Agenda Item
GB-2

City of Tacoma
Community and Economic Development Department

TO: Planning Commission

FROM: Shirley Schultz, Principal Planner, Current Planning Division

SUBJECT: Billboard Regulations

DATE: December 28, 2010

As discussed at the last meeting, the Planning Commission will be considering potential revisions to the *Tacoma Municipal Code* as it relates to billboards. The revisions will include consideration of an agreement that has been developed between the City Council and Clear Channel Outdoor (the owner of the majority of billboards within the City) to settle a pending lawsuit against the City.

At the January 5 meeting, staff will provide further information on existing billboard regulations and potential revisions emanating from the settlement agreement. Attached are two documents to aid the discussion. The first is a set of maps showing the proposed "digital receiving areas" outlined in the settlement agreement along with information on how or if digital billboards would be allowed in these locations under the City's current regulations pertaining to "receiving areas" for billboards. Second is a document describing selected existing billboards in the city with information concerning their size, location and why they are nonconforming to the current regulations. These billboards also are located within the digital receiving areas in the settlement agreement, and thus could potentially be converted to digital billboards under the provisions of the settlement.

Additionally, as noted at the last meeting, if the Commissioners are interested in seeing real-life examples of the type of digital billboards being proposed by Clear Channel, the nearest ones are located in Kent. Clear Channel has constructed two of the smaller-sized billboards – one located at approximately 514 Central Avenue South, and the other at about 816 East Valley Highway. Both are on them are along the east side of the road.

At the meeting, staff will also provide a large-scale map of billboards proposed for removal, and locations for potential new digital billboards as proposed in the terms of the settlement agreement. In addition, Clear Channel has provided a video that compares digital billboards with traditional static billboards.

Staff plans to return to the Planning Commission on January 19 for continued discussion and direction about possible revisions to existing billboard regulations.

If you have any questions, please contact Shirley Schultz at (253) 591-5121 or shirley.schultz@cityoftacoma.org.

Attachments

c: Peter Huffman, Assistant Director

Following are orthophotos showing the proposed "digital receiving areas" – areas mentioned in the settlement agreement between the City Council and Clear Channel Outdoor. Eighteen areas are shown, allowing for leasing and property procurement flexibility in placement of the first ten proposed digital billboards:

1) *Portland Avenue and Puyallup Avenue*: 200 Yards to the North, South, East and West of the center point of the intersection of Portland and Puyallup Avenues.

2) *Puyallup Avenue*: Along Puyallup Avenue from the midpoint of the intersection of Puyallup Avenue and D Street to the midpoint of the intersection of Puyallup Avenue and L Street.

3) *Pacific Avenue*: Pacific Avenue from the midpoint of the intersection of Pacific Avenue and S. 23rd Street to the midpoint of Pacific Avenue and S. 30th Street.

4) *6th Avenue and Division Avenue*: From the midpoint of the intersection of 6th Avenue and Division 200 yards NE on Division Avenue, 175 Yards to the West on 6th Avenue East on 6th Avenue to N. Grant Street and 100 yards North and South on S. Sprague Avenue.

5) *6th Avenue and Junett Street*: 50 yards to the East and West of the midpoint of the intersection of 6th Avenue and Junett Street.

6) *6th Avenue and Union Avenue*: 50 yards in all directions from the midpoint of the intersection of 6th Avenue and Union Avenue.

7) *6th Avenue between S. Pearl Street to the East and S. Mildred Street to the West*: From the midpoint of the intersection of 6th Avenue and S. Pearl Street to the midpoint of 6th Avenue and S. Mildred Street.

8) *S. Union Avenue and S. 23rd Street*: S. Union Avenue 50 yards north and 300 yards to the South of the midpoint of the intersection of S. Union and S. 23rd Street.

9) *S. Union Avenue and Center Street*: 50 yards to the North, East and West of the midpoint of the intersection of S. Union and Center Street and 200 Yards South of said intersection on S. Union Avenue.

10) *S. Union Avenue:* 100 yards in all directions from the midpoint of the intersection of S. Pine Street and Center Street.

11) *S. 38th Street and S. Pine Street:* 150 Yards East and West from the midpoint of the intersection of S. 38th Street and S. Pine Street and 100 Yards North and South from the midpoint of said intersection.

12) *S. Tacoma Way and S. Pine Street:* 150 Yards in all directions from the midpoint of the intersection of S. Tacoma Way and S. Pine Street.

13) *Steele Street and S. 38th Street:* 50 yards from the midpoint of the intersection of Steele Street and N. 38th, to the North on S. Idaho Street, 150 yards from said midpoint to the East and West on S. 38th Street, all of S. Steele Street and the North portion of Tacoma Mall Boulevard from Steele Street on the West and 125 yards East of S. State Street.

14) *West End of S. 56th Street:* South 56th Street between the midpoint of the intersection of S. 56th and S. Tyler to the midpoint of the intersection of S. 56th and Burlington Way to the East.

15) *S. 56th Street and S. Tacoma Way :* 100 yards in all directions from the midpoint of the intersection of S. 56th Street and S. Tacoma Way.

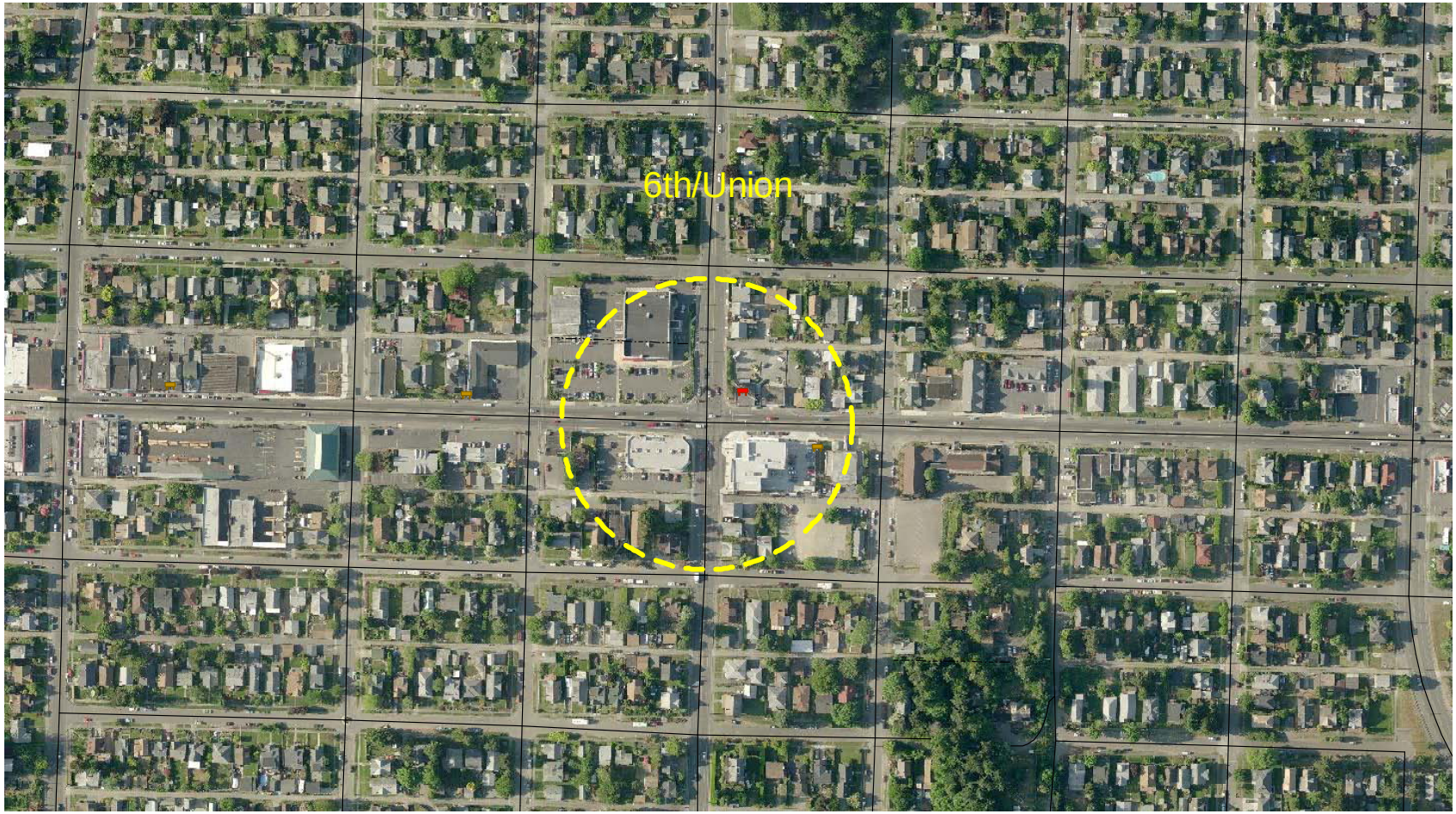
16) *S. 74th Street and S. Tacoma Way:* 150 yards in all directions from the midpoint of the intersection of S. 74th Street and S. Tacoma Way.

17) S. 74th Street and S. Tacoma Mall Boulevard: S. 74th Street between the midpoint of the intersection of S. 74th and S .Wapato Street, and the midpoint of the intersection of S. 74th and S. Tacoma Mall Boulevard.

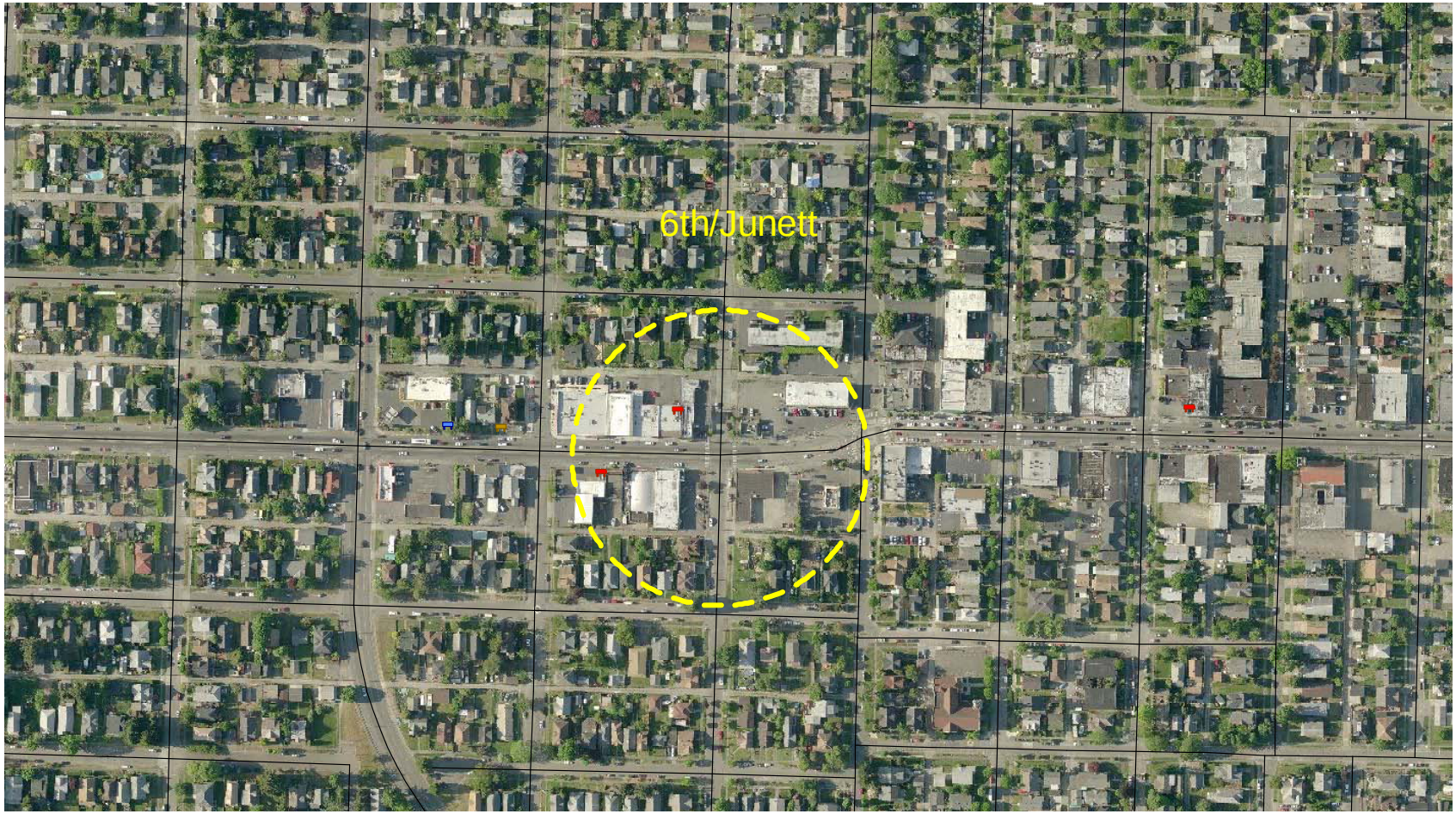
18) S. 72nd Street and S. Hosmer Street: That portion of S. 72nd Street between I-5 and the midpoint of the intersection of S. 72nd and S. Alaska Street and S. Hosmer Street 100 yards South of S. 72nd Street and the midpoint of the intersection of S. Hosmer and S. 72nd.

On each orthophoto, a dotted yellow outline depicts the receiving area – a place where a new digital billboard could be located. Also, billboard-shaped icons (very, very small) in multiple colors depict existing billboards. The only color to take note of is the blue icons – these are billboards proposed for removal. At the Planning Commission meeting, a citywide map of proposed locations and signs proposed to be removed will be shown. This is a large-scale map best viewed on a screen.

Where a proposed receiving area is currently void of billboards, this is noted on the legend to the orthophoto. Currently those areas are South Union Avenue and South 23rd (8), Tacoma Mall Area along Tacoma Mall Boulevard (13), South 56th and South Tacoma Way (15), and South 72nd and Hosmer (18).

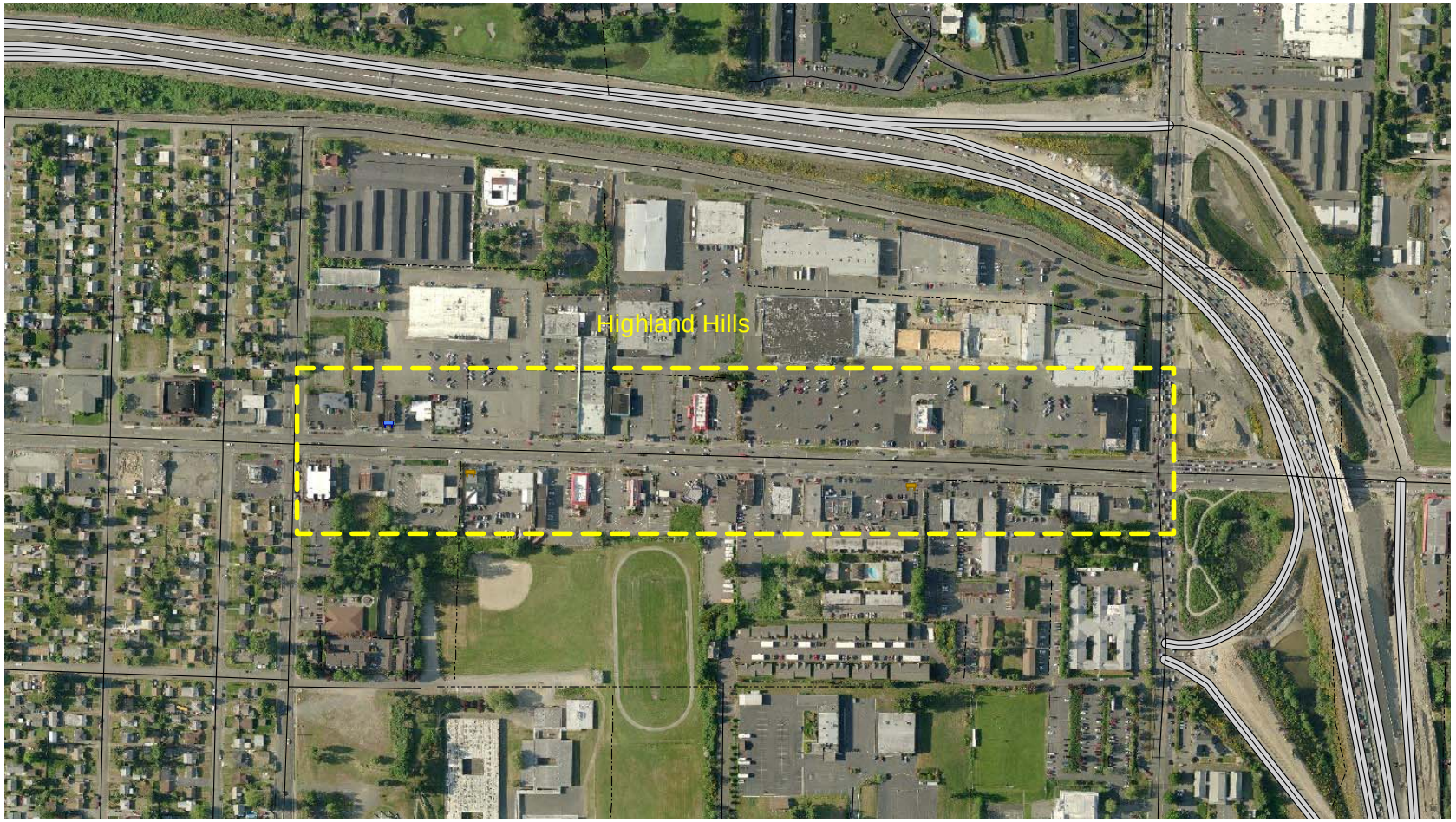


Proposed Location:	6th & Union
Zoning:	C-2 - General Community Commercial
Allowed under current code:	No
Reason(s):	Too Close to Residential Zone
	Too many billboards in the area



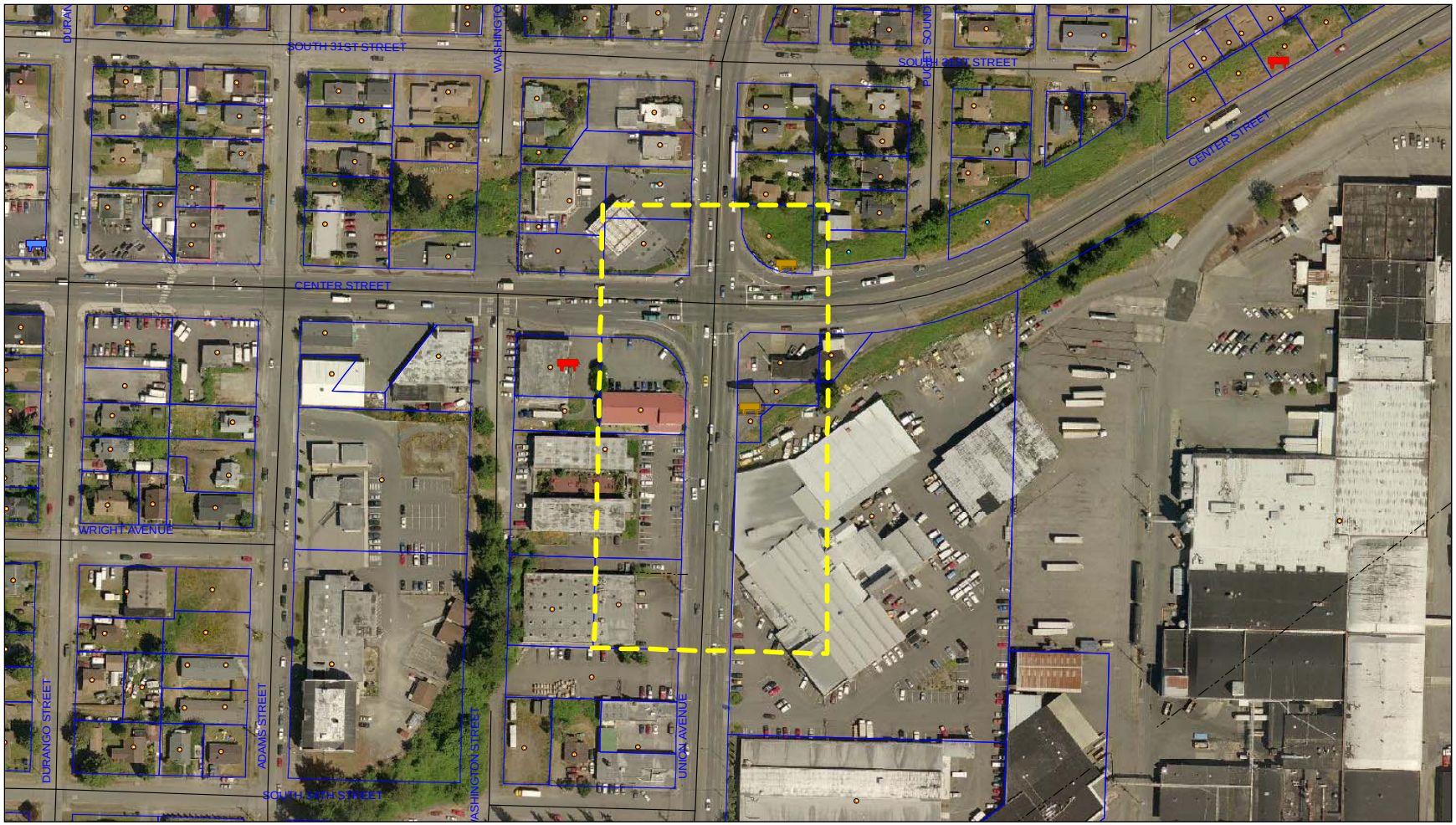
Proposed Location:	6th & Junett
Zoning:	NCX – Neighborhood Commercial Mixed-Use
Allowed under current code:	No
Reason(s):	Located in a zone which does not allow billboards
	Too close to Residential Zone
	Too many billboards in the area

Proposed Location:	6th & Sprague
Zoning:	NCX – Neighborhood Commercial Mixed-Use RCX – Residential-Commercial Mixed-Use C-2 – General Community Commercial
Allowed under current code:	No
Reason(s):	Too close to School and Church Too close to Residential Zone Too many billboards in the area



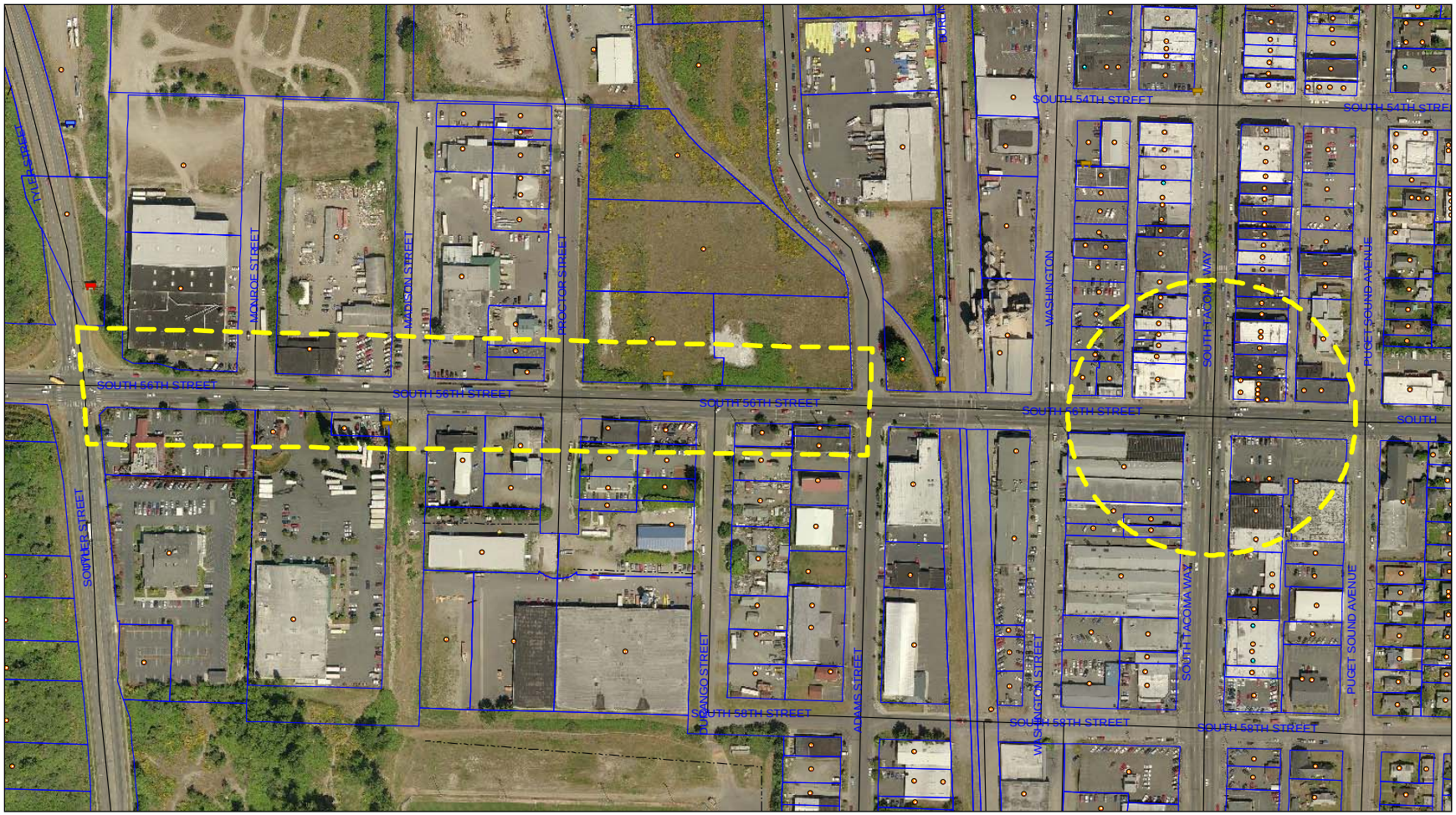
Proposed Location:	Highland Hills area
Zoning	C-2 – General Community Commercial
Allowed under current code:	Maybe – Existing could most likely be replaced
Reason(s):	North Side of Street Only (South is too close to residential zone)
	Must meet dispersal criterion

Proposed Location:	Tacoma Central
Zoning:	CCX – Community Commercial Mixed-Use R4L-PRD – Planned Residential Development
Allowed under current code:	No
Reason(s):	Located in a zone which does not allow billboards Part of area is too close to a residential zone *There are currently no billboards in the area*

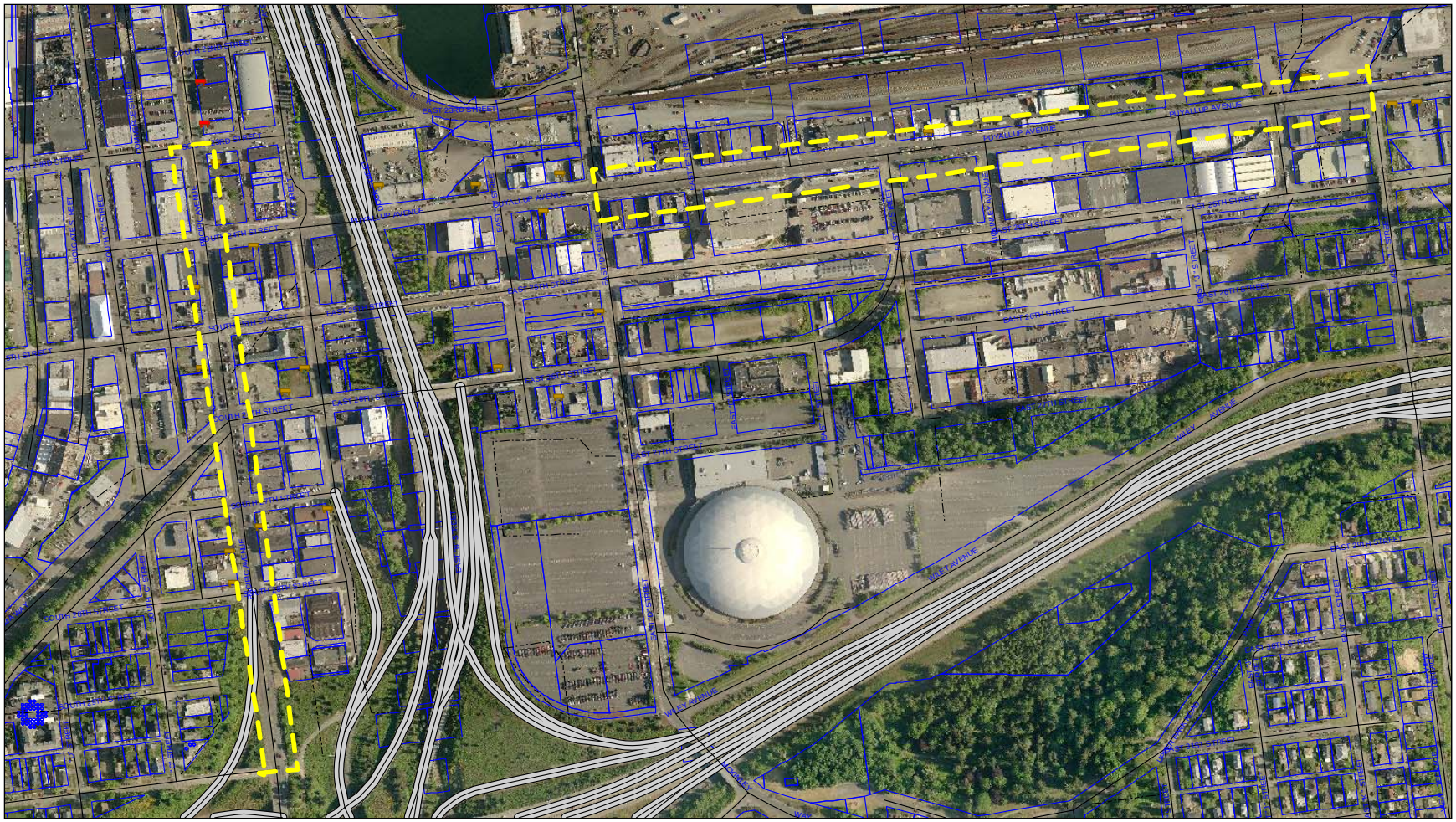


Proposed Location:	Union at Center
Zoning:	C-2 – General Community Commercial M-1 – Light Industrial M-2 – Heavy Industrial
Allowed under current code:	No
Reason(s):	Too close to Residential Zone Too many billboards in the area

Proposed Location:	Pine at Center and South Tacoma Way M-2 – Heavy Industrial M-1 – Light Industrial
Allowed under current code:	No (Maybe, if other billboards were demolished)
Reason(s):	Part of the area at Center & Pine is too close to a Residential Zone Too many billboards in the area

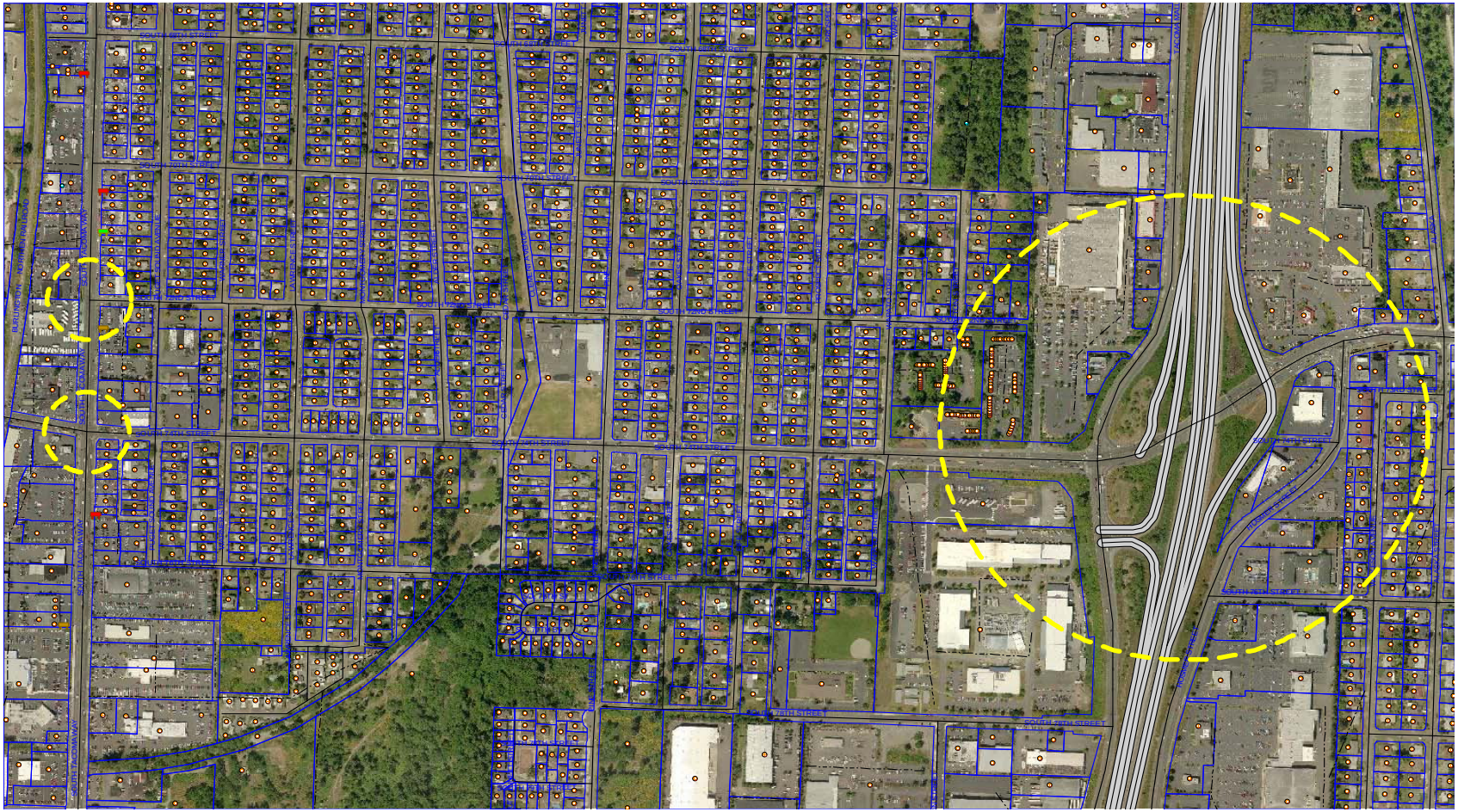


Proposed Location:	S 56th at Tyler and South Tacoma Way
Zoning:	NCX – Neighborhood Commercial Mixed-Use (56th & South Tacoma Way) M-2 – Heavy Industrial M-1 – Light Industrial
Allowed under current code:	No
Reason(s):	South Tacoma Way is located in a zone which does not allow billboards (NCX) *There are no existing billboards near the intersection of 56th & South Tacoma Way* South 56th is too close to a Residential Zone Too many billboards in the area of 56th & Tyler

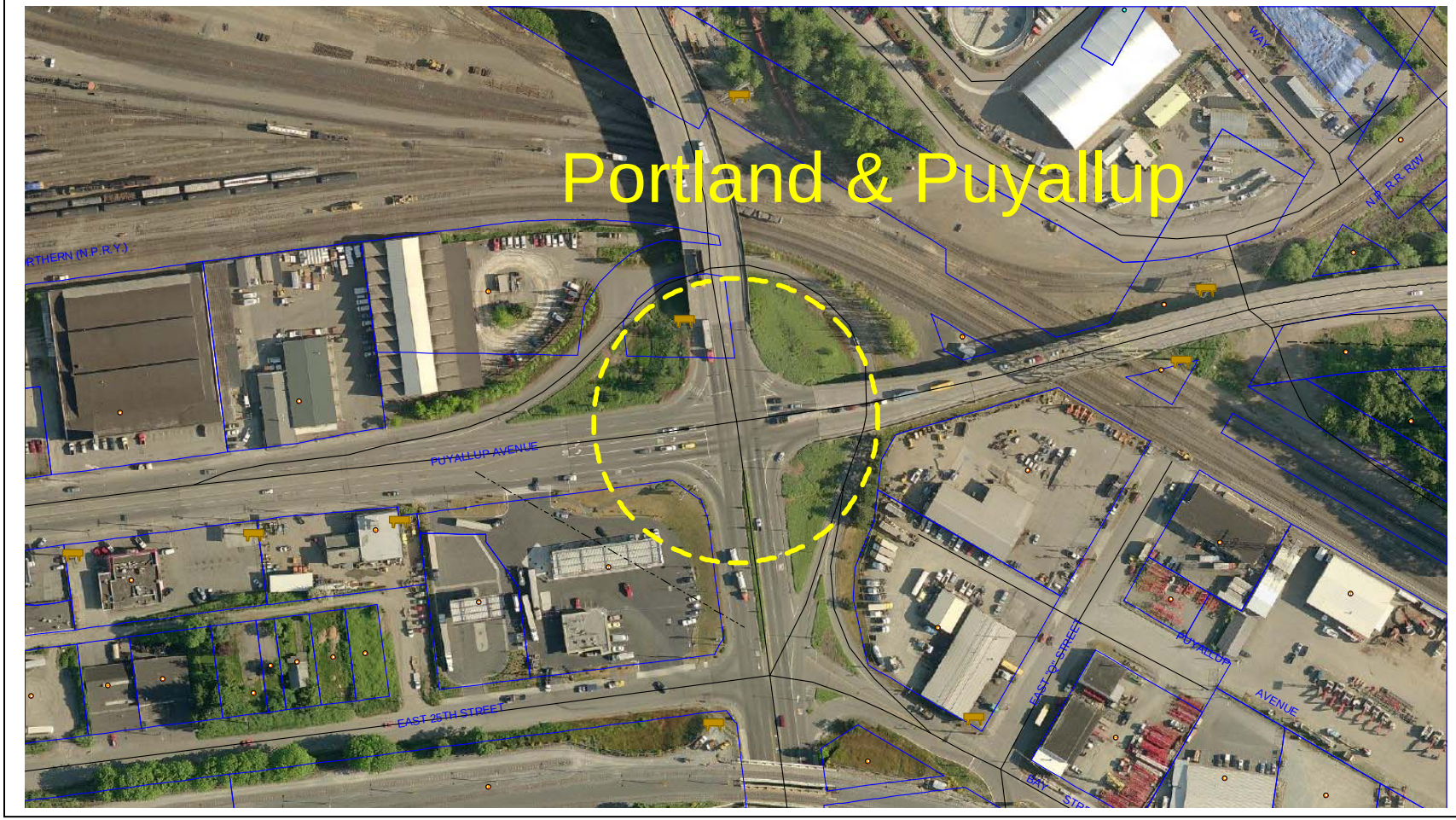


Proposed Location:	26th/Puyallup at Pacific, G
Zoning:	WR – Warehouse Residential (along Pacific Ave.) UCX-TD – Urban Center Mixed-Use/Tacoma Dome (along portion of Puyallup Ave.) M-1 – Light Industrial (along portion of Puyallup Ave.)
Allowed under current code:	Maybe – at most easterly end in the M-1 zone, if dispersal criterion is met
Reason(s):	Most of area is located in a zone which does not allow billboards (UCX-TD and WR) Too many billboards in the area Any proposed billboards would need a 250' buffer distance from Historic properties/districts

Proposed Location:	S 38th at Steele and Pine
Zoning:	UCX – Urban Center Mixed-Use
Allowed under current code:	No
Reason(s):	Located in a zone which does not allow billboards (UCX) *Ther are currently no billboards along Tacoma Mall Boulevard*



Proposed Location:	S 72nd/74th at South Tacoma Way and I-5
Zoning:	C-2 – General Community Commercial (along South Tacoma Way and portion of 72nd/74th & I-5)
	C-1 – General Neighborhood Commercial (portion of 72nd/74th & I-5)
	R-2 – Single-Family Dwelling (portion of 72nd/74th & I-5)
Allowed under current code:	Maybe – would need to buffer from Residential Zone and meet dispersal
Reason(s):	Need to meet distance from Residential Zone
	There are currently no billboards along 72nd & Hosmer



Proposed Location:	Portland at Puyallup
Zoning:	M-1 – Light Industrial
Allowed under current code:	No
Reason(s):	Too many billboards in the area

Billboard Tour

Introduction

Following are photographs and information regarding several existing billboards in the City of Tacoma. These billboards are included for two reasons:

1. All of these billboards are in "receiving areas" as outlined in the settlement agreement between the City Council and Clear Channel Outdoor; and
2. These billboards represent a cross-section of sizes, heights, and locations – they are illustrative of billboards throughout the city.

Very few of these billboards appear on the "removal" list as set forth in the settlement agreement. Because they are located within the designated "receiving areas," many of these could potentially be converted to digital billboards, depending ultimately on how the draft code is developed.

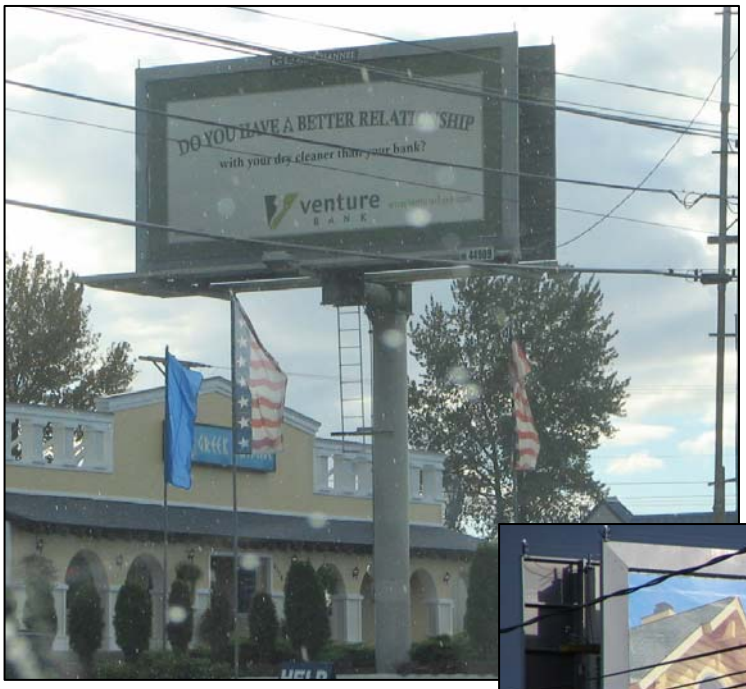
The billboards are organized roughly by neighborhood. Each page represents a single billboard structure, and the address, size, and reasons for nonconforming status are given. Where known, the height of the billboard is listed.

Not all potential "receiving areas" are represented. A separate handout has been provided which shows the "receiving areas" outlined in the settlement agreement, and which ones currently have billboards located within them.

Billboard Tour

Highland Hills / West 6th Avenue

Address	6102 6th Ave (across from Panda Express)
Size	288 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☒ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards



Highland Hills / West 6th Avenue

Address	6434 6th Ave (near Cloverleaf Pizza)
Size	288 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☒ Too close to residential or shoreline district ☒ Too close to church, school, park or open space ☒ Too close to other billboards

Highland Hills / West 6th Avenue

Address	6517 6th Ave (near Grocery Outlet)
Size	576 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☒ Too big ☐ Too tall ☒ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

This billboard was designated in the settlement agreement for possible removal.

Billboard Tour

6th Ave Business District

Address	1502/1512 6th Ave (6th and Cushman)
Size	288 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☒ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

6th Ave Business District

Address	1610 6th Ave
Size	72 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☒ Too close to residential or shoreline district ☒ Too close to church, school, park or open space ☒ Too close to other billboards

6th Ave Business District

Address	1703 6th Ave (6th & Sprague/It's Greek to Me)
Size	672 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☒ Too big ☐ Too tall ☒ Too close to residential or shoreline district ☒ Too close to church, school, park or open space ☒ Too close to other billboards

Billboard Tour

6th Ave Business District

Address	3022 6th Ave (6th & Cedar)
Size	288 square feet per face
Why is this billboard nonconforming?	☒ Zone does not allow billboards ☐ Too big ☒ Too tall ☒ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

6th Ave Business District

Address	3519 6th Ave (6th & Union)
Size	672 square feet, one face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☒ Too big ☐ Too tall ☒ Too close to residential or shoreline district ☒ Too close to church, school, park or open space ☐ Too close to other billboards

Billboard Tour

6th Ave Business District

Address	3519 6th Ave (6th & Washington)
Size	288 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☒ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☐ Too close to other billboards

Oakland/Madrona @ Center and Union Ave

Address	3121 South Union Avenue (Center & Union)
Size	600 square feet, one face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☒ Too big ☐ Too tall ☒ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

Oakland/Madrona @ Center and Union Ave

Address	3518 Center Street (Union & Center)
Size	672 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☒ Too big ☒ Too tall ☒ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

Nalley Valley/Pine/Mall

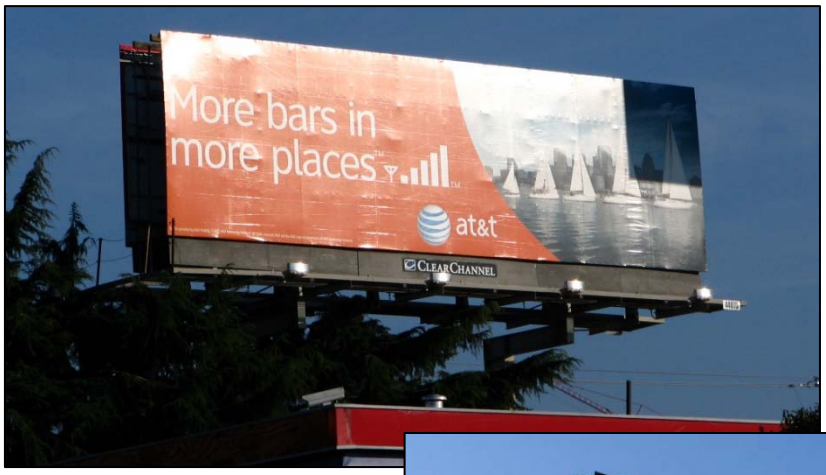
Address	3425 South Pine Street
Size	288 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

Nalley Valley/Pine/Mall

Address	3002 South Pine Street
Size	288 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

Nalley Valley/Pine/Mall

Address	2901 South 38th Street (near Michael's Plaza)
Size	672 square feet per face
Why is this billboard nonconforming?	☒ Zone does not allow billboards ☒ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☐ Too close to other billboards



Tacoma Dome

Address	217 East 26th Street (vacant lot opposite Fire Station #4)
Size	288 square feet per face
Why is this billboard nonconforming?	☒ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

Downtown

Address	1440 Puyallup Avenue (near Arco)
Size	288 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

Downtown

Address	2223 Pacific Ave (Chin's Teriyaki)
Size	72 square feet, one face
Why is this billboard nonconforming?	☒ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

Downtown

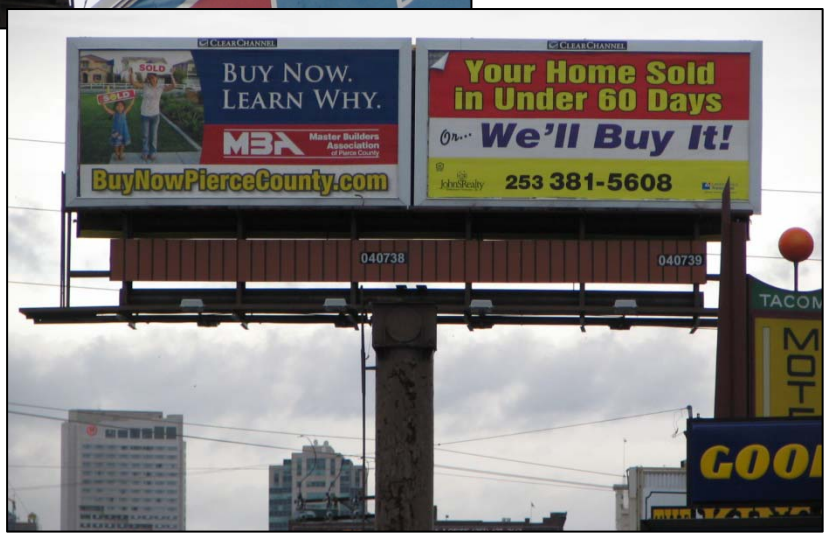
Address	2301 Pacific Ave (Mary's Burger Bistro)
Size	288 square feet per face
Why is this billboard nonconforming?	☒ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

Downtown

Address	2418 Pacific Ave
Size	288 square feet per face
Why is this billboard nonconforming?	☒ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

Downtown

Address	2510 Pacific Ave (across from Pink Elephant Car Wash)
Size	672 square feet per face
Why is this billboard nonconforming?	☒ Zone does not allow billboards ☒ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards



Downtown

Address	2701 Pacific Ave
Size	288 square feet, one face
Why is this billboard nonconforming?	☒ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

Downtown

Address	2712 Pacific Ave
Size	288 square feet per face
Why is this billboard nonconforming?	☒ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

South Tacoma Way

Address	2921 South Tacoma Way (near Parker Paint)
Size	72 and 288 square feet
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

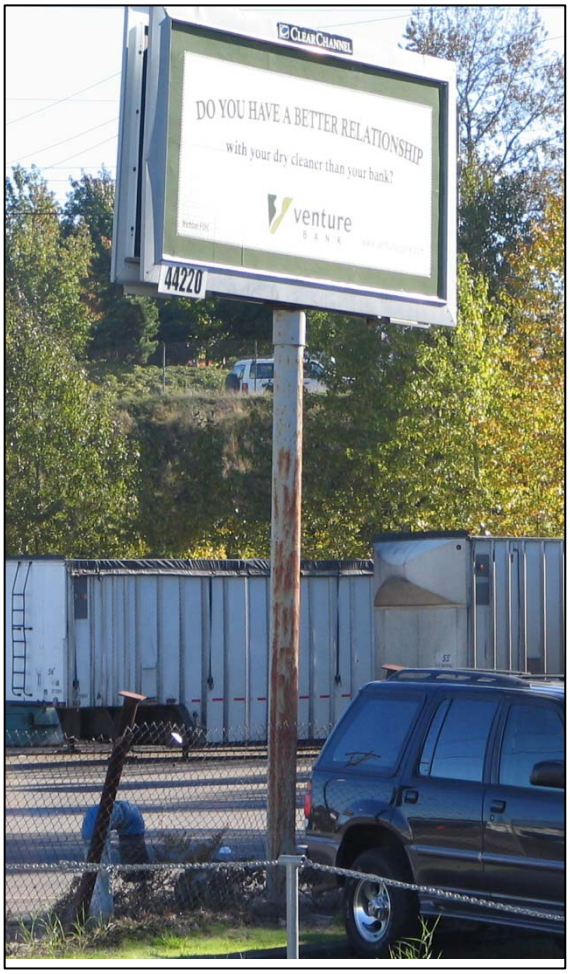
South Tacoma Way

Address	2930 South Tacoma Way
Size	288 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

This billboard was designated in the settlement agreement for possible removal.

South Tacoma Way

Address	3004 South Tacoma Way
Size	72 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

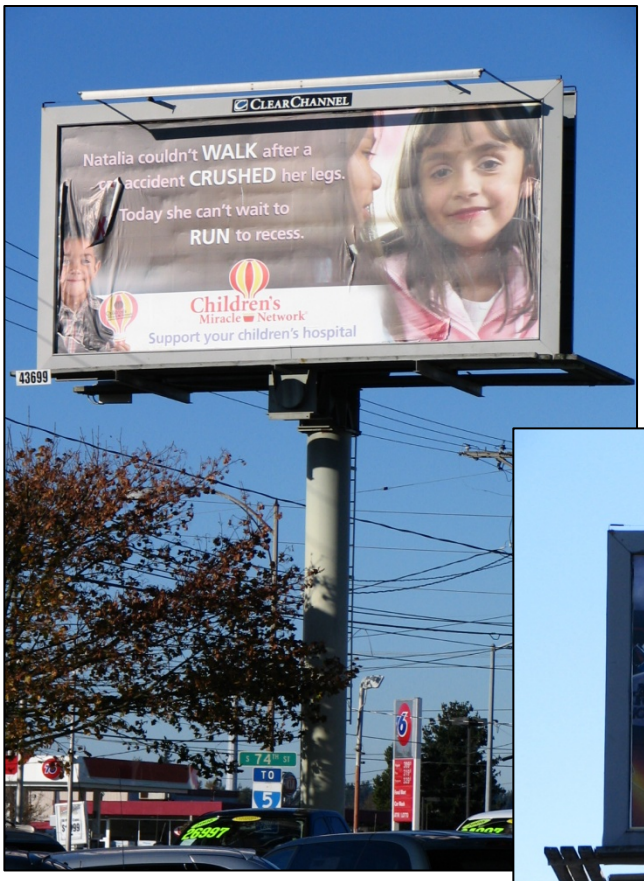


South Tacoma Way

Address	3118 South Tacoma Way
Size	288 square feet, one face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☐ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards

South Tacoma Way

Address	7431 South Tacoma Way
Size	288 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☒ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards



South Tacoma Way

Address	7610 South Tacoma Way
Size	288 square feet per face
Why is this billboard nonconforming?	☐ Zone does not allow billboards ☐ Too big ☐ Too tall ☒ Too close to residential or shoreline district ☐ Too close to church, school, park or open space ☒ Too close to other billboards