



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:** 3003669  
**Applicant Name :** Dean Haugen for Clear Channel Outdoor  
**Address of Proposal:** 4660 East Marginal Way S.

**SUMMARY OF PROPOSED ACTION**

Master Use Permit for a single faced 14 ft. X 48 ft., 55 ft. high billboard sign; relocation of registration #609.

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.

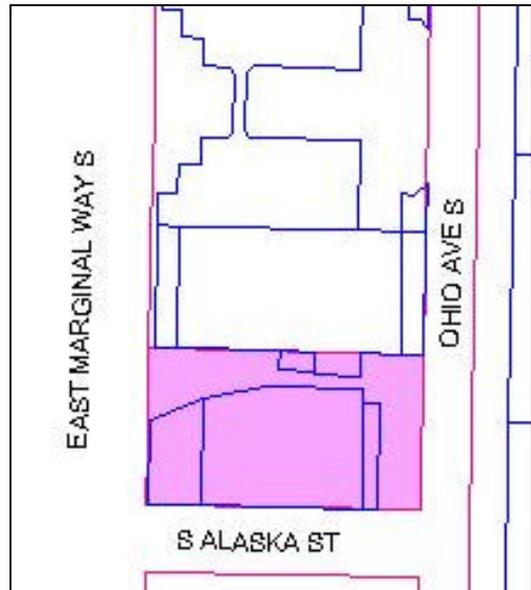
**BACKGROUND DATA**

Site and Vicinity Description

The subject site is located on the northeast corner of East Marginal Way S. and S. Alaska St in an industrially developed area. All properties surrounding the subject property are zoned IG1/U-85. The predominant use is industrial, including 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, with railroad tracks located on the west border.

The development site is virtually a flat lot that is approximately 34,515 square feet in size. The site is entirely paved and developed. The existing one-story building on the site is currently occupied by an industrial use. A gravel parking and service area is located on the north side of the building. The building on the adjacent parcel borders the north side of this gravel lot. The north building is currently used for indoor sporting events. The site is mapped in the Environmentally Critical Areas (ECA) for Liquefaction.



### Proposal Description

The applicant proposes to build and maintain a single faced billboard advertising sign with a 14 foot high by 48 foot wide display surface sited near the East Marginal Way South street frontage. The display surface would face north and be externally illuminated with shielded light fixtures. The sign would be placed 3 feet from the northwest angled wall of the building. The sign post would be located to the east of the windows on this wall. The sign face would be located above the roof of the building. The overall height of the proposed structure would be 65 feet above grade.

### Public Comments

The public notice was issued on February 16, 2006. There were no comment letters.

### ANALYSIS - SEPA

The initial disclosure of the potential impacts from this project was made in the environmental checklist submitted by the applicant dated January 25, 2006. 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 1-2 visits, or 2 to 4 vehicle trips a month). The site is adjacent to a principal arterial and near a State Highway 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. 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 four existing billboard structures within 2,640 feet (1/2 mile) of the proposed new billboard. Also, the proposed sign is a relocation of Sign No. 609 (existing pole signs) from another 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 in nature and generate their own traffic, noise and light. The nearest residential zone is approximately 3,355 feet to the southwest, beyond the reach of light spillage from the fixtures. 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 65 feet. The proposed sign will be illuminated by a maximum 250 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) Date: March 30, 2006  
Shelley Bolser, Land Use Planner  
Department of Planning and Development

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