

1 **CITY OF SANTA FE, NEW MEXICO**

2 **RESOLUTION NO. 2019-28**

3 **INTRODUCED BY:**

4
5 Councilor Peter N. Ives
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10 **A RESOLUTION**

11 **APPROVING THE DESIGN AND INSTALLATION PLAN FOR BANNERS ALONG**
12 **GUADALUPE STREET BETWEEN PASEO DE PERALTA (SOUTH) AND WEST**
13 **ALAMEDA.**

14
15 **WHEREAS**, Santa Fe City Code Section 14-8.10 allows for the installation of banners
16 erected by the City of Santa Fe (“City”) or its designee if approved by the Governing Body via
17 Resolution; and

18 **WHEREAS**, the Resolution regarding installation of banners must specify dates of
19 display, location, number, design approval process, installation, maintenance, and cost allocation;
20 and

21 **WHEREAS**, merchants along Guadalupe Street seek ways to increase visibility and to
22 attract people to the area; and

23 **WHEREAS**, the City recently implemented a pilot project to permit free parking in the
24 area beginning at 5:00 pm; and

25 **WHEREAS**, merchants along Guadalupe Street seek to create a unique identity and

1 differentiate themselves; and

2 **WHEREAS**, they have chosen a graphic representation of the Guadalupe Statue on
3 Guadalupe Street as an iconic symbol to unify and identify them.

4 **WHEREAS**, the merchants have requested the installation of banners using existing
5 hardware to promote the area as a destination for people seeking out local shops and restaurants;
6 and

7 **WHEREAS**, support structures are already in place along Guadalupe Street that were
8 installed for the City's display of banners in celebration of the City's 400th year anniversary.

9 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
10 **CITY OF SANTA FE** that the design and installation plan for banners along Guadalupe Street
11 provided below, is hereby approved:

12 Dates: The banners may be displayed from July 1, 2019 to June
13 30, 2020.

14 Location: The banners may be displayed on existing sign support
15 structures along Guadalupe Street between Paseo de
16 Peralta (South) and West Alameda.

17 Number: Twenty-two (22) total banners may be displayed
18 (Exhibit A).

19 Design Approval Process: The design of the banners has been approved by the
20 Historic Design Review Board as conforming to existing
21 City Code regarding signs in Historic Districts pursuant
22 to 14-8.10(H)(11) SFCC 1987.

23 Installation: The merchants participating in the banner program shall
24 utilize qualified vendors to install the banners subject to
25 approvals by the Public Works Department as specified

1 in the following section.

2 Maintenance: The merchants participating in the banner program shall
3 be responsible for maintenance of the banners. The City
4 reserves the right to order the participating merchants to
5 remove any banners the City deem in disrepair prior to
6 their scheduled removal date.

7 Cost Allocation: The merchants participating in the banner program shall
8 be responsible for all costs associated with the banner
9 program including production of the banners,
10 installation, maintenance, and removal.

11 **BE IT FURTHER RESOLVED** that as a condition of approval, the merchants along
12 Guadalupe Street who are participating in the banner program provide the following to the City:

- 13 1. Approval from the Public Works Department to install on the light poles;
- 14 2. Permit for Obstruction of Streets issued by the Public Works Department;
- 15 3. A surety to the City in a form acceptable to the City Attorney in the event that the
16 banners are not removed; and
- 17 4. Certificates of Insurance evidencing the insurance required. Participating
18 merchants, and all vendors and/or their contractors hired to install, maintain, or repair the
19 banners, shall maintain the following insurance policies:

20 a. Commercial General Liability for bodily injury and property damage
21 with limits of not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate.
22 The policy shall be endorsed to name City of Santa Fe, its officials, employees, and
23 agents as additional insured.

24 b. Workers' Compensation insurance as required by the State of New
25 Mexico and Employer's Liability with limits of not less than \$1,000,000 per accident or

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disease. The Workers' Compensation policy shall be endorsed with a waiver of subrogation in favor of the City of Santa Fe, its officials, employees, and agents.

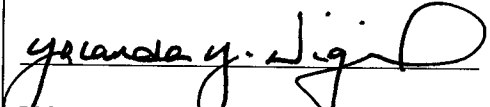
5. A release and assumption of liability from the vendor in a form acceptable to the City Attorney.

PASSED, APPROVED, AND ADOPTED this 29th day of May, 2019.



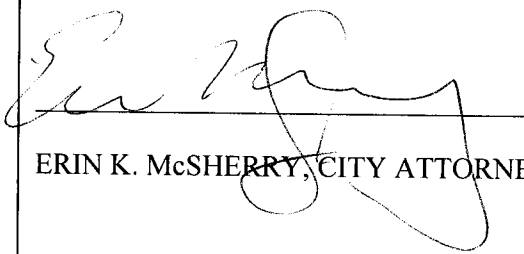
ALAN M. WEBBER, MAYOR

ATTEST:



YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:



ERIN K. McSHERRY, CITY ATTORNEY