



Where should billboards be allowed?

RESULTS OF HOMEWORK 2

NOVEMBER 17, 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.



Recall the first Homework Results:

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

List of strongly shared interests...

- ▶ 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%)
- ▶ 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%)

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 and find ways to bridge differences.**
- ▶ **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.

Three questions to answer:

1. Where should billboards be allowed?
2. What should they look like?
3. How do we get there from here?

Today, we're focused on Question 1.

Results of Homework 2

- ▶ Still a strong diversity of interests registered.
- ▶ A lot of thoughtful ideas that are a basis for solutions.
- ▶ Critical mass of shared ideas?

Areas of potential agreement to test today:

- ▶ **Don't allow in:**

- ▶ Residential areas
- ▶ Shoreline districts
- ▶ View sensitive overlay district
- ▶ Historic district
- ▶ Conservation district

- ▶ **Allow in:**

- ▶ Industrial Zones: PMI, M1 and M-2
- ▶ Most Commercial Zones: C-1, C-2 and PDB
- ▶ Limited Mixed Use Zones: CIX, CCX, UCX
- ▶ Warehouse Residential District (WR)

Other ideas not specific to a zoning district (not consensus)

- ▶ **Don't Allow:**


- ▶ Billboard illumination into residential areas
- ▶ Any view blocking
- ▶ Any BB visible from a house, neighborhood
- ▶ On scenic routes

- ▶ **Do Allow:**

- ▶ Billboards on major thoroughfares
- ▶ Billboards near the Mall

Questions?





Feedback on other regulatory factors was extensive and diverse....no majority items

▶ **Most often mentioned:**

- ▶ Billboard design
- ▶ No digital
- ▶ Billboard height
- ▶ Billboard size

We will work through the 3 questions in the next 3 meetings

- ▶ The process will be “iterative.”
- ▶ **Design/Size/Height/Dispersion/etc. criteria** in current code **make all but 1 billboard nonconforming**—even though Billboards are allowed in 4 zoning districts.

Today's Exercise:

- ▶ **45 minutes**
- ▶ Pick a facilitator from among the group
- ▶ Staff will "scribe"
- ▶ Work through the Handout, use the Map, keep notes, refer to this PPT
- ▶ Take the easiest questions first
- ▶ Question 1: Residential areas (5 min.)
- ▶ Question 2: Prelim Cons/Rec areas (15-20 min.)
- ▶ Questions 3, 4: Other areas, issues (20-25 min.)
- ▶ **Report out & discussion: 5-8 min./group**