

Move Ballard

Ballard Urban Design & Transportation Framework



Open House
November 18, 2015

Our mission, vision, and core values

Mission: deliver a high-quality transportation system for Seattle

Vision: connected people, places, and products

Committed to **5 core values** to create a city that is:

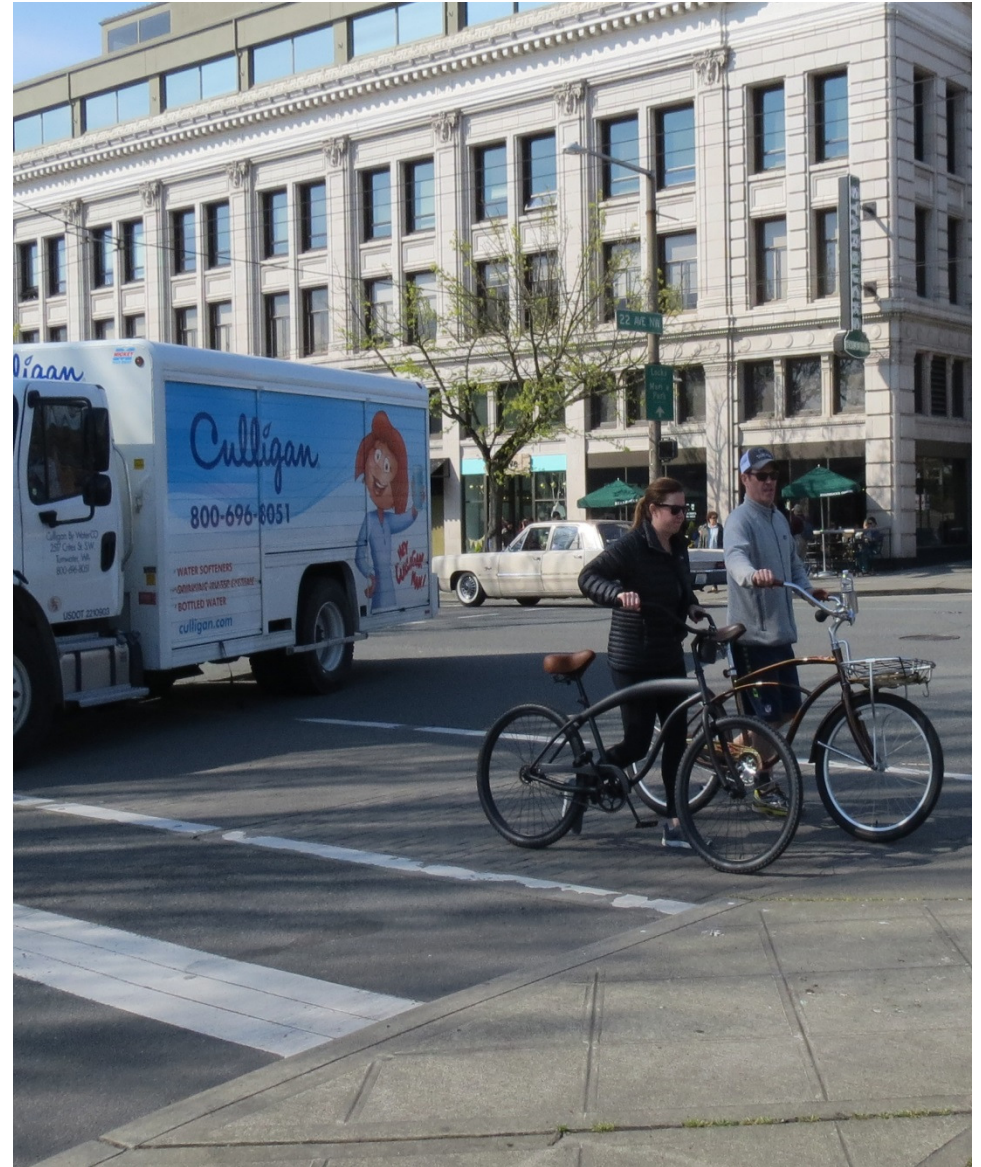
- Safe
- Interconnected
- Affordable
- Vibrant
- Innovative

For all

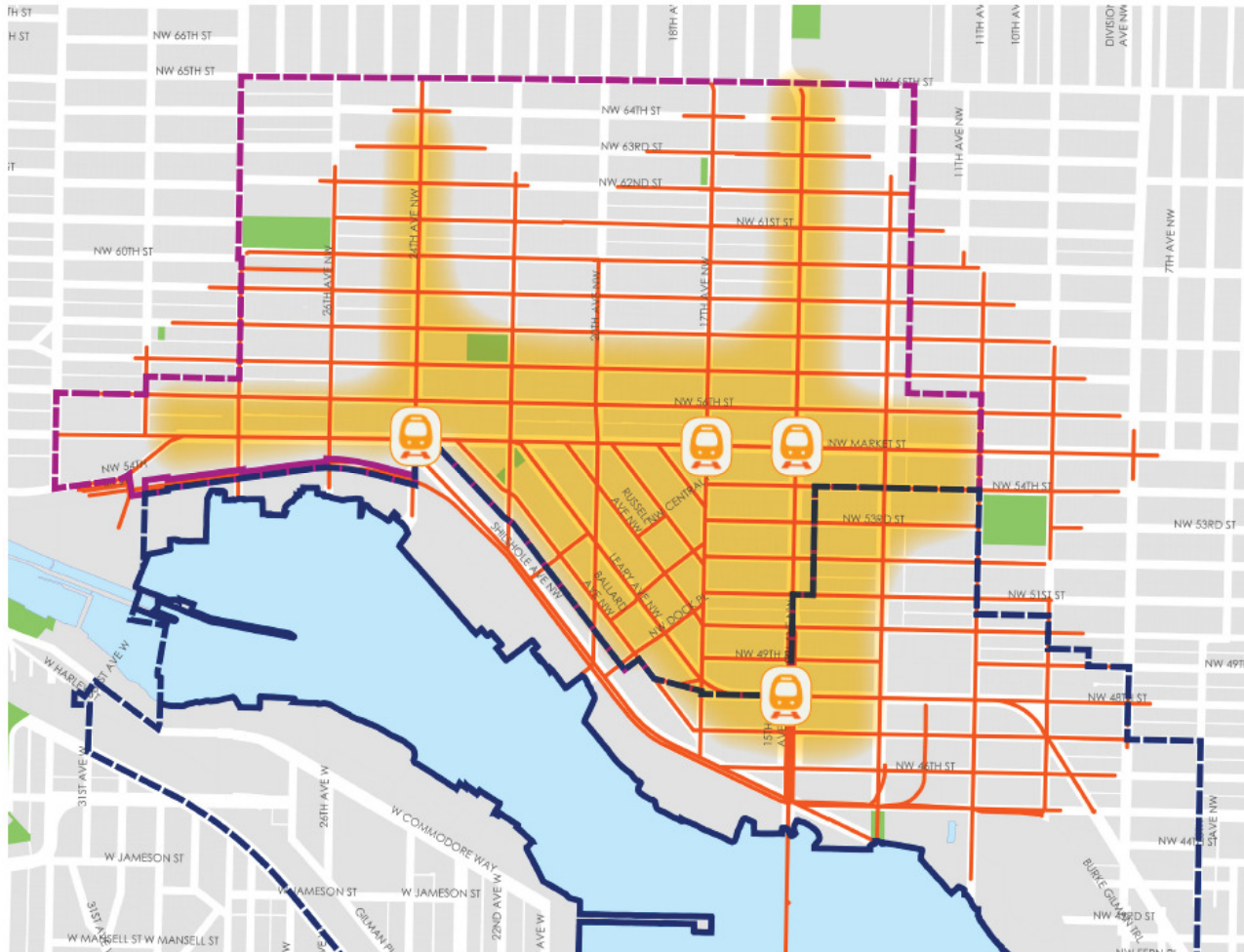
Move Ballard

Purpose:

- Develop near-term multimodal transportation project priorities
- Anticipate future high capacity transit service
- Integrate with the Urban Design Framework



Study Area



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

Objectives

- Serve existing and future residential and employment uses
- Support employment growth and coordinate with Freight Master Plan



Objectives

- Enhance sustainable modes of transportation
- Optimize transit ridership by increasing accessibility and evaluating potential station areas



Timeline

JANUARY 2015

Move Ballard initiated

APRIL - OCTOBER 2015

Outreach activities

MAY 2015

Open House #1

MAY - NOVEMBER 2015

Project list generation; design concept development

NOVEMBER 2015

Open House #2

WINTER 2015-2016

Final Ballard Urban Design and Transportation Framework
Final Move Ballard Plan

Public Outreach

- Open House - May
- Online survey
- Additional stakeholder outreach and focus groups
- Internal review of project concepts within SDOT

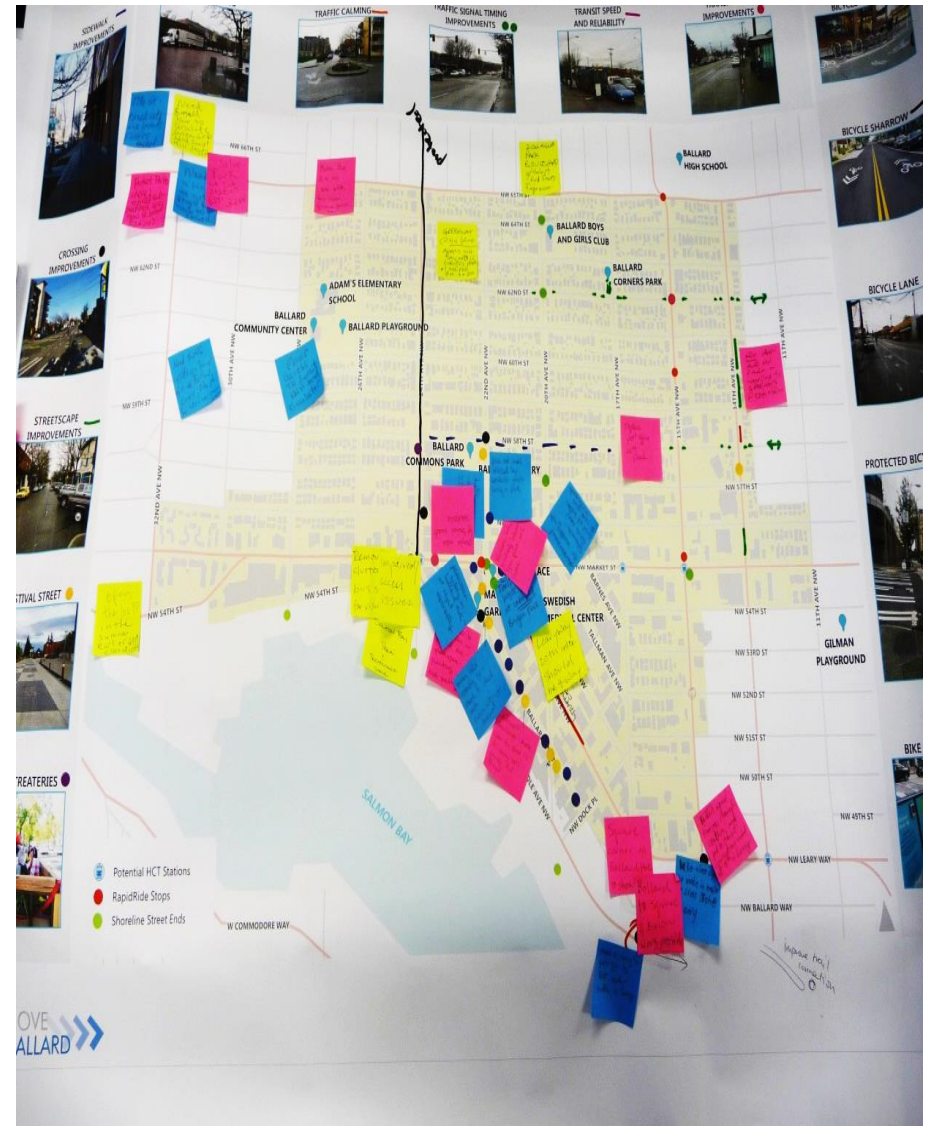


Key Outreach Findings/Observations

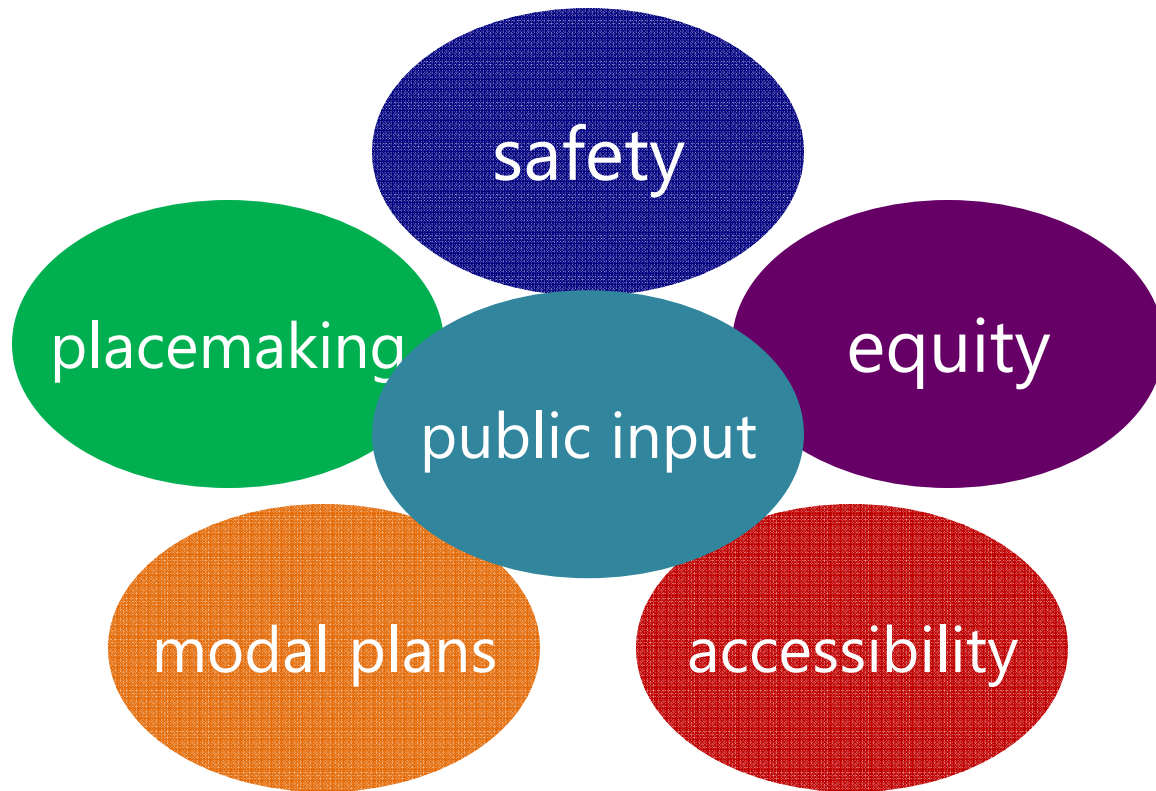
- Enhance access for all modes
- Improve pedestrian crossings & safety
- Enhance transit speed and reliability
- Support for interim safety and placemaking projects
- 15th/Market and 17th/Market are the preferred station locations for future light rail

Initial Project List

- Nearly 100 project ideas
- Consolidated projects and grouped projects on major corridors
- Simplified to 44 projects



Priorities Framework



Evaluation

- **Safety:** collisions, bicycle and pedestrian safety
- **Accessibility:** ADA, transit, retail and services
- **Placemaking & neighborhood vitality:** enhances civic spaces, business access, sidewalks, parking
- **Equity:** low income, zero car households, access to schools and community facilities
- **Modal plans:** helps implements citywide modal plans

Potential Funding (Move Seattle Levy)

- Neighborhood projects (safety, access, mobility): \$26 mill
- Bike corridors: \$65 mill
- Pedestrian crossing improvements: \$30 mill
- Freight spot improvements: \$14 mill
- Leverage: ST3, BRT corridors, CSO project, streetscape concept plans

Open House



- Review project priorities and concepts
- Review prioritization of potential future high capacity transit station locations
- Learn about urban design streetscape recommendations

Open House

- Catalyst Projects
 - Quick wins – address immediate needs
 - Lighter, quicker, cheaper to implement
- Longer-Term Projects
 - Complex corridor projects
 - Multiple modal demands
 - Requires leverage from other planning efforts

Open House

Christopher.Yake@seattle.gov

Aditi.Kambuj@seattle.gov

www.seattle.gov/transportation

