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CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2026-__

INTRODUCED BY:

Councilor Jamie Cassutt

Councilor Amanda Chavez

A RESOLUTION

AUTHORIZING THE INSTALLATION OF FIFTY BANNERS FROM JUNE 1, 2026 TO JUNE 1, 2027, ON CITY OF SANTA FE-OWNED LIGHT POLES, ON THE MIDTOWN CAMPUS TO PROMOTE THE OPENING OF NEW BUSINESSES AND DRAW ATTENTION TO THE MIDTOWN CAMPUS.

WHEREAS, SFCC 1987, Section 14-7.6, allows permittees or the City of Santa Fe (“City”) to install banners if the Governing Body adopts a Resolution, approving the banners; and

WHEREAS, SFCC 1987, Section 14-9.3 “General Definitions”, defines a “Banner” as “a temporary sign no larger than eighteen (18) square feet made of flexible material (cloth, paper, vinal, or other lightweight, non-ridged 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, the Resolution banners installation must approve the banners’ dates of display, location, number, design, installation, maintenance, and cost; and

WHEREAS, the City’s Metropolitan Redevelopment Agency wishes to install banners to promote the opening of new businesses, including Tender Fire Kitchen, the Screen, and the New

1 Mexico Innovation Hub in Benildus Hall, and draw attention to the Midtown Campus; and

2 **WHEREAS**, the Metropolitan Redevelopment Agency proposes installing fifty (50)
3 banners on light poles on the Midtown Campus.

4 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
5 **CITY OF SANTA FE** approves the following banner design and installation plan:

6 Dates: The banners may be displayed from June 1, 2026 through
7 June 1, 2027.

8 Location: The banners may be displayed on light poles at the
9 Midtown Campus.

10 Number: Fifty (50) total banners may be displayed.

11 Design Approval Process: The Planning and Land Use Director and City Attorney
12 have approved the design of the banners conforms with
13 all applicable requirements and restrictions. See Exhibit
14 A.

15 Installation: Rustic Nomad may install the banners associated with
16 this request.

17 Maintenance: The City shall immediately replace banners that become
18 damaged, defaced, or are in any form of disrepair shall be
19 replaced immediately. The City may remove any banners
20 it deems in disrepair prior to their schedule removal date.

21 Cost Allocation: The Metropolitan Redevelopment Agency has allocated
22 ten thousand dollars (\$10,000) to install and maintain
23 banners across the Midtown Campus.

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PASSED, APPROVED, and ADOPTED this _____ day of _____, 2026.

MICHAEL GARCIA, MAYOR

ATTEST:

GERALYN F. CARDENAS, CITY CLERK

APPROVED AS TO FORM:

Marcos D. Martinez
[Marcos D. Martinez \(Apr 24, 2026 09:11:12 MDT\)](#)
MARCOS MARTÍNEZ, CITY ATTORNEY

MIDTOWN

THE CENTER OF SANTA FE

santafenm.gov/midtown-district



CITY OF SANTA FE