




# City of Santa Fe


200 Lincoln Ave, Santa Fe, NM 87501 | santafenm.gov

## Memorandum

**DATE:** April 1, 2026

**TO:** Renee Barela-Gutierrez, Liquor Hearing Officer

**VIA:** Geralyn F. Cardenas, City Clerk/Director of Community Engagement 

**FROM:** Emily Aragon, Constituent Services Specialist 

**ITEM & ISSUE:**

Request from Palace Hospitality Group, LLC for a Transfer of Ownership of Liquor License No. DIS-001158 with on-Premises Consumption Only with Patio Service to be located at Palace 142 W. Palace Ave. Santa Fe, NM 87501.

**BACKGROUND AND SUMMARY:**

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. The proposed location is not within 300 feet of a church, school or daycare.

The applicant does have a current business license with the City of Santa Fe and is required to continue to comply with all Fire, Building and Land Use Code requirements prior to issuance of the City Liquor License.

Additionally, as a condition of doing business in the city, staff recommend 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
- Reminder Letter to Applicant
- Staff Reports

**Signature:** 

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

February 27, 2026

**Certified Mail No.: 7021 2720 0001 2204 6156**

**City of Santa Fe**

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

RECEIVED - CITY CLERK  
26 MAR 5

**Lic. No. /Appl. No.:** License No. DIS-001158 | BLA-16058  
**Name of Applicant:** Palace Hospitality Group, LLC  
**Doing Business As:** Palace  
**Proposed Location:** 142 W. Palace Avenue, Santa Fe, New Mexico 87501

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-001158 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-0000016058**



**Business Information**

**Business Information**

Business Name: Palace Hospitality Group LLC  
Business Structure: Limited Liability Company  
State Tax ID Number: XX-XXXXX1-00-4  
Business Email: dperry@mineralmgmt.com

Type of Business: Alcohol  
FEIN: XX-XXX7689  
Business Phone: 2104140095

**Contact Person Information**

Contact Person Name: Dan Perry  
Contact Person Email: dperry@mineralmgmt.com

Contact Person Phone: 2104140095

**Business Mailing Address**

Mailing Street: 218 W. Palace Avenue  
Mailing State: NM  
Mailing Country: US

Mailing City: Santa Fe  
Mailing Zip Code: 87501

**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-0000016058**



**Premises Information**

**License Information**

Specify the type of transfer you are applying for?

- Transfer of Ownership and Location  
 Transfer of Ownership

License Number: DIS-001158

License Expiration Date: 12/31/25

Current DBA Name: PALACE PRIME

Dispenser Type: Inter-Local Dispenser

License Type: Dispenser

Current License Owner: SIERRA LINDA, LLC

Current Lessee: BR FOOD & BEVERAGE, LLC

**Current Premises Address**

Physical Street: 142 W. PALACE AVENUE

Physical State: NM

Physical County: Santa Fe

Physical City: SANTA FE

Physical Zip Code: 87501

Local Option District: Santa Fe City

**Proposed DBA Name**

Do you want to change the license DBA Name? Yes

Requested DBA Name: Palace

**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:** Palace, LLC

**Specify Date and Terms of Lease/Operating Agreement:** Third Amendment to Lease Agreement dated March 26, 2021.

**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?	No



**Alcoholic Beverage Control Division**  
**Dispenser Intake Application**  
**Application Number: BLA-0000016058**



**Payment**

<b>Fee Name</b>	<b>Fee Amount</b>
Transfer of Loc/Own	200.00
Resident Agent Fee	-50.00
<b>Total Fee Amount:</b>	<b>150.00</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: Yolanda M Sandoval

Date: 12/30/2025

**DO NOT SCALE DRAWINGS**  
CONTRACTOR TO VERIFY ALL DIMENSIONS. NOTIFY ARCHITECT OF ANY DISCREPANCIES PRIOR TO BEGINNING CONSTRUCTION.

NO.	REVISION/SUBMISSION	DATE

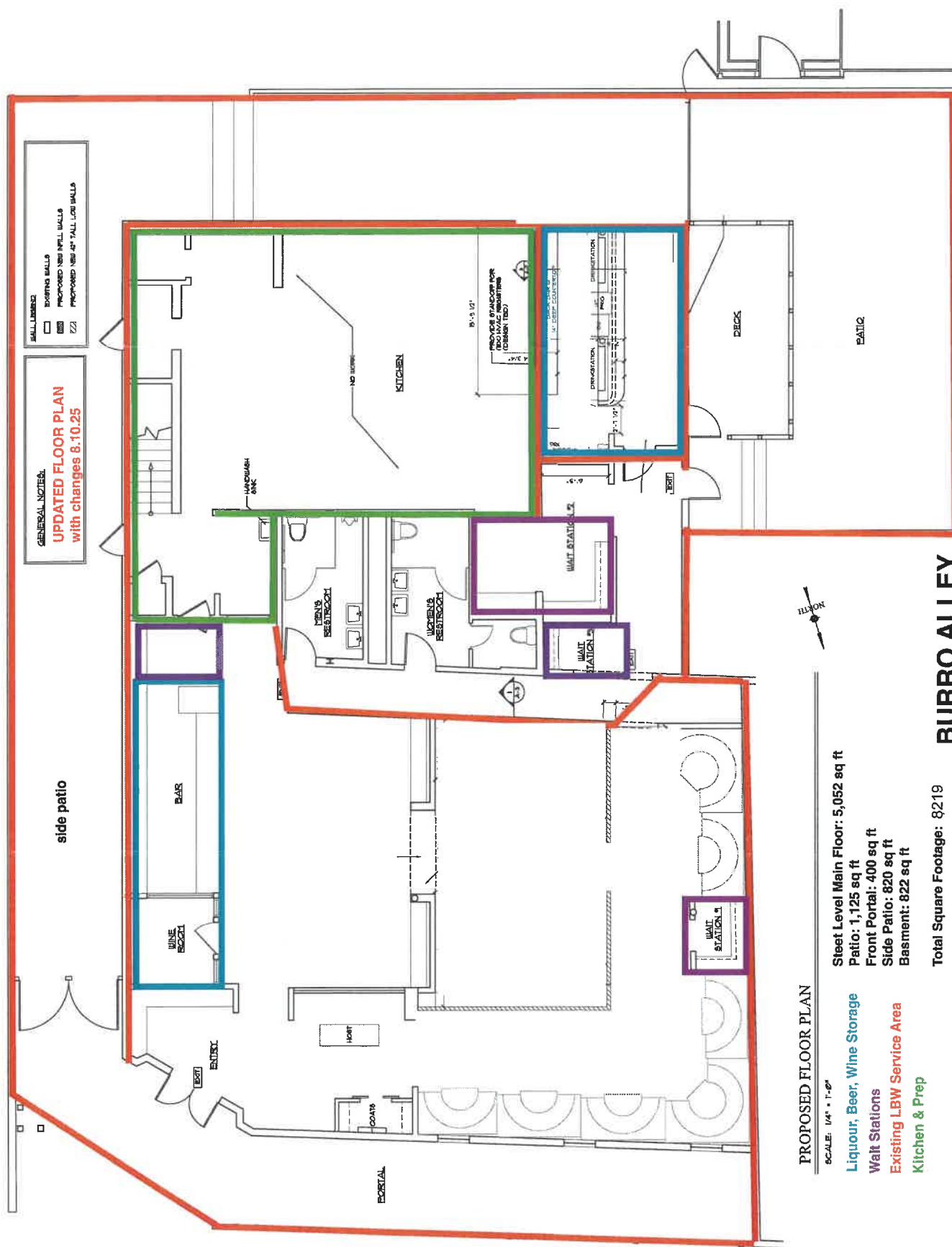
PROJECT TITLE  
**PALACE**  
Interior Alteration

PROJECT NO. 24-03

CHECKED BY: TR DATE: 07/20/03  
DRAWN BY: LA DATE: 07/20/03

SHEET TITLE  
**PROPOSED FLOOR PLAN**

SHEET NO.  
**A-2**



**GENERAL NOTES:**  
**UPDATED FLOOR PLAN**  
with changes 8.10.25

**WALL LEGEND:**  
EXISTING WALLS  
PROPOSED NEW FULL WALLS  
PROPOSED NEW 4' TALL CORE WALLS

**PROPOSED FLOOR PLAN**

SCALE: 1/4" = 1'-0"

- Liquour, Beer, Wine Storage
- Wait Stations
- Existing LBW Service Area
- Kitchen & Prep

Steel Level Main Floor: 5,052 sq ft  
Patio: 1,125 sq ft  
Front Portal: 400 sq ft  
Side Patio: 820 sq ft  
Basement: 822 sq ft

Total Square Footage: 8219

**BURRO ALLEY**

**WEST PALACE AVE**

ARCHITECTURAL  
A T T I N C B  
I N C  
61 OLD SANTA PETRAL  
SANTA FE, NEW MEXICO 87505  
TEL: 505-833-1234  
FAX: 505-836-1278  
WEBSITE: www.arkhill.com

**DISCLAIMER**  
CONTRACTOR TO VERIFY  
ALL EXISTING CONDITIONS AND  
MATERIALS PRIOR TO BEGINNING CONSTRUCTION  
TO BE RESPONSIBLE FOR ANY DISCREPANCIES PRIOR  
TO BEGINNING CONSTRUCTION

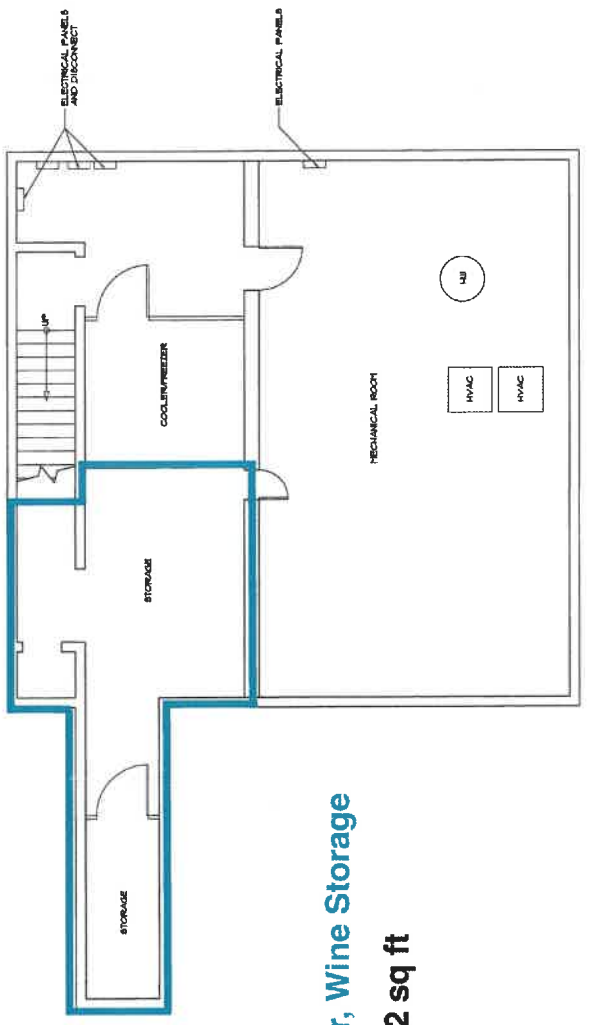
NO.	DESCRIPTION/REVISIONS	DATE



PROJECT TITLE  
REMODEL AT  
**PALACE**  
RESTAURANT  
140 W. PALACE AV.  
SANTA FE, NM

PROJECT NO.	17-21
CHECKED BY	BE
DATE	1/1/00
DRAWN BY	DL
DATE	1/1/00
SHEET TITLE	
EXISTING BASEMENT PLAN	
SHEET NO.	

**A-1.1**



**Liquor, Beer, Wine Storage**  
**Basment: 822 sq ft**

**EXISTING BASEMENT PLAN**  
SCALE: 1/4" = 1'-0"

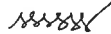
CITY OF SANTA FE

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, April 16, 2026.

The purpose of this hearing is to discuss a request from Palace Hospitality Group, LLC for a Transfer of Ownership of Dispenser Liqueur License No. DIS-001158 with on Premises Consumption with Patio Service, to be located at Palace, 142 W. Palace Ave. Santa Fe, NM 87501. This location is not within 300 feet of a church or school.

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://santafenm.portal.civicclerk.com/>.



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Geralyn F. Cardenas  
Deputy City Clerk

Received by The Santa Fe New Mexican

Date: \_\_\_\_\_

To Be Published: **3/12/2026**

**AND**

**3/19/2026**

By  Muriel Harding 3/5/26  
The Santa Fe New Mexican (Signature)

# SANTA FE NEW MEXICAN

Founded 1849

SPENCER FANE LLP  
325 Paseo de Peralta  
Santa Fe, NM 87501-1860

ACCOUNT: STSFL  
AD NUMBER: 114557  
TAG LINE: LEGAL #94989  
P.O.#: CITY CLERK

2 TIME(S)	\$76.80
AFFIDAVIT	10.00
TAX	7.11
TOTAL	93.91

AFFIDAVIT OF PUBLICATION

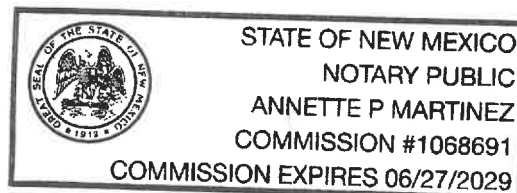
STATE OF NEW MEXICO  
COUNTY OF SANTA FE

I, Sebastian Garcia, 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 94989 a copy of which is hereto attached was published in said newspaper 2 day(s) between 03/12/2026 and 03/19/2026 and that the notice was published in the newspaper proper and not in any supplement; the first date of publication being on the 12th day of March, 2026 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 24th day of March, 2026

Notary   
Commission Expires: 6/27/29



LEGAL #94989

CITY OF SANTA FE

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PUBLIC HEARING

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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://santafenm.portal.civicclerk.com/>.

PUB.: March 12, 19,  
2026



**Michael J. Garcia, Mayor**

VIA EMAIL:

[dperry@mineralmgmt.com](mailto:dperry@mineralmgmt.com)  
[ysandoval@spencerfane.com](mailto:ysandoval@spencerfane.com)

**04/06/2026**

Palace Hospitality Group, LLC  
142 W. Palace Ave.  
Santa Fe, New Mexico 87501

**RE: Request from Palace Hospitality Group, LLC, for a Transfer of Ownership of Liquor License No. DIS-001158 with On-Premises Consumption with Patio Service, to be Located at Palace 142 W. Palace Ave. Santa Fe, NM 87501.**

Good day,

The public hearing before the City of Santa Fe's Liquor Hearing Officer for the above referenced request has been scheduled for **Thursday, April 16, 2026, at 4:00 p.m.** This will be a virtual hearing via Zoom. You will be provided with 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 29, 2026, 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 505-955-6521.

Sincerely,

A handwritten signature in black ink, appearing to read 'G. Cardenas'.

Geralyn F. Cardenas  
Interim City Clerk

ema

## City Council

Alma G. Castro, District 1  
Patricia Feghali, District 1

Elizabeth "Liz" Barrett, District 2  
Paul C. Bustamante, District 2

Lee Garcia, Mayor Pro Tem, District 3  
Pilar F.H. Faulkner, District 3

Jamie Cassutt, District 4  
Amanda Chavez, District 4

**(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 # \_\_\_\_\_.
- 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: N/A

*\*(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: Mar 11, 2026

**Traffic Engineering Department**

- Yes, it appears that the approval of this request will create unacceptable traffic impacts.
- \*Note: N/A

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

Verification Completed By: Marcoe Aguilera

Title: Interim Complete Streets Division Director

Date: Mar 11, 2026

**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: Per DFM 2 Palace Prime is current on their annual, I went by today and there were no violations.  
Per DFM 2 Palace Prime is current on their annual, I went by today and there were no violations.

Verification Completed By: GERONIMO GRIEGO (Mar 11, 2026 11:51:54 MDT)

Title: Fire Marshal

Date: Mar 11, 2026

**Applicant Supplemental Information Form**

1. Name of Applicant: Palace Hospitality Group LLC  
D/B/A Name to be used: Palace Prime  
Proposed License Location: 142 W. Palace Avenue, Santa Fe, NM 87501  
Telephone number: (210) 414-0095  
Email: dperry@mineralmgmt.com

2. Type of liquor license request:

- New License (indicate type: \_\_\_\_\_)
- Transfer of location (indicate type: \_\_\_\_\_)
- Transfer of ownership (indicate type: Dispenser)
- Transfer of ownership and location (indicate type: \_\_\_\_\_)

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

- Yes (If yes, License # and Type: \_\_\_\_\_)
- No

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

- Yes (If yes, License # and address where alcohol was being dispensed: DIS-0015/  
142 W. Palace Avenue, Santa Fe, NM 87501)
- 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: Monday - Sunday 3pm - 10 pm

Proposed Hours of Operation: Monday - Sunday 3pm - 10 pm

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

What times? 6:30pm - 9pm

**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.*)

**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? 126)

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? 2020-12755-  
CERT)

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: 0).

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

Business is expected to remain the same.

\* Please explain your answer: We already have a liquor license this application is just for name change and purchase of a liquor license there will be no change in occupancy

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

Name of person completing this form: Charles Dampf

Telephone number: (617) -817-6242

Date: 3/9/2026



**Michael J. Garcia, Mayor**

**DATE:** March 16, 2026

**TO:** Maggie Moore  
Maggie R. Moore, Assistant Planning & Land  
Use Department Director

**VIA:** *Jason D. Sena*

**FROM:** Jason D. Sena, Enforcement Manager

**ITEM & ISSUE :** Litter and noise impact assessment, due to a request from Palace Hospitality Group, LLC, for the following:

- a) The purpose of this hearing is to discuss a request from Palace Hospitality Group, LLC for a Transfer of Ownership of Dispenser Liqueur License No. DIS-001158 with on Premises Consumption with Patio Service, to be located at Palace, 142 W. Palace Ave. Santa Fe, NM 87501. This location is not within 300 feet of a church or school.

## **BACKGROUND AND SUMMARY**

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

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### **City Council**

Alma G. Castro, District 1  
Patricia Feghali, District 1

Elizabeth "Liz" Barrett, District 2  
Paul C. Bustamante, District 2

Lee Garcia, Mayor Pro Tem, District 3  
Pilar F.H. Faulkner, District 3

Jamie Cassutt, District 4  
Amanda Chavez, District 4



**Signature:** Maggie Moore  
Maggie Moore (Mar 18, 2026 09:11:30 MDT)

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