



City of Seattle

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: 3010155
Applicant Name: Dean Haugen for Clear Channel Outdoor
Address of Proposal: 8910 Lake City Way NE

SUMMARY OF PROPOSED ACTION

Land Use Application to allow a 30 ft. by 19 ft. vinyl mesh wall sign mounted to an existing building. (Billboard).

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 on the northeast corner of NE 89th St and Lake City Way NE in a mixed-use residential and retail corridor along Lake City Way NE. The site is zoned Commercial (C1-65). Surrounding properties to the east and southwest are zoned Lowrise Multi-family Residential (L-1 and L-2). Properties to the north, south, and west are also zoned Commercial (C1-65 and C1-40). Properties along the west side of Lake City Way NE in this area appear to



Site Plan For illustrative purposes only

be built to the maximum zoning (4-5 story mixed use residential retail buildings). Properties along the east side of Lake City Way NE are mostly built below the zoned maximum, with open parking areas and older single story commercial uses. Residential areas nearby include mostly older housing stock and newer townhouses. The sites immediately to the north include older single story commercial structures and surface parking lots.

The area slopes down to the east and north. The approximately 20,000 square foot site is developed with a storage unit building that is built to the zoned height limit of 65'. The site is entirely paved and developed. The site is mapped in the Environmentally Critical Areas (ECA) for Liquefaction.

Proposal Description

The applicant proposes to mount a 30' high by 19' wide single faced vinyl mesh billboard advertising sign directly onto the north façade of the existing building. The area of 'significant copy' would occupy a maximum of 12' wide x 24' high within the sign area. The display surface would face north and would be externally illuminated with a shielded light fixture at the bottom of the sign.

Public Comments

The public notice was issued on January 22, 2010. DPD received one comment letter with concerns about aesthetics.

ANALYSIS - SEPA

The initial disclosure of the potential impacts from this project was made in the environmental checklist submitted by the applicant dated December 22, 2009. 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

Short-term impacts resulting from construction are anticipated including: decreased air quality due to suspended particulates from sign installation activities and hydrocarbon emissions from construction vehicles and equipment, increased traffic and demand for parking from construction equipment and personnel, increased noise, increases in carbon dioxide and other greenhouse gas emissions, and consumption of renewable and non-renewable resources. Several adopted codes and/or ordinances provide mitigation for some of the identified impacts including the Building Code, which provides for construction measures in general. The Noise Ordinance regulates the time and amount of construction noise that is permitted in the City.

Most short-term impacts are expected to be minor. Compliance with the above applicable codes and ordinances will reduce or eliminate most adverse short-term impacts to the environment. However, impacts associated with construction such as air quality, noise, traffic and parking warrant further discussion.

Construction Impacts

Construction activities including construction worker commutes, truck trips, the operation of construction equipment and machinery, and the manufacture of the construction materials themselves result in increases in carbon dioxide and other greenhouse gas emissions which adversely impact air quality and contribute to climate change and global warming. While these impacts are adverse, they are not expected to be significant.

Noise

The site is located in close proximity to many residences, including units in the mixed-use structures across Lake City Way NE, and townhouses and single family units to the east. Due to the proximity of neighboring residential uses, the limitations of the Noise Ordinance are found to be inadequate to mitigate the potential noise impacts. Pursuant to the SEPA Overview Policy (SMC.25.05.665) and the SEPA Construction Impacts Policy (SMC 25.05.675 B), mitigation is warranted. The hours of construction activity shall be limited, subject to the conditions listed below.

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 1-2 visits, or 2 to 4 vehicle trips a month). The site is adjacent to a principal arterial with significant traffic volumes. The long-term and use related impacts in the vicinity is expected 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, 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 sign inspector review, the proposed sign meets the dispersion requirements and zoning standards. 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). The proposed sign will be illuminated by a 250 watt halogen bulb mounted at the bottom of the sign. The fixture includes shielding to minimize glare. Lighting periods will be limited to 5am-8am and 6pm – 11pm. 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.

- [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

During Construction

1. All construction activities are subject to the limitations of the Noise Ordinance. Construction activities (including but not limited to demolition, grading, deliveries, framing, roofing, and painting) shall be limited to non-holiday weekdays from 7am to 6pm. Non-noisy activities, such as site security, monitoring, weather protection shall not be limited by this condition.

Construction activities outside the above-stated restrictions may be authorized by the Land Use Planner when necessitated by unforeseen construction, safety, or street-use related situations. Requests for extended construction hours or weekend days must be submitted to the Land Use Planner at least three (3) days in advance of the requested dates in order to allow DPD to evaluate the request.

Signature: _____ (signature on file) Date: March 29, 2010
Shelley Bolser, Senior Land Use Planner
Department of Planning and Development

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