

## Items that received either Consensus Level Support, Recommendation Level Support, or an Aggregated Vote of at least 60%.

Code items are interactive, in the sense that they are deployed in combination. Our deliberations took each issue up individually. Thus, while we may have consensus on placing billboards in certain zones, that agreement is *subject to other code conditions* – buffers, height, size, dispersal, etc. It is not correct to conclude that the CWG supports a “no holds barred” approach in “billboards allowed zones.” The CWG found it very difficult to reach agreement on those other code conditions. We do not have a recommendation on a specific buffer or dispersal requirement for any zone; instead, this table presents “aggregated votes” on those issues: agreement on “X or less”. For each aggregated vote (AV) it is important to understand that some of the 60% of members whose votes are aggregated in fact voted for smaller buffers or dispersal than the threshold number presented. On size or height limitations, we have only one recommendation out of eight votes taken. In sum, for any “billboards allowed” zone, we were in many cases unable to reach a recommendation level of agreement on the other specific terms necessary to craft code.

<b>Overall Interests:</b>		
<ul style="list-style-type: none"> <li>Consensus:</li> </ul>		<ul style="list-style-type: none"> <li><b>Providing a pleasing city environment</b></li> <li><b>Being able to enjoy views of the water and/or mountains from my home (100%)</b></li> <li><b>Establishing a regulatory framework for billboards that balances interests of all stakeholder groups (80%)</b></li> <li><b>Having a clear set of billboard regulations so that everyone understands the rules (80%)</b></li> </ul>
<ul style="list-style-type: none"> <li>Recommendation:</li> </ul>		<ul style="list-style-type: none"> <li>Promoting a positive business climate (60%)</li> <li>Reducing safety risks from billboards (60%)</li> <li>Helping the City avoid costly litigation (60%)</li> <li>Having attractive streetscapes (60%)</li> <li>Curtailing over regulation (60%)</li> <li>Ensuring regulatory costs paid for by those being regulated (60%)</li> </ul>
<b>Question 1: Where Should BB be Allowed? (which zones, districts)</b>		
<b>“Billboards Allowed Zones” -- Consensus</b>	<b>C-2</b>	<b>Consensus— billboards allowed in this zone, subject to other zoning requirements being acceptable.</b>
	<b>M-1</b>	“
	<b>M-2</b>	“
	<b>PMI</b>	“
	<b>PDB</b>	“
	<b>UCX</b>	“
	<b>CIX</b>	“
<b>“Billboards</b>	<b>DCC</b>	<b>Recommendation level— billboards allowed in this zone, subject</b>

<b>Allowed Zones</b> -- <i>Recommendation Level Support</i>		<b>to other zoning requirements being acceptable.</b>
	<b>DMU</b>	"
	<b>WR</b>	"
	<b>CCX</b>	"
<b>Total BB count today in all "Billboards Allowed" Zones: 202</b>		
Priority to <b>remove</b> all BB in these zones -- <b>"No Billboard Zones" &amp; Districts</b>	All "R" zones	Consensus
	All <b>Shoreline districts</b>	Consensus
	<b>DR</b>	Recommendation
	<b>RCX</b>	Recommendation
	<b>VSD</b>	Consensus
	<b>HIST</b>	Consensus
	<b>CONS</b>	Recommendation
	<b>NRX</b>	Consensus
	<b>URX</b>	Consensus
	<b>HMX</b>	Consensus
<b>Total billboard count today in these zones: 29</b>		
<b>Question 2: What Should Billboards Look Like? (Design, Buffers, Dispersal)</b>		
<b>Design Code</b>		
Faces must be back to back		This condition is important: keep in current code
No rooftop construction		This condition is important: keep in current code
Must have facing to cover back bracing and framework		This condition is important: keep in current code
Faces must be w/in 5 degrees of perpendicular with road		This condition is not very important: consider eliminating from code
No offset or cantilevered construction of structure		This condition is not very important: consider eliminating from code
May not project above adjacent building		This condition is not very important: consider eliminating from code
Maximum 10 foot setback from street		This condition is not very important: consider eliminating from code
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
2 billboard faces per structure, max		<i>No recommendation</i>
May not install a BB structure or onsite signage structure on a parcel/property where either such type of structure		<i>No recommendation</i>

is already present	
<b>Buffers</b>	
Between BB in <b>Industrial Zones</b> (M-1, M-2, PMI), and <b>R-zones</b>	100 ft. or less (AV) <sup>1</sup>
Between BB in <b>Mixed Use Zones</b> (CCX, UCX, CIX), <b>Commercial Zones</b> (C-2, PDB), and <b>R-zones</b>	250 ft. or less (AV)
Between BB in <b>Downtown Zones</b> (DCC, DMU, WR) and <b>R-zones</b>	300 ft. or less (AV)
Between BB in <b>Industrial Zones</b> (M-1, M-2, PMI) and other “ <b>No Billboard Zones</b> ”	250 ft. or less (AV)
Between <b>Mixed Use Zones</b> (CCX, UCX, CIX), <b>Downtown Zones</b> (DCC, DMU, WR) and “ <b>No Billboard Zones</b> ”	300 ft. or less (AV)
Between <b>Commercial Zones</b> (C-2, PDB), and “ <b>No Billboard Zones</b> ”	250 ft. or less (AV)
Between BB in <b>Industrial Zones</b> (M-1, M-2, PMI), <b>Downtown Zones</b> (DCC, DMU, WR) and “ <b>special uses</b> ” <sup>2</sup>	250 ft. or less (AV)
Between BB <b>Mixed Use Zones</b> (CCX, UCX, CIX), <b>Commercial Zones</b> (C-2, PDB) and “ <b>special uses</b> ”	100 ft. or less (AV)
<b>Dispersal of BB</b>	
In <b>Industrial Zones</b> (M-1, M-2, PMI)	200 ft. or less (AV) <sup>3</sup>
In <b>Mixed Use Zones</b> (CCX, UCX)	300 ft. or less (AV)
In <b>Mixed Use Zone CIX</b>	200 ft. or less (AV)
In <b>Commercial Zones</b> (C-2,	<i>–no recommendation–</i>

<sup>1</sup> (AV) indicates recommendations where votes are aggregated—at least 60% of the members voted for this threshold level of buffer, or voted for a smaller buffer.

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

<sup>3</sup> Aggregated votes: at least 60% of the members voted for this threshold level of dispersal or voted for a smaller dispersal requirement.

PDB)	
In <b>Downtown Zones</b> (DCC, DMU, WR)	--no recommendation--
<b>Size of BB</b>	
In <b>Industrial Zones</b> (M-1, M-2, PMI)	672 sq. ft. (Bulletin size)
In <b>Mixed Use Zones</b> (CCX, UCX, CIX)	-- no recommendation--
In <b>Commercial Zones</b> (C-2, PDB)	-- no recommendation--
In <b>Downtown Zones</b> (DCC, DMU, WR)	-- no recommendation--
<b>Lighting</b>	
Digital Billboards	Recommend continuing prohibition on digital billboards
<b>Height</b>	
In <b>Industrial Zones</b> (M-1, M-2, PMI)	--No recommendation--
In <b>Mixed Use Zones</b> (CCX, UCX, CIX), and	--No recommendation--
<b>Commercial Zones</b> (C-2, PDB)	--No recommendation--
<b>Downtown Zones</b> (DCC, DMU, WR)	--No recommendation--