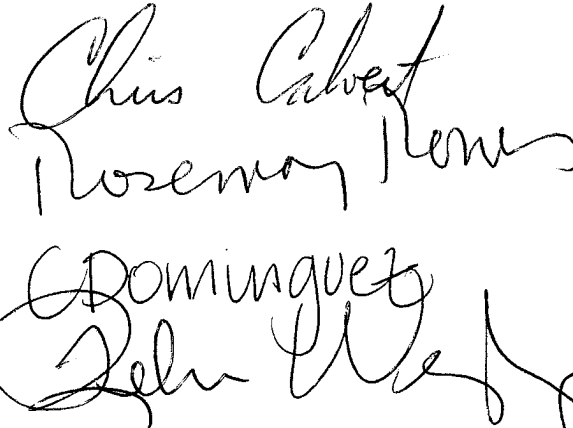


1 CITY OF SANTA FE, NEW MEXICO

2 BILL NO. 2011-27

3 INTRODUCED BY:

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10 AN ORDINANCE

11 AMENDING SECTION 18-1.2 SFCC 1987 REGARDING THE DEFINITION OF DISTRESS
12 MERCHANDISE SALE; AMENDING SECTION 14-8.10(B)(8) SFCC 1987 REGARDING
13 VIOLATIONS OF SIGN REGULATIONS; AMENDING SECTION 14-8.10(H)(28)(e) SFCC
14 1987 REGARDING PRICE REDUCTION SIGNS; AMENDING SECTION 14-8.10(H)(29)
15 SFCC 1987 TO REGULATE PRICE REDUCTION SIGNS IN HISTORIC DISTRICTS; AND
16 MAKING SUCH OTHER CHANGES AS ARE NECESSARY.

17
18 BE IT ORDAINED BY THE GOVERNING BODY OF THE CITY OF SANTA FE:

19 Section 1. The following definition in Section 18-1.2 SFCC 1987 (being Ord. No.
20 1981-64, §2 as amended) is amended to read:

21 *Distress merchandise sale* means any offer to sell to the public, or sale to the public, of
22 goods, wares or merchandise on the implied or direct representation that such sale is in anticipation of
23 the termination of a business at its present location or that the sale is being held other than in the
24 ordinary course of business. Distress merchandise sales shall include but are not limited to any sale
25 advertised either specifically or in substance as a "fire sale," "smoke and water damage sale,"

1 "adjustment sale", "liquidation sale," "creditor's sale," "insolvent sale," "trustee's sale," "bankrupt
2 sale," "save us from bankruptcy sale," "insurance salvage sale," "mortgage sale," "assignee's sale,"
3 "adjuster's sale," "must vacate sale," "quitting business sale," "receiver's sale," "loss of lease sale,"
4 "forced out of business sale," "removal sale," "change of ownership sale," "new location sale", [øf]
5 "everything must go," "moving sale," "clearance sale," "remodeling sale," or "going out of business
6 sale".

7 **Section 2. Section 14-8.10(B)(8) SFCC 1987 (being Ord. No. 2007-17, §2, as**
8 **amended) is amended to read:**

9 (8) Fines for Violations

10 (a) Except as set forth in paragraph (b) below, [F]the following are
11 mandatory minimum fines to be imposed by the municipal court for
12 violation of §14-8.10 SFCC 1987 upon issuance of a citation by the
13 Land Use Department. The effective date of this paragraph (8) is
14 [July 1, 2007] (effective date of this ordinance).

15 First violation \$100

16 Second violation \$200

17 Third and subsequent violations \$300

18 [~~Fourth violation~~ ~~mandatory municipal court~~
19 ~~appearance~~]

20 (b) The following are mandatory minimum fines to be imposed by the
21 municipal court upon the holder of a business license for violation of
22 §14-8.10(H)(29) upon issuance of a citation by the Land Use
23 Department. The fines shall be imposed for each day or part of a day
24 that the violation exists. The effective date of this paragraph is
25 (effective date of this ordinance).

1 period indicating the approved dates of the permit
2 period.

3 D. A sign shall be removed by the permit holder
4 immediately after the permit period.

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

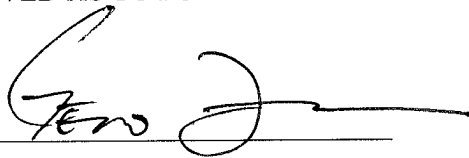
7 **Section 4. Section 14-8.10(H)(29) SFCC 1987 (being Ord. No. 2007-17, §3 as**
8 **amended) is amended to read:**

9 (29) Price Reduction Signs

10 (a) ~~[No]~~ A sign located inside or outside a structure within an historic
11 district [which is intended to be read] that is readable by the general
12 public from the public sidewalk or street, shall not list an express
13 price reduction stated in terms of either a percentage reduction or a
14 dollar amount reduction except as permitted in §14-8.10(H)(28)(e).

15 (b) A sign located inside a structure within an historic district that is not
16 readable by the general public from the public sidewalk or street,
17 may list an express price reduction stated in terms of either a
18 percentage reduction or a dollar amount reduction.

19 APPROVED AS TO FORM:

20 
21 _____

22 GENO ZAMORA, CITY ATTORNEY