1	CITY OF SANTA FE, NEW MEXICO		
2	RESOLUTION NO. 2023-25		
3	INTRODUCED BY:		
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5	Councilor Michael J. Garcia Councilor Chris Rivera		
6	Councilor Renee Villarreal Councilor Lee Garcia		
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9			
10	A RESOLUTION		
11	APPROVING THE DISPLAY OF BANNERS COMMEMORATING "HOMETOWN		
12	HEROES" ALONG THE ENTIRE CERRILLOS ROAD CORRIDOR AND ALONG ST.		
13	FRANCIS DRIVE, ANNUALLY, BETWEEN MEMORIAL DAY AND VETERANS DAY.		
14			
15	WHEREAS, Section 14-8.10, Santa Fe City Code (SFCC) 1987 allows for the installation		
16	of banners to identify the geographic location associated with local business groups,		
17	neighborhoods, or community groups; the dates associated with important civic milestones,		
18	activities, or holidays; or a sense of place and community that are erected by the City of Santa Fe		
19	("City") or its permittee, if approved by the Governing Body via resolution; and		
20	WHEREAS, SFCC defines "Banner" as "a temporary sign no larger than eighteen (18)		
21	square feet made of flexible material (cloth, paper, vinyl, or other lightweight, non-rigid material)		
22	on which information relating to an event, function, or activity is painted or printed, which projects		
23	from, hangs from, or is affixed to a city-owned support structure"; and		
24	WHEREAS, a resolution approving the installation of banners must specify dates of		
25	display, location, number, design approval process, installation, maintenance, and cost installation;		

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and

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

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

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

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

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

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

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

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

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WHEREAS, the American L	egion wishes to continue displaying Hometown Heroes
banners on an annual basis; and	
WHEREAS, the Governing E	Body desires to allow the American Legion to install the
Hometown Heroes banners annually.	
NOW, THEREFORE, BE IT	RESOLVED BY THE GOVERNING BODY OF THE
CITY OF SANTA FE that the design	n and installation plan for banners is hereby approved as
follows:	
Dates:	The banners may be displayed every year between
	Memorial Day and Veterans Day.
Location:	The banners may be displayed on light poles located along
	St. Francis Drive from I-25 to Alamo Drive; and Cerrillos
	Road from I-25 to St. Francis Drive.
Number:	A maximum of one banner may be displayed per light
	pole.
Design Approval Process:	The design of the banners has been approved by the Land
	Use Director as conforming to all applicable requirements
	and restrictions. If the design ever changes, or if the City's
	design standards ever change, renewed review and
	approval by the Land Use Director and City Attorney's
	Office is required to ensure conformance with the City's
	code.
Installation:	The American Legion Post 12 will be responsible for the
	installation of the banners associated with this request,
	including obtaining the obstruction permits required for
	banners on an annual basis; and WHEREAS, the Governing H Hometown Heroes banners annually. NOW, THEREFORE, BE IT CITY OF SANTA FE that the design follows: Dates: Location: Number: Design Approval Process:

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1	standard City procedures.		
2	Maintenance: Banners that become damaged, defaced, or are in any		
3	form of disrepair shall be replaced immediately at the		
4	expense of the American Legion Post 12. The City		
5	reserves the right to remove any banners the City deems		
6	in disrepair prior to their scheduled removal date.		
7	Cost Allocation: The American Legion Post 12 shall be responsible for all		
8	costs associated with purchasing, installation, and		
9	removal of the banners.		
10	PASSED, APPROVED, and ADOPTED this 31st day of May, 2023.		
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12			
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14	ALAN WEBBER, MAYOR		
15	ATTEST:		
16			
17	Krister Phili		
18	KRISTINE MIHELCIC, CITY CLERK		
19	APPROVED AS TO FORM:		
20	E. M. D.		
21			
22	ERIN K. McSHERRY, CITY ATTORNEY		
23			
24			
25	Legislation/2023/Resolutions/2023-25 (R) Veterans Banners- Annual Placement		

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