



# Urban Design and Transportation Working Group Ballard Urban Design Framework

**Meeting # 7: Putting all together II**  
**September 4, 2014**

# Seattle Comprehensive Plan: Alternative Growth Projections

**By 2035 Seattle the State and County project that will add 115,000 jobs and 70,000 households to our city.**

Alternatives help us imagine, define and evaluate our options. We considered the following to develop them:

Equal Growth. Each alternative has the same *amount* of growth. What varies is where new housing and jobs growth is projected to occur. These projections begin with the State's projections for King County. Seattle worked with the County and other cities to predict how growth would unfold locally.

Location Specific. The alternatives illustrate different levels of growth distributed among :

- Urban Centers, Hub Urban Villages, & Residential Urban Villages

- Outside Urban Villages

- Manufacturing and Industrial Centers

- New Urban Villages (not designated in the current plan)

Strengthen What Works. Each alternative continues the Urban Village strategy –encouraging growth in neighborhood cores throughout our city. Over the past 20 years Urban Centers and Villages have attracted the most growth, but this occurred unevenly.

Community Values. Through our 2011 community survey and many community discussions, we heard that walkable neighborhoods, good transit, and affordable housing are all very high shared priorities. All the alternatives reflect this direction, but in different ways.

Opportunistic. The alternatives pay attention to where significant public investment could attract new development that enhances neighborhoods – the seawall/central waterfront, the SR 99 Tunnel, along the existing and future high capacity transit system.

# Alternative 1: No Action - Continue Current Growth Policies and Trends

Assumes growth will approximately follow recent market trends of uneven growth - continued residential growth in several popular urban village neighborhoods – like Ballard and Columbia City, and relatively low level of growth in other urban villages that haven't experienced as much growth over the last 20 years.

Job growth would continue in Downtown and South Lake Union, with lesser growth in other Urban Centers, and slow job growth in the Manufacturing/Industrial Centers.

## Key Characteristics

- No change in the number, designation or size of urban villages
- Greater residential growth emphasis in Hub Urban Villages, in selected Residential Urban Villages, and more growth outside of urban villages.
  - Hub Urban Village emphases: Ballard, Bitter Lake, Lake City and West Seattle Junction
  - Residential Urban Village emphases: Columbia City, Othello, 23<sup>rd</sup>/Union-Jackson, Aurora-Licton, Madison-Miller
  - Nearly ¼ of residential growth (16,000 units) to occur outside of urban villages
- A comparatively lesser role for Urban Centers in residential growth – a smaller share of the growth, at 42% of the residential total. But a focus on job growth – at 61% of the job total.

## Implications for Ballard

- Ballard likely has sufficient capacity to accommodate housing and employment growth within the existing urban village boundaries under all alternative projections.
- Past growth patterns projected into future.

## **Alternative 2: Urban Centers Focus**

This alternative assumes our urban centers will more strongly attract new residents and jobs, faster than over the last 10 or 20 years. It represents a shift towards a more urban lifestyle that could be increasingly made, especially by more new residents. More people will live, work and play in urban centers. Such proximity may lead to a significant rise in the number of people walking or biking to work, and a corresponding decline in driving and car ownership.

Our current plan had predicted a lot of growth in urban centers, including Downtown, South Lake Union and Capitol Hill, much of which has happened. Alternative 2 assumes a bullish outlook about achieving the potential of our core areas, representing a significantly more concentrated pattern of new growth in the Urban Centers than seen in past trends.

### **Key Characteristics**

- No change in the number, place type designation, or size of Urban Villages
- More growth in Urban Centers, especially in Downtown, South Lake Union, Capitol Hill and Northgate.
- Less growth outside Urban Centers, including the least emphasis on Hub Urban Village growth.
- More mid- and high-rise housing is likely to occur than under other alternatives, given the more concentrated growth patterns
- A higher concentration of jobs in Urban Centers, especially Downtown, South Lake Union and Northgate.

### **Implications for Ballard**

- Ballard likely has sufficient capacity to accommodate housing and employment growth within the existing urban village boundaries under all alternative projections.
- Less growth projected than Alternative 1.



## **Alternative 3: Added Light Rail Focus**

This alternative assumes that light rail station areas are important areas that should support significant growth that is “transit-oriented,” meaning it enables more people to choose to take transit for commuting and other daily activities.

Alternative 3 recognizes that there will be an emphasis on growing in Urban Centers, but also more fully represents the growth that is possible near the light rail stations. To maximize opportunities to live or work within ten minutes of a light rail stations, Alternative 3 assumes the probable adjustment of Urban Village boundaries of these station-served villages, to encompass all places within a ten-minute walk of the station. Also, new villages or growth-emphasis areas are designated at 130<sup>th</sup> St./Interstate 5 and near the I-90 East Link station (the latter consisting mostly of portions of the North Rainier and 23<sup>rd</sup>/Union-Jackson Urban Villages). The manner of encouraging increased density of growth could involve future zoning changes.

### **Key Characteristics**

- Larger share of growth and expanded urban village boundaries near light rail stations (Mount Baker, Columbia City, Othello, North Beacon Hill, Rainier Beach, Roosevelt)
- New Residential Urban Villages around the East Link Rainier Station and the North Link 130th Street Station
- An intermediate level of growth in Urban Centers that is less concentrated than assumed for Alternative 2.
- A relatively smaller share of growth in Urban Villages without light rail that is comparable to Alternative 2’s assumptions.

### **Implications for Ballard**

- Ballard likely has sufficient capacity to accommodate housing and employment growth within the existing urban village boundaries under all alternative projections.
- Less growth projected than Alternative 1.
- Could change in future if light rail is constructed.

## **Alternative 4: Expanded Transit Focus**

This alternative assumes that, in addition to areas covered in Alternative 3, more growth would also be concentrated in other Urban Villages that currently have very good bus service: Crown Hill, Ballard, Fremont, West Seattle Junction. This would represent the alternative with the greatest number of transit-oriented places – served by either bus or rail -- that are preferred for growth.

This alternative means more Urban Village would experience increased amounts of growth and change. It would also project that other areas outside of centers and villages experience lesser amounts of growth and change. Similar to Alternative 3, the manner of encouraging increased density of growth could involve future zoning changes.

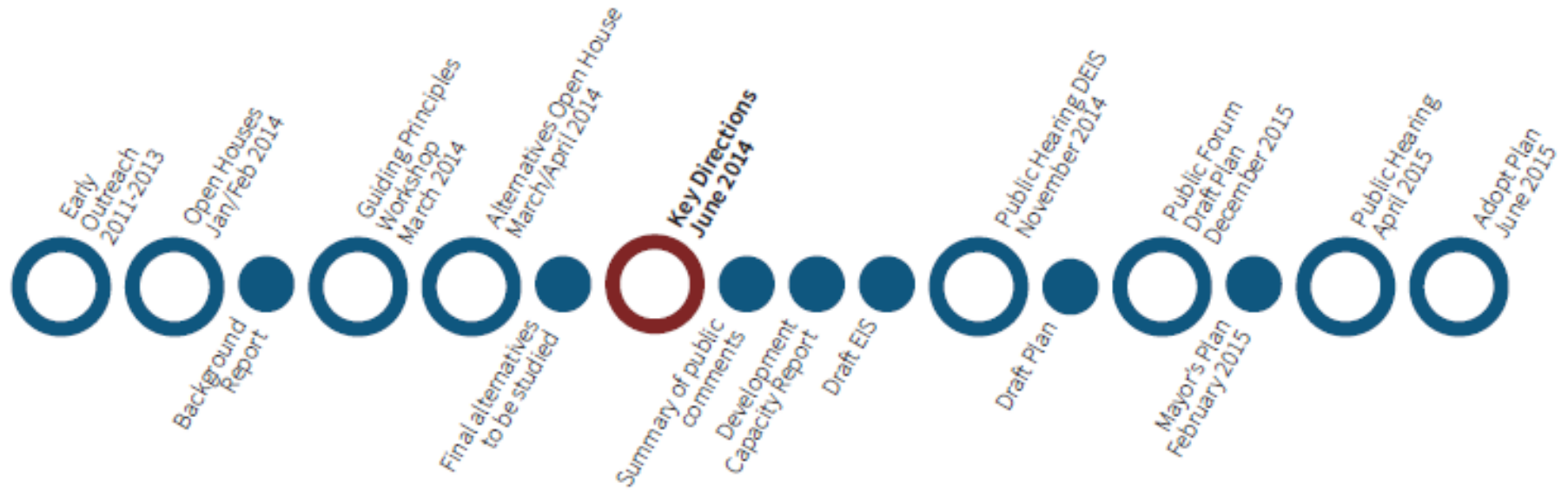
### **Key Characteristics**

- Alternative 4 includes the higher-growth assumptions and expanded Urban Village boundaries of Alternative 3 (to capture ten-minute walksheds), and the addition of other selected areas that have very good bus service (Ballard, Crown Hill, West Seattle Junction, Fremont).
- Three of the four added areas are Hub Urban Villages, which defines this alternative as having the greatest emphasis on growth in the Hub Urban Villages.
- This assumes a smaller share of residential growth would occur outside centers and villages than all of the other alternatives.

### **Implications for Ballard**

- Ballard likely has sufficient capacity to accommodate housing and employment growth within the existing urban village boundaries under all alternative projections.
- Same residential growth projected as Alternative 1. Potential for growth projected responding to high transit service (15<sup>th</sup> Ave NW & Market). More employment growth projected.
- Potential for expanding urban village boundaries around 15<sup>th</sup> Ave NW & Market to capture ten-minute walksheds .

# What's next?



This schedule is delayed, but the steps will be similar.

# Map describing Sub Areas

### 1. CHARACTER CORE

Ballard's Downtown is centered on its "main streets." It's defined by an inviting mix of historic and heritage buildings, and a welcoming business district with shops, restaurants and bars, and services. It is Ballard's living room, kitchen and community center.

### 2. CIVIC CORE

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

### 3. RESIDENTIAL

Multifamily neighborhoods provide in-town living opportunities.



Along 24th Ave and 14th Ave, some amount of small neighborhood-serving retail is desired at intersections on arterials.

### 4. COMMERCIAL MIX

Local commercial corridor provides opportunities for a mix of local businesses serving adjacent neighborhoods as well as services and shops serving the north-west Seattle area. Has potential for office and moderate density residential on upper floors which take advantage of the transit and auto access.



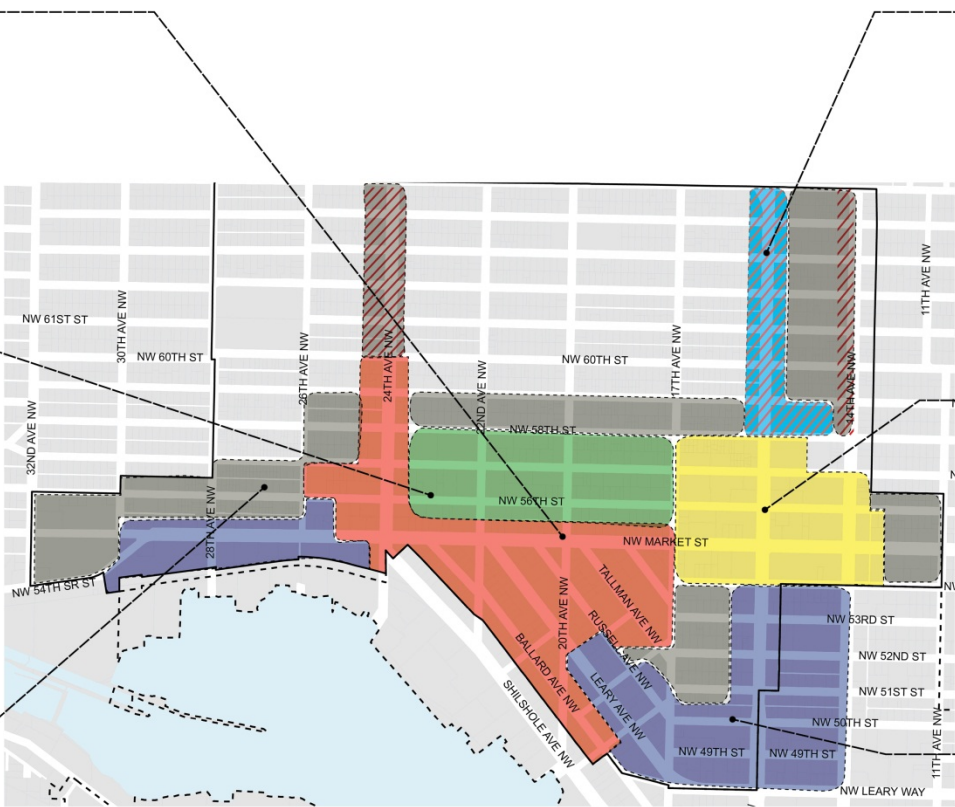
Along 15th Ave, some amount of small neighborhood-serving retail is desired at intersections on arterials.

### 5. COMMERCIAL CENTER

Community-wide Commercial Center 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.

### 6. INDUSTRIAL

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.





## emerging direction: streetscape

Improve walkability and increase pedestrian safety in the core of Ballard.

### Strategy 1: Intersections and Sidewalks

Improve intersections and quality of environment for pedestrians.

Potential Tools:

1. Consider intersection improvements and reduce ped crossing distances.



Improvements for pedestrians.



Balance freight needs with peds, bikes and automobiles.

2. Explore how sidewalk amenities can be widened and enhanced along under-served important pedestrian routes. (locations to be identified.)

3. Explore how the pedestrian continuity can be enhanced through careful attention to providing active shop fronts, landscaping, public art or other facilities.



Consider improving pedestrian continuity

### Strategy 2: Connectivity

Create an easily navigated network of pedestrian routes connecting pedestrian destinations and activity generators.

Potential Tools:

1. **LONG BLOCKS:** Explore how development regulations can help improve connectivity to destinations through long blocks.



Consider improving pedestrian connectivity through long blocks.

2. **GREEN STREETS:** Designate a legible network of neighborhood green streets connecting pedestrian destinations.



Tentative Green Streets.

3. **FESTIVAL STREETS:** Partner with local businesses, parks and SDOT to explore permanent or temporary street closures or festival streets.



Existing/Potential multi-use street

4. **CONCEPT PLANS:** Create concept drawings where pedestrian facilities are lacking or where the level of service needs are likely to increase. (locations to be identified.)

5. **WAY-FINDING:** Consider a way finding strategy to guide pedestrians to local destinations.

6. **TRACK IMPROVEMENTS:** Set a target for pedestrian and bicycle volumes and track progress as street improvements are implemented.

### Strategy 3: Adjacent Land Uses and Design

Encourage street level uses that generate pedestrian activity and interest.

Potential Tools:

1. **DESIGN:** Explore how development regulations can be modified to encourage variety in the design of shop frontages.

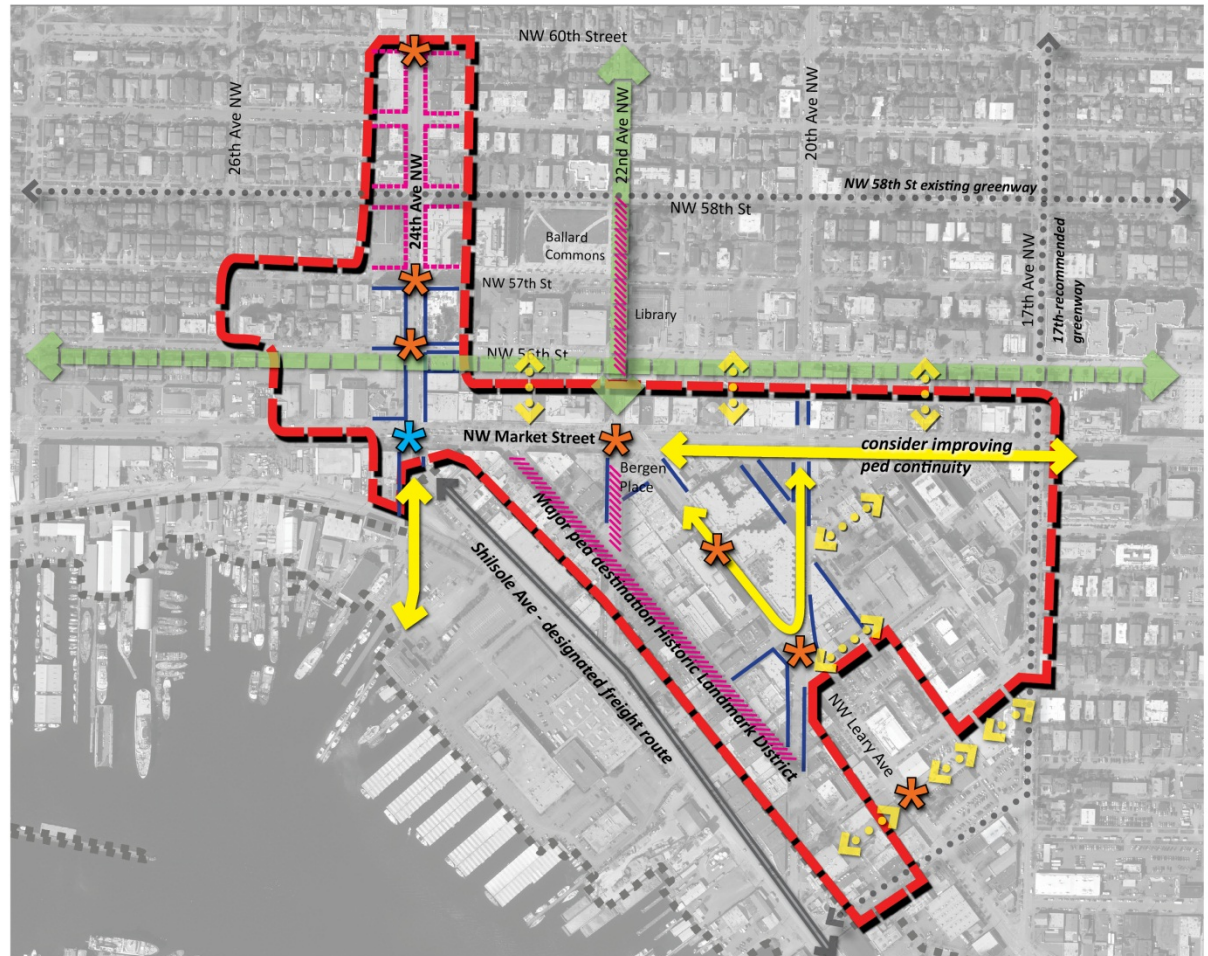
2. **USE:** Explore how regulations can be improved to support street level uses that generate pedestrian activity.



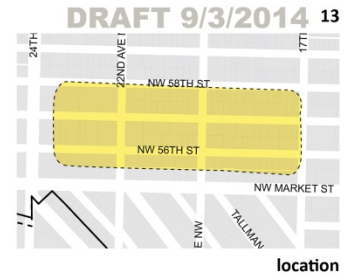
Consider improving relationship to adjacent uses



Some amount of street level small neighborhood-serving retail and services are desired.



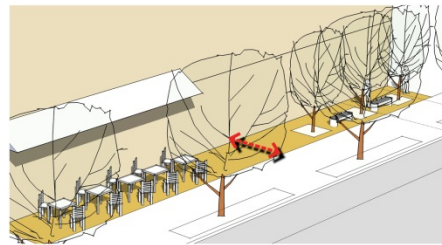
# civic core



## urban form

New development should maintain solar access, establish human scale, create interest for pedestrians and contribute to the growing neighborhood civic character.

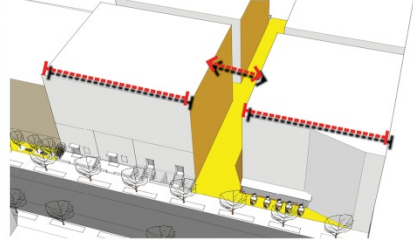
### Strategy 1: Building Massing



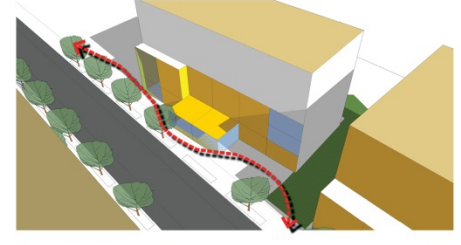
Consider ground level setbacks where needed on east-west streets to increase sidewalk width, provide pedestrian amenities and enhance landscaping.



Consider setbacks after the first three floors along east-west streets to ensure solar access to the street and reduce the bulk of the building as perceived from the street level.



Consider limits to building lengths and separation requirements on large lots to ensure solar access and to create views and relief for pedestrians.



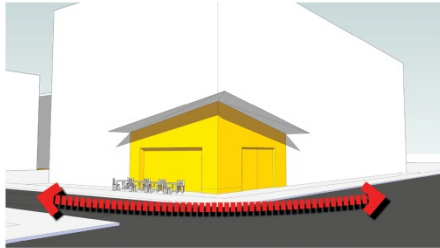
Continue the pattern of private/public spaces and uses along the street as established by the Ballard Public Library and Greenfire buildings.



# civic core



## Strategy 2: Site and Building Design



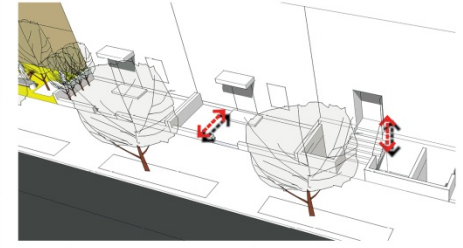
Facades match the function in the building, the location on a block (especially corners), and respond the scale and role of the open space or street they address.



Explore regulations to divide long facades (for example over 60') into human-scaled bays or visual breaks particularly on the first 3 floors of the building.

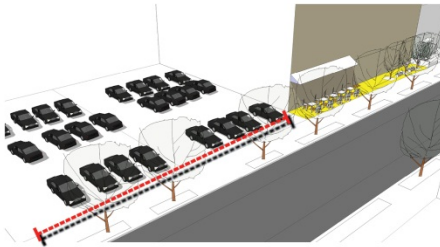


Create a long-lasting, civic character, as opposed to small scale residential or light commercial/strip mall



Better designed and appropriately located ground level residential.

## Strategy 3: Street Level Design and Use



Consider ways to limit the presence or size of surface parking such as prohibiting parking on the side of structures along 56th, or limiting the frequency or aggregation or surface parking across lots.



Consider ways to encourage a mix of shop sizes to relate to pedestrian's speed and scale and also create affordable smaller retail spaces. Consider design guidelines for shop fronts.

## Strategy 4: Sustainability



Encourage sustainability measures to mitigate environmental impacts.

## Strategy 5: Variety



Consider ways to encourage a variety of buildings types.

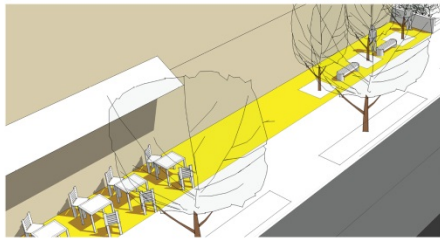
# civic core



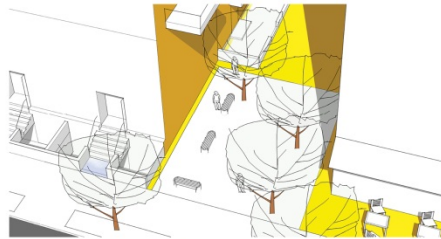
## open space:

Guide design of private and public open spaces so they contribute to the community's public life.

### Strategy 1: Adjacent Uses and Private Open Spaces



Where commercial uses are located on the street level, encourage the provision of sidewalk cafes, landscaping, benches or other similar public amenities in setbacks or along the street.



On non-arterials, explore how a portion of amenity space in multifamily buildings can be encouraged to be located on the street level, and facing the street, in order to contribute to public life and community.



Encourage the provision of entrances, balconies, gardens and porches facing the access street or through an open/amenity space visible from the street.

### Strategy 2: Streets as Open Space



Partner with local businesses, parks and SDOT to designate 22nd Avenue near the Library as a festival street for community events.

## streetscape:

Create a safer and more pleasant walking environment especially for children and the elderly.

### Strategy 1: Connectivity



Consider planting street trees on 56th and 57th streets.



Explore how development regulations can help improve pedestrian connectivity to through long blocks. Encourage woonerfs.

### Strategy 2: Intersections and Sidewalks



Where necessary, explore how sidewalks can be widened along 56th and 57th Streets and 17th and 20th Avenues.



Designate 56th and 22nd as Neighborhood Green Streets.



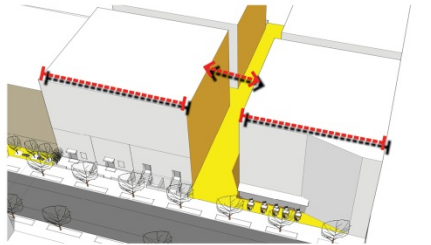
# residential in-town

**urban form:** New development should create distinctive and high-quality residential neighborhoods adjacent to the Ballard Core.

## Strategy 1: Building Massing



Consider setbacks after the first three floors along east-west streets to ensure solar access to the street and reduce the bulk of the building as perceived from the street level.



Consider limits to building lengths and separation requirements on large lots to ensure solar access and to create views and relief for pedestrians.

## Strategy 3: Open Space



Where possible, amenity space should visually contribute to the community's public life.

## open space:



Partner with Groundswell NW on open space opportunities.

## Strategy 4: Family-appropriate and affordable housing



Partner with OH to explore ways to encourage the development of family-appropriate housing in new buildings.

## Strategy 2: Street Level Use

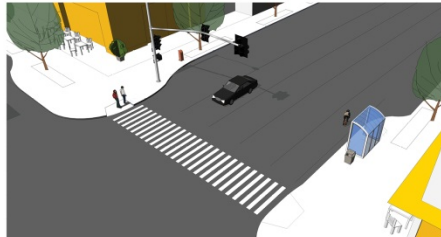


Consider allowing limited retail at corners along arterial streets such as 14th & 24th.



Partner with OH to explore ways to preserve pockets of naturally occurring affordable housing units.

## streetscape: Create safe, pleasant walking environments, especially for children and the elderly.



Consider pedestrian intersection and sidewalk improvements across arterials (across 14th, 24th). Reduce distances between signalized or marked intersections on arterials, and reduce ped crossing distances where possible.



Consider planting street trees on 24th, 22nd, 20th, between 15th and 17th on south of Market Street and between 15th and 14th on the north of Market Street.



Consider green stormwater infrastructure where feasible.



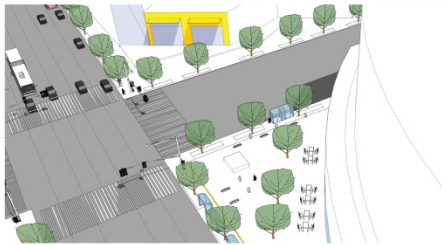
location



# commercial center

**urban form:** 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 gateway into Ballard.

## Strategy 1: Building Massing

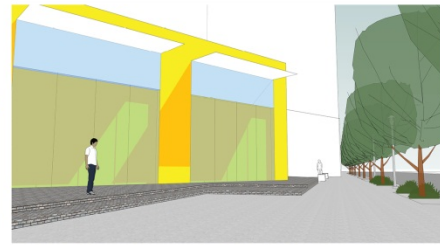


Ensure solar access and create a distinctive and lively gateway into Ballard.



Consider taller podiums (45') and upper level setbacks on east-west streets

## Strategy 2: Street Level Uses



Ground level retail particularly shops and services oriented toward transit users and office uses preferred above.



## Strategy 3: Design



Materials that convey permanency / non-residential materials



Larger building modulation and windows



Wider sidewalks and transition spaces

Gateway buildings should convey permanence.

Set back from 15th and Market to create openness while approaching this intersection.

Buildings at 15th and Market should use brick, stone or other non-residential materials.

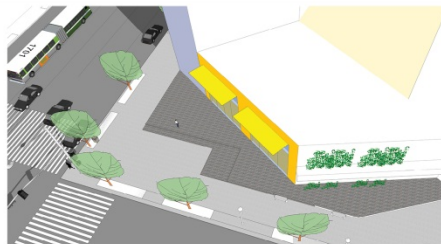
Buildings should be designed from street level to roof with a consistent design approach.

Buildings should create a strong and consistent street front that carries through the frontages on both 15th and Market.

**streetscape:** Improve walkability, safety and sense of enclosure for transit users and pedestrians .



Consider landscaping adequate sidewalk amenities to create a pleasant walking environment for transit users



Consider a balance of wider sidewalks and public transition space between sidewalk and buildings at certain locations.



Consider activating through public art programming.

Require underground parking for buildings taller than 1 story.

Office uses preferred with ground level retail particularly shops and services oriented toward transit users.

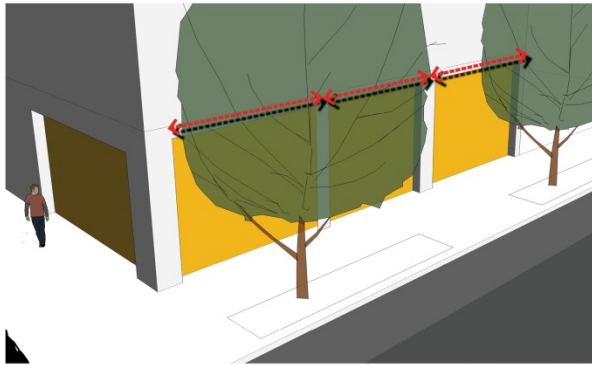
Transit stops should accommodate all-weather protection. Signage should indicate connecting routes.

# commercial mixed

## urban form and streetscape:

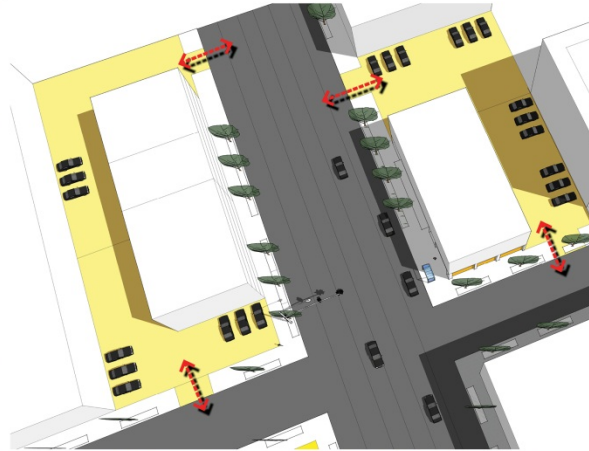
Improve the quality of the pedestrian environment and encourage moderate density residential development over commercial development.

### Strategy 1: Street Level Uses



Encourage small pedestrian oriented retail at south-facing corners along 15th Avenue.

### Strategy 2: Parking Access



Minimize points at which driveways cross sidewalks on 15th Avenue. Consider shared access, providing access from side streets. Limit impacts to adjacent residential zoned sites

### Strategy 3: Sidewalks



Explore regulations to provide a widened sidewalk to accommodate a landscaped buffer between pedestrians and from traffic on 15th Avenue.

### Strategy 4: Intersections



Improve intersections across 15th for pedestrians and cyclists.



location

## Discussion Questions:

### **Civic Core:**

1. Is consistency of setback or variety desired?
2. Are ground level setbacks or upper level setbacks more desirable?
3. How much of the “open” feel needs to be visual versus sitting and dining?
4. Is 57th a commercial street? Is it appropriate to continue to permit commercial uses and live work on the street level?
5. Is a mix of retail unit sizes desired?
6. Drive through businesses are permitted in NC3. Are these appropriate for 56th Street between 15th and 24th Avenues?
7. In NC3 zone, parking is allowed on the side of the building (up to a max of 60'). Should this be further regulated or prohibited?
8. Are through block pedestrian connections needed between 56th and 57th or just between market and 56th?

### **Residential In-Town:**

1. Along arterials (24th Avenue and 14th Avenue), should we consider increasing development capacity and allowed heights?
2. Are there areas where more dense (e.g. Midrise residential development )makes sense ? For example, along 24th, 15th or near the Civic Core?

### **Commercial Mix:**

1. Along 15th Avenue, should we consider increasing heights north of NW 58th Street?

### **Commercial Center:**

1. Gateway at Market and 15th: should we consider increasing heights in combination with ground and upper level setbacks and the provision of iconic public spaces at this intersection?

### **Industrial Commercial:**

1. Are special design guidelines for office buildings exceeding a certain size desired?