



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: 3006261
Applicant Name: Dean Haugen for Clear Channel Outdoor
Address of Proposal: 780 South Michigan Street

SUMMARY OF PROPOSED ACTION

Land Use Application to install a double-sided externally illuminated billboard (one 14' X 48' face (west facing) and one 12' X 24' face (east facing)) with an overall height of 50 feet on a new monopole.

The following approval is required:

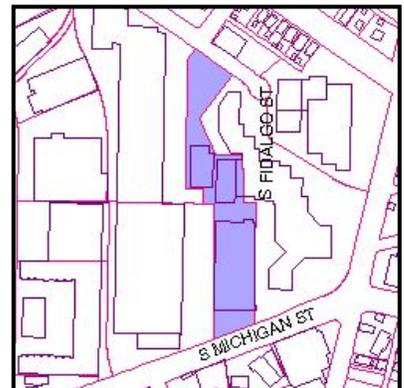
SEPA - Environmental Determination - Chapter 25.05, Seattle Municipal Code.

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 on the north side of South Michigan Street between 6th Avenue South and Corson Avenue South. The development site is a through lot bounded on the south by South Michigan Street and on the north by South Fidalgo Street. The site is approximately 118, 983 square feet and is completely developed with industrial buildings. The site is zoned General Industrial Two, with an eighty-five foot height limit (IG2 U/85) and is mapped in the Environmentally Critical Areas (ECA) as having soil conditions prone to liquefaction. The site is also underlain by the US Government Meander Line buffer (200 feet) which indicates a potential location of archeologically significant resources. The abutting rights-of-way are improved with curbs and gutters.



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 and storage services, surface parking lots, and drive-in eating and drinking establishments. To the southeast, east of Corson Avenue South is an area of multifamily and single family zoning. To the west, South Michigan connects to East Marginal Way and Highway 99.

Proposal Description

The applicant proposes to build and maintain a two-way billboard sign with a 14 foot by 48 foot display surface on the west-facing side and 12 foot by 24 foot display surface on the east-facing side and will be sited near the South Michigan Street frontage in a parking lot. The applicant proposes to place the sign pole in an unusable parking space that is the site of a previously abandoned sign pole stub. The overall height of the structure will be fifty (50) feet above grade.

Public Comments

The comment period ended on March 28, 2007. No comments were received by the Department.

ANALYSIS - SEPA

The initial disclosure of the potential impacts from this project was made in the environmental checklist submitted by the applicant dated January 12, 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 and increased traffic, noise, and vehicular emissions from the monthly copy posting and routine maintenance visits (approximately 2 to 4 visits a month). The site is adjacent to a principal arterial and near a State Highway, both with significant traffic volumes due in part to the presence of industrial uses. The long-term and use related impacts in the vicinity is expected to be minor within this well entrenched industrial belt. 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, when counting both sides of the street. Further, a total number of five advertising sign structures are permitted within a linear distance of 2,640 feet from the proposed site.

According to DPD records, site observation, and information provided by the applicant, there are no other sign faces within 300 feet. According to a dispersion count furnished on the plans by the applicant, as well as DPD land use maps and site observation, there are three (maximum) existing billboard structures within 2,640 feet of the proposed new billboard. Also, the proposed double faced sign is a relocation of Sign Nos. 21 & 267 (existing pole signs) from two other locations. The dispersion requirements and zoning standards were further 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). Surrounding land uses are industrial and commercial in nature and generate their own traffic, noise and light. The nearest residential zone is approximately 800 feet to the east and is oriented away from South Michigan Street. The illuminated portion of the sign is directed away from the residential area. Street lighting within the South Michigan right-of-way is anticipated to defuse adverse impacts of the illuminated sign. The sign face is approximately 14 feet high by 48 feet in length and will rise above the existing street level to a maximum of 50 feet. The proposed sign will be illuminated by two 250 Watt Halogen lights, which will be obliquely directed toward the sign face and shielded to minimize glare. Lighting periods will be limited to dusk to midnight and 6 a.m. to dawn. Light and glare impacts are sufficiently mitigated by the Sign Code lighting standards and the applicant's proposal to limit hours of illumination. Thus, no additional light and glare mitigation measures are necessary.

Historic Preservation

The site is located within the US Government Meander line and its 200 foot buffer. The Meander line provides an indication of where the saltwater shoreline existed prior to recent fill or alteration. It is likely that one would find most potential archeologically significant resources, such as Native American and early European settlements, within 200 feet of the meander line. Pursuant to SMC 25.05.675H2(a), it is the City's policy to maintain and preserve significant historic sites and structures and to provide the opportunity for analysis of archeological sites. The proposal involves auguring to a depth of 35 feet to install a concrete base for the sign pole. Total disturbance area is likely not to exceed an area of five feet in diameter. Given this relatively small area of disturbance, it is unlikely that unknown resources will be discovered. However, the proposal site is located in an area characteristically similar to those where known resources do exist. Thus, in order to ensure that no adverse impact occur to an inadvertently discovered archeologically significant resource, the proposal will be conditioned to provide mitigation in that event.

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.

[X] 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

Prior to Issuance of Master Use Permits

1. The owner and/or responsible parties shall provide DPD with a statement that the contract documents for their general, excavation, and other subcontractors will include reference to regulations regarding archaeological resources (Chapters 27.34, 26.53, 27.44, 79.01, and 79.90 RCW, and Chapter 25.48 WAC as applicable) and that construction crews will be required to comply with those regulations.

During Construction

2. If resources of potential archaeological significance are encountered during construction or excavation, the owner and/or responsible parties shall:

