

[bracketed material] = delete

underscored material = new

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

**CITY OF SANTA FE, NEW MEXICO**

**BILL NO. 2019-\_\_**

**INTRODUCED BY:**

Councilor Peter N. Ives

**AN ORDINANCE**

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

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

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

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

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

**14-8.10 - SIGNS**

**(A) Purpose; Applicability**

1 (1) Purpose

2 Section 14-8.10 is intended to establish a comprehensive and balanced  
3 system of sign control that accommodates the need for a well-maintained, safe  
4 and attractive environment within the *city*, and the need for effective  
5 communications including *business* identification. It is the intent of this  
6 section to promote the health, safety, general welfare, and aesthetics of  
7 the *city* by regulating signs that are intended to provide reasonable  
8 communication to the public to achieve the following specific purposes:

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

11 (b) To safeguard and enhance private investment and *property*  
12 values;

13 (c) To control public nuisances;

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

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

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

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

24 (2) Applicability

25 (a) No signs intended to be read from off the *premises* shall be

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

erected or constructed without a *building permit*, except as otherwise provided in this section. Except as set forth in paragraph (b) below, all signs in all zoning districts shall conform to the requirements set forth in this section.

(b) Section 14-8.10 shall not apply to ~~[city]~~ banners erected by the *city* or ~~[its designee for the purpose of commemorating the four hundred year anniversary of the founding of La Villa Real de la Santa Fe de San Francisco de Asis]~~ a permittee. The *governing body* shall adopt a resolution regarding such ~~[the]~~ banners, providing for such specifics as dates, location, number, design approval process, installation, ~~[and]~~ maintenance, and cost allocation, if applicable.

APPROVED AS TO FORM:  
  
\_\_\_\_\_  
ERIN K. McSHERRY, CITY ATTORNEY