OVERVIEW

• Current Conditions
  • How many billboards are there?
  • How are they regulated?
  • What’s the history of regulation?

• Digital Billboards
  • What are they?
  • Where are they proposed?

• Key considerations for billboards

• How to stay involved
Existing Conditions

- Currently about 253 billboard faces in City
- Additional rights to relocate 169 faces
- 193 existing billboard faces are nonconforming
- Majority of nonconforming are in districts which don’t allow billboards
CURRENT CONDITIONS

- Existing Regulations
  - The number of billboard faces is capped
  - A new billboard can be installed if one is removed
  - Billboards are allowed in 4 zoning districts
  - Billboards are subject to buffering
  - Billboards are subject to dispersal
  - Any billboard not meeting these criteria is considered nonconforming
• Code Revisions
  • 1988 capped the number of billboards
  • 1997 added an “amortization clause” that all nonconforming billboards be removed by 2007
  • Lawsuit regarding the required removal of billboards
SETTLEMENT FRAMEWORK

• General Concept
  • Consider allowing digital billboards in exchange for an overall reduction in billboards

• First Step: installation and removal per Settlement Agreement
  • Permit 10 new digital billboards in 19 potential locations
  • Remove 53 faces (33 structures) and give up 100 relocation permits
  • 25 additional faces removed within first 5 years
• Subsequent digital billboards
  • Remove minimum of 5 faces plus give up relocation permits to equal 15 total
  • Remove 8 faces once bank of relocation permits is emptied
Digital billboard standard sizes are:

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<thead>
<tr>
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<tbody>
<tr>
<td>Poster</td>
<td>12 ft x 25 ft</td>
<td>300 square feet</td>
</tr>
<tr>
<td>Premier Variable</td>
<td>10½ ft x 36 ft</td>
<td>378 square feet</td>
</tr>
<tr>
<td>Bulletin</td>
<td>14 ft x 48 ft</td>
<td>672 square feet</td>
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</tbody>
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Power Usage
- Can use existing electrical
- Can use less energy than traditional billboard
- Improving with time

Lighting Levels
- Ambient light sensor adjusts brightness
- Maximum of 0.3 foot candles over ambient
In general, should digital billboards after the first 10 be subject to the same regulations as standard billboards?

- Height
- Size
- Location
- Technical Details
- Emergency Communication
• Looking at Industry standards for the following:
  • Static Image Time (8 seconds)
  • “Off” time (12 a.m. to 5 a.m.)
  • Ambient Light Levels (0.3 foot-candles)
  • Energy Usage

• Developing an agreement for Emergency Communication
What do you think about the overall concept of allowing digital signs in exchange for a greater number of standard signs?

What do you think about applying generally the same performance standards to digital and standard billboards (after the first 10)?
STAYING INVOLVED

- Draft code released – February
  - Posted online
  - www.cityoftacoma.org/planning
- Planning Commission Public Hearing – March
- City Council Adoption Process – May/June