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Councilmember Mike O'Brien
Seattle City Council

Mayor McGinn and Seattle City Council
PO Box 34025
Seattle, WA 98124-4025

Dear Mayor McGinn and City Council Members:

We, the undersigned members of the faculty of the UW Department of Architecture, urge you to oppose the proposed changes to the Seattle Municipal Code to allow giant illuminated signs on Seattle's downtown skyline. The proposal to allow 648 square foot lighted signs at the request of a single company which recently moved to Seattle, ignores the Comprehensive Plan, overturns a half-century of treasuring and protecting the downtown skyline, and betrays any claim to sustainability. The proposed sign code changes give away an extraordinarily valuable city asset. To make such a change for the benefit of a single company undermines the integrity of the SMC and the Comprehensive Plan.

- The City of Seattle has protected the downtown skyline since UW Architecture Professor Victor Steinbrueck called attention to its unique qualities in the 1960s and 1970s.
- The City of Seattle Comprehensive Plan specifically prohibits the proposed change and protects the downtown skyline from this kind of intrusion.
- The City of Seattle holds sustainability as a value and goal, but the proposed ordinance will waste energy, add bright light to the night sky (purely for advertising), and thereby betrays the city's claims to sustainability.
- The downtown skyline is an incredibly valuable asset, but the proposed SMC changes will give it away for nothing.
- Passing an ordinance that is so transparently written to benefit a single company (and one just recently arrived in Seattle) undermines the SMC and Comprehensive Plan. Will the city now routinely abrogate the laws that govern our city when any private entity finds them inconvenient?

Please do not allow our downtown skyline to be defaced. Please oppose the changes to the sign code and protect our downtown skyline for all citizens. Do not allow it to become a billboard for privileged corporations.

Signature

Printed Name/City



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ELIZABETH GOLDEN / SEATTLE

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