

**CITY COUNCIL
OF THE
CITY OF ALBUQUERQUE**

August 5, 2013

AMENDMENT NO. _____

TO F/S R-13-132

AMENDMENT SPONSORED BY COUNCILLOR _____

1. On page 20, amend the first sentence of the third paragraph of 2.1.3 so it reads as follows:

“Because the VHSDP and the Unser Boulevard DOZ are both Rank III plans with overlapping boundaries, where a policy or regulation conflicts, the more restrictive prevails [+with exceptions as noted in section 8.1.2.+]”

2. On page 136, amend section 8.1.2 so it reads as follows:

“Signs along Unser Boulevard must also comply with the Design Overlay Zone for that roadway adopted in 1992, [+except that Blade Signs, Building; Blade Signs, Tenant; and Sandwich Board Signs are permitted, per the regulations in Table 8.1 of the VHSDP.+]”

Explanation: This amendment modifies the sign regulations in the VHSDP and clarifies the relationship between the regulations in this Plan and existing regulations contained in the Unser Boulevard Design Overlay Zone (DOZ).

The Unser DOZ was developed to ensure a continuous, high-quality visual environment along the corridor from I-40 to the Bernalillo County Line. It allows only two types of signs (wall signs and free-standing signs) and was adopted at a time when all development along the corridor was of a traditional suburban nature and before the road had been extended to the top of the Northwest Mesa. It did not anticipate the development of a high-quality, urban Major Activity Center in Volcano Heights, and it does not reflect modern standards in signage regulations, which are much more nuanced and context sensitive.

Like the Unser DOZ, the VHSDP contains regulations aimed at protecting and enhancing views, including a section devoted entirely to signs. Development in Volcano Heights is intended to be designed at a pedestrian scale, and certain types of pedestrian-scale signs that are not contemplated by the Unser DOZ, such as blade and sandwich board signs as strictly regulated by the VHSDP in Table 8.1, would be appropriate in areas affected by the Unser DOZ. Allowing limited pedestrian-scale signs on properties affected by the Unser DOZ is not in conflict with and, in fact, supports the DOZ’s overarching intent of ensuring a high-quality visual environment along Unser Boulevard.