

1 CITY OF SANTA FE, NEW MEXICO

2 ORDINANCE NO. 2019-5

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5 AN ORDINANCE

6 AMENDING SECTION 14-12 TO ADD A DEFINITION FOR BANNER; AND  
7 AMENDING SECTION 14-8.10(A) TO REMOVE REFERENCE TO THE 400<sup>TH</sup>  
8 ANNIVERSARY CELEBRATION AS IT RELATES TO THE DISPLAY OF BANNERS.

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10 BE IT ORDAINED BY THE GOVERNING BODY OF THE CITY OF SANTA FE:

11 Section 1. Section 14-12 of the Land Development Code (being Ord. #2011-37 §  
12 15, as amended) is amended to add the following definition:

13 BANNER a *temporary sign* no larger than eighteen (18) square feet made of  
14 flexible material (cloth, paper, vinyl, or other lightweight, non-rigid material) on which  
15 information relating to an event, function, or activity is painted or printed, which projects from,  
16 hangs from, or is affixed to a city-owned support structure.

17 Section 2. Section 14-8.10(A) of SFCC 1987 (being Ord. #2008-56 § 1, as  
18 amended) is amended to read:

19 14-8.10 - SIGNS

20 (A) Purpose; Applicability

21 (1) Purpose

22 Section 14-8.10 is intended to establish a comprehensive and balanced  
23 system of sign control that accommodates the need for a well-maintained, safe  
24 and attractive environment within the *city*, and the need for effective  
25 communications including *business* identification. It is the intent of this

1 section to promote the health, safety, general welfare, and aesthetics of  
2 the *city* by regulating signs that are intended to provide reasonable  
3 communication to the public to achieve the following specific purposes:

4 (a) To eliminate potential hazards to motorists and pedestrians  
5 using the public streets, sidewalks, and rights-of-way;

6 (b) To safeguard and enhance private investment and *property*  
7 values;

8 (c) To control public nuisances;

9 (d) To protect government investments in public *buildings*,  
10 streets, sidewalks, traffic control and utility devices, parks, and *open spaces*;

11 (e) To preserve and improve the appearance of the *city* through  
12 adherence to reasonable aesthetic principles, in order to create an environment  
13 that is attractive to residents and to nonresidents who come to live, visit,  
14 work, or trade;

15 (f) To eliminate excessive and confusing sign displays; and

16 (g) To encourage signs which by their design are integrated with  
17 and harmonious to the surrounding environment and the *buildings* and sites  
18 they occupy.

19 (2) Applicability

20 (a) No signs intended to be read from off the *premises* shall be  
21 erected or constructed without a *building permit*, except as otherwise provided  
22 in this section. Except as set forth in paragraph (b) below, all signs in all  
23 zoning districts shall conform to the requirements set forth in this section.

24 (b) Section 14-8.10 shall not apply to *banners* that the city uses to  
25 identify the geographic location associated with local business groups,

1 neighborhoods, or community groups; the dates associated with important civic  
2 milestones, activities, or holidays; or a sense of place and community; and that  
3 are erected by the *city* or a permittee.

4 i. All *banner* designs must include the words “City of Santa Fe” in  
5 a standard format authorized by the *land use department* or the official city seal.

6 ii. The city’s land use department and the city attorney must  
7 approve *banner* designs as to their compliance with this exception to Section 14-  
8 8.10; and the public works department must approve the proposed manner and  
9 location of installation.

10 iii. After a proposed banner’s design and installation are approved  
11 administratively, the *governing body* may permit a *banner*’s use by adopting a  
12 resolution.

13 iv. A resolution adopting a *banner*’s use shall express the governing  
14 body’s discretion in specifying the appropriate date(s), location(s), number,  
15 installation, maintenance, and cost allocation, if applicable. The city of Santa Fe  
16 shall not be responsible for any costs associated with third-party requests  
17 beginning January 1, 2020.

18 v. By erecting or permitting *banners* on *city*-owned property, the  
19 *city* does not intend to create or open *city* property as a public forum for  
20 expressive activity; nor does the *city* intend to create a venue or forum for  
21 political, religious, or other controversial subjects or non-*city* speech.

22 PASSED, APPROVED, and ADOPTED this 24<sup>th</sup> day of April, 2019

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ALAN M. WEBBER, MAYOR

ATTEST:

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YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

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ERIN K. McSHERRY, CITY ATTORNEY

*Bill No. 2019-5*  
*Legislation/2019/Ordinances/2019-5 City Banners*