

RESOLUTION NUMBER 1241

**A RESOLUTION OF THE MAYOR AND COUNCIL OF
THE TOWN OF PARADISE VALLEY, ARIZONA,
ESTABLISHING CRITERIA FOR COMMERCIAL
RESORT AND HOTEL SIGN FREE ZONES PURSUANT
TO A.R.S. § 16-1019(F)**

WHEREAS, on April 28, 2011, the governor signed HB2500, which enacted changes to A.R.S. § 16-1019 such that municipalities are pre-empted from removing political signs from municipal rights-of-way (“ROW”) during certain periods before and after election dates, essentially restricting or preempting the enforcement of municipal code restrictions on political signs within the municipal ROW during these same time periods; and

WHEREAS, HB2500 allows for the creation by municipalities of an exception to the ROW political sign pre-emption standards of municipal sign codes for up to two areas designated by the municipality as a commercial tourism, commercial resort and hotel zones (“Sign Free Zones”), as such Sign Free Zones are designated by the municipality; and

WHEREAS, the Town has determined that it has a predominance of commercial tourism, resort and hotel uses within certain zones; and

WHEREAS, the Town Council hereby determines that the placement of political signs within the ROW of said Sign Free Zones will detract from the scenic and aesthetic appeal of the area within the zone and deter its appeal to tourists;

WHEREAS, the Town Council desires to identify by this resolution the location and extent of the ROW areas to be designated as the Town’s Sign Free Zones;

NOW, THEREFORE, BE IT RESOLVED that the Town Council hereby finds that:

1. The full extent of the ROW contained within the following streets are hereby identified as the two Sign Free Zones permitted by the provisions of to A.R.S. § 16-1019(F); all as also

reflected on the attached Exhibit A, the Map of the Sign Free Zones, incorporated herein by this reference:

Zone 1

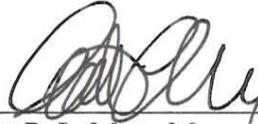
- Stanford Drive from 32nd Street to 40th Street
- Palo Cristi Road from Stanford Drive to Lincoln Drive
- 32nd Street from Stanford Drive to Lincoln Drive
- Lincoln Drive from 32nd Street to Eastern Town Limits
- 56th Street from Lincoln Drive to McDonald Drive
- Invergordon Road from Lincoln to Southern Town Limits
- McDonald Drive from Tatum Curve to Eastern Town Limits
- Mockingbird Lane from Lincoln Drive to Northern Avenue
- Indian Bend Road from Mockingbird Lane to Eastern Town Limits
- Northern Avenue from Golf Drive to Invergordon Road
- Invergordon Road from Northern Avenue to Doubletree Ranch Road
- Doubletree Ranch Road from Tatum Boulevard to Scottsdale Road
- Tatum Boulevard from Caida del Sol Drive to McDonald Drive

Zone 2

- Scottsdale Road from Jackrabbit Road to Vista Drive

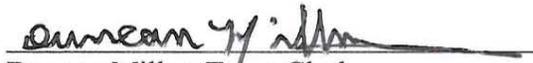
2. This Resolution shall take effect thirty days after its passage.

ADOPTED by the Town Council of the Town of Paradise Valley this 13th day of
October, 2011.



Scott P. LeMarr, Mayor

ATTEST:



Duncan Miller, Town Clerk

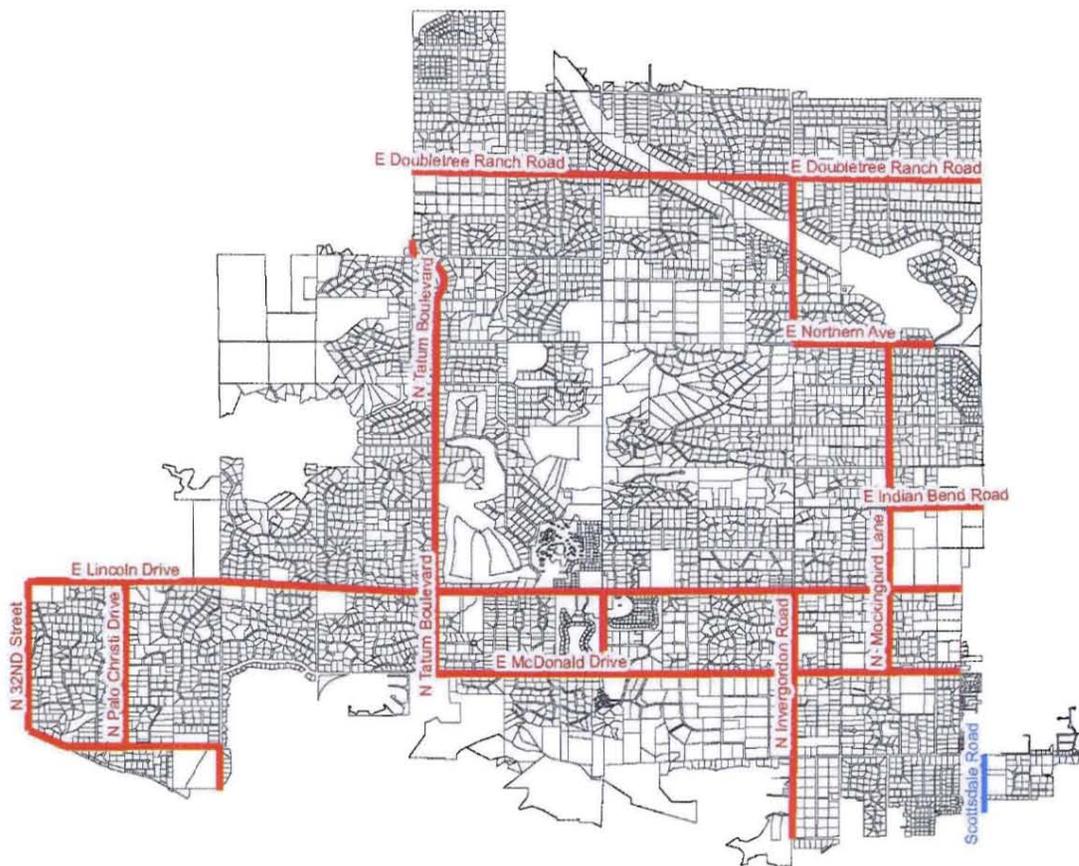
APPROVED AS TO FORM



Andrew M. Miller, Town Attorney

Exhibit A: Map of Sign Free Zones

SIGN FREE ZONES



Legend

-  Sign Free Zone 1-9,531,377 S.F.
-  Sign Free Zone 2-249,080 S.F.

