

## Why do we need urban design?

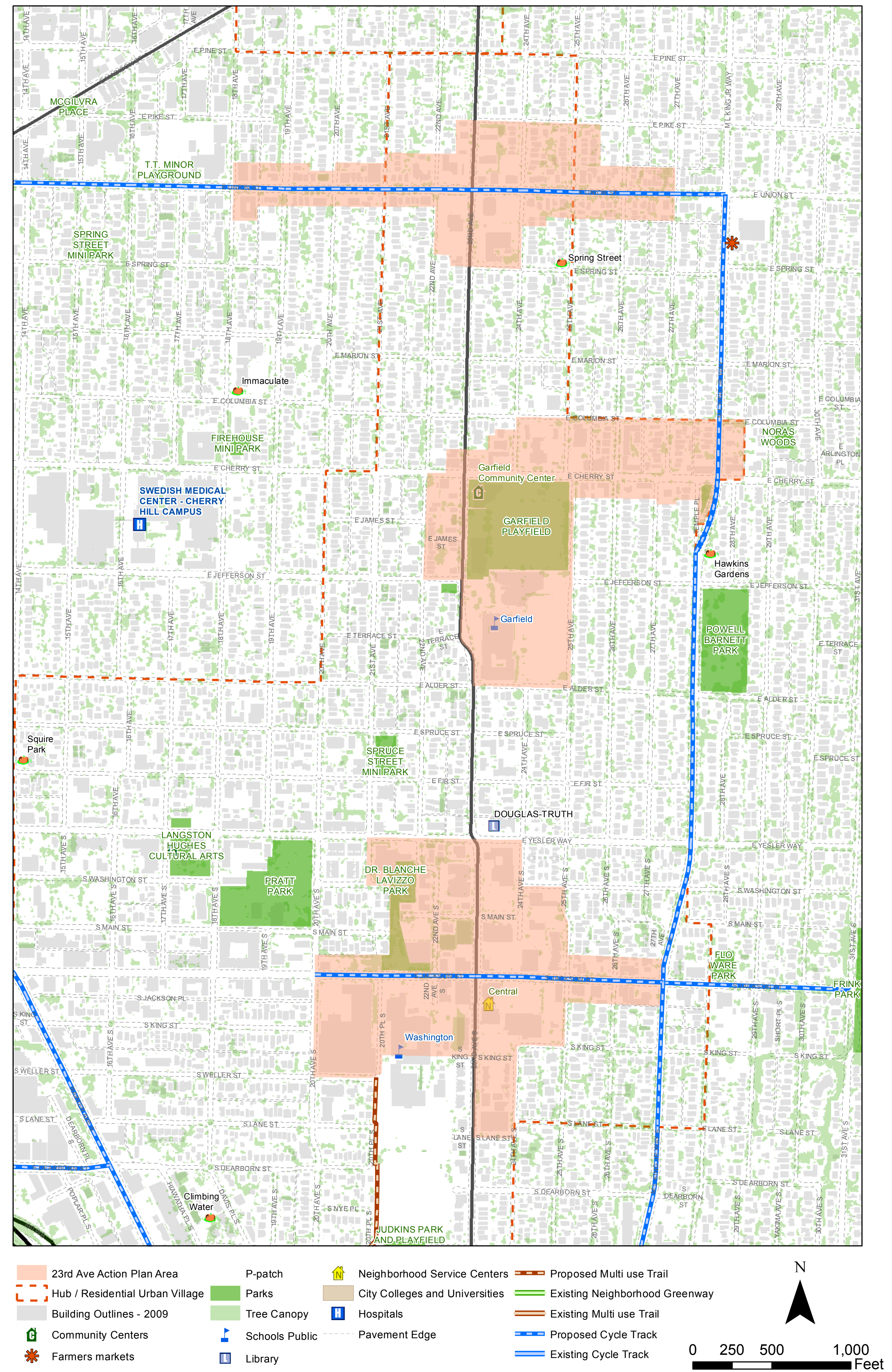
The Central Area has valuable assets in these community nodes at 23rd Ave and Union, Cherry and Jackson. Great community nodes are places to live and to get goods and services, including culturally specific items. They are places for gathering, where you can get together with others in your community. And they are a way to proudly proclaim the Central Area as a great place.

With both private and public investments coming, now is the time to plan for great community nodes at 23rd and Union, Cherry and Jackson. This will take the combined work of the community, business and property owners, developers, and the City. Now is the time to define the physical environment through urban design recommendations for a healthy, safe, equitable and sustainable community nodes. It is important for each node to have a distinctive character while also complementing each other to achieve a cohesive Central Area identity.

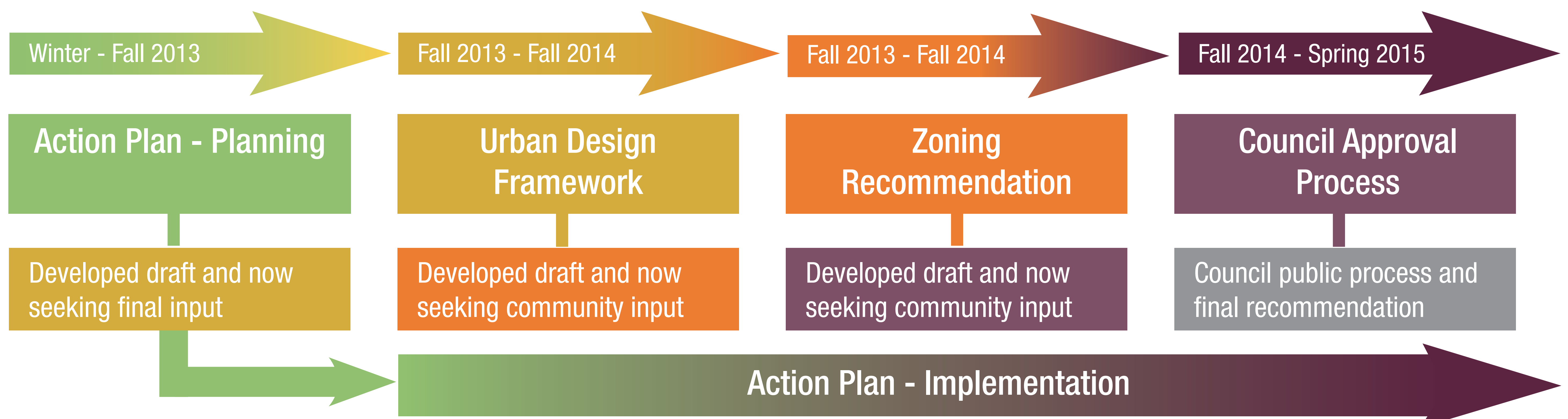
## What is the Urban Design Framework?

Achieving the Central Area community's vision will require a variety of tools to shape the future physical, economic and social environment. The Urban Design Framework (UDF) is one tool for shaping the physical environment.

The 23rd Ave UDF (Union-Cherry-Jackson) translates community desires into urban design recommendations and implementation strategies for the three community nodes along 23rd Ave at Union, Cherry, and Jackson Streets. The UDF, along with other strategies will help guide future growth and make this great neighborhood a healthy, equitable and livable destination for both visitors and all who call the Central Area home.



## How did we get here?



\* Over 700 engaged (meetings large and small, surveys, etc)

\* Over 100 signed up for action teams

\* This project's Public Outreach & Engagement Liaisons include Afaan-Oromo, Amharic, Tigrinya, Spanish, African American, Seniors and youth communities.



# Creating Great Places Zoning Background

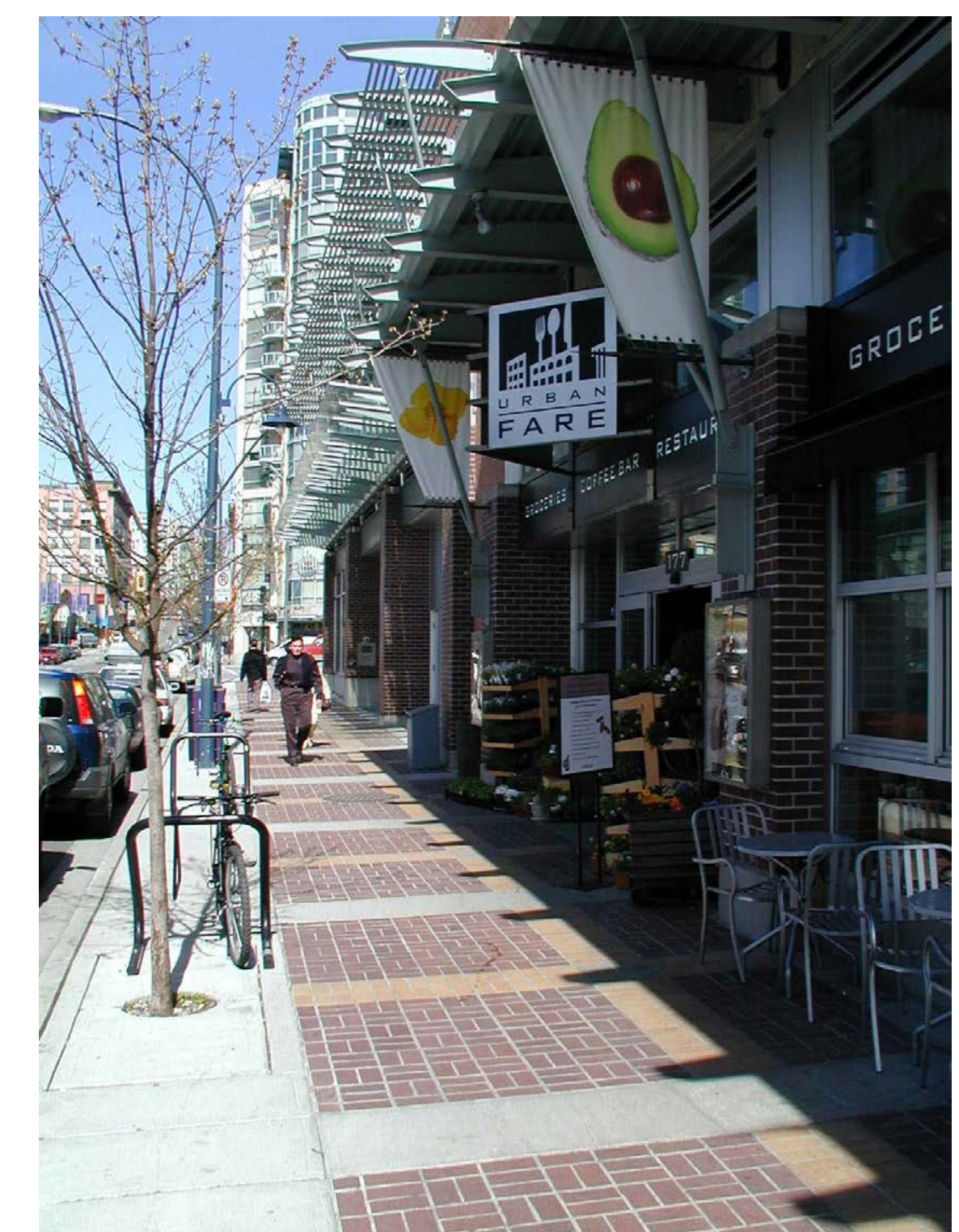
## What is zoning?

Our Zoning Code governs the use and development of land in Seattle. Zoning districts specify a category of uses (e.g., single-family residential, multifamily residential, commercial, industrial, etc.) and are applied by ordinance. The zoning districts are shown geographically on the City's official land use map. Zoning can be changed through a council rezone process.



## Potential benefits of rezoning at the 23rd and Union / Cherry / Jackson nodes?

- Pedestrian-oriented mixed use nodes at 23rd & Union/Cherry/Jackson
- A full range of goods and services for the diverse communities
- Affordable and diverse housing choices
- Greater urban vitality and the convenience of not having to leave the neighborhood
- An active place with more people living and using these nodes
- Safe and inviting nodes for active living
- The comfort of many eyes on the street
- Attract and retain capital within the community
- Opportunities for neighborhood jobs
- Places for community gathering



## What is Incentive Zoning for Affordable Housing?

For rezoning at the 23rd and Union / Cherry / Jackson nodes, Incentive zoning is land use tool that will be applied. It requires property owners to provide affordable housing in exchange for extra height.





**Creating Great Places**  
**Zoning Background**

**What are the different zoning types in the Union, Cherry and Jackson nodes?**

Zoning	Character	Typical Uses
<b>NC1</b> Neighborhood Commercial 1	Small pedestrian-oriented mixed use commercial/residential area that provides primarily convenient retail and services to the surrounding neighborhood	Small grocery store, hair salon, coffee shop, and housing above
<b>NC2</b> Neighborhood Commercial 2	Moderately-sized pedestrian-oriented mixed use commercial/residential area with a full range of retail and services to the surrounding neighborhood	Medium size grocery store, drug store, coffee shop, customer service office, medical/dental facility, and housing above
<b>NC3</b> Neighborhood Commercial 3	Larger pedestrian-oriented mixed use commercial/residential district serving the surrounding neighborhood and a larger community or regional clientele	Supermarket, restaurants, offices, hotels, clothing shops, business support services, and housing compatible with the area's mixed-use character
<b>SF</b> Single Family	Residential area primarily with detached houses. i.e., "single dwelling unit"	Detached houses on separate parcel. May also include "Accessory dwelling units"
<b>LR2</b> Lowrise 2	Provides for a variety of multifamily housing types.	A mix of small scale multifamily housing such as townhouses, rowhouses and apartments

Suffix		
<b>RC</b> Residential Commercial	Preserve the residential character while providing low intensity commercial uses to the surrounding neighborhood.	live-work unit, restaurants, office and apartment. It is assigned a residential zone classification such as LR.
<b>30, 40, 65, or 85</b>	A maximum height limit of 30', 40', 65' or 85'	
<b>5000</b>	Minimum 5,000 square feet of lot area	For single family zone

**Building Type Examples**

**Neighborhood Commercial 40', such as NC1-40, NC2-40**



**Neighborhood Commercial 65', such as NC2-65, NC3-65**



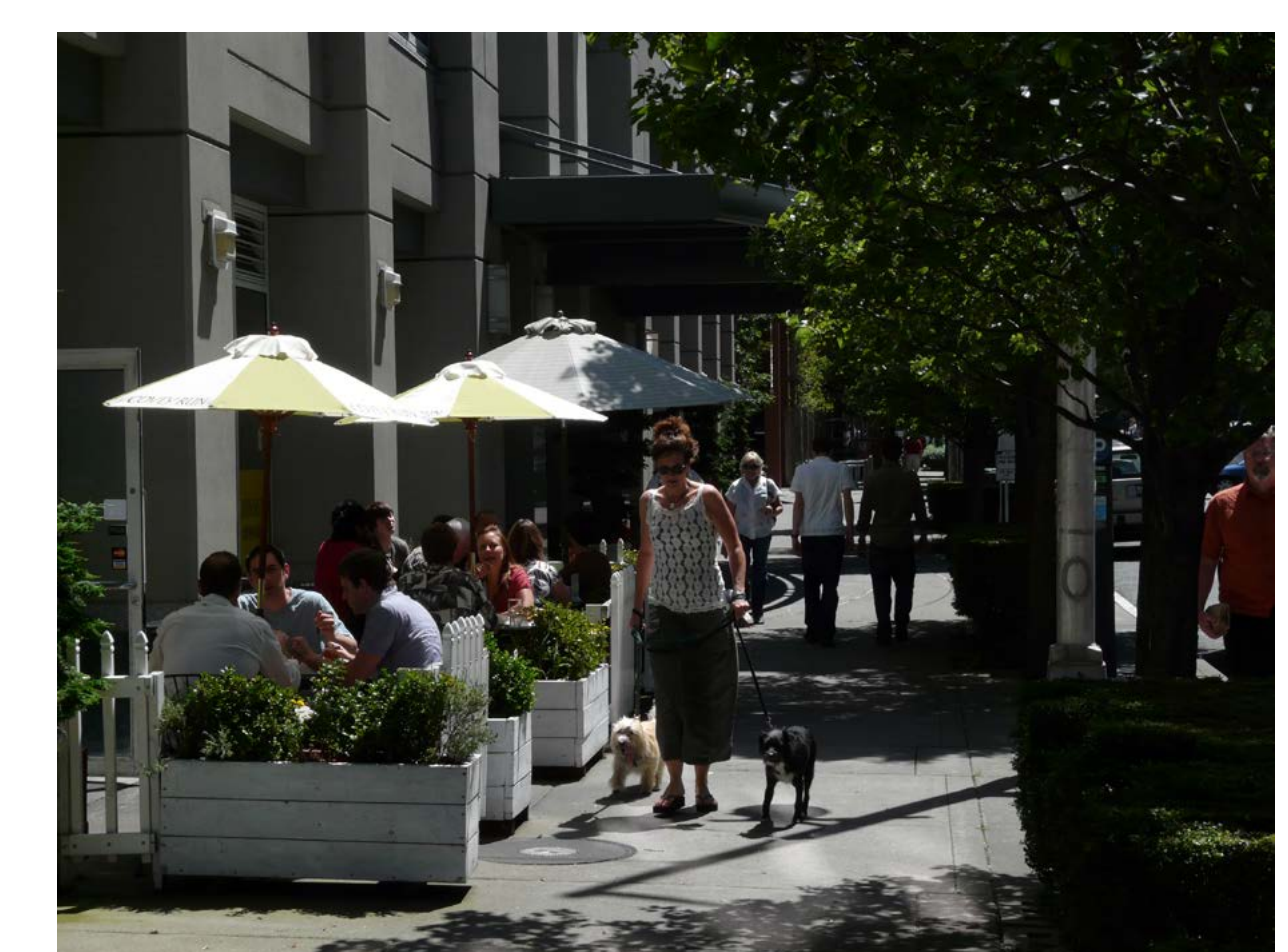
**Neighborhood Commercial 85', such as NC3-85**



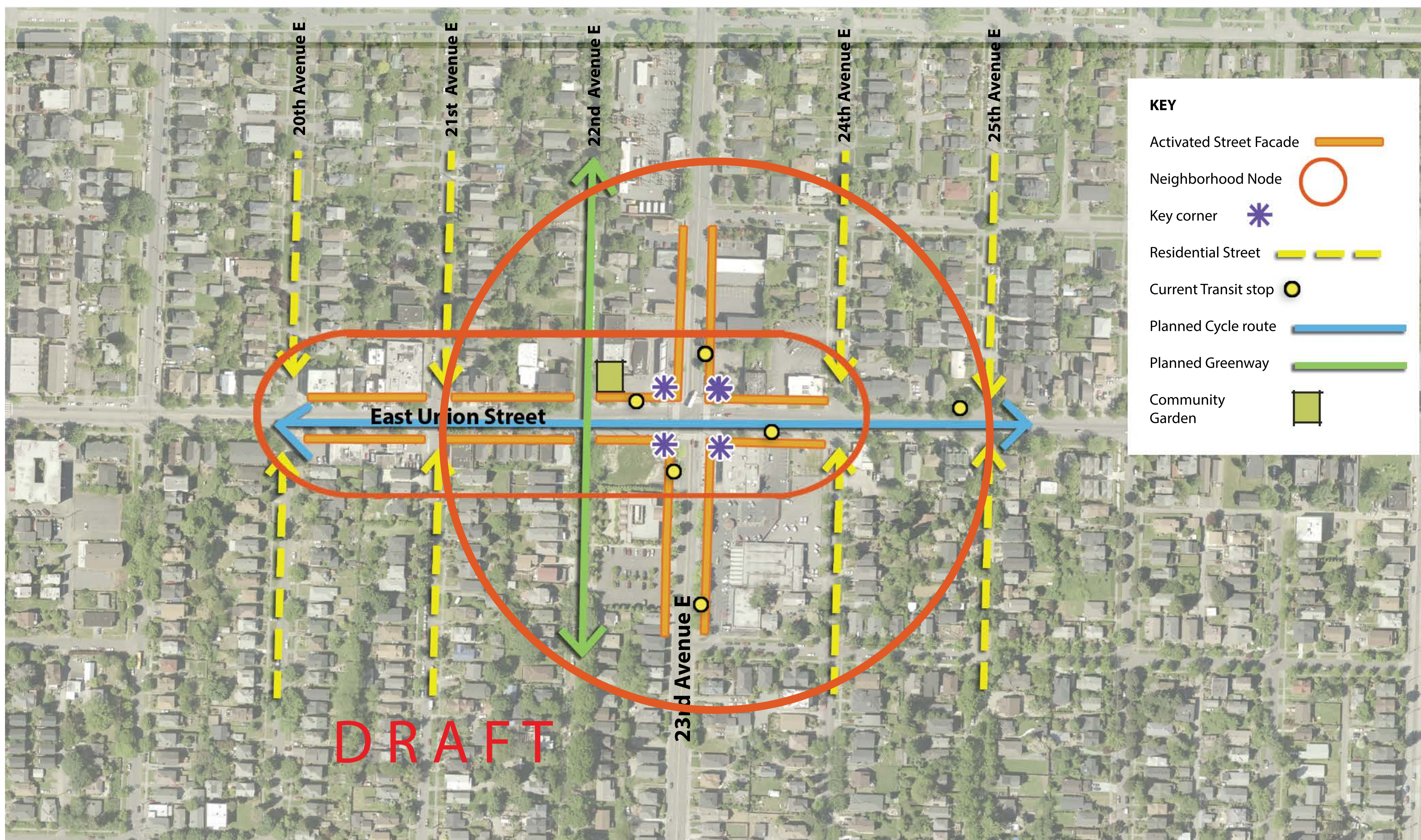
**Low Rise Residential Commercial Zone, such as LR2-RC**



**Pedestrian Oriented Storefront**







**Union Node Goal:**

A medium sized community-serving node with mixed use developments. This node has locally owned businesses and institutions and continues to serve as the center of the African American community. It is a neighborhood scale destination that builds on existing assets and draws customers from the larger neighborhood.

Encourage new pedestrian-friendly mixed-use development at 23rd and Union that includes neighborhood serving shops and services, opportunities for startup businesses, affordable housing and live/work housing while respecting the medium scale and historic character of this node.

**Design Priorities at Union Node**

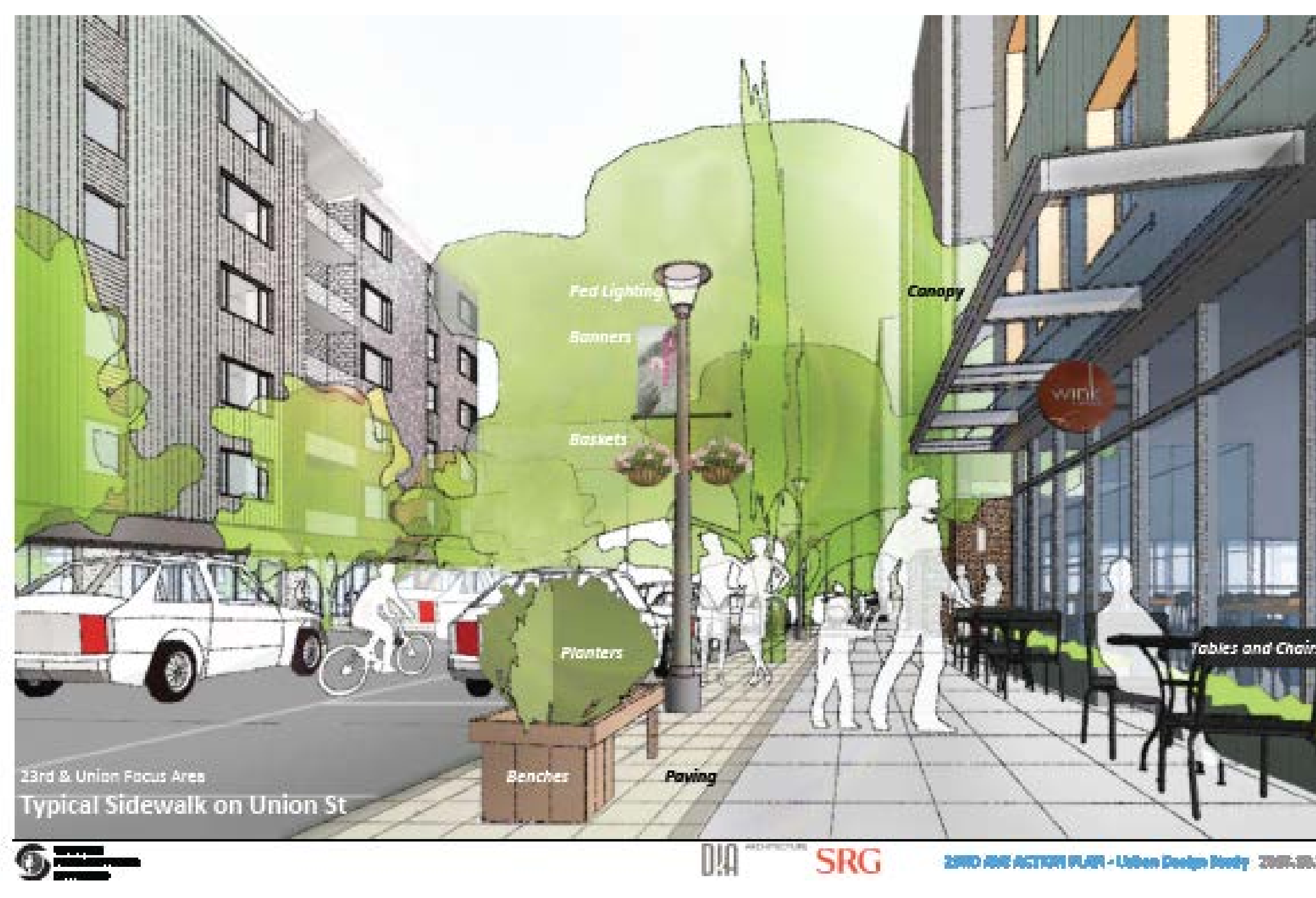
A moderately sized pedestrian oriented mixed use neighbor commercial node	
Greater public safety from more business and living opportunities within vibrant commercial district	
Transition between existing single family zones and future higher density development	
Community gathering places at ground level	<i>Your comment</i>
Opportunity for small business spaces	
Affordable and mix of housing choices	

**Courtyard with Ground Level Retail**

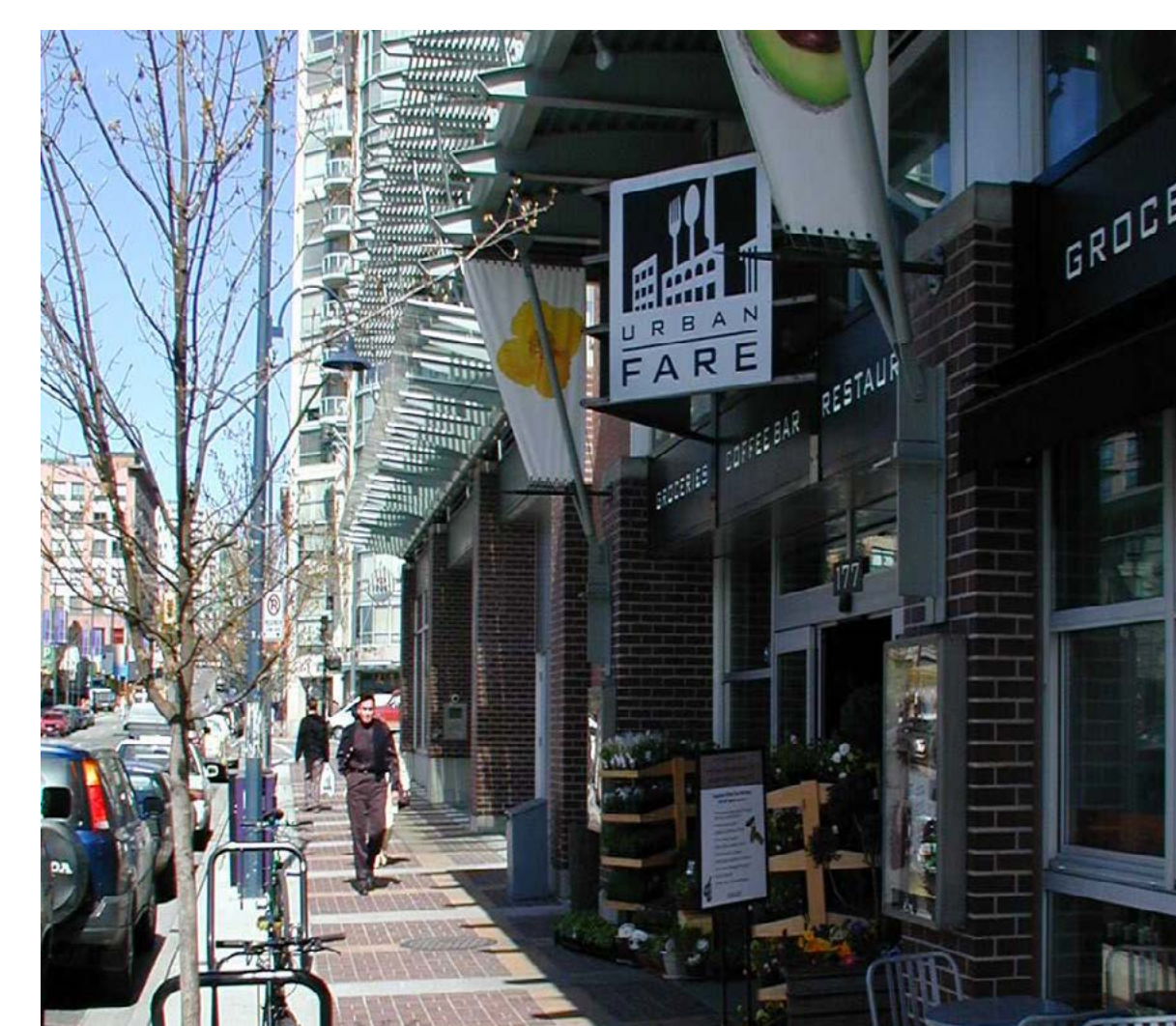
- Encourage additional building setback to enable sidewalk cafe and community gathering places
- Prioritize open space at ground level



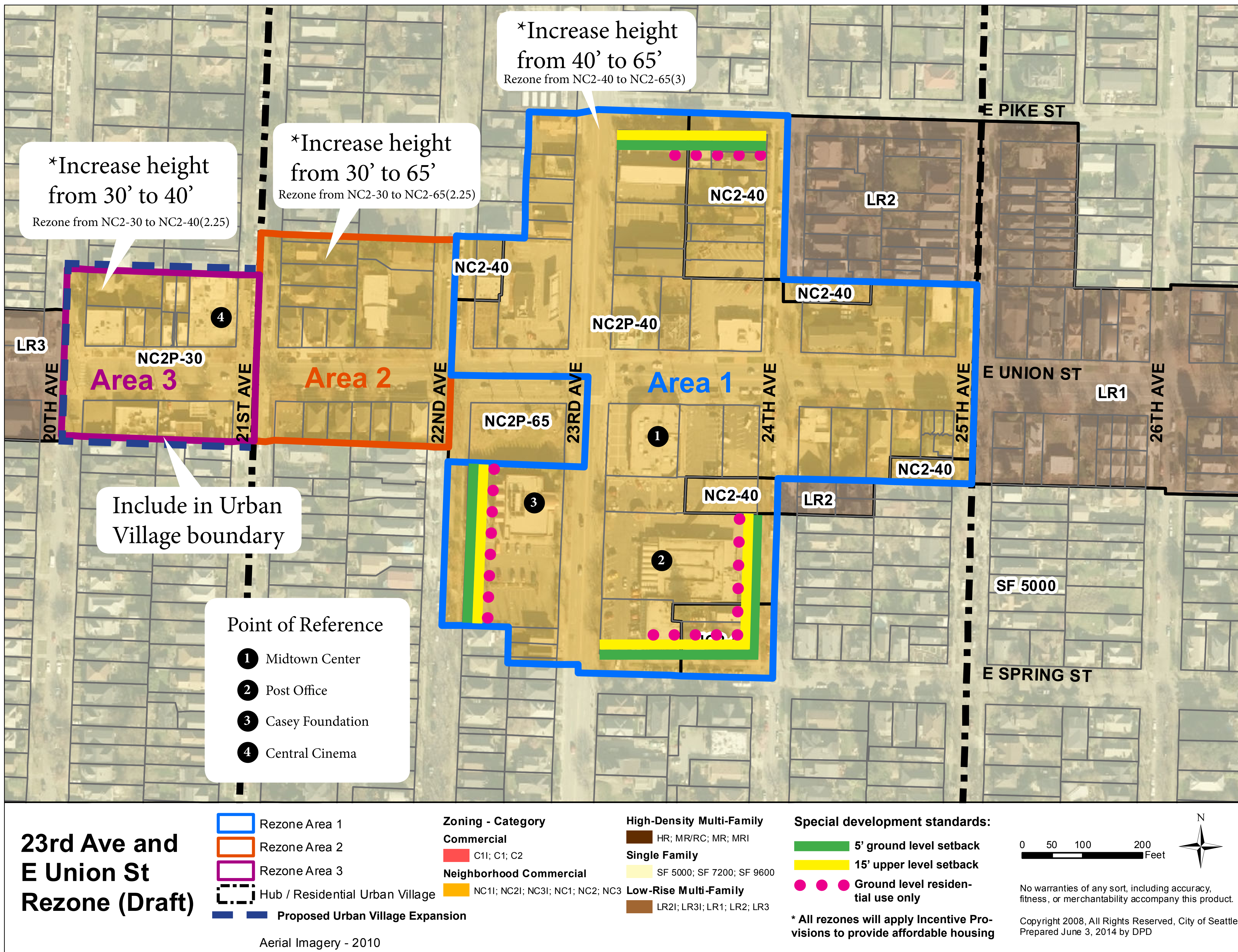
**Pedestrian Friendly Storefront and Streetscape**



- Retain existing Pedestrian overlay
- Provide small business spaces at ground level
- Provide protective canopies, sidewalk cafes, transparent storefronts and outdoor vendor stalls to enliven the streetscape







**What the proposal does:**

- Support moderate size pedestrian oriented mixed use neighborhood commercial character
- Recommends a height limit of 65' around the intersection to create a unified identity at this important intersection with transitions to single family zones at the edges
- Support existing pedestrian oriented neighborhood commercial area
- Creates a pedestrian friendly streetscape with more "eyes on the street"
- Increases activity on the street with more people living and using this business node

**Moderate Size Neighborhood Commercial Character**



**Proposed Standards for Transition**

- **Setback:** Ground level setback respects to the single family zones across the street. Upper level setback at 35' height corresponds to the single family maximum height.
- **Ground residential use:** preserves the residential feel of the street, and respects the adjacent single family zoned area





**KEY**

- Activated Street Facade
- Neighborhood Node
- Key corner
- Residential Street
- Current Transit stop
- Planned Cycle route
- Planned Greenway
- In street cycle route
- Pedestrian Connection



**Cherry Node Goal:**

A smaller scaled community-serving node with finer grained mixed use developments. This node has an abundance of community assets including parks/open space, Garfield High School and Community Center, teen center, arts programs, and small businesses, in particular ethnic restaurants, that create a unique identity for this node. It draws a broad mix of people, especially youth

Preserve small-scale neighborhood character, immigrant and refugee owned businesses while providing a greater variety of shops and services at 23rd and Cherry and an activated street frontage

Improve access and connectivity to community assets at 23rd and Cherry and activate space around Garfield High School, Garfield Community Center, and Medgar Evers Pool

**DESIGN PRIORITIES AT CHERRY NODE**

Garfield campus improvements including paving, lighting, and mid block crossing on Cherry St between 24th and 25th to create an inviting environment and connect and activate community facilities
Activate sidewalks with pedestrian oriented retail and sidewalk cafes at the ground level
Small scale neighborhood character and historic buildings
Opportunities for small business spaces
Cherry Street activation: festival street or and other community driven events

*Your comment*

**Pedestrian friendly storefront and streetscape**

- Encourage additional building setback to provide sidewalk cafe and community gathering places



- Provide protective canopies, sidewalk cafes, transparent storefronts and outdoor vendor stalls to enliven the streetscape
- Provide small business spaces at ground level to create more pedestrian activities and more eyes on the street

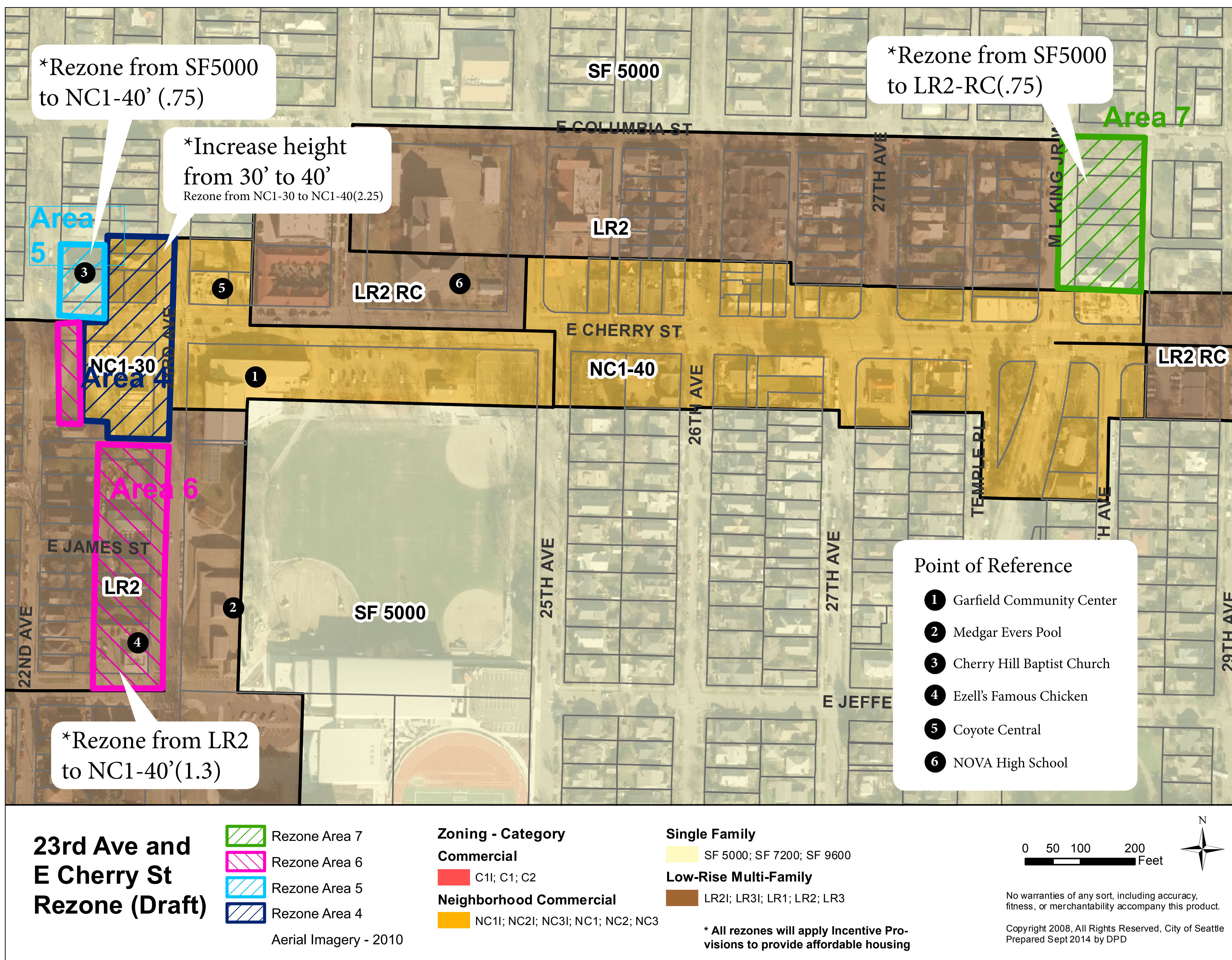




# 23rd Ave Action Plan (Union-Cherry-Jackson)

## Creating Great Places

### Cherry - Zoning Recommendations



#### What the proposal does:

- Supports small scale mixed use neighborhood commercial character
- Zones area west of 23rd Ave to accommodate existing uses
- Recommends a height limit of 40' to create a consistent height and coherent identity
- Creates a pedestrian friendly streetscape with more "eyes on the street"
- Increases activity on the street with more people living and using this mixed use node
- At the NE corner of Cherry and MLK, provides appropriate zoning for existing uses and transition to adjacent existing single family zones
- Support continuation and expansion of services provided by existing institution (Cherry Hill Baptist Church)

#### Small Size Neighborhood Commercial Character

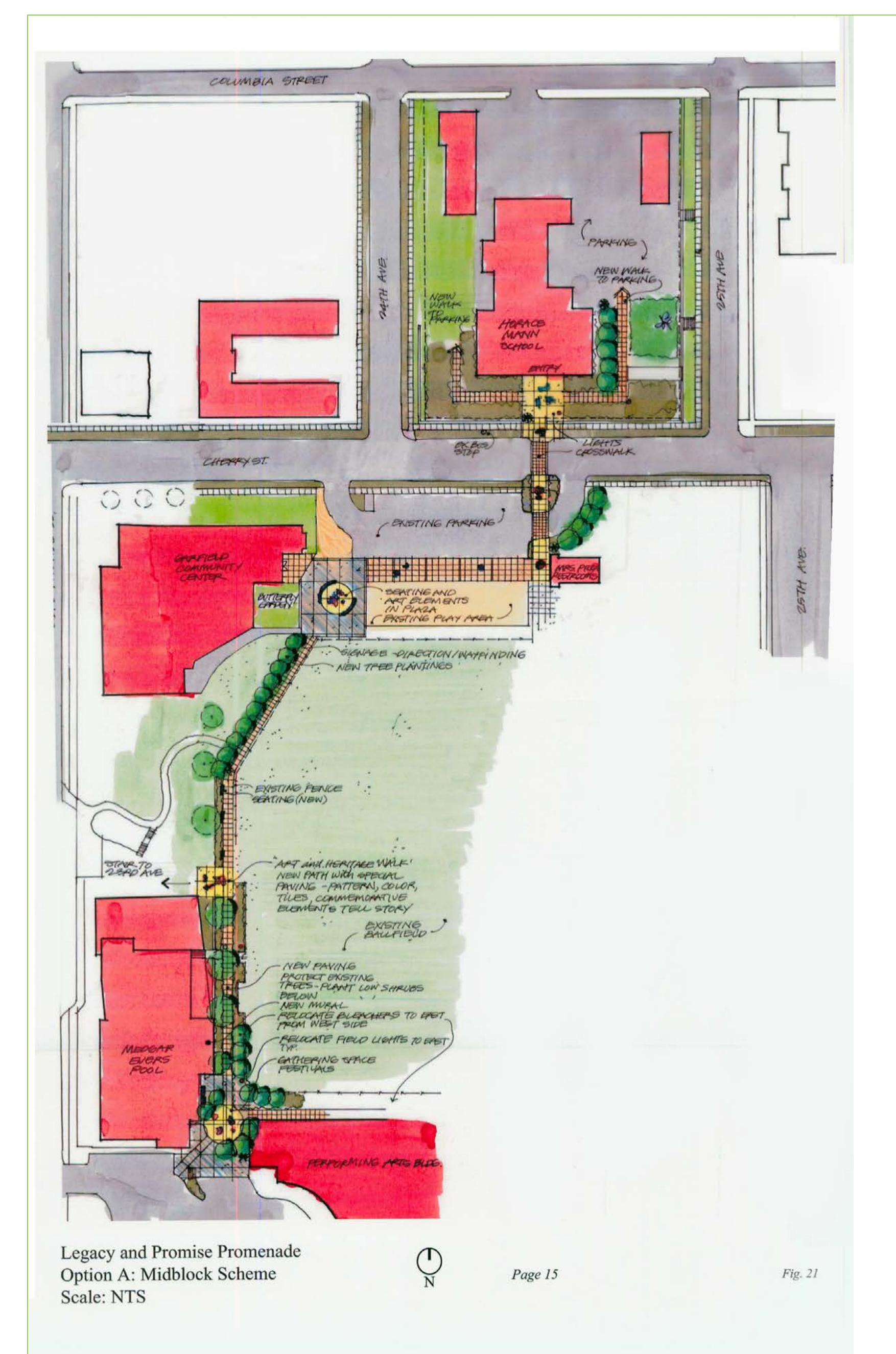
##### Neighborhood Commercial 40'



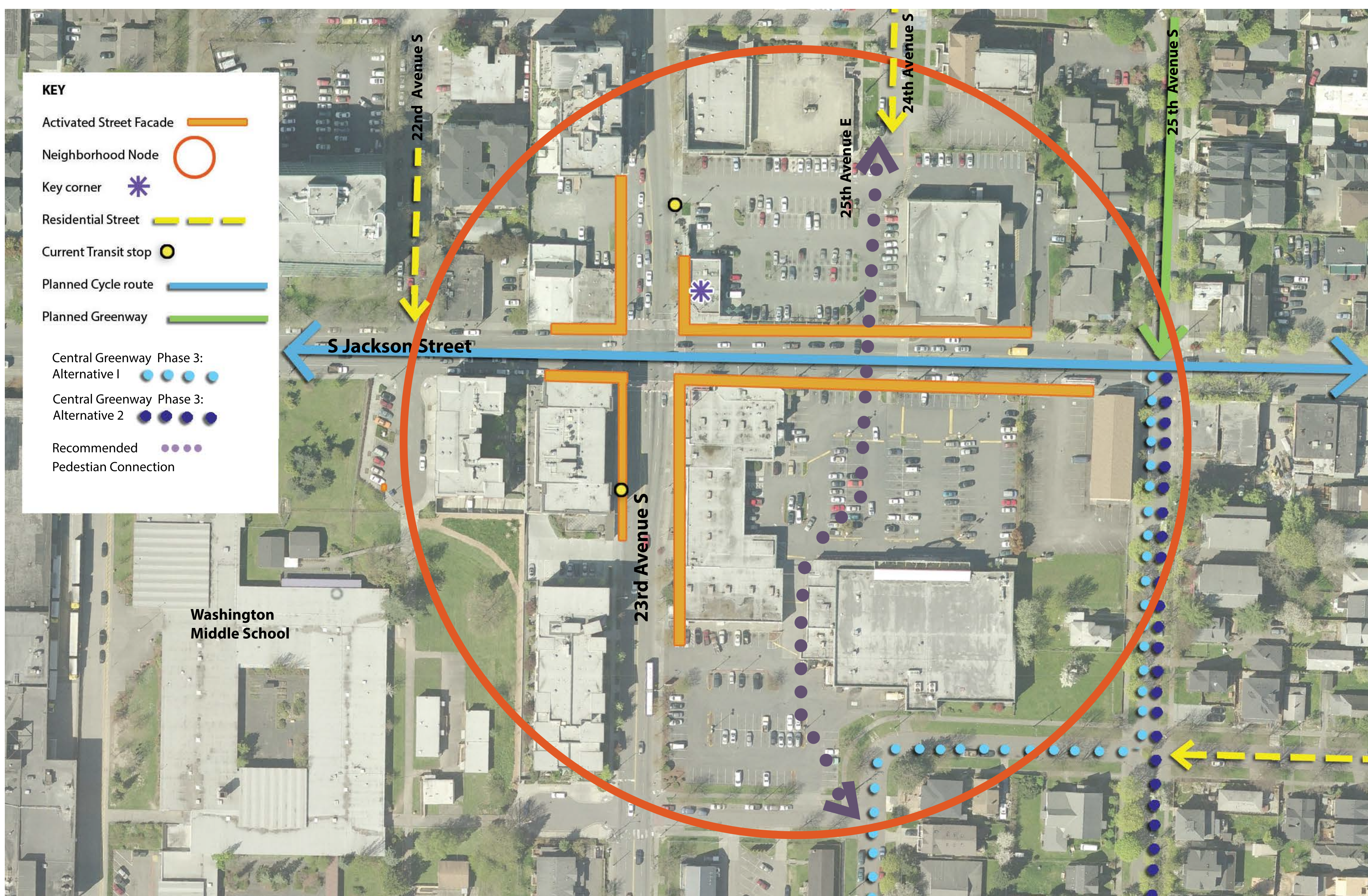
#### Legacy and Promise Promenade in the Garfield Master Plan (2005)

- Consider Garfield Master Plan (2005) design concept recommendations for a more pedestrian friendly environment, activation of the public realm and access to community public assets:
- Improve paving, pedestrian lighting, landscaping around the Garfield Community Center and along the pedestrian promenade

##### Low Rise Residential Commercial







**Jackson Node Goal:**

The largest of the three community nodes with larger scaled mixed use developments. It is the community's center for general goods and services including education, arts, places of worship and gathering, parks, a library, housing, social services and places to shop for daily household needs. It is a local and regional destination that draws a broad mix of people.

Encourage new pedestrian-friendly mixed-use development and increased housing density in and around the 23rd Avenue and Jackson Street commercial area. Include small and large businesses, opportunities for startup businesses, and affordable housing while preserving existing gathering spaces.

**Design Priorities at Jackson Node**

Pedestrian friendly streetscape through street furnitures, building design, and a variety of storefronts	
Pedestrian friendly connection through the commercial node	
Mixed use development with flexible spaces for small and large businesses	
Affordable and mix of housing choices	
Opportunity for open space or community gathering space	

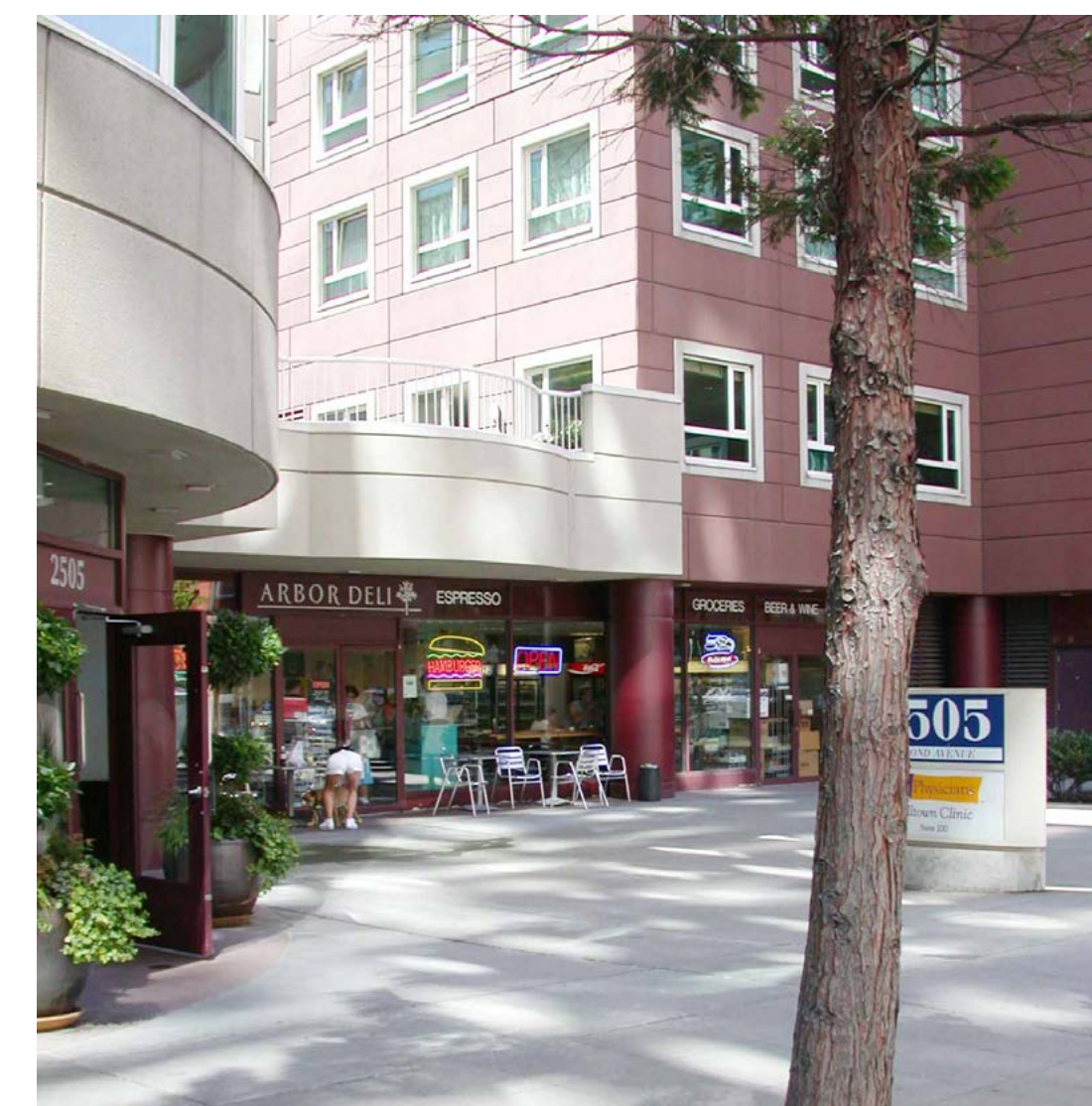
*Your comment*

**Pedestrian friendly storefront and streetscape**



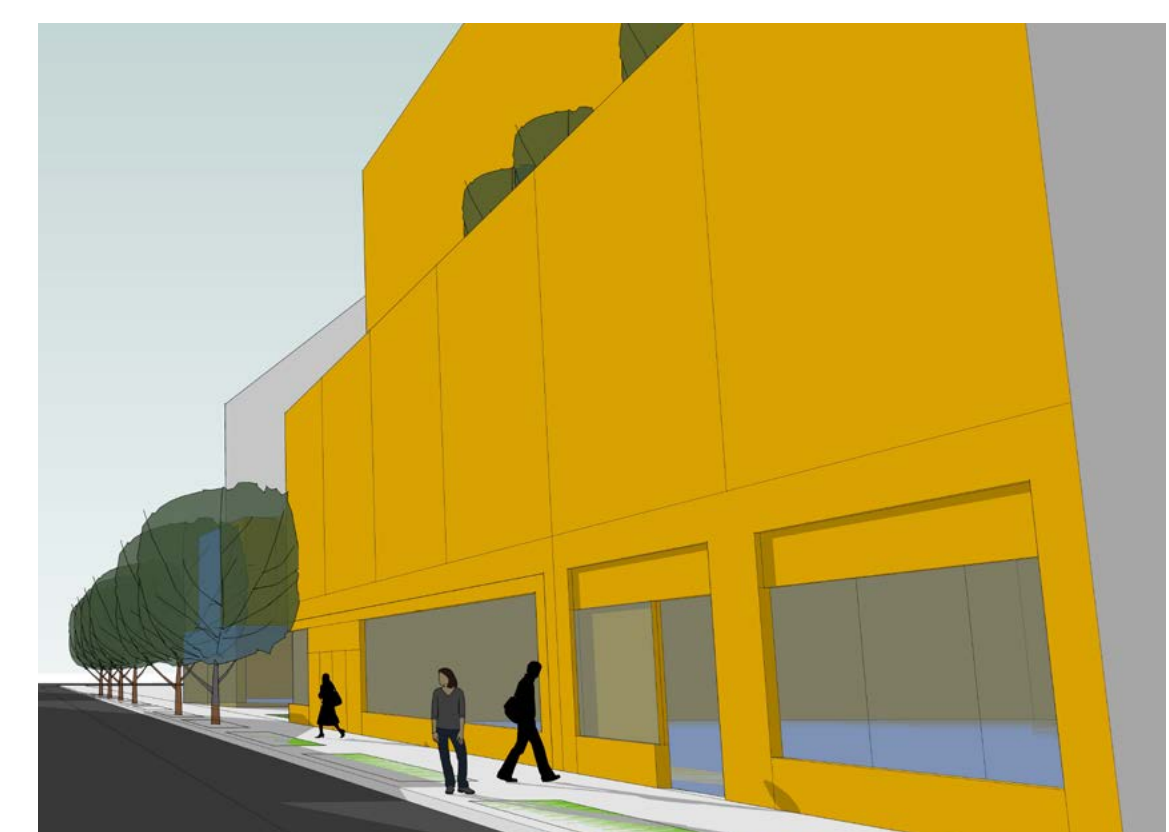
- Provide protective canopies, sidewalk cafes, transparent storefronts and outdoor vendor stalls to enliven the streetscape
- Encourage additional building setback to provide sidewalk cafe and community gathering places
- Prioritize open space at ground level
- Place parking to the back of the building and discourage parking along the street frontage

**Additional setback for gathering spaces**



**Mix of shop spaces**

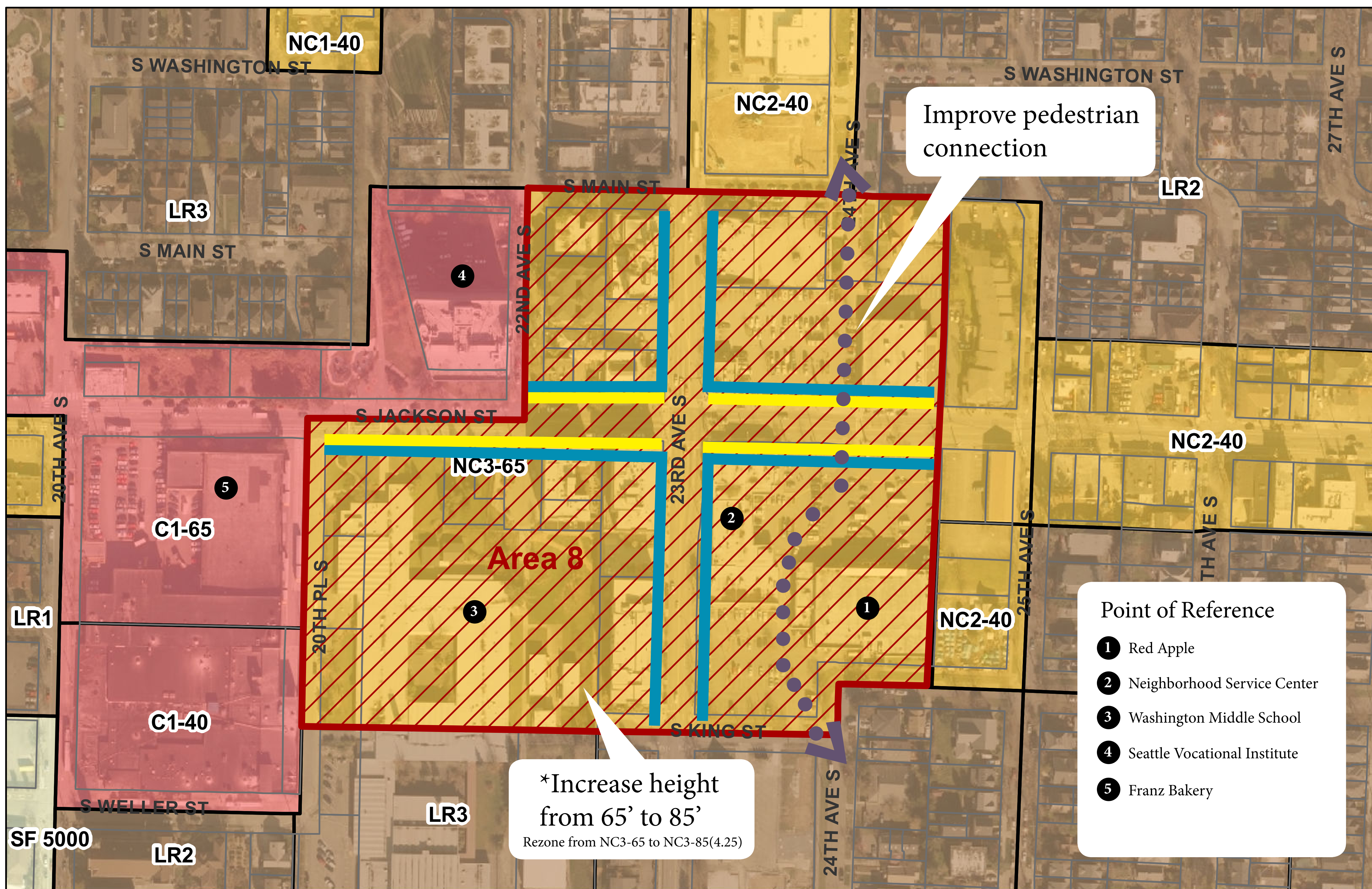
- Ensure pedestrian friendly street level use and provide flexible spaces for small and large businesses and mixed use development





**What the proposal does:**

- Support larger scale pedestrian oriented mixed use development to provide opportunities for a variety of shops and services
- Raise height limit to 85' around the intersection to create flexible development potential at this important intersection
- Increase activity on the street with more people living and using this node and "more eyes on the street"
- Creates a pedestrian friendly streetscape with building setback and structure width
- Create pedestrian friendly connection
- Create opportunities for open space and community gathering



**23rd Ave and S Jackson St Rezone (Draft)**

Rezone Area 8  
Aerial Imagery - 2010  
  
\* All rezones will apply Incentive Provisions to provide affordable housing

**Zoning - Category**  
**Commercial**  
C11; C1; C2  
**Neighborhood Commercial**  
NC11; NC21; NC31; NC1; NC2; NC3

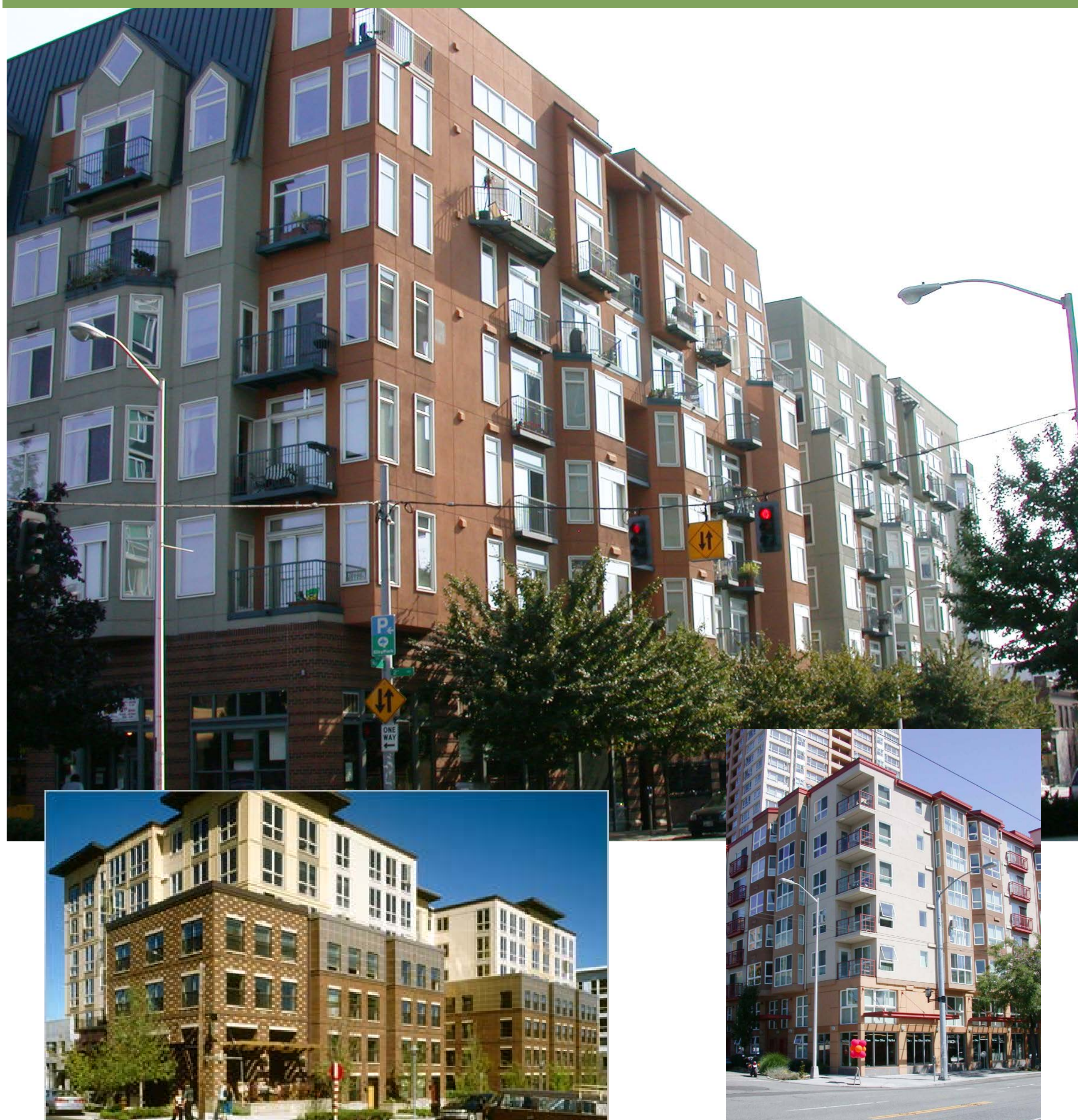
**Single Family**  
SF 5000; SF 7200; SF 9600  
**Low-Rise Multi-Family**  
LR21; LR31; LR1; LR2; LR3

**Special development standards:**  
 10' upper level setback  
 Max structure width of 250'  
 Pedestrian connection

0 50 100 200 Feet  
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**Larger Scale Neighborhood Commercial Character**

**Neighborhood Commercial 85'**



**Proposed standards for pedestrian friendly streetscape & connectivity**

• **Setback:** upper level setback at 45' height can create a pedestrian friendly streetscape and provide more light and air onto the street

• **Through block pedestrian friendly connection:** Provide a through block connection along the alignment of 24th Ave as a pedestrian access to connect Main St and Jackson St

**Upper level setback**



• **Maximum structure width:** Limit single structure width along the streetfront to a maximum of 250' pedestrian scale streetfront, solar access, view and relief