

CITY OF TACOMA

BILLBOARDS REGULATIONS

Proposed Amendment to

TMC 13.06.521M - General Sign Regulations

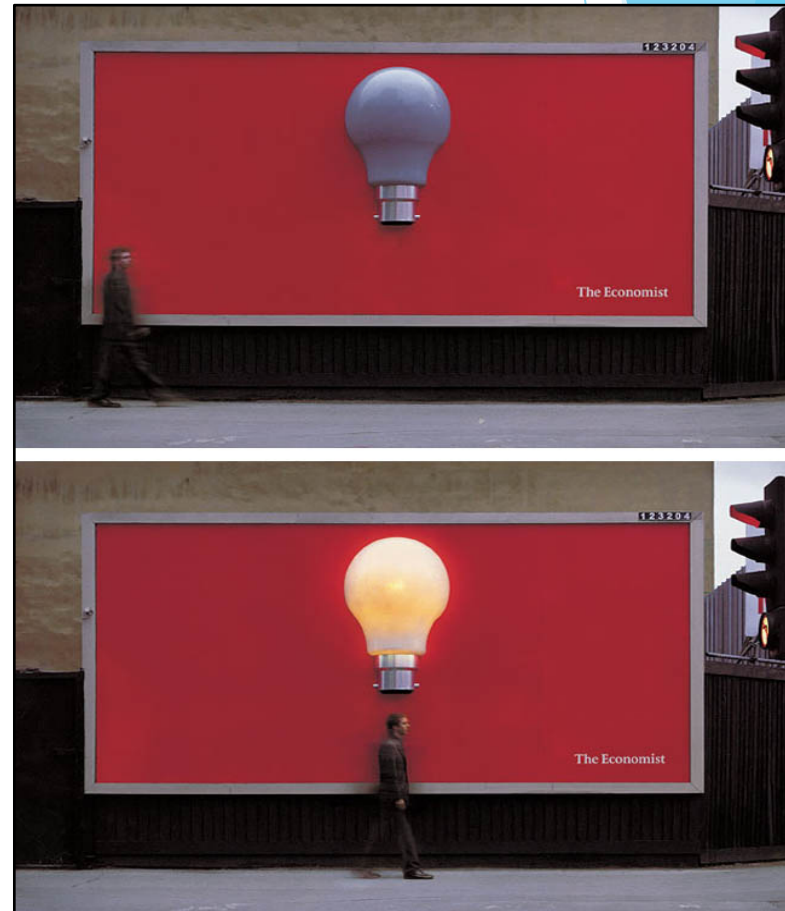
Presented to: Planning Commission

July 15, 2015

John Harrington, Planning and Development Services

Presentation Today

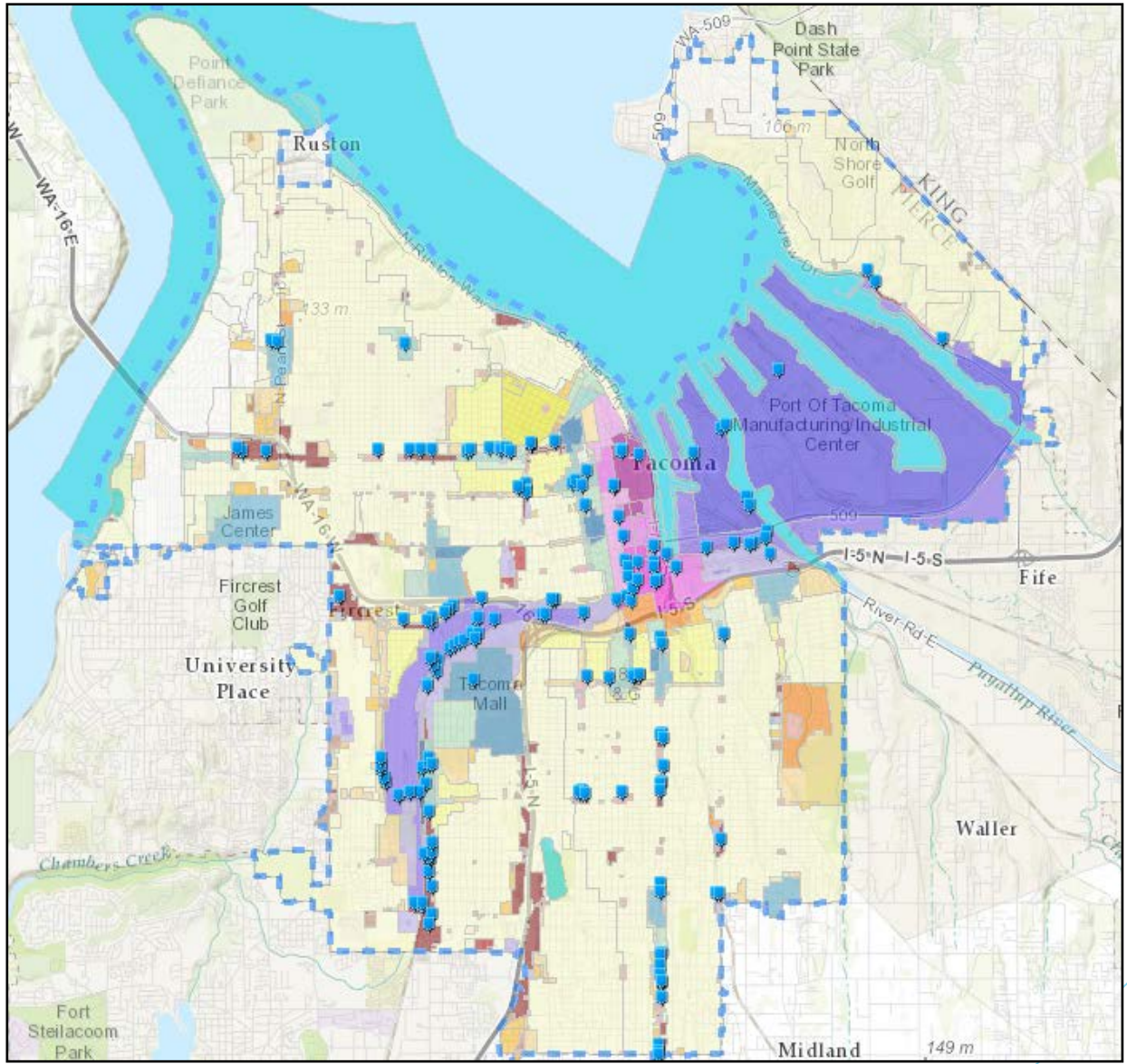
- ❖ Core Issues
 - ▶ Zoning
 - ▶ Buffers
 - ▶ Distribution
 - ▶ Size
 - ▶ Height
- ❖ Review of CWG recommendations
- ❖ PC review discussion
- ❖ Next Steps



PC Objectives

- ▶ Review CWG recommendations
- ▶ Consider Community Outreach comments
- ▶ Fill gaps in CWG Recommendations
- ▶ Refine CWG recommendations with ranges
- ▶ Develop Exchange mechanism





Billboard locations and zoning districts

Billboard “face” count review

- ▶ 311 billboard faces in the City.
- ▶ All but 3 are “nonconforming” – presumably legal when installed, now do not comply.
- ▶ Most billboards are not in compliance for **multiple** reasons.
- ▶ Clear Channel Outdoor owns 302 faces.



Zoning



- ▶ City Code currently allows billboards in 4 zones
 - ❖ The 3 Industrial Zones (M-1, M-2, PMI)
 - ❖ One Commercial Zone (C-2)
- ▶ About 37% of billboards – 114 faces are outside of these 4 zones.

Zoning

Zones which should be a priority to remove existing billboards

All Residential Districts	Downtown Residential District
Shoreline Districts	Conservation Overlay District
Residential Commercial Mixed Use	Historical Special Review Overlay
View Sensitive Overlay District	Neighborhood Residential Mixed Use
Urban Residential Mixed Use District	Hospital Medical Mixed Use District

There are 23 billboards in these 10 zones today.

Zoning

Zones where Billboards should be *allowable--subject to agreement on other code requirements (existing in brackets)*

C-2 - General Community Commercial District (103)	UCX - Urban Center Mixed Use District (2)
M-1 - Light Industrial District (50)	CIX - Commercial Industrial Mixed Use District (4)
M-2 - Heavy Industrial District (31)	CCX - Community Commercial Mixed Use District (14)
PMI - Port Maritime and Industrial District (10)	DCC - Downtown Commercial Core District (5) wall sign only
	DMU - Downtown Mixed Use District (5) wall sign only
PDB - Planned Development Business District (0)	WR - Warehouse Residential District (18) wall sign only

There are 242 billboard faces in these zones today.

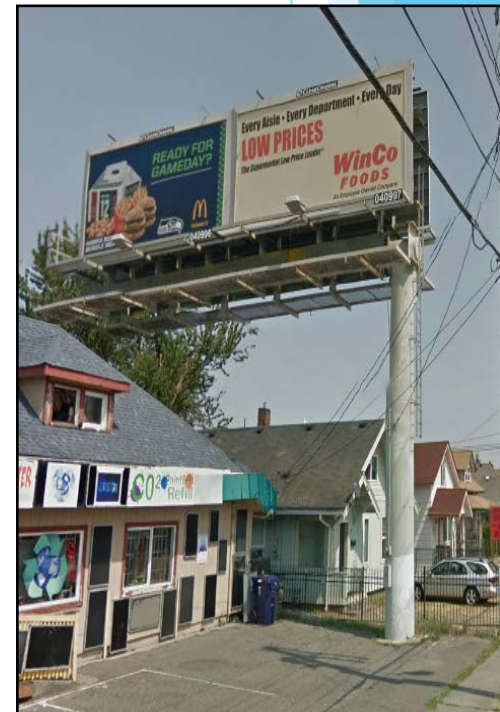
Zoning

- ▶ No agreement reached to allow billboards in the following zoning districts (existing in brackets):
 - ❖ C-1 General Neighborhood Commercial (4)
 - ❖ T - Transitional District (10)
 - ❖ **NCX - Neighborhood Commercial Mixed Use (37)**



Other requirements: buffers, dispersal, size, height, lighting, design standards

Type of code provision	Percentage of faces not complying
Buffers	85%
Dispersal	65%
Height	47%
Size	10%



Buffers

- ▶ Consensus support to reduce all buffers.
- ▶ No consensus as to a specific level.



Current Code (adopted 2011)

500 ft. minimum between a billboard and residential zones, shoreline districts, mixed use zones.

Range of Options Presented by CWG

100 ft. to 300 ft.

Buffers

- ▶ CWG believes some buffers are more important to retain at the larger distance while others can be reduced
- ▶ Sign characteristics such as height, illumination and whether wall mounted effect appropriate buffering especially to residential and historic/conservation districts
 - **High Priority** (300 ft buffer) - R- residential zones and historic/conservation districts
 - **Medium Priority** (100-300 ft buffer) - Historic structures
 - **Low Priority** (0-100 ft buffer) - Churches, schools, parks, shoreline district, Downtown Residential and mixed use zones not permitting billboards

Dispersal

- ▶ Consensus to reduce current 500 ft. dispersal requirement - except for in downtown zones, mixed use zones.
- ▶ No consensus on specific number.



Current Code	Range of Options Presented by CWG
Current code requires 500 ft. between billboards.	100 ft. to 300 ft.

Size

- ▶ Recommendation support to allow bulletin* size signs in industrial zones.
- ▶ Group otherwise split.



Current Code	Range of Options Presented by CWG
Maximum size: 300 sq. ft. (poster size)	Industrial zones: O.K. to increase to 672 sq. ft./bulletin size. Other “billboards allowed” zones: group split between keeping at 300 sq. ft. or allowing 672 sq. ft. size.

*Standstill Agreement calls for consolidation into bulletin-size signs.

Height

- ▶ Group deeply divided. No recommendations.
- ▶ Agree on 45 ft in PMI



Current Code (other than PMI)

Range of Options Presented by CWG

30 ft. sign height (from top of billboard to adjacent road surface).

30 ft.
35 ft.
>35 ft.

Next Steps

- ▶ August 5th Meeting
 - Staff recommendations for Core Issues
 - Billboard design standards
 - Illumination
 - Exchange Mechanism
 - Other considerations
 - Licensing/operating fees, etc.