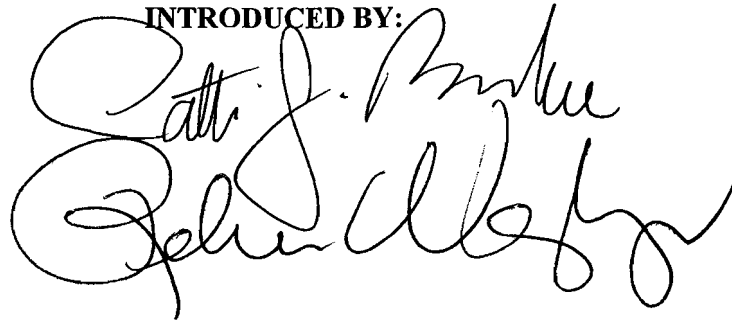


CITY OF SANTA FE, NEW MEXICO

BILL NO. 2008-34

INTRODUCED BY:



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. 2007-7, §4) is
amended to read:

(e) Price Reduction Signs

(i) Except as set forth in paragraph (ii) below, 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~~] six square feet.

C. Each business registered with the City is limited

1 to one sign per street frontage, [4] 6 times per
2 calendar year not to exceed a 2 week duration
3 for each permit.

4 D. There shall be a minimum of 2 weeks between
5 each duration of permitted signs.

6 (ii) Each business is permitted one sign not to exceed 8 ½
7 inches by 11 inches. No permit is required.

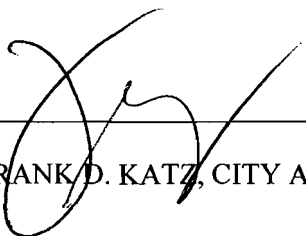
8 (iii) The City may remove a sign if the above conditions are
9 not met.

10 **Section 2. Section 14-8.10(H)(29) SFCC 1987 (being Ord. No. 2007-7, §4) is**
11 **amended to read:**

12 **(29) Price Reduction Signs**

13 No sign located inside or outside a structure within a historic district
14 which is [~~visible~~] intended to be read by the general public from the
15 public [~~right-of-way~~] sidewalk or street, [~~regardless of whether that sign~~
16 ~~is located inside or outside a structure,~~] shall list an express price
17 reduction stated in terms of either a percentage reduction or a dollar
18 amount reduction except as permitted in §14-8.10(H)(28)(e).

19 APPROVED AS TO FORM:

20 
21 _____
22 FRANK D. KATZ, CITY ATTORNEY
23

24
25 Jp/ca/jpmb/2008 bills/price reduction