



# CITY OF SANTA FE

## Memorandum

**Date:** October 21, 2025

**To:** Governing Body, Quality of Life Committee, Finance Committee

**From:** Randy Randall, Tourism Santa Fe Executive Director

**Via:** Elisa Montoya, Community Development Director

**RE:** Route 66 Centennial Celebration Approval for Street Light Pole Banners

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### **EXECUTIVE SUMMARY:**

This resolution would approve installing seventy-five banners on City of Santa Fe- (“City”) owned light poles commemorating the 100<sup>th</sup> anniversary of Route 66.

### **BACKGROUND:**

Section 14-8.10 of the City’s Code allows installing banners on City property under certain circumstances, when erected by the City or a City permittee and if approved by the Governing Body via resolution. Permitted circumstances include banners commemorating dates associated with important civic milestones. Under the City’s Code, a resolution approving banner installation must include the dates of display, location, number, design approval process, installation, maintenance, and cost of installation.

The proposed resolution addresses the required elements for placing banners commemorating the Centennial Celebration of Route 66 as follows:

- The dates of display will be March 2, 2026, through November 2, 2026;
- The location is on City-owned light poles located along Cerillos Road, Santa Fe Trail, San Fransico Street, Galisteo Street; and Old Pecos Trail;
- Seventy-five (75) banners total, one banner is allowed per light pole;
- The design of the banners has been approved by the Land Use Director and City Attorney as conforming to all applicable requirements and restrictions; and
- The City is responsible for the installation of the banners, and for replacing banners that become damaged, defaced, or are in any form of disrepair at its expense.
- Tourism Santa Fe anticipates a grant of \$43,000 from the New Mexico Tourism Department to help support this project.

### **ATTACHMENTS:**

Resolution  
Fiscal Impact Report