1	CITY OF SANTA FE, NEW MEXICO		
2	RESOLUTION NO. 2022-9		
3	INTRODUCED BY:		
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5	Councilor Michael J. Garcia		
6	Councilor Jamie Cassutt Councilor Carol Romero-Wirth		
7	Councilor Renee Villarreal Councilor Chris Rivera		
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9			
10	A RESOLUTION		
11	UPDATING THE TERMS OF APPROVAL INCLUDED IN RESOLUTION NO. 2020-14		
12	TO EXPAND THE DESIGNATED LOCATION OF BANNERS COMMEMORATING		
13	"HOMETOWN HEROES" ALONG THE CERRILLOS ROAD CORRIDOR FROM		
14	BETWEEN I-25 AND RODEO ROAD TO BETWEEN I-25 AND THE INTERSECTION		
15	OF ST. MICHAEL'S DRIVE AND OSAGE AVENUE.		
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17	WHEREAS, Santa Fe City Code Section 14-8.10 allows for the installation of banners to		
18	identify the geographic location associated with local business groups, neighborhoods, or community		
19	groups; the dates associated with important civic milestones, activities, or holidays; or a sense of place		
20	and community that are erected by the City of Santa Fe ("City") or its permittee, if approved by the		
21	Governing Body via Resolution; and		
22	WHEREAS, "Banner" is defined as "a temporary sign no larger than eighteen (18) square		
23	feet made of flexible material (cloth, paper, vinyl, or other lightweight, non-rigid material) on which		
24	information relating to an event, function, or activity is painted or printed, which projects from, hange		
25	from, or is affixed to a city-owned support structure"; and		

10371.2

1	WHEREAS, the Resolution regarding installation of banners must specify dates of
2	display, location, number, design approval process, installation, maintenance, and cost installation;
3	and
4	WHEREAS, Resolution No. 2019-23 approved the design and installation for 20 banners
5	commemorating the lives of those local veterans who are serving, have served, or have been
6	honorably discharged from the United States Military, along Cerrillos Road between I-25 and
7	Rodeo Road; and
8	WHEREAS, Resolution No. 2019-37 approved an additional 30 additional banners for the
9	same purpose, on the same stretch of roadway; and
10	WHEREAS, Resolution No. 2020-24 approved the design and installation for as many
11	banners for the same purpose to be displayed as there are light poles along Cerrillos Road between
12	I-25 and Rodeo Road and permitted the banners to be displayed every year between Memorial Day
13	and Veterans Day; and
14	WHEREAS, according to a July 3, 2021, article in The Santa Fe New Mexican, over 200
15	banners commemorating local veterans were placed in 2021; and
16	WHEREAS, according to Hometown Heroes, the group that originated the idea and has
17	coordinated the request for the banners commemorating local veterans since 2019, banners could
18	total nearly 350 with 140 additional family requests in 2022.
19	NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE
20	CITY OF SANTA FE that the following design and installation plan, including the expanded
21	locations and increased number of banners along Cerrillos provided below, is hereby approved:
22	Dates: The banners may be displayed every year
23	between Memorial Day and Veterans Day.
24	Location: The banners may be displayed on sign support
25	structures installed along Cerrillos Road

10371.2

1		between I-25 and St. Michaels Drive existing
2		light poles.
3	Number:	As many banners may be displayed as there are
4		light poles along the approved location, provided
5		the banners are evenly and artfully displayed.
6	Design Approval Process:	The design of the banners has been approved by
7		the Land Use Director and City
8		Attorney as conforming to all
9		applicable requirements and restrictions.
10	Installation:	The American Legion Post 12 will be
11		responsible for the installation of the banners
12		associated with this request.
13	Maintenance:	Banners that become damaged, defaced, or are
14		in any form of disrepair shall be replaced
15		immediately at the expense of the American
16		Legion Post 12. The City reserves the right to
17		remove any banners the City deems
18		in disrepair prior to their scheduled removal
19		date.
20	Cost Allocation:	The American Legion Post 12 shall be
21		responsible for all costs associated with the
22		purchasing, installation, and removal of the
23		banners.
24	BE IT FURTHER RESOLVED that, prior to installation, the American Legion Post 12	
25	shall secure approval from the New Mexico Department of Transportation for the display of the	

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1	banners in the additional stretch of Cerrillos Road right-of-way.	
2	PASSED, APPROVED, and ADOPTED this 9th day of February, 2022.	
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5	Jum	
6	ALAN WEBBER, MAYOR	
7	ATTEST:	
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9	Krista Man	
10	KRISTINE MIHELCIC, CITY CLERK	
11	APPROVED AS TO FORM:	
12	S. Mr.	
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14	ERIN K. M.SHERRY, CUTY ATTORNEY	
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Legislation/2022/Resolutions/2022-9 Veterans Banners on Cerrillos Road

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