



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: 2501763
Applicant Name: Dean Haugen for Clear Channel Outdoor
Address of Proposal: 6265 13th Avenue South

SUMMARY OF PROPOSED ACTION

Master Use Permit for future construction of a double faced externally illuminated 12 foot by 24 foot (288-square-foot) advertising sign with an overall height of 38 feet. The sign display will be oriented towards both the east and west directions.

The following approval is required:

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

SEPA DETERMINATION: Exempt 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 a corner lot that fronts South Albro Place to the south, 13th Avenue South to the east, and a platted alley to the west, in the Georgetown neighborhood of South Seattle. The existing parcel size is approximately 14,148 square feet and is located within two zoning

districts; Commercial Two with a height limit of forty feet (C2-40) and a narrow strip running along the north property line within Neighborhood Commercial Three zone with a height limit of 40 feet (NC3-40). The site is classified as a split zone lot. The site is also located within the Georgetown Urban Village. The site is mapped in the Environmentally Critical Areas (ECA) Folios as having soil conditions prone to liquefaction.

The site is irregular in shape, with its frontage orientation along a southeasterly axis. The site is developed with one commercial structure, and accessory surface parking. The site is essentially level with perimeter parking surrounding the commercial structure. The street rights-of-way are fully developed with curbs, sidewalks and gutters fronting the development site.



Area Development

Access to the development site is primarily taken along 13th Avenue South abutting the property to the east, and South Albro Place abutting along the south property line. Thirteenth Avenue South and South Albro Place are arterials with connections to Interstate Five (I-5). The street systems are bustling with activity in and around the subject lot. The site is located within a moderate sized commercial zone to the north, south, and east. Businesses located within this area are typical of uses established within commercial zones, including warehouses, business support services, and manufacturing uses.

One block to the west is a moderate sized residential zone, Single Family 5,000 (SF 5000) that is surrounded by more intensive commercial and industrial zones. An airport use (King County Airport) is located directly across the street to the south at the intersection of South Albro Place and South Hardy Street. To the north abutting the subject lot and across 13th Avenue South to the east is a moderately sized Neighborhood Commercial Three zone with a forty foot height limit (NC3-40). Single family residential uses, an assorted of commercial uses are found within this zone. Seattle Parks Georgetown Playground is located further north within walking distance.

Proposal Description

The applicant proposes to build and maintain a two-way billboard advertising sign with a 12 foot by 24 foot display surface and will be sited near the South Albro Place street frontage, solely within the C2-40 zone. The display surface will be externally illuminated and will be oriented to face west and east to capture the attention of users in and around the South Albro Place right-of-way. The overall height of the structure will be thirty-eight (38) feet above grade.

Public Comments

Date of Notice of Application: May 26, 2005
Date End of Comment Period: June 08, 2005

Letters 0

Issues: No comment letters were received for this project.

ANALYSIS - SEPA

The initial disclosure of the potential impacts from this project was made in the environmental checklist submitted by the applicant dated May 4, 2005. 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 building activities and hydrocarbon emissions from construction vehicles and equipment; increased traffic and demand for parking from construction equipment and personnel; increased noise; 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 face and increased traffic, noise, and vehicular emissions from the monthly copy posting and routine maintenance visits (approximately 1 to 2 visits per month). The site is adjacent to a principal arterial and near a State Highway, both with large traffic volumes due in part to the presence of commercial uses. The long-term and use related impacts in the vicinity is expected to be minor within this well traveled route to the Duwamish industrial core. 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 records, site observation, and information provided by the applicant, there are no other sign structures within 300 feet. According to a dispersion count furnished on the plans by the applicant, as well as DPD land use maps and site observation, there is one existing billboard structure within 2,640 feet of the proposed new billboard. Also, the proposed double faced sign is a relocation of Sign Nos. 432 & 433 (existing pole signs) from two other locations pursuant to SMC Section 23.55.014 A (citizen request under Section 23.55.014 A 1 c). 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 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). Surrounding land uses are industrial and commercial in nature and generate their own traffic, noise and light. The nearest residential zone is approximately 360 feet to the east, set between a large one-story warehouse building. The illuminated portion of the sign is directed away from the residential area. Street lighting within the South Albro Place right-of-way is anticipated to defuse adversely impacts of the illuminated sign on nearby residences. 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 a maximum 288 watt Metal Halide fixture on each side, which will be obliquely directed toward 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

None.

Signature: (signature on file)
Bradley K. Wilburn, Land Use Planner
Department of Planning and Development

Date: October 17, 2005