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 DIGITAL BILLBOARD RECEIVING AREAS

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
<table>
<thead>
<tr>
<th>Proposed Location:</th>
<th>6th &amp; Sprague</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoning:</td>
<td>NCX – Neighborhood Commercial Mixed-Use</td>
</tr>
<tr>
<td></td>
<td>RCX – Residential-Commercial Mixed-Use</td>
</tr>
<tr>
<td></td>
<td>C-2 – General Community Commercial</td>
</tr>
<tr>
<td>Allowed under current code:</td>
<td>No</td>
</tr>
<tr>
<td>Reason(s):</td>
<td>Too close to School and Church</td>
</tr>
<tr>
<td></td>
<td>Too close to Residential Zone</td>
</tr>
<tr>
<td></td>
<td>Too many billboards in the area</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Proposed Location:</th>
<th>Pine at Center and South Tacoma Way</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allowed under current code:</td>
<td>No (Maybe, if other billboards were demolished)</td>
</tr>
<tr>
<td>Reason(s):</td>
<td>Part of the area at Center &amp; Pine is too close to a Residential Zone</td>
</tr>
<tr>
<td></td>
<td>Too many billboards in the area</td>
</tr>
</tbody>
</table>
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)
There are currently no billboards along Tacoma Mall Boulevard
<table>
<thead>
<tr>
<th>Proposed Location</th>
<th>S 72nd/74th at South Tacoma Way and I-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoning:</td>
<td>C-2 – General Community Commercial (along South Tacoma Way and portion of 72nd/74th &amp; I-5)</td>
</tr>
<tr>
<td></td>
<td>C-1 – General Neighborhood Commercial (portion of 72nd/74th &amp; I-5)</td>
</tr>
<tr>
<td></td>
<td>R-2 – Single-Family Dwelling (portion of 72nd/74th &amp; I-5)</td>
</tr>
<tr>
<td>Allowed under current code:</td>
<td>Maybe – would need to buffer from Residential Zone and meet dispersal</td>
</tr>
<tr>
<td>Reason(s):</td>
<td>Need to meet distance from Residential Zone</td>
</tr>
<tr>
<td></td>
<td>There are currently no billboards along 72nd &amp; Hosmer</td>
</tr>
<tr>
<td>Proposed Location:</td>
<td>Portland at Puyallup</td>
</tr>
<tr>
<td>-------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Zoning:</td>
<td>M-1 – Light Industrial</td>
</tr>
<tr>
<td>Allowed under current code:</td>
<td>No</td>
</tr>
<tr>
<td>Reason(s):</td>
<td>Too many billboards in the area</td>
</tr>
</tbody>
</table>
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.
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
- [x] Too tall
- [x] Too close to residential or shoreline district
- [ ] Too close to church, school, park or open space
- [x] 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
Billboard Tour
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
<table>
<thead>
<tr>
<th>Address</th>
<th>1610 6th Ave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>72 square feet per face</td>
</tr>
<tr>
<td>Why is this billboard nonconforming?</td>
<td>☒ Too close to residential or shoreline district&lt;br&gt;☒ Too close to church, school, park or open space&lt;br&gt;☒ Too close to other billboards</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Address</th>
<th>3022 6th Ave (6th &amp; Cedar)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>288 square feet per face</td>
</tr>
<tr>
<td>Why is this billboard nonconforming?</td>
<td></td>
</tr>
</tbody>
</table>
  ☒ 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  

---

*Image of billboard with different viewpoints.*
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
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
Billboard Tour

Oakland/Madrona @ Center and Union Ave

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

![Billboard Image]
Billboard Tour

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
Billboard Tour

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
Billboard Tour

Nalley Valley/Pine/Mall

<table>
<thead>
<tr>
<th>Address</th>
<th>3002 South Pine Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>288 square feet per face</td>
</tr>
</tbody>
</table>

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

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
Billboard Tour

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
### Billboard Tour

**Downtown**

<table>
<thead>
<tr>
<th>Address</th>
<th>1440 Puyallup Avenue (near Arco)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>288 square feet per face</td>
</tr>
<tr>
<td>Why is this billboard nonconforming?</td>
<td>☒ Zone does not allow billboards</td>
</tr>
<tr>
<td></td>
<td>☐ Too big</td>
</tr>
<tr>
<td></td>
<td>☐ Too tall</td>
</tr>
<tr>
<td></td>
<td>☐ Too close to residential or shoreline district</td>
</tr>
<tr>
<td></td>
<td>☐ Too close to church, school, park or open space</td>
</tr>
<tr>
<td></td>
<td>☒ Too close to other billboards</td>
</tr>
</tbody>
</table>
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
Billboard Tour

**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
Billboard Tour

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
Billboard Tour

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
<table>
<thead>
<tr>
<th>Address</th>
<th>2701 Pacific Ave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>288 square feet, one face</td>
</tr>
</tbody>
</table>
| 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

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
**Billboard Tour**

**South Tacoma Way**

<table>
<thead>
<tr>
<th>Address</th>
<th>2921 South Tacoma Way (near Parker Paint)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>72 and 288 square feet</td>
</tr>
</tbody>
</table>
| 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 |
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.*
Billboard Tour

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
- [x] Too close to other billboards
Billboard Tour

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
Billboard Tour

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
Billboard Tour

**South Tacoma Way**

<table>
<thead>
<tr>
<th>Address</th>
<th>7610 South Tacoma Way</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>288 square feet per face</td>
</tr>
</tbody>
</table>
| 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 |