

**TOWN OF PRESCOTT VALLEY  
REQUEST FOR COUNCIL ACTION  
Date: December 8, 2011**

**SUBJECT:** Establishment of Commercial Tourism Zones

**SUBMITTING DEPARTMENT:** Community Development Department

**PREPARED BY:** Joe Scott AICP, Planner, for Richard T. Parker, Community Development Director

**AGENDA LOCATION:** Comments/Communications , Consent , Work/Study ,  
New Business , Public Hearing , Second Reading

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**ATTACHMENTS:** a) Resolution No. 1771 (with Exhibits)

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**SUMMARY/BACKGROUND** On April 28, 2011, the Governor of Arizona signed into law H.B. 2500 which substantially expanded the ability to place political signs within public rights-of-way. A.R.S. §16-1019(C) specifically prohibits cities, towns or counties from removing, altering, defacing or covering any political signs during the period commencing sixty (60) days before a primary election and ending fifteen (15) days after the general election.

However, certain exceptions to this new limitation on local control were provided, including A.R.S. §16-1019(F) which allows municipalities to designate certain commercial tourism, commercial resort and hotel “sign-free zones” and limitations on signs for candidates in primary elections who do not advance to the general election. With regard to the “sign-free zones”, municipal governing bodies may determine that, based on a predominance of commercial tourism, resort and hotel uses within certain areas, placement of political signs within the rights-of-way will detract from the scenic and aesthetic appeal to tourists. Two (2) such contiguous zones may be designated, with a total area of not more than three (3) square miles.

The Community Development Department has identified 2 such areas adjacent to State Route 89A and State Route 69, as shown on Exhibit A to Resolution No. 1771: “Commercial Tourism Zone North” and “Commercial Tourism Zone South”. If the Town Council approves this Resolution, staff will present to the Planning and Zoning Commission a Zoning Code amendment that will prohibit temporary political signs within public rights-of-way in the identified zones.

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**OPTIONS ANALYSIS:** The Town Council may approve Resolution No. 1771 establishing the sign-free Commercial Tourism Zones, table the item and direct staff to make modifications, or decline approval.

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**ACTION OPTION:** Motion to authorize the Mayor (or, in his absence, the Vice Mayor) to sign Resolution No. 1771, **OR** Motion not to approve Resolution No. 1771. **VOTE.**

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**RECOMMENDATION:** The establishment of Commercial Tourism Zones is consistent with A.R.S. §16-1019 and staff recommends authorizing signature of Resolution No. 1771.

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**FISCAL ANALYSIS:** The establishing of Commercial Tourism Zones that may prohibit political signs within the rights-of-way of such zones will help retain the scenic and aesthetic appeal of these areas.

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**REVIEWED BY:**

Management Services Director \_\_\_\_\_

Town Clerk \_\_\_\_\_

Town Attorney \_\_\_\_\_

Town Manager \_\_\_\_\_

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**COUNCIL ACTION:**

Approved  Denied  Tabled/Deferred  Assigned to \_\_\_\_\_