

# BILLBOARDS

SIGN CODE AMENDMENTS PROPOSED BY  
LAMAR ADVERTISING

Planning and Development Services  
Office of the City Attorney

City Council Public Hearing  
November 14, 2017

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## PROPOSED CODE AMENDMENTS

- **Exchange Program:**

The ordinance would establish an Exchange Program which would prohibit installation of a new billboard or sign face without a corresponding reduction in billboard face square footage.

- **Amortization:**

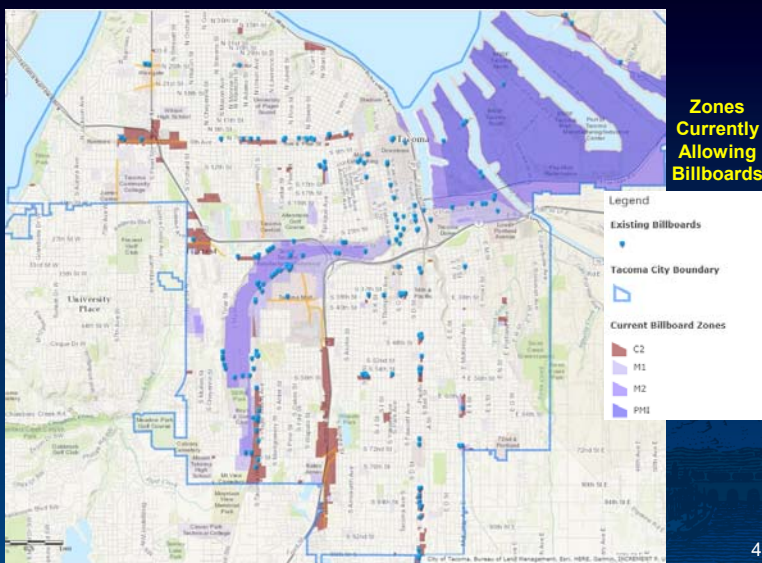
Provisions requiring removal of nonconforming billboards would be removed. Other nonconforming sign code requirements would remain (e.g., limitations upon substantial alterations to billboards).

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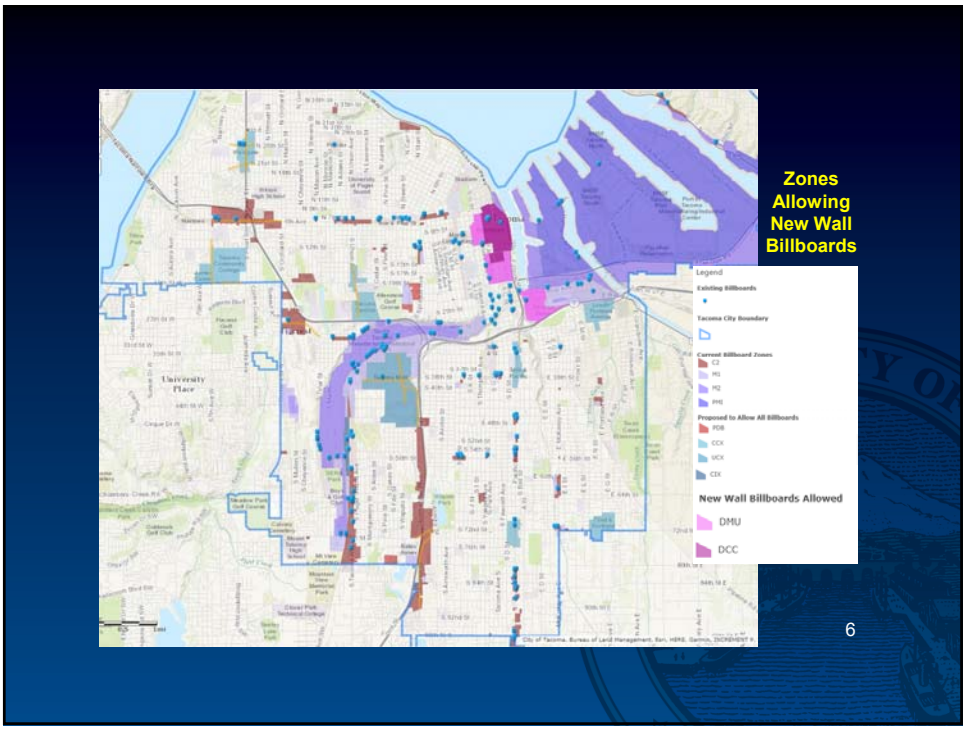
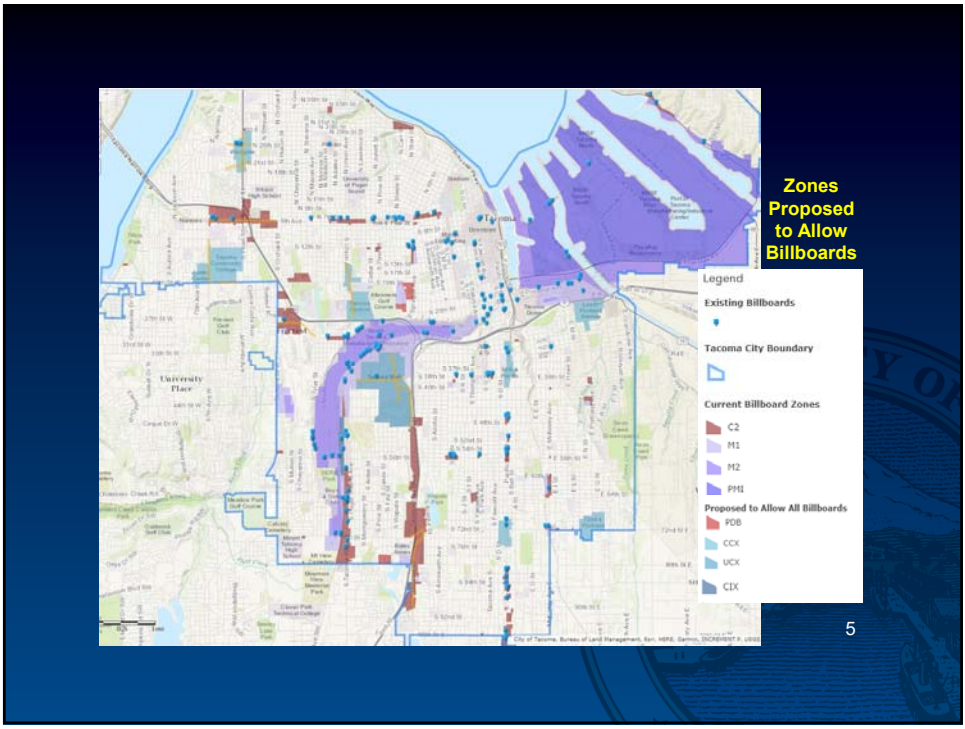
## PROPOSED CODE AMENDMENTS

- **New Billboard Zones:** All billboards would be allowed in PDB, UCX, CCX, and CIX zones
- **New Wall Billboards:** Wall Billboards would be allowed in DCC and DMU – freestanding billboards would be replacement only

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## PROPOSED CODE AMENDMENTS

Comparison of allowed zones					
	Existing Code (Aug. 2011)	Community Working Group (Feb. 2015)	Planning Commission (Oct. 2015)	Previous Alternative (Nov. 2015)	Lamar Proposal (Dec. 2016)
<b>Allowed Zones</b>	C-2, M-1, M-2, PMI	C-2, M-1, M-2, PMI	C-2, M-1, M-2, PMI	C-2, M-1, M-2, PMI	C-2, M-1, M-2, PMI
		<u>Added:</u> <u>Commercial:</u> PDB	<u>Added:</u> <u>Commercial:</u> PDB*	<u>Added:</u> <u>Commercial:</u> PDB	<u>Added:</u> <u>Commercial:</u> PDB, T^
		<u>Mixed-Use:</u> UCX, CCX, CIX	<u>Mixed-Use:</u> UCX*, CCX*, CIX*, NCX*	<u>Mixed-Use:</u> UCX, CCX, CIX, NCX^	<u>Mixed-Use:</u> UCX, CCX, CIX, NCX^
		<u>Downtown:</u> DCC, DMU, WR	<u>Downtown:</u> DCC*, DMU*, WR*	<u>Downtown:</u> DCC*, DMU*, WR^, DR^	<u>Downtown:</u> DCC*, DMU*, WR^, DR^
<b>Symbols:</b> * Wall Billboards Only; Freestanding are replacement only ^ Cap & Replace Only					

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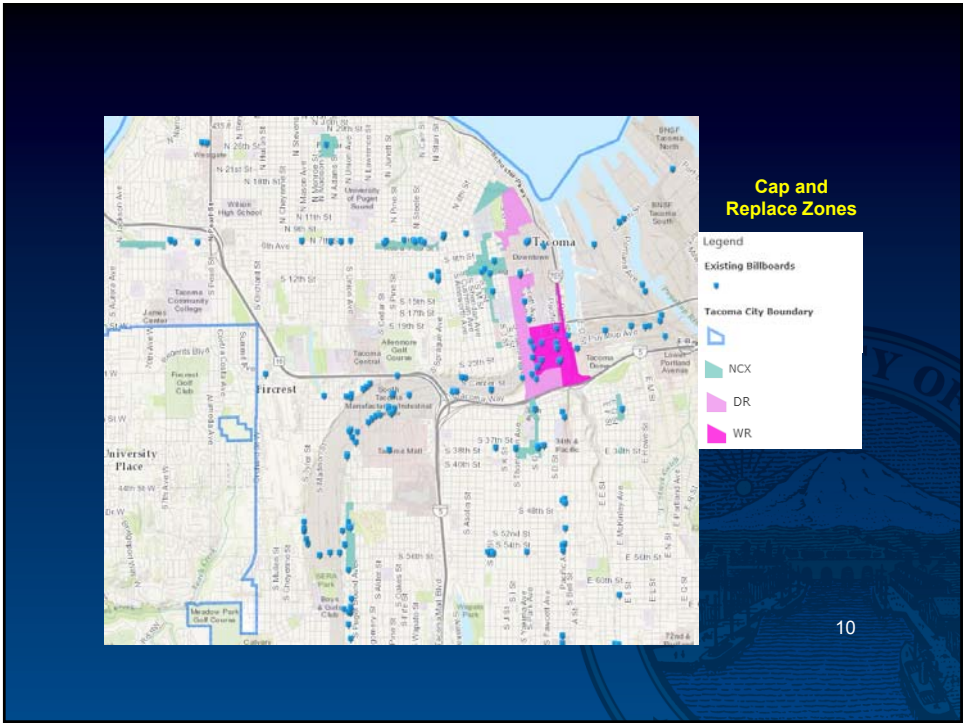
## PROPOSED CODE AMENDMENTS

- **Cap and Replace Zones:** Billboards in the NCX, DR, WR and T would be removed as follows:
  - NCX 17 of 33 (52%)
  - DR 6 of 10 (60%)
  - WR 4 of 10 (40%)
  - T 6 of 10 (60%)
  
- **Cap and Replace Zones:** Once those numbers are removed, only replacements would be allowed, by zoning district.

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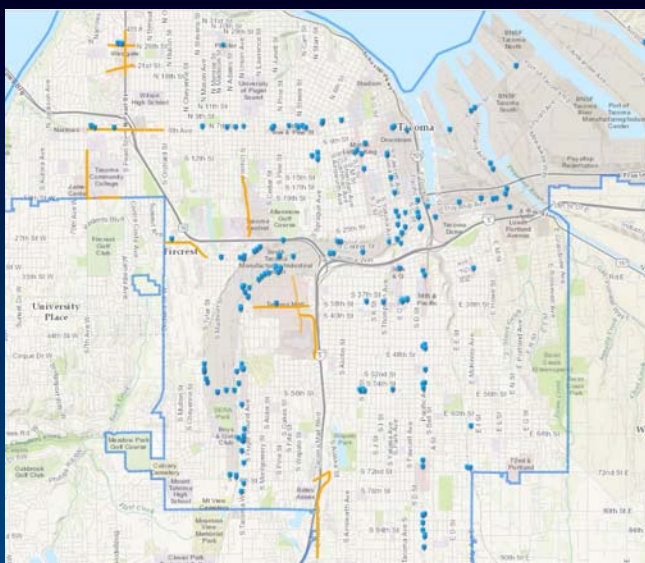


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## PROPOSED CODE AMENDMENTS

- **New Receiving Areas:** Seven (7) new receiving areas to be established in the Sign Code for bulletin size (672 sq. ft.) billboards.
- **New Receiving Areas – Bulletins**
  - 38th, Steele, and Tacoma Mall Boulevard
  - 6th Avenue, Mildred to Orchard
  - Mildred and 19th in James Center
  - Union Avenue near Tacoma Central
  - 72nd and Hosmer
  - Pearl, 21st, 26th, and Westgate
  - Center Street between Tyler & Orchard

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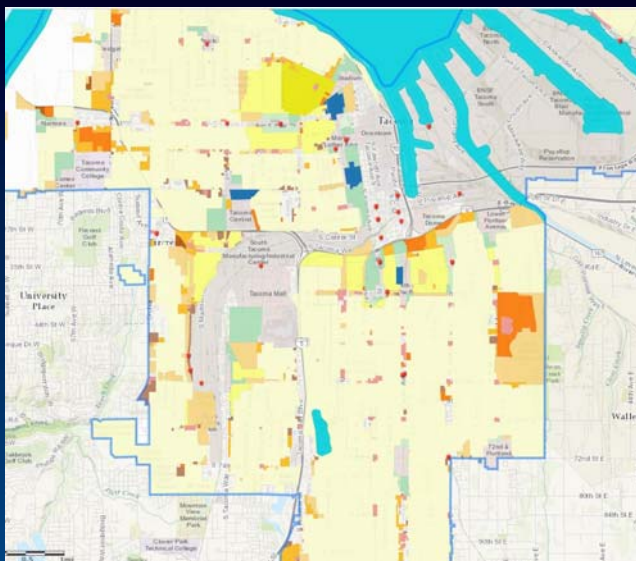


**Special Receiving Areas for 672-sf Bulletin Billboards**

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## PROPOSED CODE AMENDMENTS

- **Billboard-Free Zones:** All billboards would be removed from the R, S, Cons., and C-1 zones, and rooftops in all zones



**Zones where Billboards Prohibited**



## PROPOSED CODE AMENDMENTS

- **Other Changes**
  - No size limitation for wall billboards in DCC
  - Some buffer and dispersal standards have been reduced
  - Design restrictions reduced (e.g., cantilevering)
  - Side-by-side posters incentivized to convert to a bulletin
  - Permits available for over-height billboards

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## NEXT STEPS

- **November 14** – Public hearing to take testimony regarding proposed amendments to sign code.
- **December 5** – First Reading of Ordinance.
- **December 12** –
  - a. Consideration of resolution approving Settlement Agreement.
  - b. Second reading of Ordinance.

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# BILLBOARDS

SETTLEMENT AGREEMENT AND SIGN CODE  
AMENDMENTS PROPOSED BY  
LAMAR ADVERTISING

Planning and Development Services  
Office of the City Attorney

Planning Commission Meeting  
October 18, 2017

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