



North End Neighborhood Council

March 18, 2011

To: Tacoma Planning Commission, Mayor Strickland and Tacoma City Council
Re: **Opposition to Billboards in Tacoma**

Esteemed City Leaders,

The North End Neighborhood Council (NENC) opposes the proposed settlement with Clear Channel over the issue of billboards. Neighborhoods universally consider billboards to be visual blight, and they are opposed by cities across the United States. Introducing electronic billboards in Tacoma would be extremely harmful and would degrade the quality of life in our city.

Hence, the NENC strongly supports the original 1997 city ordinance that greatly reduces the number of billboards in Tacoma. **The NENC opposes any introduction of electronic billboards in the City of Tacoma.**

The City of Tacoma should begin enforcing the current billboard law and expend any legal and financial resources necessary to defend the 1997 billboard law just as it would likely have to defend any law reducing blight in the City of Tacoma.

We believe the proposed “settlement agreement” would place Tacoma in a far worse position than no agreement at all and it should be rescinded. No change in the 1997 billboard law is warranted at this time. In addition:

1. We do not want any billboards of **any type** near schools, churches, parks, shorelines, historic buildings or districts, or residential neighborhoods.
2. Electronic billboards, should the city accept them, should have their impact minimized by requiring smaller sizes for signs, by lowering the heights of signs, by reducing the number of messages shown each hour, and/or by limiting signs to the sides of buildings rather than allowing stand-alone poles.
3. And if the city accepts electronic billboards, there should be a rapid, definite, enforceable timeline for the removal of all static faces.

Respectfully,

Kyle C. Price, NENC Vice Chair on behalf of the NENC