

1 **Section 2.****[NEW MATERIAL.]** **A new Section 14-8.10(B)(8) SFCC 1987 is**
2 **ordained to read:**

3 (8) **Fines for Violations**

4 The following are mandatory fines for violation of §14-8.10 SFCC 1987
5 upon issuance of a citation by the Planning and Land Use Department.

6 The effective date of this paragraph (8) is July 1, 2007.

7 First violation \$100

8 Second violation \$200

9 Third violation \$300

10 Fourth violation mandatory municipal court appearance

11 **Section 3.****Section 14-8.10(H)(28) SFCC 1987 (being Ord. 2001-38, §2) is**
12 **amended to read:**

13 (28) **Temporary Signs**

14 (a) **Duration of Permit; Advertising**

15 (i) Except as set forth in paragraph (e) below, permits for
16 temporary signs shall authorize the erection of such
17 signs and their maintenance for a period not exceeding
18 30 days, in the discretion of the historical style
19 committee.

20 (ii) The advertising contained on any temporary sign shall
21 pertain only to the business, industry, or pursuit
22 conducted on or within the premises on which such sign
23 is erected or maintained. This provision shall not apply
24 to signs of a civic, political, or religious nature.

25 (b) **Construction Requirements**

1 Except as set forth in paragraph (e) below, no temporary sign
2 shall exceed four feet in one of its dimensions or 50 square feet
3 in area. Every temporary sign weighing in excess of 50 pounds
4 shall be approved by the Inspections and Enforcement Office as
5 conforming to the safety requirements of the Building Code.

6 (c) Prohibited Locations

7 No temporary sign shall extend over or into any street, alley,
8 sidewalk or other public thoroughfare nor shall it be erected so
9 as to prevent free ingress to or egress from any door, window or
10 fire escape.

11 (d) Anchors and Supports

12 Every temporary sign shall be attached to the wall with wire or
13 steel cables; no strings, ropes, or wood slats for anchorage or
14 support purposes shall be permitted.

15 (e) Price Reduction Signs

16 (i) Signs expressing a price reduction stated in terms of
17 either a percentage reduction or a dollar amount
18 reduction are prohibited unless the following conditions
19 are met:

- 20 A. A sign permit shall be obtained from the City.
21 B. The sign shall not exceed 18 inches by 24
22 inches.
23 C. Each business registered with the City is limited
24 to one sign, four times per calendar year not to
25 exceed a two week duration for each permit.

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D. There shall be a minimum of two weeks
between each duration of permitted signs.

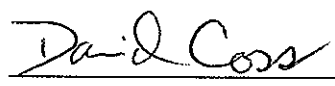
(iii) The city may remove a sign if the above conditions are
not met.

**Section 4. [NEW MATERIAL.] A new Section 14-8.10(H)(29) SFCC 1987 is
ordained to read:**

(29) Price Reduction Signs

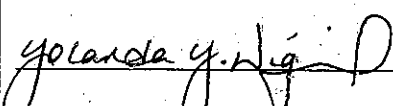
No sign located within a historic district which is visible from the public
right-of-way, regardless of whether that sign is located inside or outside a
structure, shall list an express price reduction stated in terms of either a
percentage reduction or a dollar amount reduction except as permitted in
§14-8.10(H)(28)(e).

PASSED, APPROVED and ADOPTED this 30th day of May, 2007.



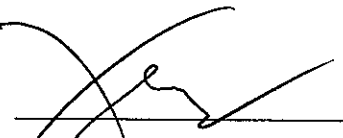
DAVID COSS, MAYOR

ATTEST:



YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:



FRANK D. KATZ, CITY ATTORNEY

Jp/cm/2007 ord/price reduction signs