

CITY OF TACOMA

Current Billboard Situation

Billboards Community Working Group
September 22, 2014

The seal of the City of Tacoma is visible in the bottom right corner. It features a circular border with the text "SEAL OF THE CITY OF TACOMA". Inside the seal, there is a landscape scene with a mountain range, a sun with rays, and a body of water.

Numbers

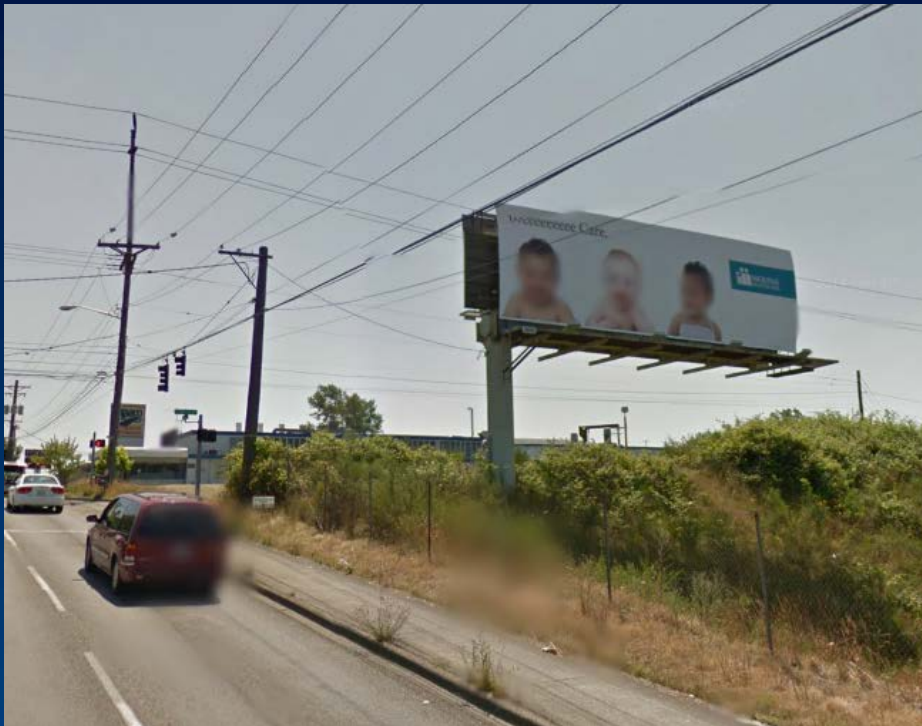
- ❖ **Most billboards were erected in the 1970s-1980s**
- ❖ **173 billboard structures**
- ❖ **312 billboard faces**
 - **Additional 6 faces under demo permits**

Sizes

- ❖ **Industry Standards**
 - Rotary - 672 sf (14x48)
 - Premier - variable size (over 300 sf)
 - Eco Poster - 288 sf
 - Junior Poster - 72 sf
- ❖ **Only Eco Poster and Junior Posters comply with current size requirement**

Billboard Examples

❖ Rotary - 672 sf (14x48)



S Pine St
and S 35th St

Also example
of **Offset** and
too large

Billboard Examples

- ❖ **Premier** - variable size (over 300 sf)

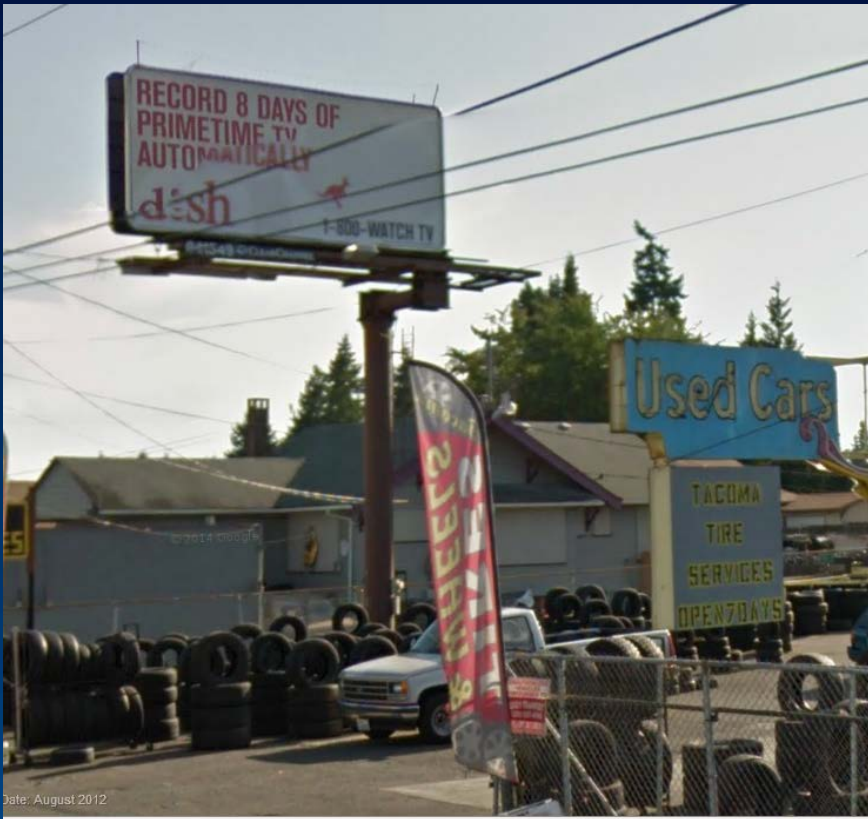


Center St and
Union Ave

Also example
of **too large**

Billboard Examples

❖ Eco Poster - 288 sf

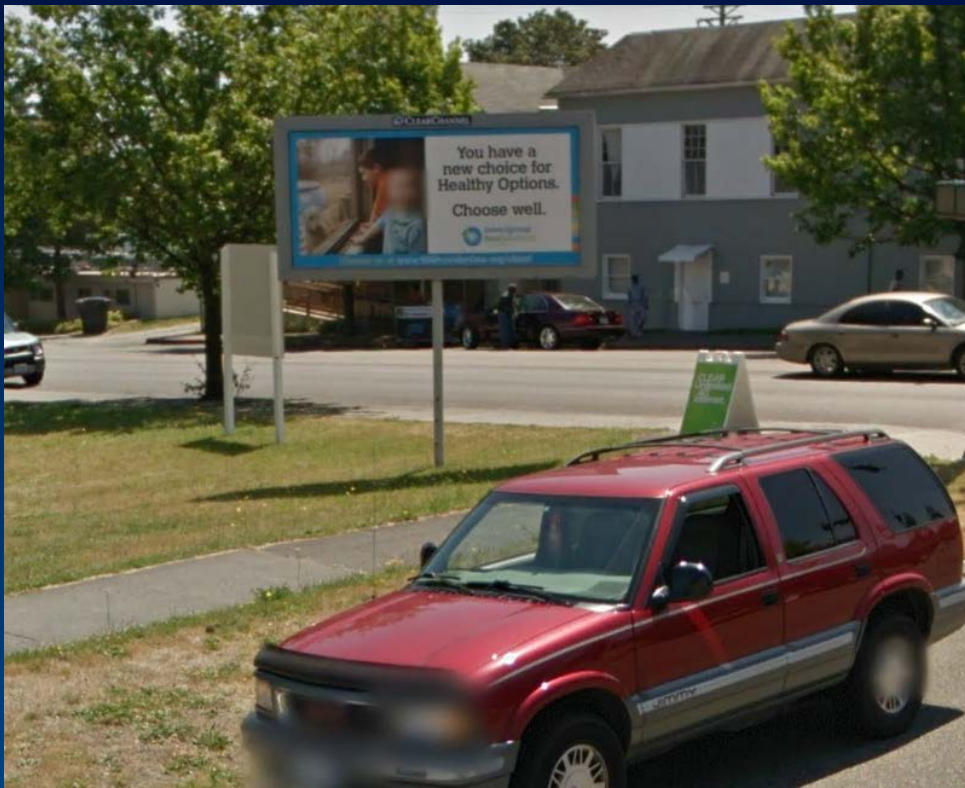


Pacific Ave just south of S 96th St

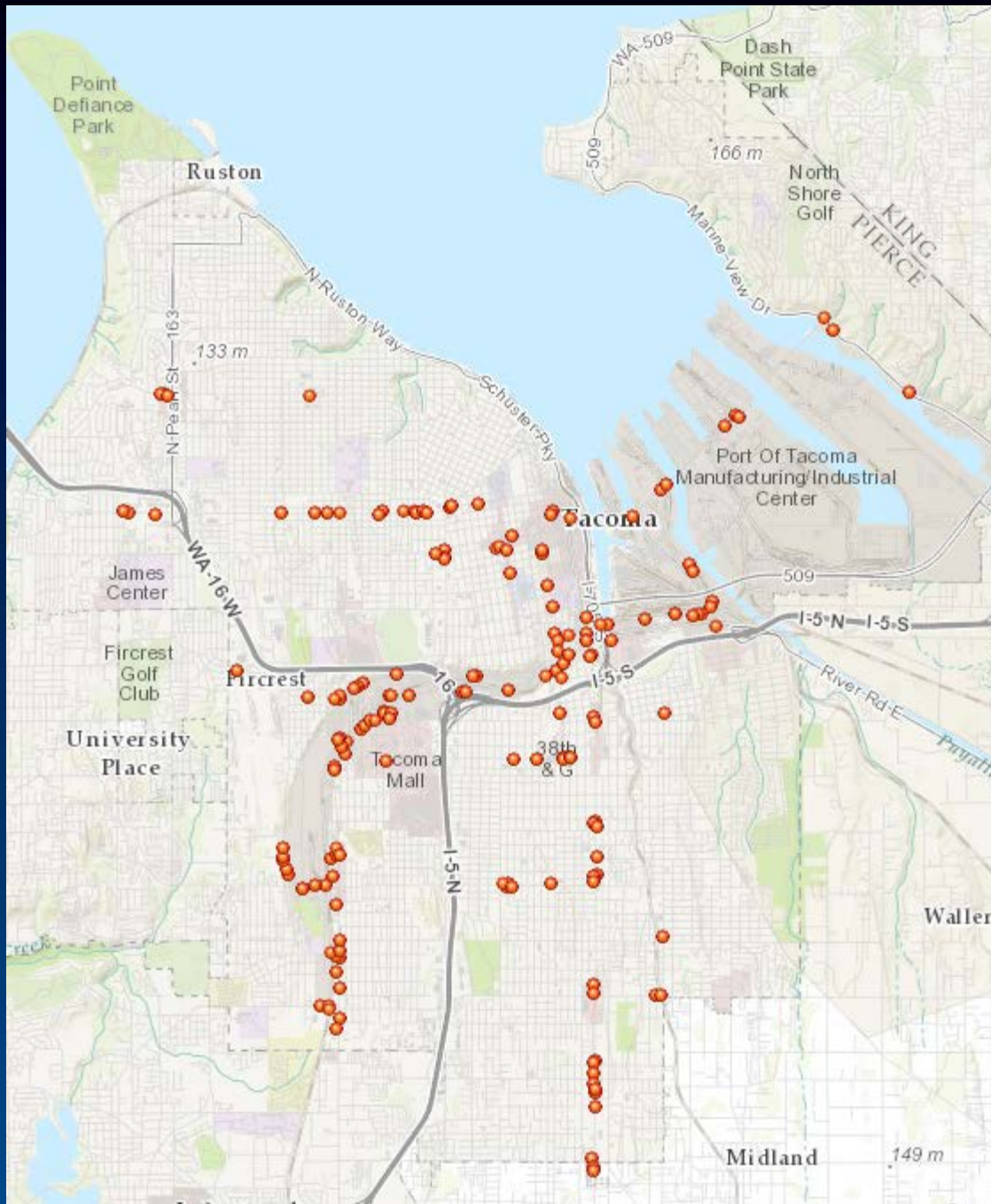
Also example of Off set and cantilevered

Billboard Examples

❖ Junior Poster - 72 sf



S 11th St and S
J St



Billboard Distribution

173
structures

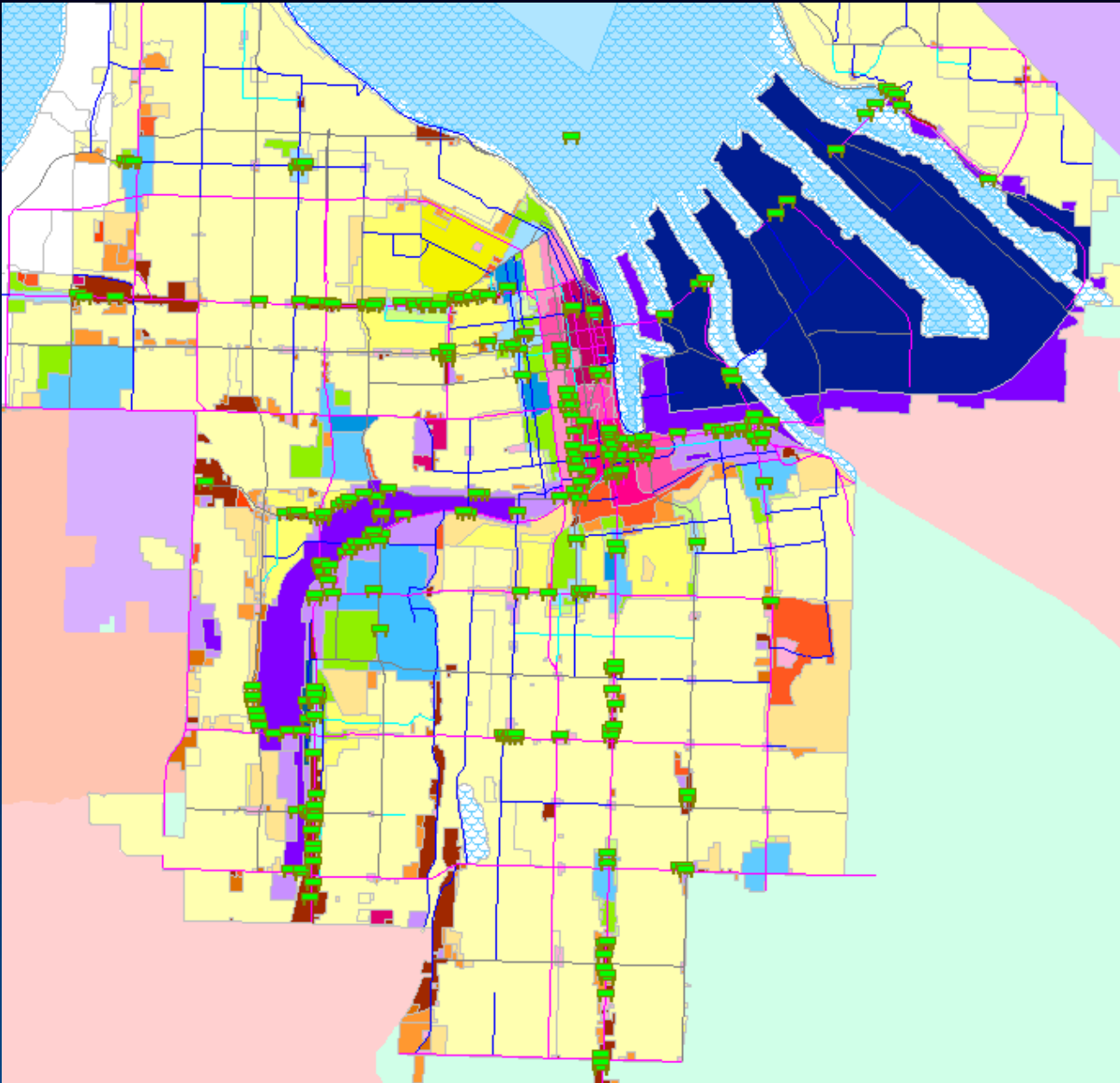
Billboard locations

- ❖ Located primarily in commercial and industrial land use areas
- ❖ All but 75 faces are on Principal Arterials
- ❖ Interactive map links and other background materials and documents will be posted on a Billboards Community Working Group website

[On line interactive map](#)

Zoning and Land Use

- ❖ Located primarily in commercial and industrial land use areas
- ❖ Currently permitted in C-2, M-1, M-2, PMI
- ❖ All but 75 faces are on Principal Arterials
- ❖ General Requirements
 - Design (2 faces, off-set /cantilever, location)
 - Maximum Height (35 ft, 45 in PMI)
 - Maximum size – 300 sf
 - Dispersal – min 500 ft
 - Buffering – 500 ft to residential, mixed use, and special use areas (ie: churches, parks)



2007 sign
locations

Principal
arterials in dark
pink

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