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**CITY OF SANTA FE, NEW MEXICO**

**ORDINANCE NO. 2008-28**

**AN ORDINANCE**

**AMENDING SECTIONS 14-8.10(H)(28)(e) AND 14-8.10(H)(29) SFCC 1987 REGARDING  
PRICE REDUCTION SIGNS IN HISTORIC DISTRICTS.**

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

**Section 1. Section 14-8.10(H)(28)(e) SFCC 1987 (being Ord. No. 2007-17, §4) is  
amended to read:**

(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.

Such permit allows each business to place a sign  
up to six times within a 12 month period. Each  
sign shall not exceed a two-week duration with  
two weeks between each duration. A business  
with more than one street frontage may obtain a  
second permit.

B. Each sign shall not exceed six square feet.

(ii) The City may remove a sign if the above conditions are

not met.

**Section 2. Section 14-8.10(H)(29) SFCC 1987 (being Ord. No. 2007-17, §4) is amended to read:**

**(29) Price Reduction Signs**

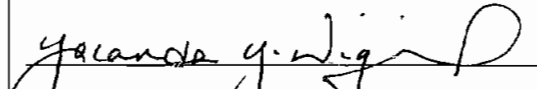
No sign located inside or outside a structure within a historic district which is intended to be read by the general public from the public sidewalk or street, shall list an express price reduction stated in terms of either a percentage reduction or a dollar amount reduction except as permitted in §14-8.10(H)(28)(e).

PASSED, APPROVED and ADOPTED this 11th day of June, 2008.

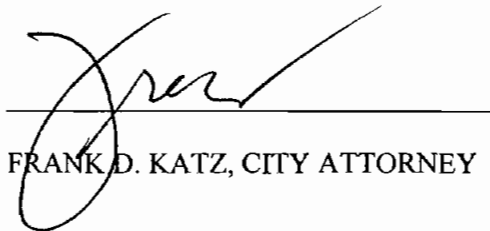


DAVID COSS, MAYOR

ATTEST:

  
YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

  
FRANK D. KATZ, CITY ATTORNEY

Jp/ca/jpmb/2008 ord/price reduction