



City of Seattle

Gregory J. Nickels, Mayor
Department of Planning and Development
D. M. Sugimura, Director

**CITY OF SEATTLE
ANALYSIS AND DECISION OF THE DIRECTOR OF
THE DEPARTMENT OF PLANNING AND DEVELOPMENT**

Application Number: 3005866
Applicant Name: Adam Peterson, for Clear Channel Outdoor
Address of Proposal: 2700 4th Avenue South

SUMMARY OF PROPOSED ACTION

Land Use Application to allow a double-faced, externally illuminated 14 foot by 48 foot free-standing billboard sign with an overall height of 65 feet. Sign faces will face north and south in an existing parking lot.

The following approval is required:

SEPA - Environmental Determination - Chapter 25.05, Seattle Municipal Code.

SEPA DETERMINATION: Exempt DNS MDNS EIS

 DNS with conditions

 DNS involving non-exempt grading, or demolition, or another agency with jurisdiction.

BACKGROUND DATA

Site and Vicinity Description

The proposal site is located at the southeast corner of the intersection of South Lander Street and 4th Avenue South. The site of the proposed installation is a parking lot on the south side of the building at the corner. The subject property and block are zoned General Industrial 1 with an eighty-five (85) foot height limit (IG 1 U/85). The area is within an identified environmentally critical area, liquefaction prone, thus development is subject to the provisions of Chapter 25.09 of the Seattle Municipal Code.

The site and vicinity are in a highly industrialized, automobile, truck and train oriented area. The subject lot contains a one story display warehouse, wine merchant and retail pottery store. A portion of the site is paved surface parking for approximately 35 vehicles.

Area Development

The lot and surrounding area is zoned for industrial uses and developed consistent with the zoning designation and allowed uses. Surrounding the site are a variety of industrial and commercial buildings providing a variety of warehouse, storage, trucking and manufacturing services, and several breakfast and lunch oriented restaurants to serve the area. Development on 4th Avenue South and South Lander Street is subject to the Industrial Streets landscaping requirement of the Code (SMC 23.50.016). Fourth Avenue South is classified as a principal arterial running north-south which receives a significant amount of traffic. Surrounding land uses are industrial oriented which generate traffic, noise and light.

Proposal Description

The applicant proposes to build and maintain one billboard advertising sign with two 14 foot by 48 foot display surfaces at the southwest corner of the parking lot that serves the businesses at the corner of 4th Avenue South and South Lander Street. The display surfaces will be externally lit and face north and south, respectively. Overall height of the structure will be sixty-five (65) feet above grade. To minimize the potential for adverse lighting impacts associated with the signs, the billboards will be illuminated from dusk to midnight and 6 a.m. to dawn.

Public Comments

During the public comment period which ended April 4, 2007, the City received one written inquiry about whether the proposed billboard was a new installation or a relocation of an existing billboard.

ANALYSIS - SEPA

The initial disclosure of the potential impacts from this project was made in the environmental checklist submitted by the applicant dated January 15, 2007, and annotated by the Land Use Planner. The information in the checklist, project plans, and the experience of the lead agency with review of similar projects form the basis for this analysis and decision.

The SEPA Overview Policy (SMC 25.05.665 D) clarifies the relationship between codes, policies, and environmental review. Specific policies for each element of the environment, certain neighborhood plans and other policies explicitly referenced may serve as the basis for exercising substantive SEPA authority.

The Overview Policy states in part: "where City regulations have been adopted to address an environmental impact, it shall be presumed that such regulations are adequate to achieve sufficient mitigation" (subject to some limitations). Under certain limitations or circumstances (SMC 25.05.665 D 1-7), mitigation can be considered. Thus, a more detailed discussion of some of the impacts is appropriate.

Short - Term Impacts

The following temporary or construction-related impacts are expected: decreased air quality due to suspended particulates from building activities and hydrocarbon emissions from construction vehicles and equipment; increased traffic and demand for parking from construction equipment and personnel; increased noise; and consumption of renewable and non-renewable resources. Due to the short term and minor nature of construction impact associated with the construction of the sign, no mitigation is warranted by SEPA policies.

Long - Term Impacts

Long-term or use-related impacts include minor ongoing use of electricity to light the sign face, illumination of the sign face and increased traffic, noise, and vehicular emissions from the monthly copy posting and routine maintenance visits. Since the site is adjacent to a principal arterial with significant traffic volumes in an area of industrial zoning and uses and the surrounding uses generate light and noise, these impacts are anticipated to be minor. Therefore no mitigation is warranted pursuant to SEPA policies.

The Sign Code (SMC 23.55) regulates the location, size, and other characteristics of off-premise signs and provides sufficient mitigation for the following impacts:

Cumulative Impacts

The revised Seattle Sign Ordinance has reduced the number of billboard advertising signs permitted in a given area of the City by modification of the sign dispersion standards. Sign dispersion standards limit the number of signs by requiring a minimum separation between signs and permitting a maximum number of signs in a one-half mile distance. According to SMC 23.55.014.E, the number of advertising or off-premise sign faces is limited to two signs within 300 lineal feet with a minimum separation of 100 feet between sign structures. The dispersion requirements and zoning standards were reviewed by the DPD sign inspector and the proposed sign has been found to show compliance with the applicable requirements, therefore, no further mitigation pursuant to SEPA is warranted.

Light and Glare

The Sign Code requires that light sources be shielded so that direct light is not visible on adjacent properties (SMC 23.55.016) and also limits fluorescent lighting of off-premise advertising signs to one watt per square foot of sign area (SMC 23.55.014.E). As noted above, the hours of illumination will be limited to those times when it is necessary and there is traffic in the area (dusk to midnight and dawn to 6 a.m.). Surrounding land uses are industrial and commercial in nature which generate their own traffic, noise and light, particularly the automobile tire and service station. There are no nearby residences which would be adversely impacted by the proposed illumination. Light and glare impacts are sufficiently mitigated by the Sign Code lighting standards and the applicant's proposal to limit the hours of illumination. Thus, no additional light and glare mitigation measures are necessary.

DECISION - SEPA

This decision was made after review by the responsible official on behalf of the lead agency of a completed environmental checklist and other information on file with the responsible department. This constitutes the Threshold Determination and form. The intent of this declaration is to satisfy the requirements of the State Environmental Policy Act (RCW 43.21C), including the requirement to inform the public agency decisions pursuant to SEPA.

- Determination of Non-Significance. This proposal has been determined to not have a significant adverse impact upon the environment. An EIS is not required under RCW 43.21C.030 2c.
- Determination of Significance. This proposal has or may have a significant adverse impact upon the environment. An EIS is required under RCW 43.21C.030 2c.

CONDITIONS - SEPA

None.

Signature: (signature on file) Date: April 16, 2007
Marti Stave, Land Use Planner
Department of Planning and Development