

CWG RECOMMENDATIONS TO DATE - Through January 5

Question 1: Where Should BB be allowed (zones)

1. **Priority Areas to Remove Billboards and ensure no new BB are installed in these areas:**

First Tier: (24 BB in these areas) *Strongest Consensus from Discussion.*

Zone	Current BB Count	Notes
• All "R" Residential Districts	3	2 in R-2; 1 in R-4
• All Shoreline districts	6	
• DR¹ (Downtown Residential)	10	<i>Note: This is a High priority area for CCO to locate new BB</i>
• RCX (Residential mixed use)	1	
Total	24	

Second Tier: (5 BB in these areas) *(Additional consensus agreement, not called out in Meeting 7)*

- VSD (0) View Sensitive Overlay District
- HIST (0) Historical Special Review Overlay District
- CONS (5 BB) Conservation Overlay District
- NRX (0) Neighborhood Residential Mixed Use District
- URX (0) Urban Residential Mixed Use District
- HMX (0) Hospital Medical Mixed Use District

2. **Priority Areas to Allow BB—at least the existing number of BB, possibly add more subject to other recommendations.**

First Tier: zones where BB are currently allowed, plus "PDB, UCX, CIX". CWG consensus (80%+) to allow BB in these zones (this is not unconditional—other code elements important):

Zone	Current BB Count	Zone name
• C-2	107	General Community Commercial District
• M-1	45	Light Industrial District
• M-2	29	Heavy Industrial District
• PMI	8	Port Maritime and Industrial District
• PDB	0	Planned Development Business District
• UCX consensus	2	Urban Center Mixed Use District
• CIX consensus	11	Commercial Industrial Mixed Use District
Total	202	

¹ Blue highlighted zones are those that CCO identified as some of their high priorities to locate BB.

Second Tier: additional zones that received support as an acceptable zone for BB from at least 60% *but less than consensus* from both groups.

Zone	Current BB Count	Zone Name / Notes
• DCC -- (<i>recommendation/consensus</i>)	5	Downtown Commercial Core <i>Priority for CCO</i>
• DMU – (<i>recommendation/consensus</i>)	5	Downtown Mixed Use District
• WR -- (<i>recommendation level</i>)	18	Warehouse Residential <i>priority for CCO</i>
• CCX (<i>recommendation/consensus</i>)	12	Commercial Mixed Use District
Total	40	

All but 2 of the BB in zones where there is a CWG recommendation and/or consensus to allow BB are currently nonconforming, most for multiple reasons.

3. **Areas of No Consensus:** Group was **split**—no consensus between groups or w/in group --on whether BB should be allowed or prohibited in:

Zone	Current BB Count	Zone Name / Notes
• C-1	4	General Neighborhood Commercial
• T	10	Transitional District
• NCX	35	Neighborhood Commercial Mixed-Use <i>Priority for CCO</i>
Total	49	

Question 2: What Should BB Look Like (Design and other Factors)

4. Design Factors

Consensus that code should retain these requirements:

Faces must be back to back.
No rooftop construction
Must have facing to cover back bracing and framework

Consensus that it is not important to retain these requirements:

Faces must be w/in 5 degrees of perpendicular with road.
No offset or cantilevered construction of structure
May not project above adjacent building
<i>Consensus:</i>
Maximum 10 foot setback from street
May not install a BB structure or onsite signage structure on a parcel/property where either such type of structure is already present.
Screen base of support from pedestrian view. Alteration of street trees requires prior city approval

CWG Split on whether this is important to retain in code:

2 billboard faces per structure, max

5. CWG supported the alternate concept that:

Billboards in DCC, C-1, DMU, WR are wall signs (not freestanding) that do not block windows or historic architecture features

6. Buffers (*discussion still underway*)

Initial discussion in both groups was that reduction in buffers would be appropriate in some or even all zones—but other considerations inter-act with this issue and need to be considered.

Starting Point Re-cap: Priority interests & values of the CWG

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Highest Level of Support – Consensus (80%+ support)</p>	<p>Providing a pleasing city environment</p> <p>Being able to enjoy views of the water and/or mountains from my home (100%) -- <i>Protecting residential zones from visual impacts of BBs</i></p> <p>Establishing a regulatory framework for billboards that balances interests of all stakeholder groups (80%)</p> <p>Having a clear set of billboard regulations so that everyone understands the rules (80%)</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Recommended Level of Support (>60%)</p>	<p>Promoting a positive business climate (60%)</p> <p>Reducing safety risks from billboards (60%)</p> <p>Helping the City avoid costly litigation (60%)</p> <p>Having attractive streetscapes (60%)</p> <p>Curtailing over regulation (60%)</p> <p>Ensuring regulatory costs paid for by those being regulated (60%)</p>