

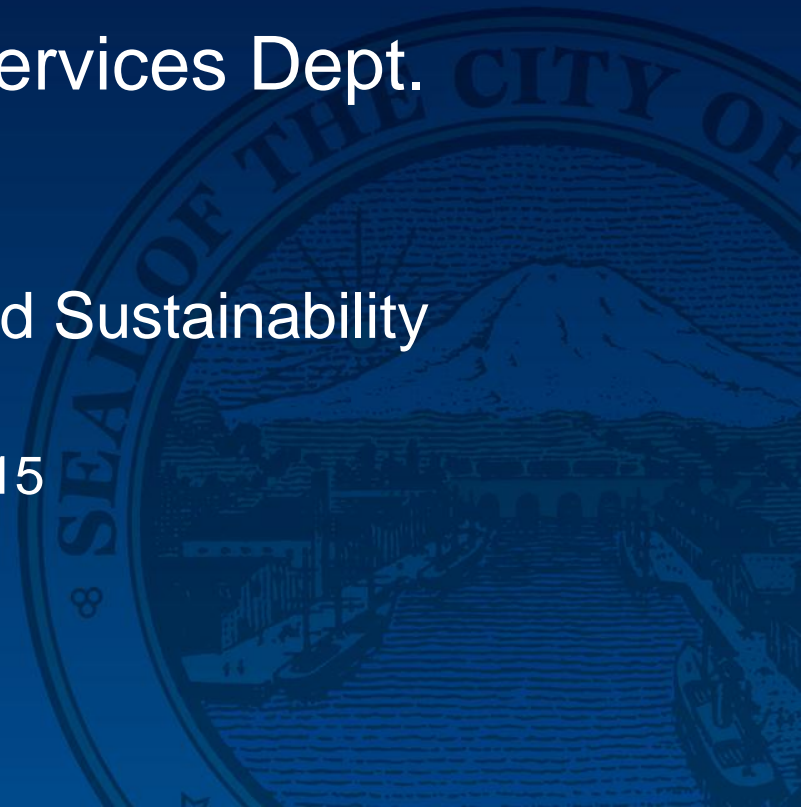
CITY OF TACOMA

Billboard Regulations Amendment

Planning & Development Services Dept.

Infrastructure, Planning and Sustainability
Committee

October 28, 2015



Overview

- ❖ Background
- ❖ Community Working Group
- ❖ Planning Commission Recommendation
- ❖ Potential Alternative for Consideration



Background

- ❖ Continuation of process to resolve billboard regulatory issues and litigation
 - 1997 Code amendment
 - 2011 Code amendment
 - Standstill Agreement
- ❖ Guiding Principles
 - Consider alternative to existing code
 - Balance interests of various stakeholders
 - Resolve past legal disputes



Community Working Group

❖ Final Report (March 2015)

- Outlines components of an alternative
- Protecting neighborhoods, views and sensitive areas
- An exchange mechanism is needed to accomplish the desired changes in where billboards are located:
 - Reduce the number of billboards through consolidation
 - Eliminate billboards from problematic areas
 - Needs to be sufficiently attractive to result in action
- Broaden the locations in which billboards are allowed
- Size, height, etc., limitations can be loosened

Planning Commission

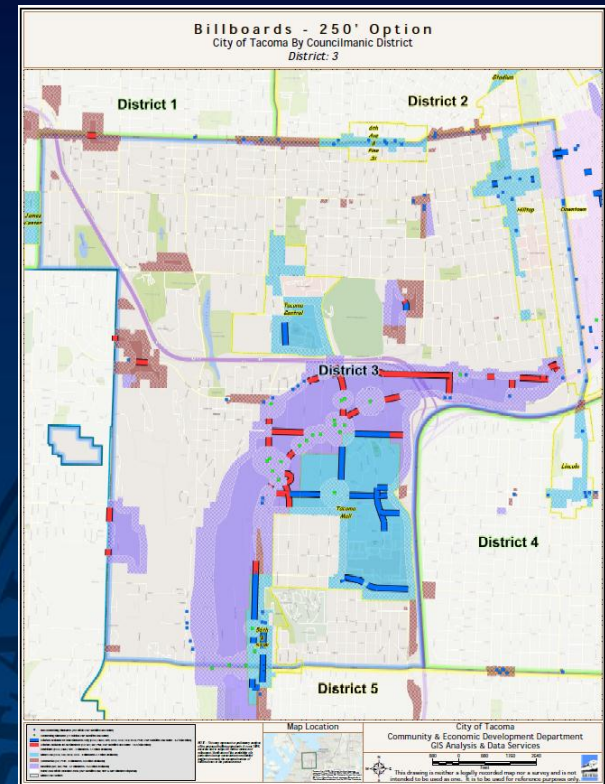
❖ Commission Recommendation (Oct. 2015)

- Builds upon the work of the CWG and Task Force
- Opens new zones for wall-mounted billboards
- Provides an exchange mechanism, incentivizing:
 - Consolidation
 - Removing billboards from sensitive areas
 - Converting freestanding billboards to wall-mounted ones
- Buffer and dispersion requirements are reduced, particularly within the downtown
- Size, height, design, etc., limitations are loosened
- Retains amortization provisions, with some modifications

Planning Commission

❖ New Zones

- Downtown – DCC, DMU, and WR
- Mixed-Use Centers – UCX, CCX, CIX, and NCX*
- Commercial – PDB
- New zones limited to wall-mounted billboards
- In addition to old zones (C-2, M-1, M-2, and PMI), which would continue to allow freestanding billboards



Planning Commission

❖ Exchange Ratio

- Incentivizes conversion of freestanding to wall-mounted
- Emphasizes movement to more intense zones
- Discourages moving pole signs to new locations

❖ Size

- No freestanding signs larger than 300 sq. ft. allowed
- Allows larger wall-mounted billboards with staff review

❖ Height

- Reduces height limit in PMI
- Increases height limit in other zones to 35 feet if more than 500 feet from areas not permitting billboards
- Allows taller wall-mounted billboards with staff review

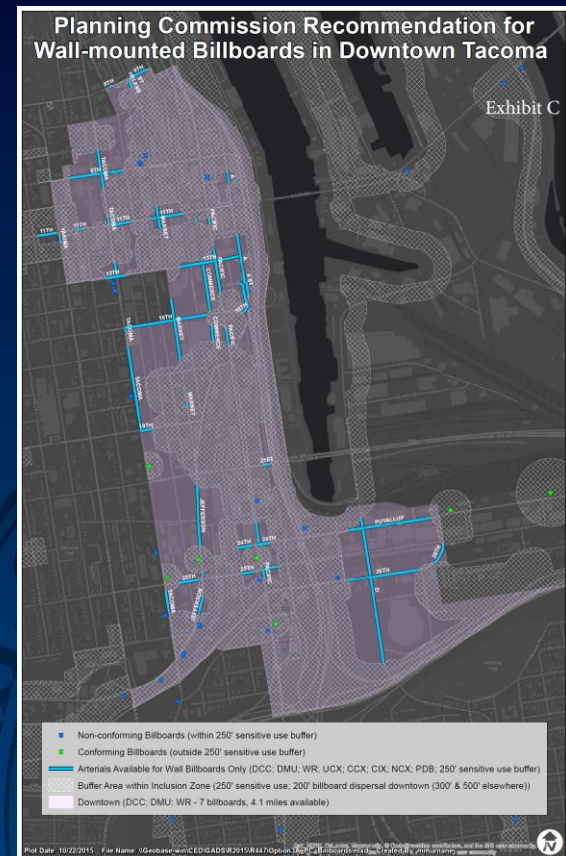
Planning Commission

❖ Dispersion

- Reduces dispersion for freestanding billboards to 300 feet for smaller signs
- Reduces dispersion for wall-mounted billboards to 200 feet

❖ Buffers

- Reduces buffers from no-billboards zones to 250 feet
- Reduces buffers from sensitive uses to 250 feet
- Further reductions within downtown



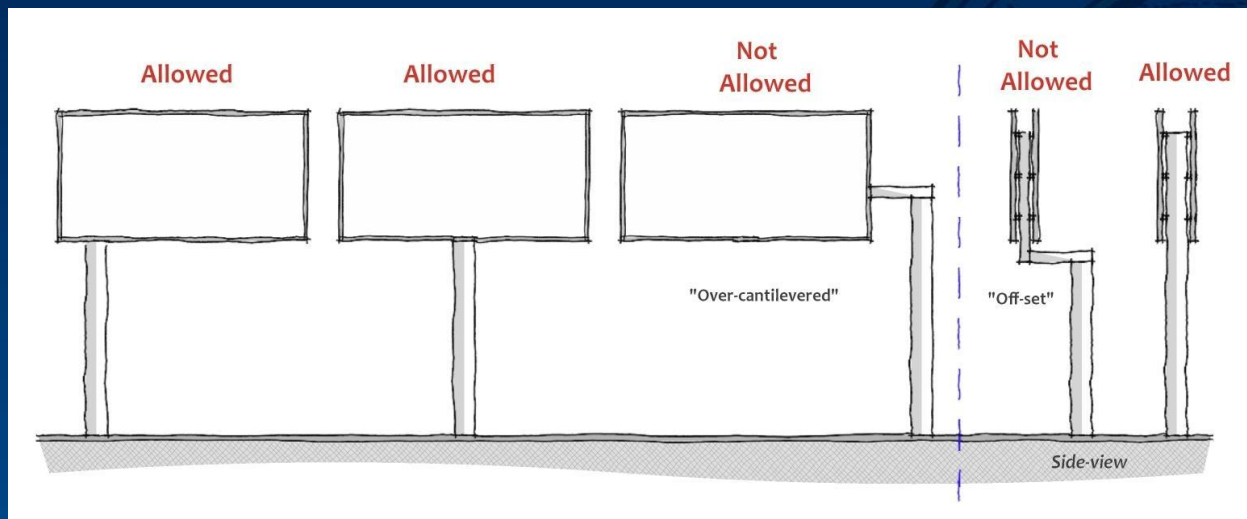
Planning Commission

❖ Lighting

- Requires efficient lighting (LED or equivalent) and lights be off from 12-5 am

❖ Design Standards

- Removes some (landscaping, setbacks, etc.), but retains some associated with structure design



Planning Commission

❖ Amortization

- Viable mechanism to ensure significant progress
- Should be retained, with an additional grace period
 - 3-years for R-2, R-4, S-10, C-1, RCX and CONS districts
 - 5-years for other districts
- However, not intended to restart the clock

❖ Other Issues

- Outstanding legal issues that Council needs to fully consider
- Similar concerns about on-premises signs

Potential Alternative

- ❖ Opportunity for separate agreement to ensure progress
- ❖ Must meet overall Plan intent and important principles/priorities
- ❖ Principles
 - Signification reduction
 - Protection of sensitive areas
 - Avoid continuing legal disagreements



Potential Alternative

❖ Potential Components

- Commitment to significant removals
- Specific timelines for removals
- Removals focused on sensitive areas and certain negative characteristics
 - Sensitive zones
 - Over-concentration and significantly over-height
 - Over-cantilevered, over or on roof, etc.
- Additional flexibilities:
 - Alternative to amortization
 - Allowances for pole-mounted billboards in new zones
 - Limited allowances for increased size, height, reduced buffers, and design standards

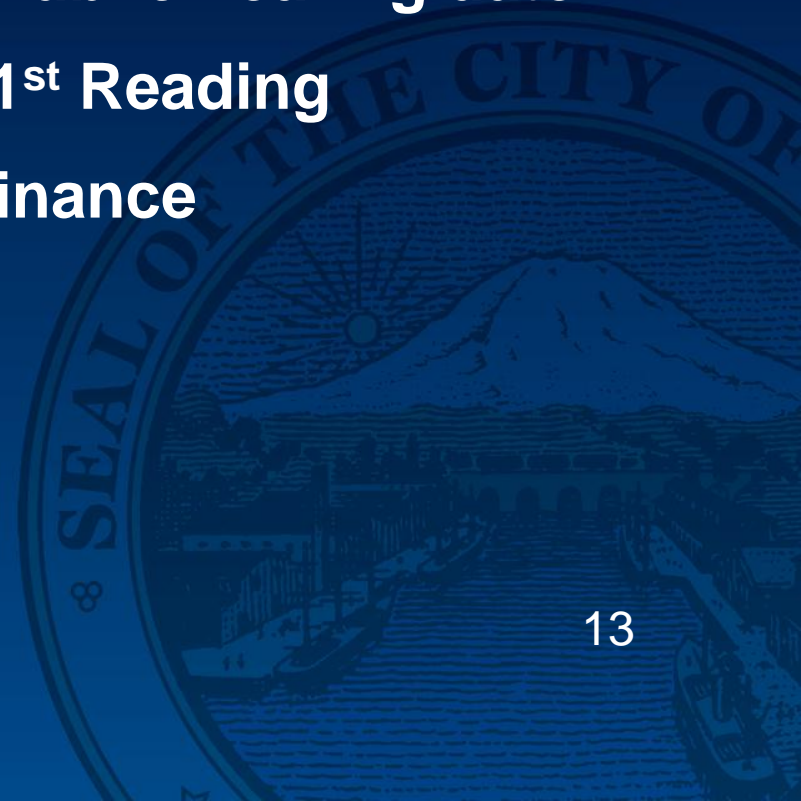
Next Steps

Nov 3: Set public hearing date

Nov 17: Study Session and Public hearing date

Dec 1: Study Session and 1st Reading

Dec 8: Final reading of ordinance



CITY OF TACOMA

Billboard Regulations Amendment

Planning & Development Services Dept.

Infrastructure, Planning and Sustainability
Committee

October 28, 2015

