# Move Ballard

## Ballard Urban Design & Transportation Framework

Open House
November 18, 2015

SDOT
Seattle Department of Transportation

# 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

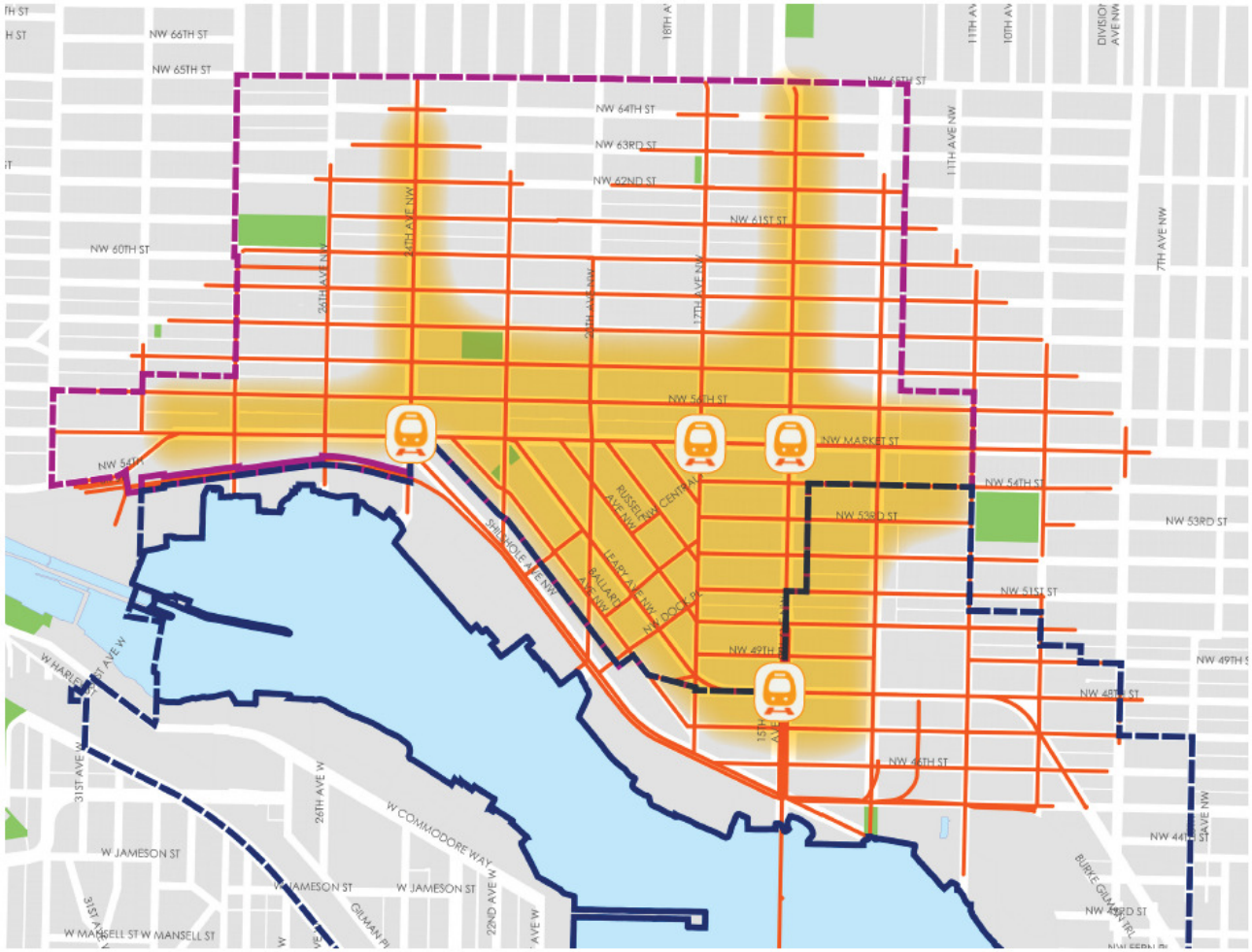
For all

# 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

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# What We Heard

# 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

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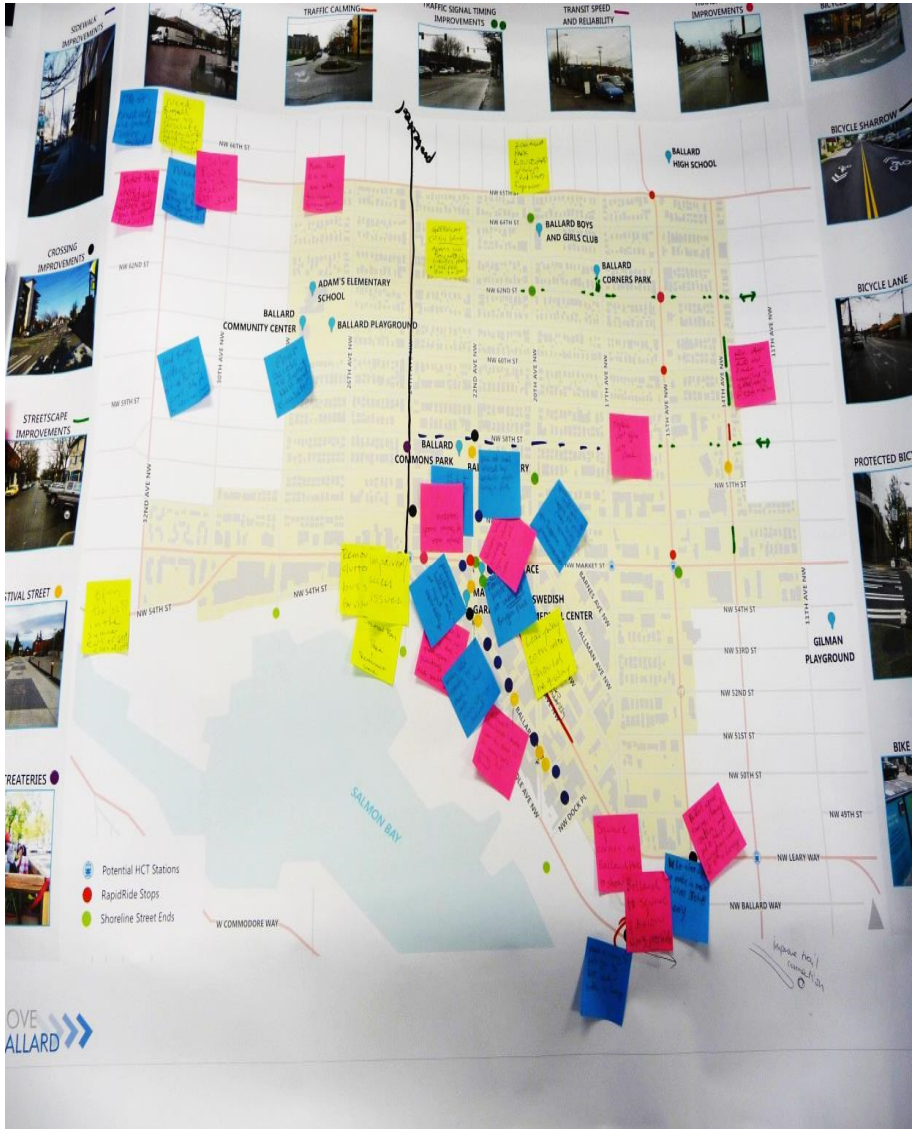
# Initial Project List

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

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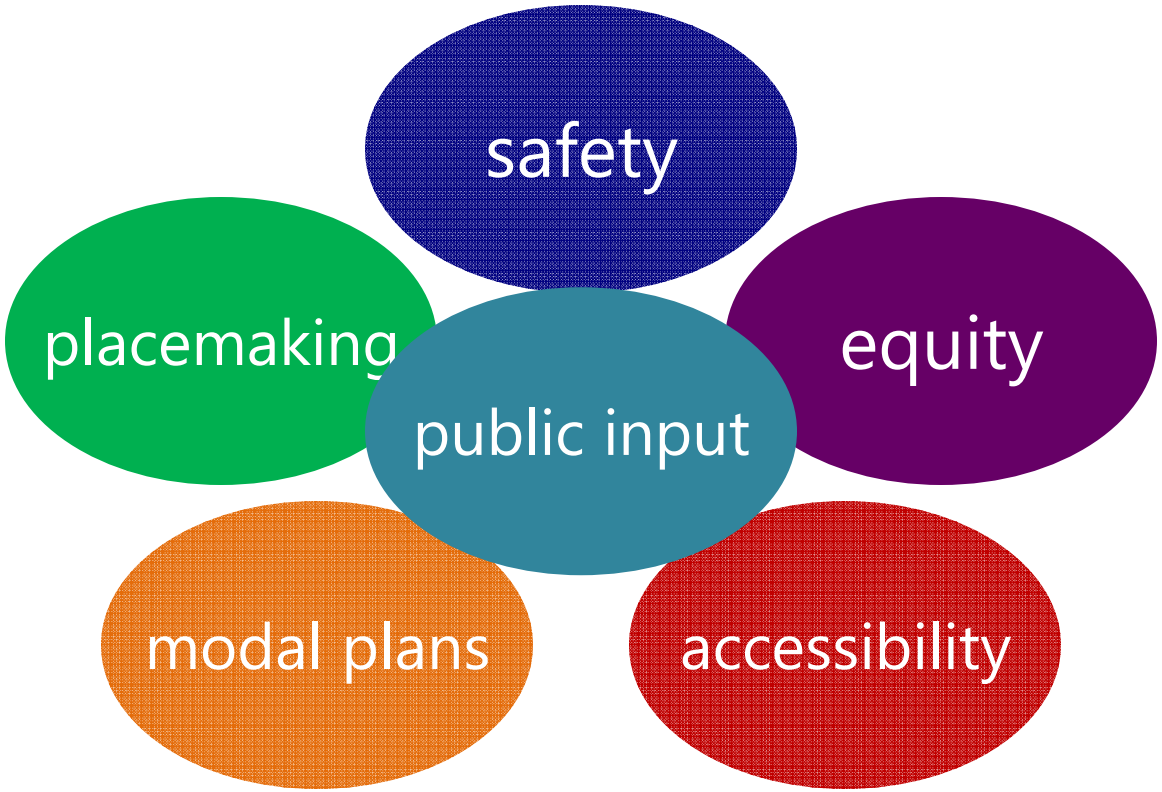
# Priorities Framework

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# 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

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# 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

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# Open House

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

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# 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

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