



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:** 3006745  
**Applicant Name:** Dean Haugen for Clear Channel Outdoor  
**Address of Proposal:** 3805 S. Angel Pl.

**SUMMARY OF PROPOSED ACTION**

Land Use Application to allow a double-faced, 12' x 24' off premise advertising sign (billboard) with an overall height of 40-feet above ground level. Sign will face north and south in direction.

The following approval is required:

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

**SEPA DETERMINATION:** [ ] Exempt [X] 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 subject site is located in a Commercial zone with a structure height limit of 40 feet (C1-40'). The site is located on the corner of M L King Jr Way S. and S. Angel Pl. The site is not presently developed. There are no existing structures on the property. The proposed sign will be directly facing a vacant lot.

Properties along M L King Jr Way S. are zoned Commercial (C1-40') and the rest of the properties are all zoned Single-family (SF5000). Surrounding development consists of various commercial and residential uses.

### Proposal Description

The applicant proposes to install and maintain a single-faced off-premise advertising sign (billboard) on a Monopole. The upper edge of the proposed sign will not exceed 40 feet in height, and the total area of the sign face will not exceed 288 square feet of copy (12 feet wide by 24 feet deep). The sign face will be oriented in a southerly direction, with the display surface to be externally illuminated.

### Public Comments

One comment letter was received during the public comment period for this project, which ended on May 16<sup>th</sup>, 2007.

### **ANALYSIS - SEPA**

The initial disclosure of the potential impacts from this project was made in the environmental checklist submitted by the applicant dated March 8<sup>th</sup>, 2007. 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 construction activities and hydrocarbon emissions from construction vehicles and equipment; increased traffic and demand for parking from construction equipment and personnel; increased noise from vehicles, construction equipment, and construction; 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 faces, and increased traffic, noise, and vehicular emissions from the monthly copy posting and routine maintenance visits. The long-term and use-related impacts are minor, and 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. According to DPD records and site observation, there are no other signs within 300 feet. Also, the proposed sign is a relocation of Sign No. 482 from another location pursuant to SMC Section 23.55.014 A. 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 also limits fluorescent lighting of off-premise advertising signs to one watt per square foot of sign area (23.55.014 E) and requires that light sources be shielded so that direct light is not visible on adjacent properties (23.55.016). The sign face is approximately 12 feet high by 24 feet in length and will rise above the existing street level to a maximum of 40 feet. The proposed sign will be illuminated by fluorescent light that will be obliquely directed towards 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.

### **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**

- 1) In order to protect the existing residential uses, in the Commercial zone and the adjacent Single-family zone to the north and south of the subject site, the owner and/or responsible party shall comply with Section 23.55.016A of the Sign Ordinance which States; (“The source of light for externally illuminated signs shall be shielded so that direct rays from the light are visible only on the lot where the sign is located.”)

Signature: \_\_\_\_\_ (signature on file) Date: August 2, 2007  
Joan Carson, Land Use Planner  
Department of Planning and Development

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