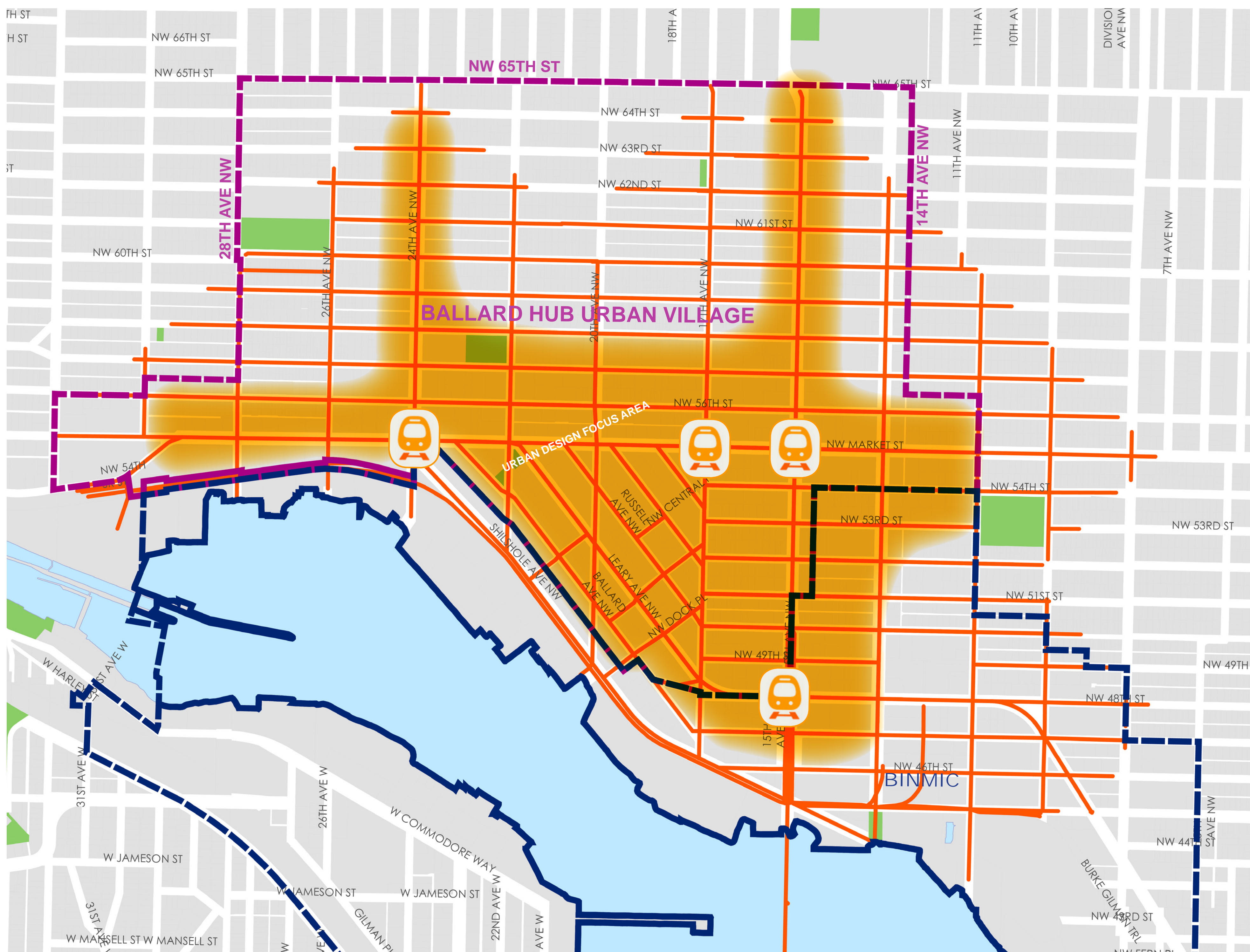


INTRODUCTION, FOCUS AREA & TIMELINE



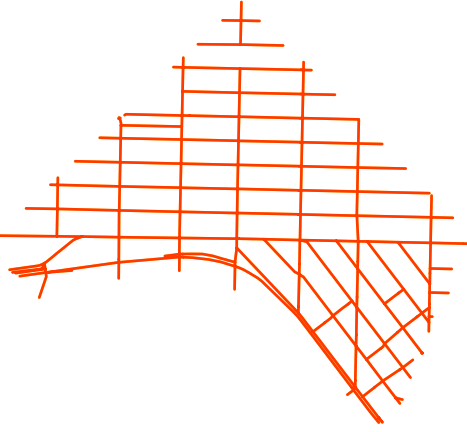
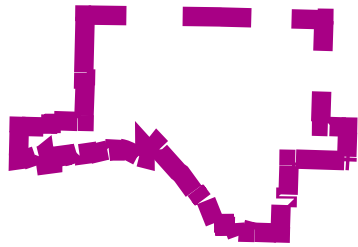
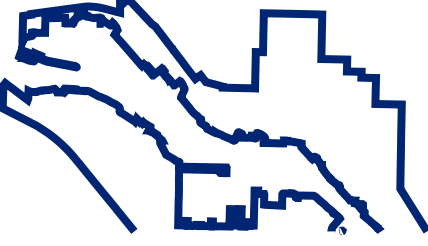
What is an Urban Design Framework?

An Urban Design Framework (UDF) is a shared vision that will guide future change and growth. The principles identified in an UDF define the urban design recommendations, including streetscape design, land use regulations, and design guidelines that will guide future development. The UDF document establishes the basis for resulting City legislation to amend the Land Use Code.

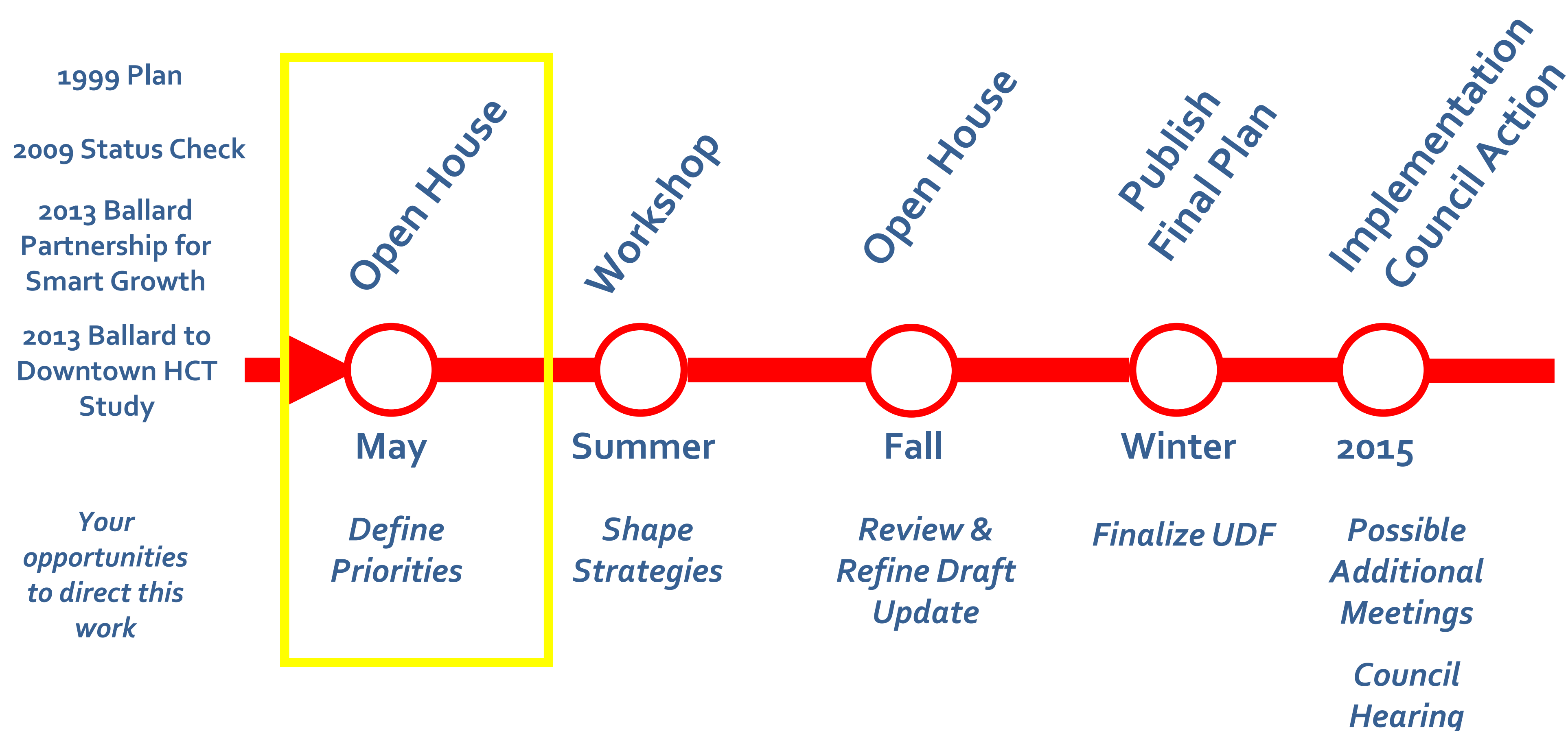
Ballard Urban Design Framework Focus Area Map



Legend

-  **Potential Future High Capacity Transit Stations**
-  **Focus Area:**
Our recommendations will likely focus on this core area of Ballard.
-  **Assessment Areas:**
Areas within a 10-minute walk from potential high capacity transit stations where we will assess impacts and benefits.
-  **Ballard Hub Urban Village Boundary**
-  **Ballard Interbay Northend Manufacturing Industrial Center (BINMIC) Boundary**

Timeline



LEARNING ABOUT YOU AND BALLARD

Put a dot on the statement that best describes your connection to Ballard.

1. I live in Ballard.

2. I work in Ballard.

3. I live and work in Ballard.

4. I own a business in Ballard.

5. I live, work and play in Ballard.

6. I regularly visit the neighborhood.

7. I sometimes visit the neighborhood.

8. I got to school in Ballard.

For how many years have you been connected to the Ballard neighborhood?

(Put a dot on it.)

0-1

2-5

6-10

11-20

20 or more

My whole life

If you live in Ballard, do you own or rent?

(Put a dot on it.)

Rent

Own

I live outside Ballard

Did previous generations of your family have a connection with Ballard?

(Put a dot on it.)

Yes

No

Put dots on your TOP FIVE reasons for living, working, shopping or visiting in the core of Ballard.

Active Lifestyle

Affordability

Restaurants, shopping, atmosphere and character

Family History

Creative energy, cultural activities, live entertainment

Diverse Community

Safety

Schools in greater Ballard

Jobs

Parks and Open Space

Walkability

Accessibility by Transit

Put dots on your TOP FIVE PRIORITIES for IMPROVING the core of Ballard.

More open space and play areas.

Better and safer streets.

Preparing for future transit investments

Strengthening the economic vibrancy of Ballard's core.

Better designed and greater diversity of buildings.

Protecting Ballard's industry while balancing commercial, residential and industrial growth.

More variety and number of jobs.

Supporting housing affordability.

Creating active public spaces and integrating views of nature and streetscapes.

Preserving the historic core.

LIVABILITY

What we've heard so far..

1. Declining housing affordability is a concern.
2. Declining affordability means that fewer families and seniors can choose to live in the core of Ballard.
3. Development should be balanced with neighborhood amenities such as transit and open space.
4. New development can displace convenient amenities from the core of Ballard.
5. The quality of sidewalks and intersections, availability of parking and access to public transportation are concerns for the elderly.
6. The loss of traditional stores is a concern.

(Use a Post-it to add your idea)

LIVABILITY: HOUSING FOR FAMILIES

As you get older or as your family grows or changes, do you anticipate becoming or continuing to be a Ballard resident? *(Put a dot on it.)*

YES

YES, BUT I HAVE CONCERNS.
(DESCRIBE ON A POST-IT)

NO

No Definite Plans

Other
(Use a Post-it)

Since 1990, a majority of units in the Hub Urban Village have been occupied by a single person. In 2010, close to 40% of all units in the Hub Urban Village were one bedroom units.

How important is it to encourage affordable family-appropriate housing development in the core of Ballard? *(Put a dot on it.)*

NOT IMPORTANT

NEUTRAL

VERY IMPORTANT

WHY IS FAMILY-APPROPRIATE HOUSING EVEN A CONSIDERATION?

There are many benefits to supporting families in urban neighborhoods such as the core of downtown Ballard.

- Reduced Costs for Households
- Public Health Benefits
- More Family Time
- Greater Economic Competitiveness
- Reduced Environmental Footprint
- Racial and Economic Diversity
- A Community that is Good for Children is Good for All.

The Seattle Planning Commission suggests the following actions to encourage family-appropriate housing in Seattle. *(Put a dot under the options you would like to explore for the core of Ballard or add your own idea)*

Adopt a formal definition of family-sized housing and family-friendly buildings.

Foster a larger supply of family-friendly lowrise and midrise multifamily housing through zoning regulations and design guidelines.

Ensure that bonus development provisions and incentive zoning programs work to encourage family-sized units.

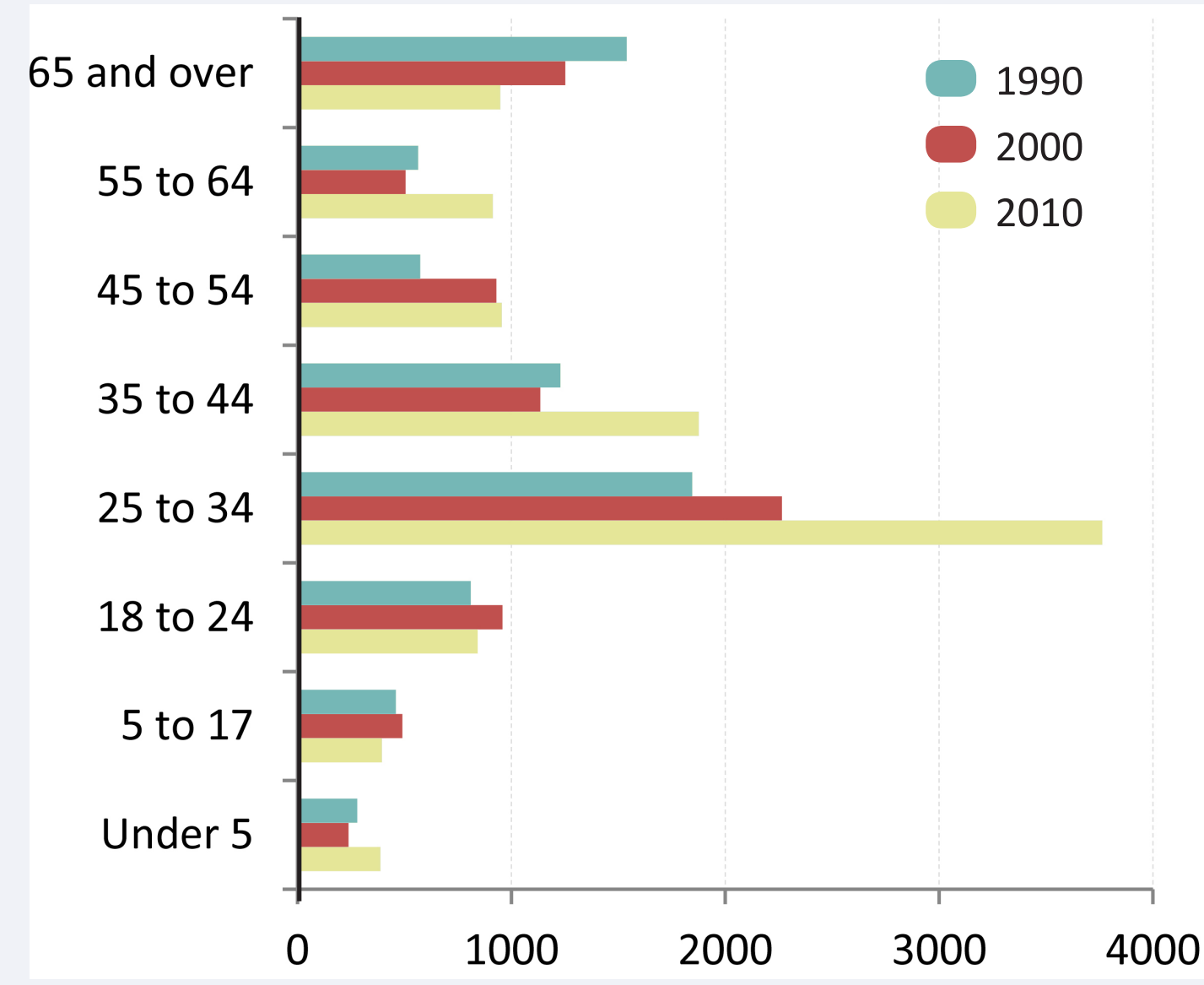
Ensure that the Multifamily Tax Exemption program encourages the production of 2-bedroom and 3+bedroom units.

Encourage the creation of more family-friendly housing through innovative design and construction.

In affordable housing programs, include a strong priority for families with children.

LIVABILITY: DIVERSITY

Diversity of Age and Race in Ballard



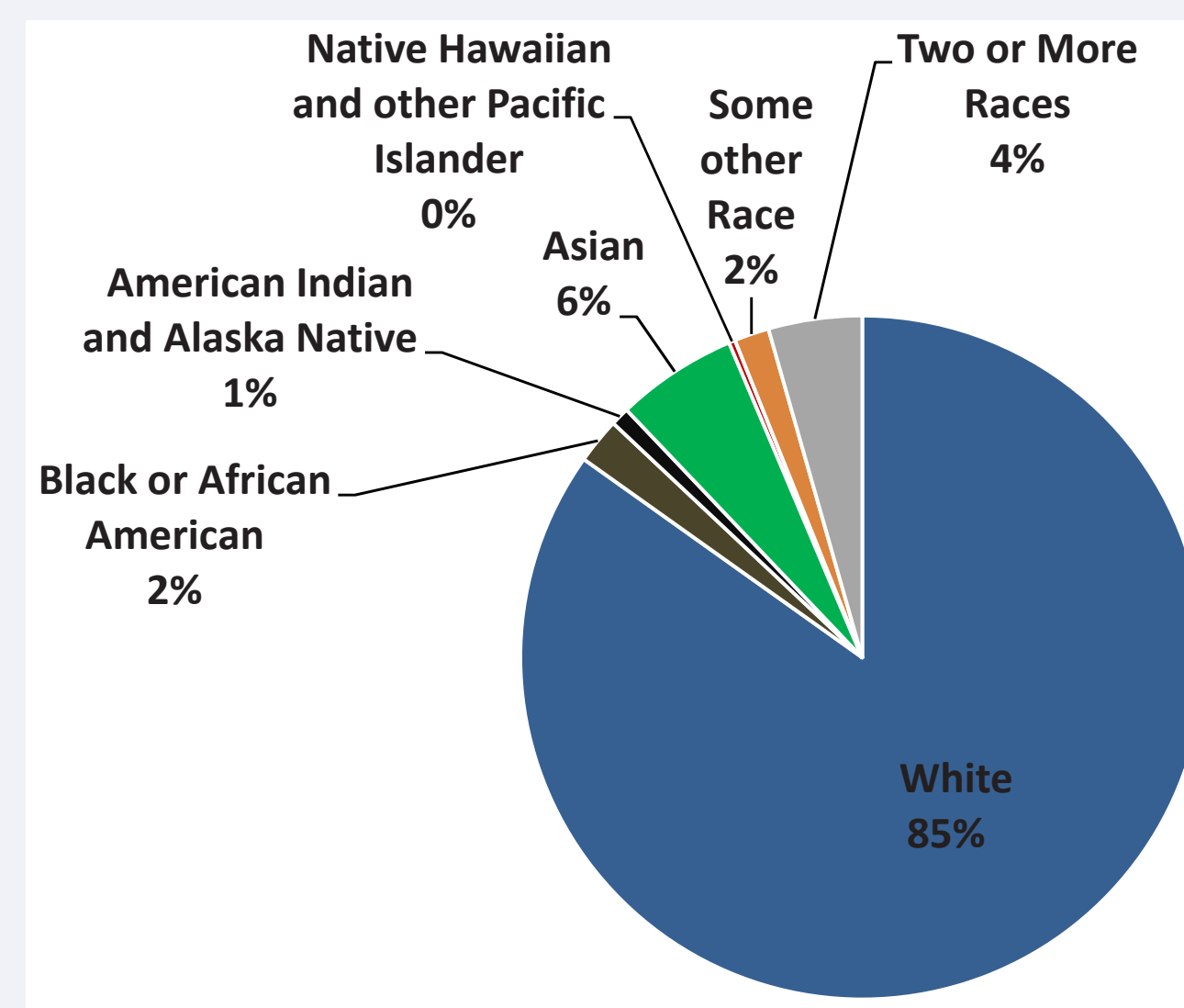
Between 2000 and 2010, in the HUV

Population aged over 65 years declined by **22.7%**

Population aged 5-17 years declined by **17.2%**

Population between 18-64 years increased by **40%**

Source: U.S. Census Decennial Census 100% Count Data



Source: U.S. Census Decennial Census 100% Count Data

Population who are persons of color **10.6%**

Citywide: Population who are persons of color **33.7%**

Race	2000	2010	Change 2000-2010	Share of Population in 2010 %
One Race	7760	9632	24.1%	95.6%
White	6899	8551	23.9%	84.8%
Black or African American	184	218	18.5%	2.2%
American Indian and Alaska Native	106	89	-16.0%	0.9%
Asian	349	578	65.6%	5.7%
Native Hawaiian and other Pacific Islander	32	30	-6.3%	0.3%
Some other Race	190	166	-12.6%	1.6%
Two or More Races	368	446	21.2%	4.4%

What are the challenges faced by elderly residents in the core of Ballard?

Put dots on the following priorities or use a Post-it to share your thoughts.

Housing Costs

Safe Public Spaces

Unsafe Streets

Poor Sidewalks

Connectivity and Transit

**Other
(Use a Post-it)**

How can we encourage an even more racially, culturally and economically diverse population?

Put dots on the following priorities or use a Post-it to share your thoughts.

Housing Affordability

Inclusive Community Events

Family-sized Housing

Improved Transit

Small Business Grants

Community-spaces (eg. P-Patches)

How can we make the core of Ballard a more family and child-friendly place?

Put dots on the following priorities or use a Post-it to share your thoughts.

More Open+Play Space

More Day-Care Facilities

Safer Streets

Family-sized Housing

Affordable Housing

**Other
(Use a Post-it)**

LIVABILITY: BUSINESSES

What do you like about Ballard's commercial core?

(Use a Post-it to add your idea)

What stores or services are missing or needed in Ballard's commercial core?

(Use a Post-it to add your idea)

What can be done to make Ballard's commercial core a more desirable destination?

(Use a Post-it to add your idea)

What do Ballard's businesses need?

(Use a Post-it to add your idea)

LIVABILITY: BUSINESSES

Put dots on the map where more stores and services are needed in the core of downtown Ballard.

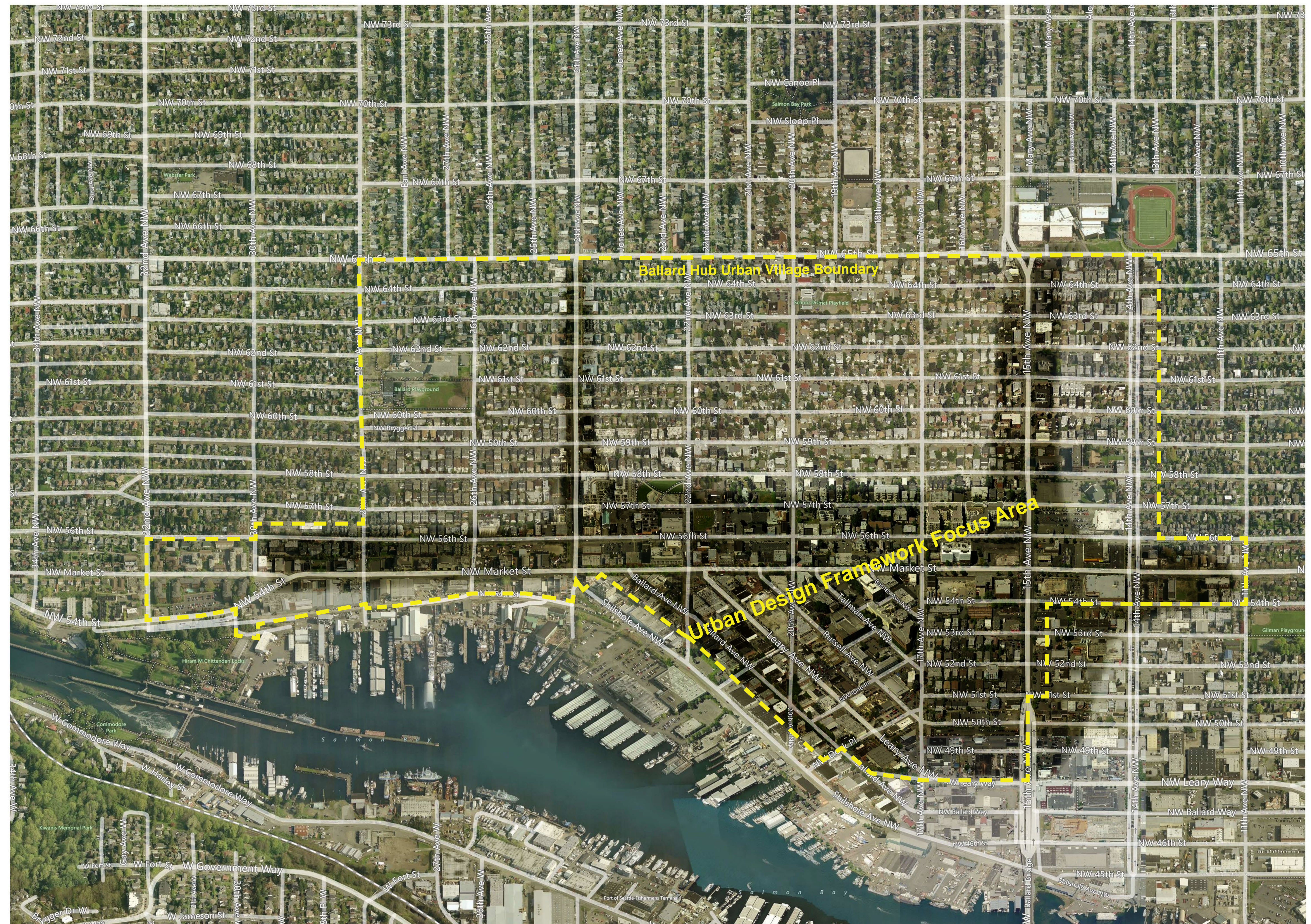
(Use a Post-it to add details and share your ideas.)



Ballard Hub Urban Village Boundary

Urban Design Framework Focus Area

Our recommendations will likely focus on this core area of Ballard.



CONNECTIVITY

What we've heard so far..

1. Safely integrate freight, automobile, bicycle and pedestrian traffic.
2. Implement the Ballard to Downtown Seattle high capacity transit rail corridor.
3. Improve sidewalks.
4. Improve intersections of N-S and angled street grids.
5. Improve pedestrian and bicycle connectivity across 15th Avenue NW.
6. Long east-west blocks limit north-south pedestrian connectivity.
7. Create pedestrian and bicycle only streets.
8. Parking is a concern in the core of downtown Ballard.
9. Connections to Burke-Gilman Trail.
10. Improve quality of pedestrian scale lighting and street landscaping.

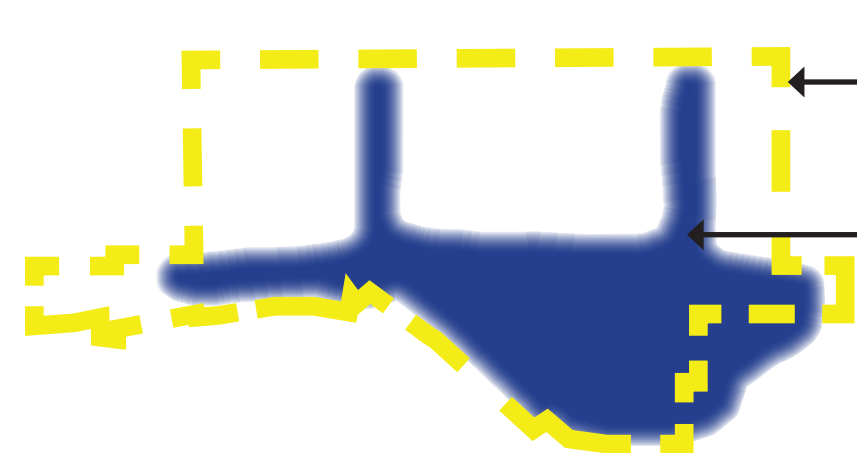
(Use a Post-it to add your idea)

STREETS: SAFETY AND COMFORT

How can Ballard's streets (including sidewalks and bike lanes) be made safer for users of different ages and abilities?

(Use a Post-it to add your idea)

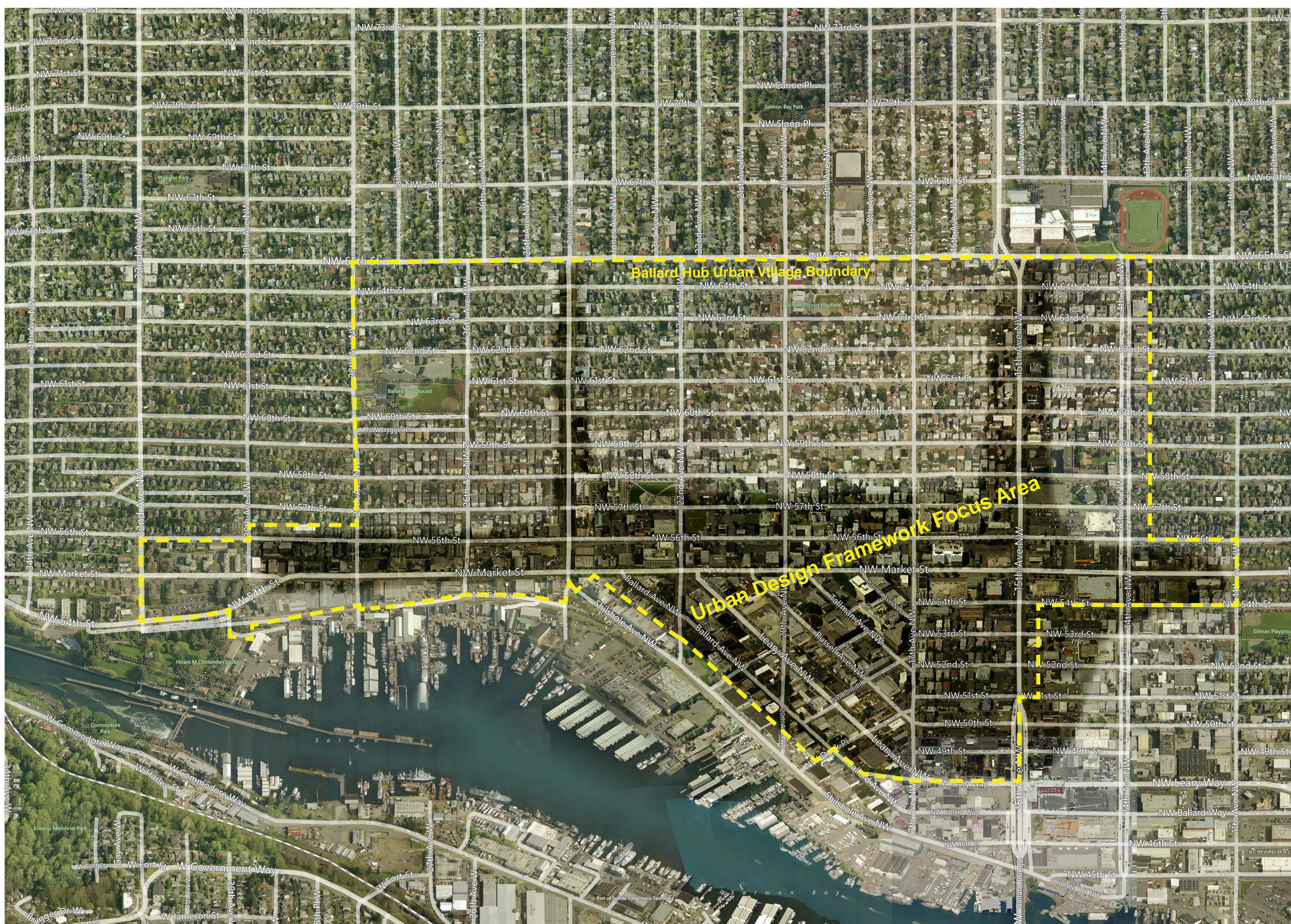
Put dots on the map where changes will help improve Ballard's streets and sidewalks.



Ballard Hub Urban Village Boundary

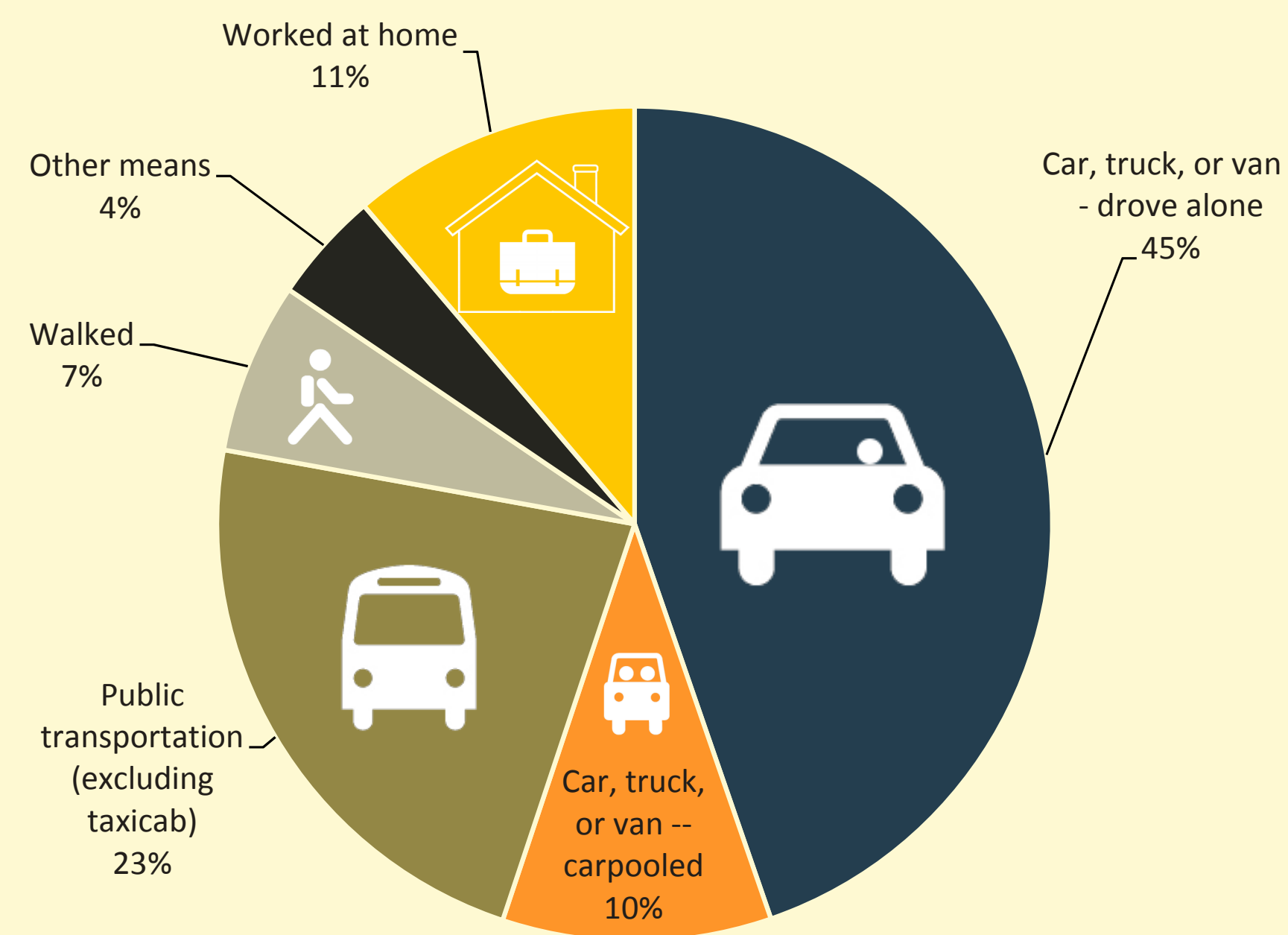
Urban Design Framework Focus Area

Our recommendations will likely focus on this core area of Ballard.



TRANSIT AND ACTIVE TRANSPORTATION

How do you get to work?



Car, truck or van -
Drove Alone
45%

Citywide:
49.2%

Public Transportation
(excluding taxicabs)
23%

Citywide:
18.5%

Source: 2008-2012 American Community Survey Estimates for Census Tract 47, U.S. Census Bureau
The American Community Survey (ACS) question related to means of transportation asks respondents in the workforce, "How did the person usually get to work LAST WEEK?" Although commutes may involve multiple transportation modes (e.g., driving to a train station and then taking a train), respondents are restricted to indicating the single travel mode used for the longest distance. If the respondent commuted in a car, truck or van, the number of persons in the vehicle is asked to determine whether the commuter drove alone or carpooled.

Put dots on the types of transportation that you use more than 2-3 times per week.



WALK



BIKE



BUS



CAR SHARE



CAR ALONE



CAR WITH FRIENDS

Do you most often WALK to...

(Put a dot on it)

GET TO A BUS STOP

EXERCISE & RECREATION

GET TO LOCAL AMENITIES

GET TO WORK

GET TO LOCAL PARKS

I DO NOT WALK IN BALLARD

OTHER.. (USE A POST IT)

Do you most often BIKE to...

(Put a dot on it)

GET TO A BUS STOP

EXERCISE & RECREATION

GET TO LOCAL AMENITIES

GET TO WORK

GET TO LOCAL PARKS

I DO NOT BIKE

OTHER.. (USE A POST IT)

Do you most often ride the BUS to... (Put a dot on it)

GET TO LOCAL AMENITIES

GET TO WORK

GET TO LOCAL PARKS

I DO NOT RIDE THE BUS

OTHER.. (USE A POST IT)

What would make walking an easier choice for you?

(Use a Post-it to add your idea)

What would make biking an easier choice for you?

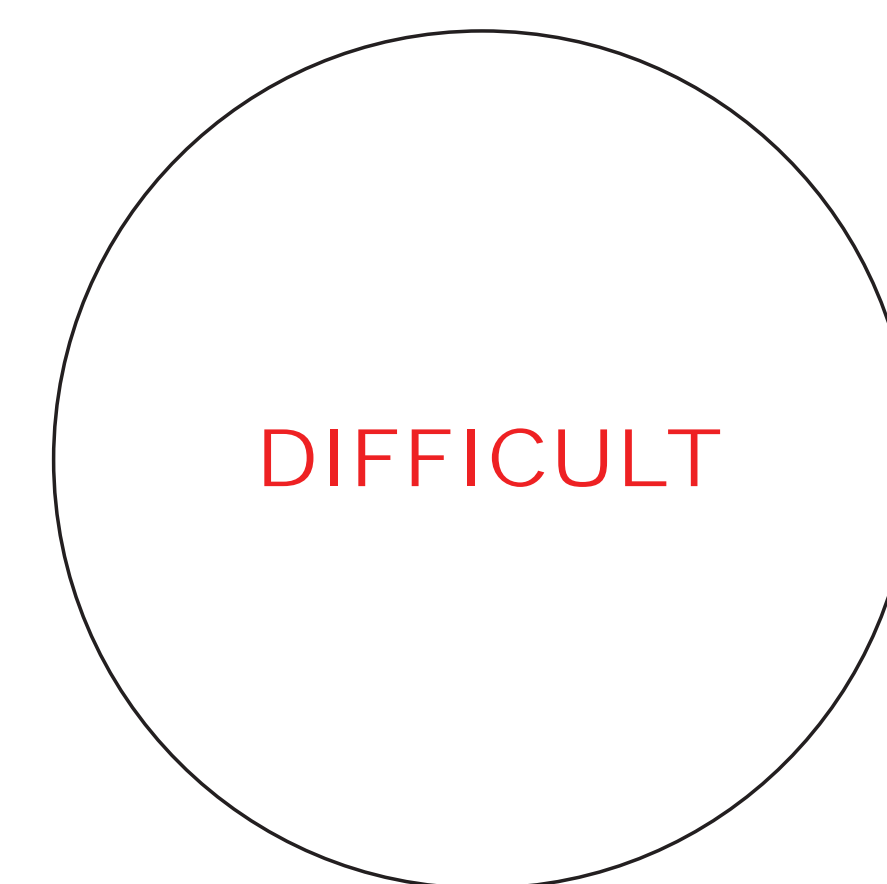
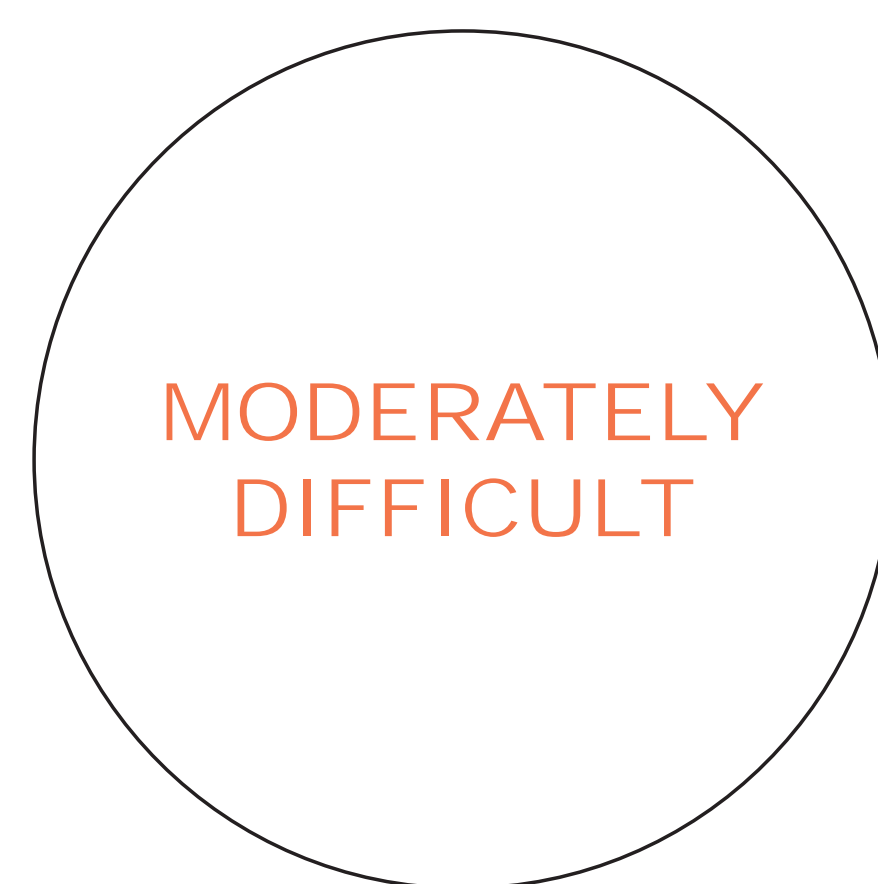
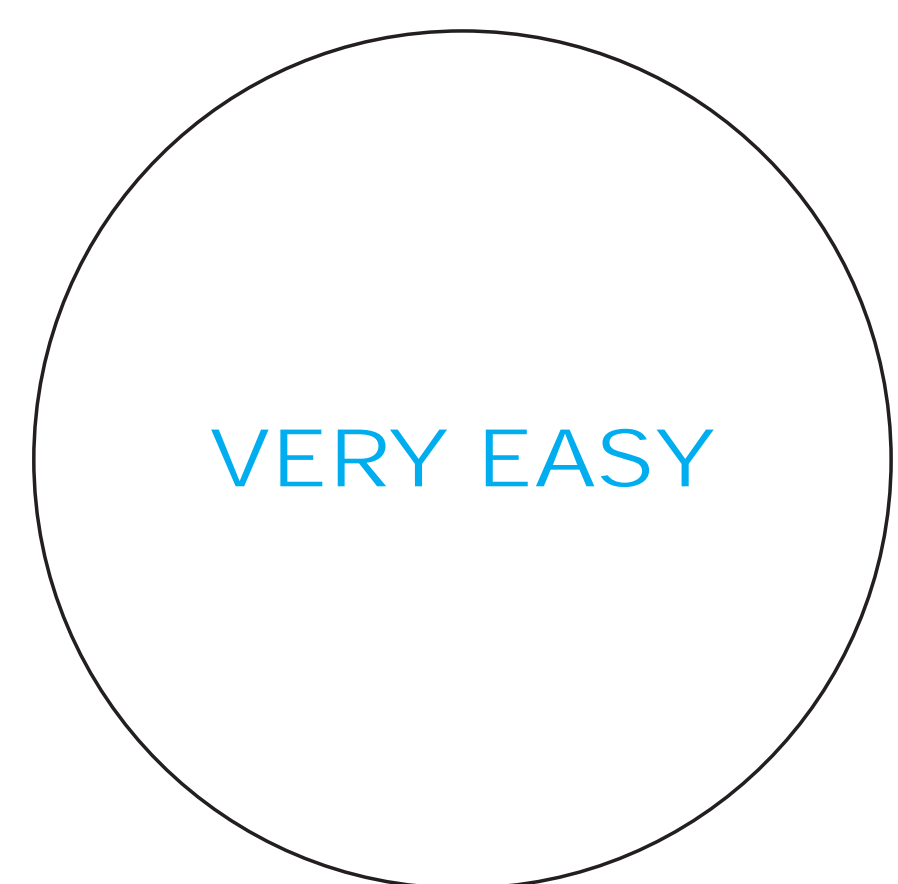
(Use a Post-it to add your idea)

What would make riding the bus an easier choice for you?

(Use a Post-it to add your idea)

ACCESS TO SERVICES AND HEALTHY FOOD

How easy is it to get to the weekly goods and services that you need within this neighborhood? (For eg. Pharmacy, groceries, library.) *(Put a dot on it)*



How do you get to the places where you buy groceries to prepare your own food? *(Put a dot on it)*



WALK



CAR ALONE



BIKE

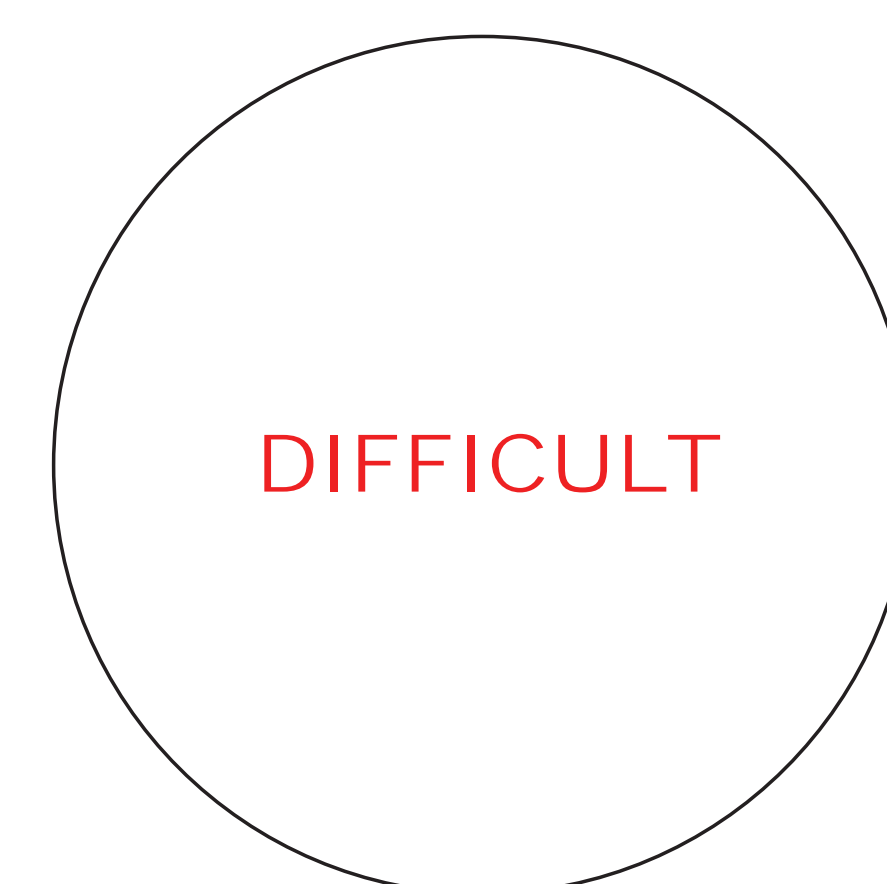
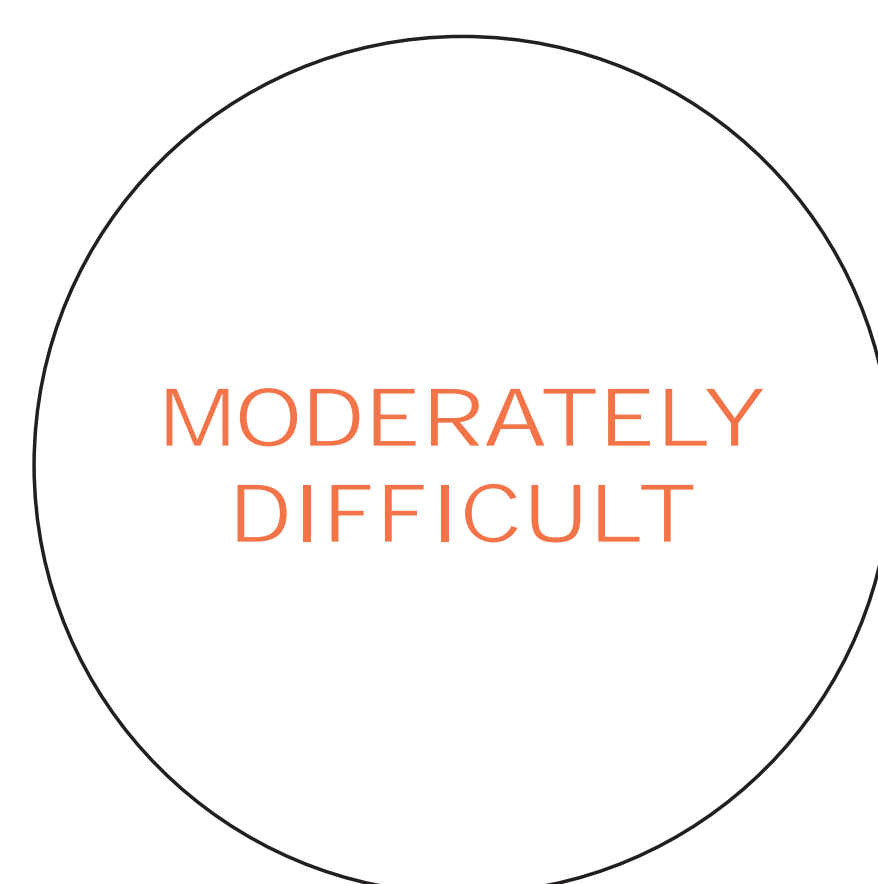
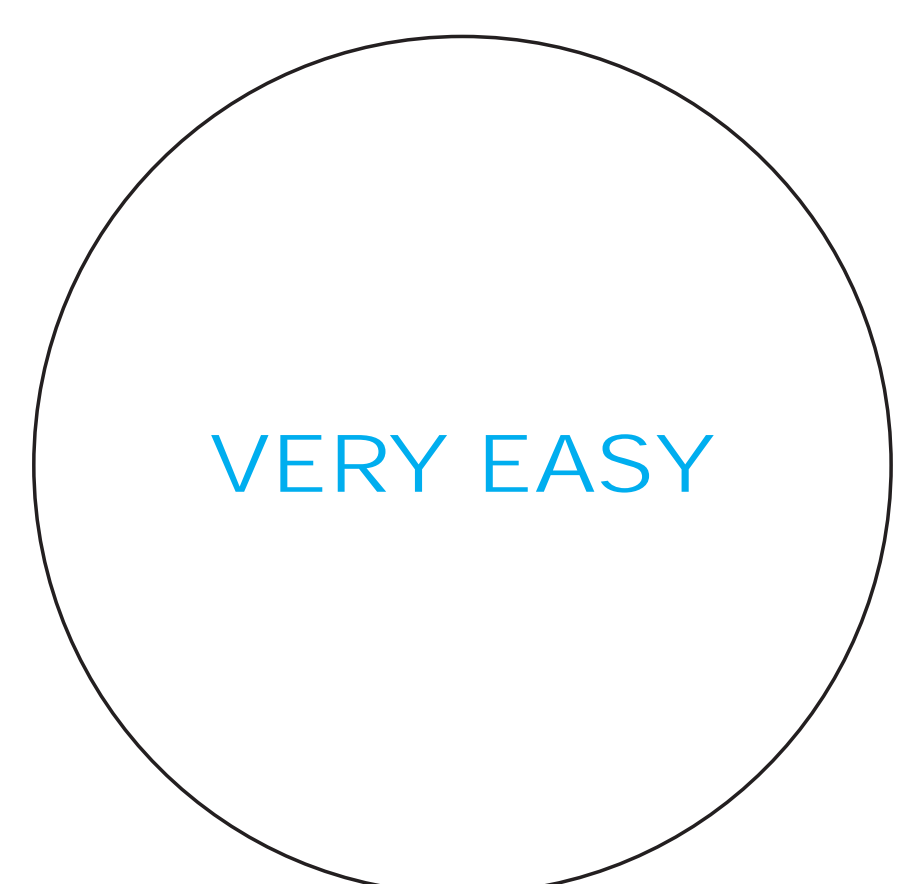


CAR SHARE



BUS

How easy is it to get to healthy food that is appropriate to your culture within this neighborhood? *(Put a dot on it)*



How do you and/or your family get to your favorite park from your home? *(Put a dot on it)*



WALK



CAR ALONE



BIKE



CAR SHARE



BUS

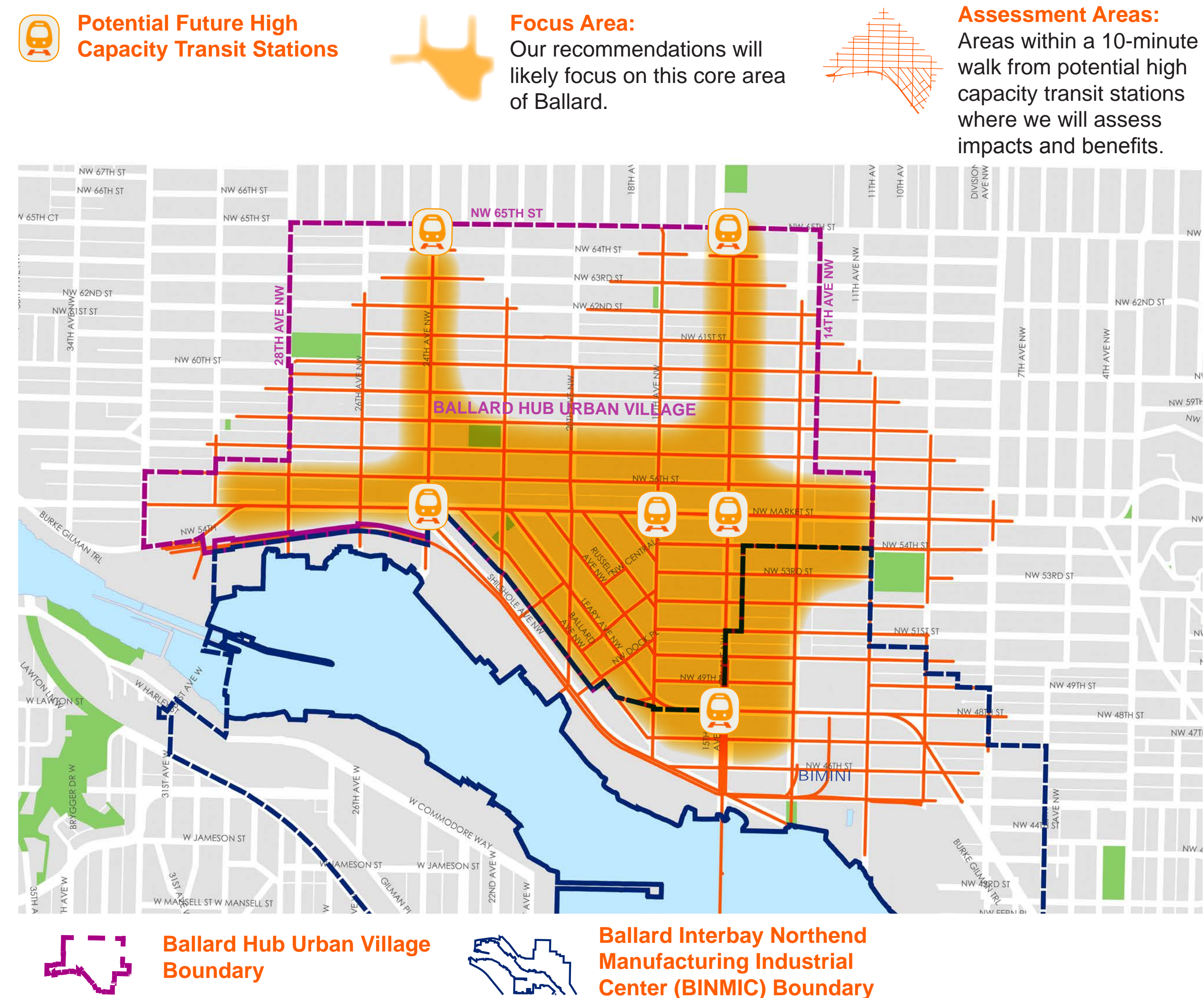
PREPARING FOR HIGH CAPACITY TRANSIT

The Ballard to Downtown Transit Expansion Study identified the 5 corridors for consideration in their long range plan update and future implementation. Corridors A, B, and D would be Link light rail, while corridor E would be surface streetcar running in its own lane. Corridor C could be light rail or streetcar, but is more problematic due to significant impacts with existing surface transportation and freight access.

CORRIDORS IDENTIFIED IN THE LEVEL 2 ANALYSIS



soundtransit.org/ballardstudy
ballardstudy@soundtransit.org



What are your big ideas for better transit connections within Ballard and to the rest of Seattle?

(Use a Post-it to add your idea)

What opportunities will high capacity transit bring to the core of downtown Ballard?

(Use a Post-it to add your idea)

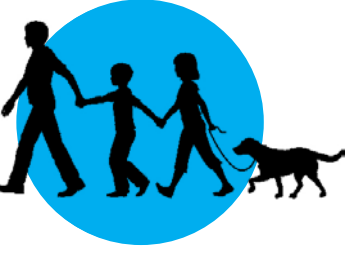
What are your concerns for a high capacity transit station in the core of Ballard?

(Use a Post-it to add your idea)

MAP YOUR DESTINATIONS IN BALLARD



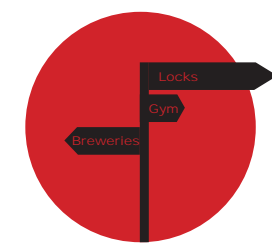
Put a **YELLOW DOT** on where you go to shop in Ballard.



Put a **BLUE DOT** on your favorite street to walk or run in Ballard.

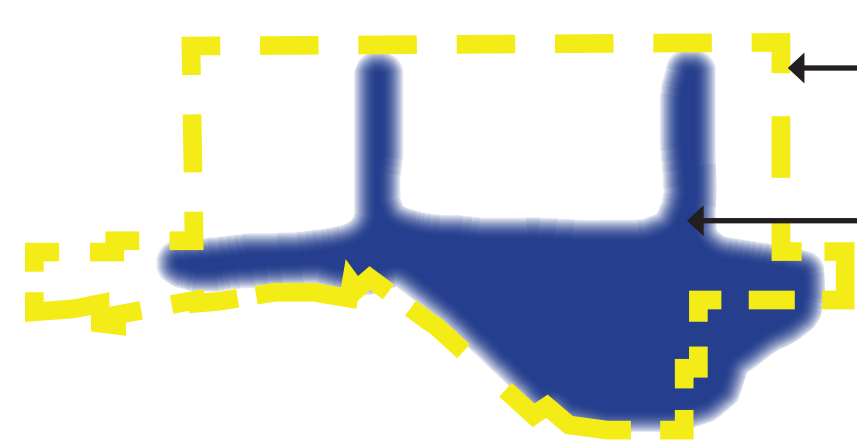


Put a **GREEN DOT** on your favorite spot to gather in Ballard.



Put a **RED DOT** on your other frequent destinations in Ballard.

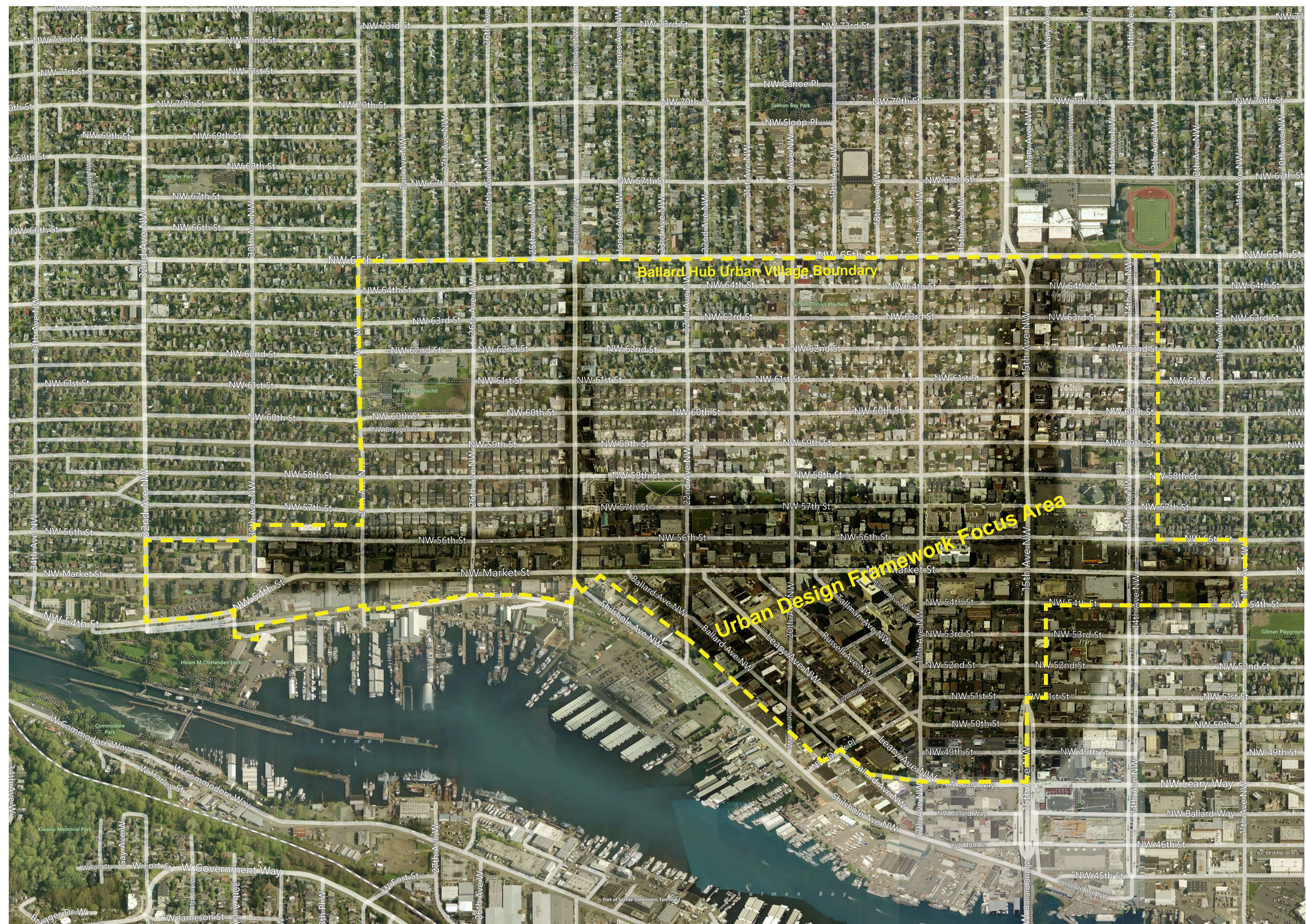
(Use a Post-it to add details)



Ballard Hub Urban Village Boundary

Urban Design Framework Focus Area

Our recommendations will likely focus on this core area of Ballard.



CHARACTER

What we've heard so far..

1. There needs to be a balance between open space and buildings.
2. Some of the new multifamily buildings seem too tall and bulky and do not fit into the existing context.
3. The library building, Greenfire Campus, and the buildings at 22nd Ave and Market Street can inspire future building designs.
4. Older commercial buildings on Market Street and Ballard Avenue define the neighborhood's identity and character.
5. The Ballard Commons Park and Ballard Avenue can inspire the development of new public spaces in the core of Ballard.

(Use a Post-it to add your idea)

ELEMENTS TO CONSIDER WHILE GUIDING BUILDING DESIGN

CONTEXT

Buildings respond, enhance or fit into the scale, aesthetic, materials and character of surrounding context.

Materials, scale and aesthetic relate to neighboring buildings.



Modern materials and sensitive design complement existing buildings.



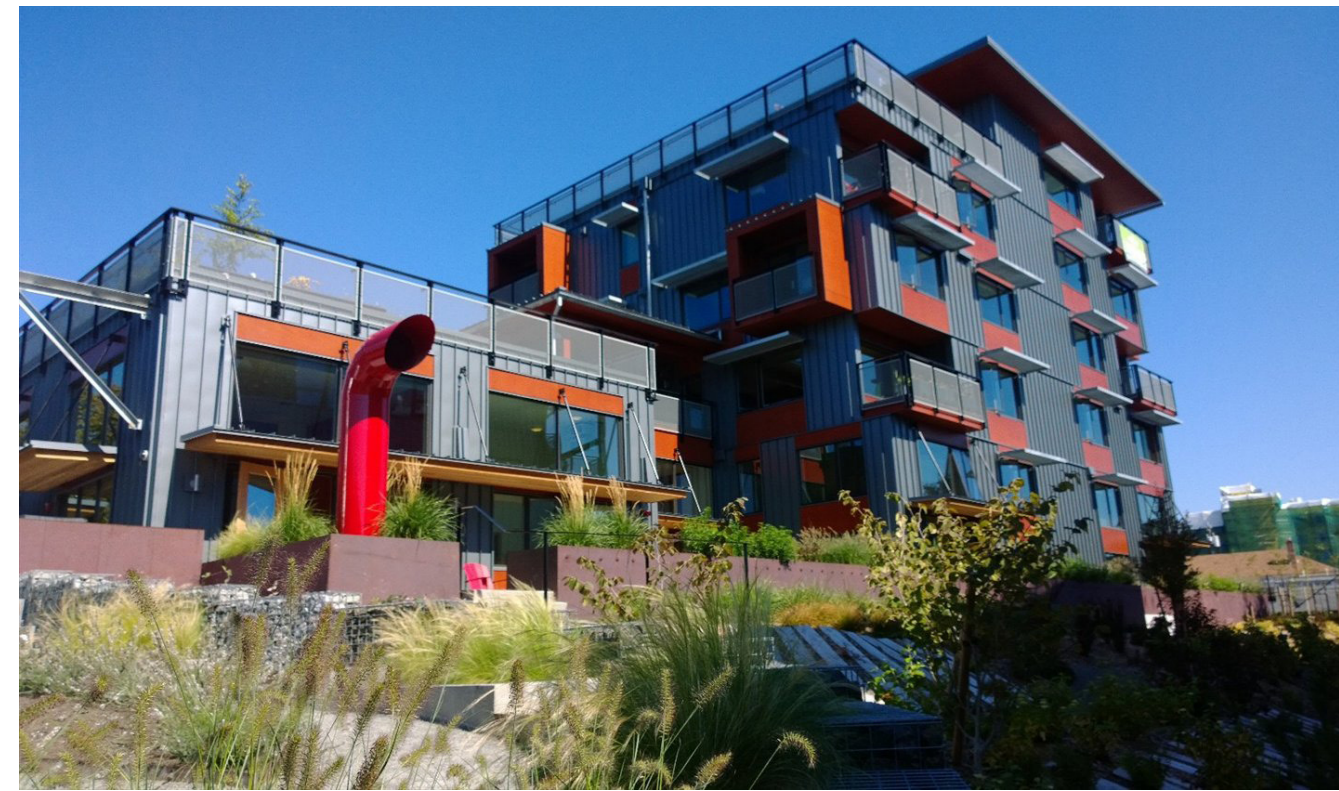
Building scale and materials do not relate or complement surrounding buildings.



SUSTAINABLE DESIGN

Buildings are designed to be energy efficient and have low negative impact on the environment.

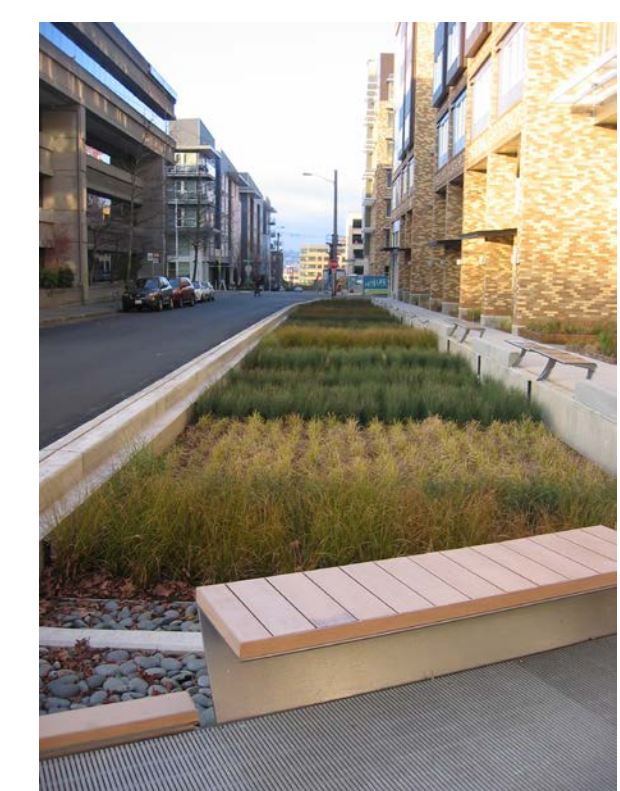
Sustainability is integrated into all aspects of design.



A few sustainability features are implemented in the building's design.



Sustainability in the public realm is supported.



OPEN SPACE

Balance between open space and buildings while providing opportunities for building community and improving health.

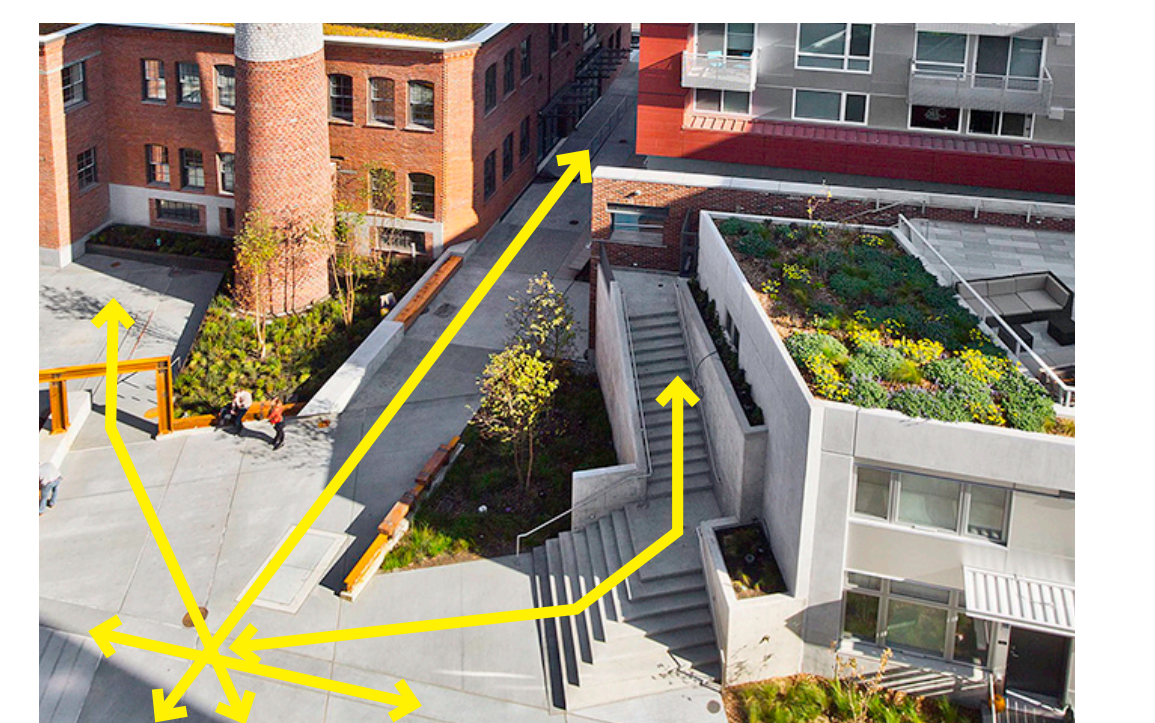
Flexible open space design encourages inter-generational mingling and creative activities. Safety achieved through design.



Static private open spaces provide visual relief and a limited amount of social activity. Often inaccessible to the public.



Open space is used to create public connections through the site while maintaining privacy through design.



Linear open spaces: Trails, greenways, green streets.

Mixed use open spaces: Programming, mix of private and public spaces

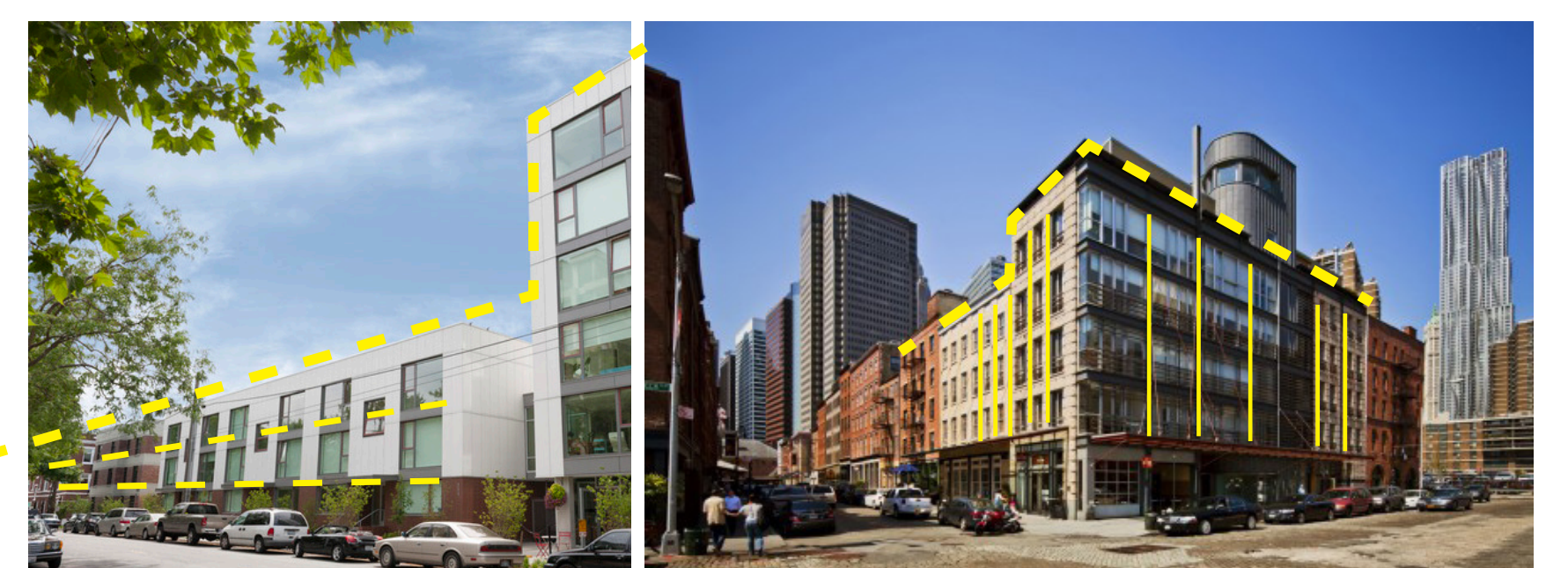
MASSING

The first 30' are the most important. Building form is scaled down so that the first 30' from ground relate to the pedestrian's scale. Building height, geometry and profile relate to neighboring buildings to create a seamless yet interesting thoroughfare.

A podium or stepped-back building form creates a pedestrian scale frontage allowing sunlight to penetrate to the ground and avoiding a tunnel like public realm.



Building form creates a relationship with neighboring structures. Greater building height is achieved gradually to integrate new with old.



RELATION TO SIDEWALKS

The first floor is designed for uses and spaces that relate to and enhance sidewalk activity, safety and character.

Ground-related residential and commercial development creates visual and physical connections with the sidewalk. Porches, prominent entrance doors, outdoor seating and windows can help create these connections.



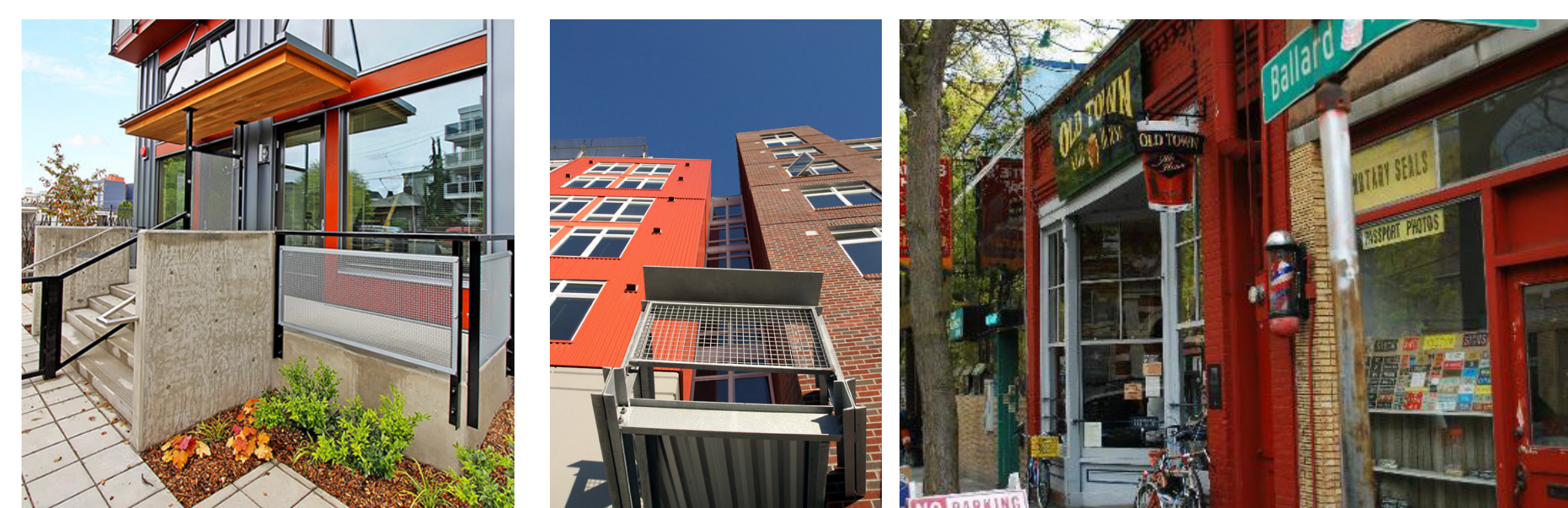
The distance of the building from the lot line, orientation of building entrances, location of doors, sidewalk amenities and the uses on the first floor can impact experience on the sidewalk.



ARCHITECTURAL DETAILS

The pedestrian realm is enhanced with engaging and interesting architectural details that relate to the walker's scale and height.

High quality materials and detailing in the first 30' of a building's facade creates comfortable and interesting spaces to look at and stay in.



Lack of detailing on the first floor can create bland public spaces.



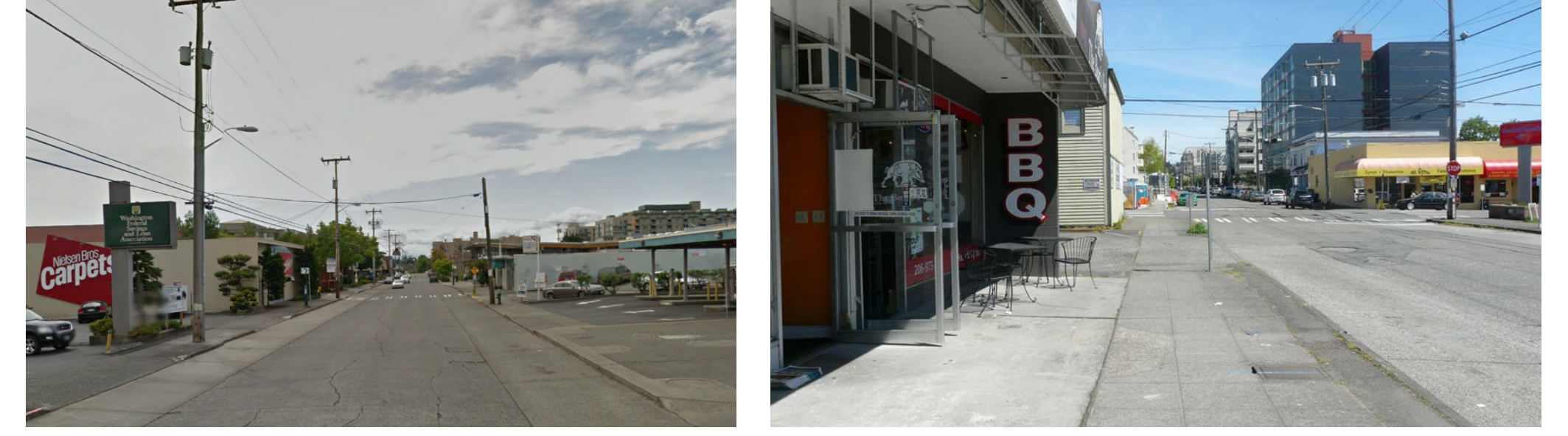
EXISTING BUILDING DESIGN CHARACTER

Thriving Market Street's buildings vary in height from 1 story to 6 stories. Pedestrian oriented uses typical on first floor. A mix of older and new buildings.

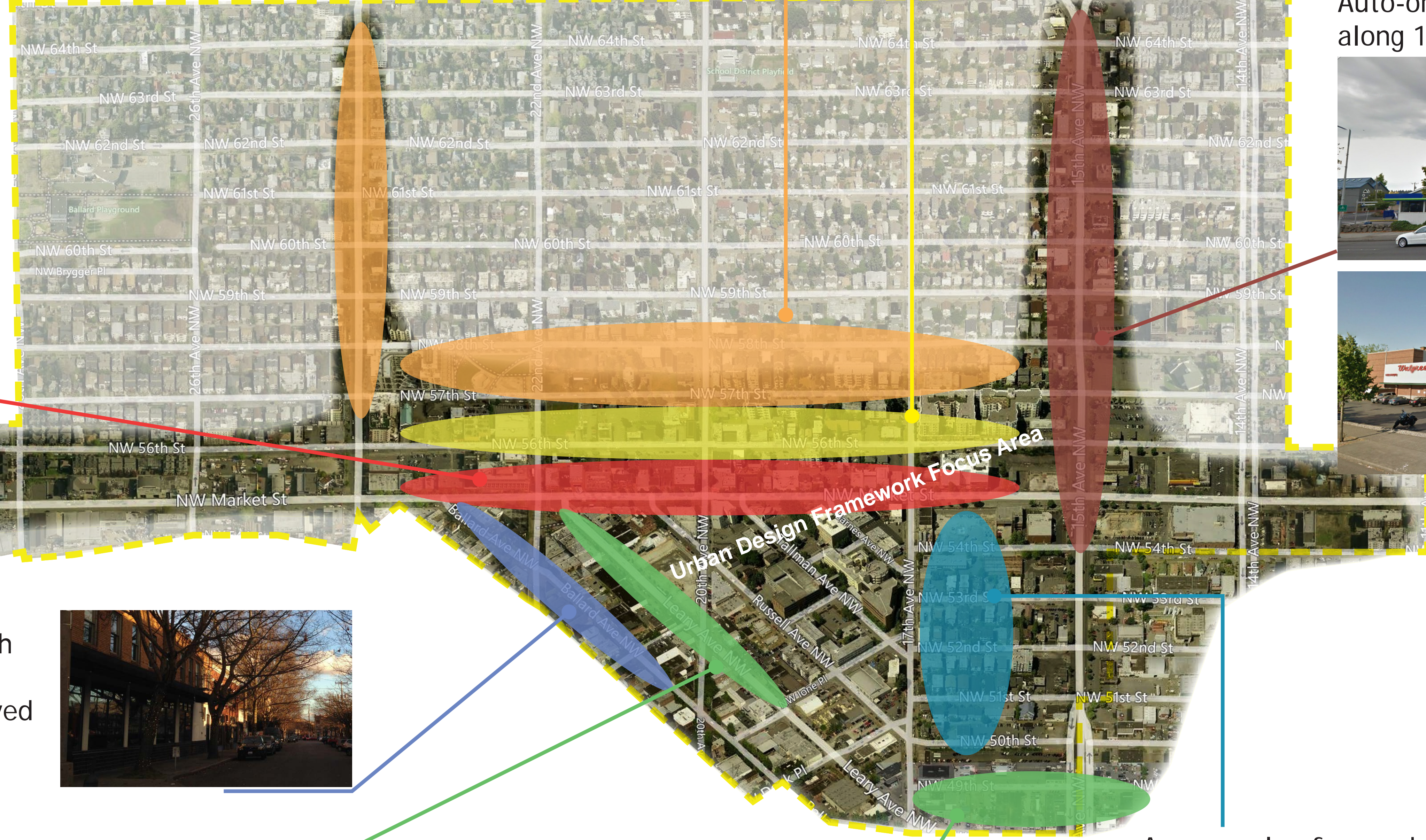
A mix of old and new multifamily residential buildings north of Market Street.



Important neighborhood services and amenities are mixed with street-facing parking lots, offices, restaurants and lowrise auto-oriented uses on NW 56th street



Ballard Hub Urban Village Boundary



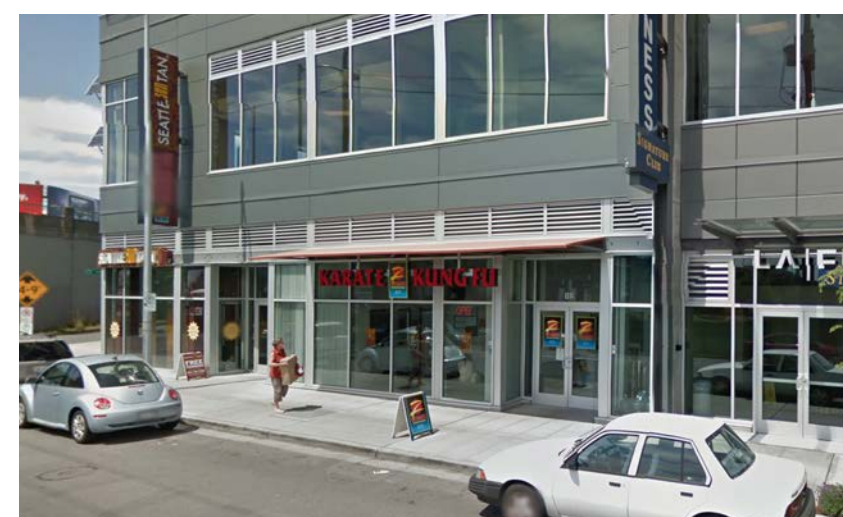
Auto-oriented businesses along 15th Avenue NW



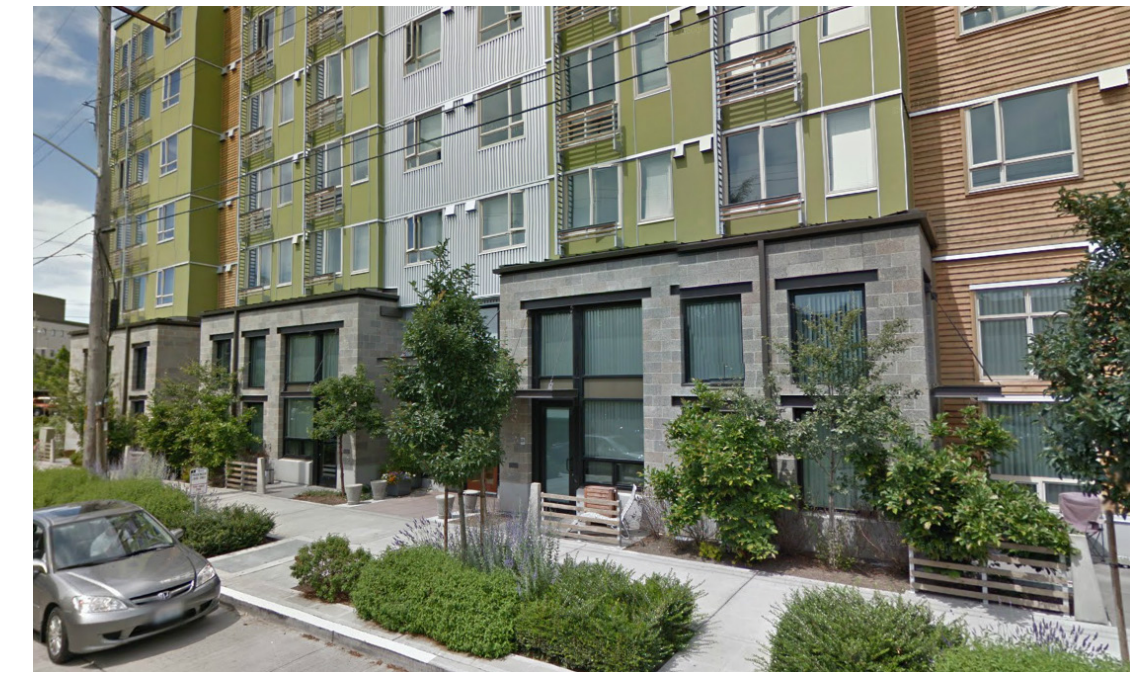
Historic Ballard with pedestrian scale buildings, brick-paved streets and small businesses.



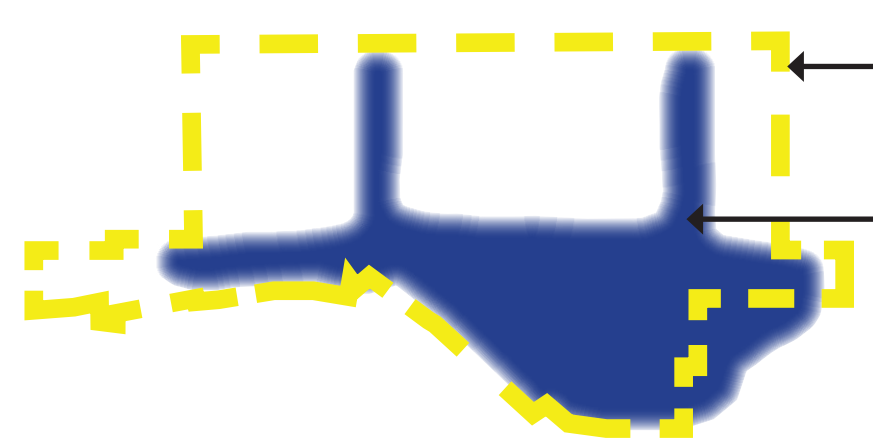
New mixed use buildings along Leary Way and new uses in older industrial buildings along this area.



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



Single family residences in the transition areas between industrial and commercial zones.



Ballard Hub Urban Village Boundary

Urban Design Framework Focus Area

Our recommendations will likely focus on this core area of Ballard.

WHAT ARE YOUR PREFERENCES FOR BUILDING DESIGN?

Use this space to share examples and ideas of successful places and buildings that you have seen or experienced.

Let your travels to other cities, countries and Seattle neighborhoods inspire these examples.

(Use a Post-it to add your idea)

What are some of the spaces and buildings in Ballard that work and do not work for you?

(Use a Post-it to add your idea)

ELEMENTS TO CONSIDER WHILE GUIDING STREET DESIGN

CONTEXT & NETWORK

What types of land uses and traffic does the street serve? Is there a traffic and land use hierarchy to the road network?



LANE WIDTHS AND TRAVEL MODES

Allocated lane width should be informed by traffic calming goals and space required for larger vehicles.



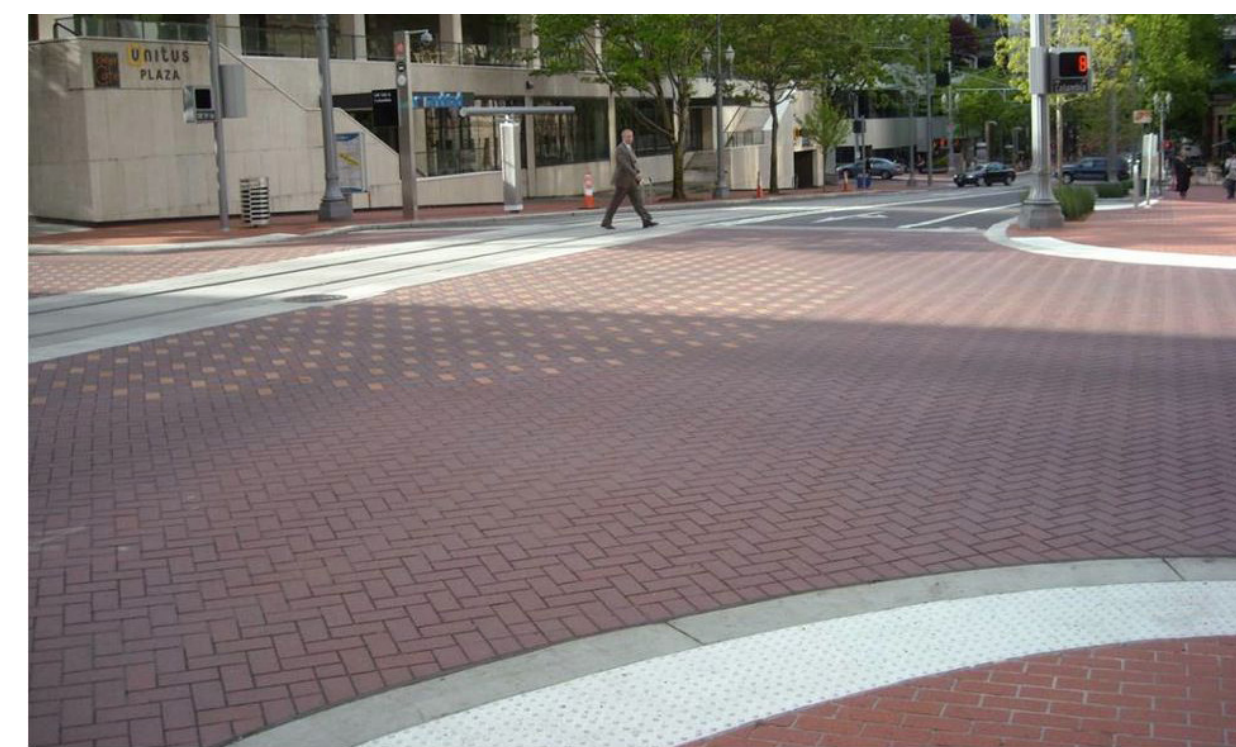
SIDEWALKS

Sidewalks enhance connectivity and promote walking. They activate the street socially and economically.



INTERSECTIONS & SPEED CONTROL

Intersections are the focal points of activity and decision. Intersections should create safe, predictable and intuitive environment for complex movements.



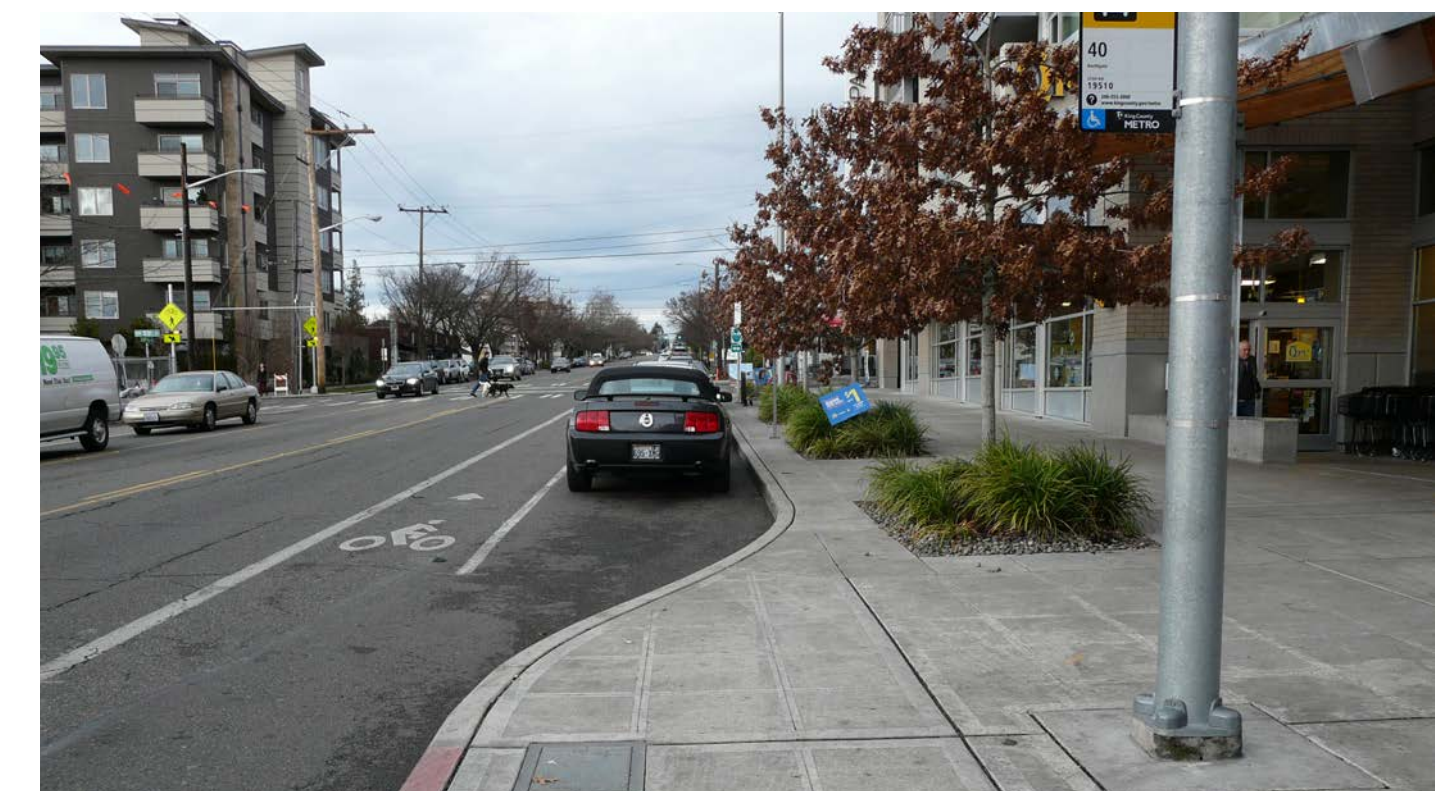
CURB EXTENSIONS

Curb extensions visually and physically narrow the roadway creating safer and shorter crossing distances for pedestrians and increasing available space for street furniture, benches, planting and street trees.



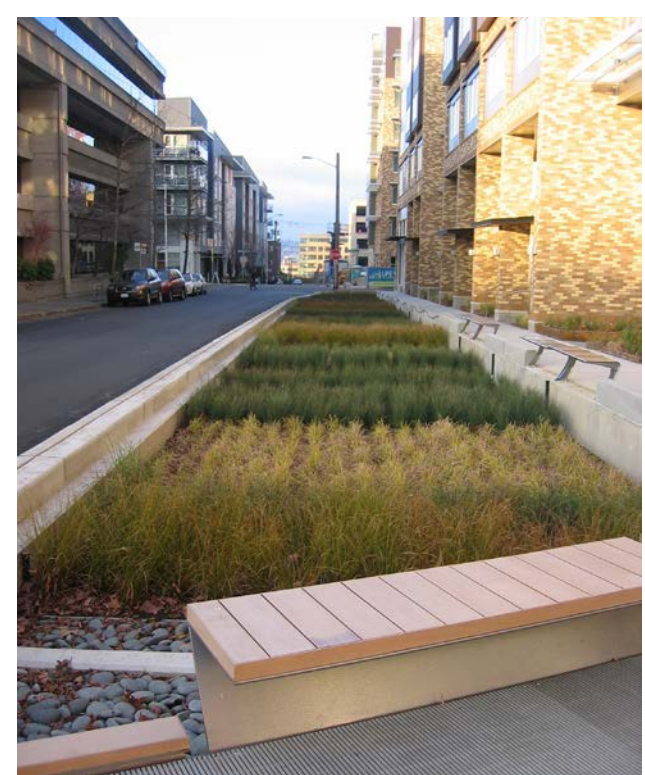
TRANSIT

Street cars, buses and light rail can play an important role as part of the streetscape.



STORMWATER MANAGEMENT

Sustainable stormwater management treats and slows runoff from impervious roadways, sidewalks and building surfaces.



PROGRAMING

Parklets, pedestrianization of narrow roadways, temporary street closures, transit-only streets etc are ways to think of streets as public spaces.



EXISTING STREET CHARACTER

NW 24th Street is a residential thoroughway street.

- High levels of through traffic with residential land uses.
- As such the street is not designed to serve residential uses and can be less pleasant to live and walk along.
- Improvements such as widened sidewalks, buffer landscaping and curb extensions can enhance public realm.

58th Ave NW is a completed neighborhood greenway. 17th Ave NW is a proposed neighborhood greenway.

Greenways are calmer and safer residential streets.

NW 56th Street is a neighborhood commercial street.

- High levels of foot traffic to local amenities.
- Desire for generous sidewalks and bicycle facilities.
- Moderate volume of through traffic.
- Multiple street-facing parking lots.
- Access needs for local businesses, short-term customer parking, loading areas.
- Character varies along length of road with most significant improvements being made between 20th and 22nd Avenues NW.

NW Market St is a neighborhood main street.

- Almost continuous activity and mix of traffic.
- Commercial spine along which residents do most of their errands, socialization and shopping.
- Major connector to 15th Ave NW and historic Ballard.
- Market and 22nd is the community's heart.

Leary Avenue NW is a mixed use street.

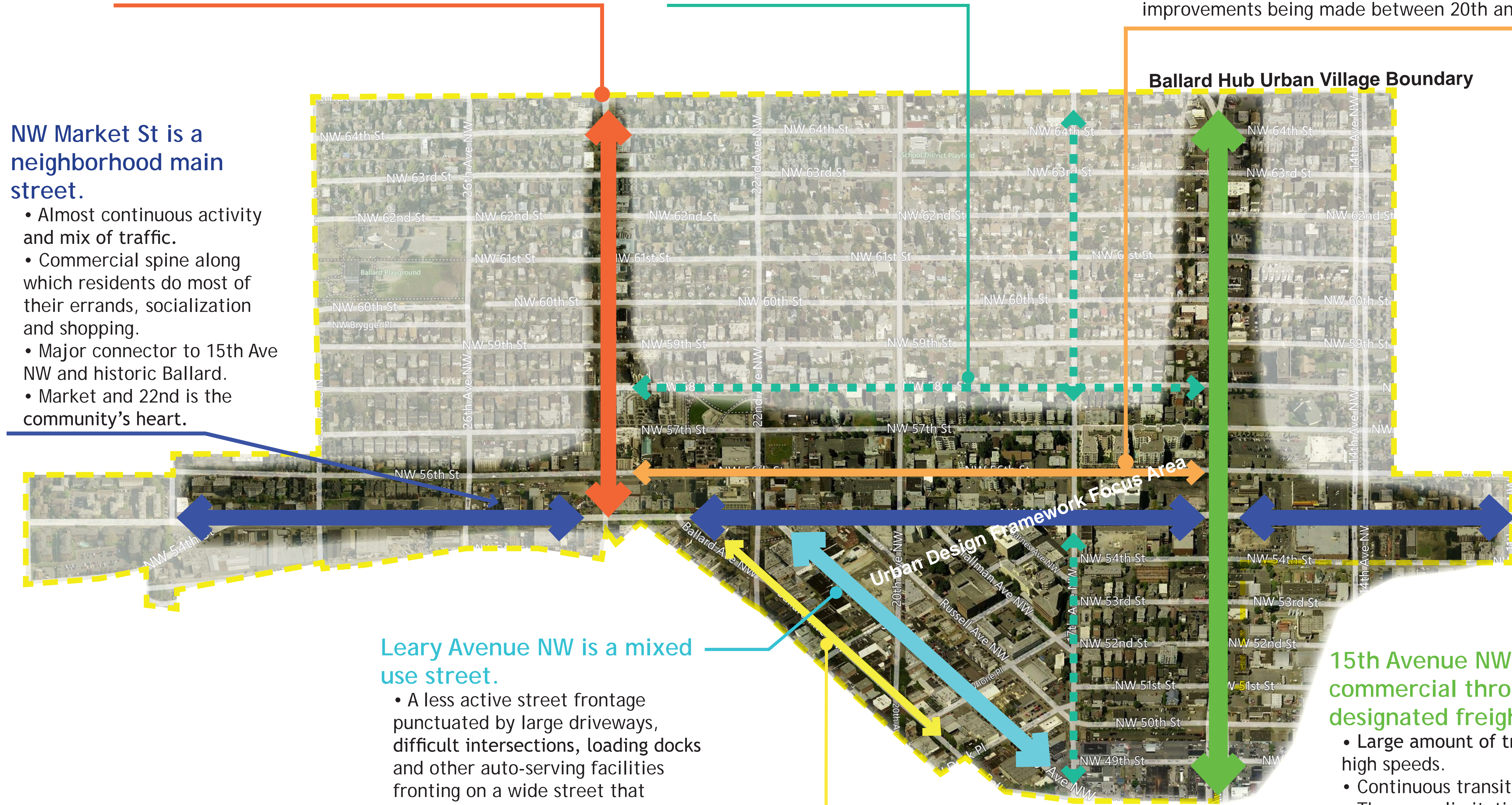
- A less active street frontage punctuated by large driveways, difficult intersections, loading docks and other auto-serving facilities fronting on a wide street that accommodates large trucks.
- Minimal sidewalks and landscaping.
- Industrial uses mixed with some multifamily residential and neighborhood amenities.
- Considerations can be made to improve pedestrian facilities for workers, bicyclists and pedestrians passing through to historic Ballard.

Ballard Avenue NW is a civic street.

- Historic Ballard Avenue NW is a successful civic space which serves as a major gathering spot for the community.
- High levels of foot traffic.
- Undersized sidewalks.
- Safe pedestrian refuge.

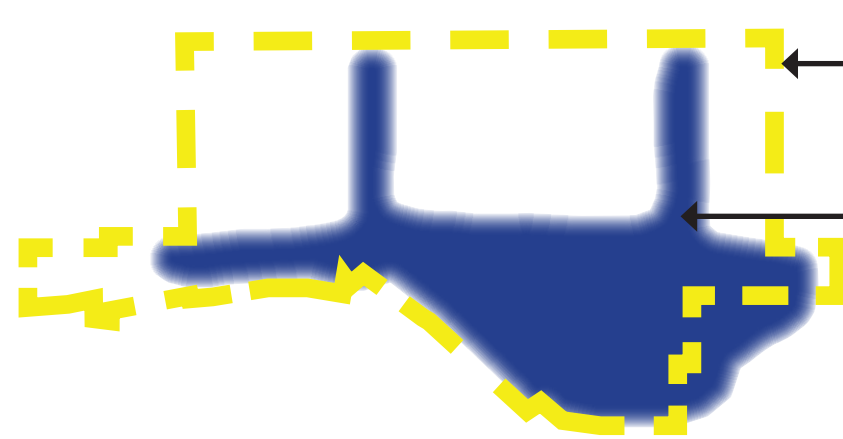
15th Avenue NW is a commercial thoroughway and a designated freight route.

- Large amount of traffic, relatively high speeds.
- Continuous transit connections.
- There are limitations to safely crossing 15th Avenue.



Ballard Hub Urban Village Boundary

Urban Design Framework Focus Area



Ballard Hub Urban Village Boundary

Urban Design Framework Focus Area

Our recommendations will likely focus on this core area of Ballard.

WHAT ARE YOUR PREFERENCES FOR THE DESIGN OF BALLARD'S STREET NETWORK?

Use this space to share examples and ideas of successful streets that you have seen or experienced.

Let your travels to other cities, countries and Seattle neighborhoods inspire these examples.

(Use a Post-it to add your idea)

What are some of the streets in Ballard that work or do not work for you?

(Use a Post-it to add your idea)

MAPPING URBAN CHARACTER

● Put a **BLUE DOT** on the buildings and spaces in the core of Ballard that you would like to preserve.

● Put an **YELLOW DOT** on the spaces and areas that you would like to improve.

● Change and growth are likely to continue. Put a **GREEN DOT** on the best areas to welcome new residents in the core of Ballard.

