

A photograph of a street scene in Ballard, Seattle. In the foreground, a large, dark tree trunk and its bare branches frame the left side of the image. In the middle ground, a red brick tower with a white cupola stands on a sidewalk. A person in a blue shirt is visible near the base of the tower. A black SUV is parked on the street in front of the tower. In the background, there are more trees and buildings, including a yellow building. The sky is a pale, hazy blue.

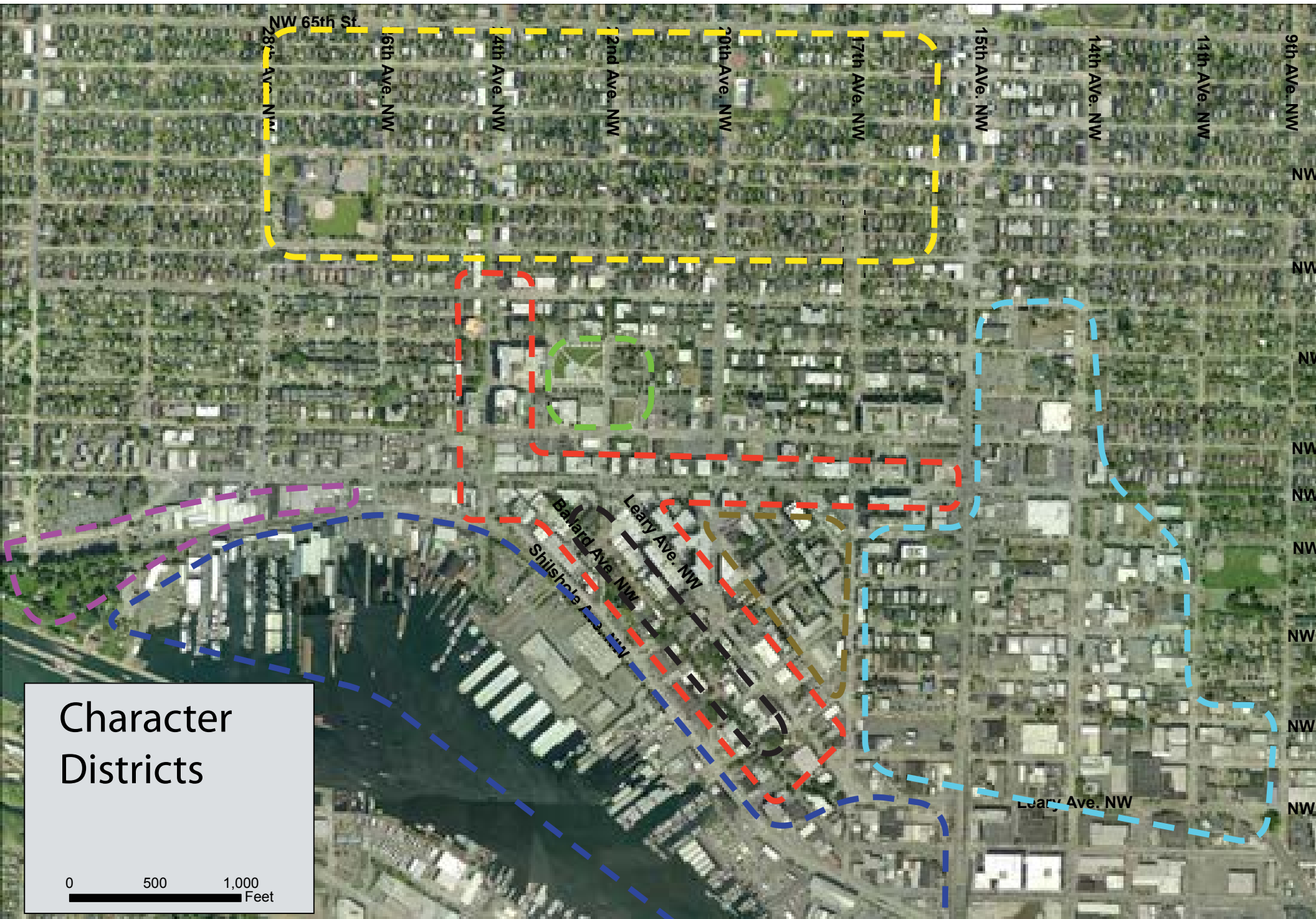
Urban Design and Transportation Working Group  
Ballard Urban Design Framework

**Meeting # 3: Urban Character**  
**June 5, 2014**

# Meeting goals..

- 1. Review** public input and processes.
- 2. Confirm** priorities and challenges.
- 3. Using your knowledge and input to provide direction** on improving the character of development by:
  - identifying the character of areas in Ballard
  - visualizing their opportunities and challenges
  - characterizing the vision for their future

# Building on your work last year ... **character districts**



# Building on your work last year ... hearts, edges, gateways



# Building on public input on character..

## UDAT Principles

- Preserve the historic character of neighborhood areas
- Encourage design quality and variety in the built environment
- Create a hierarchy of great streets and public spaces with special attention to Market Street
- Thoughtfully address neighborhood areas that are likely to change

## What is liked and should be preserved

- Historic character
- Mix of commercial development
- Mix of residential development
- Rich detailing
- Light
- Open feel

## What is should be built on and improved

- Build on historic character
- Bulky buildings out of character
- Too much use of bland materials
- More community involvement in design review
- Provide light & open space
- Build friendly, walkable streetscapes
- Grow around corridors
  - Market, 56th and 57th
  - 15th
  - 24th
  - South of Swedish
- Good Examples
  - Ballard Ave & historic buildings
  - Commercial buildings on 24th
  - Greenfire
  - New Library
  - Working buildings
- Landmarks
  - Ballard Bridge
  - Locks
  - Golden Gardens
  - Ballard Ave
  - Sunset, Denny's
  - Old Library & New Library
  - Clock tower
  - Bergen Place
  - Ballard Commons



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.



... and delving deeper...

## Three questions for each character district

1. What elements contribute to the character, identity and structure of the district? What is the district's present role in the community?
2. What are the district's key strengths, opportunities and challenges?
3. What is our vision for the future of the character district?

**Elements that contribute to character, identity, role and structure.**

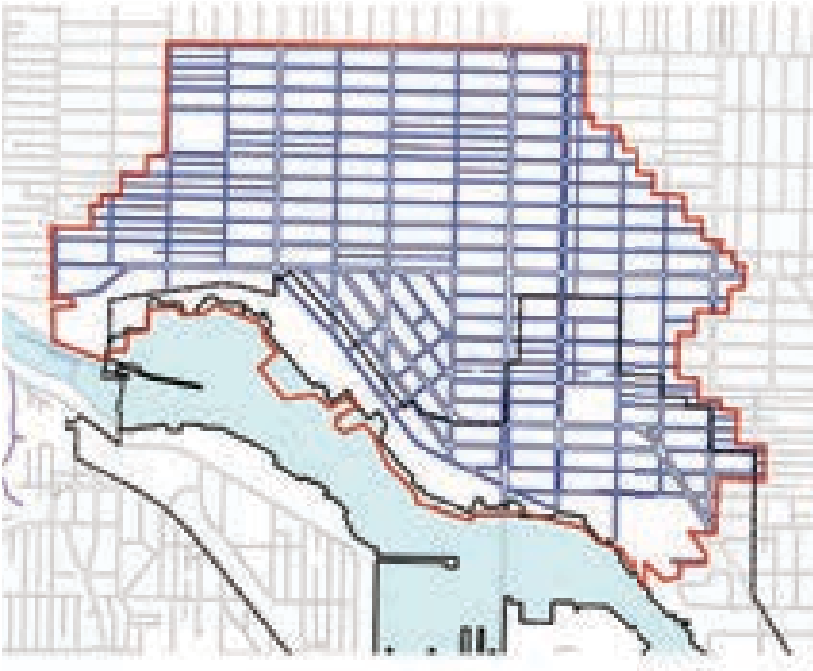


# Land Uses

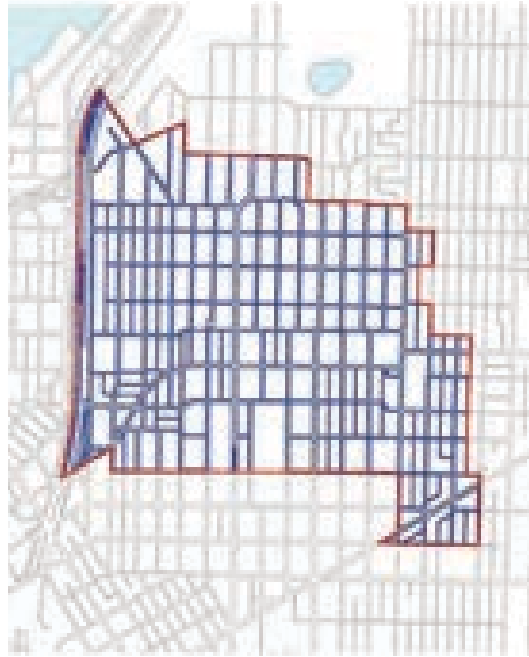


# Block sizes

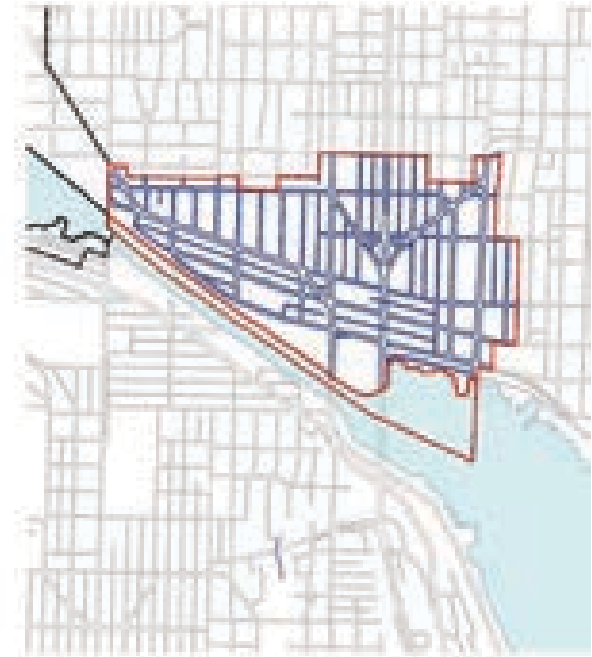
Ballard



Capitol Hill



Fremont



830' X 200' Fremont  
*at 36th Avenue*

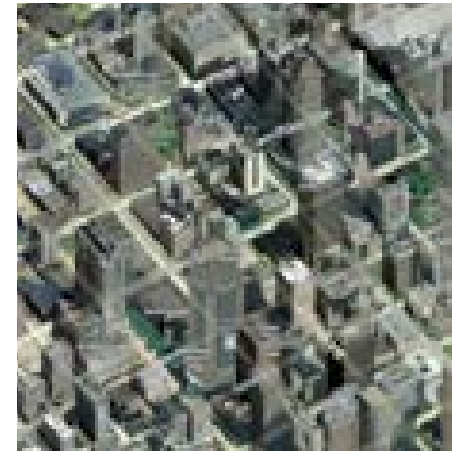
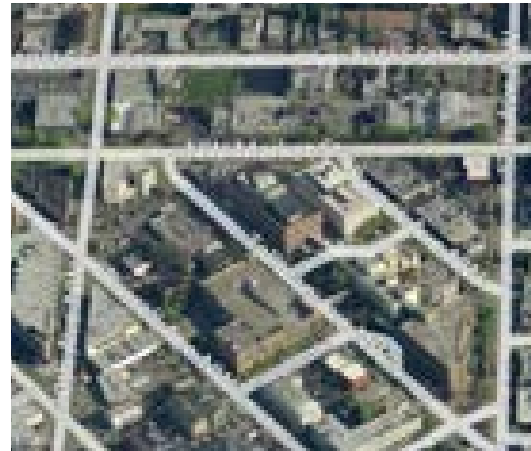
730' X 200' Ballard  
*between 17th and 20th Ave*

500' X 200' Ballard  
*Hub Urban Village*

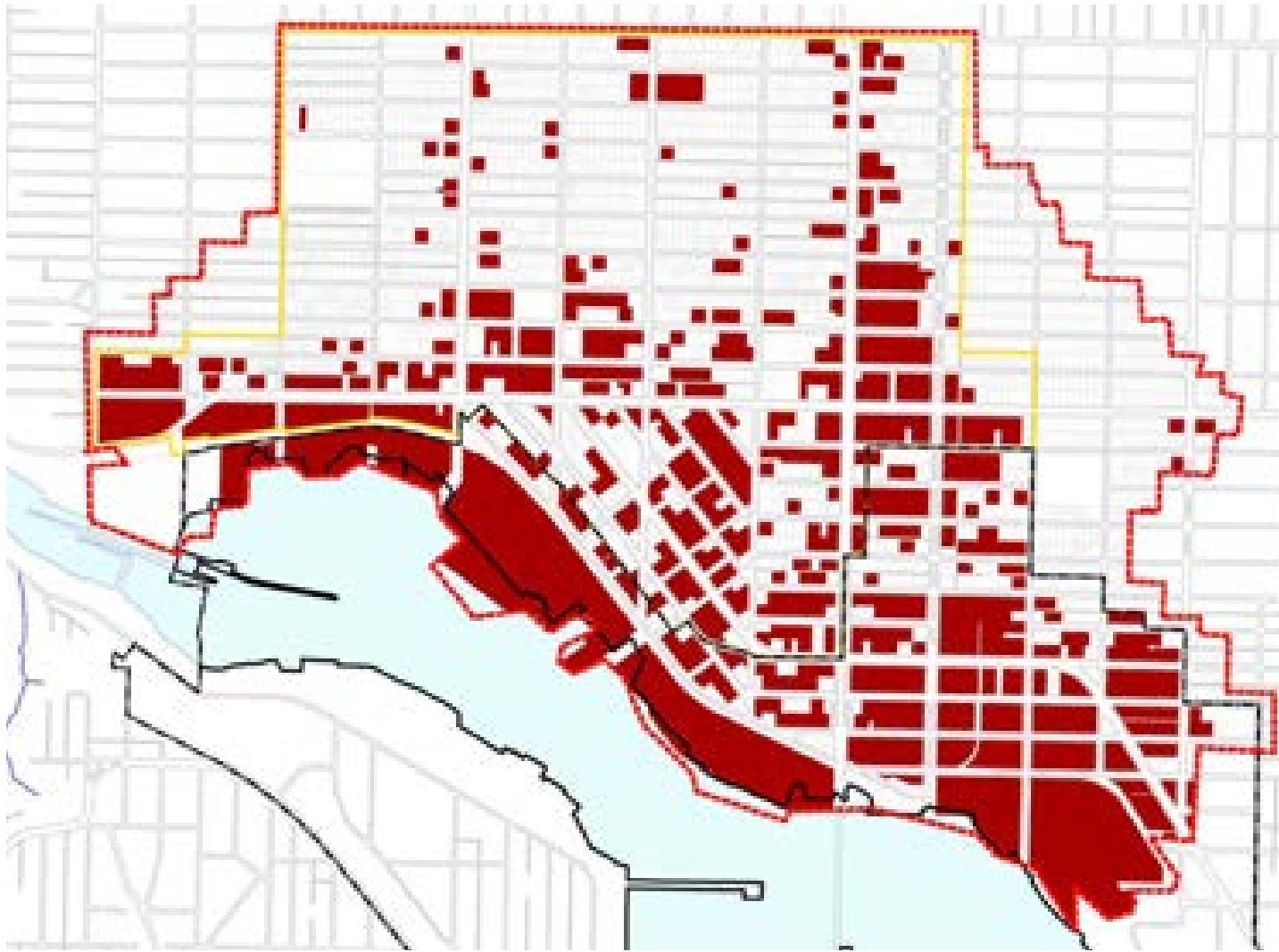
360' X 180' Broadway  
*Capitol Hill*

250' X 340' Downtown

250' X 250' Downtown



# Lot sizes

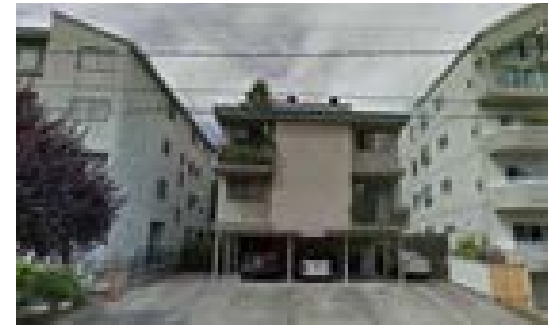


■ Parcel Area greater than 8,000 sq ft

□ Ballard HUV Boundary

□ Ballard Avenue Landmark District Boundary

□ Ballard Interbay Northend Manufacturing Industrial Center (BINMIC) Boundary



# Massing and bulk



# Street level uses



# Frontage: where public meets private



# Continuity



# Landscaping





# Typical character lending roles

Urban commercial



Regional commercial



Main Street



Social/Gathering



# Identity elements



# How will this information be used?

It will inform zoning and development regulations.

## Neighborhood Commercial 2 (NC2) Zone

A moderately-sized pedestrian-oriented shopping area that provides a full range of retail sales and services to the surrounding neighborhood.

**Typical Land Uses:** Medium-sized grocery store, drug store, coffee shop, customer service office, medical/dental facility, and apartments.

**Building Types:** Single purpose commercial structures, multi-story mixed-use and residential structures. Non-residential uses typically occupy street front.

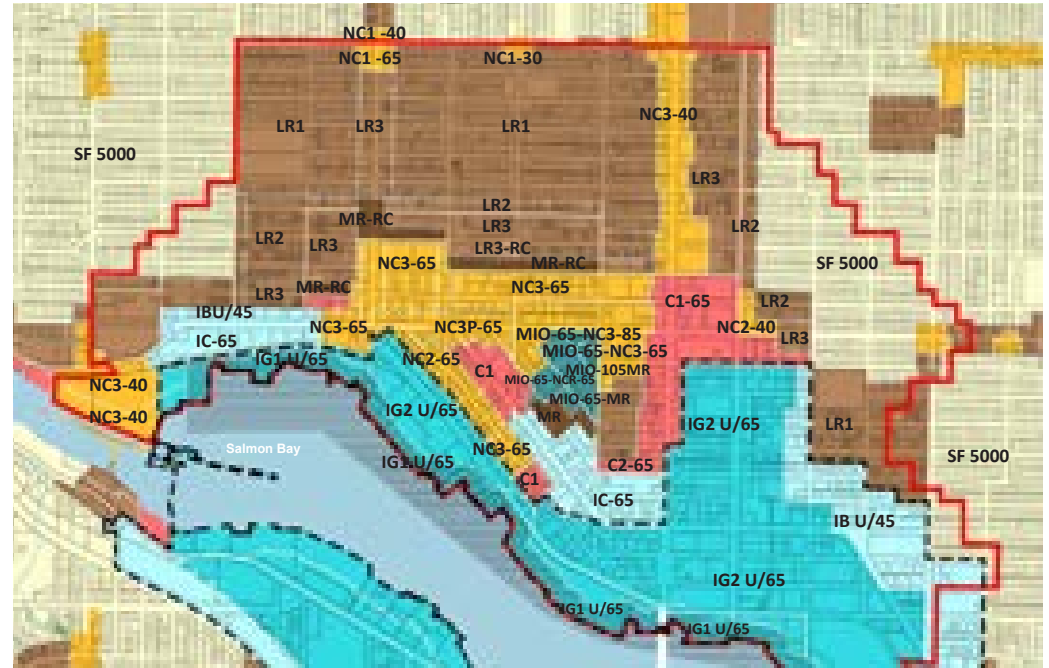
**Floor Area Ratio:** Applied by height and land use.

**Density:** Number of units/area.

**Building height and length:** Can limit the maximum length and height of a building to control massing, modulation and bulk.

**Parking Location:** In the front of a building, at the rear, or off-site within 800'. Street level parking must be separated from facade with another use.

**Green Factor Landscaping:** Must achieve a minimum score, credit awarded for planting areas, green roofs, vegetated walls, permeable paving, and other features.



**Street Level Uses:** Mix of residential and non-residential uses. P Zones add limits to residential uses.

**Maximum sizes:** 25,000 s.f. for most uses, 50,000 s.f. for multipurpose retail sales.

**Street Level Residential Design:** Prominent entrance, dwelling units must be raised 4' above grade or set back 10'.

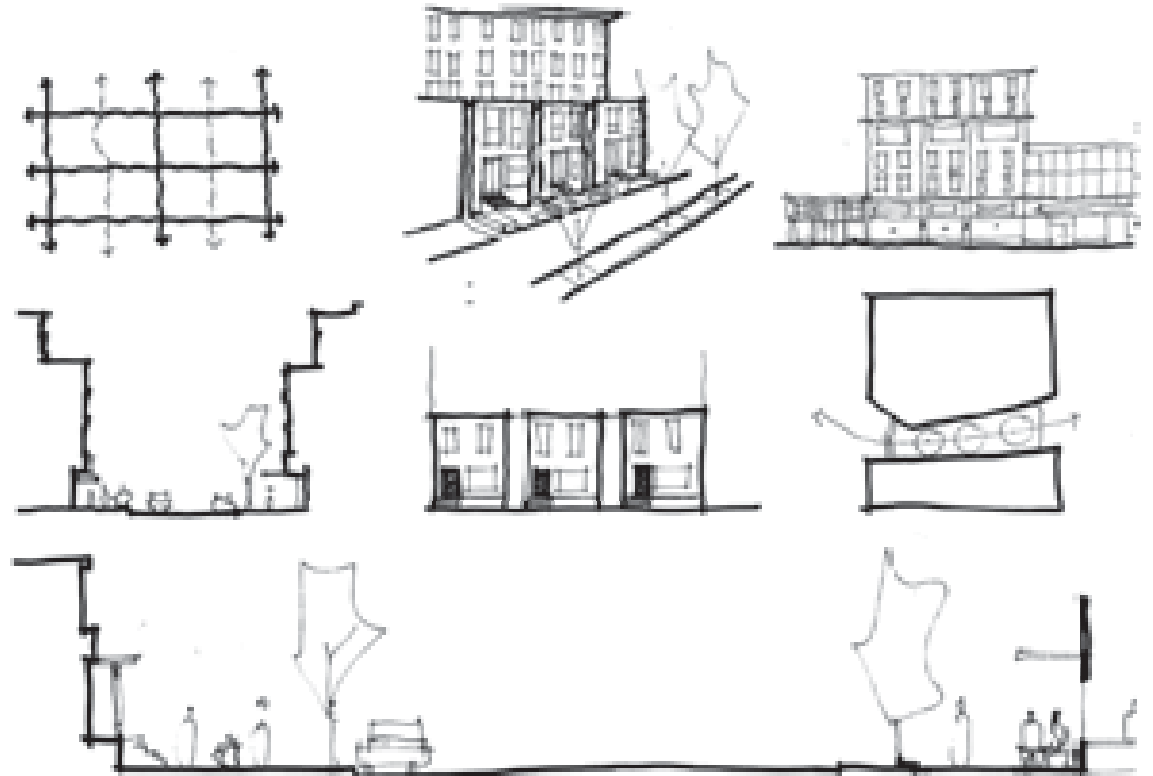
**Street Level Non-Residential Design:** 60% transparent, average depth of 30' and minimum height of 13'.

# How will this information be used?

**It will influence design guidelines.**

*Design guidelines define the desired quality of architecture, urban design and public spaces.*

- Departures from Development Regulations
- Urban pattern and Form
- Architectural Context and Character
- Connectivity
- Walkability
- Street Level Interaction
- Active Transportation
- Uses, Blank walls, Visual impact
- Architectural Context
- Open Spaces
- Exterior Finishes and Elements



Next Step..

## Streetscape design

More in the next meeting!



Next Step..

## Streetscape design

More in the next meeting!



Next Step..

## Streetscape design

More in the next meeting!



Next Step..

# Streetscape Design and Urban Form

More in the next meeting!





# Group Exercise

Three groups. Each group has a map and markers.

Answer the following questions for your character areas.

1. What elements define the character, identity and structure of your character districts? What is the district's role in the community?
2. What are the key strengths, opportunities and challenges in your character districts?
3. What is our future vision for your character districts?

## Group 1

Tom Mallone  
Julia Park  
Ethan Van Eck  
Jim Riggle  
Tom Bayley  
Susan Ward

Jonathan Williams

## Group 2

Mike Stewart  
Robert Drucker  
Andrew Netzel  
Larry Ward  
Brent Siewert  
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## Group 3

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Michael James