

**Vote Tally from Meeting 8 Discussion on Question 2:
What Should Billboards Look Like (Design and Other Factors)**

Number of CWG members present and voting for this exercise: 15 (of 17) *unless otherwise noted*.
With 15 votes, **60% Recommendation level = 9 votes. 80% consensus level = 12 votes**

Buffers and Dispersal:

1. Unanimous support to substantially reduce all buffers but no consensus or recommendation on a specific level of buffer.
 - a. **R Zone Buffers:** For billboards in *industrial, mixed use and commercial zones where billboards are considered "allowable,"* 60% or more of the CWG members voting support buffers of **100 feet or less** from *residential (R) zones*. In *downtown zones*, the CWG was split between supporting buffers of **300 ft. or 250 ft. or less** from R-zones.
 - b. **"No Billboard Zone Buffers":** For BB in *Industrial zones*, 60 % or more of the CWG voted to support buffers of **100 ft. or less**; for Billboards in *other "billboards allowed" zones*, 60% or more supported buffers of **250 ft. or less**.
 - c. **Special Use Buffers:** 60% or more of the CWG members voting supported buffers of **100 feet or less** for *Special Uses* in all *"billboards allowed" zones*.

Comment [T1]: It says 250 feet in the table below.

Buffer distance from a billboard in zone below to adjacent zone (to right).	R zones	"No billboard Zones" *	Special Uses
Industrial (M-1, M-2, PMI)	100 ft. or less	100 ft. or less	100 ft. or less
Mixed Use (CCX, UXC, CIX)	100 ft. or less	250 ft. or less	100 ft. or less
Commercial Zones (C-2, PDB)	250 ft. or less	250 ft. or less	100 ft. or less
Downtown Zones (DCC, DMU, WR)	Group split between 300 ft. or 250 ft. or less	250 ft. or less	100 ft. or less

*All shoreline districts, DR, RCX, VSD, HIST, CONS, NRX, URX, HMX

Dispersal

2. The group unanimously agreed to reduce dispersal requirements in all zones, but there was no consensus on a specific dispersal number.

- a. In Industrial zones: 80% of the members supported dispersal at 200 ft. or less in Industrial Zones.
- b. In Mixed Use zones, 80% of the group supported dispersal requirements of 200 ft or less.
- c. In Commercial zones, 60% of the group supported dispersal requirements of 200 ft or less.
- d. Votes were widely dispersed with respect to dispersal in downtown zones. 60% of the CWG supported buffers of 300 ft. or less.

Comment [T2]: Dispersal in alternatives Option A is 100 feet in mixed use

Sign Size:

- 3. There is recommendation level support to **increase** the size of billboards in all **“billboards allowed” zones except for the downtown zones**, where the recommendation is to *retain current size* limits.
 - a. At least 60% of CWG members support bulletin (672 sq. ft.) size signs in **Industrial zones** and **Commercial Zones** C-2 and PDB.
 - b. About half the group supported bulletin size signs in **Mixed Use zones**, the rest preferred smaller signs.

Comment [T3]: Option A in the alternatives has 672 square feet on the mixed use

Lighting:

- 4. The group does not support allowing digital billboards in the City, although a few members are open to the concept (CCO reps did not vote on this issue).

Height:

- 5. At least 60% of the group members voting support increasing the height of billboards to at least 35 feet in all “billboards allowed” zones—this group is divided whether sign height should exceed 35 feet or be capped at 35 feet.
 - a. CWG members representing neighborhoods, Scenic Tacoma and Historic Tacoma (4-5 CWG members or about 33% of the CWG) generally favored current code height limits of 30 ft. in all areas excepting PMI (45 feet in current code).

	Dispersal (distance between BB)	Size	Height
Industrial (M-1, M-2, PMI)	200 ft. or less*	672 sq. ft.	At least 35 ft.
Mixed Use (CCX, UXC)	100 ft. or less	Group is split*	At least 35 ft.
Mixed Use CIX	200 ft. or less		At least 35 ft.
Commercial Zones (C-2, PDB)	200 ft. or less	672 sq. ft.	At least 35 ft.
Downtown Zones (DCC, DMU, WR)	300 ft. or less	300 sq. ft.	At least 35 ft.

Comment [T4]: Says 200 feet above

*proposed for reconsideration on 1/26.

*denotes adjustment for vote double-count errors: in this document, the vote count on asterisked items has been reduced by one (1) vote from the count recorded at Meeting 8.

INDUSTRIAL ZONES: M-1, M-2, PMI¹

BUFFERS			
Minimum size of a buffer that CWG members would support between billboards in Industrial Zones and other zones/uses. (Numbers indicate # of CWG Members voting on a minimum acceptable size)			
Size of proposed buffer	R-Zone Buffers	Other "No Billboard" Zone buffers ²	Special Use Buffers ³
500 feet	0	0	0
300 feet	5*	5*	5
250 feet	0	1	1
100 feet	6	3	3
50 feet	4	2	2
0 feet	0	4	4
<i>Total votes</i>	<i>15</i>	<i>15</i>	<i>15</i>
Results:			
<ul style="list-style-type: none"> • Consensus to reduce buffers substantially (at least 40% reduction). • No consensus as to a specific buffer level. • 60% of the group (recommendation level) support buffers at 100 feet or less. • Stronger support within this group for smaller buffers in between industrial zone billboards and other "no billboard" zones and special uses as compared to R-zone buffers. 			

DISPERSAL		
Feet of dispersal required between BB	CWG Votes	Results:
500	0	<ul style="list-style-type: none"> • Consensus to reduce dispersal requirements substantially in Industrial zones. • No consensus as to a specific dispersal level. • 80% of the group supports dispersal level of 200 feet or less.
400	0	
300	1	
200	6*	
100	6	
50	1	
0	1	
<i>Total votes</i>	<i>15</i>	
Additional votes on Dispersal:		
<ul style="list-style-type: none"> • Would you support smaller dispersal requirement if there was also a requirement that no BB be located w/in 300 ft. of an intersection? <i>Consensus: no.</i> 		

¹ The CWG has consensus support to allow billboards in these zones.

² Other "No Billboard Zones" include DR, RCX, NRX, URX, HMX, Shoreline Zones; and VSD, HIST and CONS overlay zones. There was no consensus on whether NRX, C-1 and T should be "no Billboard zones" or allow billboards.

³ Special Uses include those defined in current code: schools, churches, public open space, playgrounds, parks, historic and conservation districts, registered historic properties.

SIZE		
Maximum size of BB that should be allowed in Industrial zones	CWG Votes	Results: <ul style="list-style-type: none"> • Recommendation to allow bulletin size signs in Industrial Zones • Consensus that larger billboards are acceptable along SR 509
300 sq. ft. (current code)	4*	
378 sq. ft. ("Premier Size")	0	
672 sq. ft. ("Bulletin Size")	11	
<i>Total votes</i>	<i>15</i>	
Additional votes: <ul style="list-style-type: none"> • Would you support larger billboards along SR-509? <i>Consensus: yes.</i> 		

LIGHTING		
Should Lighting Requirements be modified in Industrial Zones?		
<i>Proposal offered by CWG member (not CCO): Allow regulated digital billboards in Industrial Zones, so long as the display doesn't flash or spin and brightness is controlled to something less than that allowed for static billboards.</i>		
Since Clear Channel has agreed not to place digital BB on the table, their reps did not vote on this issue. (leaving 13 CWG members voting)		
	CWG Votes	Results: <ul style="list-style-type: none"> • Recommend not allowing digital billboards in Industrial Zones
Support proposal:	4	
Do not support proposal:	9	
<i>Total votes</i>	<i>13</i>	

HEIGHT		
Maximum BB Height supported in Industrial Zones	CWG Votes	Results: <ul style="list-style-type: none"> • Recommendation level support for larger billboards in Industrial Zones. • No recommendation on whether to stay at 35 ft. or go higher than that in M-1, M-2.
30 feet	4	
35 feet	6	
>35 feet	5	
<i>Total votes</i>	<i>15</i>	
Note: Current code: M-1, M-2: 30 ft.; PMI – 45 ft.		

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MIXED USE ZONES: CCX, UCX, CIX⁴

BUFFERS			
Minimum size of a buffer that CWG members would support between billboards in these 3 Mixed Use Zones and other zones/uses. (Numbers indicate # of CWG Members voting on a minimum size at each level)			
Size of proposed buffer	R-Zone Buffers	Other "No Billboard" Zone buffers ⁵	Special Use Buffers ⁶
500 feet	0	0	0
300 feet	5*	6*	4*
250 feet	1	1	1
100 feet	6	5	3
50 feet	3	3	3
0 feet	0	0	4
<i>Total votes</i>	<i>15</i>	<i>15</i>	<i>15</i>
Results:			
<ul style="list-style-type: none"> • Consensus to reduce buffers at least somewhat. • No consensus as to a specific buffer level. • 60% of the group support buffers at 100 feet or less b/t Mixed Use and R-zones and Special Use Buffers. • 60% supported 250 ft. buffers between Mixed Use Zones and other "No Billboard Zones." 			

Comment [T5]: This vote does not make sense. Why would people vote 100 feet between R zones and 250 feet between No Billboard" Zone buffers

DISPERSAL			
Feet of dispersal required between BB in these Mixed Use Zones	UCX, CCX	CIX	Results:
500 feet	0	0	<ul style="list-style-type: none"> • Consensus to reduce dispersal requirements somewhat (20% minimum reduction) in these zones. • No consensus as to a specific dispersal level. • Group overall prefers larger dispersal requirements in UCX, CCX as compared to CIX. • 80% of the group supports dispersal level of 200 feet or less in CIX zone.
400 feet	4	0	
300 feet	2	3	
200 feet	0	5*	
100 feet	8	6	
50 feet	0	0	
0	1	1	
<i>Total votes</i>	<i>15</i>	<i>15</i>	
Additional votes on Dispersal:			
<ul style="list-style-type: none"> • Would you support smaller dispersal if there was also a requirement that no billboard be located w/in 300 ft. of an intersection? <i>Consensus: no.</i> 			

Comment [T6]: Option A has 100 foot dispersal.

⁴ The CWG has consensus support to allow billboards in these three mixed use zones.

⁵ Other "No Billboard Zones" include DR, RCX, NRX, URX, HMX, Shoreline Zones; and VSD, HIST and CONS overlay zones. There was no consensus on whether NRX, C-1 and T should be "no Billboard zones".

⁶ Special Uses include those defined in current code: schools, churches, public open space, playgrounds, parks, historic and conservation districts, registered historic properties.

SIZE		
Maximum size of BB that should be allowed in these Mixed Use Zones	CWG Votes	Results: <ul style="list-style-type: none"> • Recommendation level support for larger billboards in these 3 zones • No recommendation or consensus on a specific size.
300 sq. ft. (current code)	5*	
378 sq. ft. ("Premier Size")	2	
672 sq. ft. ("Bulletin Size")	8	
<i>Total votes</i>	<i>15</i>	

LIGHTING		
Should Lighting Requirements be modified in these Mixed Use Zones?		
<p><i>Proposal offered by CWG member (not CCO): Allow regulated digital billboards in these Mixed Use Zones, so long as the display doesn't flash or spin and brightness is controlled to something less than that allowed for static billboards.</i></p> <p>Since Clear Channel has agreed not to place digital BB on the table, their reps did not vote on this issue. (leaving 13 CWG members voting)</p>		
	CWG Votes	Results: <ul style="list-style-type: none"> • Recommend not allowing digital billboards in these Zones
Support proposal:	4	
Do not support proposal:	9	
<i>Total votes</i>	<i>13</i>	

HEIGHT		
Maximum BB Height supported in Industrial Zones	CWG Votes	Results: <ul style="list-style-type: none"> • Recommendation level support to allow taller billboards in these mixed use zones than allowed by current code. • No recommendation on specific height increase preferred.
30 feet (current code)	5	
35 feet	5	
>35 feet	5	
<i>Total votes</i>	<i>15</i>	

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COMMERCIAL ZONES: C-2, PDB⁷

BUFFERS			
Minimum size of a buffer that CWG members would support between BB in these Commercial Zones and other zones/uses. (Numbers indicate # of CWG Members voting on a minimum size at each level)			
Size of proposed buffer	R-Zone Buffers	Other “No Billboard” Zone buffers ⁸	Special Use Buffers ⁹
500 feet	0	0	0
300 feet	5*	5*	4*
250 feet	2	2	1
100 feet	3	3	4
50 feet	5	5	1
0 feet	0	0	5
<i>Total votes</i>	<i>15</i>	<i>15</i>	<i>15</i>
Results:			
<ul style="list-style-type: none"> • Consensus to reduce buffers substantially (at least 40%). • No consensus as to a specific buffer level. • Over 60% of the group support buffers of 250 feet or less for R-Zones and Other Zones; Over 60% of the group support buffers at 100 feet or less for special uses. 			

DISPERSAL		
Feet of dispersal required between BB	CWG Votes	Results:
500	0	<ul style="list-style-type: none"> • Consensus to reduce dispersal requirements at least somewhat (20% minimum reduction) in Commercial Zones C-2 and PDB. • No consensus as to a specific dispersal level. • 60% of the group supports dispersal level of 200 feet or less.
400	5*	
300	1	
200	1	
100	7	
50	0	
0	1	
<i>Total votes</i>	<i>15</i>	
Additional votes on Dispersal:		
<ul style="list-style-type: none"> • Would you support smaller dispersal if there was also a requirement that no billboards be located w/in 300 ft. of an intersection? <i>Consensus: no.</i> 		

⁷ The CWG has consensus support to all BB in these zones.

⁸ Other “No Billboard Zones” include DR, RCX, NRX, URX, HMX, Shoreline Zones; and VSD, HIST and CONS overlay zones. There was no consensus on whether NRX, C-1 and T should be “no Billboard zones”.

⁹ 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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SIZE		
Maximum size of BB that should be allowed in these Commercial zones	CWG Votes	Results: <ul style="list-style-type: none"> • Recommendation to allow bulletin size in C-2 and PDB Zones
300 sq. ft. (current code)	5*	
378 sq. ft. ("Premier Size")	1	
672 sq. ft. ("Bulletin Size")	9	
<i>Total votes</i>	<i>15</i>	

LIGHTING		
Should Lighting Requirements be modified in Commercial Zones C-2, PDB?		
<i>Proposal offered by CWG member (not CCO): Allow regulated digital billboards in these zones, so long as the display doesn't flash or spin and brightness is controlled to something less than that allowed for static billboards.</i>		
Since Clear Channel has agreed not to place digital BB on the table, their reps did not vote on this issue. (leaving 13 CWG members voting)		
	CWG Votes	Results: <ul style="list-style-type: none"> • Recommend not allowing digital billboards in these Commercial Zones
Support proposal:	4	
Do not support proposal:	9	
<i>Total votes</i>	<i>13</i>	

HEIGHT		
Maximum BB Height supported in C-2, PDB	CWG Votes	Results: <ul style="list-style-type: none"> • Recommendation to allow larger billboard height in C-2, PDB zones. • No recommendation on specific height increase preferred.
30 feet	5	
35 feet	4	
>35 feet	6	
<i>Total votes</i>	<i>15</i>	

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DOWNTOWN ZONES: DCC, DMU, WR¹⁰

BUFFERS			
Minimum size of a buffer that CWG members would support between BB in these Downtown Zones and other zones/uses. (Numbers indicate # of CWG Members voting on a minimum size at each level)			
Size of proposed buffer	R-Zone Buffers	Other "No Billboard" Zone buffers ¹¹	Special Use Buffers ¹²
500 feet	0	0	0
300 feet	7	6	5
250 feet	1	2	1
100 feet	4	4	3
50 feet	3	3	1
0 feet	0	0	5
<i>Total votes</i>	<i>15</i>	<i>15</i>	<i>15</i>
Results:			
<ul style="list-style-type: none"> • Consensus to reduce buffers substantially (at least 40% reduction). • No consensus as to a specific buffer level. • 60% supports buffers of 250 ft. or less for other "No billboard zones" • 60% of the group support buffers at 100 feet or less for special uses. • Stronger support within this group for larger buffers in between these downtown zones and "R" zones, as compared to "no billboard" zones or special uses. 			

DISPERSAL		
Feet of dispersal required between BB	CWG Votes	Results:
500	5	<ul style="list-style-type: none"> • Re commendation level support for some reduction in the dispersal requirements below 500 ft., but no further level of agreement that rises to the level of a recommendation.
400	1	
300	1	
200	1	
100	3	
50	3	
0	1	
<i>Total votes</i>	<i>15</i>	
Additional votes on Dispersal:		
<ul style="list-style-type: none"> • Would you support smaller dispersal if there was also a requirement that no BB be located w/in 300 ft. of an intersection? <i>Consensus: no.</i> 		

¹⁰ The CWG has consensus support to all BB in these zones.

¹¹ Other "No Billboard Zones" include DR, RCX, NRX, URX, HMX, Shoreline Zones; and VSD, HIST and CONS overlay zones. There was no consensus on whether NRX, C-1 and T should be "no Billboard zones".

¹² Special Uses include those defined in current code: schools, churches, public open space, playgrounds, parks, historic and conservation districts, registered historic properties.

SIZE		
Maximum size of BB that should be allowed in these Downtown Zones	CWG Votes	Results: <ul style="list-style-type: none"> • Recommendation to cap size of billboards allowed in downtown at current level.
300 sq. ft. (current code)	9	
378 sq. ft. ("Premier Size")	3	
672 sq. ft. ("Bulletin Size")	3	
Total votes	15	

LIGHTING		
Should Lighting Requirements be modified in Industrial Zones?		
<i>Proposal offered by CWG member (not CCO): Allow regulated digital billboards in these Downtown Zones, so long as the display doesn't flash or spin and brightness is controlled to something less than that allowed for static billboards.</i>		
Since Clear Channel has agreed not to place digital BB on the table, their reps did not vote on this issue. (leaving 13 CWG members voting)		
	CWG Votes	Results: <ul style="list-style-type: none"> • Recommend not allowing digital billboards in these Downtown Zones
Support proposal:	3	
Do not support proposal:	10	
Total votes	13	

HEIGHT		
Maximum BB Height supported in these Downtown Zones	CWG Votes	Results: <ul style="list-style-type: none"> • Recommendation to allow taller billboard height in these Downtown Zones. • No recommendation as to specific height.
30 feet (current code)	6	
35 feet	4	
>35 feet	5	
Total votes	15	

ADDITIONAL VOTES: Wall Signs		
A proposal was offered to allow Wall Signs in these downtown zones, subject to restriction that they not cover windows or architectural features.		
	CWG Votes	Results: <ul style="list-style-type: none"> • Consensus to allow wall signs in these Downtown Zones, w/o limitation of 300 sq. ft.
Yes, allow wall signs in downtown	12	
Yes, but only if they do not exceed 300 sq. ft.	1	
Yes, but only if they do not exceed 300 sq. ft. and are part of an exchange program—some other BB would be removed in the same zone before a wall sign could be installed.	2	

Comment [T7]: I thought we revoted on this. I am pretty sure I only voted to allow wall signs that were limited to 300 square feet.

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