




DATE: March 2, 2026
TO: Renee Barela-Gutierrez, Liquor Hearing Officer
FROM: Emily Aragon, Constituent Services Specialist 
VIA: Geralyn F. Cardenas, Interim City Clerk/Director of Community Engagement

ITEM & ISSUE:

Request from New Mexico Hard Cider, LLC dba New Mexico Hard Cider Taproom for a Waiver of the 300-Foot Location Restriction, and a Floor Plan Expansion of their current Winegrower Off-Site Liquor License.

BACKGROUND AND SUMMARY:

The applicant has requested the following:

- a) Pursuant to §60-6B-10 NMSA 1978, consideration of a waiver of the 300-foot location restriction to allow the sale of alcohol at New Mexico Hard Cider, 505 Cerrillos Rd. Suite A105, which is within 300 feet of the Santa Fe Jewish Center, located at 230 W. Manhattan Avenue.
- b) If the waiver of the 300-foot location restriction is granted, consideration of a request for a Floor Plan Expansion of their current Winegrower Off-Site Liquor License for an additional 6,845 square feet with a final square footage of 9,146, to be located at New Mexico Hard Cider, 505 Cerrillos Rd. Suite A105.

Attached is the original application, and the GIS map confirming that the location is within 300 feet of the Santa Fe Jewish Center, 230 W. Manhattan Avenue.

ACTION REQUESTED

Consideration of the above request

Attachments: Alcoholic Beverage Control Application



**Alcoholic Beverage Control Division
Floor Plan Expansion/Change Intake Application**



Application Number: PAR-0000405132

**RECEIVED - CITY CLERK
'26 FEB 17**

Permanent Change of Floor Plan or Expansion of a Liquor Licensed Premise Application
\$75.00 Fee: all fees non-refundable | NMAC 15.10.32.12 | NMAC 15.10.32.13 | NMAC 15.10.32.14

- The licensee may not serve or sell alcohol in the proposed new area until written approval and a new approved floor plan is received. A licensee must show proof of the entire enclosure for any proposed outdoor areas and any expansion. A site inspection may be required before approval is granted.
- Licensee must obtain written approval and receive a new stamped approved floor plan issued by ABC's staff to begin sales or service of alcohol in the changed or expanded areas.
- 15.11.2.10 FLOOR PLAN: All licensees and their employees shall have access on the licensed premises to a hard copy of the current floor plan approved by the division.

Business Name: New Mexico Hard Cider, LLC

Licensee DBA Name: New Mexico Hard Cider Taproom

Lessee:

License Number: WOS-000006

Licensee Type: Winegrower Off-Site

License Status: Active

Premises Address: 505 Cerrillos Road, Suite A105, Santa Fe, NM 87501

Premises County: Santa Fe

Premises Local Option District: Santa Fe City

Contact Name: Craig Martin Moya

Contact Email: nmcider@gmail.com

Contact Phone: (505) 231-0632

Please specify the appropriate reason for this application? Expanding Floor Plan Reducing Floor Plan Changing Floor Plan

Effective Date of Change: 03/01/2026

Reason for Change: Expand the business more seats

Square Footage (Current): 2301

Square Footage (Adding/Changing): 6845

Final Square Footage: 9146

Has the expansion/change of floor plan resulted in change of premises street address? No

Will the proposed expansion bring the licensed premises within 300 feet of a church or school? Yes

Do you understand that if the change or expansion of the licensed premises is twenty-five (25%) or more of the total existing square footage, the Director may require the licensee to file an application for a Transfer of Location? Yes

Do you attest that the requested change meets the definition of 'licensed premises' in NMSA 1978 60-3A-3(O), which states in part 'licensed premises means the contiguous areas of the structure and the grounds that are under the direct control of the licensee. Yes

Has there been any change in ownership or operation of Licensee? No

Specify your role with respect to license for which you are requesting the change? Owner Lessee Resident Agent

Required for Expansions Only | Local Option District Review

Local Governing Body of: _____ Village, County, City Check one: Approved Disapproved
 Signature and Title of Village/County/City Official: _____ Date: _____

CERRILLOS RD.

Enclosed by Stanchions,
Rope and Flexions

Service
Entrance

Master
Door 1-4

Refrigerator
Door 1-4

Exit

Chorus

CHOMPI
505 Cerrillos Road
Hatched Areas Excluded
from Serving Area
Total Square Feet 6,108

Lessee: DeSoto, LLC
dba Bottega del Vino

Exit
Access to
Patio

Gate
Railing

33'-5"

29'-6 1/2"

42" Metal Stanchion /
Rope (See Detail)

Current DeSoto LLC
Dispensation area
Customer Seating Area
72' of (10% of seating)

Current Hill View LLC
Dispensation area
Customer Seating Area
48' of

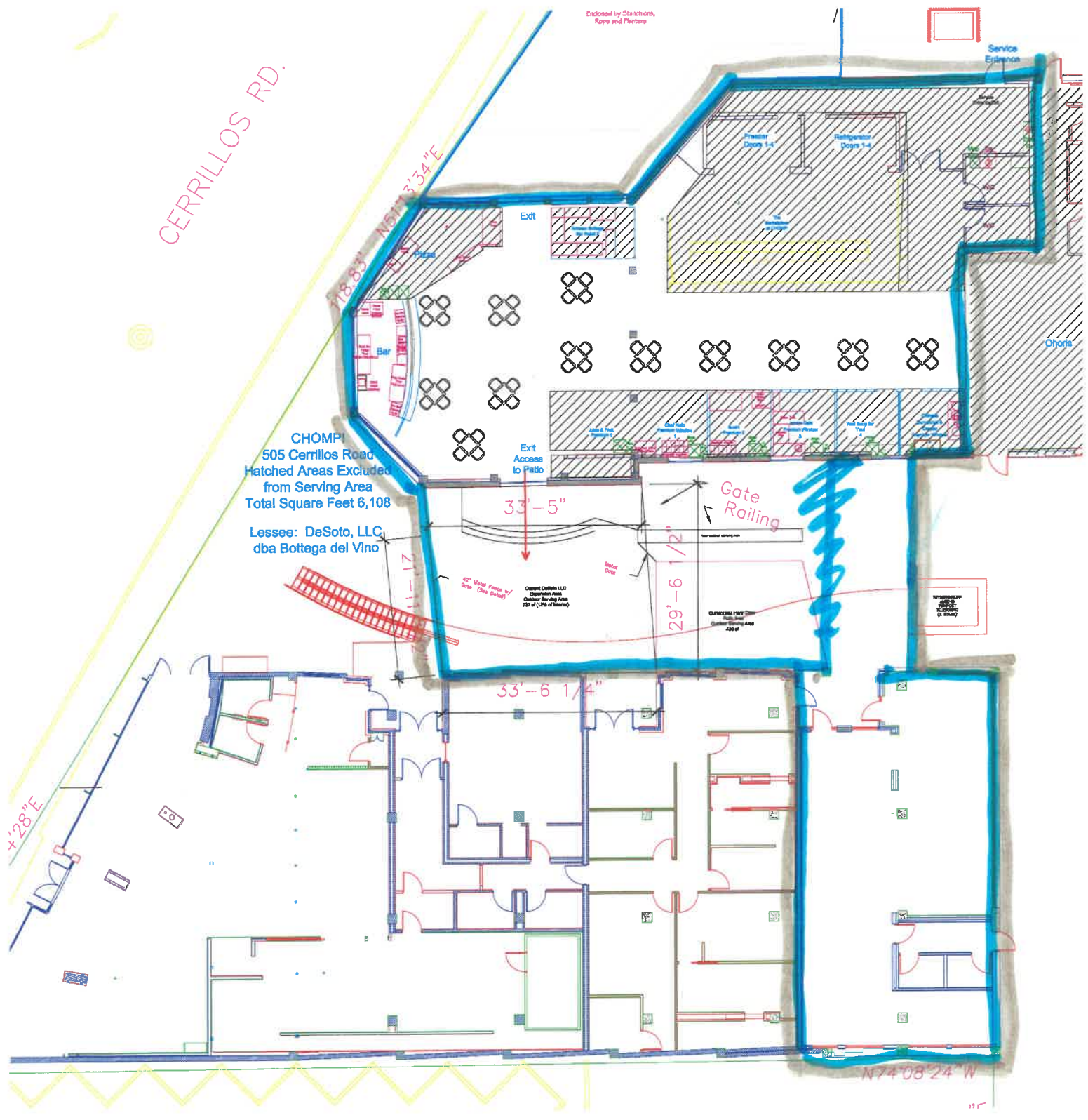
MEASUREMENT OF
EXISTING
DISPENSATION
AREA

33'-6 1/4"

N74°08'24" W

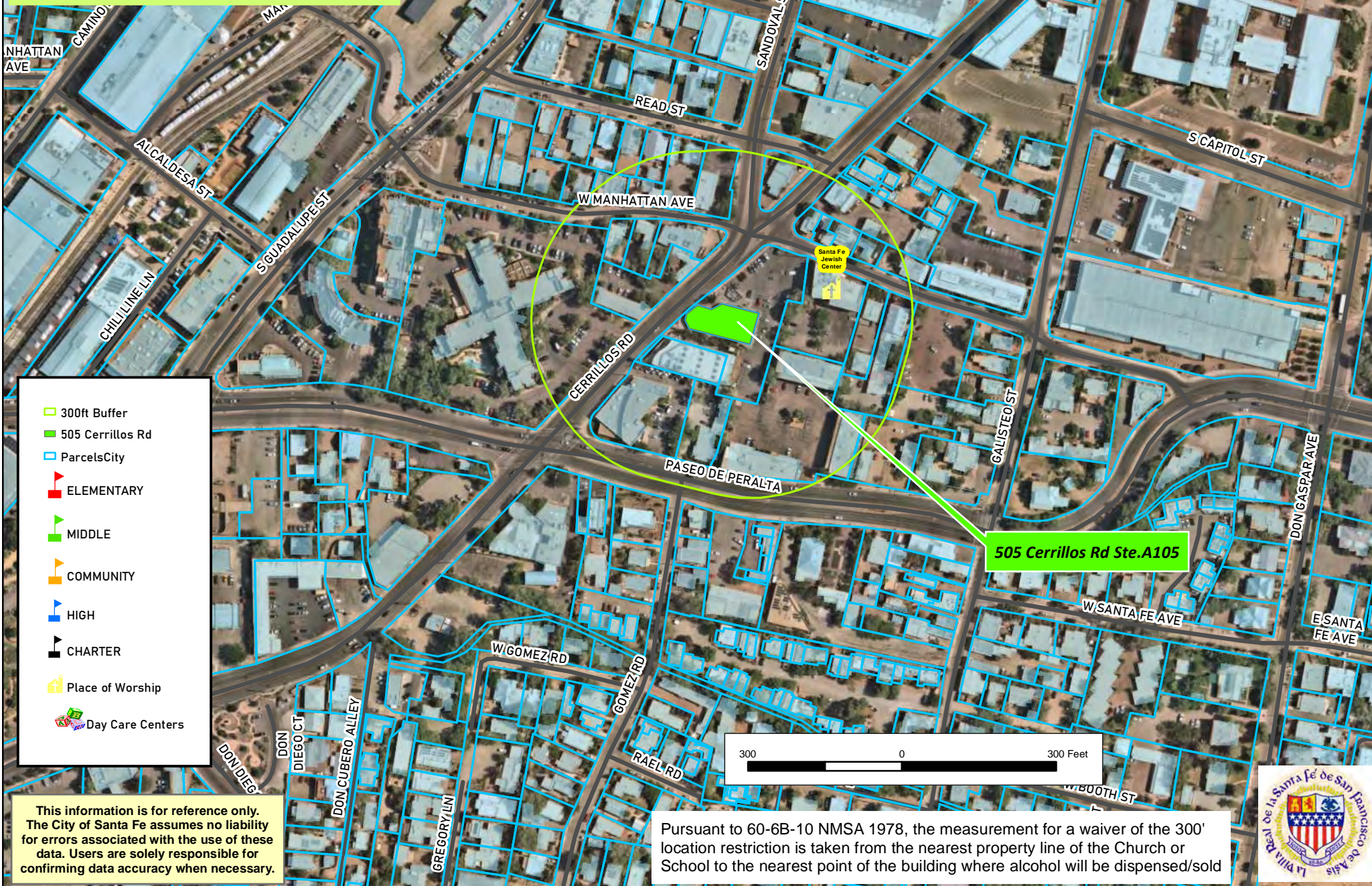
128°E

18.83° N51°33'34"E



300ft Buffer Map 505 Cerrillos Rd. Ste. A105

Note: Above mentioned location IS within 300' of a school, church or daycare.



- 300ft Buffer
- 505 Cerrillos Rd
- ParcelsCity
- ELEMENTARY
- MIDDLE
- COMMUNITY
- HIGH
- CHARTER
- Place of Worship
- Day Care Centers

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

