

ATTACHMENT C to CWG REPORT: RECOMMENDATIONS AND OPTIONS [lavender cells indicate items to be discussed at Meeting 10]

The CWG reached at least a recommendation level of agreement on many, but not all items discussed.

- **Option A** – Option A presents the items on which the CWG reached at least 60% agreement (recommendation level). Further details are in the body of the report.
 - On the issues of **buffers and dispersal**, there was no recommendation level support for a specific result. In these cases, Option A incorporates numbers that are an aggregation of those *voting at or below a threshold level (“X or less”)*. These “aggregated votes” are annotated “(AV).” The aggregated vote numbers indicate *the level at which 60% support was reached, with some members of those 60% supporting smaller buffers or dispersal limits*. Where only an “aggregated vote” threshold could be identified, alternatives are provided in Options B and C.
- **Where there is no recommendation at all**, the row is shaded yellow, and alternatives are provided in Options B and C.
- **Option B** -- Option B *generally* (but not always) is supported by Neighborhood Council, Scenic Tacoma and Historical Tacoma representatives and various other CWG members in some cases.
- **Option C** -- Option C *generally* (but not always) is supported by billboard owners and various other CWG members in support of greater easing of billboard regulations.
- Options B and C only identify alternatives on items where there was no recommendation at all, or only an aggregated vote.

	Item	Option A	Option B	Option C
	Overall Interests:			
1	<ul style="list-style-type: none"> • Consensus: 	<ul style="list-style-type: none"> • Providing a pleasing city environment • Being able to enjoy views of the water and/or mountains from my home (100%) • 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%) 		
2	<ul style="list-style-type: none"> • Recommendation: 	<ul style="list-style-type: none"> • 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%) • Ensuring regulatory costs paid for by those being regulated (60%) 		

Grey cells – options with less than 50% support.

	Item	Option A	Option B	Option C
3	<ul style="list-style-type: none"> General Guidance: 	Generally, zoning should be least restrictive in Industrial zones and become more restrictive as zones change, in the following order: Industrial – Commercial – Downtown/Mixed Use – Residential		
Overall Target/Goal for number, square footage of BB				
4	<ul style="list-style-type: none"> Support for a capped number of BB faces? If a cap, should it be below current levels? Or at current levels? Square footage? 			
Question 1: Where Should BB be Allowed? (which zones)				
5	“Billboards Allowed Zones” -- Consensus	C-2	Consensus—billboards allowed in this zone, <i>subject to other zoning requirements being acceptable.</i>	
		M-1	Consensus—billboards allowed in this zone, <i>subject to other zoning requirements being acceptable.</i>	
		M-2	Consensus—billboards allowed in this zone, <i>subject to other zoning requirements being acceptable.</i>	
		PMI	Consensus—billboards allowed in this zone, <i>subject to other zoning requirements being acceptable.</i>	
		PDB	Consensus—billboards allowed in this zone, <i>subject to other zoning requirements being acceptable.</i>	
		UCX	Consensus—billboards allowed in this zone, <i>subject to other zoning requirements being acceptable.</i>	
		CIX	Consensus—billboards allowed in this zone, <i>subject to other zoning requirements being acceptable.</i>	
6	“Billboards Allowed Zones”-- Recommendation Level Support	DCC	Recommendation level—billboards allowed in this zone, <i>subject to other zoning requirements being acceptable.</i>	
		DMU	Recommendation level—billboards allowed in this zone, <i>subject to other zoning requirements being acceptable.</i>	
		WR	Recommendation level—billboards allowed in this zone, <i>subject to other zoning requirements being acceptable.</i>	
		CCX	Recommendation level—billboards allowed in this zone, <i>subject to other zoning requirements being acceptable.</i>	
7	Wall signs?	OK if consistent with size & height limitations relevant to the particular zone and not covering windows and architectural features?		

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8	Priority to remove all BB in these zones-- “No Billboard Zones” & Districts	All “R” zones	Consensus	
		All Shoreline districts	Consensus	
		DR	Recommendation	
		RCX	Recommendation	
		VSD	Consensus	
		HIST	Consensus	
		CONS	Recommendation	
		NRX	Consensus	
		URX	Consensus	
		HMX	Consensus	
		Total billboard count today in these zones: 29		
9	No consensus/recommendation on these zones: <i>Allow BB or No?</i>	C-1		
		T		
		NCX		
Question 2: What Should Billboards Look Like? (Design, Buffers, Dispersal) Where votes are demarked with (“AV”) that indicates <i>the level at which 60% support was reached, with some members of those 60% supporting smaller buffers or dispersal limits.</i>			Note: Options shaded in grey offered under Question 2 had support from less than 50% of the CWG. <i>Support of individual CWG members differs between issues.</i>	
Design Code				
10	Faces must be back to back	This condition is important: keep in current code		
11	No rooftop construction	This condition is important: keep in current code		

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	Item	Option A	Option B	Option C
12	Must have facing to cover back bracing and framework	This condition is important: keep in current code		
13	Faces must be w/in 5 degrees of perpendicular with road	This condition is not very important: consider eliminating from code		
14	No offset or cantilevered construction of structure	This condition is not very important: consider eliminating from code		
15	May not project above adjacent building	This condition is not very important: consider eliminating from code		
16	Maximum 10 foot setback from street	This condition is not very important: consider eliminating from code		
17	Screen base of support from pedestrian view. Alteration of street trees requires prior city approval	This condition is not very important: consider eliminating from code		
18	2 billboard faces per structure, max	<i>No recommendation</i>	Keep requirements	Eliminate requirements
19	May not install a BB structure or onsite signage structure on a parcel/property where either such type of structure is already present	<i>No recommendation</i>	Keep requirements	Eliminate requirements

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	Item	Option A	Option B	Option C
	Buffers			
20	Between BB in Industrial Zones (M-1, M-2, PMI), and R-zones	100 ft. or less (AV) ¹	300 ft.	100 ft.
21	Between BB in Mixed Use Zones (CCX, UCX, CIX), Commercial Zones (C-2, PDB), and R-zones	250 ft. or less (AV)	300 ft.	100 ft.
22	Between BB in Downtown Zones (DCC, DMU, WR) and R-zones	300 ft. or less (AV)	300 ft.	100 ft.
23	Between BB in Industrial Zones (M-1, M-2, PMI) and other “No Billboard Zones”	250 ft. or less (AV)	300 ft.	100 ft.
24	Between Mixed Use Zones (CCX, UCX, CIX), Downtown Zones (DCC, DMU, WR) and “No Billboard Zones”	300 ft. or less (AV)	300 ft.	100 ft.
25	Between Commercial Zones (C-2, PDB), and “No Billboard Zones”	250 ft. or less (AV)	300 ft.	100 ft.
26	Between BB in Industrial Zones (M-1, M-2, PMI), Downtown Zones (DCC, DMU, WR) and “special uses” ²	250 ft. or less (AV)	300 ft.	0 ft.

¹ (AV) indicates recommendations where votes are aggregated—this is the level at which at least 60% support was reached, with some of the 60% voting for smaller buffers.

² Special Uses include those defined in current code: schools, churches, public open space, playgrounds, parks, historic and conservation districts, registered historic properties.

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	Item	Option A	Option B	Option C
27	Between BB Mixed Use Zones (CCX, UCX, CIX), Commercial Zones (C-2, PDB) and “special uses”	100 ft. or less (AV)	300 ft.	0 ft.
	Dispersal of BB			
28	In Industrial Zones (M-1, M-2, PMI)	200 ft. or less (AV) ³	200 ft.	100 ft.
29	In Mixed Use Zones (CCX, UCX)	300 ft. or less (AV)	400 ft.	100 ft.
30	In Mixed Use Zone CIX	200 ft. or less (AV)	300 ft.	100 ft.
31	In Commercial Zones (C-2, PDB)	--No recommendation--	400 ft.	100 ft.
32	In Downtown Zones (DCC, DMU, WR)	--No recommendation--	500 ft.	100 ft. or less
	Size of BB			
33	In Industrial Zones (M-1, M-2, PMI)	672 sq. ft. (Bulletin size)		
34	In Mixed Use Zones (CCX, UCX, CIX)	-- No recommendation--	300 sq. ft.	672 sq. ft.
35	In Commercial Zones (C-2, PDB)	-- No recommendation--	300 sq. ft.	672 sq. ft.
36	In Downtown Zones (DCC, DMU, WR)	--No recommendation--	300 sq. ft.	672 sq. ft.

³ (AV) indicates recommendations where votes are aggregated—this is the level at which at least 60% support was reached, with some of the 60% voting for smaller dispersal levels.

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	Item	Option A	Option B	Option C
	Lighting			
37	Digital Billboards	Continue prohibition on digital billboards		
38	If hours of illumination are restricted, does that provide some flexibility to reduce buffers?			
	Height			
39	Industrial Zones (M-1, M-2, PMI)	--No recommendation--	30 ft.	>35 ft.
40	In Mixed Use Zones (CCX, UCX, CIX)	--No recommendation--	30 ft.	>35 ft.
	Commercial Zones (C-2, PDB)	--No recommendation--	30 ft.	>35 ft.
	Downtown Zones (DCC, DMU, WR)	--No recommendation--	30 ft.	>35 ft.
	Question 3: How do we get there from here?			
	TBD			

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