



City of Santa Fe

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

Memorandum

DATE: September 28, 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 Area 505 Restaurant, LLC regarding a Restaurant B (Beer, Wine, & Spirits) Liquor License with on-premises consumption only and patio service to be located at Area 505 Steakhouse & Sushi Bar, 135 W. Palace Ave., Ste. 300 & 301 Santa Fe, NM 87501. The proposed location is not within 300 feet of a church, school or daycare.

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
- Reminder Letter to Applicant
- Staff Reports



STATE OF NEW MEXICO
MICHELLE LUJAN GRISHAM, GOVERNOR
Clay Bailey, Superintendent
Phillip Sanchez, Director

August 14, 2026

Certified Mail No.: 7021 2720 0001 2204 6750

City of Santa Fe

Geralyn Cardenas, Interim City Clerk
PO Box 909
Santa Fe, NM 87504-0909
Email: gfcardenas@santafenm.gov

Lic. No. /Appl. No.: BLA-0000021319
Name of Applicant: Area 505 Restaurant, LLC
Doing Business As: Area 505 Steakhouse & Sushi Bar
Proposed Location: 135 W. Palace Ave., Ste 300 & 301, Santa Fe, NM 87501

RECEIVED - CITY CLERK
'26 AUG 20

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 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 license”, 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 RESTAURANT B – BEER, WINE AND SPIRITS LICENSE WITH ON PREMISES CONSUMPTION AND 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 of 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,

Trinidad Maes Digitally signed by Trinidad Maes
Date: 2026.08.14 13:46:48 -06'00'

Trinidad Maes
Hearing Officer
NM Regulation & Licensing Department
Alcoholic Beverage Control Division
Phone: (505) 469-3172
Email: trinidad.maes@rld.nm.gov

Enclosures:

1. Page 1 (Business Information Page) (*must be signed and returned w/notices of publication*)
2. Page 2 of the Application (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-0000021319



Business Information

Business Information

Business Name: Area 505 Restautant LLC
Business Structure: Limited Liability Company
State Tax ID Number: XX-XXXXXX0-00-8
Business Email: luisyelia15@icloud.com

Type of Business: Alcohol
FEIN: XX-XXX7629
Business Phone: 5054909874

Contact Person Information

Contact Person Name: Luis G De La Rosa Ortiz
Contact Person Email: luisyelia15@icloud.com

Contact Person Phone: 5054909874

Business Mailing Address

Mailing Street: 135 W Palace Ave suite 300 & 301
Mailing State: NM
Mailing Country: US

Mailing City: Santa Fe
Mailing Zip Code: 87501

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-0000021319



Premises Information

Premises DBA

Premises Doing Business As (DBA): Area 505 Steakhouse & Sushi Bar

Proposed Premises Physical Address

Physical Street: 135 W Palace Ave Ste 300 & 301

Physical Zip Code: 87501

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: 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: DCR DIL 7 Sub 1, LLC

Specify Date and Terms of Lease/Operating Agreement: November 1, 2025 to November 1, 2030

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): MU

Distance from nearest School

Name of School: Aspen Community Magnet School

School City: Santa Fe

School Zip Code: 87501

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: 450 La Madera St

School State: New Mexico

School Country: United States

Distance from nearest Church

Name of Church: The church of the Holy Faith

Church City: Santa Fe

Church Zip Code: 87501

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: 311 west palace ave

Church State: New Mexico

Church Country: United States



Alcoholic Beverage Control Division
Restaurant B Intake Application
Application Number: BLA-0000021319



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.

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



Michael J. Garcia, Mayor

May 7, 2026

Mayra Gonzalez
Area 505 Restaurant
135 W Palace Avenue
Suite 300
Santa Fe, NM 87501

RE: Zoning Verification for 135 W Palace Avenue, Suite 300, Santa Fe, NM

Dear Ms. Gonzalez,

This letter provides zoning verification on the above referenced property. According to the Official Zoning Map, this property is zoned BCD Business-Capitol District and is within the Marcy Sub-district and lies within the Downtown and Eastside Overlay District.

14-3.3 Mixed-Use and Nonresidential Districts

C. Business-Capitol District

I. Purpose

The business-capitol district (BCD) is intended for a mixture of both residential and nonresidential land uses, designed to promote economic well-being while preserving the unique architecture, townscape, and aesthetics that foster a strong tourist industry and sustain the quality of life, sense of community, and historical identity in the district and the city.

3. Standards for Entire District

III. Drive-In or Drive-Through Facilities

a. Drive-in or drive-through facilities are permitted as principal or accessory uses when traffic generated by the use will not substantially interfere with existing vehicular and pedestrian traffic. Drive-in and drive-through facilities and structures are allowed in the following subdistricts:

- 1. Rosario Boulevard/Northwest Paseo de Peralta;*
- 2. Sandoval/Montezuma; and*
- 3. Cerrillos Road.*

b. Drive-in or drive-through facilities are prohibited in the other subdistricts of the BCD.

4. Townscape Subdistricts

I. Intent

The townscape subdistricts are intended to:

- a. Preserve the overall aesthetic quality of the BCD;*
- b. Maintain diversity among the various subdistricts; and*
- c. Protect the unique features, recognizable historic character and other common identifying characteristics of each subdistrict.*

City Council

Alma G. Castro, District 1

Elizabeth "Liz" Barrett, District 2

Lee Garcia, Mayor Pro Tem, District 3

Jamie Cassutt, District 4

Patricia Feghall, District 1

Paul C. Bustamante, District 2

Pilar F.H. Faulkner, District 3

Amanda Chavez, District 4

4. Design Objectives for Individual Townscape Subdistricts

The best existing qualities of the individual townscape subdistricts should be preserved, while encouraging diversity of design in the individual townscape subdistricts. New development should be harmonious with the specific physical characteristics and development and design objectives listed in each district below

17. Marcy

1. Design Objectives

- a. Maintain street trees and stands of trees as dominant elements in the subdistrict;*
- b. Maintain avenue features, such as broad streets, planting strips, street trees and wide sidewalks.*
- c. Maintain a sense of openness to provide occasional view of the mountains;*
- d. Separate pedestrians from vehicles using planting strips and street trees while providing an enclosed space; and*
- e. Maintain the relationship between the height and mass of trees and the height and scale of buildings.*

Full service restaurants which may or may not have patio services, with incidental alcohol service for on-site consumption, are permitted uses in the BCD Business-Capitol District.

For additional information, please reference City of Santa Fe Chapter 14 SFCC regarding these districts (Chapter 14-3 – Zoning Districts/14-5 Use Regulations) Ordinance 2025-25 - Updated Chapter 14 (Effective Date: January 1, 2026) 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

Stephanie Perea

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

Area 505 Restaurant

133 W Palace Avenue Santa Fe NM 87501

Palace Ave.

South
West
North

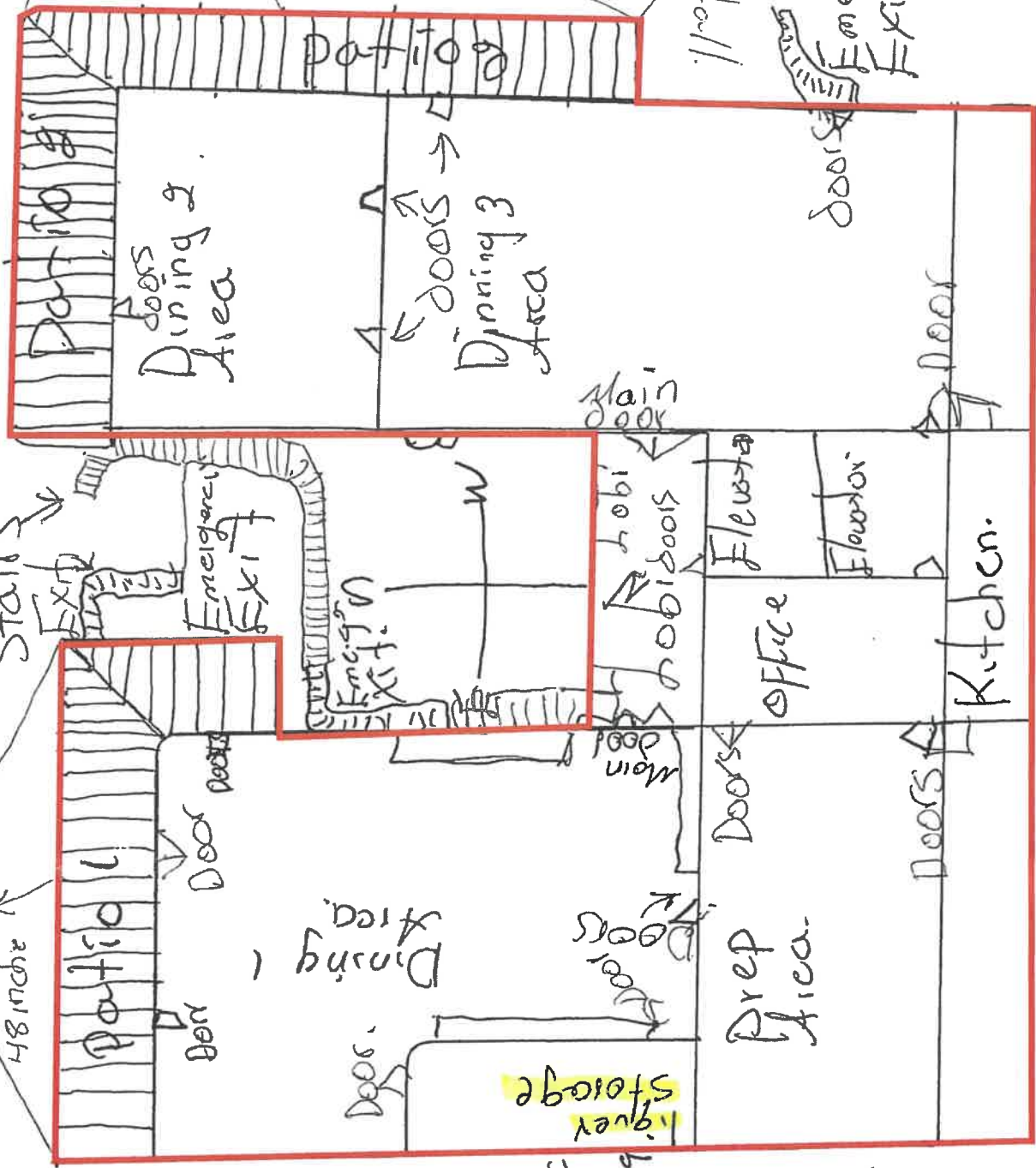
Entrance via
Stairs

4 Ft tall
48 inches

4 Ft tall
48 inches

4 Ft tall
48 inches

Emergency
Exit



Patio 1
692 sqft.

Patio 2
594 sqft

Dining 1
1500 sqft.

Dining 2
300 sqft.

Dining 3
1000 sqft.

Prep
500 sqft

Kitchen
500 sqft

Total
3086 sqft.

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 Wednesday October 7, 2026.

The purpose of this hearing is to discuss a request from Area 505 Restaurant, LLC, for a Restaurant B (Beer, Wine, & Spirits) Liquor License with on premises consumption only and patio services located at Area 505 Steakhouse and Sushi Bar, 135 W. Palace Ave. Ste 300 & 301, Santa Fe, NM 87501. This location is not within 300 feet of a church, school, or daycare.

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/>.



Geralyn F. Cardenas
City Clerk

Received by The Santa Fe New Mexican
Date: 9/7/26

To Be Published: 9/8/2026
AND
9/15/2026

By



The Santa Fe New Mexican (Signature)

SANTA FE NEW MEXICAN

Founded 1849

AREA 505 STEAKHOUSE AND SUSHI BAR
135 W Palace Ave
Santa Fe, NM 87501-2072

ACCOUNT: STA5SAS
AD NUMBER: 125356
TAG LINE: LEGAL #95726
P.O.#:

2 TIME(S)	\$92.30
AFFIDAVIT	10.00
TAX	8.37
TOTAL	110.67

AFFIDAVIT OF PUBLICATION

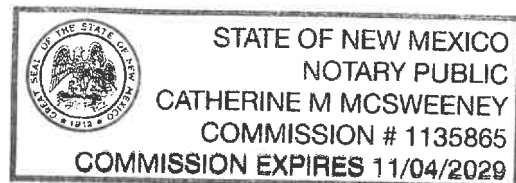
STATE OF NEW MEXICO
COUNTY OF SANTA FE

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 a copy of which is hereto attached was published in said newspaper 2 day(s) between 09/08/2026 and 09/15/2026 and that the notice was published in the newspaper proper and not in any supplement; the first date of publication being on the 08th day of September, 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 15th day of September, 2026

Notary Catherine M McSweeney
Commission Expires: 11/04/2029



LEGAL #95726

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 Wednesday October 7, 2026.

The purpose of this hearing is to discuss a request from Area 505 Restaurant, LLC, for a Restaurant B (Beer, Wine, & Spirits) Liquor License with on premises consumption only and patio services located at Area 505 Steakhouse and Sushi Bar, 135 W. Palace Ave. Ste 300 & 301, Santa Fe, NM 87501. This location is not within 300 feet of a church, school, or daycare.

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/>.

(signed)

Geralyn F. Cardenas

City Clerk

Received by The Santa Fe New Mexican

PUB: Sept. 8, 15, 2026



Michael J. Garcia, Mayor

VIA EMAIL:

area505santafe@gmail.com

kerry@socialsolutionssantafe.com

09/28/2026

Area 505 Restaurant, LLC
135 W. Palace Ave. Suite 300
Santa Fe, New Mexico 87501

RE: Request from Area 505 Restaurant, LLC. for a Restaurant B (Beer, Wine, & Spirits) Liquor License with on premises consumption only and patio service to be located at Area 505 Steakhouse & Sushi Bar, Santa Fe, NM 87501.

Dear Luis Ortiz & Kerry Young,

The public hearing before the City of Santa Fe's Liquor Hearing Officer for the above referenced request has been scheduled for **Wednesday, October 7, 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 October 14, 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,

Geralyn F. Cardenas
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 #244773.
- ☐ 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: Jason Sena

Date: Sep 18, 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: MARCOS ESQUIBEL

Title: MARCOS ESQUIBEL

Date: Sep 21, 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: Certificate of compliance was approved on 07/17/2026 by Fire Inspector Jon Schaumburg, # 2026-51339-CERT

Certificate of compliance was approved on 07/17/2026 by Fire Inspector Jon Schaumburg, # 2026-51339-CERT

Verification Completed By: GERONIMO GRIEGO (Sep 18, 2026 09:26:12 MDT)

Title: GERONIMO GRIEGO

Date: Sep 18, 2026

Applicant Supplemental Information Form

1. Name of Applicant: Luis Ortiz
D/B/A Name to be used: Area 505 Steakhouse and Sushi Bar
Proposed License Location: 135 W. Palace Ave Suite 300 Santa Fe, NM
Telephone number: 505-372-7613 87501
Email: Area505SantaFe@gmail.com

2. Type of liquor license request:

- ☒ New License (indicate type: "B" Restaurant License)
☐ 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: _____)
☒ 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: 7³⁰ to 2³⁰ pm

Proposed Hours of Operation: 7³⁰ to 11 pm

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

- ☒ Yes (If yes, is the area fully enclosed? ☒ Yes ☐ No) It is on 3rd floor and has a walk that is up to chest.
☐ No

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

What days? Thurs - Sat Sun
What times? 3pm to 10pm 1pm - 7pm

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

☒ Yes (If yes, what is your License #? 244773)
☐ 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? 190)
☐ 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? 7-24-26)
☐ 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:

On a busy day and time we would average between 150 to 200 in a day. Our steakhouse seats 50-60 people.

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: _____

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: We expect traffic to increase because of museums opening, the popcorn place opening and because we will be serving breakfast, lunch and dinner.

Name of person completing this form: Kerry Todd-Young

Telephone number: 619-930-4678

Date: 9-5-26



Michael J. Garcia, Mayor

DATE: September 29, 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 Area 505 Restaurant, LLC, for the following:

- a) The purpose of this hearing is to discuss a request from Area 505 Restaurant, LLC, for a Restaurant B (Beer, Wine, & Spirits) Liquor License with on premises consumption only and patio services located at Area 505 Steakhouse and Sushi Bar, 135 W. Palace Ave. Ste 300 & 301, Santa Fe, NM 87501. This location is not within 300 feet of a church, school, or daycare.

BACKGROUND AND SUMMARY

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

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