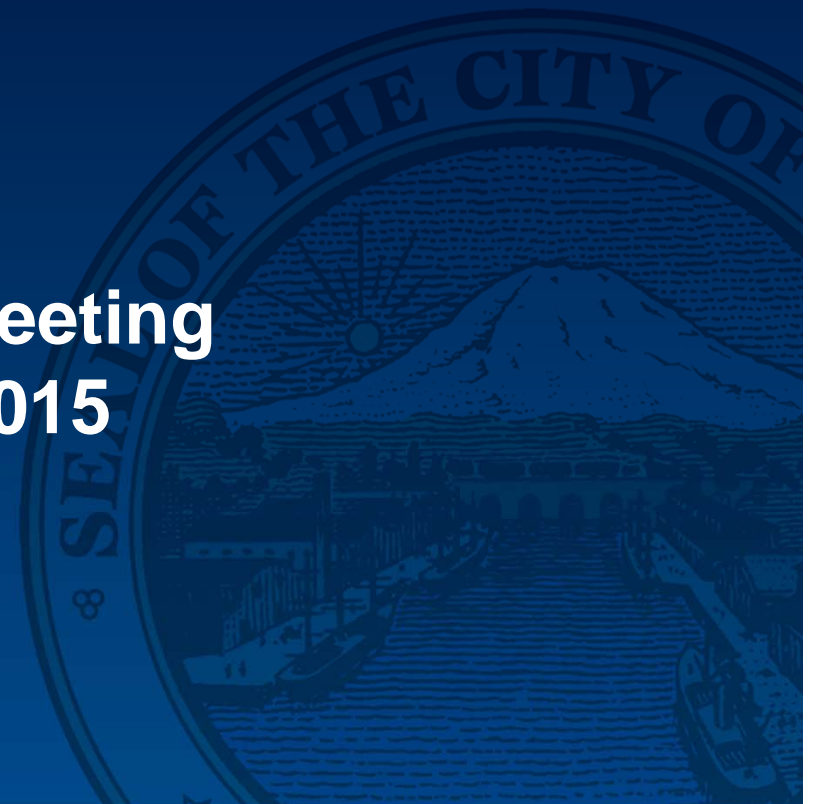


Tacoma Billboards Community Working Group Final Report Overview

City of Tacoma

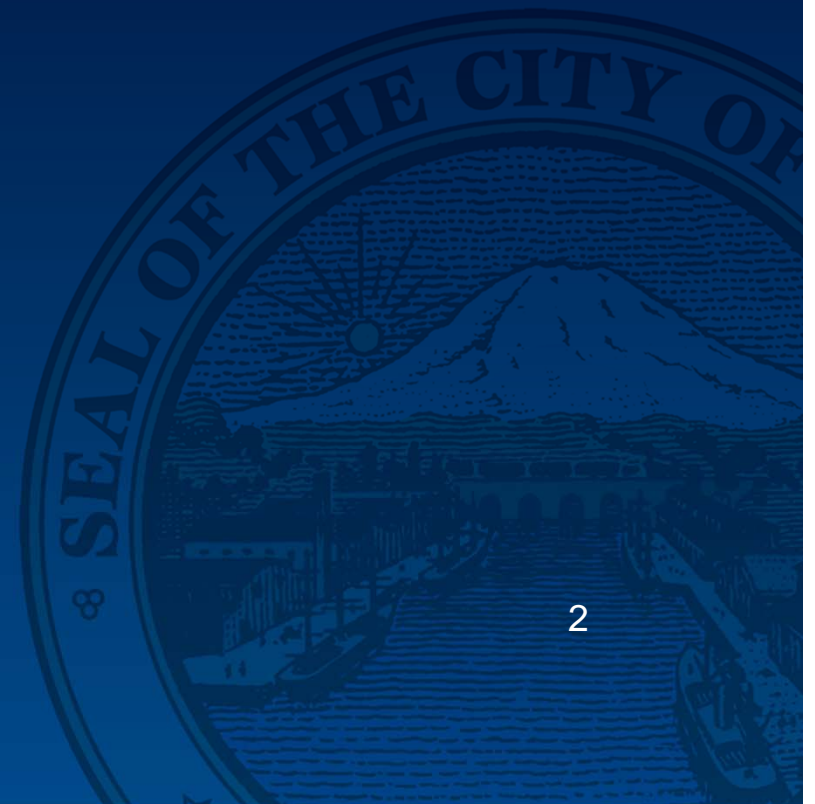
Planning and Development Services

City Council Meeting
March 24, 2015



Presentation Agenda

- Overview of CWG mission
- Membership and process
- Recommendations
- Next steps



The Community Working Group and Their Mission

- Mission:

Develop at least two viable alternative regulatory approaches for billboards for consideration by the City Planning Commission and City Council — these regulatory approaches should be different from current code, in favor of an approach that better balances the interests of all the various stakeholders.

- Desired Endstate:

There will still be billboards in Tacoma, but there will be fewer billboards, with less negative impacts.

17 Community Working Group Members

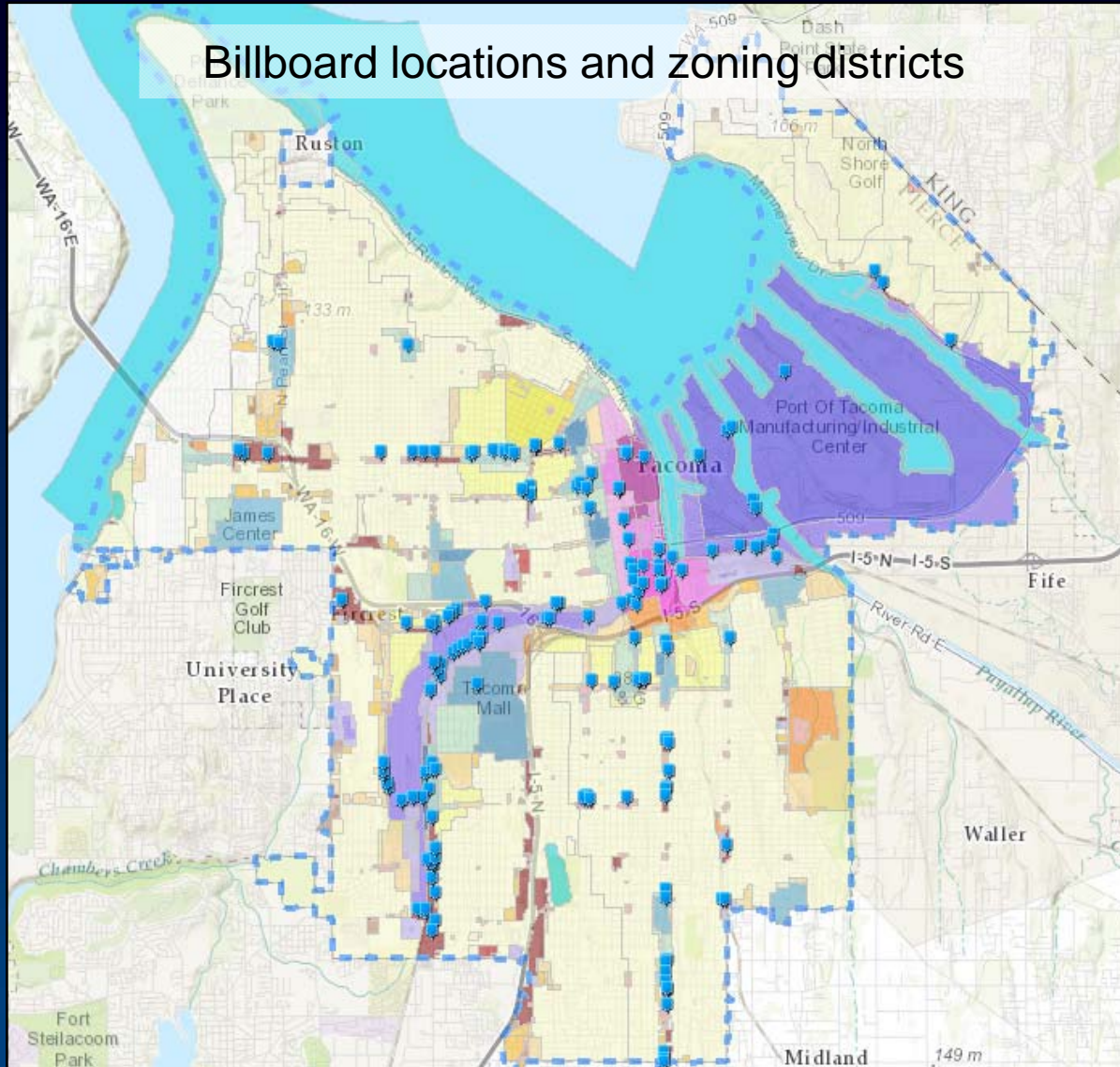
- Neighborhood Councils (3 seats)
- Business Districts (1 seat)
- Scenic Tacoma (2 seats)
- Historic Tacoma (1 seat)
- Commercial Real Estate (1 seat)
- City Planning Commission (1 seat)
- Clear Channel Outdoor (2 seats)
- Other Billboard Owners (1 seat)
- Port of Tacoma (1 seat)
- Advertising Industry (1 seat)
- Non-profit Organizations (1 seat)
- General Community Members (2 seats)



The process

- Eleven public meetings held at Center for Urban Waters.
- Background/education briefings
 - ❖ Billboard opponents
 - ❖ Clear Channel Outdoors
 - ❖ Local firms/nonprofits using billboards
 - ❖ City Legal and Planning staff
 - ❖ WSDOT staff
- Established common interests and values.
- “Homework” assignments to augment our meetings.
- Independent facilitator ran meetings and prepared report.
- City staff developed multi-layered mapping system for us.

Billboard locations and zoning districts



Billboard “face” count today

- 311 billboard faces in the City
- All but 3 are “nonconforming”
- Most billboards are not in compliance for **multiple reasons**
- Clear Channel Outdoor owns 302 faces
- Clear Channel Outdoor has taken down 81 billboards since 2012
 - ❖ 21.1% reduction



Shared Interests and Values: Consensus Level Support (80%+)

- Providing a pleasant, attractive City environment
- To enjoy views of the water and/or mountains
- Regulations that balances interests of all stakeholder groups
- Clear, understandable set of billboard regulations



Shared Interests and Values: Recommendation Level Support (60%-80%)

- Promoting a positive business climate
- Reducing safety risks from billboards.
- Helping the City avoid costly litigation
- Having attractive streetscapes
- Curtailing over-regulation
- Ensuring regulatory costs paid for by those being regulated



CWGW Recommendations

- An exchange mechanism is needed to accomplish the desired changes:
 - ❖ Reduce the number of billboards through consolidation
 - ❖ Eliminate billboards from problematic areas
 - ❖ Program needs to be sufficiently attractive to result in action
- Broaden locations in which billboards are allowed
 - ❖ Depending on characteristics of billboards
- Size, height, and design limitations can be loosened

Next Steps

April – August 2015	Explore options with billboard owners Additional community outreach
May – August 2015	Planning Commission review and recommendation
June – August 2015	IPS Committee review and recommendation
September 2015	Council Consideration

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