

1 CITY OF SANTA FE, NEW MEXICO

2 ORDINANCE NO. 2011-25

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4
5 AN ORDINANCE

6 AMENDING SECTION 18-1.2 SFCC 1987 REGARDING THE DEFINITION OF DISTRESS
7 MERCHANDISE SALE; AMENDING SECTION 14-8.10(B)(8) SFCC 1987 REGARDING
8 VIOLATIONS OF SIGN REGULATIONS; AMENDING SECTION 14-8.10(H)(28)(e) SFCC
9 1987 REGARDING PRICE REDUCTION SIGNS; AMENDING SECTION 14-8.10(H)(29)
10 SFCC 1987 TO REGULATE PRICE REDUCTION SIGNS IN HISTORIC DISTRICTS; AND
11 MAKING SUCH OTHER CHANGES AS ARE NECESSARY.

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. No.
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 anticipation of
18 the termination of a business at its present location or that the sale is being held other than in the
19 ordinary course of business. Distress merchandise sales shall include but are not limited to any sale
20 advertised either specifically or in substance as a "fire sale," "smoke and water damage sale,"
21 "adjustment sale," "liquidation sale," "creditor's sale," "insolvent sale," "trustee's sale," "bankrupt
22 sale," "save us from bankruptcy sale," "insurance salvage sale," "mortgage sale," "assignee's sale,"
23 "adjuster's sale," "must vacate sale," "quitting business sale," "receiver's sale," "loss of lease sale,"
24 "forced out of business sale," "removal sale," "change of ownership sale," "new location sale",
25 "everything must go," "moving sale," "clearance sale," "remodeling sale," or "going out of business

1 sale”.

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

4 (8) Fines for Violations

5 (a) Except as set forth in paragraph (b) below, the following are
6 mandatory minimum fines to be imposed by the municipal court for
7 violation of §14-8.10 SFCC 1987 upon issuance of a citation by the
8 Land Use Department. The effective date of this paragraph (8) is
9 July 25, 2011.

10	First violation	\$100
11	Second violation	\$200
12	Third and subsequent violations	\$300

13 (b) The following are mandatory minimum fines to be imposed by the
14 municipal court upon the holder of a business license for violation of
15 §14-8.10(H)(29) upon issuance of a citation by the Land Use
16 Department. The fines shall be imposed for each day or part of a day
17 that the violation exists. The effective date of this paragraph is July
18 25, 2011.

19	First violation	\$250
20	Second violation	\$500
21	Third and subsequent violations	\$500 and up to ninety days in
22		jail

23 **Section 3. Section 14-8.10(H)(28)(e) SFCC 1987 (being Ord. No. 2007-17, §3 as**
24 **amended) is amended to read:**

25 (e) Price Reduction Signs

1 (i) Signs expressing a price reduction stated in terms of either a
2 percentage reduction or a dollar amount reduction are
3 prohibited unless the following conditions are met:

4 A. A sign permit shall be obtained from the City. Each
5 permit shall allow a business to place a sign for a
6 permit period of up to one week. A business may
7 obtain one additional permit within a calendar year.
8 A minimum of twelve weeks must pass between the
9 commencements of any two permit periods.

10 B. A sign shall not exceed 12 inches by 24 inches.

11 C. A sign must bear an official City of Santa Fe sticker,
12 tag, or other device at all times during the permit
13 period indicating the approved dates of the permit
14 period.

15 D. A sign shall be removed by the permit holder
16 immediately after the permit period.

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

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

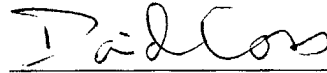
21 (29) Price Reduction Signs

22 (a) A sign located inside or outside a structure within an historic district
23 that is readable by the general public from the public sidewalk or
24 street, shall not list an express price reduction stated in terms of
25 either a percentage reduction or a dollar amount reduction except as

1 permitted in §14-8.10(H)(28)(e).

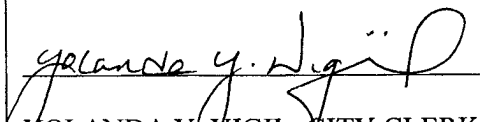
2 (b) A sign located inside a structure within an historic district that is not
3 readable by the general public from the public sidewalk or street,
4 may list an express price reduction stated in terms of either a
5 percentage reduction or a dollar amount reduction.

6 PASSED, APPROVED and ADOPTED this 13th day of July, 2011.

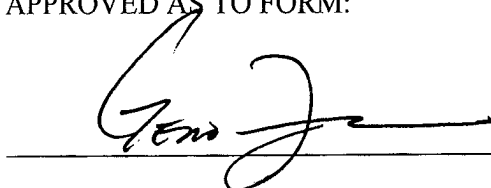
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9 DAVID COSS, MAYOR

10 ATTEST:

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12 
13 YOLANDA Y. VIGIL, CITY CLERK

14
15 APPROVED AS TO FORM:

16
17 
18 GENO ZAMORA, CITY ATTORNEY