Fe right-of-way at the corner of Cerrillos Road and Rodeo Road, subject to approval of a Licensing Agreement by the City of Santa Fe.
2. Variance from SFCC §14-8.10(G)(8)(c) allowing up to two wall mounted signs per Mall store up to a maximum of 150 s.f. in accordance with the approved Design Standards identified herein.
3. Variance from SFCC §14-8.10(G)(8)(c) allowing up to two wall mounted signs for each "Pad Site" building up to a maximum of 80 s.f. in accordance with the approved Design Standards identified herein.

DESIGN STANDARDS FOR FUTURE SIGNAGE

1. Exterior Wall Mounted Signs for Mall Stores
   - A. Stores with an exterior entry: One exterior wall mounted sign up to a maximum of 150 s.f.
   - B. Stores with a north-facing exterior façade and an interior entry: one exterior wall mounted sign up to a maximum of 150 s.f.
   - C. Stores with a south-facing exterior entry and/or façade: two exterior wall mounted signs up to a maximum of 150 s.f. each.
   - D. Stores over 10,000 s.f. with an interior entry and no exterior façade: one exterior wall mounted sign up to a maximum of 150 s.f.
2. Pad Sites
   Free-standing buildings on "pad sites" are permitted two wall mounted signs up to a maximum of 80 s.f each.
3. Pylon Signs
   The following tenants are permitted store identification on up to two Pylon Signs:
   - Department Stores
   - Junior Anchors over 15,000 s.f.
   - Restaurants

Santa Fe Place
Signage Plan
4250 Cerrillos Road, Santa Fe, N.M.

Revision Schedule

Num	Desc	Date

Date

Drawn by

Checked by

jenkinsgavin

Signage Plan

Scale 1" = 100'-0"

2 of 2

Z:\Jenkins-Gavin\Santa Fe Place Mall\Mall Signage.rvt

Development Plan Amendment #3

789605

santa fe place

4250 Cerrillos Rd., Santa Fe, N.M.

OWNER:

SPINOSO REAL ESTATE GROUP

112 Northern Concourse
N. Syracuse, NY 13212
(T) 315.425.1000

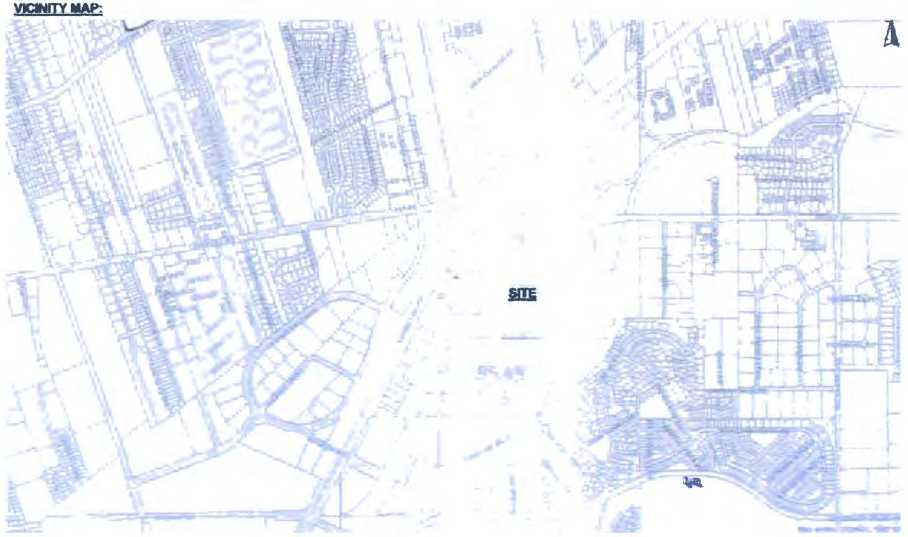
PURPOSE STATEMENT:

THE PURPOSE OF THIS AMENDMENT #3 IS TO RE-DISTRIBUTE THE APPROVED DEVELOPMENT RIGHTS FOR "RESERVED TRACT 9" AMONG PROPOSED PAD SITES AND BUILDING ADDITIONS.

SHEET INDEX:

1 COVER
2 EXISTING CONDITIONS
3 DEVELOPMENT PLAN AMENDMENT #3
4 LANDSCAPE IMPROVEMENT PLAN

VICINITY MAP:



COUNTY OF SANTA FE)
STATE OF NEW MEXICO)ss

I hereby certify that this instrument was filed for record on the 17th day of June A.D. 2015 at 9:38 o'clock A M. and was duly recorded in Book 789, Page 6-9 of the records of Santa Fe County.
#1767165
Witness my hand and Seal of Office
GERALDINE SALAZAR
County Clerk, Santa Fe County, NM
Deputy

OWNER'S CONSENT:

4/15/2015
DATE

State of New Mexico
County of Santa Fe } ss
This instrument was acknowledged before me this 15th day of April, 2015
By Carmen Spinoso

CITY APPROVAL:

4/15/2015
Date

Risana Zaxus
CITY ENGINEER
04/10/2015
DATE

4/9/15
CITY PLANNER
DATE

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Santa Fe Place
Development Plan Amendment #3
4250 Cerrillos Road, Santa Fe, N.M.

Revision Schedule		
Num	Desc	Date

Date

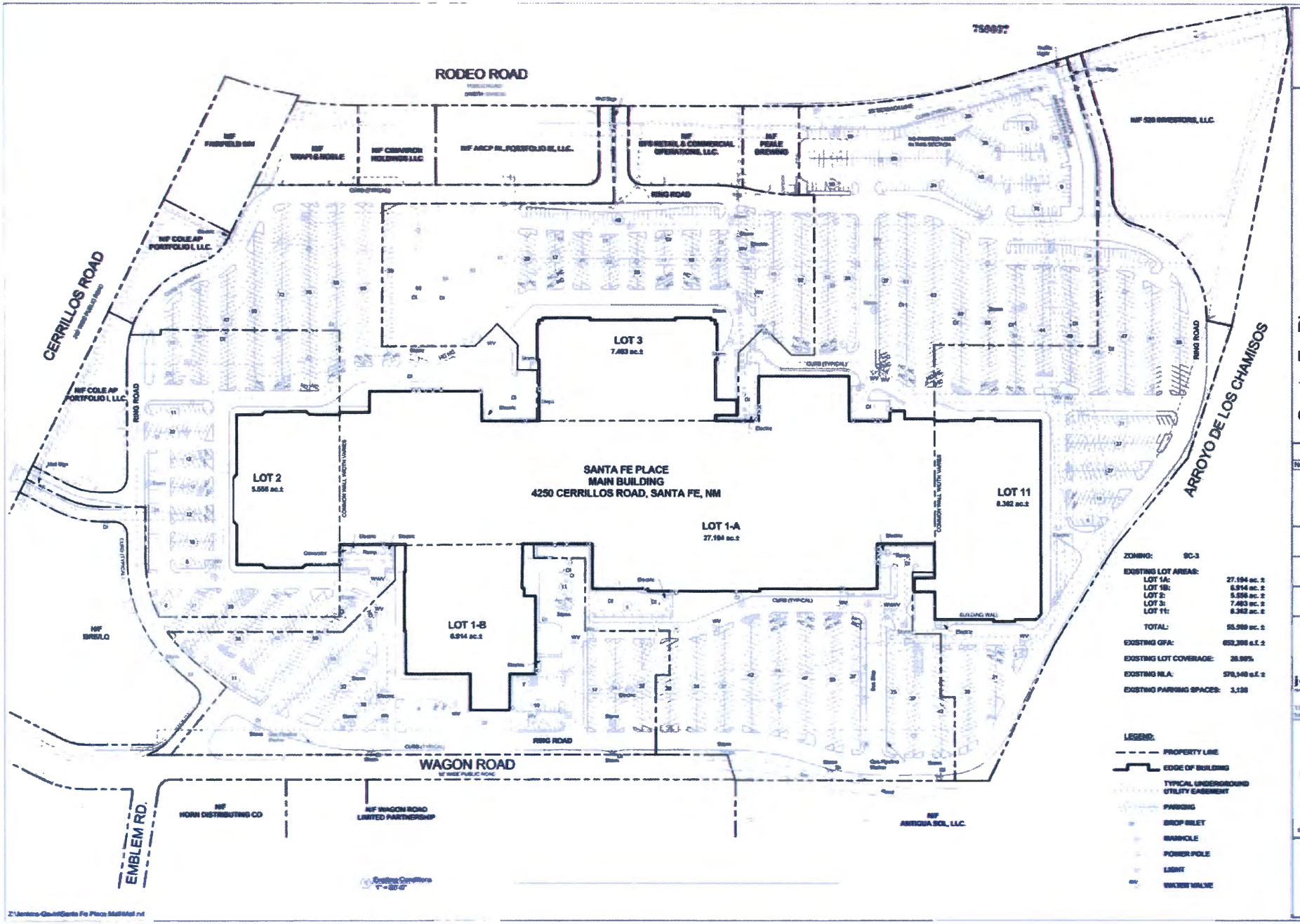
Drawn by

Checked by

jenkinsgavin
DESIGN & DEVELOPMENT INC
130 Grant Avenue, Suite 104
Santa Fe, New Mexico 87501

Cover

Scale



Santa Fe Place
Development Plan Amendment #3
4250 Cerrillos Road, Santa Fe, N.M.

Revision Schedule

Num	Desc	Date

Date
Drawn by
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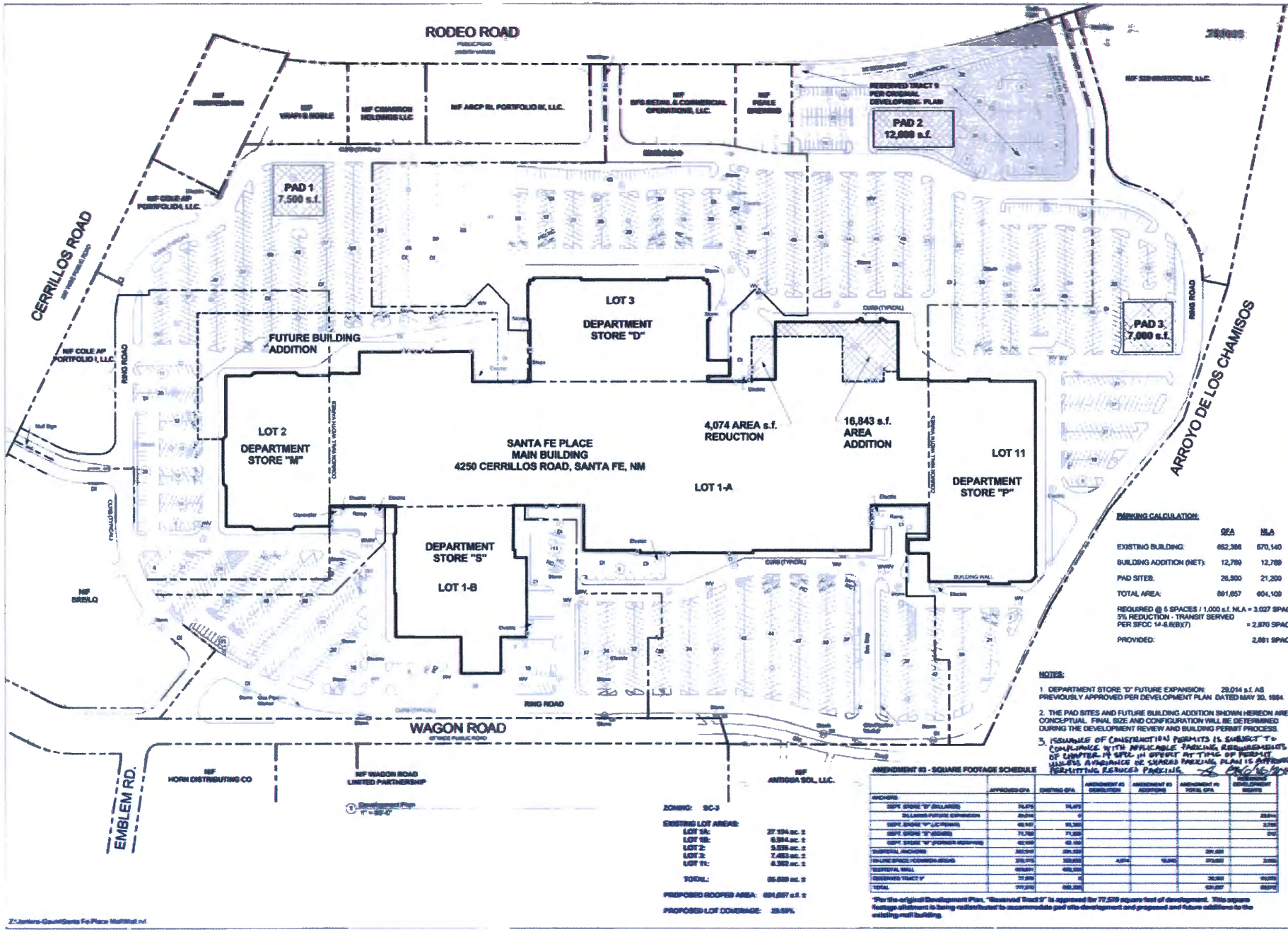
Existing Conditions

Scale 1" = 60'-0"

2 of 4



ZONING: SC-3

EXISTING LOT AREAS:

LOT 1A:	27.134 ac. ±
LOT 1B:	6.894 ac. ±
LOT 2:	5.536 ac. ±
LOT 3:	7.483 ac. ±
LOT 11:	6.562 ac. ±
TOTAL:	55.609 ac. ±

PROPOSED ROOFED AREA: 604,697 s.f. ±

PROPOSED LOT COVERAGE: 25.0%

PARKING CALCULATION:

	GFA	NLA
EXISTING BUILDING:	652,368	570,140
BUILDING ADDITION (NET):	12,789	12,789
PAD SITES:	26,500	21,200
TOTAL AREA:	691,657	604,109

REQUIRED @ 5 SPACES / 1,000 s.f. NLA = 3,027 SPACES
5% REDUCTION - TRANSIT SERVED
PER SFCC 14-8.6(B)(7) = 2,870 SPACES

PROVIDED: 2,881 SPACES

NOTES:

1. DEPARTMENT STORE "D" FUTURE EXPANSION: 29,014 s.f. AS PREVIOUSLY APPROVED PER DEVELOPMENT PLAN DATED MAY 30, 1984
2. THE PAD SITES AND FUTURE BUILDING ADDITION SHOWN HEREON ARE CONCEPTUAL. FINAL SIZE AND CONFIGURATION WILL BE DETERMINED DURING THE DEVELOPMENT REVIEW AND BUILDING PERMIT PROCESS.
3. ISSUANCE OF CONSTRUCTION PERMITS IS SUBJECT TO COMPLIANCE WITH APPLICABLE PARKING REQUIREMENTS OF CHAPTER 14 SFCC IN EFFECT AT TIME OF PERMIT ISSUES. AVAILABILITY OF SHARED PARKING PLAN IS APPROVED PERMITTING REDUCED PARKING.

AMENDMENT #3 - SQUARE FOOTAGE SCHEDULE

	APPROVED GFA	EXISTING GFA	AMENDMENT #3 DEMOLITION	AMENDMENT #3 ADDITIONS	AMENDMENT #3 TOTAL GFA	REMAINING DEVELOPMENT RIGHTS
ANCHORS						
DEPT. STORE "D" (INCLUDES)	70,470	70,470				
INCLUDES FUTURE EXPANSION	29,014	0				29,014
DEPT. STORE "J.C.PENNEY"	89,147	89,300				2,700
DEPT. STORE "S" (SEARS)	71,700	71,700				700
DEPT. STORE "M" (FORMER MONTGOMERY WARD)	62,400	62,100				
SUBTOTAL ANCHORS	322,731	293,570			293,570	
MALL AND SPACE / COMMON AREAS	276,770	276,570	4,074	16,843	289,339	2,000
SUBTOTAL MALL	599,501	570,140				
RESERVED TRACT 9*	77,376	0			26,500	50,876
TOTAL	777,210	570,140			604,109	85,290

*Per the original Development Plan, "Reserved Tract 9" is approved for 77,376 square feet of development. This square footage allotment is being redistributed to accommodate pad site development and proposed and future additions to the existing mall building.

Santa Fe Place
Development Plan Amendment #3
4250 Cerrillos Road, Santa Fe, N.M.

Revision Schedule		
Num	Desc	Date

Date

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Checked by

jenkinsgavin

Development Plan Amendment #3

Scale 1" = 200'-0"

3 of 4

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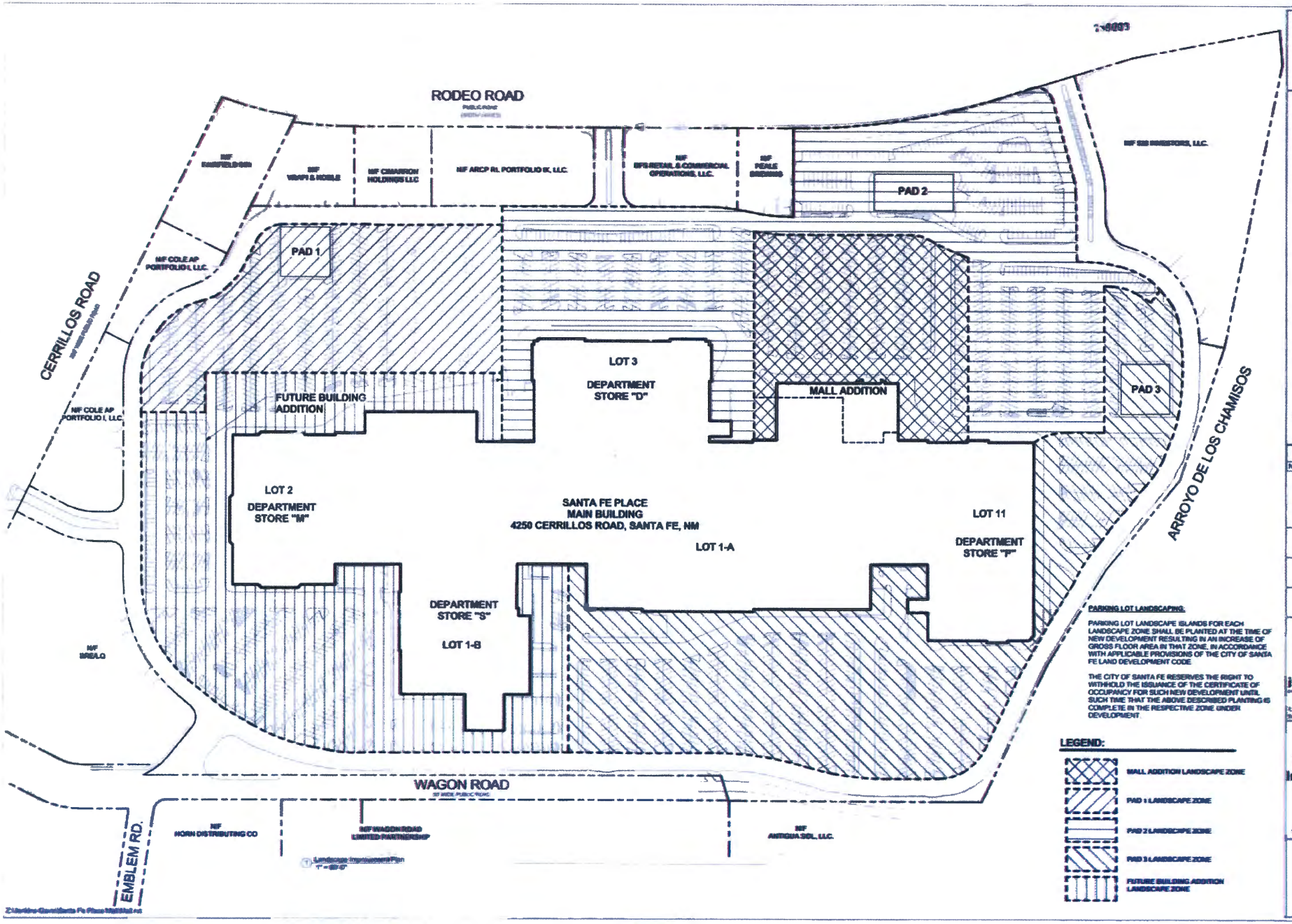


Santa Fe Place
Development Plan Amendment #3
4250 Cerrillos Road, Santa Fe, N.M.

Revision Schedule

Num	Desc	Date

Date

Drawn by: Author

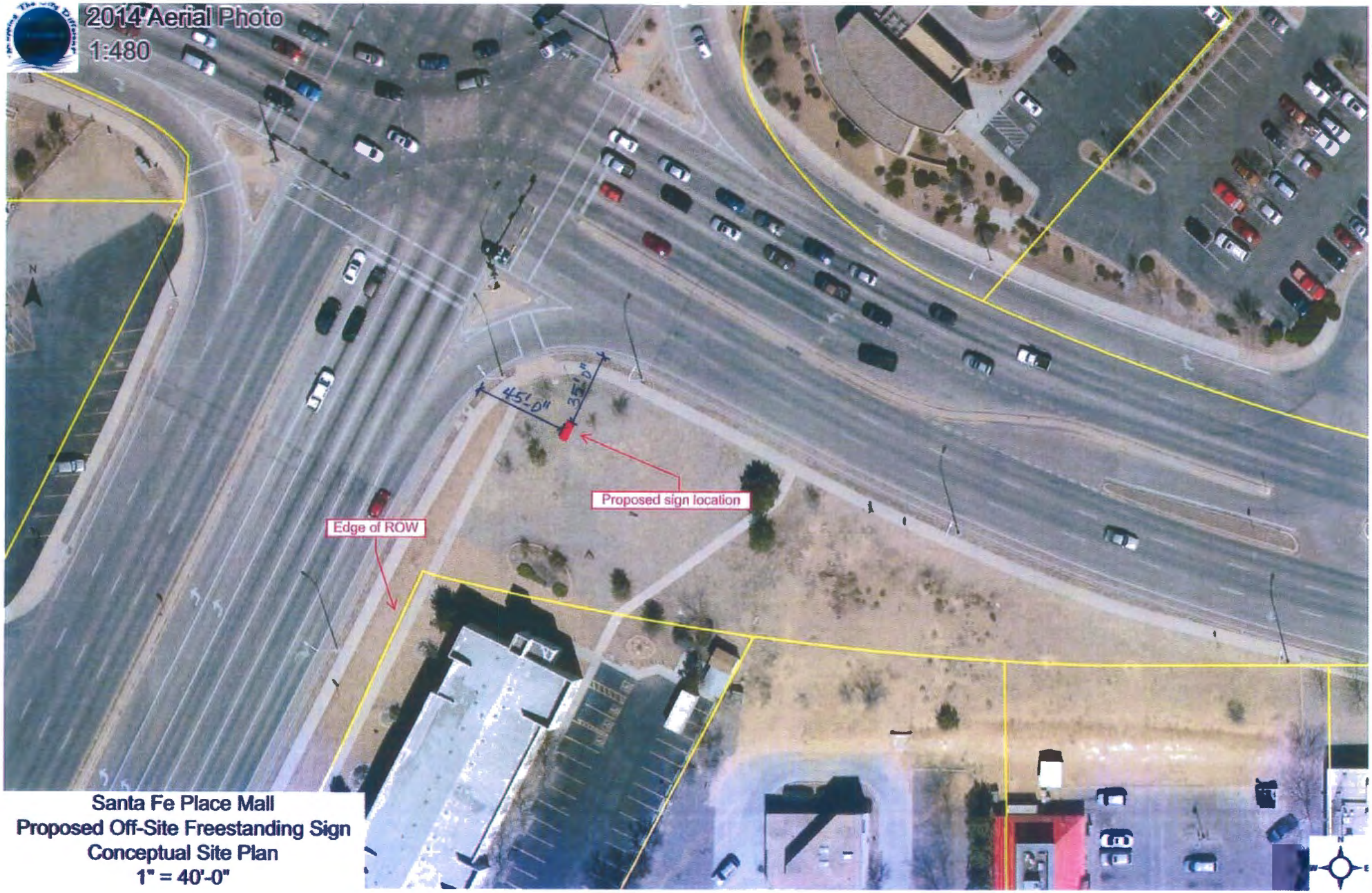
Checked by: Checker

jenkinsgavin

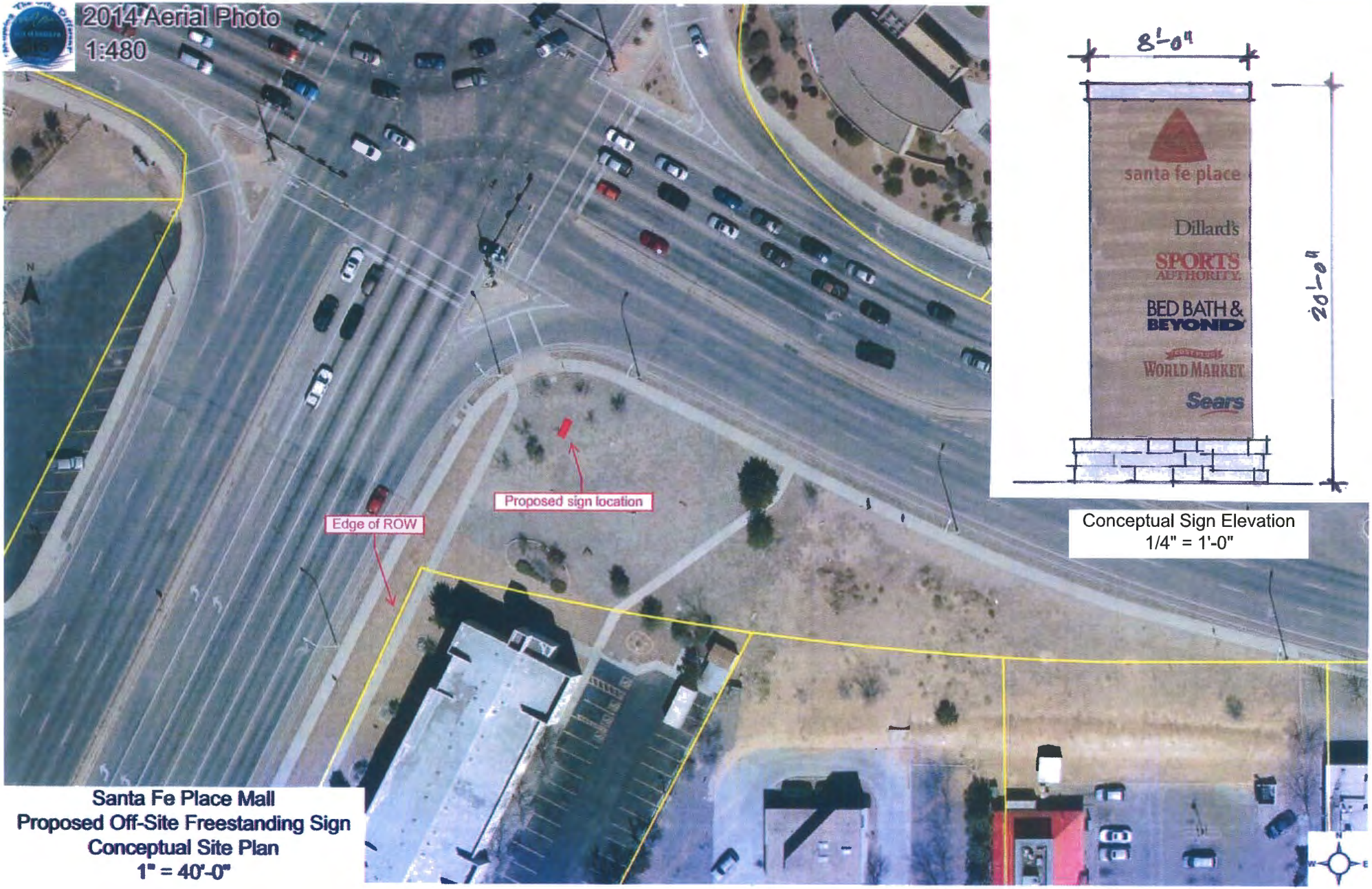
Landscape Improvement Plan

Scale: 1" = 60'-0"

4 of 4

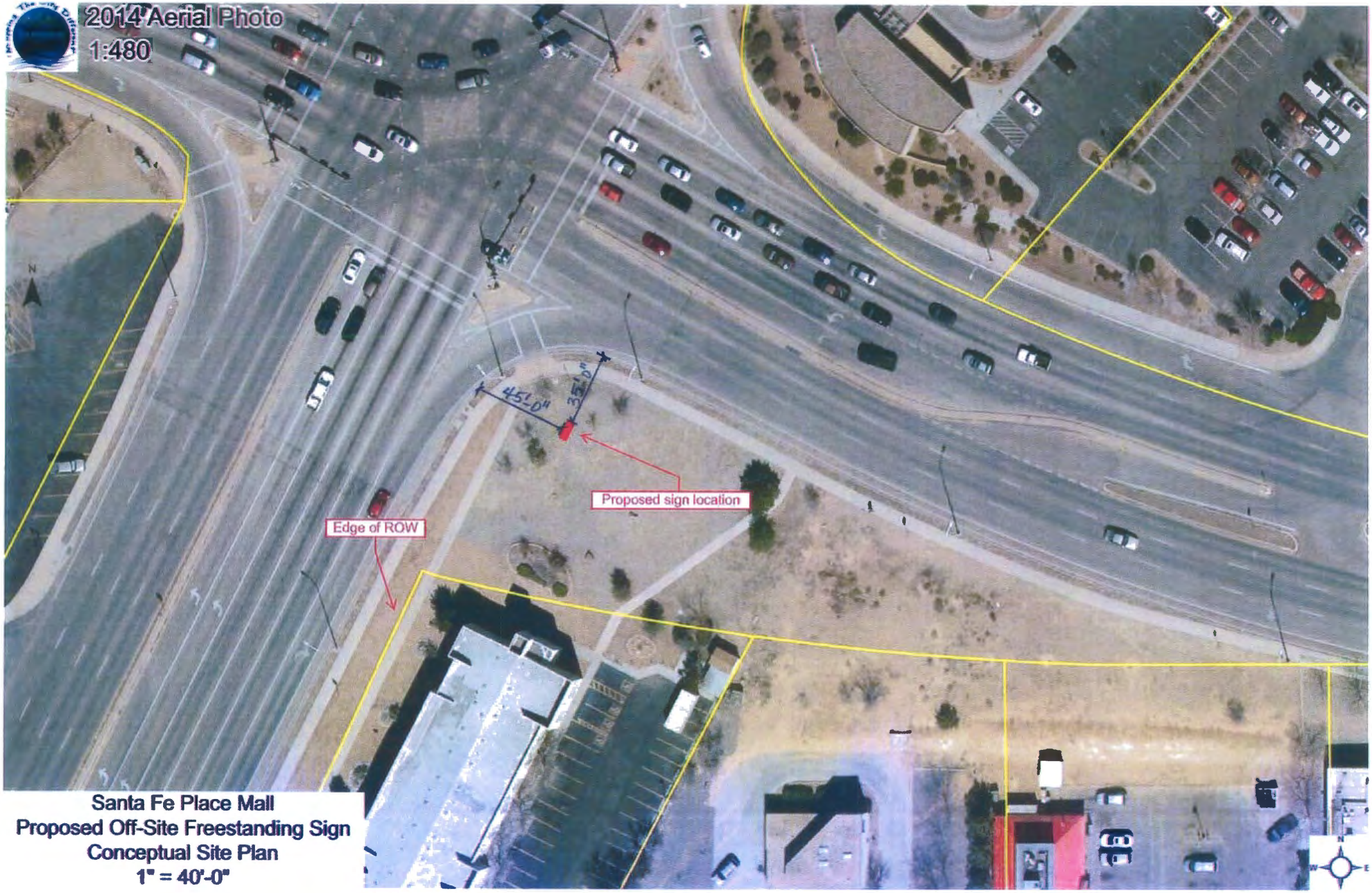


Santa Fe Place Mall
Proposed Off-Site Freestanding Sign
Conceptual Site Plan
1" = 40'-0"



Conceptual Sign Elevation
1/4" = 1'-0"

Santa Fe Place Mall
Proposed Off-Site Freestanding Sign
Conceptual Site Plan
1" = 40'-0"



Santa Fe Place Mall
Proposed Off-Site Freestanding Sign
Conceptual Site Plan
1" = 40'-0"

BED BATH & BEYOND
COST PLUS WORLD MARKET
santa fe place
COST PLUS WORLD MARKET
WORLD MARKET
BED BATH & BEYOND
EXISTING

FOREVER 21
F21
santa fe place
CHIPOTLE
lululemon athletica
EXISTING

EXISTING: HIGH VISIBILITY FROM MAIN & MAIN INTERSECTION

H&M
H&M
H&M
H&M
VIOLET CROWN