



**City of Seattle**

**Department of Planning and Development**  
D. M. Sugimura, Director

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**CITY OF SEATTLE  
ANALYSIS AND DECISION OF THE DIRECTOR OF  
THE DEPARTMENT OF PLANNING AND DEVELOPMENT**

**Application Number:** 3014475  
**Applicant Name:** Peter J. Wangoe II for Clear Channel Outdoor  
**Address of Proposal:** 4606 4th Avenue South

**SUMMARY OF PROPOSED ACTION**

Land Use Application to allow a double faced externally illuminated 14 ft.by 48 ft. off premise billboard sign with an overall height of 65 ft. on a new monopole. The sign faces will be oriented to the north and south, along 4th 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 1 – IG1 U/85.

Uses on Site: Warehouse

### Billboard Registration Numbers

Billboard Registration numbers 117 and 118 will be used for this land use application.

### Public Comments

The comment period ended October 23, 2013. 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 September 5, 2013 and annotated by the land use planner. The information in the checklist, project documents, including a preliminary Geotechnical Engineering Design Study prepared by GeoTech Consultants, Inc. (dated February 19, 2013), 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: construction noise and 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. There will be greenhouse gas emissions related to 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.

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 adverse construction impacts associated with the construction of the sign, the impacts are not expected to be significant and 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). Operational activities, primarily vehicular trips associated with the project and the projects' energy consumption, are expected to result in increases in carbon dioxide and other greenhouse gas emissions which adversely impact air quality and contribute to climate change and global warming.

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 signs will be illuminated by two Halophane lights mounted on deck below the sign faces. 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: November 14, 2013  
Jerry Suder, Land Use Planner Supervisor  
Department of Planning and Development

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