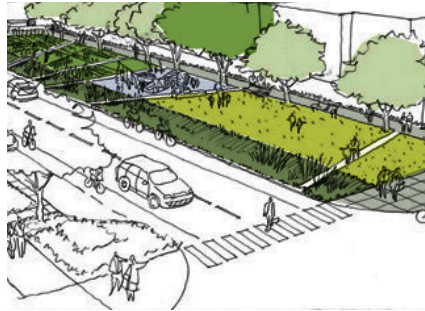


BALLARD

urban design framework



BALLARD

urban design framework

EXECUTIVE SUMMARY

Ballard is a thriving neighborhood with residents, scores of independent businesses, and a cherished character. It is home to a dynamic manufacturing and industrial district that not only includes traditional maritime business, but also a growing brewing community and craft businesses.

After many years of modest growth Ballard is experiencing dramatic growth and change. The business owners, community groups, and residents collaborated to form the Ballard Partnership for Smart Growth to provide new neighborhood leadership. The community has developed a shared vision that will help the City and them guide growth and provide the needed improvements to sustain a healthy community.

Significant for the long-term, Sound Transit's Long Range Plan states the agency's intent to connect Ballard and downtown with high capacity transit. This infrastructure will fundamentally change Ballard, potentially spurring sustained development. Now is the time to establish clear community priorities to guide growth. Working collaboratively, the Ballard Partnership for Smart Growth and City departments spent a year talking to each other, neighbors, colleagues, and the City about how the Ballard should change and grow.

Many people want to guide growth so that it is more in keeping with the character of Ballard's buildings and communities. Others are concerned about declining affordability, and the need for new housing that serve a wider range of residents, including families, students, low income residents, and seniors. Most want to increase the number and variety of jobs in Ballard, providing local employment and supporting businesses. All participants want safe and pleasant streets and transit service that keeps pace with development. People also want to see vibrant public spaces. The majority of participants want a holistic strategy to sustain Ballard as it grows.

This Ballard Urban Design Framework (UDF) presents recommendations arising from this dialogue. The UDF will guide City actions like changes to development standards and design guidelines, as well as City investments. By providing a clear description of what the community values, it can also guide the private development and community projects.



Guiding Principles

The Ballard Partnership for Smart Growth, working with City departments and BDS Consultants, identified the following priorities and principles to establish a vision for Ballard's future development. These principles guide recommendations throughout this document:

- 1 Support a vibrant downtown Ballard business district
 - 2 Create a hierarchy of great streets and public spaces with special attention to Market Street, and preserving green spaces
 - 3 Expand the diversity of jobs, employment
 - 4 Protect and support Ballard's thriving industries while ensuring appropriate balance between maritime/ industrial, retail and restaurants
 - 5 Preserve the historic character of neighborhood areas
 - 6 Provide design guidance for neighborhood areas that are likely to change that encourages quality and variety in the built environment
 - 7 Balance the mobility needs of pedestrians, bicycles, transit, cars and freight
 - 8 Prepare for potential light rail investment
 - 9 Support affordable housing
 - 10 Embrace community equity health and sustainability as a fundamental planning philosophies
 - 10 Consider views of iconic streetscape and nature
-



BALLARD

urban design framework

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1. INTRODUCTION

1.1 Purpose of the Urban Design Framework

The Ballard Urban Design Framework (UDF) establishes a shared design vision and implementation strategy for the future of the core commercial and mixed use areas of Ballard. It will help guide growth in Ballard by translating extensive community planning work into guiding principles, specific recommendations, and implementation tasks.

The City will use the UDF to guide revisions to zoning, development standards, and design guidelines for Ballard. The City will develop streetscape concept plans to guide investments in streets and sidewalks. And as the City invests in infrastructure it will refer to this vision and guidance. The Ballard UDF establishes a clear and holistic approach in order to coordinate and leverage the benefits of various efforts taken by different departments and community constituents.

1.2 Contributors

During the past two years local community groups, residents and agencies have worked together to identify and address the most pressing concerns and leverage the opportunities arising from rapid development in Ballard.

Ballard Partnership for Smart Growth Steering Committee

Business owners, community groups, and residents collaborated to form the Ballard Partnership for Smart Growth (Partnership) to provide new neighborhood leadership.

Warren Aakervik	Ballard Oil
Lekh Burns	re-soul
Martha Dilts	Central Ballard Residents Association
Jennifer Graves	Swedish Ballard
Inez Gray	Ballard Merchants Association
Scott Ingham	Ballard Chamber of Commerce
Mike Kahrs	Central Ballard Residents Association
James Lechner	Bastille Café and Bar
Nancy McKinney	Ballard Food Bank
Jim Riggle	Olympic Athletic Club & Hotel Ballard
Eugene Wasserman	North Seattle Industrial Association

Ballard Partnership for Smart Growth UDaT Work Group

The Urban Design and Transportation (UDaT) Work Group worked with the Departments of Planning and Development (DPD) and Transportation (SDOT) to develop and review the UDF. Thank you:

Tom Malone Co-Chair, Ballard Chamber

Catherine Weatbrook	Co-Chair, Crown Hill Business Assn.
Mindy Byers	Ballard Landmark
Jim Demetre	East Ballard property owner
Robert Drucker	Groundswell Northwest
Shannon Dunn	East Ballard Community Assn.
Barbara Fox	St. Lukes
Scott Ingham	Ballard Chamber
Mike Kahrs	Central Ballard Residents Assn.
Linda Melvin	Central Ballard Residents Assn.
Andrew Natzel	Central Ballard Renter
Eric Nelson	Nordic Heritage Museum
Julia Park	Sustainable Ballard
Jim Riggle	Olympic Athletic Club
Michelle Rosenthal	Ballard Chamber
Courtney Rosenstein	Sustainable Ballard
Brent Siewert	Majestic Bay
Ethan Van Eck	Central Ballard Residents Assn
Eugene Wasserman	North Seattle Industrial Assn.
Mike Stewart	Ballard Chamber of Commerce



Summer 2014 Open House

City of Seattle

DPD) facilitated the UDaT group meetings and production of this document. SDOT facilitated mobility discussions, leading the multimodal transportation analysis and potential station area assessments. The Office of Economic Development (OED) provided support to the Partnership through the Office's Only in Seattle program. BDS Planning & Urban Design helped overall coordination with the Ballard Partnership for Smart Growth.

Mayor Edward B. Murray	
Diane Sugimura	DPD Director
Nathan Torgelson	DPD, Deputy Director
Susan McLain	DPD City Planning Deputy Director
David LaClergue	DPD Area Planning Supervisor
David W. Goldberg	DPD, Project Manager
Aditi Kambuj	DPD, Urban Design Lead
Andrew Badgett	DPD, Communications
Michael James	SDOT
Chris Yake	SDOT
Chisaki Muraki-Valdovinos	SDOT
Theresa Barreras	OED, Only in Seattle Manager
Andres Mantilla	OED, Only in Seattle

Community Groups

Several community groups hosted briefings and supported outreach and engagement to help this project. Thank you:

Ballard District Council	Ballard Chamber of Commerce
Central Ballard Residents' Association	East Ballard Community Association
Groundswell Northwest	North Seattle Industrial Association
Sustainable Ballard	

1.3 Outreach & Engagement

The City and community collaborated at numerous levels to identify issues, build a vision, develop strategies, and to produce this UDF.

Ballard Partnership for Smart Growth Process

In 2013, OED awarded an “Only in Seattle” grant to the Ballard Chamber of Commerce to initiate the Ballard Partnership for Smart Growth. It is a collaboration between business, resident, and community organization working together to address the challenges Ballard is facing, and plan for a future based on a shared vision about what makes Ballard a great place to live, work and play. The Partnership is a multi-year strategic initiative to encourage investment and build sustainable relationships in Ballard.

Urban Design Framework Process

DPD began working with the Partnership in 2013 as part of the Envisioning Ballard to Interbay project to consider changes and development along the 15th Ave corridor. During that time SDOT and Sound Transit began collaborating on the Ballard to Downtown High Capacity Transit Study. As the community came together to form the Partnership, it became clear that there were a number of topics specific to Ballard’s business district and the surrounding dense multi-family areas. Therefore the UDF focuses on the “Ballard Core” while also considering the long-term opportunities for high capacity transit.

Advisory Committee

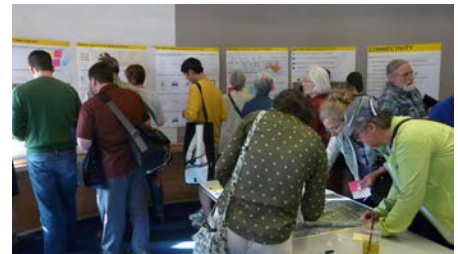
The UDaT served as the project advisory committee, holding monthly meetings to address topics including land use, design standards, transit, public spaces and development. DPD staff and the Committee Co-Chairs led discussions and DPD recorded the group’s ideas. Their work provided the foundation for recommendations throughout this Framework.

Community-wide Open Houses

DPD and SDOT worked with the UDaT to host 4 open houses to provide community input and review of the committee work. The open houses focused on: 1) issues and opportunities; 2) urban design; 3) multimodal transportation; and 4) UDF review. DPD also used online engagement to expand input into issues and opportunities.

Community Groups

Project staff briefed many of the community organizations listed on the previous page during the planning process, and encouraged their membership to participate at community meetings.



Summer 2014 Open House



Salmon Bay Charlie's house at Shilshole, ca. 1905
Photographer: Webster and Stevens; Source: MOHAI

From the year its residents voted to annex Ballard into Seattle in 1907 until today, Ballard has enjoyed its reputation of being a small town in a big city. Established by fishermen, boat builders, and mill workers, Ballard's identity and culture are related to its maritime industrial history and Nordic-American heritage. With time, this character is evolving. The population is younger, improvements in transit are in the pipeline and manufacturing jobs are gradually decreasing.



Stacks of lumber drying at the Seattle Cedar Lumber Manufacturing Company's mill in Ballard, ca. 1919 Photographer: Webster and Stevens; Source: MOHAI

2. CONTEXT

In the last ten years, Ballard has found itself in the midst of great change. Development is booming and the population in the Ballard Urban Village increased by 24 percent between 2000 and 2010. This growth is likely to continue. Partially in response to growth and change, SDOT and Sound Transit have plans for creating a high capacity transit connection between Ballard, Downtown and the University District.

Residents and businesses in Ballard have felt the benefits and the impact of recent growth. In the last 15 years since the the community completed the Ballard/Crown Hill Neighborhood Plan, much has happened – including investments in public parks, facilities, streets and sidewalks. Today, a number of commercial investments and residential developments are transforming Ballard.

On one hand, development has brought improved services and amenities to the community. On the other, the rapid rate of change has brought concern about the quality of building design, declining affordability and parking. Improvements to transit have been slower than residential development and more job growth in the Ballard Urban Village is desired.

2.1 Existing Conditions

History and Development

The Original Residents of Shilshole Bay

Ballard's origins and evolution have close ties to its water-front location. A Duwamish community called the Xacho-absh or "Lake People" continued to live in villages along Shilshole and Salmon Bay for years after other Indians relocated across the Sound under the terms of the 1855 Point Elliott Treaty. This community was said to have numbered over one thousand, but by the early 1900s they had almost completely disappeared, as a result of the impacts of immigrant settlement.

Early Years of Anglo-European Settlement

The first European settlers immigrated to Ballard in the mid-1800s. Access to navigable water attracted manufacturers, lumber and shingle mills and water-related businesses. The opportunity to fish was a magnet for the northwest's Nordic-American immigrants. By 1905 more cedar shingles were being produced in Ballard than in any other city nationwide. Between 1889 and 1907 Ballard was an independent city.

Ballard Avenue

The early prosperity of Ballard supported the development along Ballard Avenue just north of the water. The Ballard Locks (Hiram M. Chittendam Locks), Fishermen's Terminal and the Ship Canal projects, built between

2. CONTEXT

1912 and 1917, improved the area for industry and fishing. A streetcar connected Ballard to downtown. The Ballard community prospered and many single-family homes along the north and eastern edges of the study area date back to this time.

Market Street Becomes the Heart of the Community

As the community prospered, the commercial core grew. Market St. became the focus of businesses in downtown Ballard in the 1930s. Typical of the era, street widths reflected the increasing use of the automobile. During this time, the manufacturing and water-related industries began developing, facilitated by rail and water access.

Recent Development

More recently, new development has occurred to the north of Market St. and along 15th Ave. NW. Recent development includes multi-family residences, healthcare service providers and large format retail and offices. Older development along 15th Ave. NW is largely 1-2 story, auto-oriented larger format retail with large parking lots.

People

Aging in place was an option for the early generations of fishermen, mill workers and boat builders, and until recently, Ballard was known for its relatively large proportion of seniors who were the sons and daughters of these early immigrants. But Ballard (1) is growing – particularly with young adults and non-family households. Between 2000 and 2010 Ballard Urban Village saw the following demographic changes:

- Population grew by 24% - more than doubled the 1990 and 2000 rate.
- Population aged 65 and over decrease by 23%.
- The population of children between 5 and 17 decreased by 17.2%.
- Non-family households increased faster (28.4 %) than family ones (21%).
- By 2010, 82 % of all residents were adults between 18 to 64 years.
- Ballard continues to be less racially diverse than Seattle as a whole.

(1) Unless noted the population figures are for the Ballard Hub Urban Village and based on the census.

Residential Character

Historically, Ballard's wide range of housing stock catered to the diverse needs of young families, seniors and young adults. Low-rise multifamily, mixed with single family buildings, concentrated in the areas north of Market St. and there were few large-scale multifamily building. Many of the buildings offered one and two bedroom apartments. Most offered off-street parking.

Similar to other Hub Urban Villages, renter-occupied units (71%) dominate the Ballard HUV. In 2010, 58% of all housing units were occupied by 1 person households.



Ballard Avenue, October 19, 1925
Photographer: Webster and Stevens; Source: MOHAI



Ballard Avenue street scene of 1916
Source: www.historylink.org



Roxy Theatre on Market Street, 1934
Photographer: unknown; Source: MOHAI

Ballard Hub Urban Village (2010)

Population	10,078
Area	421.7 acres
Density	23.9 persons/ acre

For detailed demographic information, please refer to the *Ballard UDF Existing Conditions Report* available at: www.seattle.gov/dpd/ballard



One of the many multifamily residential buildings built between 1960 and 1991 in the low rise zone north of NW Market St.



Typical building with ground level commercial and residential uses above.



An example of ground-level residential use within a 7-story residential building.



Pedestrian-oriented commercial area on NW Market Street.

Since 2000, several high density buildings have been built along Market St., Russell Ave. and 24th Ave. NW, typically with ground level retail topped by 5- 6 stories of residences. These buildings are often full block developments. An increasing amount of residences are locating in mixed-use commercial zones, near industrial zones.

Commercial Character

Commercial buildings range from generally pedestrian-friendly mix in the Ballard Avenue Landmark District to the largely auto-oriented retail establishments along 15th Ave. NW. Shops along Ballard Ave. and Market St. between 24th Ave. NW and 15th Ave. NW have a traditional “main street” character with fairly continuous street-level businesses and detailed facades. A majority of the areas cafes, bars and restaurants are located along Ballard Ave. and Market St.

Bank drive-throughs and neighborhood businesses line 56th Ave. NW. Street-facing parking lots, deeply set back buildings and a lack of street trees makes for a poor pedestrian environment along this street. Commercial uses along 15th Ave. NW are generally auto-oriented chain stores and fast food restaurants.

Large retail and office buildings such as Ballard Blocks were built under past Industrial zone standards, mix with traditional manufacturing and industrial uses in the Manufacturing and Industrial Center (MIC). A number of breweries and tasting rooms are reusing old warehouse and manufacturing buildings along Leary Way and 14th Ave. NW.

Access to Opportunity

Employment

The number of jobs in the HUV grew slightly from 4,700 in 1995 to 5,880 in 2007, and then declined moderately. However, between 2012 and 2013 Health Care and Services grew by 1,237. The proportion of retail and service sectors jobs has increased and the share of manufacturing jobs has declined in the Urban Village, but manufacturing still dominates the larger Ballard area. The proportion of higher wage jobs reflects growing affluence.

Housing Affordability

Up until the decades between 1990 and 2010, housing remained affordable while prices rose in neighboring Wallingford, Fremont and Queen Anne Hill. The Ballard area was generally as affordable as King County, but since 2009, housing in this neighborhood is generally more expensive than King County and Seattle as a whole.

2. CONTEXT

Zoning and Land Uses

Seattle’s Land Use Code established zones and associates development standards for structures such as height, lot configuration, and allowable densities. Most zoning categories (except Single Family) are found in the Ballard HUV. In addition, the Major Institution Overlay controls the development of the Swedish Medical Center, and Industrial Commercial and Industrial Buffer zones control land use in the border areas between heavy industrial and residential/commercial uses.

Recent Development

In 2004, Seattle’s Comprehensive Plan set 20-year growth targets for housing and employment. Growth targets at the citywide level represent the city’s share of King County’s projected 20-year population and employment growth. In King County, the population forecast is converted to housing unit estimates because local governments can more reliably track them on a frequent basis.

Seattle neighborhoods have grown dramatically in recent years and Although other areas of the City have seen higher rates of growth and/or larger numbers of new residences, Ballard is among the ten most rapidly growing Urban Villages since 2000. High quality local amenities, such as the Ballard Farmers Market, the historic buildings of Ballard Ave, local breweries, restaurants and bars, the Public Library and Ballard Commons Playground all contribute to Ballard’s livability and attraction.

Areas Likely to Redevelop

The Urban Village is largely developed, however many areas are developed below the allowed density, and at a lower intensity than many of Seattle’s urban villages. The Parcel with Capacity for Development map identifies sites where the ratio between the amount of existing development and the amount that could be built under current zoning is under 25%, and is therefore a potential development site. DPD considers parcels larger than 8,000 square feet to be even more likely to redevelop.

Although redevelopment is occurring throughout the urban village, greatest intensity is along the central portion of Market St. and N 56th and 57th streets where there the ability to assemble large sites is leading to large scale redevelopment. DPD and the UDaT considered



An example of first floor retail in a multifamily building on NW Market St.



Mixed use office building on Market St.



Auto-oriented retail along 15th Avenue NW.



First floor retail at Ballard Blocks on NW 46th Street between 14th and 15th Avenue.

Residential Growth 2000-2015

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	1/15 2015	Growth 2005 – 3/15 2005	Target 2005 - 2024	% of Target Met	Permit Issued*	% of Target with Permitted	
Residential Growth	20	223	23	39	196	35	86	70	602	294	298	18	81	572	712	68	2,836	1,000	284%	1,078	391	
Census Count of Units	4,529										6,963											

* Permit issued, final inspection not completed, may be under construction, preconstruction, or complete awaiting final inspection. Source: DPD Permit Data Warehouse Building Construction Permits

2. CONTEXT

Transportation

Central Ballard's street grid consists of a number of principal and minor arterials. Blocks in the HUV are generally longer in the east/west direction and relatively short north-south. This orientation creates a challenging environment for pedestrians.

Driving

Traffic volumes vary greatly across the study area. 15th Ave. NW is among the top 10 busiest arterials in Seattle. Shilshole Ave. NW is a dedicated truck route.

Walking

Almost all streets in the area have sidewalks. The quality of the pedestrian experience varies greatly depending on the volume of traffic, sidewalk width, presence of landscaping and street furniture, public art, building design, neighboring uses and other factors.

Biking

Bicycle connections in the study area are a mix on-street bike lanes, and neighborhood greenways. The 2013 Bicycle Master Plan recommends additional Greenways, completion of the missing link of the Burke Gilman, and new in-street and off-street bike lanes.

2.2 Planning Context

Crown Hill – Ballard Neighborhood Plan

Ballard is one of six Hub Urban Villages designated in Seattle's Comprehensive Plan. The Ballard Interbay Northend Manufacturing Industrial Center is one of Seattle's two manufacturing and industrial centers. Ballard and Crown Hill partnered to complete their neighborhood plan in 1998, and themes emerged then that hold true today.

We are lucky to have assets including a strong historical identity, public waterways, economic diversity and stability, and motivated and active citizens. Because of these assets, we are well positioned to build on our historic strengths as we move into the 21st century. The challenge will be to manage growth so that our high quality of life is retained.

People like the small-town feeling of our community, they like the single-family nature of the neighborhoods, and they like having diverse businesses close enough to walk to.

People have concerns about too much traffic, too few jobs, and buildings that do not "fit" the rest of the community.

People want more trees and parks, a completed Burke-Gilman Trail, strong economic vitality; and a regional library.



Ballard Tallman Apartments



Saltworks Apartments



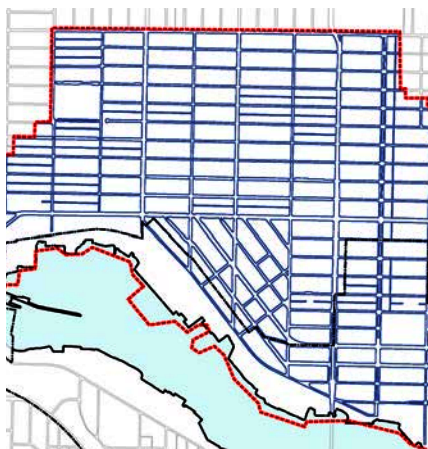
Nyer Urness House



The Commons



Ava Apartments



Ballard's long E-W blocks create a challenging environment for pedestrians



Capitol Hill has relatively smaller blocks creating a natural limit for building length, high pedestrian connectivity, good access to natural light and visual relief.



Ballard Commons Playground
Source: Ballard News Tribune
Photographer: Michael Hawthorne

The plan prioritized creating a Ballard Municipal Center Master Plan. It identified sites for a new library, park, and city service center. City levies funded a new Ballard library and service center, the Ballard Commons playground, and DPD adopted design guidelines for the Master Plan area. The City and County have also partnered to create significant transit improvements. There is a desire for more, and disappointment that the Monorail's financial difficulties doomed that effort.

BPSG Only in Seattle Grant

Beginning in 2013 the Chamber of community organization worked through the Only in Seattle program to organizing, complete a Strategic Plan and create a business improvement area (BIA). The Strategic Plan makes recommendations about how the various Partnership member groups can collaborate effectively on their concerns. The Partnership consists of representatives from a variety of community organizations and is supported by City staff. It includes committees on: business retention and economic development; urban design and transportation; marketing and promotions; and cleanliness, health and safety.

Ballard to Downtown (B2D) High Capacity Transit Study

In 2008, voters approved the Sound Transit 2 plan, which included studying potential High Capacity Transit (HCT) options between Ballard and downtown Seattle. Following the adoption of the Seattle Transit Master Plan (TMP), Sound Transit and SDOT completed a study of options between Ballard and downtown. The study identified five potential corridor options for further evaluation and refinement. Although investments in HCT are likely to be made some time in the future, the parallel timing of the Urban Design Framework planning process provides opportunities for coordinated planning between transportation and community urban design.

3. URBAN DESIGN RECOMMENDATIONS

This section presents the existing and desired development characteristics that establish area-wide design principles and recommendations. Large-scale maps show the whole picture of the Ballard Core – how its pieces relate and connect. They illustrate how this character could be sustained over time. Finally, this section proposes how these should be implemented through zoning, design guidelines and public realm improvements.

3.1 Healthy Community

Attention to the physical design of Ballard can sustain its character and health. Urban design supports healthy communities by helping to create public spaces that foster interaction, movement and community. Much of urban design focuses on the design of public space and the way it is experienced and used (the public realm).

The public realm includes the natural and built environment we use on a day-to-day basis such as streets and sidewalks, parks, and public buildings. The design of private space such as the bulk and scale of buildings, or open space and landscaping that are visible from the street, can also contribute to the overall result. Usually there is a blurring of public and private realms, such as in shops and restaurants, where people are invited into private space to shop, dine or socialize.

These recommendations guide the character of those parts of Ballard that are shared by all – the natural environment, public spaces and streets shops and services, and the exterior of buildings. Healthy urban design is about putting the needs of Ballard’s people and businesses at the heart of the analysis to help decide what physical qualities will best provide for human health and well-being.

3.2 Ballard’s Character Areas

The UDF’s approach to guiding the overall character of Ballard is based on its physical and social history, and the continuing desire to sustain it as a city within a city, with a closely knit mix of industries, businesses and homes.

A common refrain is, “You never have to leave Ballard” -- everything a family or business needs is here. There is not one thing or specific spot that defines Ballard, there are many layers of activities and building forms that give it character. For example, machine shops, restaurants and bars share the mix of brick buildings along Ballard Ave. Banks, shops and cafes share Market Street. Together they create a wonderfully active place to walk, shop and work.

The fundamental role of Ballard’s public realm is to accommodate the interaction between the individuals and the larger Ballard community.



There are several areas in downtown Ballard with different roles and characteristics. Development, open spaces and streetscapes within the character areas should work together support that role and reflect the common characteristics.

3.3 Land Use & Zoning

The overall objective of zoning recommendations is to provide direction on uses, bulk and scale. Neighbors generally desired a wide mix of land uses is, but specific areas require additional direction toward either a predominant residential or commercial character.

3.3.1 Overall Guidance

Ballard can accommodate projected growth without significant changes to zoning. The UDF recommends the following small changes to reinforce the desired mix of land uses.

Mixed-Use vs. Single Purpose Development

Seattle’s Neighborhood Commercial zone allows greater density (Floor Area Ratio or FAR) for buildings that provide a mix of residences and commercial uses than it does for single use development. In Ballard’s residential-driven market, this can lead to building of commercial or live/work spaces where there is insufficient demand or not paying sufficient attention to the program needs of commercial uses. This UDF strives to clarify where residential mixed-use (residential uses over street level commercial) is necessary or desired, and where single-purpose buildings are acceptable or preferred.

- Along Ballard’s key commercial streets, active ground floor uses are desired - or in the case of Pedestrian designated areas – required. In other areas, single-purpose is acceptable or preferred.

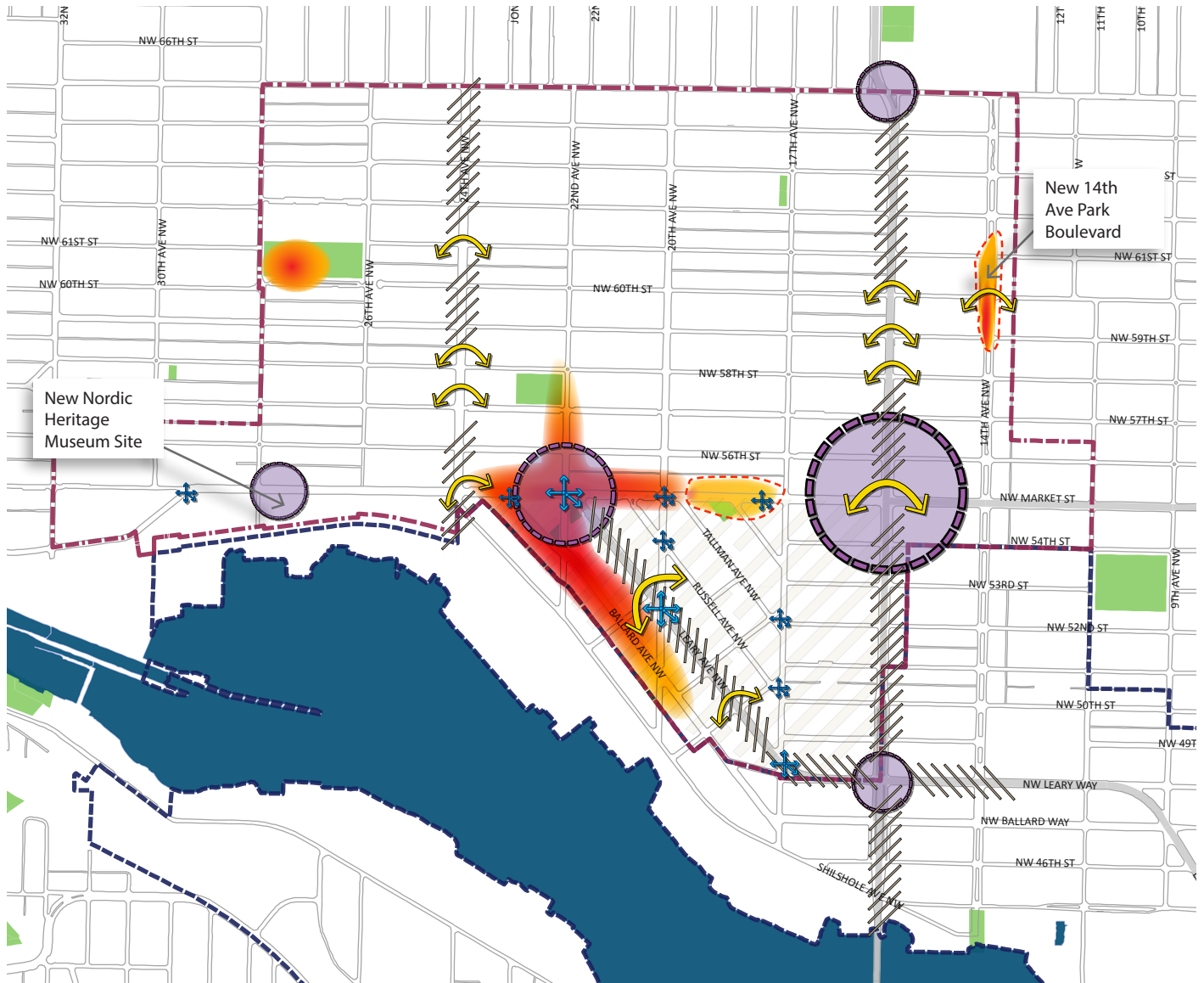
Creating Homes

Continued residential development will occur primarily north of NW 56th St and south of Market St. between Leary Way and Swedish.

- Consider allowing single-purpose residential development (in areas where it is allowable or preferred) to achieve the highest level of FAR available in the zone and height limit.
- Consider how standards could better encourage a range of unit sizes, types of open spaces and amenities that better support families and elderly in order to continue “aging-in-place” that has historically characterized Ballard.
- Single-purpose residential should be allowed on most streets, other than Principal Pedestrian Streets, NW 56th St., Leary Way, 15th Ave NW and at key corners, provided they follow specific standards for horizontal and/or vertical separation from the sidewalk.

Expand the diversity of jobs, employment

“Nothing signals a healthy, sustainable neighborhood like the presence of children” *Family-Friendly Urban Neighborhoods report, City of Seattle, 2009*



Hearts, Gateways, Edges and Way-finding



Hearts
Concentrations of lively community activities, opportunities for social interaction.

Support these existing and future hubs of neighborhood activity through building design, land use, open space and streetscape improvements.



future heart



Gateways
Changes in land uses, activity and/or building character signal one's arrival to Ballard.

Reinforce the desired gateway character through street level uses, landscaping, building character. Respond to the pedestrian's speed. At Market St and 15th Ave, new buildings should create a sense of having arrived in Ballard. A potential future light rail stop would be another new gateway.



Edges
High car volumes and speeds are a barrier to pedestrians who would like to walk across or along these streets.

Make existing pedestrian, bicycle crossings and transit facilities on these edges more appealing and safe through signalization improvements, active street-level uses at the corners, wider sidewalks and landscaped buffers,



Way-finding
Ballard's numerous five-way intersections pose a way-finding challenge to pedestrians, especially for new visitors, seniors and Ballard Swedish users who may wish to walk to local destinations.

Establish a direction and way-finding strategy in this area through art, landscaping and other strategies to connect and give each intersection a unique and memorable identity, encouraging people to explore the neighborhood on foot.

3. URBAN DESIGN RECOMMENDATIONS

Creating Jobs

Ballard, as with much of Seattle outside downtown, is becoming a bedroom community. Strong job creation in South Lake Union and Downtown is producing equally strong demand for homes in close-in neighborhoods like Ballard. In a significant shift from this trend, a Seattle developer recently proposed a 200,000 s.f. office development at the northeast corner of Market St. and 15th Ave. NW that could accommodate approximately 570 employees. Residents and businesses want more employment opportunities within Ballard in order to provide alternatives to commuting downtown, and to create more daytime activity that support shops and restaurants.

Prioritize office and other high-employment uses on upper floors in specific areas along commercial corridors. The most appropriate areas for increased office uses within the Ballard Hub Urban Village include:

- 15th Ave. NW south of Market,
- Around Swedish Ballard;
- The Industrial Commercial and Commercial areas south of Swedish;
- Along 15th Ave NW; and
- Market St.

Along the southern portions of 15th Ave NW, consider using FAR incentives to encourage commercial uses over shops.

Industrial

Consider small changes to development standards in order to support the continued vitality of industrial and manufacturing activities within Industrial Commercial zoned sites in the Urban Village, and the adjacent BINMIC. Although the UDF did not fully analyze the Ballard portion of BINMIC, DPD did commission an analysis of the “maker uses” that have viewed nationally as a possible way to encourage new industry with urban industrial areas. The following ideas could be considered working with BINMIC interests.

- Consider amendments to Industrial zone development standards to implement Local Production Study recommendations in order to encourage “maker” uses in Industrial and facilitate more employment density.
- Work with the industrial and manufacturing community assess the feasibility of Industrial-TOD prototypes and consider code changes as needed.



The Urbana building has 31,225 s.f. of retail that could provide approximately 90 jobs.



A new 200,000 s.f. office development planned at the existing Shell Gas Station site could accommodate approximately 570 new jobs.



Small changes to development standards can support the continued vitality of industrial and manufacturing activities in the Urban Village.

explored **3.3.3 Future Station Area Planning**

Seattle’s Transit Master Plan recognizes that Ballard is already a high priority for high capacity transit (HCT) service. Ballard’s existing density and transit ridership are high. However new service will increase Ballard’s desirability for further development, and Ballard will need to plan for this.

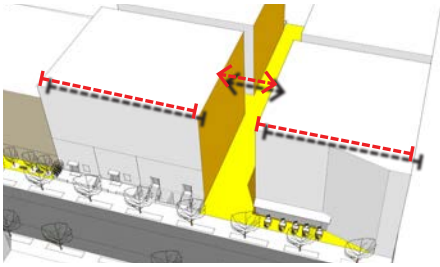
Section 6 contains the City’s assessment of the Ballard to Downtown alignments and station locations. The Sound Transit Board will not select specific alignments and station locations for many years and only after citizens approve an additional funding measure.

The assessment considers the benefits and concerns of each option, and recommends the one that best serves Ballard’s needs and integrates into a regional system. Since a number of planning, engineering and political factors go into the final decision, the assessment proposes steps that Sound Transit or the City could take in order to ensure each option best serves Ballard’s needs.

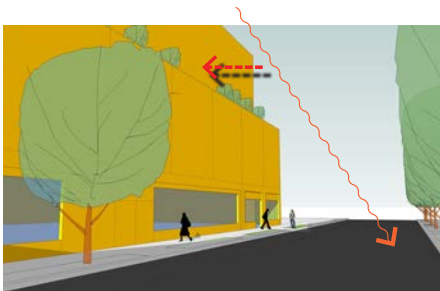
This UDF does not make recommendations based on a hypothetical future HCT alignment. When the Sound Transit Board selects the preferred option, the City should undertake station area planning; considering the station, land use and transportation issues identified in the assessment.

////////////////////////////////////
When the Sound Transit Board selects the preferred option, the City should undertake station area planning; considering the station, land use and transportation issues identified in the Station Area Assessment.
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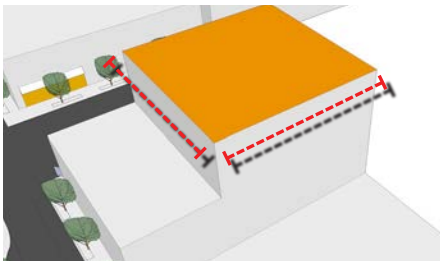
Careful attention to the arrangement and quality of the downtown Ballard will sustain its character and function as the center of great Ballard...



Limit building width and requiring to reduce bulk and increase light to the street.



Consider setting back the upper level to reduce shadows and increase solar access at street level.



Consider limiting upper level building widths to reduce bulk and increase access to natural light.



Ballard Avenue is an engaging walking environment.

3.4 Development Standards

3.4.1 Building Form (massing and scale)

The proposed changes to development standards generally seek to create continuity and an intimate scale at the street level and first thirty to forty feet of building facades. Above this level, proposed standards will help provide a sense of openness and reduce the perceived bulk of large development. Building forms should reflect the nature of the activities in it rather than appropriate elements found in smaller (e.g. residential) development.

Building Width

Along commercial streets the dominant parcel width of areas platted up to the 1930 was 50 feet. Building facades created continuous frontages along the block lengths, but the individual buildings were between 50 and 100 feet. New buildings should reflect this character by either limiting lengths to 100 – 150 feet or by creating distinct designs or material changes that break up facades into this scale.

Upper Level

Above thirty to forty feet (three stories) the priority shifts from reinforcing the desired street-level activity to incorporating elements that reduce bulk and increase light to the street.

- Upper-Level Setbacks: Use upper-level setbacks, especially on east/west buildings, to reduce shadows and increase sunlight at street.
- Maximum Upper Level Width: A number of blocks in Ballard are 700 feet long. Development has traditionally occurred at smaller lengths than a full block. Additionally few buildings were taller than a couple of stories. In order maintain visual diversity, consider a maximum upper-level width and minimum separation when they meet the length limits described above.

3.4.2 Relationship to the Street

Continuity

Throughout downtown Ballard, buildings should be built close to the sidewalk and designed to support an pleasant walking environment. Specifics vary depending on the function of the area and the uses (for example window displays and outdoor seating on shopping streets, stoops and landscaping in residential areas), but establishing continuity will create the desired welcoming public environment.

Street Level

At the street level, buildings should create a sense of lively enclosure, like the walls of a living room. In shopping areas, transit hubs and along 22nd in the Civic Core, where there are lots of walkers and gathering

3. URBAN DESIGN RECOMMENDATIONS

places, the buildings should directly abut the sidewalk or provide small, carefully programmed space such as outdoor seating. Building entrances, shop windows and the design of sidewalks and open spaces should work together to support the highest level of social interaction.

Within residential areas such as along NW 57th Street, the building should provide a combination of vertical or horizontal separation that provides some privacy for the residences. Variation is desirable, allowing personalization of small stoops, stairs or planting areas.

On retail streets, buildings should use street-level scale and transparency to create a lively and interactive environment.

3.5 Building Design and Materials

Recommendations in this section will provide direction toward amending Ballard design guidelines to encourage development to integrate form, function and material into a coherent design. New development should be judged both by how it fits with the existing context, and by its contribution to the future.

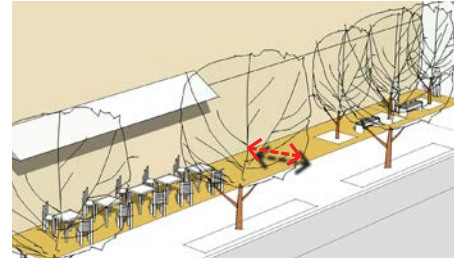
3.5.1 Existing Context

Ballard has a great collection of old buildings and this UDF seeks to guide new development that will contribute to this legacy. Buildings designed for the business practices, residential needs and construction techniques from over a century ago largely define Ballard's loved character. The form, function and materials were united at the point of construction. Although most buildings have been re-purposed several times since they were originally constructed, they remain compelling. In addition to considering the design of surrounding buildings, new development should continue Ballard's legacy by skillfully integrating form, function and materials to meet today's needs, and supporting changing needs over time.

3.5.2 Future Context

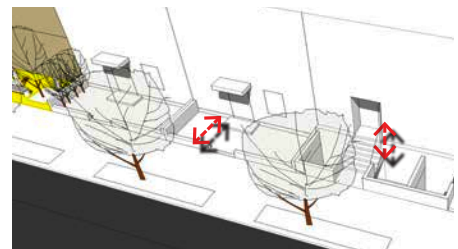
Unfortunately development in the recent past has relied on using the finishes of much smaller-scaled buildings (e.g. vinyl clapboard siding, stucco, wood balusters) in order to fit into the context previous development, rather than look to the future in which mixed-use development of higher-density buildings will increasingly characterize downtown Ballard.

New development should use new technology and energy saving techniques, quality materials and flexibility in a manner that expresses an honest integration of form, function and materials to create buildings that age gracefully.

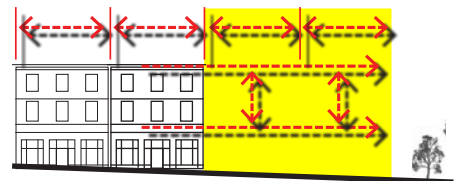


In the Civic Core, active uses in small setbacks can create a lively and welcoming environment.

Encourage street-facing landscaped pockets with benches and planting to create nodes of activity.

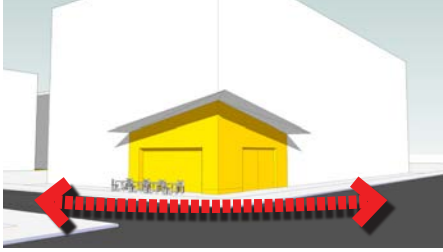


Encourage individual row-house entries to create an engaging street edge. Street level residences should be either setback or raised by a few feet to create a transition space from public to private.



Encourage new buildings to look to their neighbors while setting windows and floors. An example is shown below.





Active and prominent building corners lend identity to intersections and encourage pedestrians to turn the corner.



On sloping sites, set floor levels from the most visually prominent corner to avoid dead walls at the sidewalk level.



Setbacks create a buffer between the sidewalk and dwelling unit.



Raising the entrance level by a few feet provides privacy.

Neighboring Buildings

Rather than mimic neighboring buildings, focus on providing continuity of vertical and horizontal elements such as window size and spacing, location of entrances.

Location on the Block

Take advantage of the visibility of corner locations by asserting strong character. On the north side of intersection, building should make use of the light available throughout the winter fall and spring. Turrets are strongly discouraged.

3.5.3 Facade Design

Consider the design of facades as one integrated element. Older buildings in Ballard, especially larger ones were often more ornately designed or included interesting architectural features. While such visual interest is desirable and can reduce the perceived bulk of larger buildings, variations should occur within a well-defined design concept and restrained pallet.

3.5.4 Street level design

Businesses

Ballard Avenue and the older parts of Market Street demonstrate successful street-level design. New development on shopping streets should follow the existing patterns to create continuity of vertical and horizontal elements such as cornices, sign-boards, clerestories, bay widths, window repetition and entry locations. Configure windows and doors to allow for reconfiguring interior spaces and accommodate changes over time. Provide variety and distinctiveness in materials and smaller details such as hardware, fixtures colors.

Street-Level Residences

On quieter streets where residences are desired or permitted, such as NW 57th and 58th, include townhouses (with flats above) that have individual entrances and stoops. These should incorporate residential design details such as individualized landscaping, planter boxes and mailboxes.

3.5.5 Building Materials

Select materials to convey permanence. New buildings in the Ballard Core should reflect both the larger scale and significant investment.

- Development should reinforce the historic character with restrained use of high quality materials.
- Commercial development should incorporate materials that stand up to intensive public use.
- Ground floor windows of businesses should not be overly recessed.
- Residential buildings should incorporate operable windows, and

3. URBAN DESIGN RECOMMENDATIONS

intimate detailing without relying on single-family residential materials such as vinyl clapboards and shingles.

- Masonry is preferred at the street-level and for the first 40 feet.
- Window openings should incorporate lintels and sills on a scale that is appropriate to the size of the building.
- Generally avoid using random changes in materials to reduce perceived bulk.

3.6 Streetscape and Open Space

3.6.1 Streetscapes and Open Space

Open spaces in downtown Ballard provide for respite, socializing and recreation. Open spaces range from balconies where one can enjoy a sunset, to rooftop decks that host private gatherings, as well as parks and streets where chance meetings and public celebrations occur. To create a healthy public realm requires the thoughtful attention to the building elements described above and streetscape elements below.

3.6.2 Streetscape

Streetscapes are an important part of Ballard's open space. They provide landscaping and design details that, together with the adjacent uses and building forms described above, support greater foot traffic and activity. The nightly restaurant promenade, weekly farmers market, and seasonal street fairs along Ballard Ave., Market St. and 22nd Ave. NW have created a precedent of multi-use streets. More recently, development along NW 56th and 57th Streets is transforming these streets into quieter, mixed-use areas.

The concepts and illustrations in this section reinforce the distinct characteristics of selected street to create interconnected, linear public realms that are the heart and hearth of Ballard's core and support healthy social activity. The City and community will refine these preliminary ideas as they develop streetscape concept plans. In general all streets in Ballard Core should consider the following elements.

- Enlarge tree pits to improve the health of street trees.
- As needed, integrate customer, loading and delivery parking.
- Implement a coordinated building, street, and pedestrian lighting.
- Establish area circulation pattern that supports periodic street closures.

Ballard Avenue Festival Street

More than any other street in the City, save Pike Place, Ballard Avenue functions as a festival street. During each day, shoppers and business people go to the shops and services. At night neighborhoods residents and visitors meet up for a drink, dinner, music or a movie. Every Sunday people flock to buy the natural bounty of the region's farms and we



Older brick and industrial buildings have distinct design elements providing a connection between Ballard's past and future context.



Some recent buildings have successfully used industrial finishes.

Buildings that are designed to engage the passerby and create a pleasant walking environment encourage walking.



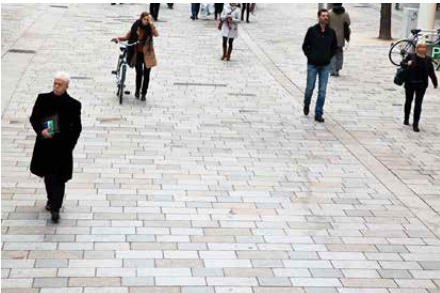
Building corners have long been celebrated in Ballard. Activated and prominent corners should be carried forward in new buildings.



Alternative uses such as activity zones can provide areas for exercise.



Ballard Ave is an attractive and functional festival street.



Changes in material increases the visibility and safety of pedestrian areas.



A shared street employing traffic calming and low speed limits can be described as a woonerf or a living street.



Highly landscaped streets with seating, pedestrian lighting and design elements are called "Green Streets".

eagerly await the seafood festival every summer.

- Implement a coordinated building, street, and pedestrian lighting in keeping with the historic character.

22nd Avenue NW Festival Street

South of NW 58th St., 22nd Ave. NW - with the park, library and church - functions as a festival street for more community events like the Ballard Seafood Festival and Sustainable Ballard. It could also convert to a space that links weddings and events at the church and library, to the Ballard Commons. North of NW 58th St., the 8-foot sidewalks and quiet atmosphere also help it serve as the main walking route from linking northern Ballard to downtown.

- Remove paving in planting strips north of NW 58th St. to add greenery and improve drainage.
- Consider curbless street design between NW 57th and NW 58th Sts.

Market Street Principal Pedestrian Street

Market St. has an infrequent but important function as a festival street, and a daily role as a "Principal Pedestrian Street." Each day people visit the shops and services and bus riders make important connections. The restaurants, bars and movie theater also support a lively nightlife. Every summer it is closed for the Ballard Seafood Festival.

- Carefully manage the use of the wide sidewalks to balance all users.
- Develop standards for continuous awnings
- Provide adequate electricity and water to support events, seasonal lighting and food.
- Integrate transit.

NW 56th Street Green Street

NW 56th St. should transform into a "Green Street" that supports a quieter, neighborhood-oriented corollary to the very public Market St. It should be a street where a couple can stroll and a parent can let go of her child's hand. More than Market St., standards should encourage new development to incorporate periodic setbacks, such as at the Greenfire, to accommodate more substantial landscaping and outdoor seating. Drive-through businesses should not be allowed, and parking lots should be minimized and well-landscaped.

- Narrow the roadway to widen sidewalks to accommodate more walkers and to match those along the Library and Greenfire.
- Reduce the number of curb-cuts.
- Encourage development to underground the electrical transmission wires.
- Add street trees
- Consider green stormwater infrastructure, while not impeding walking.
- Address service and auto access needs of buildings facing Market St.

3. URBAN DESIGN RECOMMENDATIONS

Mid-block Connector

Encourage development along the east/west blocks between 24th Ave. NW and 15th Ave. NW to include mid-block connections between Market, NW 56th and 57th Sts. Explore mid block connections between Swedish and Leary St. Consider updating incentives and standards.

3.6.3 Public Open Spaces

Groundswell Northwest conducted their open space planning effort during the UDF process. Their recommendations directly affecting the Ballard Core are included here. In addition to the streetscapes identified above, Groundswell and the UDF identified several key park acquisitions and improvements.

- Improve Ballard Commons to include a children’s playground, while retaining the larger open space in the NE portion.
- Encourage development around parks – particularly Bergen Park and Marvin Garden - to have windows and doors that open into the part and activate these open spaces.
- Encourage acquisition and development of parks north of Market and east of 20th Ave. NW, and south of Market St. Groundswell participants suggested the 1th Ave. NW Post Office site (should that ever leave the community) but other corner sites would work if they can accommodate both passive adult spaces and active children spaces.

Pocket Parks

Work with Parks to consider changes to facilitate permitting of café-style uses. Provide incentives to development to incorporate public open spaces at locations that have sunlight during summer months.

Waterfront Access

Ballard residents have long-desired more access to Salmon Bay. This should occur with careful attention to supporting ongoing maritime and industrial businesses, and associated access needs.

- Complete the “missing link” to the Burke Gilman Trail to provide good access to the Ballard Locks, Golden Gardens and Gasworks Park.
- Implement the planned SDOT projects to improve the 20th Ave. NW and the NW 28th street ends.
- Construct a park at the end of 24th Ave NW, working with SPU, SDOT, Parks and adjacent property owners.
- Implement Threading the Needle project and redesign 24th Ave. NW between Market St. and the waterfront (possibly in coordination with improvements to NW 26th St.) to better accommodate truck movement and support safe pedestrian connections.
- Work with office development within the waterfront area to provide waterfront access and walking access along the waterfront.
- Provide safe pedestrian connections from downtown Ballard to the waterfront.



Breaks between buildings can be used as an open space and pedestrian amenity.



Streets can be periodically closed and converted into temporary play spaces.



Small pocket parks provide open space amenities for social interaction.



Access to Salmon Bay should occur with careful attention to supporting industrial business needs.



Active uses should be encouraged along existing open spaces.



Setbacks can include patios, bioswales and landscaping.



Café seating could be incorporated into the transition from public open space to private open space



Plazas can add identity and create a welcoming gateway. On major arterials, landscaped plazas help establish a pleasant environment for the building's occupants and the community.



Rooftop amenities can include P-Patches and other "function areas".



Green roofs cool the and reduce runoff into storm drains.

3.6.4 Private Open Spaces

Residential and commercial buildings should create a hierarchy of public to private spaces, from outdoor seating, entries and common areas, to private balconies and rooftops.

Ground-related Private Open Spaces

Large mixed-use and multifamily developments should incorporate ground-level open space when addressing bulk and massing issues.

- Orient open space to take advantage of sunlight.
- Include windows, entries, balconies and design elements of adjacent building facades that help activate the open space.
- When possible, connect interior building common areas to the outdoor areas.
- When a development incorporates restaurants or pubs, the design should consider café seating.
- Create gradual transitions from street-level to raised open areas, by using wide steps and integrating landscaping and other elements.
- Include landscaping.

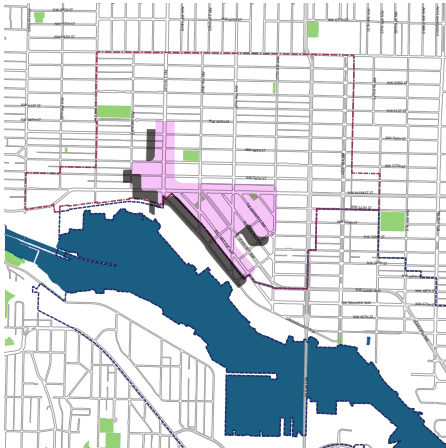
Green Roofs and Rooftop Amenity Spaces

In addition to outdoor areas, rooftop amenity spaces should include shared indoor "function areas" that support year-round use of rooftops.

Green roofs should be encouraged. Green roof plants provide insulation and reduce water that otherwise would rush into storm drains.

4. CHARACTER AREA RECOMMENDATIONS

4.1 Character Core



4.1.1 Role

Ballard's Downtown is centered on its "main streets" – Market Street and Ballard Avenue. Their inviting mix of historic and heritage buildings, and a welcoming business district with shops, restaurants and bars, and services define Ballard's character.

4.1.2 Strategies

Preserve, expand and strengthen the "main street" character of Market Street.

1. Selectively extend this character along:

- 24th Ave. NW from Market to 58th
- 22nd Ave. NW from Market to 57th
- Leary Way NW from Market to 20th

2. Consider area-specific design guidelines and development standards, so that new development is more compatible with existing character and reinforces these commercial streets

3. Explore incentives to retain older buildings in the Character Core (but outside the Ballard Ave Landmark District) that meet certain criteria.

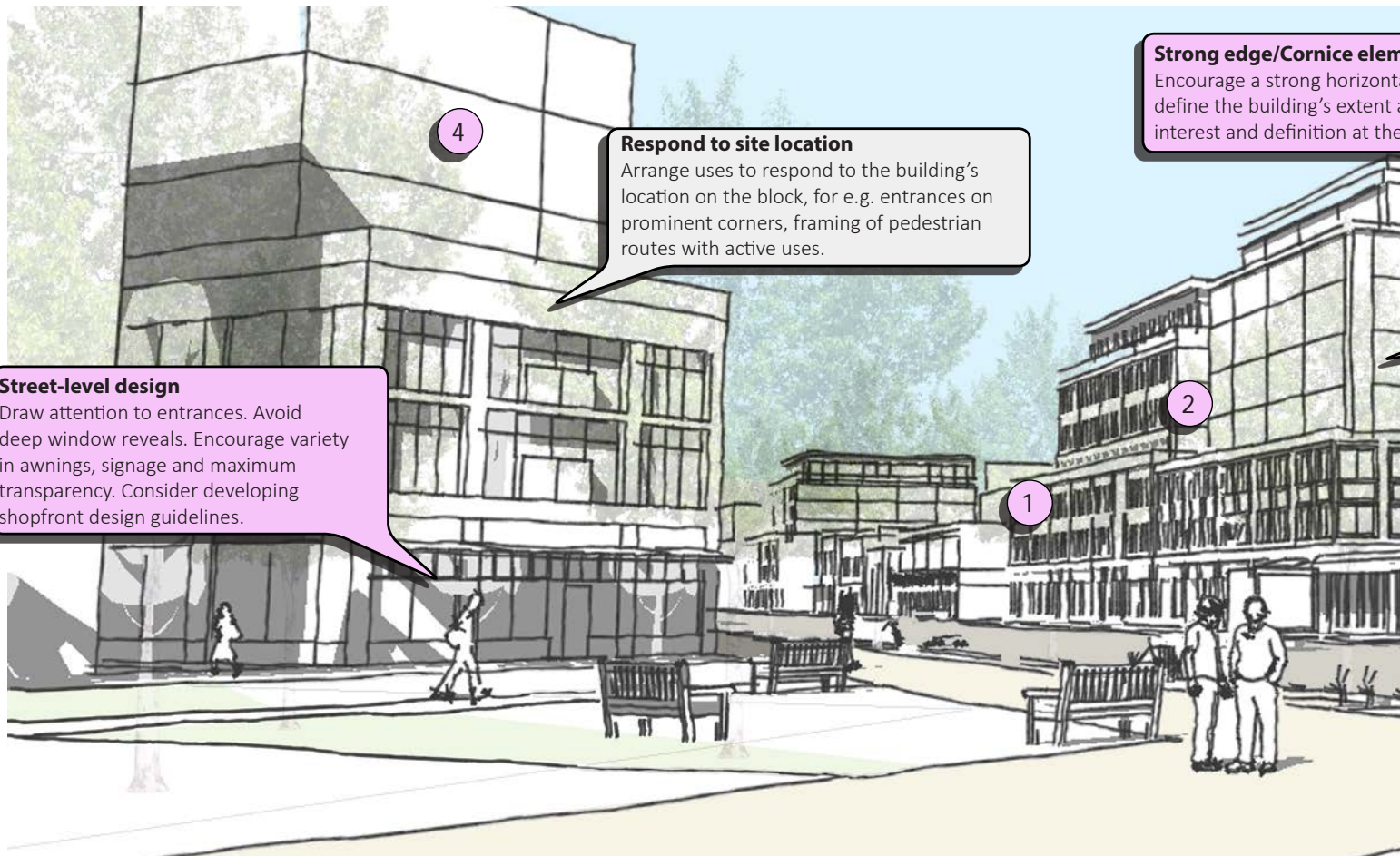
4. Explore strategies to attract more jobs such as encouraging office uses over street level retail, and allowing single-purpose commercial buildings to achieve the highest allowable FAR.

5. Explore expanding the Pedestrian designation to extend the walkable "main street" character of Market Street.

6. Improve the ease of walking in the character core through intersection improvements, more through-block connections and way-finding strategies.

7. Better integrate existing open space into daily life by encouraging active uses around open spaces, and orienting buildings so that entrances and private open spaces create a physical or visual connection with existing open space.

Character Core - Buildings



Strong edge/Cornice element
Encourage a strong horizontal line to define the building's extent and create interest and definition at the top.

Respond to site location
Arrange uses to respond to the building's location on the block, for e.g. entrances on prominent corners, framing of pedestrian routes with active uses.

Street-level design
Draw attention to entrances. Avoid deep window reveals. Encourage variety in awnings, signage and maximum transparency. Consider developing shopfront design guidelines.

1. Development Standards

Maximum structure width: Consider a maximum structure width to help integrate buildings into their context.

Upper-level separation: After the first 3 floors (~35'), consider requiring an upper-level separation between structures adjacent to the same east-west street. Another way to think of this is maximum floor plate size.

Upper-level setbacks: Consider requiring upper-level set backs along east-west streets for structures exceeding 65' in height. The

primary facade's height should respond to the street's scale and function and could be between 35' and 45'.

4

Office uses: Prioritize employment uses above street level commercial uses in the Character Core. Consider allowing single-purpose buildings to achieve the highest allowable FAR.

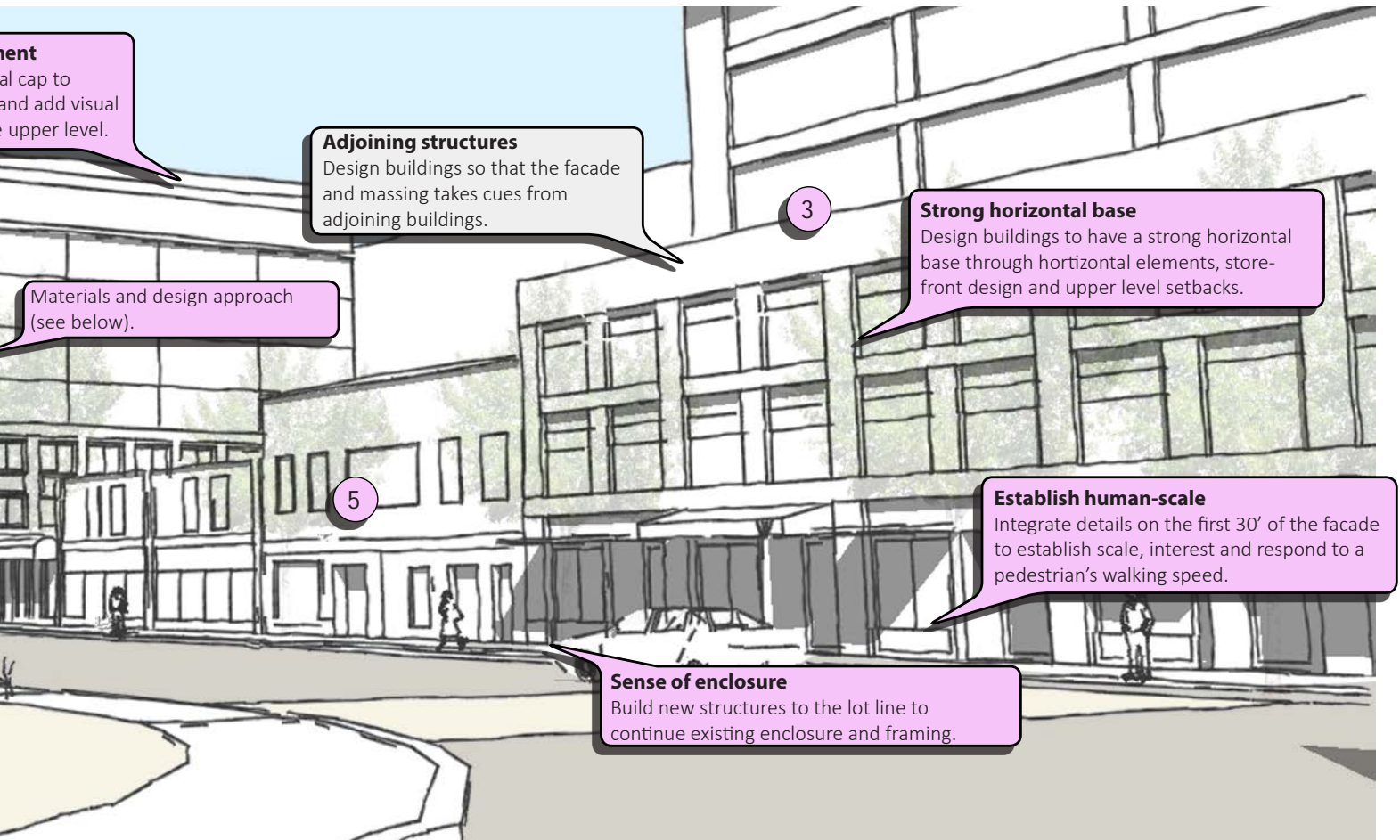
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Preserve existing character: Explore incentives to preserve older buildings in the character core (outside the Ballard Ave Landmark District) that meet certain criteria.

Pedestrian Zone: Consider extending the pedestrian zone designation as per Map XX on Page XX.

2. Design Guidance

Pink boxes call out specific recommendations for the Character Core

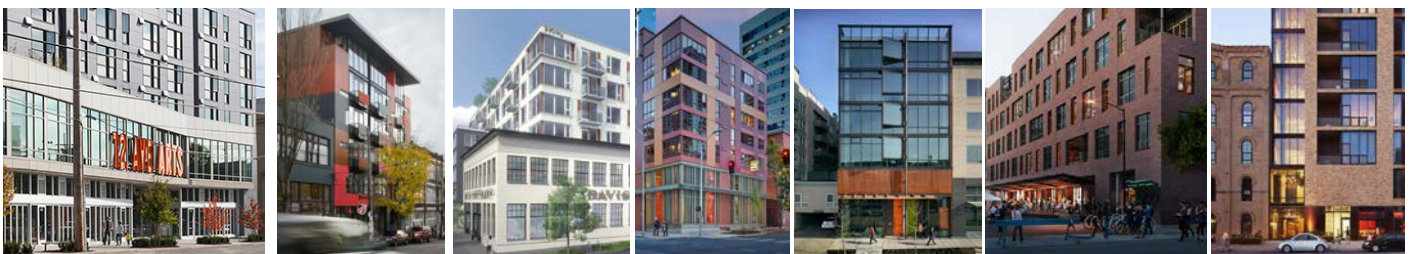


3. Materials

Scale and Context: Reflect the larger scale of buildings through the choice of materials. Reinforce the historic character with restrained use of high quality materials. Changing materials to reduce perceived bulk is discouraged. Brick and stone masonry are preferred for the first 30-40 feet. Metal and other industrial finishes can be used to complement traditional materials or create interesting contrast. Integrate building form, structure, function and material.

Sense of permanence: Convey a sense of structural permanence through the choice of materials.

Clear design approach: Pursue one clear design approach while responding to existing structures. Example approaches include restoration, replication, complementary additions, differential contrast and assertive contrast.



Character Core - Streetscape and Open Space



Pedestrian Paths and Way-finding
Consider providing pedestrian paths through long blocks and way-finding in the area south of Market St.

Active Street Level Uses
Extend the “main street” character of Market Street.

Sidewalks’ Sense of Enclosure
Provide weather protection, street trees, pedestrian scale lights and other vertical elements to strengthen the existing sense of enclosure.

Sidewalks
Consider widening sidewalks, traffic calming (curb extensions), landscaping, raised street crossings, and other important pedestrian improvements.

1. Streetscape

Pink boxes call out specific recommendations for the Character Core.

2. Open Space

Festival Streets

Consider designating 22nd Ave NW and Ballard Ave as “Festival Streets” (see map on Page XX for extents). Create a street concept plan for 22nd Ave NW.

Waterfront

Work with the community and City agencies on more access to Salmon Bay. This should occur with careful attention to supporting ongoing maritime uses, and the type of vehicles and operations associated with industrial, maritime businesses.

1

Better Integrate existing open space into daily life

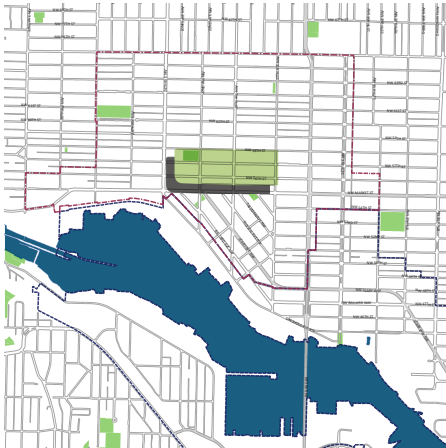
Better integrate existing open space into daily life by encouraging activity generating uses around existing open space, and orienting buildings so that entrances and private open spaces create a physical or visual connection with existing open spaces.

2

Smaller Interventions

Integrate parklets and other strategies to extend curbside activity at appropriate locations.





4.2 Civic Core

4.2.1 Role

The Civic & Community Core has a quieter character of civic activities and community-oriented businesses, and a variety of residences. The tree-lined streets include more intimate open spaces giving a unifying public character.

4.2.2 Strategies

New development should integrate sustainability principles, create an interesting and human-scaled pedestrian realm, and contribute to the community's growing civic character and public life.

1. Consider area-specific development standards to address bulk and massing issues on large lots.
2. Better guide design and uses at the street level to create a mixed commercial, civic and residential area.
3. Consider area-specific design guidelines for new development in the Civic Core.
4. Explore strategies to encourage sustainable building and site design in the Civic Core.
5. Guide the design of public and privately owned open space so that they contribute to the community's public life through their location and design. Consider mechanisms to encourage more street-level open space and amenity areas in residential development.
6. Improve 22nd NW and 20th NW Avenues and NW 56th Street to create a safe and pleasant walking environments.

Civic Core - Buildings



A prominent roof overhang is an emerging trend

Site Location
Respond to the structure's location for e.g. place entrances on prominent corners, set out floor levels from the most visible corner on a sloping site, frame key pedestrian routes with an engaging street level design.

Adjoining structures
Take cues from adjoining buildings for design elements, such as prominent roof overhangs, window placement patterns and upper level setbacks.

1. Development Standards

1

Maximum structure width:
Consider a maximum structure width to help integrate buildings into existing context.

2

Separation
Consider requiring a 30' separation between structures exceeding a certain width.

3

Setbacks
Consider requiring setbacks for part of the frontage along east-west streets. Encourage active uses, landscaping and residential entrances in setbacks.

4

Upper level setbacks
Consider upper level setbacks at 35' along east-west streets for structures 65' and taller.

5

Street level uses
Encourage clearly residential or commercial street level uses and associated ground-related development standards and smaller and affordable retail space to maintain a diversity in services and stores. Discourage departures from ground-related residential development standards.

6

Sustainable buildings
Encourage green stormwater infrastructure, green roofs and participation in the Green Building programs.

Additional Recommendations: Surface parking and drive-throughs

Consider prohibiting street facing surface parking and drive-through businesses on NW 56th St to minimize the number of curb cuts on a highly-used pedestrian route. Where possible parking and service access should be from an alley or a side street.

Continue Alley

Explore incentives to continue alley between Market St NW and NW 56th west to NW 24th Ave.



2. Design Guidance

Green boxes call out specific recommendations for the Civic Core

3. Materials

Use clean and modern materials such as metal, wood, glass and brick that are in keeping with large-scale development in the Civic Core. Energy saving and advanced technology and materials are encouraged. Bold colors and volumes as expressed in the Ballard Library and Greenfire buildings are encouraged. Avoid residential-scale materials such as vinyl siding on larger buildings. The structure's form and materials should respond to each other and changes in material should accompany a real change in form or plane. Randomly changing materials to reduce perceived bulk is discouraged.



Civic Core - Streetscape and Open Space



Children's Playground

Improve Ballard Commons to include a children's playground, while retaining the larger open space in the NE portion.

Sunny Spaces

Design street level open space to take advantage of sunlight. Include seating and landscaping appropriately to encourage use.

2

1. Streetscape

Festival streets

Ballard Ave and 22nd Ave NW connect important community amenities, gateways and attractions. People come together on these streets for a variety of neighborhood festivals. Consider designating these as "festival streets" with street design concept plans to guide future development to better meet the community's needs of these streets.

Green Street

NW 56th St is a low traffic-volume street with two neighborhood icons -the Ballard Library and the Greenfire Campus are on NW 56th St. Through undulating street frontages that create alternating pockets or "side rooms" of activity and landscaping these buildings establish a dynamic and human relationship with the street. Designate NW 56th St as a green street and develop a street design concept plan to create a linear park-like street.

Traffic Calming

Landscape curb extensions are desired on NW 56th St and 57th St.

Curb Cuts

Minimize curb cuts on NW 56th St to reduce pedestrian-vehicle conflicts. Where possible, provide parking and service access through alleys and side streets.

1

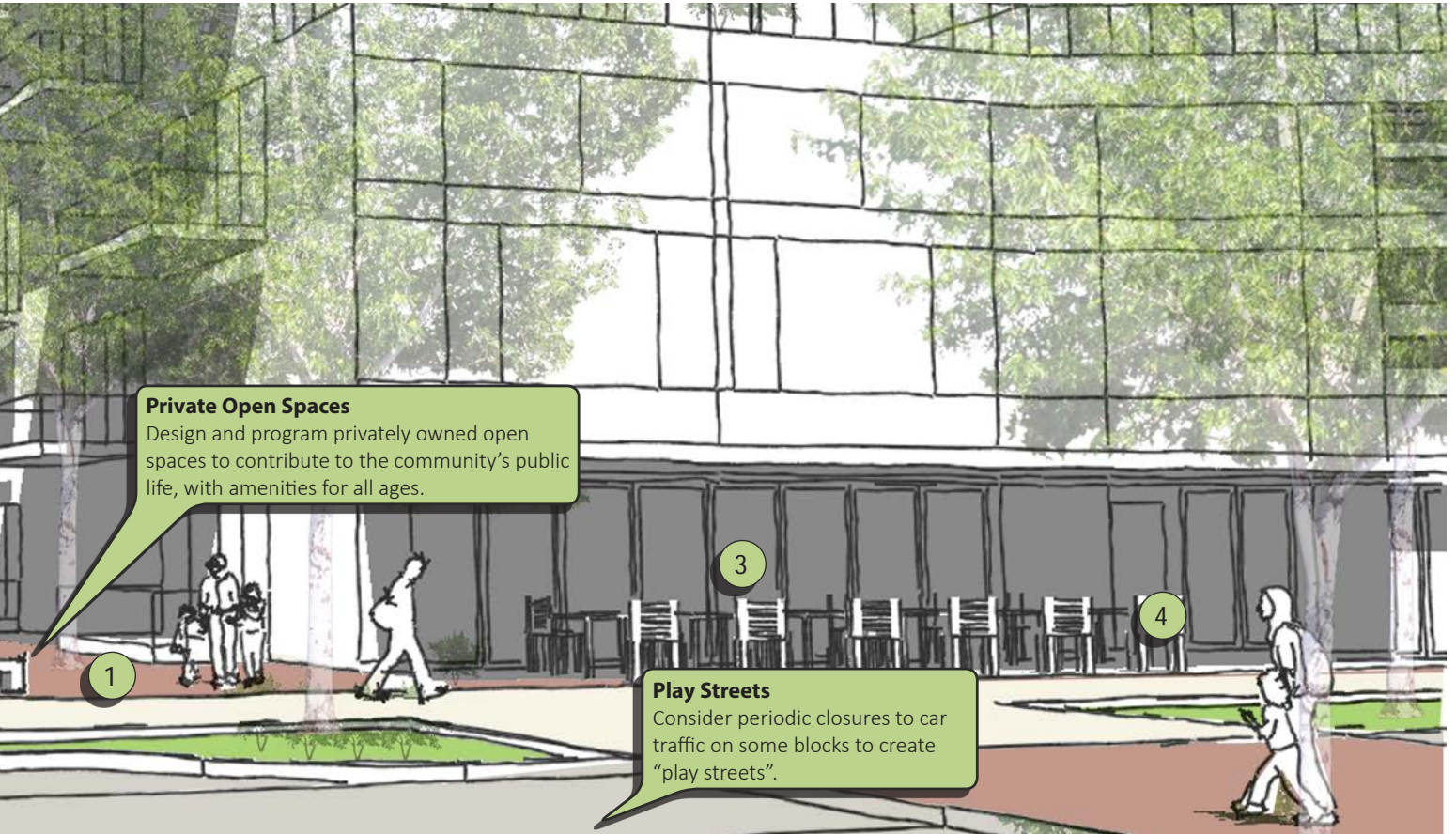
Pedestrian pathways

Improve the ease of walking in the Civic Core by providing pedestrian paths through long blocks.

2

Relationship of building to the street

In the Civic Core, set buildings back for some portion of their east-west facade to form "side rooms" or "eddies" of activity. Use setbacks for active street level uses such as outdoor dining or seating. Set back or raise street level residential units from the sidewalk. Provide visually distinguishable individual residential unit entries to row-houses. Use design elements in setbacks along residential units (e.g. hedges, paving changes, stoops, porches) to indicate the transition from public (sidewalk) to private (dwelling).



2. Open Space

3

Street Level Uses

Consider changes to development standards to create a balance between commercial and residential street level uses. Incorporate smaller and more affordable retail spaces with a high degree of shop-front transparency. Provide visually distinguishable individual row-house entries to create an engaging street edge.

Green boxes call out specific recommendations for the Civic Core



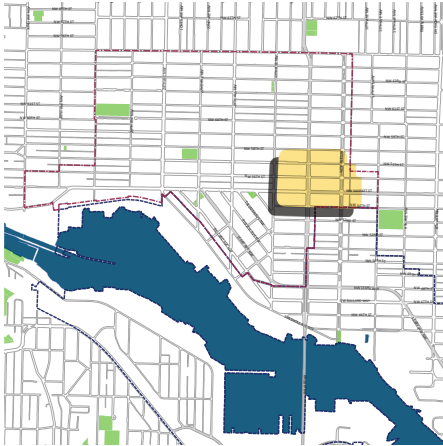
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Sense of Enclosure

In the Civic Core, desirable streets sections and public spaces are created through an undulating and playful building edge programmed with landscaping, interesting forms, active uses, walls and projecting flat roofs. Design new buildings to strengthen this character.



4. CHARACTER AREA RECOMMENDATIONS



4.3 General Commercial

4.3.1 Role

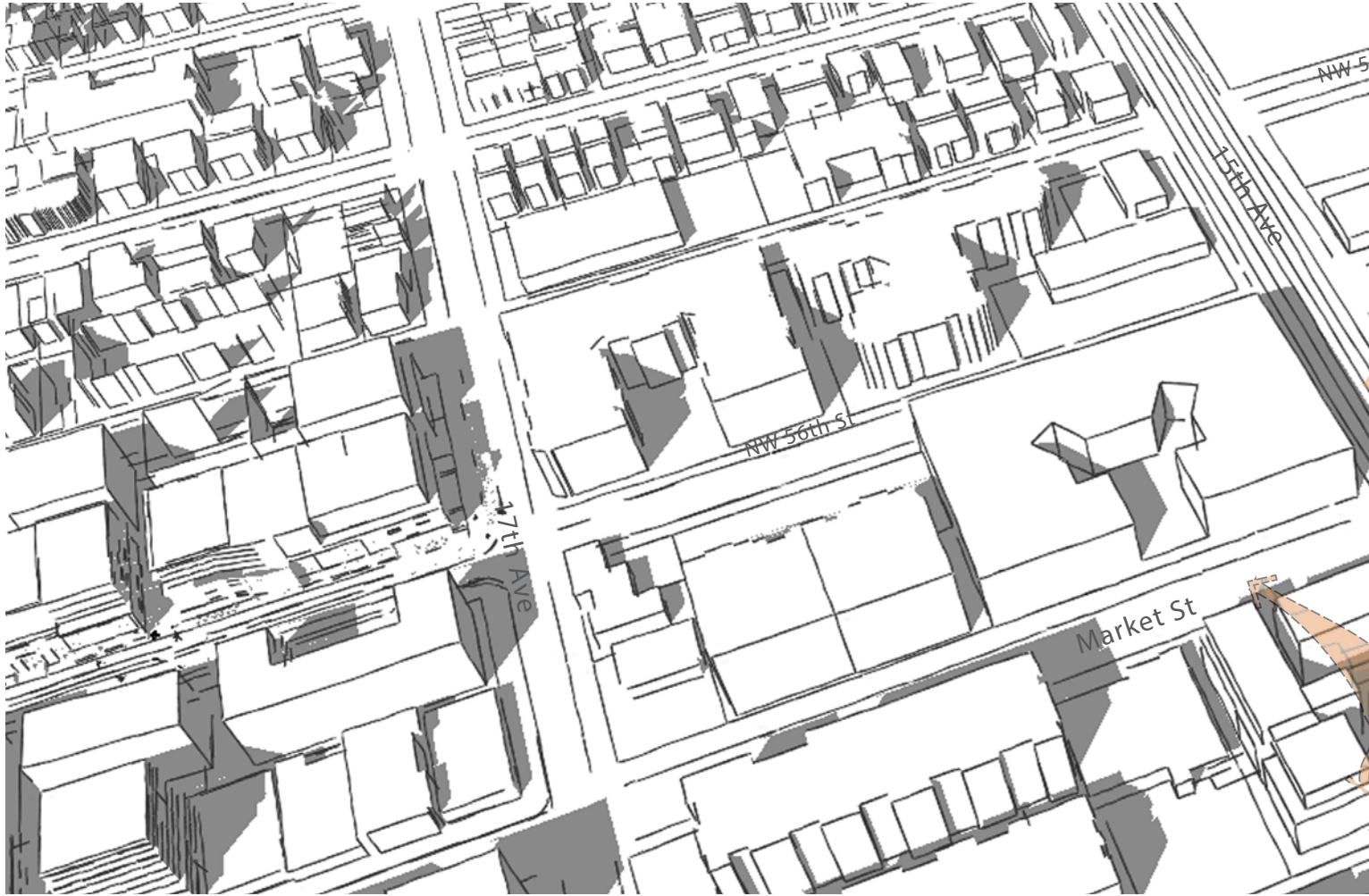
This area is the community-wide commercial center that meets the weekly and monthly needs for goods and services. It has potential for dense offices and residences on upper floors. Active storefronts and generous sidewalks balance the transportation volumes. Structured parking will increasingly be provided to make more efficient use of land, and a more appealing walking environment, while still accommodating convenient access by car.

4.3.2 Strategies

Improve the quality of the pedestrian environment and encourage distinctive high density, mixed-use development that meets weekly and monthly goods and service needs and establishes a gateway into Ballard.

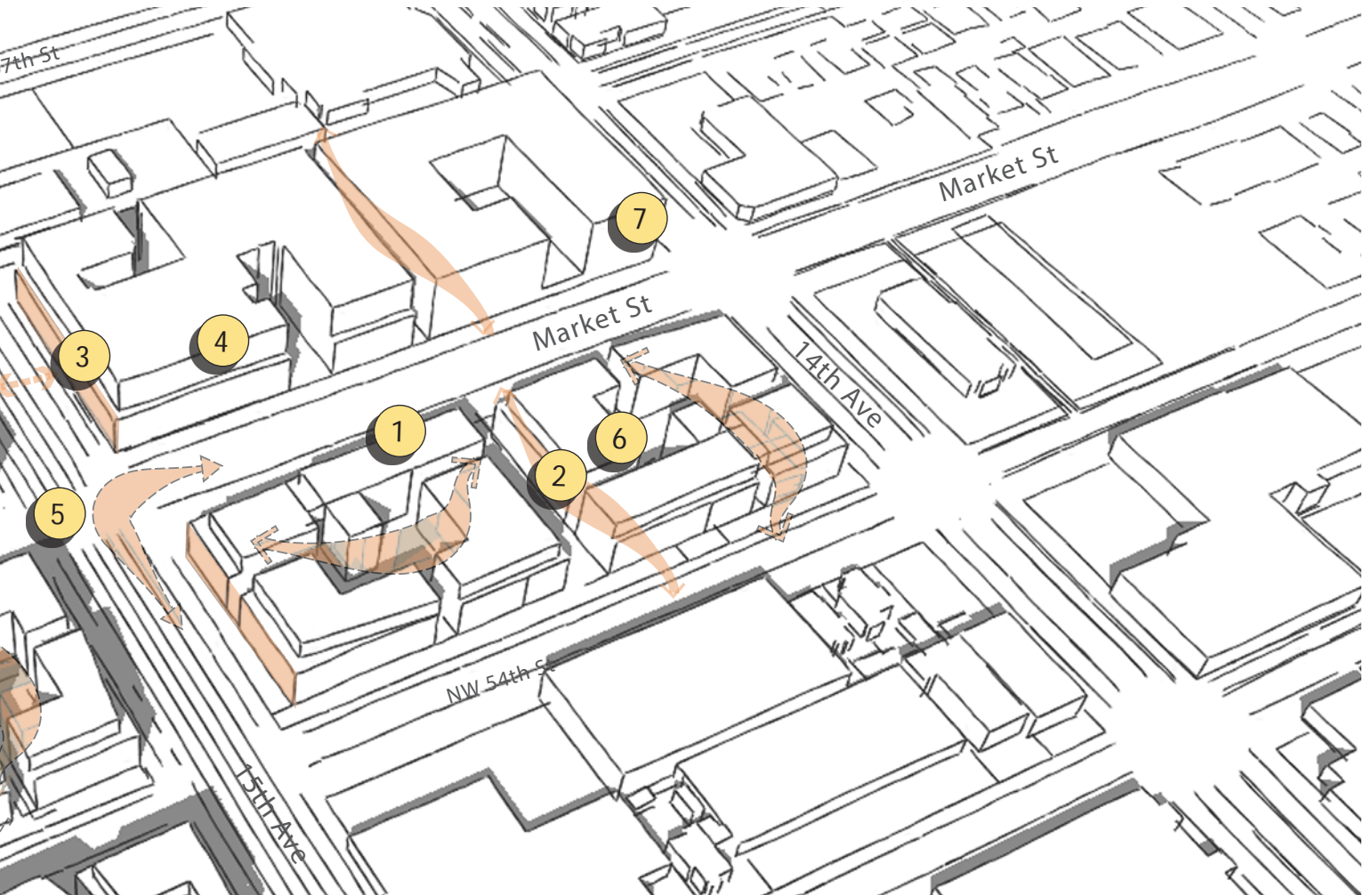
1. Create a sense of place at the intersection of 15th Ave NW and NW Market St through an integrated building design, streetscape and landscaping strategy.
2. Create area specific development standards so that buildings better relate to the human scale as well as the scale of 15th Ave NW and Market St.
3. Create area specific design guidelines for the Commercial Center to better guide the design of buildings in this area in transition.
4. Encourage street level active retail at key locations with employment uses above, and residential uses facing quieter streets between commercial and residential zones.
5. Guide streetscape improvements to create a safe, generous and pleasant walking environment, and to accommodate transit.
6. Guide the design of buildings so they include some amount of public open space on the street level.

Commercial Center



1. Development Standards

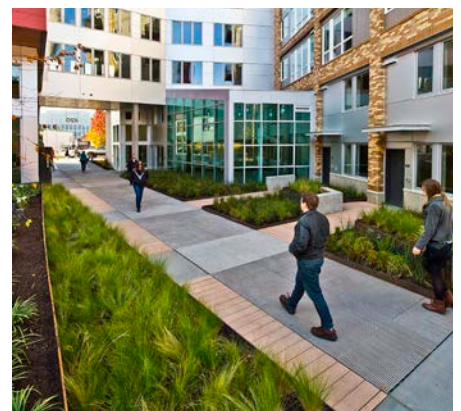
- 1**
Maximum structure width:
Consider a maximum structure width to help integrate buildings into existing context.
- 2**
Separation
Consider requiring separation between structures exceeding a certain length.
- 3**
Setbacks
Consider requiring setbacks along major arterials. Encourage active uses and landscaping in setbacks.
- 4**
Upper level setbacks
Consider requiring upper level setbacks.
- 5**
Weekly goods and services
Community-wide Commercial Center meets the weekly and monthly needs for goods and services. Encourage urban format grocery stores, pharmacies and similar uses on the street level with compatible active uses along the sidewalk, for e.g. cafes, restaurants, shoe repair etc. Encourage activity-generating uses on corner locations.
- 6**
Office uses
Prioritize employment uses above street level commercial uses. Consider allowing single-purpose buildings to achieve the highest allowable FAR.
- 7**
Mix Uses
Encourage a mix of uses that will generate activity through the weekday, evenings and weekends.



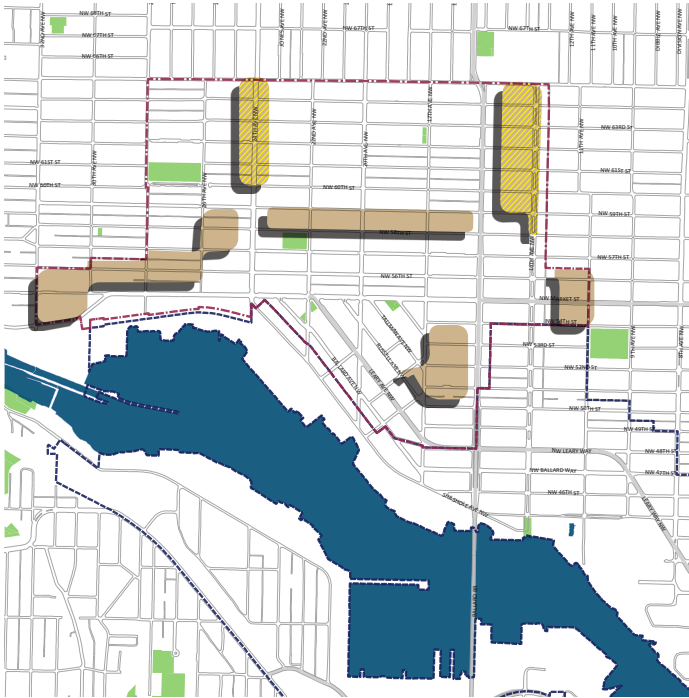
2. Design Guidance

Consider new design guidelines to create a sense of place at the intersection of 15th Ave NW and NW Market St by:

- Incorporating generous pedestrian amenities at transit stops;
- Creating a landscaped buffer between pedestrians and traffic;
- Designing buildings to respond to location through the placement of active uses on corners.
- Ensuring buildings engage with major arterials at the street level.
- Incorporating courtyards or plazas with seating and landscaping to establish a human scale context for the structure and its occupants.
- Considering through-block pedestrian pathways with active uses to connect local destinations and provide an open space amenity for building occupants.



4.5 In-Town Residential



4.5.1 Role

Multifamily neighborhoods provide in-town living opportunities that enjoy easy access to shops, services and jobs. The design characteristics and community infrastructure should support households ranging from singles to families and elderly.

4.5.2 Strategies

Support family-oriented and distinctive residential neighborhoods adjacent to the Ballard Core.

1. Create area specific development standards so that buildings better relate to the human scale and contribute to the community's public life.
2. Work with the Office of Housing to consider how to support the development of affordable family-appropriate housing adjacent to the Ballard Core.
3. Encourage small neighborhood oriented retail on corners along arterials to provide convenience retail and services to the immediate neighborhood.
4. Improve pedestrian crossings across arterials.
5. Partner with Groundswell NW, SDOT and SPU on open space, landscaping and green stormwater infrastructure opportunities in the right-of-way.

Residential/Commercial Mixed



1. Development Standards

- 1**

Active corner uses
Consider encouraging small pedestrian oriented retail on certain key corners along 15th Ave NW and 14th Ave NW providing low intensity commercial uses. Where possible, locate these amenities close to existing or future bus stop locations or pedestrian crosswalks across 14th Ave NW and 15th Ave NW.
- 2**

Curb cuts
Minimize points at which driveways cross sidewalks on 15th Ave. NW. Encourage shared access and access from side streets. Limit impacts to adjacent residential zoned sites.
- 3**

Better sidewalks and more landscaping
Consider options for creating wider sidewalks. Use changes in elevation and landscaping to create a vertical to buffer pedestrians from traffic. This could be through landscaping, art or street furniture.
- 4**

Pedestrian and bicycle crossings
Where possible, improve intersections for pedestrians and cyclists.



4.6 Industrial

4.6.1 Role

Industrial-Commercial emphasizes “maker” and production uses that embody the continuing tradition of people who use their hand and minds to create. It is both utilitarian and urban. The streets can be navigated by trucks and walkers, and some businesses have a retail element, while others are wholesale or industry focused.

4.6.2 Strategies

Two guiding principles drive the UDF’s recommendations not to rezone the Industrial areas within the Urban Village and near potential transit station at this time:

1. Expand the diversity of jobs, employment, and
2. Protect and support Ballard’s thriving industries while ensuring appropriate balance between maritime/industrial, retail and restaurants.

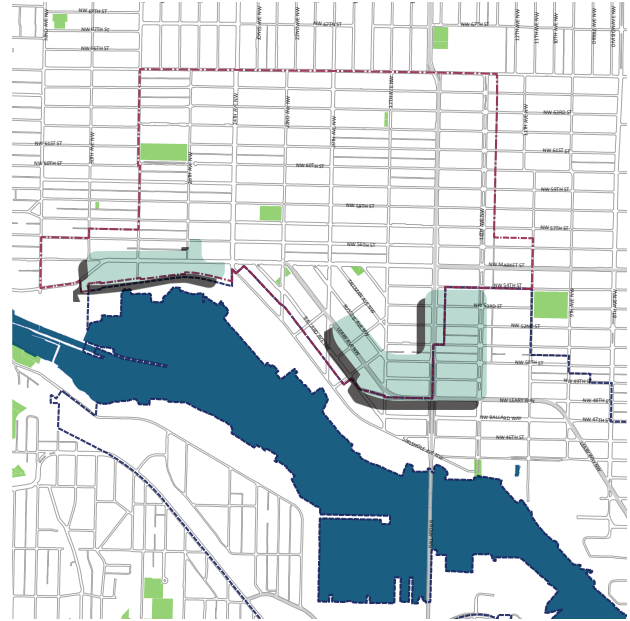
There is already a relatively high employment density, and the demand for industrial land is high. Based on recent studies as well as permit activities, there are opportunities to increase the number of jobs without changing Industrial zones.

When Sound Transit selects a final HCT alignment and station locations, DPD should initiate station area planning to consider issues and opportunities identified in the Station Area Assessments.

Industrial Commercial

Industrial Commercial (IC) zoned areas in the Urban Village should continue to emphasize “maker” and production uses that embody the continuing tradition of people who use their hand and minds to create. These areas have the unique ability to be both utilitarian and urban. The streets can be navigated by trucks and walkers, and some businesses have a retail element, while others are wholesale or industry focused.

1. Consider revisions to Industrial Commercial zone within Ballard to favor industrial and manufacturing uses on ground floors in order to preserve opportunities for uses that require delivery and other street-related operations.



5.0 TRANSPORTATION RECOMMENDATIONS

6.0 STATION AREA ASSESSMENT

7.0 IMPLEMENTATION

7.1 Implementation Plan (Under Development)

The success or failure of the recommendations in this document will depend on actions carried out by a variety of stakeholders. This appendix summarizes necessary changes to the Land Use Code and other City policies, as well as changes that will be realized through private investments, infrastructure improvements, public/private partnerships, and community efforts. While the City can lay the groundwork for good urban design through appropriate regulations and investments, physical changes in the neighborhood will be carried out mostly private development and community engagement.

ACTION	DPD	BPSG	SDOT	Other	TIMELINE
Design Guidelines					
Draft Design Guidelines: Update design guidelines to guide new development and follow through on the recommendations of the UDF.	●				
Review with Community	●	●			
Prepare Legislation	●				
Development Standards					
Draft Development Standards: Update development standards to shape new development and address constituents' priorities and follow through on the recommendations of the UDF.	●				
Review with Community	●	●			
Prepare Legislation	●				
Zoning					
Draft Rezone Analysis: Update zoning to shape new development and address constituents' priorities and follow through on the recommendations of the UDF.	●				
Review with Community	●	●			
Prepare Legislation	●				

Streetscape Concepts					
Prepare Streetscape Concept Plans: Create street concept designs to guide future investments and implementation by private developers, the City, the University and other agencies. This includes: <ul style="list-style-type: none"> • 22nd Avenue, Ballard Avenue NW Festival Street • NW 56th St Green Street 	●				
Review with SDOT	●	●			
Review with Community	●	●			
Prepare Director's Rule	●				
Parks / Open Space					
<u>Street-end Improvements</u> : Work with SDOT to review designs		●	●		
<u>Threading the Needle</u> : Work with Parks & SPU to develop revised timeline				●	
Use planning tools to encourage high quality public spaces associated with new development projects (incentive zoning, amenity space requirements, possibly impact fees)	●				
Transportation					
TBD					

8.0 APPENDICES

8.1 Neighborhood plan goals and policies

8.2 Public events/ meetings

8.3 Industrial Appendix



City of Seattle

Department of Planning and Development