



CWVG Interests and Values

RESULTS OF HOMEWORK 1

OCTOBER 6, 2014

TACOMA COMMUNITY WORKING GROUP ON BILLBOARDS

Mission re-cap:

...develop at least 2 viable alternative regulatory approaches for billboards...


...different from current city code...in favor of an approach that better balances the interests of all the various stakeholders...

...develop alternatives that could, by balancing interests, potentially be a preferable alternative to current code.



City Manager & Councilmember comments at Mtg. 1:

- ▶ There will still be billboards.
- ▶ There will be fewer billboards.
- ▶ Proposals should mitigate negative impacts of billboards.
- ▶ Identify alternatives that reflect Tacoma's vision.



Homework Results: Wide
diversity of interests on CWG -
- and some strong consensus

Unanimous agreement that the following
statement is an important value/interest:

**Being able to enjoy views of the water and/or
mountains from my home**

Other consensus areas in Part 1:

- ▶ Establishing a regulatory framework for billboards that balances interests of all stakeholder groups (80%)
- ▶ Having a clear set of billboard regulations so that everyone understands the rules (80%)
- ▶ Promoting a positive business climate (60%)
- ▶ Reducing safety risks from billboards (60%)
- ▶ Helping the City avoid costly litigation (60%)
- ▶ Having attractive streetscapes (60%)
- ▶ Curtailing over regulation (60%)

No consensus / wide diversity of values held around:

- ▶ Ensuring local business access to billboards
- ▶ Providing free/low cost access to billboards for City, nonprofits
- ▶ Granting neighborhood control over local streetscapes
- ▶ Ensuring regulatory costs paid for by those being regulated

Part 2: Other Interests/Values

- ▶ Most frequently mentioned “topic area”:

Providing a pleasing City environment

Part 2-- Other topic areas:

- ▶ Protect private property rights
- ▶ Support a positive business climate/economic development (*relates to part 1 consensus item*)
- ▶ Balance diverse interests (*relates to part 1 consensus item*)
- ▶ Regulatory / policy consistency
- ▶ Solutions should keep advertising options available for businesses
- ▶ Protect freedom of speech
- ▶ Other
- ▶ Several data requests

- ▶ *None of these were mentioned by a **majority** of the group.*

Questions / Comments / Observations?

- ▶ Surprises?
- ▶ Expectations that were met?
- ▶ Questions for your fellow members?
- ▶ Suggestions?

Moving ahead:

- ▶ **Acknowledge and build from common ground.**
 - ▶ Building an attractive, vibrant city where people want to live and businesses can be successful.
 - ▶ Desire to balance different view points.
- ▶ **Acknowledge important differences in interests and values remain. Work to understand them.**
- ▶ **Recommend: CWG should aim to develop 3 alternative regulatory approaches -- each based on common ground.**
 - ▶ Multiple alternatives maximize chance that interests of each CWG members views can be represented in at least 1 alternative.

Combined list of strongly shared interests...

- ▶ Providing a pleasing city environment
- ▶ Being able to enjoy views of the water and/or mountains from my home
- ▶ Establishing a regulatory framework for billboards that balances interests of all stakeholder groups (80%)
- ▶ Having a clear set of billboard regulations so that everyone understands the rules (80%)
- ▶ Promoting a positive business climate (60%)
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Next Steps

- ▶ Consider adopting interest / vision statement
- ▶ Learning more about different perspectives on billboards—pro and con
- ▶ Identify range of tools / tactics deployed to address different interests
- ▶ Learn more about the history of regulating Billboards in Tacoma – framework
- ▶ Start mapping out the issues to included in alternatives