


# City of Santa Fe, New Mexico

## memo

DATE: April 16, 2025

TO: Renee Barela-Gutierrez, Liquor Hearing Officer

VIA: Geralyn F. Cardenas, Deputy City Clerk 

FROM: Julie Rasmussen, Administrative Assistant, City Clerk's Office

### **ITEM & ISSUE:**

Request from J&J Retirement, LLC dba Joe's Dining & Pizza for Restaurant B (Beer, Wine & Spirits) Liquor License with On-Premises Consumption Only with Patio Service.

### **BACKGROUND AND SUMMARY:**

The applicant has requested a Restaurant B (Beer, Wine & Spirits) Liquor License with On-Premises Consumption Only with Patio Service, to be located at Joe's Dining & Pizza, 2801 Rodeo Road Suite A5. This location is not within 300 feet of a church or school.

Attached are staff reports regarding litter, noise, and traffic. Staff does not anticipate a substantial change in litter and noise, or any unacceptable traffic impacts due to the approval of this request.

Additionally, as a condition of doing business in the city, staff is recommending that it be noted that the applicant is required to comply with all city ordinances.

### **ACTION REQUESTED:**

Consideration of the above request.

#### Attachments:

- Alcoholic Beverage Control Application
- Notice of Public Hearing and Publications
- Website Notice of Public Hearing
- Applicant's Proof of Publication
- Letter to Applicant
- Staff Reports

RCVD - CITY CLERK  
'25 MAR 17

March 11, 2025

Certified Mail No.: 7021 2720 0001 2205 1204

**City of Santa Fe**

Attn: Andrea Salazar  
City Clerk and Director of Community  
PO Box 909  
Santa Fe, NM 87504-0909

**Lic. No. /Appl. No.:** BLA-0000005276  
Name of Applicant: J&J Retirement, LLC  
Doing Business As: Joe's Dining & Pizza  
Proposed Location: 2801 Rodeo Road, Suite A5, Santa Fe, New Mexico 87507

The Director of the Alcoholic Beverage Control Division (ABC) has reviewed the referenced Application and granted **Preliminary Approval**. It is being forwarded to you for Local Option District approval or disapproval of the Liquor License Application.

**Notice of the Public Hearing** required by the Liquor Control Act **shall be given by the governing body by publishing a notice** of the date, time, and place of the hearing **twice during the 30 days prior to the hearing** in a newspaper of general circulation within the territorial limits of the governing body. **The first notice must be published at least thirty (30) days before the hearing. Both publications must occur before a hearing can be conducted.** The notice shall include:

- (A) Name and address of the Applicant/Licensee;
- (B) The action proposed to be taken;
- (C) The location of the licensed premises.

In addition, if the Local Option District has a website, **the Notice shall also be published on the website.**

While the law states that "within forty-five (45) days after receipt of a Notice from the Alcoholic Beverage Control, the governing body shall hold a Public Hearing in the question of whether the department should approve the proposed issuance or transfer", we recognize the potential for conflict between the requirement for publication of 30 day notice and the 45 day hearing requirement.

With that in mind, when a local governing body receives a liquor license application from ABC, that governing body has a couple of options:

- 1) Hold a hearing on the license application within the statutory time frame of forty-five (45) days, as required by the Liquor Control Act, and comply with all other statutory and regulatory procedures and notify ABC of your decision within thirty (30) days of the hearing;



- 2) Request from ABC an extension of time, past the forty-five (45) days, designating how much additional time will be needed to conduct the hearing in compliance with all statutory and regulatory procedures. After the extension is granted and the hearing is held, notify ABC of your decision within thirty (30) days of the hearing;  
ABC has no preference in the option you choose.

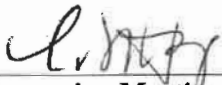
The governing body is required to send notice by certified mail to the Applicant of the date, time, and place of the Public Hearing. The governing body may designate a Hearing Officer to conduct the hearing. **A record shall be made** of the hearing.

**THE APPLICANT IS SEEKING RESTAURANT B – BEER, WINE AND SPIRITS LIQUOR LICENSE WITH ON PREMISES CONSUMPTION ONLY WITH PATIO SERVICE**

**Within thirty (30) days** after the Public Hearing, the governing body shall notify ABC of their decision to approve or disapprove the issuance or transfer of the license by signing the enclosed original Page 1 of the Application. The original Page 1 of the Application must be returned together with the notices of publication. **If the Governing Body fails to either approve or disapprove the issuance or transfer of the license within thirty days after the Public Hearing, the Director may issue the license.**

If the Governing Body disapproves the issuance or transfer of the license, it shall notify ABC within thirty (30) days setting forth the reasons for the disapproval. A copy of the Minutes of the Public Hearing shall be submitted to ABC with the Notice of Disapproval (*Page 1 of the Application, noting disapproval*).

Respectfully,



---

**Charmaine Martinez**  
Admin Law Judge | Hearing Officer  
NM Regulation & Licensing Department  
Alcoholic Beverage Control Division  
Phone: (505) 476-4804 Fax: (505) 476-4595  
Email: [Charmaine.Martinez2@rld.nm.gov](mailto:Charmaine.Martinez2@rld.nm.gov)

Enclosures:

1. Page 1 (Business Information Page) (*must be signed and returned w/notices of publication*)
2. Page 2 (Premises Information Page)
3. Copy of the Zoning Statement
4. Copy of Floor Plan





**Alcoholic Beverage Control Division**  
**Restaurant B Intake Application**  
**Application Number: BLA-000005276**



**Business Information**

**Business Information**

Business Name: J&J Retirement LLC  
Business Structure: Limited Liability Company  
State Tax ID Number: XX-XXXXXX6-00-6  
Business Email: jgarofalo@hotmail.com

Type of Business: Alcohol  
FEIN: XX-XXX3275  
Business Phone: 5054713802

**Contact Person Information**

Contact Person Name: Marge Chickering  
Contact Person Email: marge@nmlicensingassociates.com

Contact Person Phone: 5059273245

**Business Mailing Address**

Mailing Street: 2461 Camino Capitan  
Mailing State: NM  
Mailing Country: US

Mailing City: Santa Fe  
Mailing Zip Code: 87505

**Local Option District Use Only:** Local Governing Body of \_\_\_\_\_ City, County, Village

Public Hearing held on \_\_\_\_\_ 20\_\_\_\_\_ Please check one:  Approved  Disapproved

Signature of City/County Official: \_\_\_\_\_ Title: \_\_\_\_\_

**Alcoholic Beverage Control Division Use Only:**  Approved  Disapproved \_\_\_\_\_

Signed by Director: \_\_\_\_\_ Date: \_\_\_\_\_



**Alcoholic Beverage Control Division**  
**Restaurant B Intake Application**  
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**Premises Information**

**Premises DBA**

Premises Doing Business As (DBA): Joe's Dining & Pizza

**Proposed Premises Physical Address**

Physical Street: 2801 RODEO RD. SUITE A5

Physical Zip Code: 87507

Physical County: Santa Fe

Local Option District: Santa Fe City

Physical City: Santa Fe

Physical State: New Mexico

*"Local Option District" means a county that has voted to approve the sale, serving or public consumption of alcoholic beverages, OR an incorporated municipality that falls within a county that has voted to approve the sale, serving or public consumption of alcoholic beverages, OR an incorporated municipality of over five thousand population that has independently voted to approve the sale, serving or public consumption of alcoholic beverages under the terms of the Liquor Control Act or any former act.*

**Ownership**

**The land and building which is proposed to be the licensed premises is:** Owned by Applicant

*The following information is required to ensure the issuance of a license to this location will not result in the violation of a county or municipal ordinance.*

**Zoning**

Is the proposed premises location zoned? Yes

*You will be required to upload "Copy of Zoning Statement" issued by the local municipality or county. If not applicable, you will be required to upload "Copy of Zoning Statement" or Letter from local government to indicate that there is no zoning for the proposed location.*

Specify the zone for proposed premises location (example C-1): SC-1

**Distance from nearest School**

Name of School: Kearny Elementary School

School City: Santa Fe

School Zip Code: 87507

School Distance (in feet): More than 1000

*Specify the shortest direct line distance from the nearest point of the proposed premises to the nearest point of the property line of the school.*

School Street: 901 Avenida de las Campanas

School State: New Mexico

School Country: United States

**Distance from nearest Church**

Name of Church: Grace Community Church

Church City: Santa Fe

Church Zip Code: 87507

Church Distance (in feet): More than 1000

*Specify the shortest direct line distance from the nearest point of the proposed premises to the nearest point of the property line of the church.*

Church Street: 2247 Camino Carlos Rey

Church State: New Mexico

Church Country: United States



**Alcoholic Beverage Control Division**

**Restaurant B Intake Application**

**Application Number: BLA-0000005276**



**Premises Information 2**

**Please specify the appropriate option for the premises that you have specified in the application?**

- A license has never been issued to the location of the proposed premises.
- A license was once issued to the location of the proposed premises but is no longer being operated at the location.
- Alcohol operations are currently being performed at the proposed premises by the applicant business.
- Alcohol operations are currently being performed at the proposed premises by a business other than the applicant business.

**Please provide more details for the option selected in above question?**

*You can specify more details such as license has become expired non-renewable, business ownership has changed, planning to extend operations of existing premises or planning to buy premises etc.*

Current License #RES-000537. current owner. JDAP, INC business is in the process of being sold, applicant has a sales agreement

Licenses at Proposed Premises

**Please specify the active New Mexico licenses currently held by the proposed premises.**

*If you need to view, edit, or delete any records, click the down arrow under action for that specific record.*

License Number: RES-000537

License Type: Restaurant

**Questions**

Has the applicant business ever had a liquor license denied, suspended, revoked, surrendered, or had any other form of discipline or disciplinary action by a licensing agency in another state or jurisdiction?	No
Has the structure and/or ownership disclosure for the applicant business changed since last reported to the department?	No
Does the applicant business own any (direct/indirect) interest in a liquor license?	Yes

***List of Active Business Licenses in Other States***

No records to display.

***List of Active Business Licenses in New Mexico***

No records to display.



**Alcoholic Beverage Control Division**  
**Restaurant B Intake Application**  
**Application Number: BLA-0000005276**



**Payment**

<b>Fee Name</b>	<b>Fee Amount</b>
Application Fee	200.00
Resident Agent Fee	50.00
<b>Total Fee Amount:</b>	<b>250.00</b>

**Attestation/Oath**

Under penalty of perjury, I hereby depose and state that I am the person identified in this application and the information given by me is true and complete to the best of my knowledge and belief. I understand that any information contained in this application may be investigated and any false or dishonest answer to any question in this application may be grounds for denial or revocation of my license.

Attestation Signature: J&J Retirement LLC

Date: 02/04/2025



# City of Santa Fe, New Mexico

200 Lincoln Avenue, P.O. Box 909, Santa Fe, N.M. 87504-0909  
www.santafenm.gov

*Alan Webber, Mayor*

Councilors:

Signe I. Lindell, Mayor Pro Tem, District 1  
Alma G. Castro, District 1  
Michael J. Garcia, District 2  
Carol Romero-Wirth, District 2  
Lee Garcia, District 3  
Pilar F.H. Faulkner, District 3  
Jamie Cassutt, District 4  
Amanda Chavez, District 4

February 7, 2025

Marge Chickering  
NM Licensing Associates  
64B County Road 84B  
Santa Fe, NM 87506

Subject: Zoning Verification for Joe's Dining & Pizza located at 2801 Rodeo Road, Santa Fe, NM

Dear Ms. Chickering:

This letter provides zoning verification on the above referenced property. According to the Official Zoning Map this property is located within the SC-1 Shopping Center District and is not located in any overlay district.

#### **14-4.3 (K) SC Planned Shopping Districts**

(a) The purpose of the SC districts is to provide new neighborhood, community, and regional shopping centers. The SC-1, SC-2 and SC-3 districts are intended for a unified grouping, in one or more buildings, of retail establishments, stores and services that provide for the regular needs and convenience of families residing in the adjacent residential neighborhoods or in the larger community.

(b) The purpose of the SC districts also is to allow uses and structures customarily accessory and clearly incidental and subordinate to the permitted principal uses and structures as stated and restricted in Subsection 14-4.3(K)(1)(a); provided that the accessory uses and structures are in keeping with the character of the district.

(c) The further purpose of the SC districts is that the three types of SC districts are defined and distinguished by scale of development, using trade area, market and number and variety of retail establishments to determine whether the district should be zoned SC-1, SC-2 or SC-3 as follows:

i. SC-1 neighborhood shopping center district:

a. 1) radius of trade area is approximately one to one and one-half miles:

b. 2) minimum market is approximately one thousand families: and c. 3) composition of center is five to ten retail establishments, the major store is usually a supermarket or pharmacy; other retail establishments include those offering convenience goods and personal services, not including auto repair, filling stations or residential uses:

Full-service restaurants which may or may not have patio services, with alcohol service for on-site consumption are permitted uses in the SC-1 zoning district.

For additional information, please reference City of Santa Fe Chapter 14 SFCC regarding these districts (Chapter 14-4 – Zoning Districts/14-6 Permitted Uses) [https://library.municode.com/nm/santa\\_fe](https://library.municode.com/nm/santa_fe). All uses are subject to compliance with applicable development standards such as parking, lot coverage, etc.

Note: The information provided in this letter is solely derived from the Official Zoning Map and the minimum requirements set forth in Chapter 14, SFCC 1987. This letter intends to provide advice regarding zoning regulations. It is not the intent to state that the subject property complies with zoning requirements. Occupancy is determined based on zoning compliance at the time of building permit or certificate of occupancy, whichever applies. Additionally, it is not the intent to interfere with or to abrogate or annul any official document including conditions or safeguards made a part of the subject property at the time of any public hearings. Applicants are advised to pursue an independent search of official documents.

If you have any further questions, please contact me at [sjperea@santafenm.gov](mailto:sjperea@santafenm.gov).

*Stephanie Perea*

Stephanie Perea  
Land Use Planner  
City of Santa Fe, New Mexico

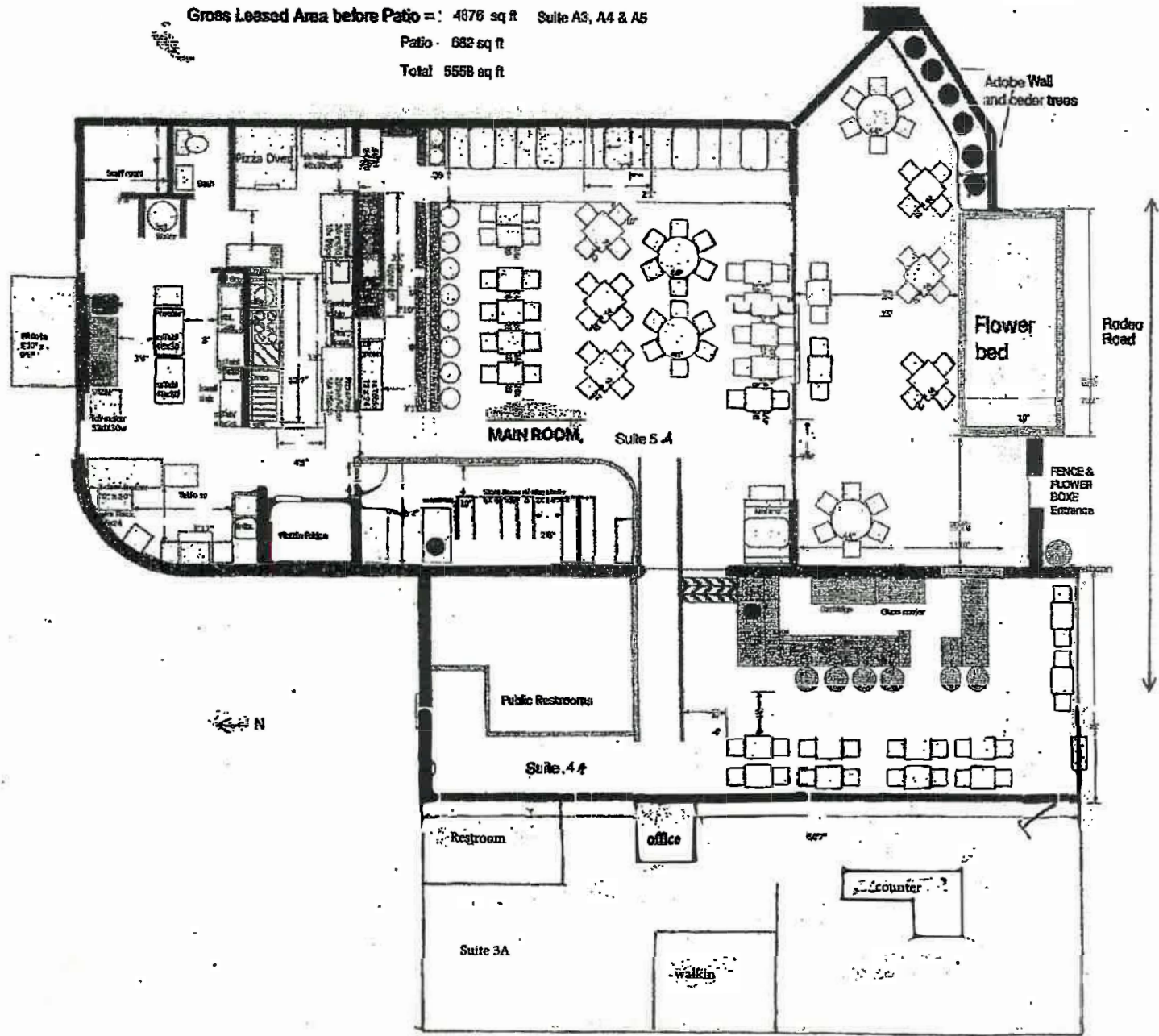
Joe's Dining & Pizza, 2801 Kooee rd., Suite 5, Santa Fe 87507

Gross Leased Area before Patio = 4876 sq ft Suite A3, A4 & A5

Patio - 682 sq ft

Total 5558 sq ft

J&J Retirement LLC  
Joe's Dining & Pizza



# SANTA FE NEW MEXICAN

Founded 1849

NM LICENSING ASSOCIATES  
87 Tulane Rd  
Venice, FL 34293-6552

ACCOUNT: STNLA  
AD NUMBER: 92854  
TAG LINE LEGAL #93737  
P.O.#:

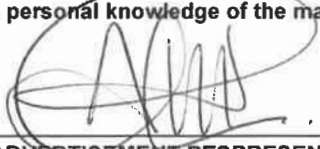
2 TIME(S)	\$84.50
AFFIDAVIT	10.00
TAX	7.74
TOTAL	102.24

AFFIDAVIT OF PUBLICATION

STATE OF NEW MEXICO  
COUNTY OF SANTA FE

I, Alejandra Molina, being first duly sworn declare and say that I am Legal Advertising Representative of THE SANTA FE NEW MEXICAN, a daily newspaper published in the English language, and having a general circulation in the Counties of Santa Fe, Rio Arriba, San Miguel, and Los Alamos, State of New Mexico and being a newspaper duly qualified to publish legal notices and advertisements under the provisions of Chapter 167 on Session Laws of 1937; that the Legal No 93737 a copy of which is hereto attached was published in said newspaper 2 day(s) between 03/24/2025 and 03/31/2025 and that the notice was published in the newspaper proper and not in any supplement; the first date of publication being on the 24<sup>th</sup> day of March, 2025 and that the undersigned has personal knowledge of the matter and things set forth in this affidavit.

ISI

  
LEGAL ADVERTISEMENT REPRESENTATIVE

Subscribed and sworn to before me on this 31st day of March, 2025

Notary



Commission Expires:

11/5/2028



State of New Mexico  
Notary Public  
Susan Larine Cahoon  
Commission Number 1132046  
Expiration Date 11/5/2028

SantaFeNewMexican.com

PO Box 2048, Santa Fe, NM 87504-2048 phone: 505-983-3303 - fax: 505-984-1785

LEGAL #93737

**NOTICE OF PUBLIC  
HEARING**

Notice is hereby given that the City of Santa Fe Liquor Hearing Officer will hold a public hearing at 4:00 PM on Tuesday, April 22, 2025.

The purpose of this hearing is to discuss a request from J&J Retirement, LLC, for Restaurant B-Beer, Wine and Spirits Liquor License with on Premises Consumption only with Patio Service, to be located at Joe's Dining & Pizza, 2801 Rodeo Road, Suite A5, Santa Fe.

Virtual meeting information will be posted on the City of Santa Fe's Weekly Meeting List at least seventy-two (72) hours before the meeting at [https://www.santafenm.gov/weekly\\_meeting\\_list\\_agendas](https://www.santafenm.gov/weekly_meeting_list_agendas).

/s/ Andréa Salazar  
City Clerk and Director  
of Community  
Engagement

PUB: Mar. 24, 31, 2025.

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# City of Santa Fe, New Mexico

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Alma G. Castro, District 1

Michael J. Garcia, District 2

Carol Romero-Wirth, District 2

Lee Garcia, District 3

Pilar F.H. Faulkner, District 3

Jamie Cassutt, District 4

Amanda Chavez, District 4

**04/08/2025**

**VIA EMAIL: [Jgarofalo@hotmail.com](mailto:Jgarofalo@hotmail.com)  
[marge@nmlicensingassociates.com](mailto:marge@nmlicensingassociates.com)**

Joe's Dining and Pizza  
2801 Rodeo Road Suite A-5  
Santa Fe, New Mexico 87507

RE: Request from J & J Retirement, LLC dba Joe's Dining and Pizza, for a Type B Liquor License with On-Premises Consumption Only with Patio Service, to be Located at 2801 Rodeo Road Suite A5, Santa Fe, NM 87507.

Good Day,

The public hearing before the City of Santa Fe Liquor Hearing Officer for the above referenced request has been set for **Tuesday, April 22, 2025, at 4:00 pm**. This will be a virtual hearing via Zoom. We will email you the meeting invite on the morning of the hearing.

The City of Santa Fe's Governing Body will consider the Liquor Hearing Officer's recommendation at their **April 30, 2025**, meeting.

Attached is a copy of the Notice of Public Hearing.

Should you have *any* questions, or require anything further from our office, please do not hesitate to call me at 505-955-6520.

Sincerely,

Geralyn F. Cardenas  
Deputy City Clerk

**Applicant Supplemental Information Form**

1. Name of Applicant: J&J Retirement LLC  
D/B/A Name to be used: Joe's Dining and PIZZA  
Proposed License Location: 2801 Rodeo Rd, Suite A5, Santa Fe 87507  
Telephone number: (505) 471-3800  
Email: JGAROFALO@hotmail.com

2. Type of liquor license request:

- New License (indicate type: Restaurant B - Beer, Wine & Spirits)  
 Transfer of location (indicate type: \_\_\_\_\_)  
 Transfer of ownership (indicate type: \_\_\_\_\_)  
 Transfer of ownership and location (indicate type: \_\_\_\_\_)

3. Are alcoholic beverages currently being dispensed at the proposed location?

- Yes (If yes, License # and Type: # RES - 000537 Restaurant A + Spirits)  
 No

4. Were alcoholic beverages previously dispensed by the requesting business?

- Yes (If yes, License # and address where alcohol was being dispensed: \_\_\_\_\_)  
 No

5. Does this business have any record of violation?

- Yes (If yes, please explain: \_\_\_\_\_)  
 No

6. What are the current/previous and proposed hours of operation of this business?

Current/Previous Hours of Operation: Tue - Sat 8am - 8pm, Sun 8am - 2<sup>30</sup> Mon-closed  
Proposed Hours of Operation: Same as current hours

7. Is an outdoor seating/patio area included in the licenses premise?

- Yes (If yes, is the area fully enclosed?  Yes  No)  
 No

8. What, if any, are the anticipated peak days and times at the proposed business location?

What days? Friday & Saturday - dinner

What times? 5pm - 8pm

9. Do you have a business license with the City of Santa Fe?

Yes (If yes, what is your License #? \_\_\_\_\_)

No (Please contact the Business Licensing Department at 505-955-6551 to obtain a business license.)  
Contacted

10. Do you have a posted occupant load issued by the City of Santa Fe Fire Department?

Yes (If yes, what is your occupant load issued for your business? \_\_\_\_\_)

No (Please contact the City of Santa Fe Fire Department - 505-955-3310 to schedule your inspection)

11. Have you been issued a Certificate of Compliance from the City of Santa Fe Fire Department?

Yes (If yes, what is the date the Certificate was issued? \_\_\_\_\_)

No (Please contact the City of Santa Fe Fire Department - 505-955-3310 to schedule your inspection)

12. Please indicate the anticipated daily occupant load due to the sale of alcohol at this location:

150

13. Please indicate the anticipated change in business volume due to the sale of alcohol and explain:

Business is expected to increase (additional number of customers per day: \_\_\_\_\_).

Business is expected to decrease (loss of customers per day: \_\_\_\_\_).

Business is expected to remain the same.

\* Please explain your answer: Restaurant is currently serving alcohol and no change to hours.

14. Indicate which of the following statements best reflects your opinion regarding traffic impacts if this request is approved and explain:

Traffic can be expected to increase on adjacent streets.

Traffic will not increase on adjacent streets.

\* Please explain your answer: Same hours and currently serving alcohol, no expected increase.

Name of person completing this form: Marge Cheekering, Representative

Telephone number: 505-927-3245

Date: 3/19/25 marge@NMlicensingassociates.com

(FOR CITY USE ONLY)

Based on the information provided and review of City Reports, staff has found the following in accordance with Ordinance (4-4.3):

Geographic Information System Mapping (GIS) Department

- Yes, this business is located within three hundred (300) feet of a church and/or school. A waiver of the 300 foot location restriction will be requested.
No, this business is not located within three hundred (300) feet of a church and/or school.

(Please see attached map indicating whether the proposed licensed premise is within three hundred (300) feet of a church and/or school.)

Business Licensing Department

- Yes, the requesting business has a business license issued by the City of Santa Fe. License #239885
No, the requesting business does not have a business license issued by the City of Santa Fe.

Code Enforcement Department

- Yes, the applicant is in compliance with all Land Use Codes.
No, the applicant is not in compliance with Land Use Code(s).

\*Note:

(Please also provide a Code Enforcement Report related to Litter and Noise of the requesting business location.)

Verification Completed By: Jason D. Sena

Title: Enforcement Division Manager

Date: Mar 26, 2025

Traffic Engineering Department

- Yes, it appears that the approval of this request will create unacceptable traffic impacts.
Note: This is an existing location, no adverse impacts

- No, it does not appear that this request will create any unacceptable traffic impacts.

Verification Completed By: Jeannie Wolfenbarger

Title: Traffic Engineer

Date: Mar 27, 2025

City of Santa Fe Fire Department

- Yes, the applicant is in compliance with all Fire Codes.
No, the applicant is not in compliance with Fire Code(s).

\*Note: New business complied with Fire inspection. Performed march 27, 2025

Verification Completed By: Geronimo Griego

Title: Fire marshal

Date: Mar 27, 2025

RCVD - CITY CLERK  
'25 MAR 17

March 11, 2025

Certified Mail No.: 7021 2720 0001 2205 1204

**City of Santa Fe**

Attn: Andrea Salazar  
City Clerk and Director of Community  
PO Box 909  
Santa Fe, NM 87504-0909

**Lic. No. /Appl. No.:** BLA-000005276  
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Doing Business As: Joe's Dining & Pizza  
Proposed Location: 2801 Rodeo Road, Suite A5, Santa Fe, New Mexico 87507

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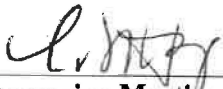
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Respectfully,



---

**Charmaine Martinez**  
Admin Law Judge | Hearing Officer  
NM Regulation & Licensing Department  
Alcoholic Beverage Control Division  
Phone: (505) 476-4804 Fax: (505) 476-4595  
Email: [Charmaine.Martinez2@rld.nm.gov](mailto:Charmaine.Martinez2@rld.nm.gov)

Enclosures:

1. Page 1 (Business Information Page) (*must be signed and returned w/notices of publication*)
2. Page 2 (Premises Information Page)
3. Copy of the Zoning Statement
4. Copy of Floor Plan





**Alcoholic Beverage Control Division**  
**Restaurant B Intake Application**  
**Application Number: BLA-000005276**



**Business Information**

**Business Information**

Business Name: J&J Retirement LLC  
Business Structure: Limited Liability Company  
State Tax ID Number: XX-XXXXXX6-00-6  
Business Email: jgarofalo@hotmail.com

Type of Business: Alcohol  
FEIN: XX-XXX3275  
Business Phone: 5054713802

**Contact Person Information**

Contact Person Name: Marge Chickering  
Contact Person Email: marge@nmlicensingassociates.com

Contact Person Phone: 5059273245

**Business Mailing Address**

Mailing Street: 2461 Camino Capitan  
Mailing State: NM  
Mailing Country: US

Mailing City: Santa Fe  
Mailing Zip Code: 87505

**Local Option District Use Only:** Local Governing Body of \_\_\_\_\_ City, County, Village

Public Hearing held on \_\_\_\_\_ 20\_\_\_\_\_ Please check one:  Approved  Disapproved

Signature of City/County Official: \_\_\_\_\_ Title: \_\_\_\_\_

**Alcoholic Beverage Control Division Use Only:**  Approved  Disapproved \_\_\_\_\_

Signed by Director: \_\_\_\_\_ Date: \_\_\_\_\_



**Alcoholic Beverage Control Division**  
**Restaurant B Intake Application**  
**Application Number: BLA-0000005276**



**Premises Information**

**Premises DBA**

Premises Doing Business As (DBA): Joe's Dining & Pizza

**Proposed Premises Physical Address**

Physical Street: 2801 RODEO RD. SUITE A5

Physical Zip Code: 87507

Physical County: Santa Fe

Local Option District: Santa Fe City

Physical City: Santa Fe

Physical State: New Mexico

*"Local Option District" means a county that has voted to approve the sale, serving or public consumption of alcoholic beverages, OR an incorporated municipality that falls within a county that has voted to approve the sale, serving or public consumption of alcoholic beverages, OR an incorporated municipality of over five thousand population that has independently voted to approve the sale, serving or public consumption of alcoholic beverages under the terms of the Liquor Control Act or any former act.*

**Ownership**

**The land and building which is proposed to be the licensed premises is:** Owned by Applicant

*The following information is required to ensure the issuance of a license to this location will not result in the violation of a county or municipal ordinance.*

**Zoning**

Is the proposed premises location zoned? Yes

*You will be required to upload "Copy of Zoning Statement" issued by the local municipality or county. If not applicable, you will be required to upload "Copy of Zoning Statement" or Letter from local government to indicate that there is no zoning for the proposed location.*

Specify the zone for proposed premises location (example C-1): SC-1

**Distance from nearest School**

Name of School: Kearny Elementary School

School City: Santa Fe

School Zip Code: 87507

School Distance (in feet): More than 1000

*Specify the shortest direct line distance from the nearest point of the proposed premises to the nearest point of the property line of the school.*

School Street: 901 Avenida de las Campanas

School State: New Mexico

School Country: United States

**Distance from nearest Church**

Name of Church: Grace Community Church

Church City: Santa Fe

Church Zip Code: 87507

Church Distance (in feet): More than 1000

*Specify the shortest direct line distance from the nearest point of the proposed premises to the nearest point of the property line of the church.*

Church Street: 2247 Camino Carlos Rey

Church State: New Mexico

Church Country: United States



**Alcoholic Beverage Control Division**

**Restaurant B Intake Application**

**Application Number: BLA-0000005276**



**Premises Information 2**

**Please specify the appropriate option for the premises that you have specified in the application?**

- A license has never been issued to the location of the proposed premises.
- A license was once issued to the location of the proposed premises but is no longer being operated at the location.
- Alcohol operations are currently being performed at the proposed premises by the applicant business.
- Alcohol operations are currently being performed at the proposed premises by a business other than the applicant business.

**Please provide more details for the option selected in above question?**

*You can specify more details such as license has become expired non-renewable, business ownership has changed, planning to extend operations of existing premises or planning to buy premises etc.*

Current License #RES-000537. current owner. JDAP, INC business is in the process of being sold, applicant has a sales agreement

Licenses at Proposed Premises

**Please specify the active New Mexico licenses currently held by the proposed premises.**

*If you need to view, edit, or delete any records, click the down arrow under action for that specific record.*

License Number: RES-000537

License Type: Restaurant

**Questions**

Has the applicant business ever had a liquor license denied, suspended, revoked, surrendered, or had any other form of discipline or disciplinary action by a licensing agency in another state or jurisdiction?	No
Has the structure and/or ownership disclosure for the applicant business changed since last reported to the department?	No
Does the applicant business own any (direct/indirect) interest in a liquor license?	Yes

***List of Active Business Licenses in Other States***

No records to display.

***List of Active Business Licenses in New Mexico***

No records to display.



**Alcoholic Beverage Control Division**  
**Restaurant B Intake Application**  
**Application Number: BLA-0000005276**



**Payment**

<b>Fee Name</b>	<b>Fee Amount</b>
Application Fee	200.00
Resident Agent Fee	50.00
<b>Total Fee Amount:</b>	<b>250.00</b>

**Attestation/Oath**

Under penalty of perjury, I hereby depose and state that I am the person identified in this application and the information given by me is true and complete to the best of my knowledge and belief. I understand that any information contained in this application may be investigated and any false or dishonest answer to any question in this application may be grounds for denial or revocation of my license.

Attestation Signature: J&J Retirement LLC

Date: 02/04/2025



# City of Santa Fe, New Mexico

200 Lincoln Avenue, P.O. Box 909, Santa Fe, N.M. 87504-0909

[www.santafenm.gov](http://www.santafenm.gov)

*Alan Webber, Mayor*

Councilors:

Signe I. Lindell, Mayor Pro Tem, District 1

Alma G. Castro, District 1

Michael J. Garcia, District 2

Carol Romero-Wirth, District 2

Lee Garcia, District 3

Pilar F.H. Faulkner, District 3

Jamie Cassutt, District 4

Amanda Chavez, District 4

February 7, 2025

Marge Chickering  
NM Licensing Associates  
64B County Road 84B  
Santa Fe, NM 87506

Subject: Zoning Verification for Joe's Dining & Pizza located at 2801 Rodeo Road, Santa Fe, NM

Dear Ms. Chickering:

This letter provides zoning verification on the above referenced property. According to the Official Zoning Map this property is located within the SC-1 Shopping Center District and is not located in any overlay district.

#### **14-4.3 (K) SC Planned Shopping Districts**

(a) The purpose of the SC districts is to provide new neighborhood, community, and regional shopping centers. The SC-1, SC-2 and SC-3 districts are intended for a unified grouping, in one or more buildings, of retail establishments, stores and services that provide for the regular needs and convenience of families residing in the adjacent residential neighborhoods or in the larger community.

(b) The purpose of the SC districts also is to allow uses and structures customarily accessory and clearly incidental and subordinate to the permitted principal uses and structures as stated and restricted in Subsection 14-4.3(K)(1)(a); provided that the accessory uses and structures are in keeping with the character of the district.

(c) The further purpose of the SC districts is that the three types of SC districts are defined and distinguished by scale of development, using trade area, market and number and variety of retail establishments to determine whether the district should be zoned SC-1, SC-2 or SC-3 as follows:

i. SC-1 neighborhood shopping center district:

a. 1) radius of trade area is approximately one to one and one-half miles:

b. 2) minimum market is approximately one thousand families: and c. 3) composition of center is five to ten retail establishments, the major store is usually a supermarket or pharmacy; other retail establishments include those offering convenience goods and personal services, not including auto repair, filling stations or residential uses:

Full-service restaurants which may or may not have patio services, with alcohol service for on-site consumption are permitted uses in the SC-1 zoning district.

For additional information, please reference City of Santa Fe Chapter 14 SFCC regarding these districts (Chapter 14-4 – Zoning Districts/14-6 Permitted Uses) [https://library.municode.com/nm/santa\\_fe](https://library.municode.com/nm/santa_fe). All uses are subject to compliance with applicable development standards such as parking, lot coverage, etc.

Note: The information provided in this letter is solely derived from the Official Zoning Map and the minimum requirements set forth in Chapter 14, SFCC 1987. This letter intends to provide advice regarding zoning regulations. It is not the intent to state that the subject property complies with zoning requirements. Occupancy is determined based on zoning compliance at the time of building permit or certificate of occupancy, whichever applies. Additionally, it is not the intent to interfere with or to abrogate or annul any official document including conditions or safeguards made a part of the subject property at the time of any public hearings. Applicants are advised to pursue an independent search of official documents.

If you have any further questions, please contact me at [sjperea@santafenm.gov](mailto:sjperea@santafenm.gov).

*Stephanie Perea*

Stephanie Perea  
Land Use Planner  
City of Santa Fe, New Mexico

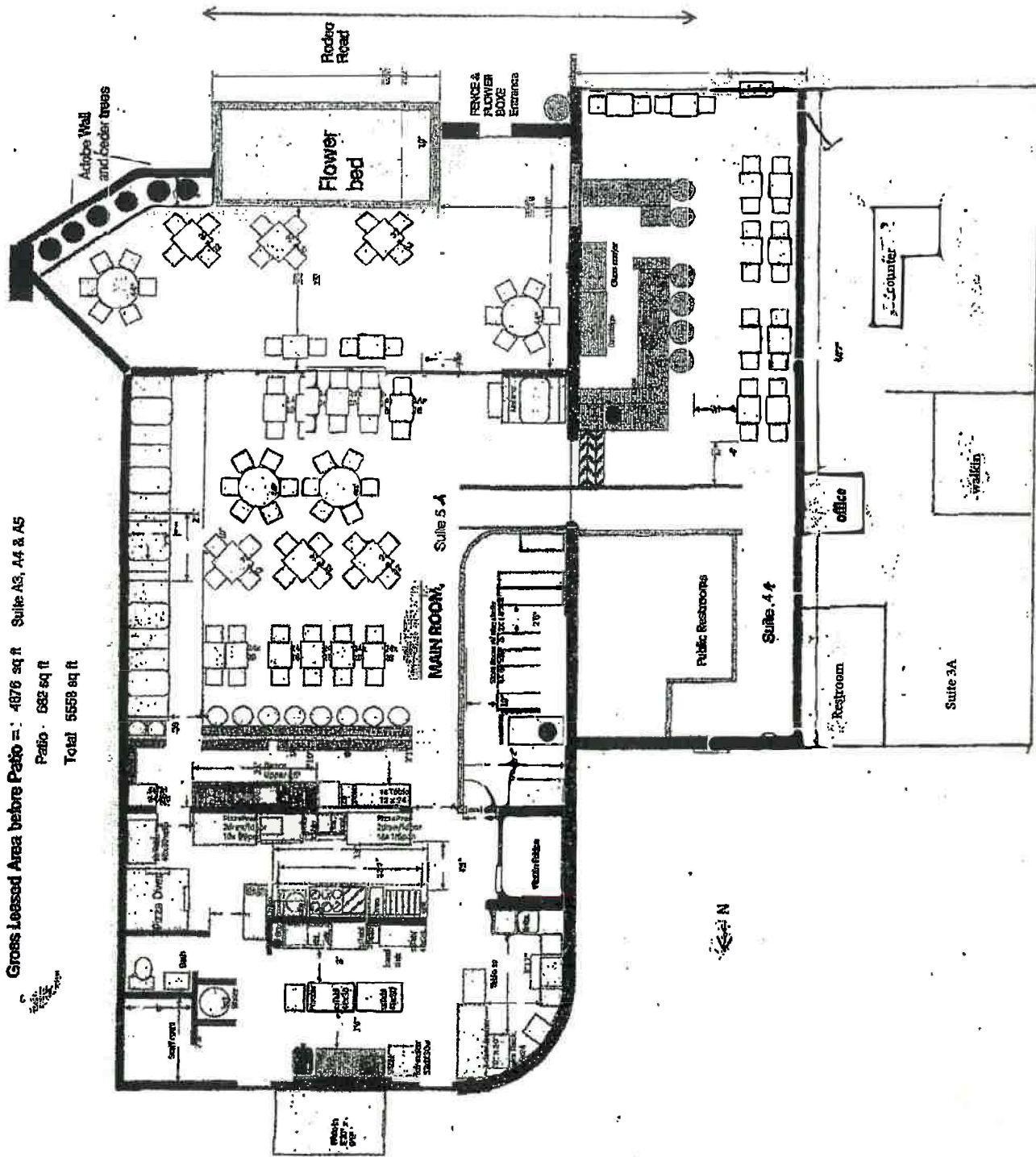
Joe's Dining & Pizza, 2801 MODELO rd., Suite 5, Santa Fe 87507

Gross Leased Area before Patio = 4876 sq ft Suite AS, A4 & A5

Patio = 682 sq ft

Total 5558 sq ft

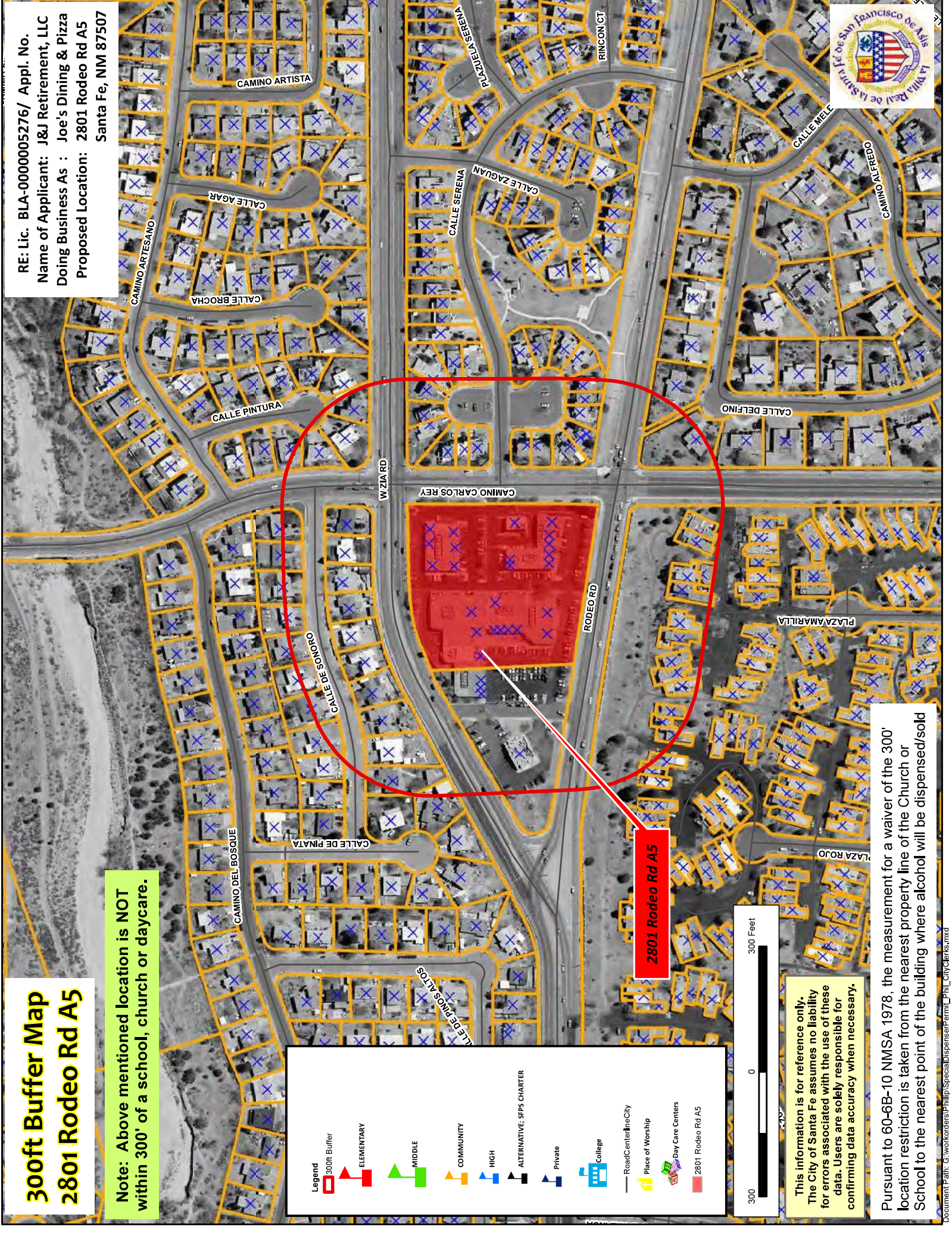
J&J Retirement LLC  
Joe's Dining & Pizza



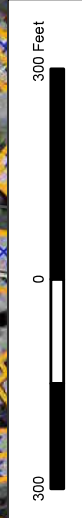
# 300ft Buffer Map 2801 Rodeo Rd A5

Note: Above mentioned location is NOT within 300' of a school, church or daycare.

RE: Lic. BLA-000005276/ Appl. No.  
 Name of Applicant: J&J Retirement, LLC  
 Doing Business As : Joe's Dining & Pizza  
 Proposed Location: 2801 Rodeo Rd A5  
 Santa Fe, NM 87507



Legend	
	300ft Buffer
	ELEMENTARY
	MIDDLE
	COMMUNITY
	HIGH
	ALTERNATIVE, SFPS CHARTER
	Private
	College
	RoadCenterlineCity
	Place of Worship
	Day Care Centers
	2801 Rodeo Rd A5



This information is for reference only. The City of Santa Fe assumes no liability for errors associated with the use of these data. Users are solely responsible for confirming data accuracy when necessary.

Pursuant to 60-6B-10 NMSA 1978, the measurement for a waiver of the 300' location restriction is taken from the nearest property line of the Church or School to the nearest point of the building where alcohol will be dispensed/sold

**Signature:**

**Email:** [gsgriego@santafenm.gov](mailto:gsgriego@santafenm.gov)

# Staff Verification - Supplemental Information Form packet

Interim Agreement Report







2025-03-26

Created:	2025-03-19
By:	GERALYN CARDENAS (gfcardenas@santafenm.gov)
Status:	Out for Signature
Transaction ID:	CBJCHBCAABAA9VgZy6TWjwGCFVA1zosCRb_2CFoSvCo1

## Agreement History

Agreement history is the list of the events that have impacted the status of the agreement prior to the final signature. A final audit report will be generated when the agreement is complete.

## "Staff Verification - Supplemental Information Form packet" History

-  Document created by GERALYN CARDENAS (gfcardenas@santafenm.gov)  
2025-03-19 - 10:15:57 PM GMT- IP address: 63.232.20.2
-  Document emailed to Jason Sena (jdsena@santafenm.gov) for signature  
2025-03-19 - 10:24:40 PM GMT
-  Email viewed by Jason Sena (jdsena@santafenm.gov)  
2025-03-19 - 10:32:37 PM GMT- IP address: 198.182.178.6
-  Email viewed by Jason Sena (jdsena@santafenm.gov)  
2025-03-26 - 2:13:28 PM GMT- IP address: 104.47.65.254
-  Document e-signed by Jason Sena (jdsena@santafenm.gov)  
Signature Date: 2025-03-26 - 2:14:27 PM GMT - Time Source: server- IP address: 63.232.20.2
-  Document emailed to Jeanne Wolfenbarger (jawolfenbarger@santafenm.gov) for signature  
2025-03-26 - 2:14:29 PM GMT
-  Email viewed by Jeanne Wolfenbarger (jawolfenbarger@santafenm.gov)  
2025-03-26 - 2:57:30 PM GMT- IP address: 104.47.65.254



# Staff Verification - Supplemental Information Form packet

Interim Agreement Report







2025-03-27

Created:	2025-03-26
By:	GERALYN CARDENAS (gfcardenas@santafenm.gov)
Status:	Out for Signature
Transaction ID:	CBJCHBCAABAAoWI2cebPFDPk5DqIqdv5WNLTsHDLbSzL

## Agreement History

Agreement history is the list of the events that have impacted the status of the agreement prior to the final signature. A final audit report will be generated when the agreement is complete.

## "Staff Verification - Supplemental Information Form packet" History

-  Document created by GERALYN CARDENAS (gfcardenas@santafenm.gov)  
2025-03-26 - 7:53:33 PM GMT- IP address: 63.232.20.2
-  Document emailed to Jeanne Wolfenbarger (jawolfenbarger@santafenm.gov) for signature  
2025-03-26 - 7:57:40 PM GMT
-  Email viewed by Jeanne Wolfenbarger (jawolfenbarger@santafenm.gov)  
2025-03-27 - 5:58:54 PM GMT- IP address: 104.47.64.254
-  Document e-signed by Jeanne Wolfenbarger (jawolfenbarger@santafenm.gov)  
Signature Date: 2025-03-27 - 5:59:34 PM GMT - Time Source: server- IP address: 63.232.20.2
-  Document emailed to gggriego@santafenmm.gov for signature  
2025-03-27 - 5:59:36 PM GMT
-  Email sent to gggriego@santafenmm.gov bounced and could not be delivered  
2025-03-27 - 6:05:00 PM GMT



# Staff Verification - Supplemental Information Form packet

Final Audit Report

2025-03-27

Created:	2025-03-27
By:	GERALYN CARDENAS (gfcardenas@santafenm.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAf8bjnN1KZw3PMGbzvV4Zt4ywJE1Mx1II


## "Staff Verification - Supplemental Information Form packet" History

 Document created by GERALYN CARDENAS (gfcardenas@santafenm.gov)

2025-03-27 - 7:14:22 PM GMT- IP address: 63.232.20.2

 Document emailed to ggriego@santafenm.gov for signature


2025-03-27 - 7:17:08 PM GMT

 Email viewed by ggriego@santafenm.gov

2025-03-27 - 7:59:16 PM GMT- IP address: 96.19.48.64

 Signer ggriego@santafenm.gov entered name at signing as Geronimo Griego

2025-03-27 - 8:00:56 PM GMT- IP address: 96.19.48.64

 Document e-signed by Geronimo Griego (ggriego@santafenm.gov)

Signature Date: 2025-03-27 - 8:00:58 PM GMT - Time Source: server- IP address: 96.19.48.64

 Agreement completed.

2025-03-27 - 8:00:58 PM GMT

# 300ft Buffer Map 2801 Rodeo Rd A5

Note: Above mentioned location is NOT within 300' of a school, church or daycare.

RE: Lic. BLA-000005276/ Appl. No.  
Name of Applicant: J&J Retirement, LLC  
Doing Business As : Joe's Dining & Pizza  
Proposed Location: 2801 Rodeo Rd A5  
Santa Fe, NM 87507

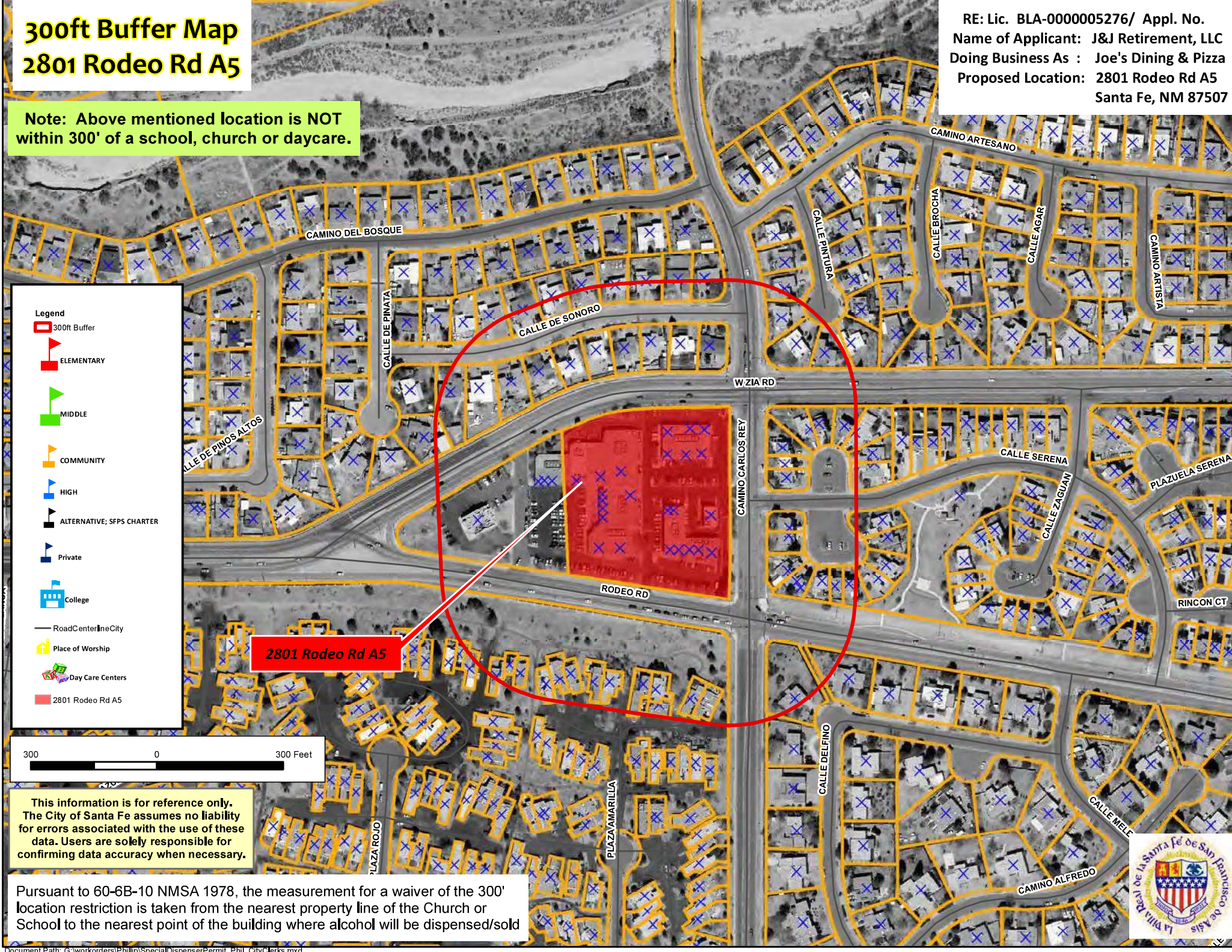
**Legend**

- 300ft Buffer
- ELEMENTARY
- MIDDLE
- COMMUNITY
- HIGH
- ALTERNATIVE; SFPS CHARTER
- Private
- College
- RoadCenterlineCity
- Place of Worship
- Day Care Centers
- 2801 Rodeo Rd A5



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Pursuant to 60-6B-10 NMSA 1978, the measurement for a waiver of the 300' location restriction is taken from the nearest property line of the Church or School to the nearest point of the building where alcohol will be dispensed/sold



# INSPECTION WORKSHEET (BLFI-128144-2025)

**City of Santa Fe**  
200 Lincoln Ave Santa Fe, NM

---

<b>Case Number:</b>	2025-41831-CERT	<b>Case Module:</b>	Permit
<b>Inspection Date:</b>	Thu Mar 27, 2025	<b>Inspection Status:</b>	Passed
<b>Inspector:</b>	Griego, Geronimo	<b>Inspection Type:</b>	Fire - Certificate of Compliance

---

<b>Job Address:</b>	2801 RODEO RD A5 Santa Fe, NM, 87507	<b>Parcel Number:</b>	16005098
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---

Contact Type	Company Name	Name
Applicant	J&J Retirement LLC, DBA Joes Dining and Pizza	Garofalo, Joaquin

---

Checklist Item	Status
General Comments - Checklist item used to track general comments, not specific to any other checklist item	Passed
Shall provide signage above door "This door to remained unlocked while the building is occupied" Existing none conforming no change of use. Existing occupant load to remain at 120.	

  
\_\_\_\_\_  
Geronimo Griego (Fire Marshal)

  
\_\_\_\_\_  
Griego, Geronimo



# City of Santa Fe, New Mexico

200 Lincoln Avenue, P.O. Box 909, Santa Fe, N.M. 87504-0909  
www.santafenm.gov

*Alan Webber, Mayor*

Councilors:

Signe I. Lindell, Mayor Pro Tem, District 1  
Alma G. Castro, District 1  
Michael J. Garcia, District 2  
Carol Romero-Wirth, District 2  
Lee Garcia, District 3  
Pilar F.H. Faulkner, District 3  
Jamie Cassutt, District 4  
Amanda Chavez, District 4

**DATE:** March 27, 2025

**TO:**

Thomas M. Graham, Assistant Planning & Land  
Use Department Director

**VIA:**

**FROM:**

Jason D. Sena, Enforcement Division Manager

## ITEM & ISSUE

Litter and noise impact assessment, due to a request from J&J Retirement, LLC, for the following:

- a) The purpose of this hearing is to discuss a request from J&J Retirement, LLC, for Restaurant B- Beer, Wine and Spirits Liquor License with on Premises Consumption Only Patio Service, to be located at Joe's Dining & Pizza, 2801 Rodeo Road, Suite A5, Santa Fe.

## BACKGROUND AND SUMMARY

It is not anticipated that there will be a substantial change in litter and noise because of this request.

CATEGORY Specific Use	RR	R-1 - R-6	R-7 - R-9	R-7 - I	RC-5, - RC-8	R-10 - R-29	MHP	RAC	AC**	C-1	C-2	C-4	HZ	BCD	I-1	I-2	BIP	SC-1	SC-2	SC-3	MU ***	Use- Specific Regs <a href="#">14-6.2</a>
Bar, cocktail lounge, nightclub, no outdoor entertainment								S <sup>3,10</sup>	S <sup>3</sup>		P+			P	P	P		P+	P+	P+	P <sup>2</sup>	
Bar, cocktail lounge, nightclub, with outdoor entertainment								S <sup>3,10</sup>	S <sup>3</sup>		P+			P+	P+	P+		P+	P+	P+	P+ <sup>2</sup>	
Restaurant - full service, with or without incidental alcohol service								S <sup>3,10</sup>	S <sup>3</sup>		P			P	P	P	S	P	P	P	P	
Restaurant with bar, cocktail lounge or nightclub comprising more than 25% of total serving area.								S <sup>3,10</sup>	S+ <sup>3</sup>		P+			P+	P	P		P+	P+	P+	P+ <sup>2</sup>	
Restaurant - Fast service/take-out, no drive-through/drive-up								S <sup>3,10</sup>		P <sup>4</sup>	P	P <sup>4</sup>		P	P	P	S	P	P	P	P	
Restaurant - with drive-through/drive-up											P+			P+	P+	P+	S	P+	P+	P+	P+ <sup>2</sup>	



2801 Rodeo Rd  
SC1