

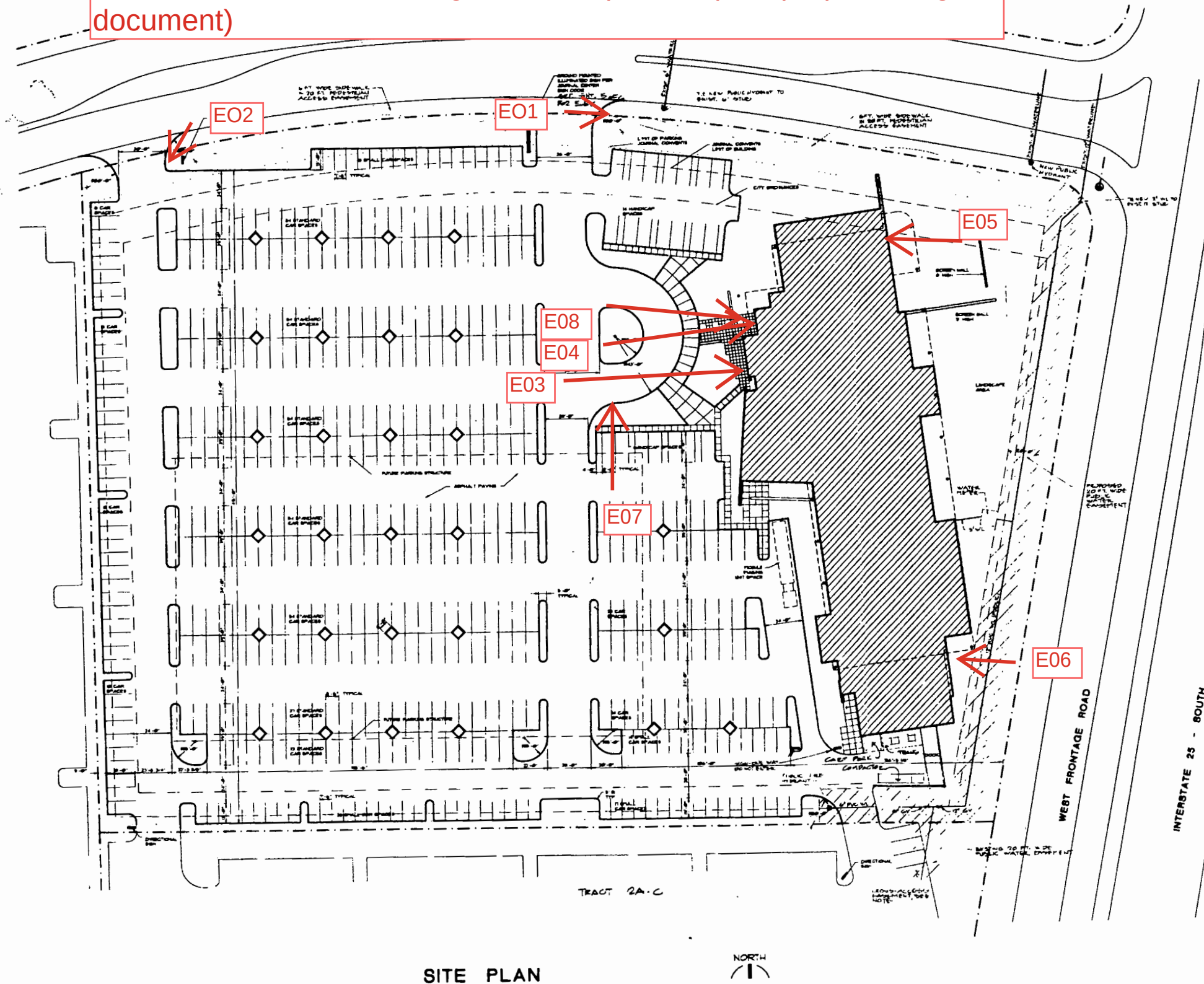
ADMINISTRATIVE AMENDMENT

FILE #: _____ PROJECT #: _____

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)



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 10)		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	615,111 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-10-20-2.			
<i>Jack Chisholm</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 / AMPLCA			
UTILITY DEVELOPMENT			

NOTES
PHASE 2 IS CONCEPTUAL ONLY
PHASE 2 SITE DEVELOPMENT PLAN REVIEW WILL BE REQUIRED
PRE-PLANTING, AS SHOWN ON THIS PLAN, SHALL BE COMPLETED 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, REFLAT MAP FOR JOURNAL CENTER, TRACT 2A-1 AND 2A-200, FILED IN THE COUNTY CLERK'S OFFICE ON MAY 11, 1990, BK 90C, PAGE 129.

GREGORY T. HICKS AND ASSO
HOLMES SABATINI EEDS ARCH
Project
LOVELACE MULTI-SPECIALTY FACILITY
Albuquerque, New Mexico



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

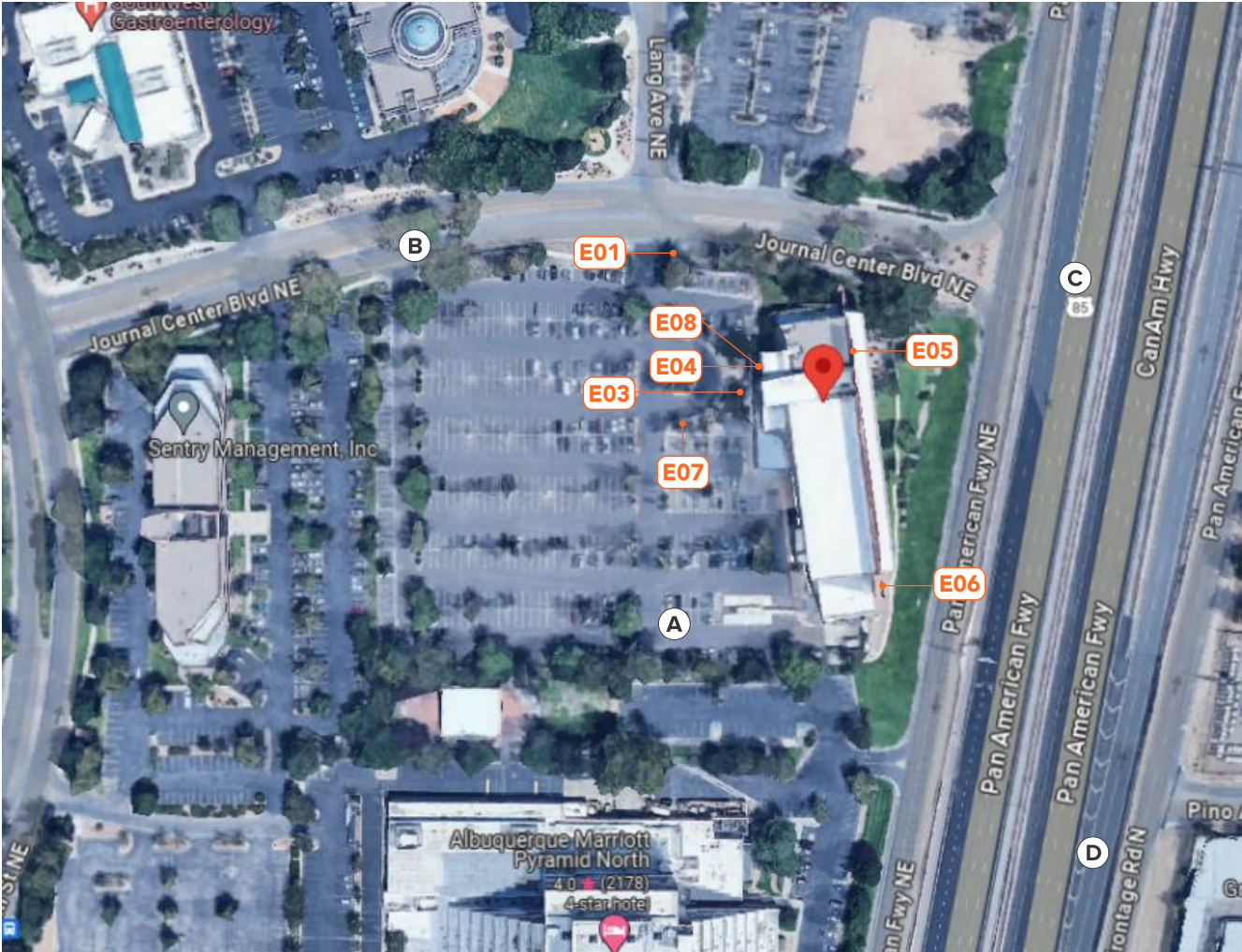


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Sign	Existing Sign	Action	Proposed Sign	Qty.
E01	Tenant Panel	RR	Face Replacement	2
E02	Directional	RR	Vinyl and Paint	1
E03	Directional	RR	Face Replacement	1
E04	Channel Letters	RR	Channel Letters	1
E05	Channel Letters	RR	Channel Letters	1
E06	Channel 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

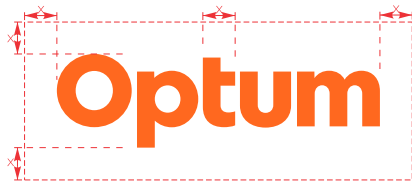
E01

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



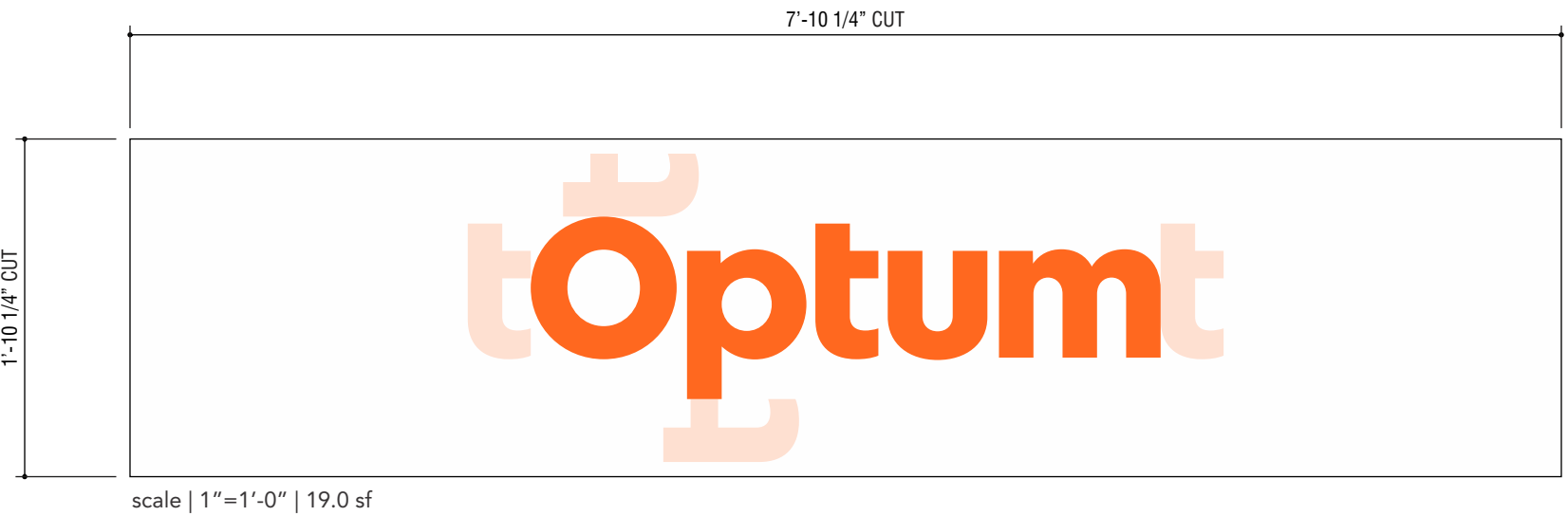
BEFORE



AFTER



Remove face and framing.



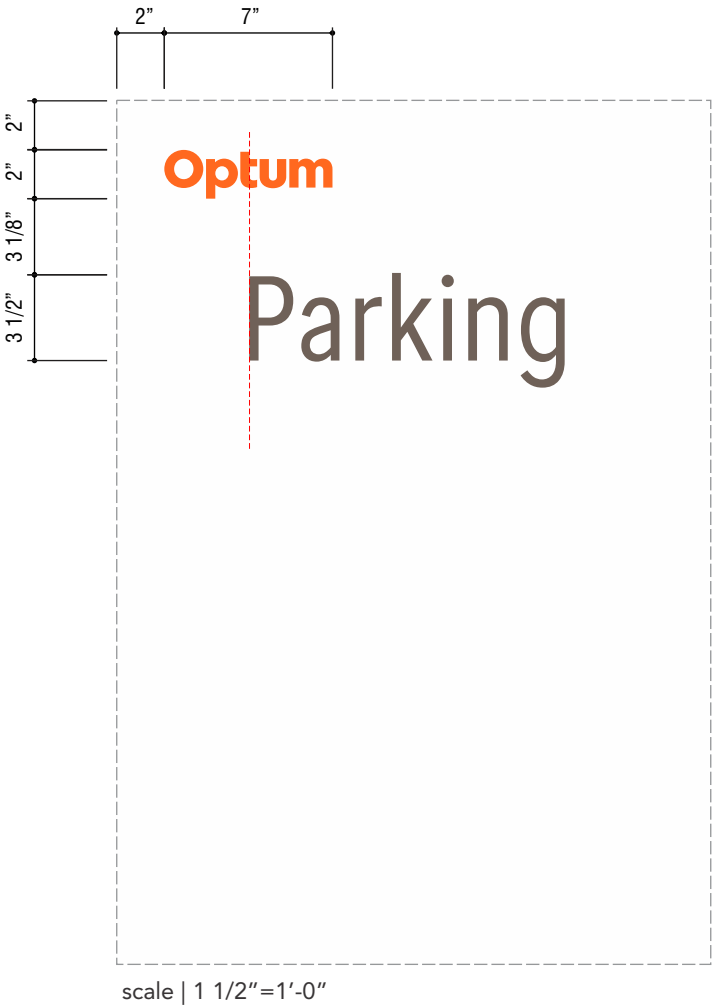
New Vinyl and Paint (Qty. 1)

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



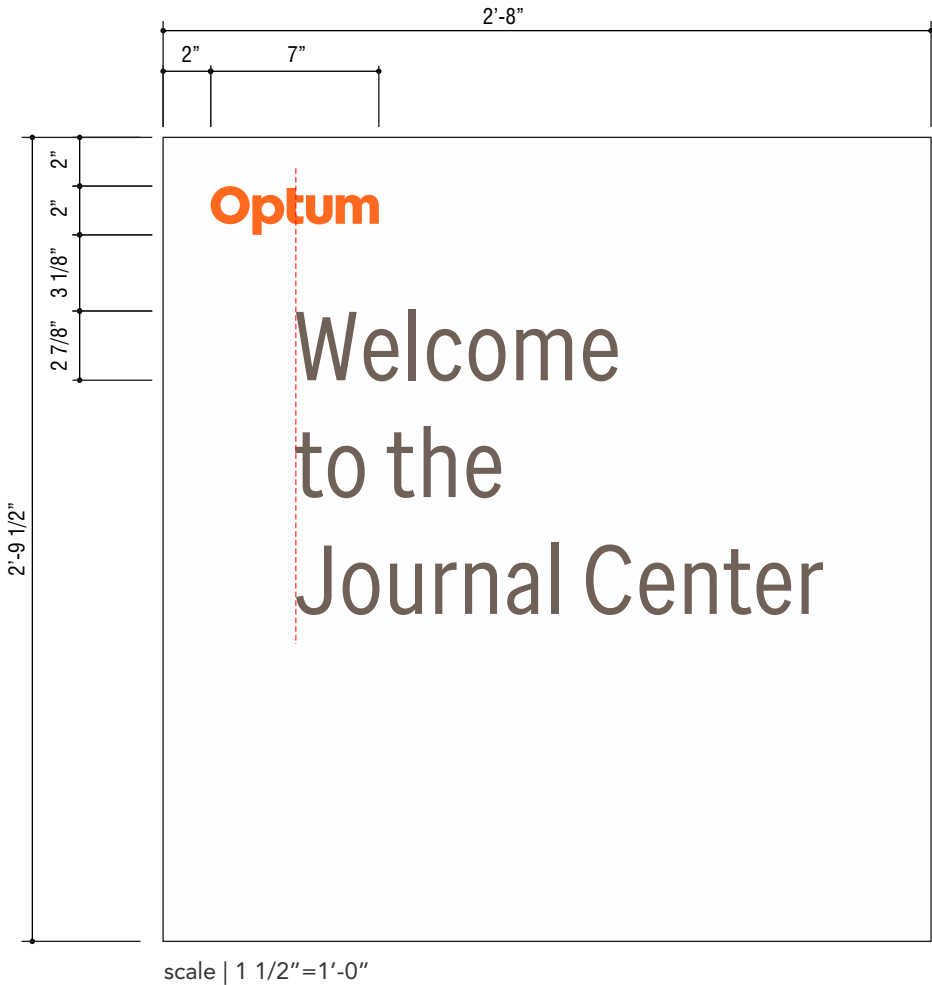
E03 Face Replacement (Qty. 1)

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

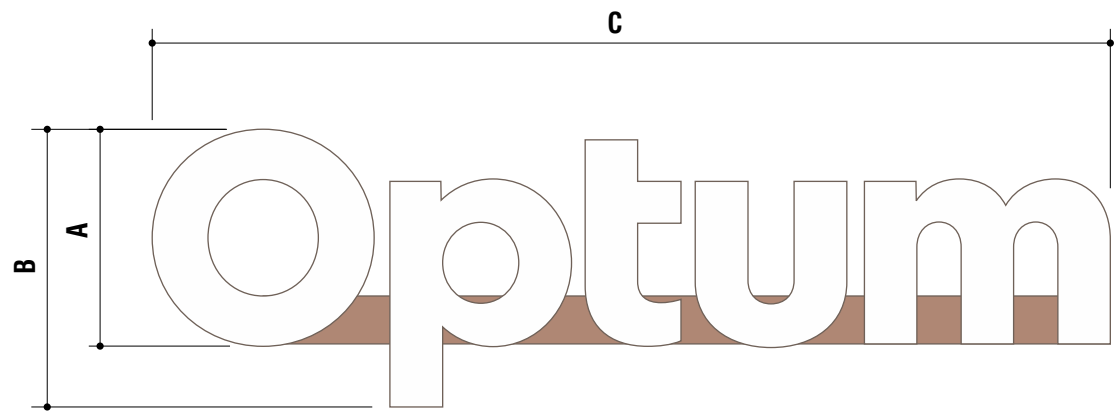
Illuminated Channel Letterset (Qty. 1)

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

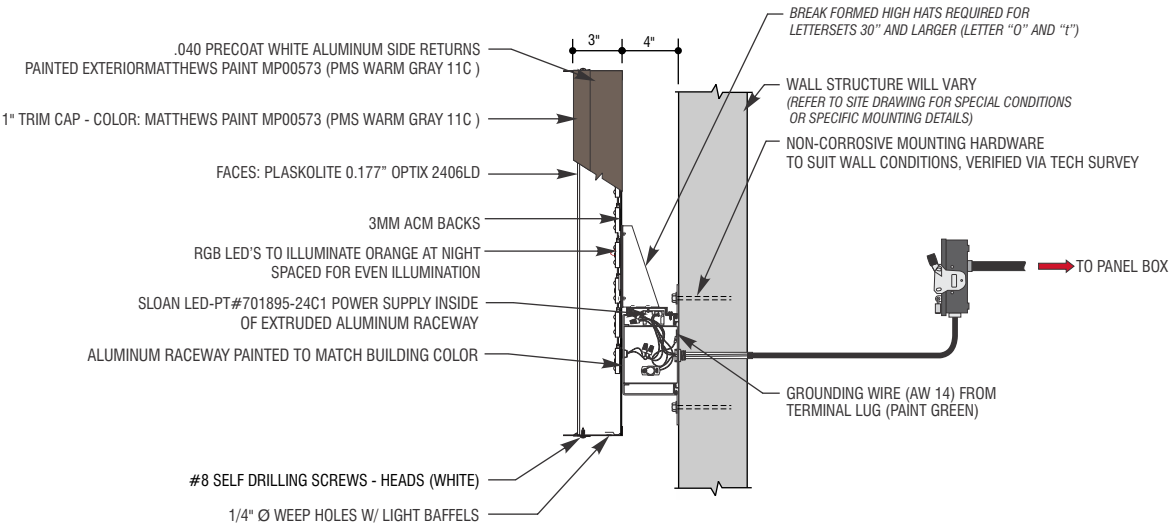
Note: GC to provide power.

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

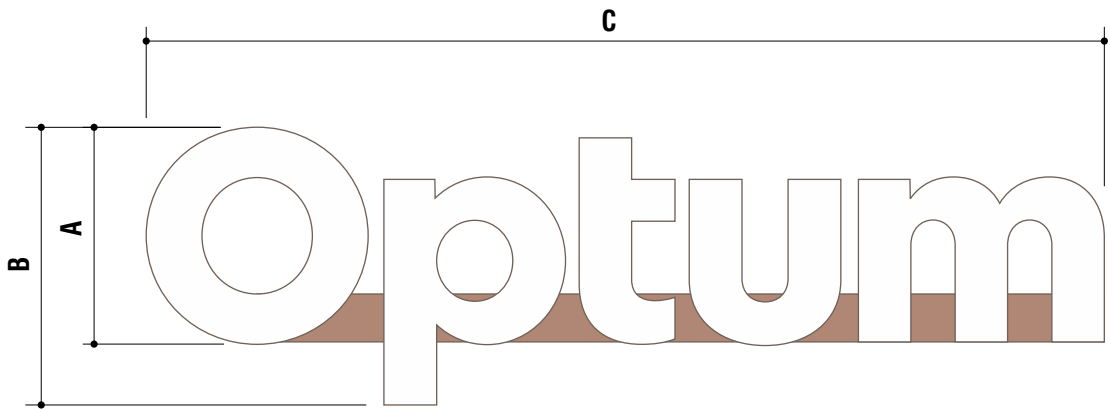
Illuminated Channel Letterset (Qty. 1)

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

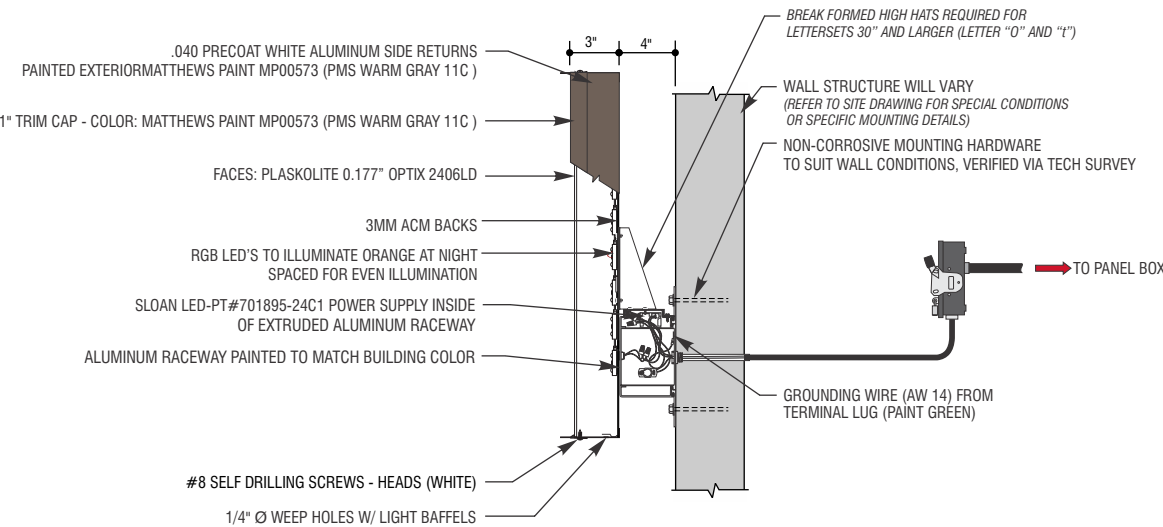
Note: GC to provide power.

COLOR/MATERIAL SPECIFICATIONS

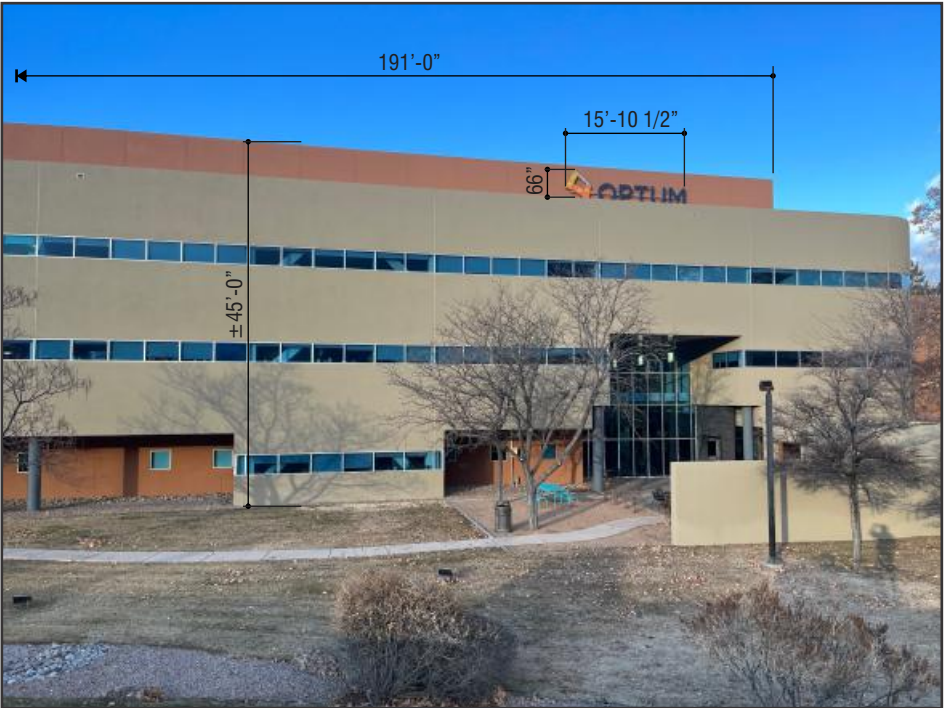
- PAINT:**
Warm Gray Matthews Paint Mp00573 (PMS Warm Gray 11C)
- PAINT:**
SW7702 Spiced Cider



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



BEFORE



AFTER



BEFORE



AFTER



E06

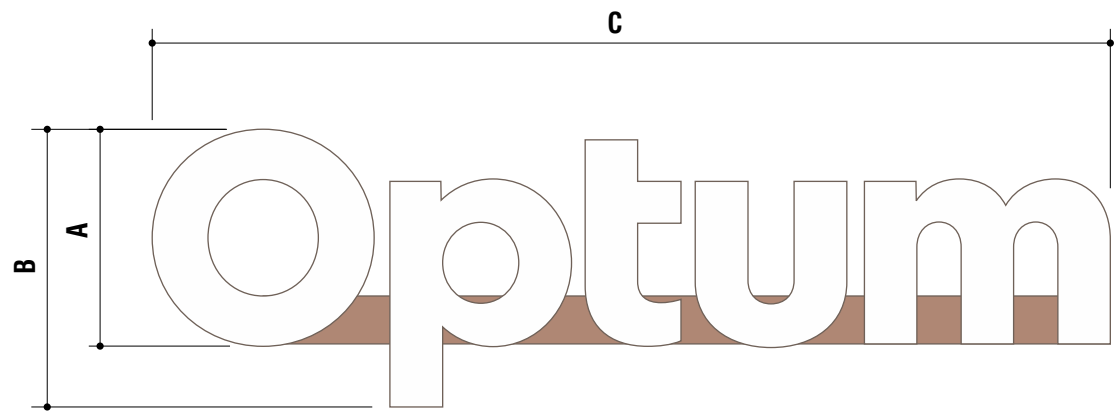
Illuminated Channel Letterset (Qty. 1)

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

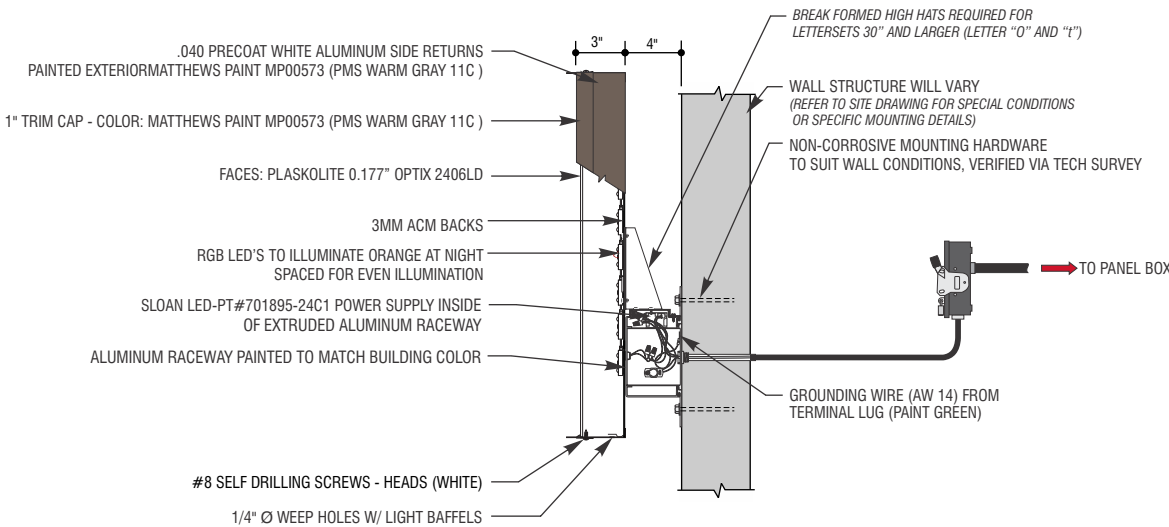
Note: GC to provide power.

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

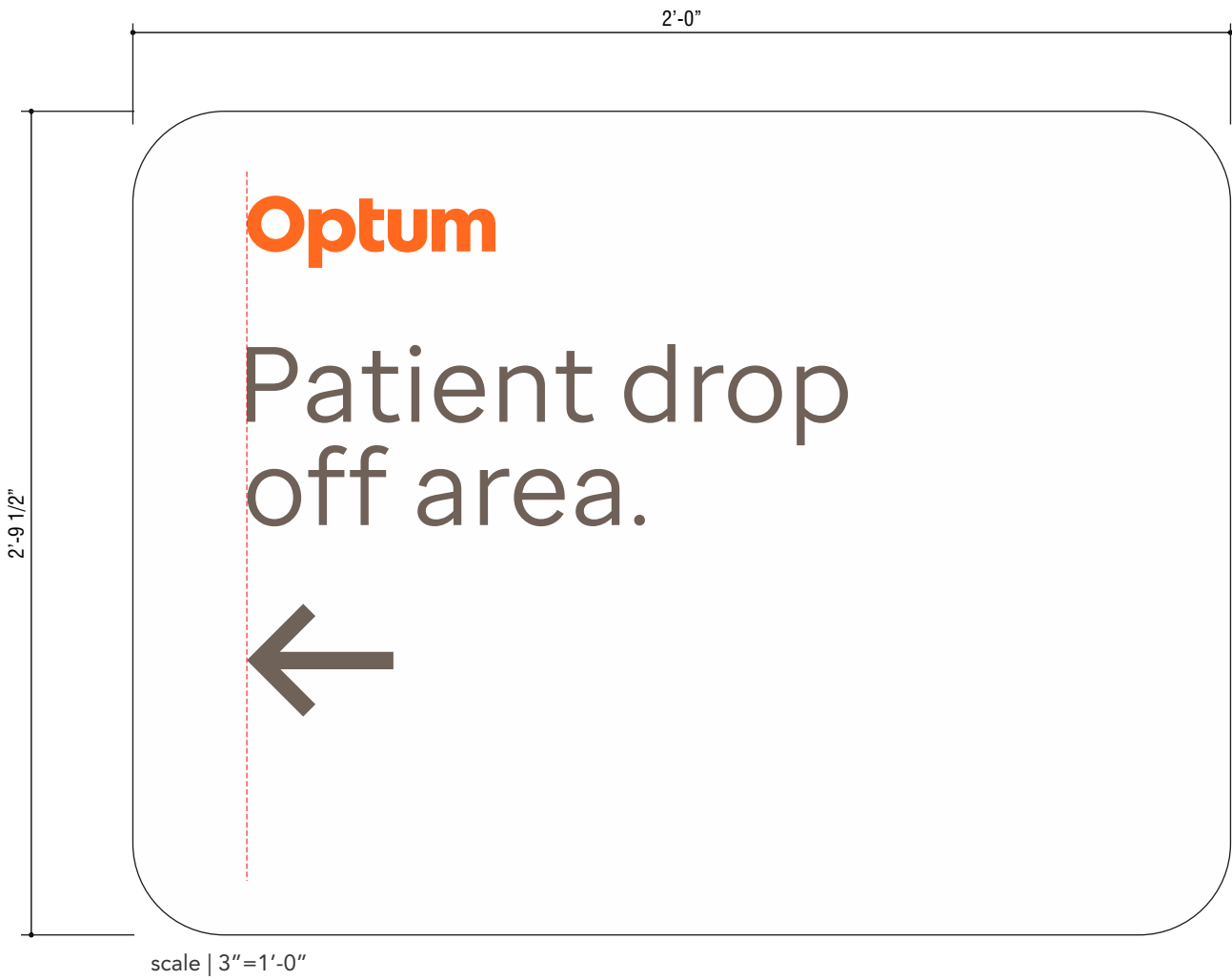
Face Replacement (Qty. 1)

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

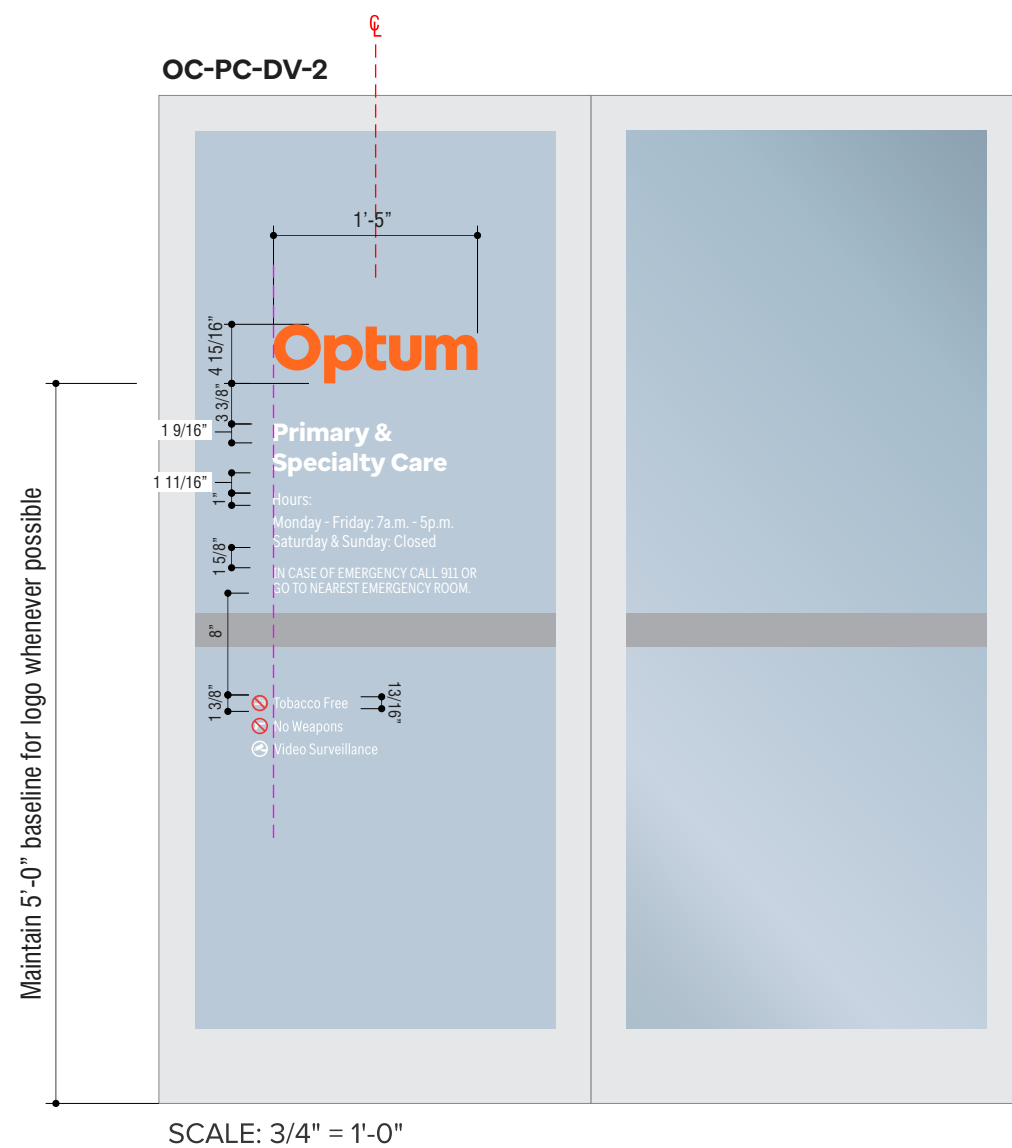


AFTER

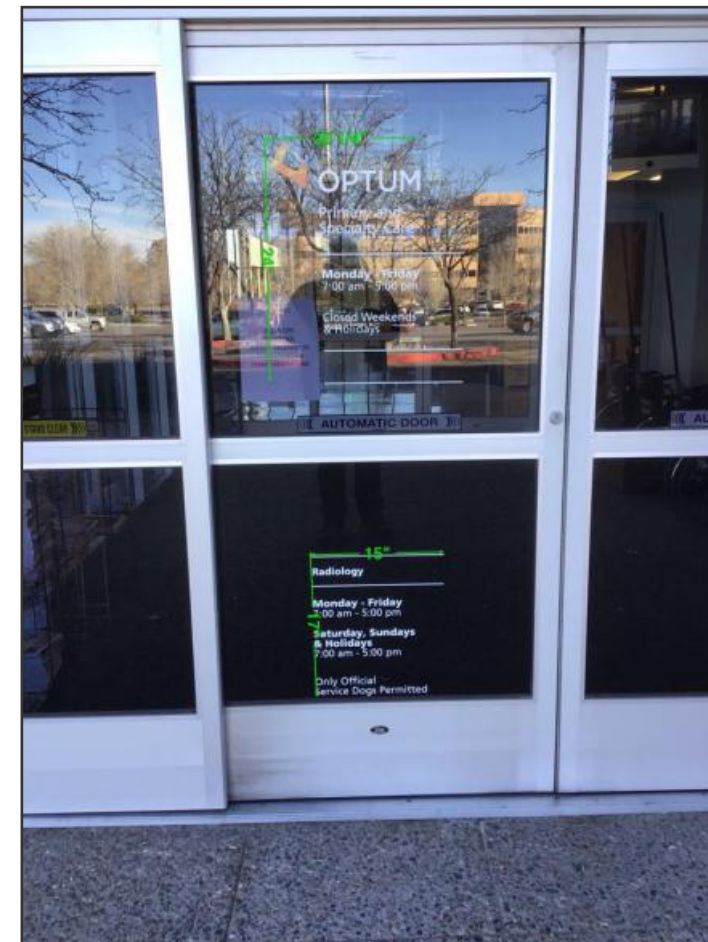


E08

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