



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: 3011115
Applicant Name: Dean Haugen
Address of Proposal: 1601 3rd Avenue

SUMMARY OF PROPOSED ACTION

Land Use Application to allow a single sided externally illuminated 25' x 60' vinyl mesh wall sign with an overall height of 65' (Billboard). Sign will be mounted to an existing parking garage on the curved façade facing north. Relocation of registration #572.

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 proposal site is the prominent parking garage structure located across the street from Macy's on the west side of 3rd Avenue. It is attached to Macy's by a pedestrian skybridge. It is zoned Downtown Retail Core (DRC1). The proposed sign will face northeast, toward the intersection of 3rd Avenue and Stewart Street, and toward the Securities and Bergman Luggage buildings.

Proposal Description

The applicant proposes to install and maintain a single-faced off-premise advertising sign (billboard) on the northeasterly facing curved wall of the existing parking structure. The upper edge of the proposed wall sign will not exceed 40 feet in height, and the total area of the sign face will not exceed 288 square feet of copy.

Public Comments

None.

ANALYSIS - SEPA

The initial disclosure of the potential impacts from this project was made in the environmental checklist submitted by the applicant. 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

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 site observation, there are no other signs within 300 feet. The proposed sign is a relocation of Sign No. 572 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 60 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.

Greenhouse Gas

The applicant has disclosed that approximately 3,778 metric tons of carbon dioxide are likely to be emitted (MTCO₂e) over lifespan. There is no basis for mitigating such emissions at this time.

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)
Paul Janos, Land Use Planner
Department of Planning and Development

Date: August 26, 2010

PJ:jj
Janos/doc/decisions other than platting/3011115 billboard on Macy's garage draft Janos.doc