

# ADMINISTRATIVE AMENDMENT

FILE #: \_\_\_\_\_ PROJECT #: \_\_\_\_\_

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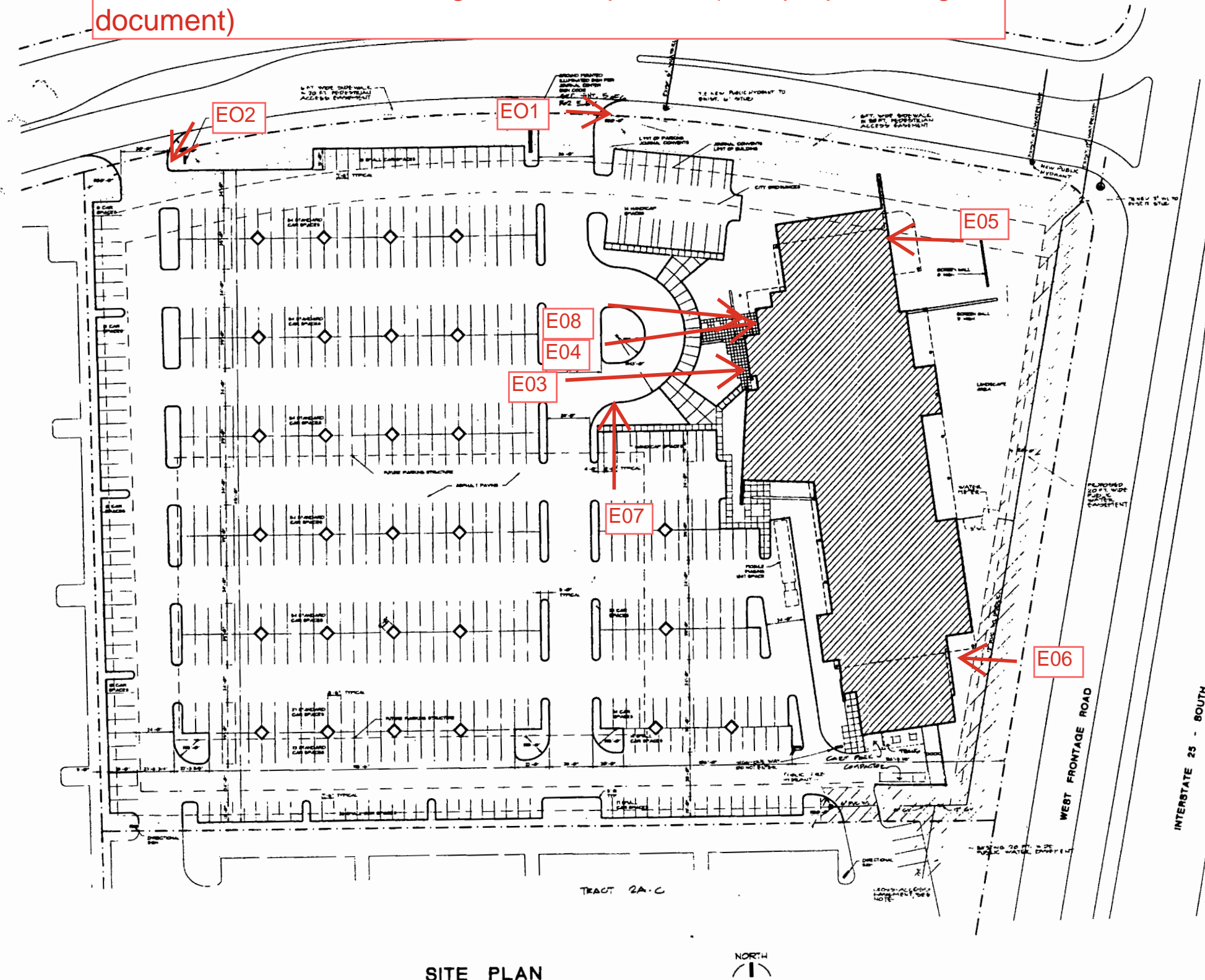
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\_\_\_\_\_  
APPROVED BY

\_\_\_\_\_  
DATE

Administrative Amendment for proposed signage rebrand 9-11-2024  
 0% Increase of any dimension.  
 E01-E08 are locations of signs to be replaced. (See proposed signs document)



SITE PLAN

PARKING DATA			
REQUIRED ON-SITE PARKING			
CLINIC	5 SPACES PER DOCTOR X 4 DOCTORS	205	
OFFICE - FIRST LEVEL	1 SPACE PER 200 SF X 1000	5	
OFFICE ABOVE FIRST LEVEL	1 SPACE PER 300 SF X 6200	21	
TOTAL		235	AS REQUIRED BY CODE
5% CREDIT FOR BUS STOP (25 x 15)		11	
TOTAL PARKING REQUIRED OF WHICH 0 SPACES ARE FOR HANDICAPPED USE		252	
STANDARD SPACES		422	
SMALL CAR SPACES		11	
HANDICAP SPACES		21	
TOTAL PROVIDED PARKING		520	AS REQUIRED BY CODE
SITE DATA			
ZONING	IP		
AREA	6.536 AC		
PAVING AREA	172,457 SF		
LANDSCAPING	615.1 SF		
BUILDING AREA	83,754 SF	50,000 SF	
SITE LEGAL DESCRIPTION			
TRACT 2A-D, JOURNAL CENTER			
SITE DEVELOPMENT PLAN APPROVAL			
THIS PLAN IS CONSISTENT WITH THE CONCEPTS OF THE ORIGINAL JOURNAL CENTER SITE PLAN APPROVED BY THE ENVIRONMENTAL PLANNING COMMISSION ON AUGUST 16, 1980 (AX-75-13, 2-75-80-2) AND THE IP CODE.			
IT CONFORMS WITH THE COMMENTS RENDERED BY THE DEVELOPMENT REVIEW BOARD ON AUGUST 14, 1990, AS REFLECTED IN DMS-10-20.			
<i>Jack Clark</i>	12/1/90	DATE	
PLANNING DIRECTOR			
<i>Paul M. Stone</i>	8/14/90	DATE	
PARKS AND RECREATION DEPT.			
<i>David K. Smith</i>	8-14-90	DATE	
TRANSPORTATION DEVELOPMENT			
<i>Robert W. Kane</i>	8-14-90	DATE	
CITY ENGINEERING / AMWCA			
UTILITY DEVELOPMENT			

NOTES

PHASE 2 IS CONCEPTUAL ONLY  
 PHASE 2 SITE DEVELOPMENT PLAN REVIEW WILL BE REQUIRED

SEE MUTANTS AS SHOWN ON THIS PLAN, SHALL BE CONSULTED WITH THE SITE DEVELOPMENT.

A 2' PUBLIC WATERLINE SHALL BE CONSTRUCTED ALONG THE 5'-0" EAST BOUNDARY. A PUBLIC EASEMENT SHALL BE PROVIDED PRIOR TO CONSTRUCTION.

A CROSS-ACCESS EASEMENT FOR SITE ACCESS TO THE WEST FRONTAGE ROAD, ACROSS TRACT 2A-C, IS PROVIDED BY THE PLAT ENTITLED, 'REPLAT MAP FOR JOURNAL CENTER, TRACT 2A-1 AND 2A-2000' FILED IN THE COUNTY CLERK'S OFFICE ON MAY 11, 1990, BK 900, PAGE 129.

GREGORY T. HICKS AND ASSO  
 HOLMES SABATINI EEDS ARCH

LOVELACE MULTI-SPECIALTY FACILITY  
 Albuquerque, New Mexico

Stamp:



Branding Document

# NM038

**Line of Business:** Clinic  
**City/State:** Albuquerque, NM  
**Address:** 5150 Journal Center Blvd Ne

**Initial Date:** 2.19.24

**Revision Dates:** 2.21.24  
2.23.24  
3.1.24  
3.18.24  
4.18.24  
4.26.24  
5.3.24



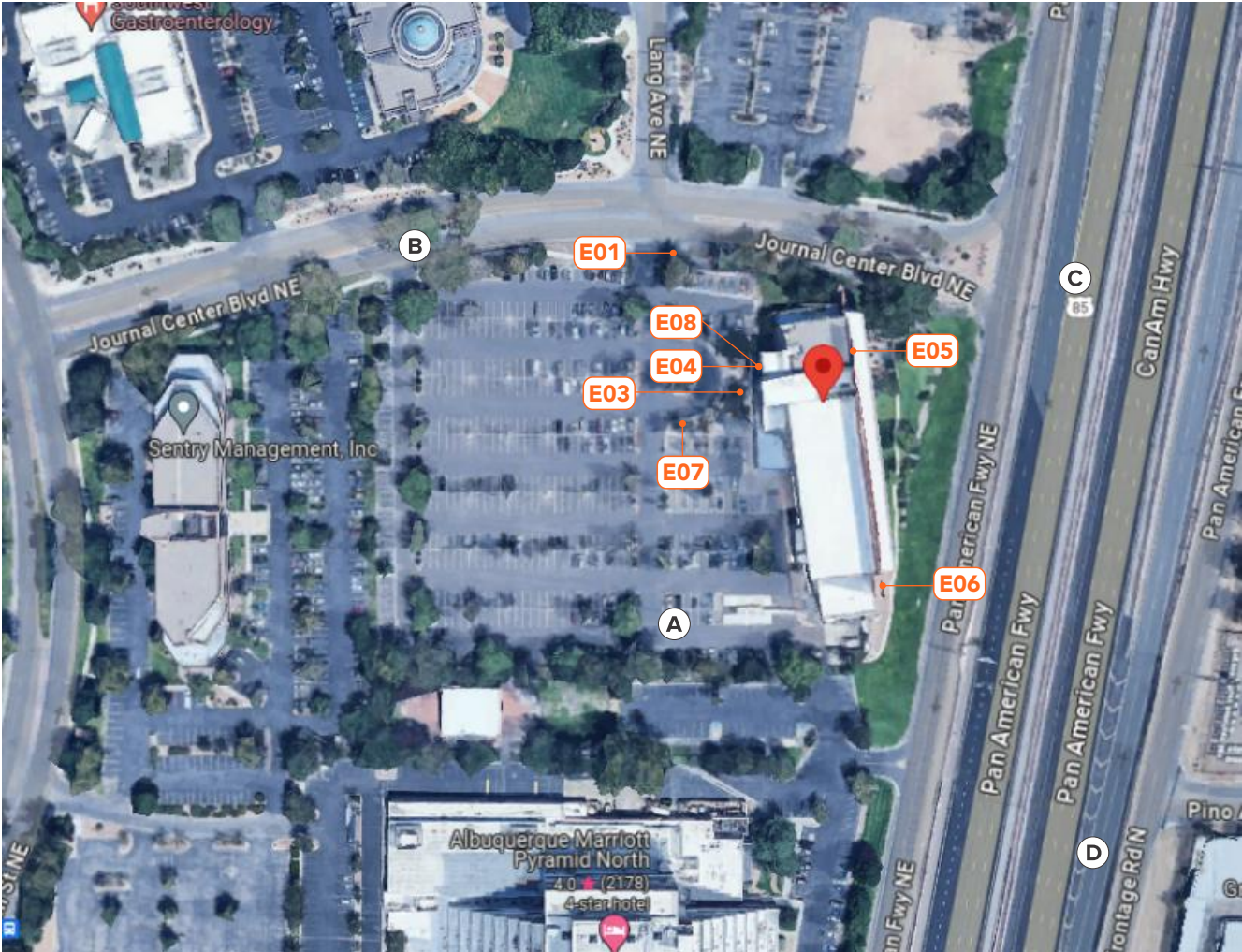
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Sign	Existing Sign	Action	Proposed Sign	Qty.
E01	Tenant Panel	RR	Face Replacement	2
E02	Directional	RR	Vinyl and Paint	1
E03	Directional	RR	Face Replacement	1
E04	Channel Letters	RR	Channel Letters	1
E05	Channel Letters	RR	Channel Letters	1
E06	Channel Letters	RR	Channel Letters	1
E07	Aluminum Panel	RR	Aluminum Panel	1
E08	Door Vinyl	RR	Door Vinyl	1
E09	Door Vinyl	RR	Door Vinyl	1
I01	FCO's	RR	FCO's	1
I02	FCO's	RR	FCO's	1
I03	FCO's	RR	FCO's	1
I04	FCO's	RR	FCO's	1
I05	FCO's	RR	FCO's	1
I06	FCO's	RR	FCO's	1
I07	FCO's	RR	FCO's	1

**Sign Key:**  
I - Interior  
E - Exterior

**Action Key:**  
RR - Remove & Replace  
NI - New Install  
NA - No Action  
RE - Remove Existing  
LLC - Landlord Controlled





Branding Summary			
Ground Signs	Allowed by Code	Proposed	Proposed % Utilized
Height (ft.):	26	n/a	n/a
Number:	n/a	3	100.0%
Square Footage (ft.):	300	n/a	n/a
Wall Signs	Allowed by Code	Proposed	Proposed % Utilized
Height (ft.):	n/a	n/a	n/a
Number:	n/a	3	n/a
Square Footage (ft.):	1,289.25	248.8	19.29%
Total Signage	Allowed by Code	Proposed	Proposed % Utilized
Number:	1	6	0
Square Footage (ft.):	1,589.25	248.8	15.65%

## Branding Rationale / Comments

### Ground Signs:

- Must have 100 ft of frontage to have F/S sign. 100 sq. ft. at allowable locations abutting a local or collector street.
- 200 sq. ft. at allowable locations abutting an arterial street or interstate highway.
- 300 sq. ft. at allowable locations within 200 feet of a through lane of an interstate highway and visible from the interstate highway.
- 100 sq. ft. at allowable locations abutting a local or collector street.
- 200 sq. ft. at allowable locations abutting an arterial street or interstate highway.
- 300 sq. ft. at allowable locations within 200 feet of a through lane of an interstate highway and visible from the interstate highway.

### Wall Signs:

Cannot exceed 15% of a facade

### Temp Signs:

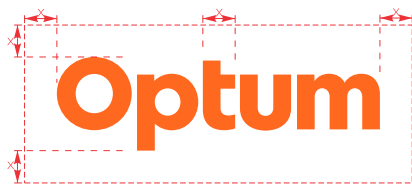
n/a

E01 Face Replacements (Qty. 2)

Remove existing faces. Install new white translucent polycarbonate face w/ first surface graphics.

COLOR/MATERIAL SPECIFICATIONS

- VINYL:  
3M #3630-3247 Translucent Orange (First Surface)
- ACRYLIC:  
White Polycarbonate



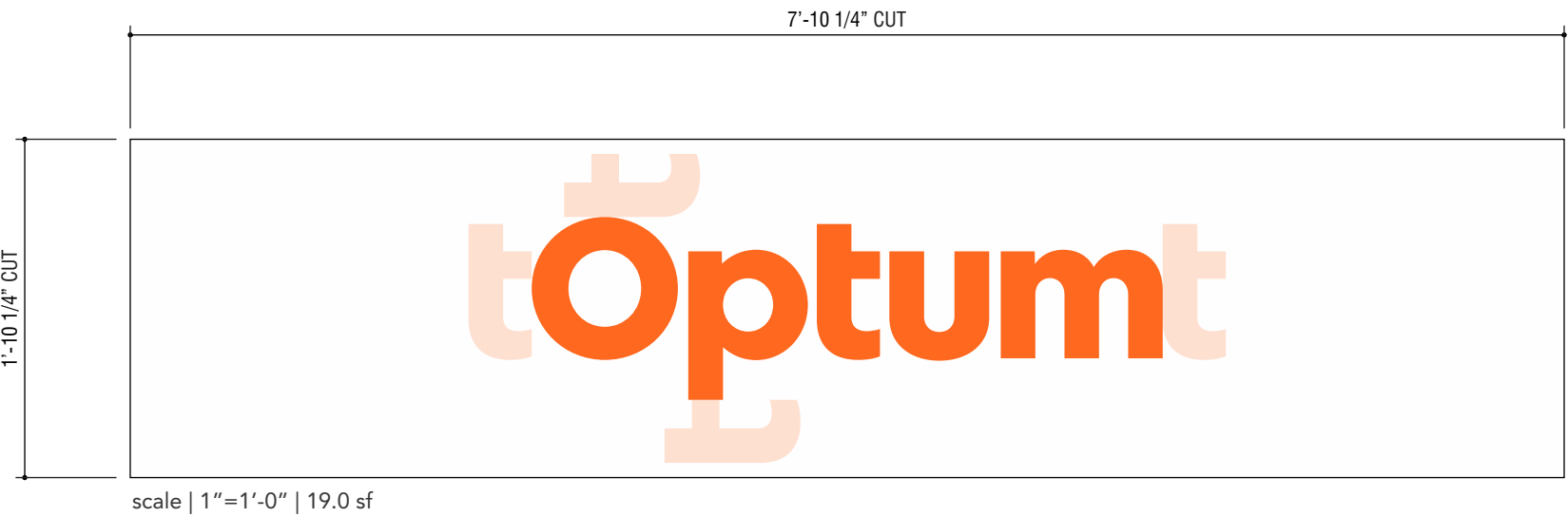
BEFORE



AFTER



Remove face and framing.



E02

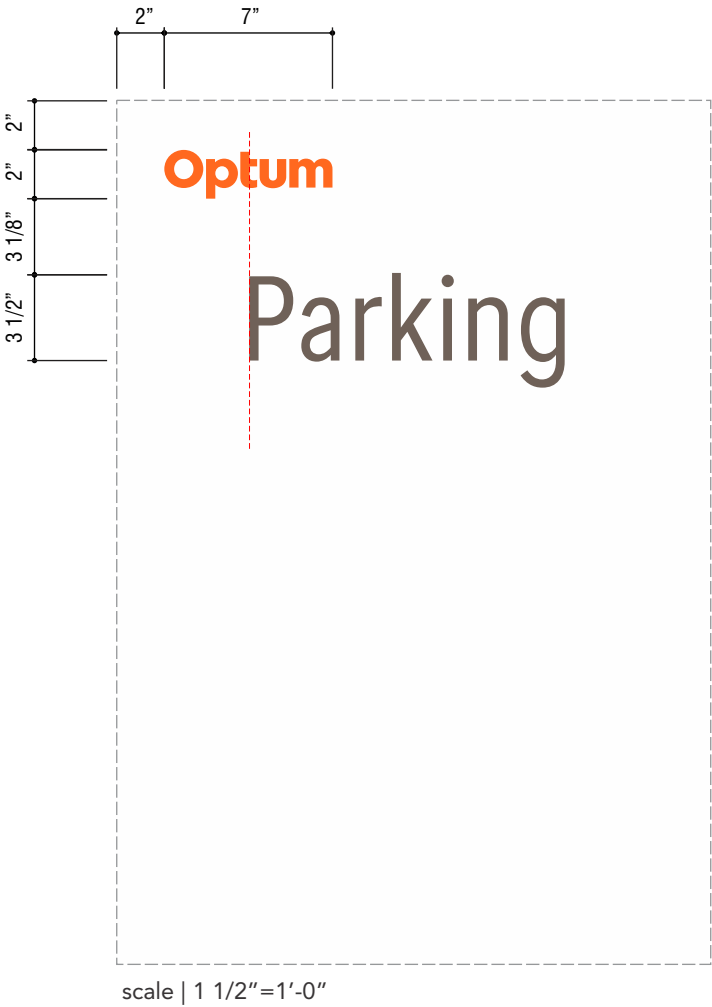
New Vinyl and Paint (Qty. 1)

Paint existing white. Install new first surface vinyl graphics.

COLOR/MATERIAL SPECIFICATIONS

- VINYL:**  
Orange 3M 180MC-3289 Opaque
- VINYL:**  
Opaque white printed or painted to match PMS Warm Gray 11C
- PAINT:**  
White - Satin

FONT: Optum Sans Condensed



BEFORE



AFTER





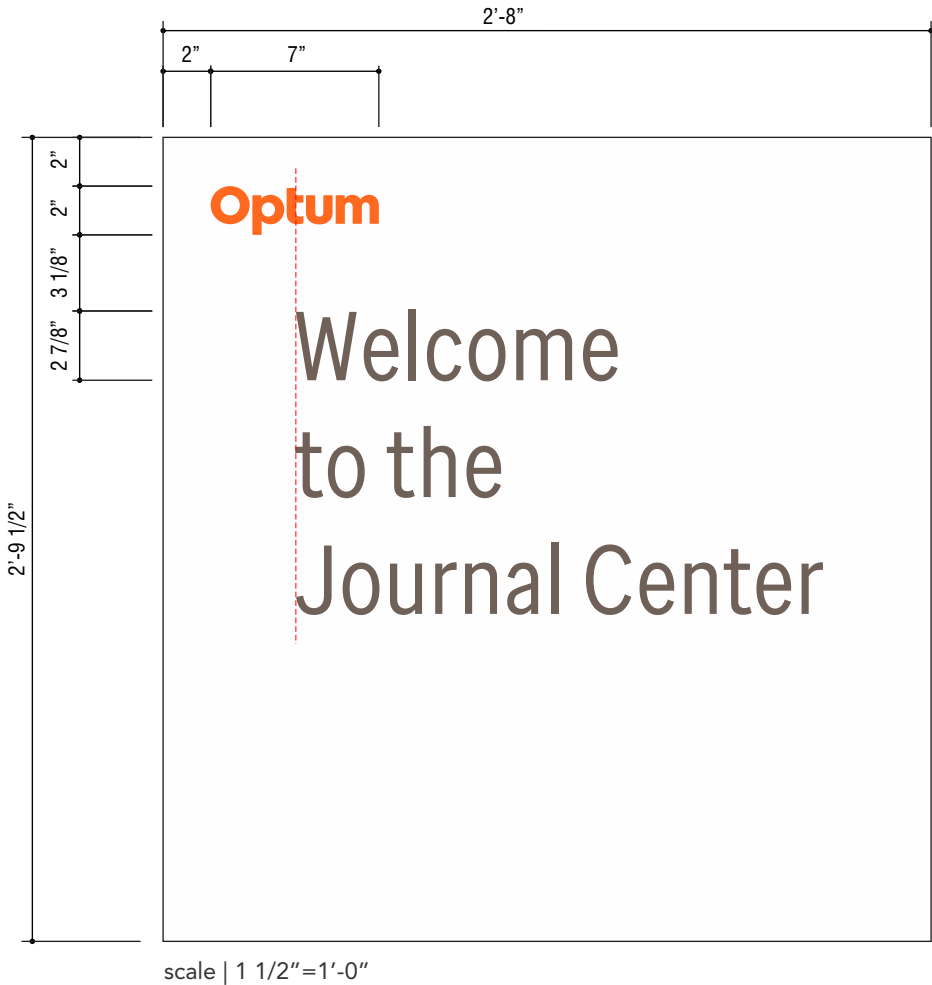
E03 Face Replacement (Qty. 1)

Remove existing face. Install new polycarbonate face w/ first surface graphics. Paint existing cabinet white.

COLOR/MATERIAL SPECIFICATIONS

- VINYL:**  
Orange 3M 180MC-3289 Opaque
- VINYL:**  
Opaque white printed or painted to match PMS Warm Gray 11C
- MATERIAL:**  
White Polycarbonate
- PAINT:**  
White - Satin

FONT: Optum Sans Condensed



BEFORE



AFTER





E04

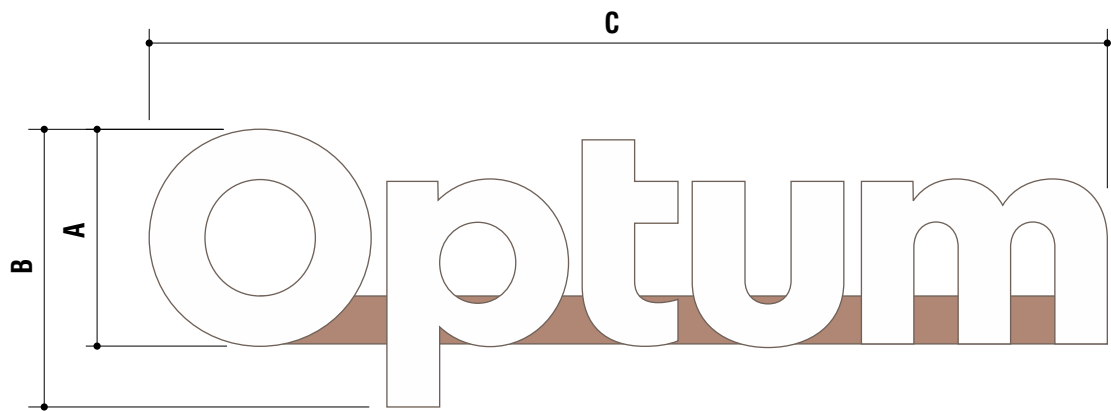
Illuminated Channel Letterset (Qty. 1)

Remove existing. Patch and paint fascia to like new condition. Install new illuminated channel letterset as shown.

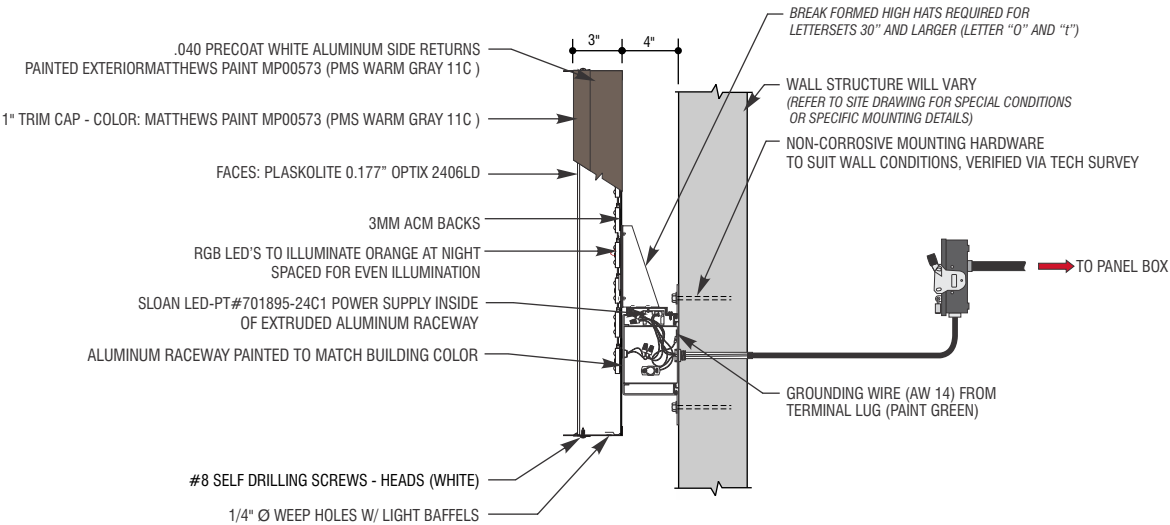
**Note:** GC to provide power.

COLOR/MATERIAL SPECIFICATIONS

- PAINT:**  
Warm Gray Matthews Paint Mp00573 (PMS Warm Gray 11C )
- PAINT:**  
SW7702 Spiced Cider



	A	B	C	sf(BxC)
OC-RCW-O-42	3'-6"	4'-6"	15'-5"	69.4



BEFORE



AFTER



Night View





E05

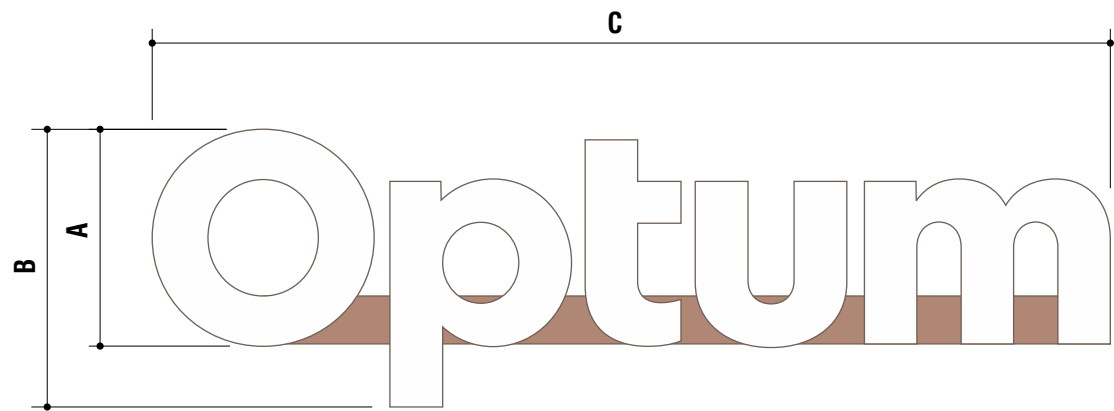
Illuminated Channel Letterset (Qty. 1)

Remove existing. Patch and paint fascia to like new condition. Install new illuminated channel letterset as shown.

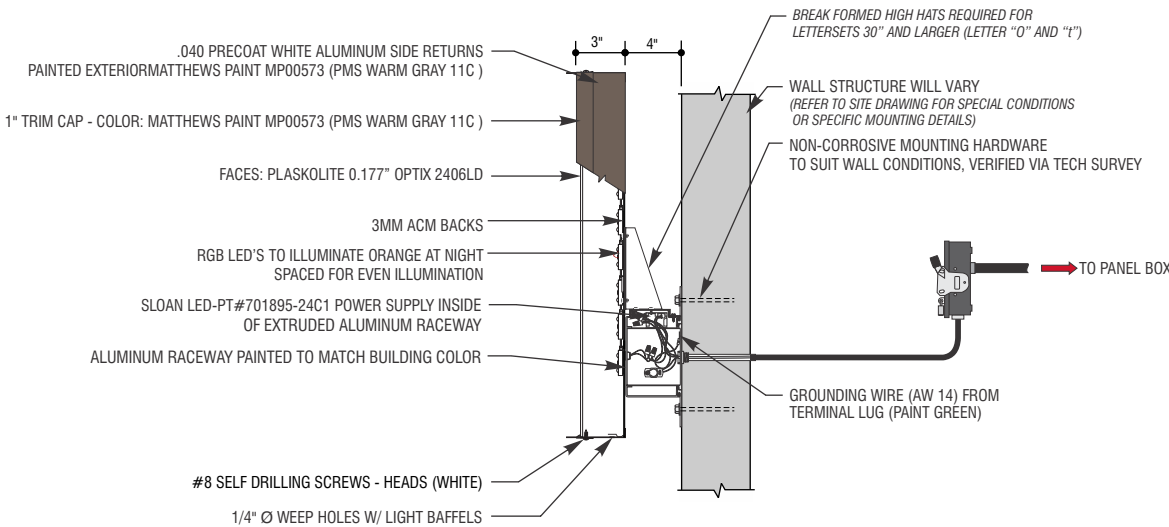
**Note:** GC to provide power.

COLOR/MATERIAL SPECIFICATIONS

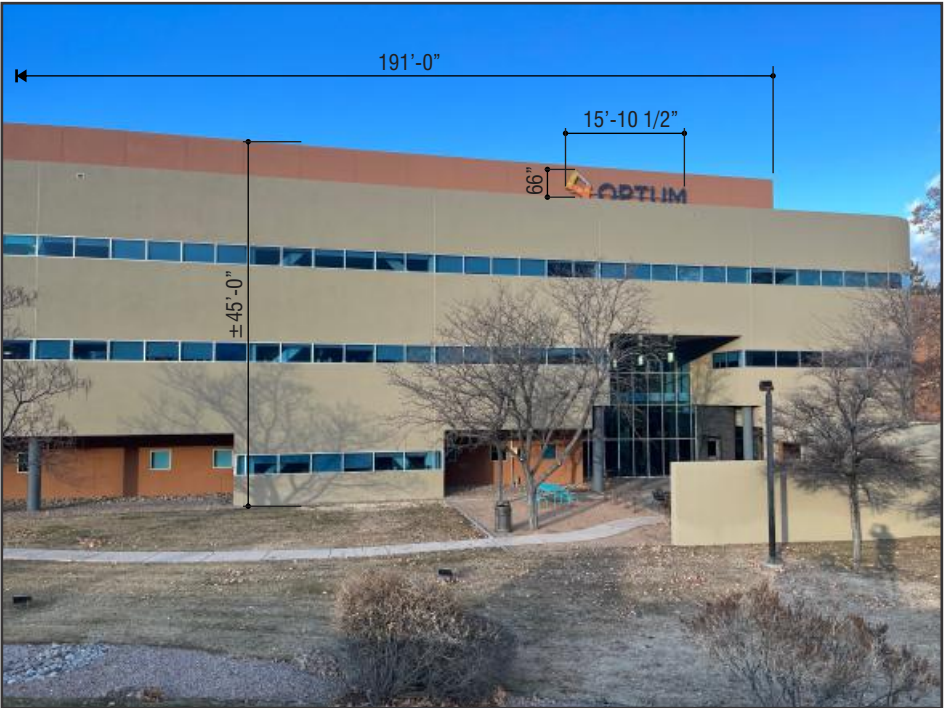
- PAINT:**  
Warm Gray Matthews Paint Mp00573 (PMS Warm Gray 11C )
- PAINT:**  
SW7702 Spiced Cider



	A	B	C	sf(BxC)
OC-RCW-O-53	4'-5"	5'-7 3/4"	19'-6"	110.0



BEFORE



AFTER



BEFORE



AFTER





E06

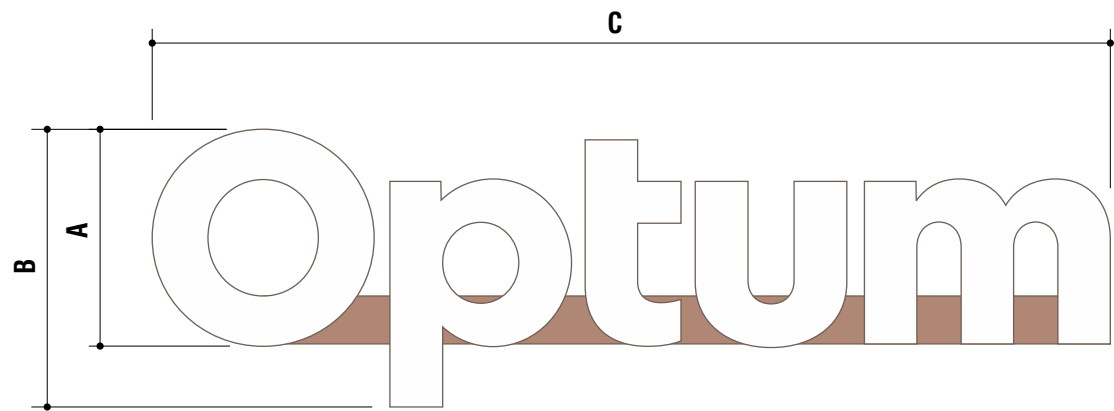
Illuminated Channel Letterset (Qty. 1)

Remove existing. Patch and paint fascia to like new condition. Install new illuminated channel letterset as shown.

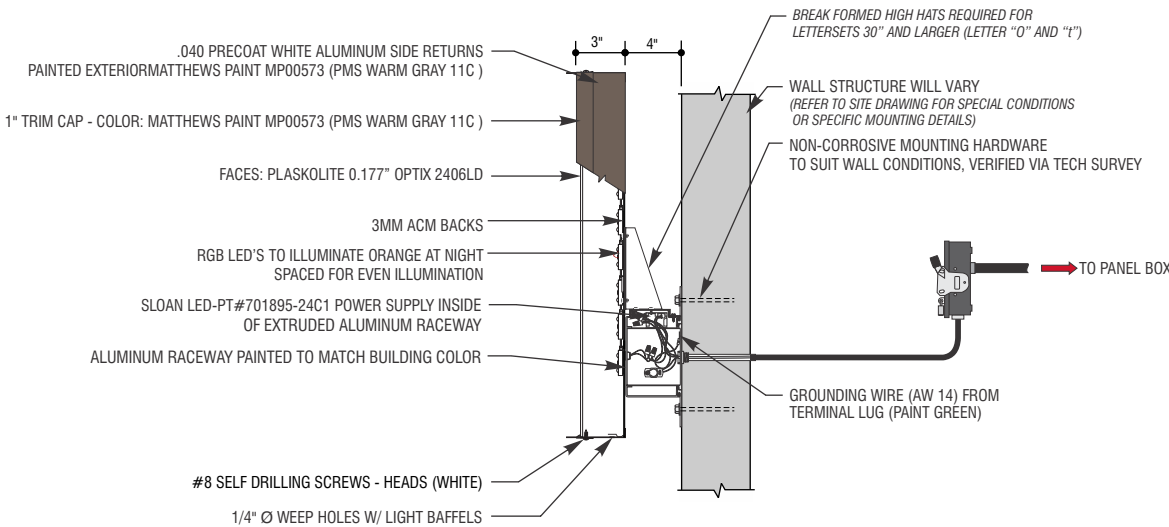
**Note:** GC to provide power.

COLOR/MATERIAL SPECIFICATIONS

- PAINT:**  
Warm Gray Matthews Paint Mp00573 (PMS Warm Gray 11C )
- PAINT:**  
SW7702 Spiced Cider



	A	B	C	sf(BxC)
OC-RCW-O-42	3'-6"	4'-6"	15'-5"	69.4



BEFORE



AFTER



AFTER



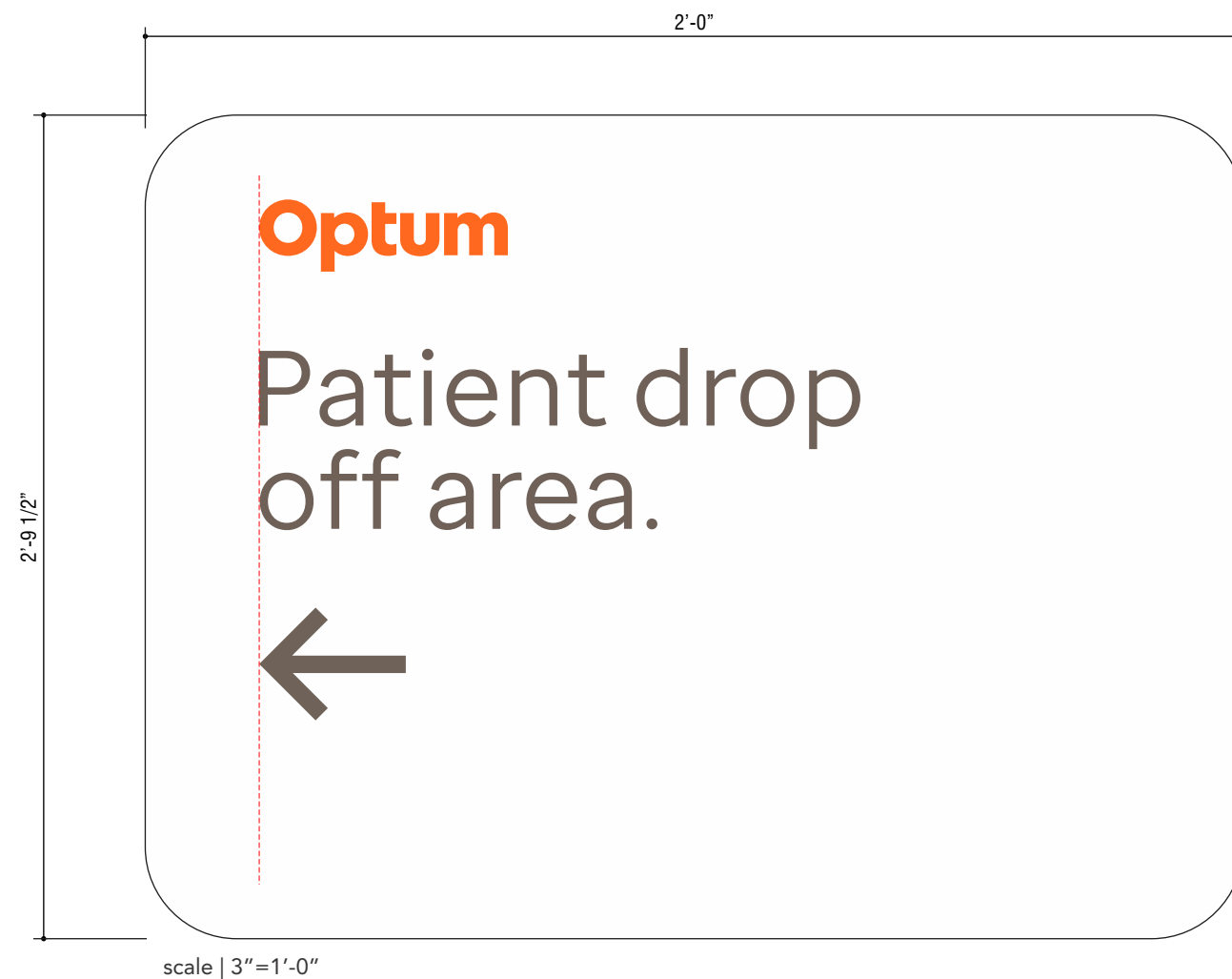
## E07 Face Replacement (Qty. 1)

Remove existing face. Install new aluminum face w/ first surface graphics.

### COLOR/MATERIAL SPECIFICATIONS

- VINYL:**  
Orange 3M 180MC-3289 Opaque
- VINYL:**  
Opaque white printed or painted to match PMS Warm Gray 11C
- MATERIAL:**  
White Aluminum

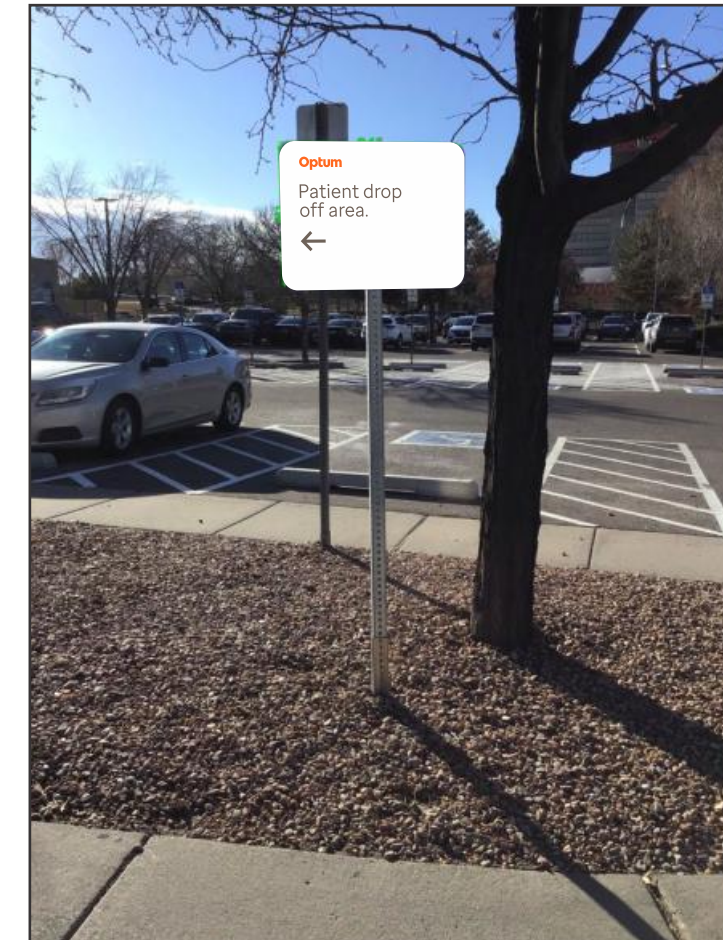
FONT: Optum Sans



BEFORE



AFTER

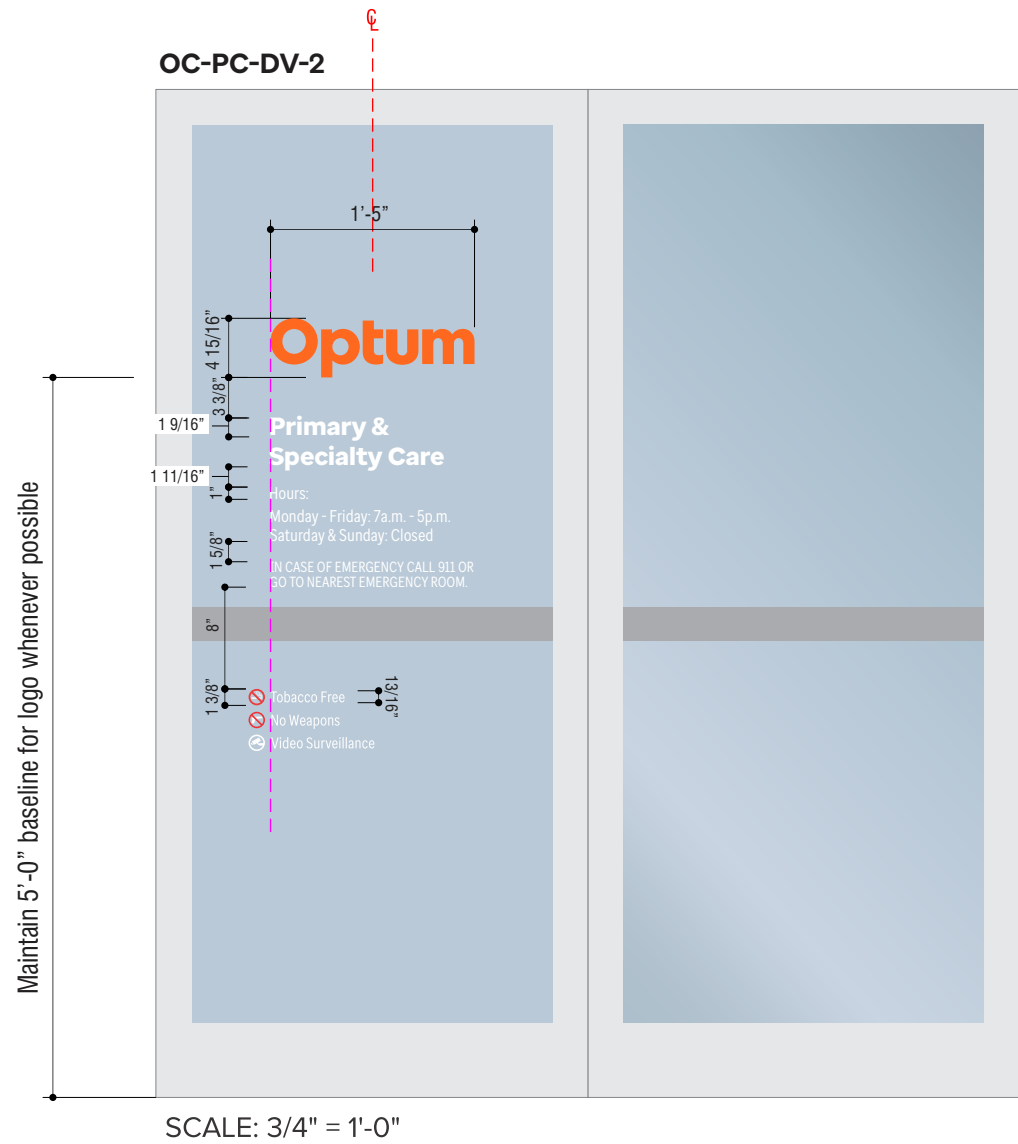




E08

Door Vinyl

Remove existing vinyl from door and clean off remaining residue.  
Install new custom door vinyl to first surface.



BEFORE



AFTER



COLOR/MATERIAL SPECIFICATIONS

- Optum Logo: Orange 3M 180MC-3289 Opaque
- Copy: White 3M 7725-10 Opaque
- Regulatory Symbols: Digitally Printed to Optically Clear Vinyl
- FONT: Optum Sans XBold  
Optum Sans Condensed