



CITY COUNCIL PUBLIC HEARING

November 14, 2017

SUBJECT

Proposed amendment to land use regulations concerning the regulation of billboards. The City of Tacoma is exploring alternatives to its existing billboard regulations, to be adopted concurrent with Council action on a proposed settlement agreement from Lamar. The goal is to have an overall reduction of billboards. The proposal is a continuation and modification of the 2015 work done by Planning and Development Services Staff and the Planning Commission's Community Working Group.

SUMMARY – CODE AMENDMENT

The proposal would amend the Tacoma Municipal Code sign code section specific to billboards to:

- Create an exchange program whereby installation of a conforming billboard would require demolition of a billboard or billboards comprising the same or greater amount of sign area
- Create an incentive to replace side-by-side billboards with one larger face
- Provide for a cap-and-replace in certain zones (NCX, DR, WR, T) where installation of a billboard in that zone requires removal of an equal sized or larger billboard in the same zone
- Open the following new zones to billboards: DCC, DMU, WR, PDB, UCX, CCX, CIX, and NCX. In some zones freestanding billboards are replacement only; new wall billboards are allowed in all zones.
- Remove amortization provisions
- Reduce buffer distance from no-billboard zones and sensitive uses (such as schools, parks, historic properties) depending on location of billboard
- Increase the height limit for freestanding billboards to 32 feet everywhere, with higher billboards allowed if the billboard is sufficiently removed from buffered uses
- Reduce a number of existing design and development standards, but retains the prohibition on freestanding billboards that extend over buildings and have more than one face per side
- Require efficient lighting and illumination to be turned off between midnight and 5 am

HISTORIC/BACKGROUND INFORMATION

Please visit the Planning Services Division's website at www.cityoftacoma.org/planning and click on "Recent and Completed Projects". A link to billboard regulations is included on that page.

CONTACT

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