



RESOLUTION NO. 39145

1 A RESOLUTION relating to planning and development, acknowledging receipt of
2 the Final Report of the Tacoma Billboards Community Working Group,
3 expressing appreciation for their excellent work to develop regulatory
4 alternatives for billboards; and directing City staff to use this work as a
5 foundation from which to continue to work with billboard owners, other
6 community stakeholders, and the Planning Commission for development of
7 recommendations to the City Council.

8 WHEREAS billboard regulation in Tacoma has historically been a
9 controversial issue, and

10 WHEREAS the City has, in response to public concerns, adopted
11 increasingly strict billboard regulations in recent decades, and

12 WHEREAS under the current City Code, all but 3 of the 311 existing
13 billboard faces no longer conform to Code, and

14 WHEREAS, in 2012, the City and Clear Channel Outdoor entered into an
15 agreement to forego litigation and to “meet and confer” to determine if a permanent
16 solution to billboards could be reached, and

17 WHEREAS, to meet the terms of this agreement and satisfy the City’s
18 desire for stakeholder input, the Tacoma Billboards Community Working Group
19 (“CWG”) was convened in September 2014 and was tasked with exploring
20 alternative options for billboard regulation in Tacoma, and

21 WHEREAS this 17 member group represented community stakeholders
22 with diverse viewpoints in regard to regulatory alternatives for billboards, and

23 WHEREAS the CWG met 11 times from September through February and
24 presented their final report to the City Council on Tuesday, March 3, 2015, and

25 WHEREAS the CWG focused on three basic questions: (1) in what zones of
26 the City should billboards potentially be allowed; (2) what should billboards look



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like in terms of design requirements, size, height, buffers and dispersal; and
(3) what transition mechanisms are likely to be most successful, and

WHEREAS the CWG report presents three options for consideration and outlines a range of potential outcomes that substantially narrow the issues impacting billboard regulation and creates a foundation on which the City and Clear Channel can continue discussions, and

WHEREAS staff recommends the City Council accept the Tacoma Billboards Community Working Group Report and recommendations and direct the City Manager to work with staff, billboard owners, the community and the Planning Commission to refine the regulatory concepts of the CWG, develop proposals for transition mechanisms, and finalize recommended amendments to the billboard regulations which achieve the goal of reducing the number of billboards in the City by removing them from areas not desirable and consolidating them in more acceptable areas; Now, Therefore,

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF TACOMA:

Section 1. That City Council hereby acknowledges receipt of the Final Report of the Tacoma Billboards Community Working Group and directs the City Manager to use this work as a foundation from which to continue to work with



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billboard owners, other community stakeholders, and the Planning Commission to develop recommendations to the City Council for billboard regulation.

Adopted _____

Mayor

Attest:

City Clerk

Approved as to form:

City Attorney