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**CITY OF SANTA FE, NEW MEXICO**

**RESOLUTION NO. 2023-25**

**INTRODUCED BY:**

Councilor Michael J. Garcia                      Councilor Chris Rivera  
Councilor Renee Villarreal                      Councilor Lee Garcia

**A RESOLUTION**

**APPROVING THE DISPLAY OF BANNERS COMMEMORATING “HOMETOWN HEROES” ALONG THE ENTIRE CERRILLOS ROAD CORRIDOR AND ALONG ST. FRANCIS DRIVE, ANNUALLY, BETWEEN MEMORIAL DAY AND VETERANS DAY.**

**WHEREAS**, Section 14-8.10, Santa Fe City Code (SFCC) 1987 allows for the installation of banners to identify the geographic location associated with local business groups, neighborhoods, or community groups; the dates associated with important civic milestones, activities, or holidays; or a sense of place and community that are erected by the City of Santa Fe (“City”) or its permittee, if approved by the Governing Body via resolution; and

**WHEREAS**, SFCC defines “Banner” as “a temporary sign no larger than eighteen (18) square feet made of flexible material (cloth, paper, vinyl, or other lightweight, non-rigid material) on which information relating to an event, function, or activity is painted or printed, which projects from, hangs from, or is affixed to a city-owned support structure”; and

**WHEREAS**, a resolution approving the installation of banners must specify dates of display, location, number, design approval process, installation, maintenance, and cost installation;

1 and

2           **WHEREAS**, Resolution No. 2019-23 approved the design and installation for 20 banners  
3 commemorating the lives of those local veterans who are serving, have served, or have been  
4 honorably discharged from the United States Military; and

5           **WHEREAS**, Resolution No. 2019-37 approved 30 additional banners for the same  
6 purpose; and

7           **WHEREAS**, Resolution No. 2020-14 approved as many banners as there are light poles  
8 along Cerrillos Road between I-25 and Rodeo Road; and

9           **WHEREAS**, Resolution No. 2022-9 expanded the display of the banners on sign support  
10 structures, installed along Cerrillos Road between I-25 and St. Michael's Drive; and

11           **WHEREAS**, after the Governing Body's adoption of Resolution No. 2022-9, safety and  
12 liability concerns arose regarding hanging multiple banners on light poles along Cerrillos Road, the  
13 type of bracket needed to hang on these poles, and the height of the banner. These concerns  
14 necessitated an alternative plan for displaying the banners; and

15           **WHEREAS**, the manufacturer of the light poles along Cerrillos Road revised its initial  
16 determination and stated that a maximum of one banner may be displayed per light pole, with the  
17 condition that the mounted bracket is spring-loaded in order to safely respond to high wind speeds  
18 and that the height of the banner is limited to thirteen (13) feet; and

19           **WHEREAS**, the brackets originally installed were not spring-loaded and therefore  
20 presented a potential safety issue during periods of high wind; and

21           **WHEREAS**, in 2022, the City chose to improve its infrastructure by purchasing and  
22 installing spring-loaded brackets on Cerrillos Road and, in Resolution 2022-44, the Governing  
23 Body approved the installation of Hometown Heroes banners by the American Legion on all of the  
24 Cerrillos Road Corridor, St. Francis Drive, the Railyard, Guadalupe Street, and the Greater  
25 Downtown Area; and



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standard City procedures.

Maintenance: Banners that become damaged, defaced, or are in any form of disrepair shall be replaced immediately at the expense of the American Legion Post 12. The City reserves the right to remove any banners the City deems in disrepair prior to their scheduled removal date.

Cost Allocation: The American Legion Post 12 shall be responsible for all costs associated with purchasing, installation, and removal of the banners.

PASSED, APPROVED, and ADOPTED this 31<sup>st</sup> day of May, 2023.



ALAN WEBBER, MAYOR

ATTEST:



KRISTINE MIHELIC, CITY CLERK

APPROVED AS TO FORM:



ERIN K. McSHERRY, CITY ATTORNEY

*Legislation/2023/Resolutions/2023-25 (R) Veterans Banners- Annual Placement*