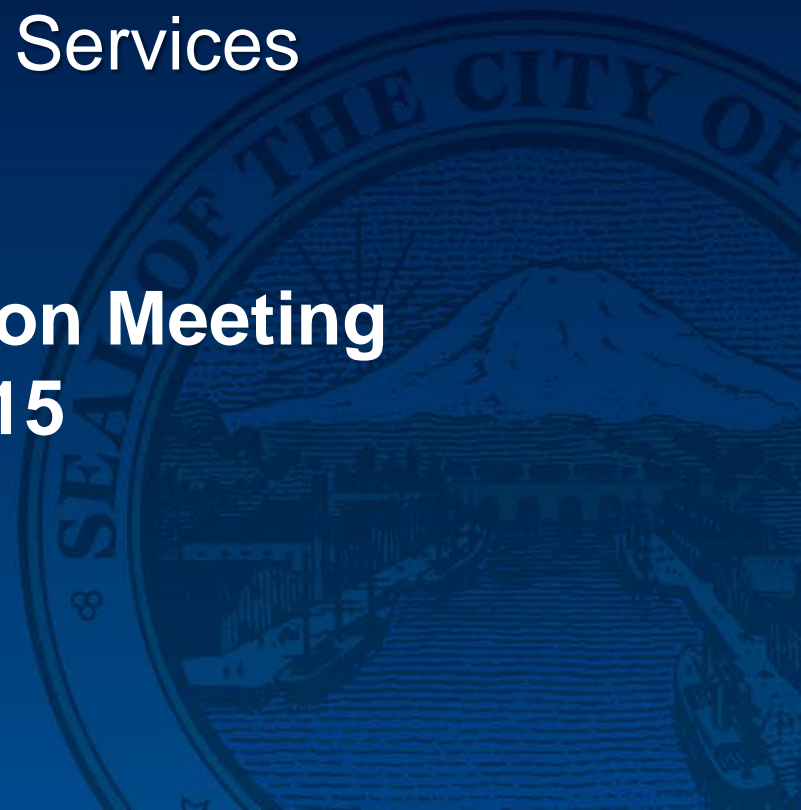


CITY OF TACOMA
BILLBOARDS REGULATIONS
Proposed Amendment to
TMC 13.06.521M – General Sign Regulations

Planning and Development Services

Planning Commission Meeting
June 3, 2015



Presentation Agenda

- ❖ Background
- ❖ Objectives for billboard regulations
- ❖ Approach
- ❖ Next steps



Background

- ❖ 311 billboard faces
- ❖ All but 3 are “nonconforming”
- ❖ Most billboards are not in compliance for **multiple reasons**
- ❖ Clear Channel owns 302 faces
- ❖ **Standstill Agreement**
- ❖ Removed 81 faces since 2012 agreement
 - 21.1% reduction
- ❖ **CWG report**

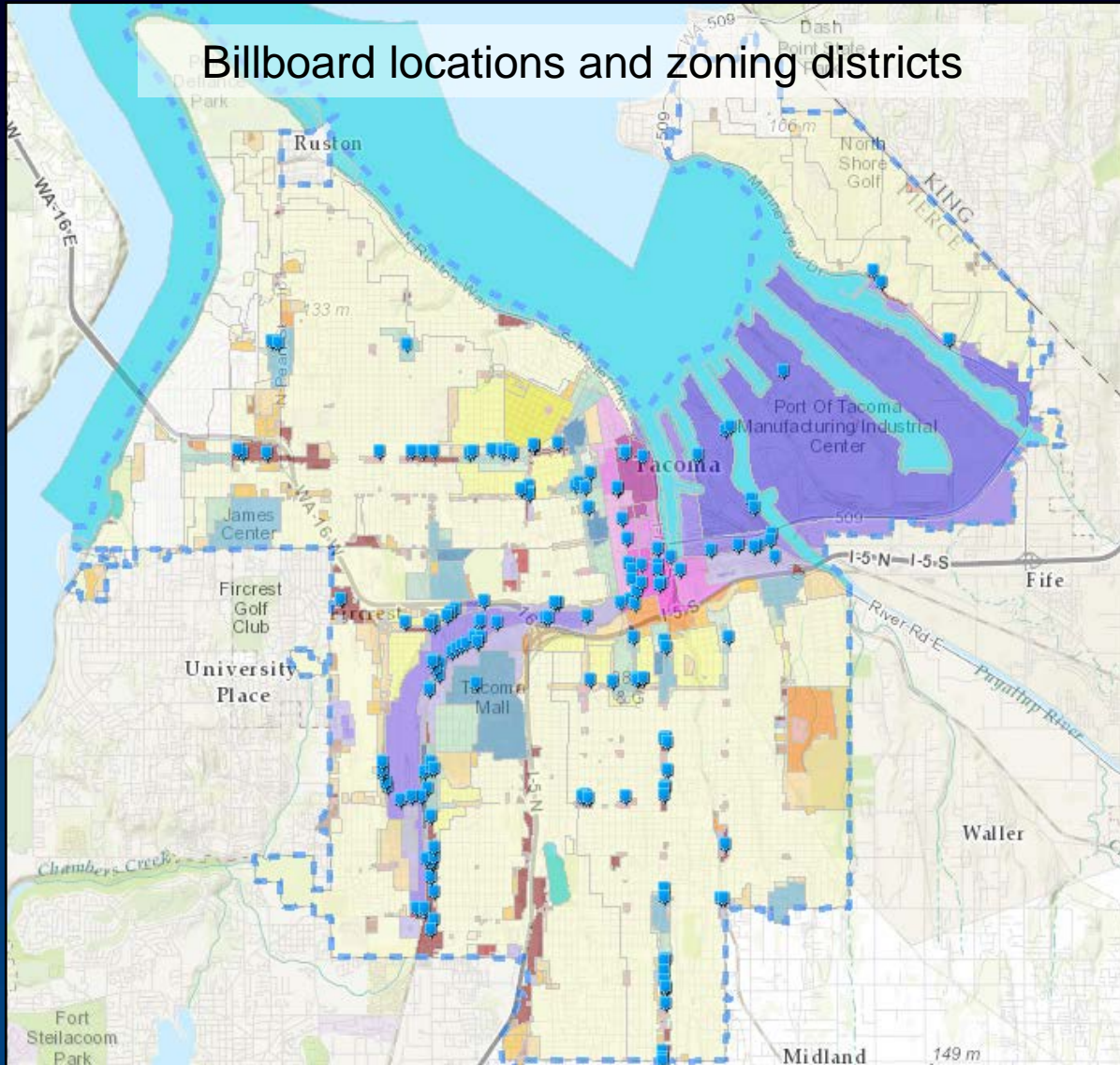


Current Regulations

TMC 13.06.521.M

- ❖ Permits billboards (*but only in C-2, M-1, M-2 and PMI zones*)
- ❖ 500-foot buffer from “sensitive” areas/uses
- ❖ 500-foot dispersion between billboards
- ❖ Maximum face size 300 sq. ft.
- ❖ Maximum 30 ft. high (45 ft in PMI)
- ❖ Maximum 2 faces per structure
- ❖ Design – off-set, cantilevered, angled to right of way, over top of buildings, max setbacks

Billboard locations and zoning districts



The Community Working Group and Their Mission

- Mission:

Develop at least two viable alternative regulatory approaches for billboards for consideration by the City Planning Commission and City Council — these regulatory approaches should be different from current code, in favor of an approach that better balances the interests of all the various stakeholders.

- Desired Endstate:

There will still be billboards in Tacoma, but there will be fewer billboards, with less negative impacts.

17 Community Working Group Members

- Neighborhood Councils (3)
- Business Districts (1)
- Scenic Tacoma (2)
- Historic Tacoma (1)
- Commercial Real Estate (1)
- City Planning Commission (1)
- Clear Channel Outdoor (2)
- Other Billboard Owners (1)
- Port of Tacoma (1)
- Advertising Industry (1)
- Non-profit Organizations (1)
- General Community Members (2)



CWGW Recommendations

- ❖ Broaden locations in which billboards are allowed
 - Depending on characteristics of billboards
- ❖ Size, height, and design limitations can be loosened
- ❖ An exchange mechanism is needed to:
 - Reduce the number through consolidation
 - Eliminate billboards from problematic areas
 - Be sufficiently attractive so it is used
- ❖ Foundation of new regulations per Council

Objectives for Commission

- ❖ Incorporate CWG recommendations
- ❖ Fill gaps in CWG work
 - Buffer to historic structures
 - Illumination/height impact on neighborhoods
- ❖ Develop an exchange mechanism to address :
 - Consolidation
 - Problematic areas
 - Incentives to get results

Approach

- ❖ **Community outreach**
 - Neighborhood Councils
 - Business Districts
 - Clear Channel
- ❖ **IPS Committee Review**
- ❖ **Planning Commission**
- ❖ **City Council**



Key Components

- ❖ **Where?**
 - Zoning
 - Sensitive areas
- ❖ **Buffers/Dispersion**
- ❖ **Size/Height**
- ❖ **Design/Development standards**
- ❖ **Exchange program**
- ❖ **Conditions to retain amortization**



Next Steps

May – September 2015	Explore options with billboard owners and additional community outreach
June – October 2015	Planning Commission review and recommendation
July – November 2015	IPS Committee review and recommendation
November-Dec 2015	Council Consideration

