



## 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:** 3012704

**Applicant Name:** Peter J. Wangoe II for Clear Channel Outdoor

**Address of Proposal:** 2430 1<sup>st</sup> Avenue South

### **SUMMARY OF PROPOSED ACTION**

Land Use Application to allow a double sided externally illuminated 14 foot by 48 foot and 12 foot by 24 foot off premise, billboard sign with an overall height of 65 feet on a new monopole. The sign display will be oriented northerly and southerly facing 1<sup>st</sup> Avenue South.

The Seattle Municipal Code (SMC) requires the following approval:

**SEPA - Environmental Determination** pursuant to SMC 25.05.

**SEPA DETERMINATION:** [ ] Exempt [X] DNS [ ] MDNS [ ] EIS

[ ] DNS with conditions

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

### **BACKGROUND DATA**

**Zoning:** General Industrial 2 – IG2 U/85.

**Uses on Site:** Accessory parking for retail/warehouse use located at 2440 1<sup>st</sup> Avenue South.

### Billboard Registration Numbers

Billboard Registration numbers 377 (Bulletin) and 308 (poster) will be used for this land use application.

### Public Comments

The comment period ended May 16, 2012. DPD received no comments.

### **ANALYSIS – SEPA**

The initial disclosure of the potential impacts from this project was made in the environmental checklist submitted by the applicant dated March 22, 2012 and annotated by the land use planner. The information in the checklist, project documents, including a preliminary Geotechnical Engineering Design Study prepared by HartCrowser (dated December 27, 2011), and the experience of the lead agency with review of similar projects form the basis for this analysis and decision.

The SEPA Overview Policy clarifies the relationship between codes, policies, and environmental review (SMC 25.05.665). 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, mitigation can be considered (SMC 25.05.665 D 1-7). 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 associated with drilling and sign installation; and consumption of renewable and non-renewable resources. Compliance with applicable codes and ordinances such as the Building Code, Environmentally Critical Areas Ordinance, and Noise Ordinance, and PSCAA will reduce or eliminate most adverse short-term impacts to the environment. 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 sign copy posting and routine maintenance visits (approximately 1 to 2 trips per month). The long-term and use related impacts in the vicinity are expected to be minor within this primarily industrial area.

### 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, there shall be a minimum distance of 300 feet between advertising sign structures on the same side of the street; a maximum of two advertising sign structures within 300 feet when counting both sides of the street; and, a minimum distance of 100 radial feet between advertising sign structures. Further, a maximum of five off-premise signs are permitted when counting both sides of a street within a distance of 2,640 feet (1/2 mile).

The dispersion requirements and zoning standards were reviewed by the DPD. The proposed advertising sign has been found to meet dispersion standards. Therefore compliance with the Land Use code will provide sufficient mitigation of cumulative impacts from billboard signs and no additional mitigation is required.

### Light and Glare

The Sign Code requires that light sources be shielded so that direct light is not visible from 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). Adjacent land uses are industrial and commercial in nature and generate their own traffic, noise and light. The sign face will rise above the existing street level a maximum of 65 feet. The proposed sign will be illuminated by a maximum two- 250 watt Halophane light for the billboard face and one- 250 watt Halophane light will illuminate the poster face. A timer system will be used to adjust the lighting schedule throughout the year, but all illumination will be turned off between 11:00 p.m. and 6:00 a.m. 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**

None.

Signature: \_\_\_\_\_ (signature on file) Date: May 24, 2012  
Stephanie Haines, Senior Land Use Planner  
Department of Planning and Development

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## APPENDIX A

### ***Procedures to follow for assessment and/or protection of potentially significant archaeological resources discovered during construction or excavation:***

1. If resources of potential archaeological significance are encountered during construction or excavation, the owner and/or responsible party shall stop work immediately and notify DPD and the Washington State Archaeologist at the State Office of Archaeology and Historic Preservation (OAHP). Responsible parties shall abide by all regulations pertaining to discovery and excavation of archaeological resources, including but not limited to Chapters 27.34, 27.53, 27.44, 79.01 and 79.90 RCW and Chapter 25.48 WAC, as applicable, or their successors.
2. Once DPD and the State Office have been notified:
  - The owner and/or responsible party shall hold a meeting on site with DPD and a professional archaeologist. Representatives of Federally recognized Tribes and the Native American community that may consider the site to be of historical or cultural significance shall be invited to attend. After this consultation, the archaeologist shall determine the scope of, and prepare, a mitigation plan. The plan shall be submitted for approval to the State Office of Archaeology and Historic Preservation (OAHP), and to DPD to ensure that it provides reasonable mitigation for the anticipated impacts to the resources discovered on the construction site.
  - The plan shall, at a minimum, address methods of site investigation, provide for recovery, documentation and disposition of possible resources, and provide excavation monitoring by a professional archaeologist. The plan should also provide for conformance with State and Federal regulations for excavation of archeologically significant resources.
  - Work shall only resume on the affected areas of the site once an approved permit for Archaeological Excavation and Removal is obtained from the OAHP. Work may then proceed in compliance with the approved plan.