## 1 CITY OF SANTA FE, NEW MEXICO 2 **ORDINANCE NO. 2007-17** 3 4 5 AN ORDINANCE 6 AMENDING SECTION 18-1.2 SFCC 1987 REGARDING THE DEFINITION OF 7 DISTRESS MERCHANDISE SALE; CREATING A NEW SECTION 14-8.10(B)(8) SFCC 8 REGARDING FINES FOR NON-COMPLYING SIGNS; AMENDING SECTION 14-9 8.10(H)(28) AND CREATING A NEW SECTION 14-8.10(H)(29) SFCC 1987 10 REGARDING THE PROHIBITION OF PRICE REDUCTION SIGNS IN THE 11 HISTORIC DISTRICTS. 12 13 BE IT ORDAINED BY THE GOVERNING BODY OF THE CITY OF SANTA FE: 14 Section 1. The following definition in Section 18-1.2 SFCC 1987 (being Ord. 15 #1981-64, §2 as amended) is amended to read: 16 Distress merchandise sale means any offer to sell to the public, or sale to the public, of 17 goods, wares or merchandise on the implied or direct representation that such sale is in 18 anticipation of the termination of a business at its present location or that the sale is being held 19 other than in the ordinary course of business. Distress merchandise sales shall include but are not 20 limited to any sale advertised either specifically or in substance as a "fire sale," "smoke and water 21 damage sale," "adjustment sale", "liquidation sale," "creditor's sale," "insolvent sale," "trustee's 22 sale," "bankrupt sale," "save us from bankruptcy sale," "insurance salvage sale," "mortgage sale," 23 "assignee's sale," "adjuster's sale," "must vacate sale," "quitting business sale," "receiver's sale," 24 "loss of lease sale," "forced out of business sale," "removal sale," "change of ownership sale" [or]

"new location sale", or "everything must go."

25

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				
		2				

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

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

## (c) Prohibited Locations

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

## (d) Anchors and Supports

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

## (e) Price Reduction Signs

- (i) Signs expressing a price reduction stated in terms of either a percentage reduction or a dollar amount reduction are prohibited unless the following conditions are met:
  - A. A sign permit shall be obtained from the City.
  - B. The sign shall not exceed 18 inches by 24 inches.
  - C. Each business registered with the City is limited to one sign, four times per calendar year not to exceed a two week duration for each permit.

1			D.	There shall be a minimum of two weeks		
2				between each duration of permitted signs.		
3		(iii)	The cit	ty may remove a sign if the above conditions are		
4			not me	et.		
5	Section 4.	NEW MATE	RIAL.]	A new Section 14-8.10(H)(29) SFCC 1987 is		
6	ordained to read:					
7	(29)	Price Reductio	n Signs			
8		No sign located	d within	a historic district which is visible from the public		
9		right-of-way, r	egardless	s of whether that sign is located inside or outside a		
10		structure, shall	list an ex	express price reduction stated in terms of either a		
11	percentage reduction or a dollar amount reduction except as permitted in					
12		§14-8.10(H)(28	8)(e).			
13	PASSED, APPROVED and ADOPTED this 30th day of May, 2007.					
14						
15				Dail Coss		
16				-DAVID COSS, MAYOR		
17	ATTEST:					
18						
19	golanda y. N.	<del>(</del> )				
20	GOLANDA WIGIL	CITY CLERK	•			
21	APPROVED AS TO F	ORM.				
22						
23			_			
24	FRANK D. KATZ, CI	TY ATTORNEY	-			
25	Jp/cmo/2007 ord/price reduc	tion signs	e e e e e e e e e e e e e e e e e e e			