



February 2, 2016

Dear City Manager Broadnax,

As the North End Neighborhood Council begins our new year, we would like to address your office with our continuing interests regarding the future of billboards in Tacoma. In particular, we are interested in the city's:

- current plans for enforcing our code;
- specific plans for dismantling non-conforming billboards, per City of Tacoma web site map:
billboard IDs: 101, 188, 189, 192, 193, 195, 196, 197, 198, 202, 203, 205, etc.;
- and process for how you might decide in which order the non-conforming signs will be removed.

We would also appreciate knowing if the city has plans to contact Florida Attorney Bill Brinton for his expert opinion regarding Tacoma's actions moving forward on this issue. We realize Clear Channel has sold their inventory to Lamar. Although we recognize that Lamar will not own all of the billboards, this transition of ownership opens up a unique opportunity to take immediate action and create enduring laws to protect our community from future legal fights in this arena.

We appreciate your response to help us better understand how your efforts will positively impact those who live in the North End and the entire Tacoma community at large. We have considered ways we can help Tacoma achieve a win-win outcome and want you to know we are here to help. One example is Grenoble, France where all billboards and advertising signs have been removed, and trees planted in their stead. <https://www.rt.com/news/208379-grenoble-street-advertising-ban/> (Please see attached photos next page.) Our neighborhood council is currently looking at enhancing our tree canopy, and we

would like to submit this same idea as a great step towards Tacoma's continued beautification. We are respectfully requesting a response from your office by February 16th and want to be kept updated about further developments.

Sincerely,
North End Neighborhood Council

On behalf of NENC:



Morf Morford, Chair



Jim Merritt



Jodi Cook

cc: Mayor Strickland; Tacoma City Council; City Clerk; Carol Wolfe; Central/West End/South Tacoma/South End/New Tacoma/ North East Tacoma --Neighborhood Councils

