


# City of Santa Fe, New Mexico

## memo

DATE: July 11, 2025

TO: Renee Barela-Gutierrez, Liquor Hearing Officer

FROM: Geralyn F. Cardenas, Deputy City Clerk 

### **ITEM & ISSUE:**

Request from G.L.A. Santa Fe Hospitality, LLC dba Piazza Caffè for a Transfer of Ownership of Dispenser Liquor License No. DIS-001298 with On-Premises Consumption Only with Patio Service. License will remain at 2574 Camino Entrada Road.

### **BACKGROUND AND SUMMARY:**

Request from G.L.A. Santa Fe Hospitality, LLC dba Piazza Caffè for a Transfer of Ownership of Dispenser Liquor License No. DIS-001298 with On-Premises Consumption Only with Patio Service to remain at 2574 Camino Entrada Road.

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 recommends 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



CITY CLERK'S OFFICE  
DATE: 10.12.25 TIME: 10:00am  
SERVED BY: mail  
RECEIVED BY: JULIE RASMUSSEN

June 9, 2025

Certified Mail No.: 7021 2720 0001 2205 1327

**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.:** License No. **DIS-001298**  
Name of Applicant: G.L.A. Santa Fe Hospitality, LLC  
Doing Business As: Piazza Caffe  
Proposed Location: 2574 Camino Entrada Road, 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 A TRANSFER OF OWNERSHIP OF DISPENSER LIQUOR LICENSE NO. DIS-001298 WITH ON PREMISES CONSUMPTION 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,



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**Charmaine Martinez**  
Admin Law Judge | Hearing Officer  
NM Regulation & Licensing Department  
Alcoholic Beverage Control Division  
Phone: (505) 795-4942 Fax: (505) 476-4595  
Email: [Charmaine.Martinez2@rld.nm.gov](mailto:Charmaine.Martinez2@rld.nm.gov)

Enclosures:

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





**Alcoholic Beverage Control Division**  
**Dispenser Intake Application**  
**Application Number: BLA-0000006676**



**Business Information**

**Business Information**

Business Name: G.L.A. SANTA FE HOSPITALITY LLC      Type of Business: Alcohol  
Business Structure: Limited Liability Company      FEIN: XX-XXX0645  
State Tax ID Number: XX-XXXXX4-00-0  
Business Email: info@plazacafesouth.com      Business Phone: 5054691394

**Contact Person Information**

Contact Person Name: New Mexico Liquor Licenses LLC c/o KYLA STOKER      Contact Person Phone: 5059805614  
Contact Person Email: kyla@newmexicoliquorlicense.com

**Business Mailing Address**

Mailing Street: 3201C Zafarano Drive #356      Mailing City: Santa Fe  
Mailing State: NM      Mailing Zip Code: 87507  
Mailing Country: US

**Ownership Transfer Type**

Specify the appropriate reason for filing this ownership transfer application?

- Applicant Business is buying/acquiring licenses from other business
- Applicant Business has a Change in Ownership

*If there are new shareholders holding 10% or more ownership interest OR If stock is transferred among existing shareholders and there is a person/business who previously held less than 10% and is now holding 10% or more ownership interest, select "Applicant Business has a Change in Ownership."*

*Once you navigate to the next screen, you will not be able to change response of this question.*

**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**  
**Dispenser Intake Application**  
**Application Number: BLA-0000006676**



**Premises Information**

**License Information**

Specify the type of transfer you are applying for?

- Transfer of Ownership and Location
- Transfer of Ownership

License Number: DIS-001298

License Expiration Date: 6/30/25

Current DBA Name: Piazza Caffè

Dispenser Type: Inter-Local Dispenser

License Type: Dispenser

Current License Owner: CHARLIE LAY, LLC

Current Lessee: Piazza Caffè, LLC

**Current Premises Address**

Physical Street: 2574 Camino Entrada Rd.

Physical State: NM

Physical County: Santa Fe

Physical City: Santa Fe

Physical Zip Code: 87507

Local Option District: Santa Fe City

**Proposed DBA Name**

Do you want to change the license DBA Name? No

**Ownership**

**The land and building which is proposed to be the licensed premises is:** Leased 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.*

**Specify Owner(s) of the land and building:** Piazza Entrada LLC

**Specify Date and Terms of Lease/Operating Agreement:** 12/26/2024 2 years + options to renew

**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***

License Number: DIS-001220

License Type: Dispenser

Issuing State: New Mexico

License Number: DIS-001157

License Type: Dispenser

Issuing State: New Mexico



**Alcoholic Beverage Control Division**  
**Dispenser Intake Application**  
**Application Number: BLA-0000006676**



**Payment**

<b>Fee Name</b>	<b>Fee Amount</b>
Transfer of Loc/Own	200.00
<b>Total Fee Amount:</b>	<b>200.00</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.

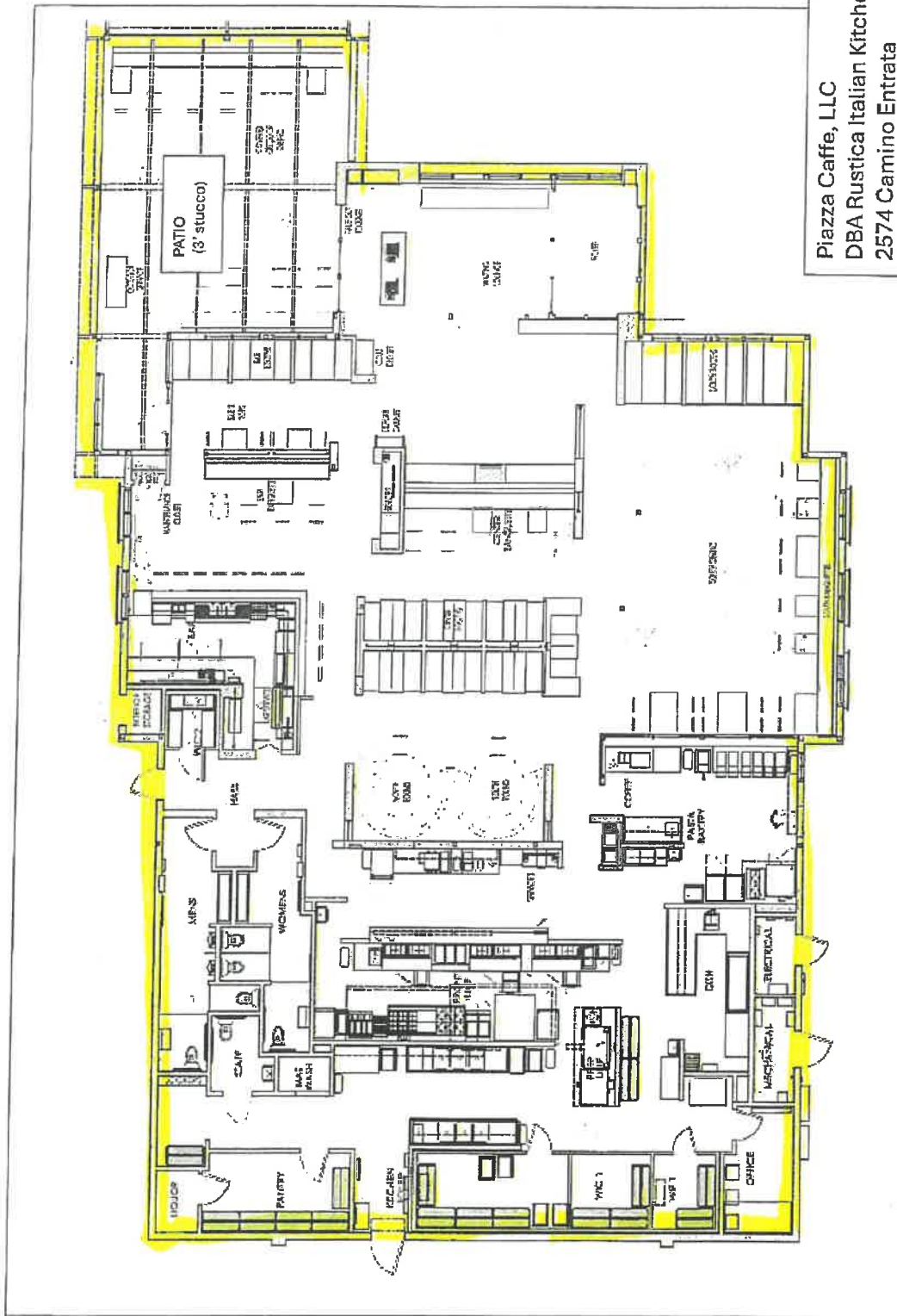
Attestation Signature: GLA Santa Fe Hospitality LLC

Date: 03/12/2025

<<N

Camino Entrada (street wraps around side)

Camino Entrada



Piazza Caffè, LLC  
 DBA Rustica Italian Kitchen  
 2574 Camino Entrada  
 Santa Fe, NM  
 Total SF = 7,768 (including patio)


ABC FLOOR PLAN APPROVAL  
 OWNER: CHARLIE LAY, LLC  
 LESSEE: PIAZZA CAFFÈ, LLC  
 LICENSE NO. DIS-001298  
 DATE 3/3/2025  
 BY: CHARMINE MARTINEZ

CITY OF SANTA FE  
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 p.m. on Thursday, July 24, 2025.

The purpose of this hearing is to discuss a request from G.L.A. Santa Fe Hospitality, LLC dba Piazza Caffè for a Transfer of Ownership of Dispenser Liquor License No. DIS-001298 with On-Premises Consumption Only with Patio Service. This license will remain located at Piazza Caffè, 2574 Camino Entrada Road.

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 [santafe.primegov.com/public/portal](https://santafe.primegov.com/public/portal).

  
ANDREA SALAZAR (June 10, 2025 10:57 MDT)  
\_\_\_\_\_  
Andréa Salazar  
City Clerk and Director of Community Engagement

Received by The Santa Fe New Mexican  
Date: \_\_\_\_\_

To Be Published: **June 24, 2025**  
**AND**  
**July 1, 2025**

By \_\_\_\_\_  
The Santa Fe New Mexican (Signature)

**Santa Fe New Mexican**

Mail Payments To:  
PO Box 2048,  
Santa Fe, NM 87504  
Phone: (505) 995-3872

**PAYMENT RECEIPT**

**DATE:** 6/17/2025

**PAYMENT DATE:** 6/17/2025

**ACCOUNT:** S17566

**FOR:**

NEW MEXICO LIQUOR LICENSES, LLC  
2539 Wyoming Blvd NE Ste A  
Albuquerque, NM 87112-1036

<b>Payment Type</b>	<b>CC Type</b>	<b>CC#</b>	<b>Tagline</b>	<b>Amount</b>
Credit Card	Visa	6582	Ad ID 98596	\$-112.08

**Applied to**

98596      06/24/2025      Invoice #      LEGAL #94048      \$112.08



2548 B CAMINO  
EDWARD ORTIZ

2548 A CAMINO  
EDWARD ORTIZ

2544  
CAMINO  
ORTIZ

2541 CAMINO  
EDWARD  
ORTIZ A

2541  
CAMINO  
ORTIZ

2582  
CAMINO  
ENTRADA

2576  
CAMINO  
ENTRADA

274  
CAMINO  
ENTRADA

270  
CAMINO  
ENTRADA

2574  
CRISTO'S  
RD

4401  
FERRILLOS  
RD

4399  
GERRILLOS  
RD

**Applicant Supplemental Information Form**

1. Name of Applicant: G.L.A. Santa Fe Hospitality, LLC  
D/B/A Name to be used: Piazza Caffe  
Proposed License Location: \_\_\_\_\_  
Telephone number: (505) 469-1934  
Email: info@plazacafe south.com

2. Type of liquor license request:

- New License (indicate type: \_\_\_\_\_)
- Transfer of location (indicate type: \_\_\_\_\_)
- Transfer of ownership (indicate type: DISPENSER DIS- 001298)
- Transfer of ownership and location (indicate type: \_\_\_\_\_)

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

- Yes (If yes, License # and Type: DIS- 001298)
- No

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

- Yes (If yes, License # and address where alcohol was being dispensed: Currently leased license by members of applicant at this location)
- 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: wed - monday 11am - 9pm closed Tuesday  
Proposed Hours of Operation: same as current

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 and Saturday

What times? 5:30 - 6:30pm

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

- Yes (If yes, what is your License #? \_\_\_\_\_) *\*Submitted, not received*
- No (Please contact the Business Licensing Department at 505-955-6551 to obtain a business license.)

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:

Daily occupant load varies from 96-240, Average weekly 1,158

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: The current operation will remain the same, only they will own the license, not lease from existing owner

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: Existing business operations will remain the same

Name of person completing this form: New Mexico Liquor Licenses LLC

Telephone number: 505 980 5014

Date: 6/17/25

**(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. Lic. #: **Waiting on inspections**
- 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 Manager

Date: 07/08/2025

**Traffic Engineering Department**

- Yes, it appears that the approval of this request will create unacceptable traffic impacts.

\*Note: \_\_\_\_\_

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

Verification Completed By: Jen Miller  
Jen Miller Morrow (Jul 8, 2025 15:40 MDT)

Title: Complete Streets Director

Date: 07/08/2025

**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: FP 4 from FMO passed inspection on 06/27/2025

Verification Completed By: Geronimo Griego  
Geronimo Griego (Jul 8, 2025 11:58 MDT)

Title: Fire Marshal

Date: 07/08/2025