



**TO:** Elizabeth Pauli, City Manager  
**FROM:** Danielle Larson, Tax & License Manager, Finance  
Andy Cherullo, Finance  
**COPY:** City Council and City Clerk  
**SUBJECT:** Ordinance – Amendments to Title 6 – Sign Erector License – June 25, 2019  
**DATE:** June 7, 2019

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**SUMMARY:**

Staff is proposing to amend Title 6 – Tax & License code that includes a repeal of the Sign Erector regulatory license that is no longer needed, gender specific language clean-up and clarification to the language regarding the small business phased tax credit. Staff is seeking an approval of the proposed amendments.

**STRATEGIC POLICY PRIORITY:**

Encourage and promote an efficient and effective government, which is fiscally sustainable and guided by engaged residents.

**BACKGROUND:**

A comprehensive review of Title 6 was completed in October of 2018 with amendments that included clean-up of language, changes to provide consistency within the Tacoma Municipal Code (TMC) and repeal of regulatory licenses no longer needed.

**ISSUE:**

A few additional clean-up items were identified after the amendments to Title 6 were completed in October 2018.

**Repeal of TMC 6B.210 Sign Erector License.** Sign erecting companies are currently required to obtain a Sign Erector License through Tax & License and a Sign Permit through Planning and Development Services (PDS) when installing signs above the City right-of-way. The only requirement of the Sign Erector License is to provide a Certificate of Liability Insurance (CLI) naming the City as an additional insured. To streamline the process sign erector companies will no longer be required to obtain a Sign Erector License and instead be asked to provide proof of their CLI when applying for a Sign Permit through PDS. This streamlined process will save the companies time and effort and \$150 in annual license fees.

In addition, there is clean up of gender specific language throughout Title 6 and language in 6A.30.066 to clarify that the small business phased tax credit applies to all taxpayers engaging in business in the City. The credit has been applied to all business operating in the City since the credit was established in 2011.

**ALTERNATIVES:**

The alternative is to continue a less streamlined process and not repeal the Sign Erectors license.

**RECOMMENDATION:**

Staff recommends the proposed amendments be approved.

**FISCAL IMPACT:**

The annual fiscal impact is \$7,500 in reduced license fees for a total 2019/2020 biennial impact of \$15,000.



**EXPENDITURES:**

FUND NUMBER & FUND NAME *	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
<b>TOTAL</b>			

\* General Fund: Include Department

**REVENUES:**

FUNDING SOURCE	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
Business License/Permits	106500	4321000	(\$15,000)
<b>TOTAL</b>			

**POTENTIAL POSITION IMPACT:**

POSITION TITLE	PERMANENT/ PROJECT TEMPORARY POSITION	FTE IMPACT	POSITION END DATE
<b>TOTAL</b>			

*This section should only be completed if a subsequent request will be made to increase or decrease the current position count.*

**FISCAL IMPACT TO CURRENT BIENNIAL BUDGET: \$15,000**

**ARE THE EXPENDITURES AND REVENUES PLANNED AND BUDGETED? Yes.**

**IF EXPENSE IS NOT BUDGETED, PLEASE EXPLAIN HOW THEY ARE TO BE COVERED.**