Ballard Urban Design || Advisory Group

MEETING MINUTES
4-5:30 p.m. – April 3, 2014 – Ballard Landmark

Attendees

Aditi Kambuj, City of Seattle	Mike Stewart
David Goldberg, City of Seattle	Michelle Rosenthal
Scott Ingrahm	Cyndi Wilder, City of Seattle
Mike Stewart, Ballard Chamber of Commerce	Robert Drucker
Tom Malone	Andrew Nagel
Katherine Ball	Brian D. Scott
Mindy Byers	*Others – please add name*

Introduction
Introductions were made. Mike announced a dropbox folder has been created and invitations should be sent. Let him know (mike@ballardchamber.com) if you haven't received the invitation.

Ballard Urban Design Project
Phase 1 – Engagement

- David distributed a draft list of upcoming meetings with DPD's agenda items. He indicated that the agenda will likely change along the way and he'll update the schedule accordingly.
- Three large community meetings will be scheduled that won't change:
  - Meeting 1: To confirm what committee has identified.
  - Meeting 2: Showing preliminary actions that City might take and confirm that direction with the public.
  - Meeting 3: Review the proposed Urban Design Framework (UDF).
- Today's discussion will be around the upcoming phase of engagement.

Concern about the Committee

- Mike voiced concerns about DPD's agenda being presented instead of the Partnership's agenda. The UDaT committee is more than an advisory committee. Goals need to be clear and identity should be separate from City of Seattle.
- Catherine indicated there is overlap between the two efforts and this committee can help fill in the holes. Rather than have two separate groups, it's more efficient to work together. This committee will still retain its own voice.
- Tom indicated that a closer look can be taken at the draft agendas for future meetings.
- David confirmed that working with the City brings certain expectations about being transparent, allow people to attend. Asked the committee to be two things – an advisory committee and also your own UDaT committee. Agenda will be planned together with the leadership.
- Scott said this working group is still charged with taking framework document from last year and turn it into a strategic plan to turn it into the city. But that will get built into the agenda.

Purpose for Phase 1 Engagement
- David reported the purpose is to share Existing Conditions report and explore issues raised through this committee and other areas.
- David also explained how outreach will be conducted:
    o Primarily through email and networks already existing. Mailers have not been proven effective.
    o Pitching the story to the Ballard News Tribune and to MyBallard.
    o Working with the Chamber, industrial association, community associations, Sustainable Ballard, Ballard Social, District Council, Groundswell NW.
    o Also will target apartments, various buildings, resident organizations, CBRA, East Ballard Residential Association, etc.
- Think about the list of organizations, if there are any you would like to recommend that we reach out to, make presentations to, etc., let David know.
- David handed out a marketing postcard – please take some and help distribute it.

Engagement
- This will be done through online tools and through a community meeting. The proposed date for the community meeting is May 7, 5:30-7:30 p.m. Open House format. There will be a series of stations, divided into topic areas. Two presentations, one at 5:30 p.m., the other at 6:30 p.m. Would like one City staff and one Committee person at each station.
- Concerns were raised about needing a larger room. Some felt the library would not be big enough. It was pointed out that the library is designed to expand to the exterior. David indicated that some research will be done into other space options.
- Aditi went over the online engagement tool, MindMixer. It will be an online 'conversation' over a period of weeks about issues this committee has raised. She asked for feedback on MindMixer:
    o On the amount of information we are sharing and what we're asking
    o Are we missing anything?
    o Are the questions clear?
    o Is your user experience okay before we go live?
- Aditi explained the reason for MindMixer already heard that Ballard is very active online. Also heard that a space for interaction is preferred, instead of survey that goes away. It's also for people who can't make it to public meetings.
- MindMixer will be broken into different stages:
    o First stage:
        1. Demographics
        2. Why do you love Ballard?
        3. Affordability and living
        4. Priority check – five things you would improve in Ballard
    o Next stage:
        1. Accessibility
        2. Diversity
        3. Quality of buildings and open space
        4. Economic opportunity
    o Next stage: (transportation)
        1. High capacity transit
        2. Connectivity in Ballard
        3. How do you get around?

- There was a concern that this needed to be available to those without computers. David confirmed that the same questions would be asked at the community meeting. A suggestion was made that church groups be approached. David responded that the City is open to reaching out to church groups but that we need to prioritize targets due to staffing limitations. Catherine – asked Thomas W / DON what their reach is.
- It was suggested that neighborhood service centers be a drop point for information. Another suggestion was to staff a table at Sunday market. David and Aditi pointed out that the online engagement push is mainly for the first phase. During other phases, walk-arounds and photo sharing could be more prevalent. Format of engagement changes through the process, gets more tactile.
- Timeline:
  - Aditi will be sending invitations to MindMixer to all the committee members. She is looking for feedback.
  - MindMixer topics will center around: (1) demographics and confirming priorities; (2) diversity, affordability, economics, and urban character; and (3) transportation.
  - The same topics will be covered at the public meeting on May 7.
- David reiterated that this is a pilot, it is limited by budget. MindMixer usage was based on experience with Ballard and high online participation. A few years ago a status check was done and there were over 900 comments online over the course of 6 weeks.

Feedback and Questions
- Some questions that came up following the MindMixer demo were:
  - Will someone who hears about the project during the 3rd phase be able to participate on first two phases? (Yes)
  - How do you determine if you live in hub urban village or outside? (If you're tied to Ballard in some way, any part of Ballard, your opinion matters.)
  - Is core downtown Ballard a better phrase? (Yes)
  - A major category should be 'what issues do you have?' That shouldn't be buried.
  - Should try to find out why people don't come to Ballard. Hear about parking a lot.
  - Why are businesses closing? Look at shopping patterns.

BPSG Update/Long-term Work Plan Review
- Scott handed out framework document that was product of BPSG last year. Framework document is what is going forward in 2014 to be ultimately crafted into a strategic plan. Recommendations that came from 4 working groups are captured on page 5 – the Leadership Organization.
- To take the recommendations and implement them will require this type of leadership organization that has a funding source.
- Late fall/early winter – Chamber received funding to start exploring development of this long term organization. BIA working group has been working since January to put together work plan that would oversee and guide the work of a long term and sustainably funded leadership organization. Over past couple of weeks, other groups have reviewed the segments that the working group has crafted/included as part of this work plan, to see if their ideas were captured if this leadership group is created. The UDAT needs to review it.
- Brian explained the proposal is to create an assessment district to ask property owners in core area to fund this organization. Long term organization that would step in and fill the role to carry out strategic plan that's being worked on now.
- Mike expressed that he would like the organization to be able to take position and speak on certain issues, such as micro-housing and LR 1-3.

- Tom indicated that 60% of the people need to be willing to pay. That affects where you draw the boundaries. Need to get 60% to fund an organization that will be a responsible and reasonable voice. There are other organizations that could address is but they may, may not. Because people get elected to board that may, may not take position. Board needs to be broadly representative of the people.
- Brian explained that the property assessment proposed is enacted by City Council. Rate payer advisory board enacted by City – only job is to advise the city on the use of the funds that are being collected from rate payers. Group hires another group to carry out day to day work. Local organization acts like any other nonprofit.