



DOING THE MOST GOOD®

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Divisional Leaders

September 4, 2024

Planning Department Code Enforcement Division
Albuquerque, NM

To Whom It May Concern:

REPLACING SIGN AT 4301 BRYN MAWR DR NE, ALBUQUERQUE

This letter is to advise that as the owners of the abovementioned property we would like to replace our existing sign with a new one. The one presently there is damaged, and over 30 years old.

The current sign uses an internal logo of The Salvation Army, not the red shield as presented in this letterhead. We would change the sign to include this red shield that is much more well known as being representative of The Salvation Army. People have often come to our facility and asked where the Salvation Army is because they were looking for the red shield sign.

We serve as a community resource to at least the 500 apartments within a block or two of our building. Our rent/mortgage, utility, and food assistance cover both Bernalillo and Sandoval Counties. On this site we have a gym, soccer field, food to give away, potential childcare and/or day camp, retirement home for low-income seniors, and other facilities. This necessitates a way to advise the nearby community what we are continuing to offer in assistance to them, especially the low-income housing units we are surrounded by. These offerings change from month to month, sometimes week to week, so we need a way to update the assistances we are offering to those within our reach. This is where the digital component of our proposed sign is essential in continuing to advise the local area of the needs we are anticipating meeting.

The new sign will use the same foundation as the existing signage. There is no change in the parking, landscaping, access or circulation of the area. The existing site development plan specifies the requirements in place at the time of approval and this requested change still meets the original requirements. This requested change is within the thresholds for minor amendments, cumulative of prior deviations or minor amendments. The requested change does not require major public infrastructure, significant changes to access to the subject property, or a traffic impact study, and so does not need additional review by the original decision-making body.

Thank you for considering our request for updating and upgrading our signage.

Yours sincerely,

Major Raewyn Aspeitia
Corps Officer & ARP Administrator