

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: February 23, 2012**

SUBJECT: Zoning Ordinance Amendment (ZOA11-001) Political Signs.

SUBMITTING DEPARTMENT: Community Development Department

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

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

ATTACHMENTS: a) Exhibit "A" b) Ordinance No. 767

SUMMARY/BACKGROUND: Council is being asked to consider a request by Town Staff for a Zoning Ordinance Amendment (ZOA11-001) amending ARTICLE 13-23 of the Prescott Valley Town Code to establish standards allowing placement of political signs in public rights-of way. On April 28, 2011, the Governor of Arizona signed into law H.B. 2500 that 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 identified two (2) such areas adjacent to State Route 89A and State Route 69, as shown on Exhibit "A" "Commercial Tourism Zone North" and "Commercial Tourism Zone South". On December 8, 2011 the Town Council approved Resolution No. 1771, designating these two (2) political sign-free zones within Prescott Valley. A.R.S. §16-1019(C)(4) provides that political signs placed within rights-of-way located in areas zoned for residential use may now be up to sixteen (16) square feet in size, and those placed within rights-of-way located in any other area may now be up to thirty-two (32) square feet. A.R.S. §16-1019(H) sets forth the time periods during which conforming political signs may not be removed by cities, towns or counties. With these changes to requirements for political signs, it is desirable to amend the Town Code to conform to these recent requirements of the Arizona Legislature. The Planning and Zoning Commission reviewed this item during regular session on January 9, 2012 and voted to approve ZOA11-001 and forward to Town Council.

OPTIONS ANALYSIS: The Town Council may approve this Zoning Ordinance Amendment, direct staff to address additional concerns prior to approval, or decline to approve this Zoning Ordinance Amendment.

ACTION OPTION: [the Mayor instructs the Town Clerk to read Ordinance No. 767 by title only for the second reading, then asks "Shall the Ordinance Pass?"] **VOTE.**

RECOMMENDATION: Staff recommends approval of Zoning Ordinance Amendment ZOA11-001.

FISCAL ANALYSIS: There is no direct fiscal analysis associated with this request.

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____