



City of Seattle

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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:** 2502216  
**Applicant Name:** Dean Haugen for Clear Channel Outdoor  
**Address of Proposal:** 730 South Myrtle Street

**SUMMARY OF PROPOSED ACTION**

Master Use Permit for future construction of a double faced externally illuminated 14 foot by 48 foot (672-square-foot) advertising sign with an overall height of 55 feet. The sign display will be oriented towards the north and south directions.

The following approval is required:

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

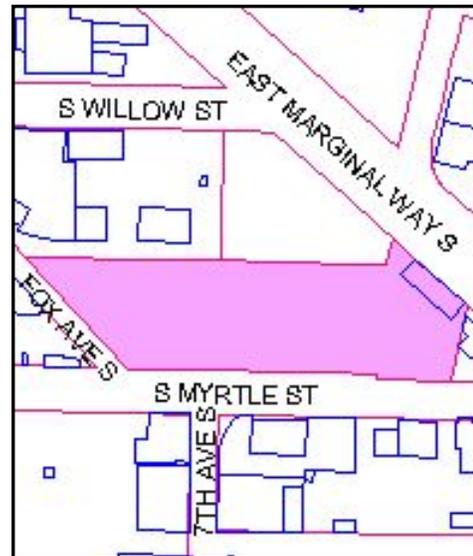
**SEPA DETERMINATION:**  Exempt  DNS  MDNS  EIS  
 DNS with conditions  
 DNS involving non-exempt grading, or demolition, or another agency with jurisdiction.

**BACKGROUND DATA**

Site and Vicinity Description

The proposal site is located on the south half of a block with street frontages along South Myrtle Street to the south, Fox Avenue South to the west, and East Marginal Way South to the east in the Duwamish Waterway industrial area, south of South Michigan Street. Between the east

property line and the East Marginal Way South roadway surface a Northern Pacific Railroad track runs parallel with the right-of-way. The development site is virtually a flat lot, comprising a land area of approximately 140,465 square feet. The site is entirely graveled and is currently occupied by an accessory structure that supports outdoor storage use that includes trucks and trailers, and is zoned General Industrial One, with an eighty-five foot height limit (IG1 U/85). The development site is also located within the Duwamish Manufacturing/Industrial Center (DU MIC). The site is mapped in the Environmentally Critical Areas (ECA) Folios as having soil conditions prone to liquefaction.



The dirt and gravel site is partitioned off with chain-linked fencing to segregate the development site into discreet storage areas. The abutting rights-of-way are improved with hard surface roadway with dirt and gravel shoulders.

At the time of this proposal an application for the installation of a minor communication utility is being reviewed under MUP project number 2402380. The proposed monopole with 6 attached panel antennas will extend to a maximum height of 80 feet above grade and accessory equipment devices will be enclosed within a screening fence. The minor communication utility will be located near the development site's southeast corner, adjacent to South Myrtle Street.

### Area Development

Zoning in the immediate vicinity includes a mix of industrial, commercial, and residential. Along the west side of East Marginal Way South the area is exclusively zoned IG1 U/85. Across the centerline of East Marginal Way South, a small commercial zone (Commercial One with a height limit of 40 feet) provides a buffer zone to a moderately sized residential zoning band extending further eastwards that includes Multifamily and Single Family zones. Abutting the three block wide residential zone northerly and southerly is an Industrial Buffer zone which provides a transition area with less intensive commercial uses, from neighboring higher intensity commercial uses located within an expansive IG2 U/85 zone further north and south. Uses in the Industrial zones are typical for industrial areas; storage yards, light manufacturing and wholesale sales supported with small retail, offices, and eating and drinking establishments.

East Marginal Way South is a primary arterial corridor moving traffic effectively north and south along the eastside of the Duwamish River to the interstate system. The site and adjacent properties are served by Metro transit routes 154, 173, and 174.

### Proposal Description

The applicant proposes to build and maintain a two-way billboard advertising sign with a 14 foot by 48 foot display surface and will be sited near the East Marginal Way South street frontage.

The display surface will be externally illuminated that will be oriented to face south and north. The overall height of the structure will be fifty-five (55) 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 2 to 4 visits a month). The site is adjacent to a principal arterial and near a State Highway, both with significant traffic volumes due in part to the presence of industrial uses. The long-term and use related impacts in the vicinity is expected to

be minor within this well entrenched industrial belt. 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 faces 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 are three (maximum) existing billboard structures within 2,640 feet of the proposed new billboard. Also, the proposed double faced sign is a relocation of Sign Nos. 8 & 609 (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 200 feet to the northeast and is oriented away from East Marginal Way. The illuminated portion of the sign is directed away from the residential area. Street lighting within the East Marginal Way South right-of-way is anticipated to defuse adversely impacts of the illuminated sign on nearby residences. The sign face is approximately 14 feet high by 48 feet in length and will rise above the existing street level to a maximum of 55 feet. The proposed sign will be illuminated by a maximum 672 watts of Metal Halide fixtures 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