

Background

What is an Urban Design Framework?

An Urban Design Framework (UDF) is a shared vision that will guide future change and growth. The vision, principles and urban design recommendations in a UDF shape City actions, including streetscape design, land use regulations, and design guidelines.

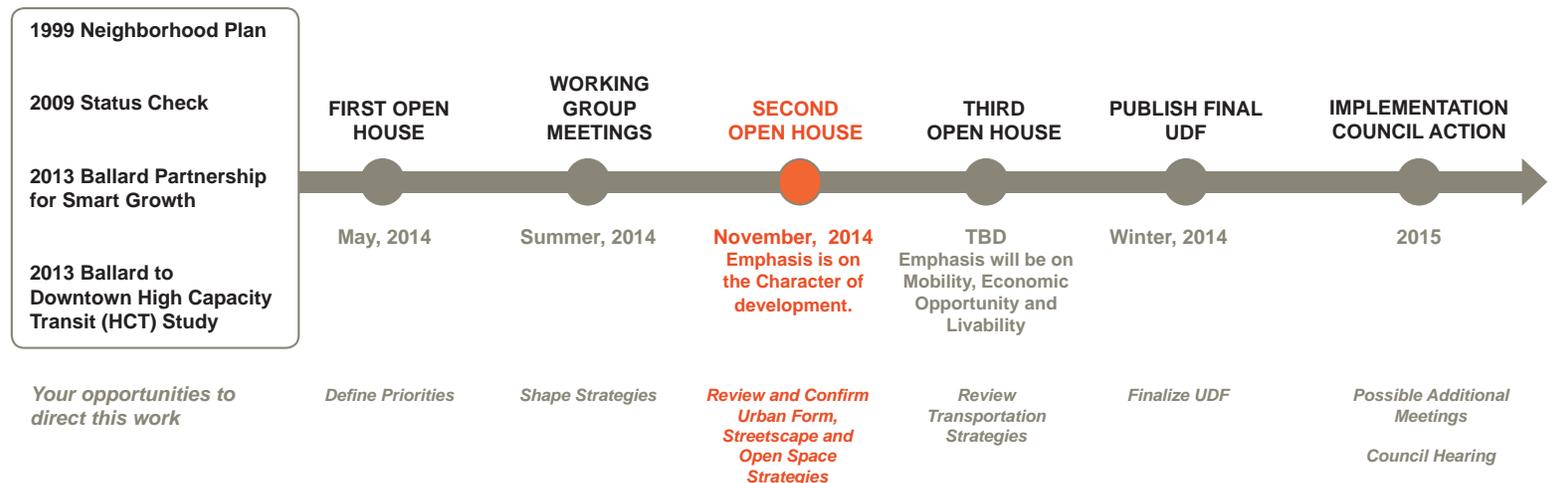
Ballard Urban Design Framework Focus Area Map



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 Northeast Manufacturing Industrial Center (BINMIC) Boundary**

How did we get here?



Background

What we heard at the May 7 Open House:



Open House on May 7, 2014

THE COMMUNITY....	LIKES:	WANTS TO PRESERVE:	WANTS TO IMPROVE:	DRAFT UDaT* WORKING GROUP PRINCIPLES
Character	<ul style="list-style-type: none"> • Historic character • Mixed use buildings • Mix of residential development • Light and open feel • Access to sunlight and nature • Sustainable development 	<ul style="list-style-type: none"> • Build on historic character • Light and open space • Friendly streetscapes 	<ul style="list-style-type: none"> • Bulky buildings • Bland materials and design • Community involvement in design review • Where growth happens - concentrate on corridors (56th, 15th, 24th, Market and South of Swedish) 	<ul style="list-style-type: none"> > 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.
Economic Opportunity	<ul style="list-style-type: none"> • Diversity and vitality of businesses • Historic character • Small businesses 	<ul style="list-style-type: none"> • Identity & character • Small neighborhood stores and services • Maritime and industrial jobs • Parking 	<ul style="list-style-type: none"> • More employment in the Ballard core and industrial area • More diverse employment • Walking and transit access 	<ul style="list-style-type: none"> > Support a vibrant downtown Ballard business district. > Expand the diversity of jobs, employment. > Protect and support Ballard's thriving industries while ensuring appropriate balance between maritime/industrial, retail and restaurants.
Mobility	<ul style="list-style-type: none"> • Able to walk to restaurants and shops • Can get everything you need in Ballard • Transit access • Multi-modal access 	<ul style="list-style-type: none"> • Walkability • Freight Mobility • Parking 	<ul style="list-style-type: none"> • Balance between modes • Frequency of transit • High capacity transit • Safer corridors & intersections • Bike Facilities - complete Burke Gilman Trail, create dedicated lanes • Local transit access 	<ul style="list-style-type: none"> > Balance the mobility needs of pedestrians, bicycles, cars and freight. > Create meaningful links to transit. > Prepare for potential light rail investment.
Health & Livability	<ul style="list-style-type: none"> • Walking distance to needed goods and services encourages an active lifestyle. • Diversity of housing types helps to maintain affordability. 	<ul style="list-style-type: none"> • Housing affordability • Preserve Ballard as a place for families, children and seniors. 	<ul style="list-style-type: none"> • Improve access to water for recreation. • Pace of growth is too fast. • Usability and safety in open spaces. • Private open spaces should be preserved and improved as they contribute to the character of the community. • Create more options so Ballard continues to be a place for families, children and seniors. 	<ul style="list-style-type: none"> > Embrace community health as a fundamental planning philosophy. > Support affordable housing. > Protect and support sustainability and green spaces. > Create effective connections between private and public spaces. > Consider views of iconic streetscape and nature.

In today's workshop we focus on Character and touch on linked issues.

The next workshop will focus on economic opportunity, mobility and livability issues.

To view all the comments we received, please visit: <http://www.seattle.gov/dpd/cityplanning/completeprojectslist/ballard/projectdocuments/default.htm>

UDaT WORKING GROUP MEMBERS:

Neighborhood Organizations

- Ballard Chamber of Commerce
- Crown Hill Business Association
- Central Ballard Residents Association
- East Ballard Community Association
- Sustainable Ballard
- Groundswell NW
- Nordic Heritage Museum
- North Seattle Industrial Association

Businesses and Residents

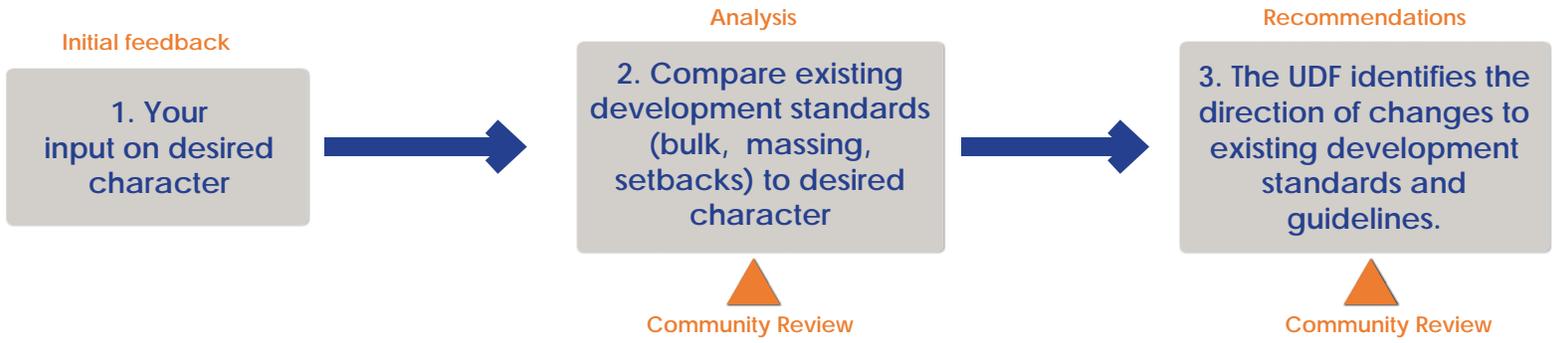
- Malone & Associates
- Veris Law Group
- C.D. Stimson Company
- Pacific Fisherman
- BalMar
- Majestic Bay Theaters
- Olympic Athletic Club & Hotel Ballard
- Demetre Ski Sweaters
- St Luke's Church
- Ballard Landmark
- Ballard Resident

Agencies

- Department of Planning and Development (DPD)
- Department of Transportation (SDOT)
- Department of Neighborhoods (DON)
- Office of Economic Development (OED)
- Seattle Design Commission
- Seattle Planning Commission
- Sound Transit

*UDaT: Urban Design and Transportation Working Group of the Ballard Partnership for Smart Growth (BPSG)

Our process



Existing Land Uses

What is the intent of different zoning classifications in the study area?

ZONING	CHARACTER	TYPICAL USES
NC1 Neighborhood Commercial 1	Small shopping area providing convenience retail & services to neighborhood.	Small grocery stores, hair salons, coffee shop and apartments above.
NC2 Neighborhood Commercial 2	Moderately sized walkable shopping area providing range of retail & services to the neighborhood.	Medium sized grocery store, coffee shop, drug store, medical services, apartments above.
NC3 Neighborhood Commercial 3	Larger walkable shopping district serving the neighborhood & citywide or regional clientele; allowing comparison shopping.	Supermarkets, restaurants, offices, hotels, clothing stores, business support & residences compatible with mixed use.
C1 Commercial 1	An auto-oriented commercial area serving surrounding neighborhood, regional & citywide clientele.	Large supermarkets, building supplies, household goods, auto sales & repairs, apartments.
IC Industrial Commercial	Mix of industrial and commercial, including light manufacturing, R&D and offices accommodating range of employment.	Light & general manufacturing, commercial uses, offices, transport facilities and utilities.
IG2 Industrial General 2	Broad range of uses where industrial base is less established & additional commercial activity could improve employment & physical condition without conflicting with industrial uses.	Heavy manufacturing, commercial uses, and uses allowed in IC.
LR1 Lowrise 1	Transition zone between single family and more intensely zoned areas.	Mix of housing types similar in scale to single family homes, eg. cottages and townhouses.
LR2 Lowrise 2	Variety of multifamily housing types in existing multifamily neighborhoods & along arterials.	A mix of small scale to multifamily housing, e.g. townhouses, & apartments are encouraged.
LR3 Lowrise 3	Variety of multifamily housing types in existing multifamily neighborhoods of moderate scale.	A mix of small scale to multifamily housing, eg. townhouses, & apartments are encouraged.
MR Mid rise zoning	Moderate to high density multifamily housing.	The midrise zone generally allows heights up to 65-85'.
SUFFIX	CHARACTER	TYPICAL USES
RC Residential Commercial	Preserve the residential character while providing low intensity shops and services to the neighborhood.	Live-work units, restaurants, offices and apartments.
P Pedestrian designated zone	Encourages and preserves intensely pedestrian-oriented retail where walk-up businesses are favored.	Retail, entertainment, restaurant & personal services. Drive-ins or drive-thrus are prohibited.

BUILDING TYPE EXAMPLES

Neighborhood Commercial 40', such as NC1-40, NC2-40



Neighborhood Commercial 65', such as NC2-65, NC3-65



Neighborhood Commercial 85', such as NC3-85



Low Rise Residential Commercial Zone, such as LR2-RC

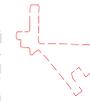
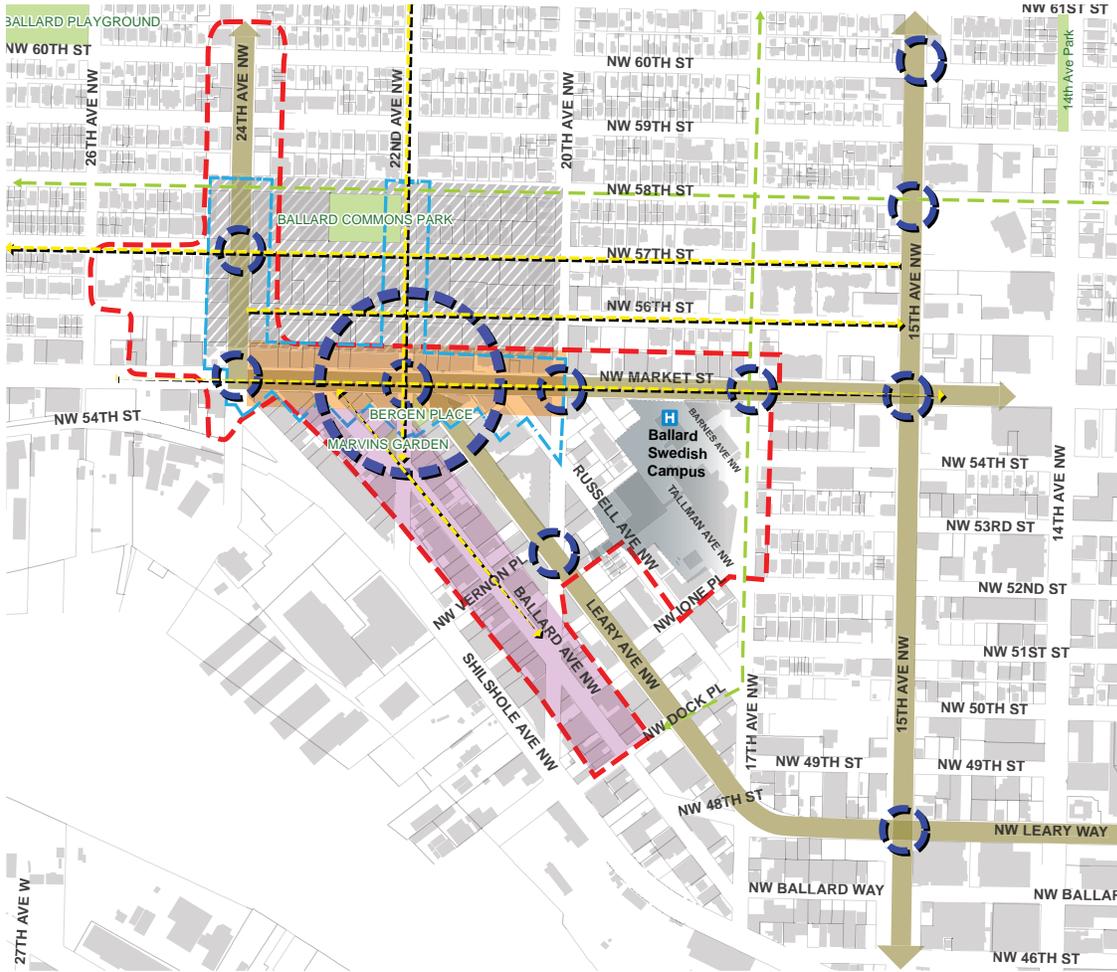


Pedestrian Oriented Storefront



Character Core

What we heard..



Character Core

ROLE: Area distinguished as the "Character Core" of Ballard. This is the neighborhood's heart. The orientation of the streets, the lower heights and detailed character of many of the older buildings create a very light and welcoming street-level environment. There is a strong desire in the community to preserve the character and role of this area.

PHYSICAL CHARACTER: The community values the variety of buildings in this area and there is a strong community desire to ensure that the qualities of human scale buildings, solar access to the street level and relationship to historic massing and heights are maintained in future development.

OPEN SPACE: While there are a number of moderately scaled public and private open spaces along Market St and Ballard Ave, there is opportunity to enhance their usability. The community has also expressed interest in strengthening the ability to see and walk to the waterfront.

HISTORIC BALLARD AVE

Very active retail facades: Small units, many doors, 15-20 doors/300 feet, large variation in function, no blind and few passive units, lots of character in facade relief, primarily vertical facade articulation, good details and materials. Very high night time and weekend pedestrian volume.

MARKET STREET

Friendly retail facades: relatively small units, 10-14 doors/300 feet, some variation in function, few blind and passive units, facade relief and many details. Very high day time, weekday and weekend pedestrian volume.

PEDESTRIAN ZONE

Existing Pedestrian Zone designated area. Activity generating street level uses.

Ballard Municipal Center Master Plan Area

Nodes

These are key intersections where large volumes of vehicles, transit, freight, bike and pedestrians interact with each other. They are focal points along the roadway.

Key walking paths connecting neighborhood destinations.

Existing and proposed bicycle greenways.

Primary transit, freight and car paths.

Character elements



Sidewalks on Ballard Ave feel safe and are interesting to walk along. A variety of signs, interesting window displays, and smaller and ornate shops engage the pedestrian.

In general, existing open spaces tend to be inward looking. These spaces are most used during special community events.

The intersection of Leary Way and 20th Ave is dangerous for pedestrians. 22nd Ave is one of the few comfortable pedestrian connections between the area north of Market Street and Ballard Ave.



Moderately scaled and well-detailed buildings and the variety and density of shops impart a human scale to the character core of Market Street.



The area bounded by 17th Ave, 20th Ave and Leary Way on the south side of Market can be disorienting for pedestrians. The intersection of the two street grids create complex intersections, many of whom look very similar.

Character Core

Emerging Directions

Preserve, expand and strengthen the “main street” character of Market Street.

- Potential Strategy 1.** Consider area-specific design guidelines and development standards so that new development is more compatible with existing character.
- Potential Strategy 2.** Explore incentives to preserve older buildings in the character core (but outside the Ballard Ave Landmark District) that meet certain criteria.
- Potential Strategy 3.** Explore strategies to encourage office uses over street level retail.
- Potential Strategy 4.** Explore expanding the Pedestrian Zone designation to extend the walkable “main street” character of Market Street.
- Potential Strategy 5.** Improve the ease of walking in the character core through intersection improvements, more through-block connections and wayfinding strategies.
- Potential Strategy 6.** Better integrate existing open space into daily life by encouraging activity generating uses around existing open space, and orienting buildings so that entrances and private open spaces create a physical or visual connection with existing open space.

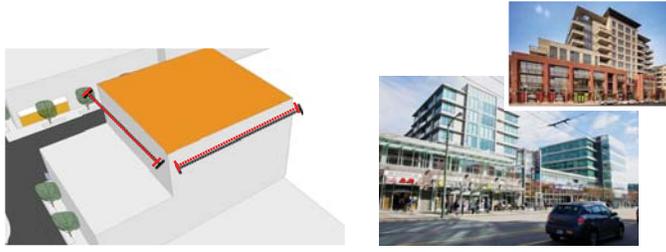
Your Input

Character Core Buildings: Emerging Directions

Potential Strategy 1. Consider area-specific design guidelines and development standards for this core area so that new development is more compatible with existing character.

BULK
Existing Conditions
New buildings on large blocks and parcels, particularly in the east-west direction, are bulky and out of scale with existing buildings.

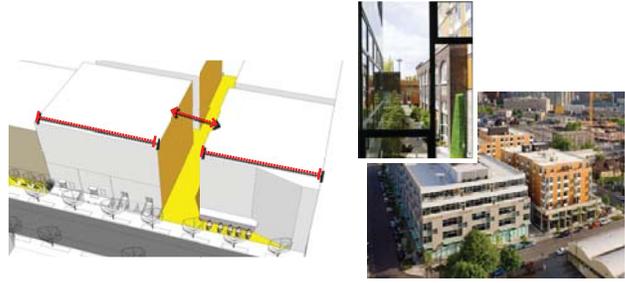
What we can do
 Consider limiting the bulk of the buildings by limiting the amount of floor area that can be built over the first 35 feet (approximately 3 floors).



Your Priorities and Comments

BUILDING LENGTH
Existing Conditions
Continuously long and tall new buildings on very long east-west blocks block views create a monotonous street frontage with little visual relief and variety.

What we can do
 For structures over a certain length and height on large parcels, consider maximum building width and depth limits to avoid monotony on a block face. This could be in combination with separation requirements.



Your Priorities and Comments

Character Core

Buildings: Emerging Directions

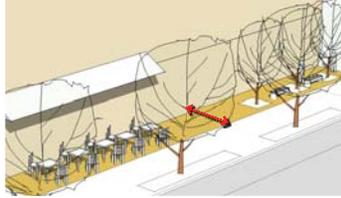
SETBACKS

Existing Conditions

On major pedestrian routes, and where sidewalks are narrow, street level activation through landscaping, sidewalk cafes and outdoor displays can create a pleasant walking environment.

What we can do

In some locations, consider a ground level landscaped setback for active street-front uses such as outdoor dining.



Your Priorities and Comments

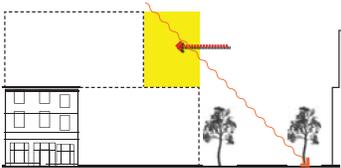
UPPER LEVEL SETBACKS

Existing Conditions

Tall buildings on east-west streets can block sunlight.

What we can do

In some locations, consider setting back the upper portions of buildings to open up views and create a more pleasant streetscape.



Your Priorities and Comments

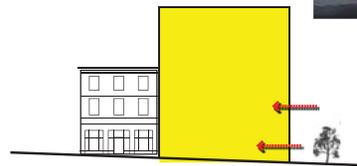
SITE CONTEXT

Existing Conditions

Major intersections, sloping sites and streets with a strong existing character provide context to new development.

What we can do

Consider Design Guidelines for new buildings in the character core so that they match the function of the building, take cues from surrounding buildings, respond to their location on the block and engage with the open space or street they face.



Your Priorities and Comments

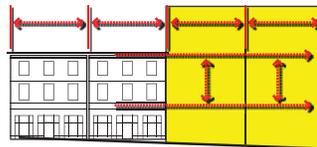
FACADES

Existing Conditions

In certain locations new development can continue the modulation and facade rhythm of existing older buildings to create a harmonious and human scaled streetscape environment.

What we can do

Consider Design Guidelines for facades of new buildings so that they better take into account established scale and pattern of facade elements, materials, continuity and containment.



Your Priorities and Comments

HERITAGE, PERMANENCE AND DIVERSITY

Existing Conditions

New developments can better respond to existing and historic buildings.

What we can do

Consider Design Guidelines so that new buildings can better respond to Ballard's heritage. Buildings should have variety but also be compatible with existing and historic architecture.



Your Priorities and Comments

Character Core

Buildings: Emerging Directions

SHOP FRONTS

Existing Conditions

The detailed design of new shop fronts is often overlooked. Well-designed shop fronts engage pedestrians, encourage personalization, and create a pleasant street environment, increasing walkability and improving business.

What we can do

Consider special Design Guidelines for shop-fronts in the character core.



Consider limits on shop front sizes at the street level to maintain the number and variety of retail in new development.



Your Priorities and Comments

Your Priorities and Comments

Potential Strategy 2. Explore incentives to preserve older buildings in the character core (but outside the Ballard Ave Landmark District) that meet certain criteria.

Existing Conditions

The character core has a number of older brick buildings with a high level of detail, good workmanship, human scaled elements and smaller shops. These aspects contribute to the walkability, affordability and character of this area.

What we can do

Explore incentives for retaining existing older structures if new construction is proposed.



Your Priorities and Comments

Potential Strategy 3. Explore strategies to encourage office uses over street level retail in the character core.

Existing Conditions

Employment in the Ballard Hub Urban Village has not seen a significant increase, and most new jobs are in retail. A diversity of employment is desired for the vitality of the commercial district and to create a community in which people can both live and work.

What we can do

Explore how office uses can be encouraged over street level commercial. For example, explore tools to increase the number of higher wage jobs and expand the range of day time activity in the area and perform a demand and needs study of local production activities in the area.



Your Priorities and Comments

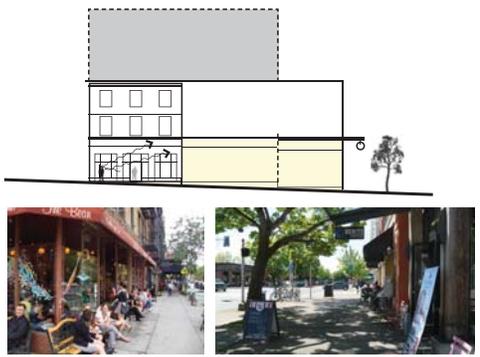
Potential Strategy 4. Explore expanding the boundaries of the walkable "main street" character of Market Street.

Existing Conditions

The existing Pedestrian Zone is limited to Market Street between 24th Avenue and 20th Avenue. More walk up businesses are desired along a greater length of Market Street.

What we can do

Potentially expand the requirement for foot traffic generating street level uses through the Pedestrian Zone designation along Market Street.

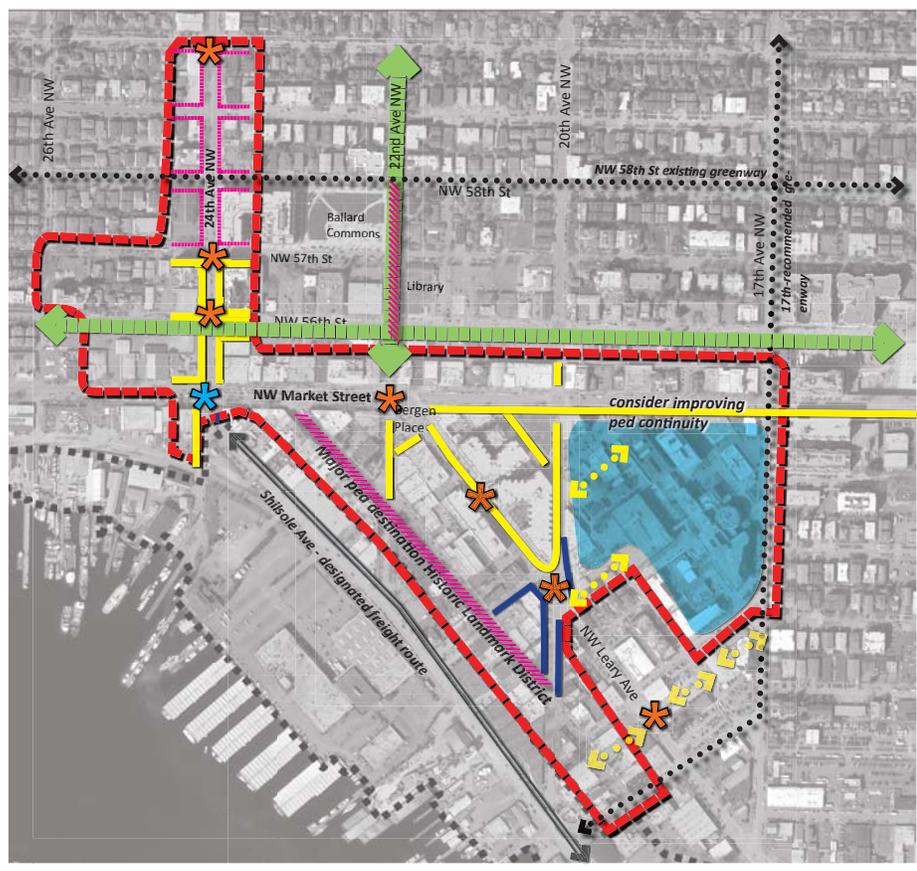


Your Priorities and Comments

Character Core Streetscape and Open Space: Emerging Directions

Potential Strategy 5. Improve the pedestrian environment in the character core through intersection improvements, increased through-block connectivity and wayfinding strategies.

Potential Strategy 6. Better integrate existing open space into daily public life by encouraging active uses around existing open space and orient buildings so that entrances and private open spaces create a physical or visual connection with existing open space.



Existing Conditions **What we can do**

INTERSECTIONS

A number of intersections across major arterials were identified for improvement by the community.

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

Improvements for pedestrians.

Balance freight needs with peds, bikes and automobiles.

WALKABILITY

An active and engaging street frontage can encourage walking.

Explore how pedestrian continuity can be enhanced through active shop fronts, landscaping, public art or other sidewalk furnishings.

- Encourage active street level uses
- Some amount of street level small neighborhood-serving retail and services are desired.
- Encourage a continuous building frontage



MID BLOCK CONNECTIONS

The blocks in Ballard are 700' long on average. Pedestrian connections through long blocks can improve the walkability in the neighborhood.

Explore how development regulations can help improve connectivity to destinations through long blocks.

Consider improving pedestrian connectivity through long blocks.



WAYFINDING

The intersection of the two grids on the south of Market are confusing for visitors.

WAY-FINDING: Consider a way-finding strategy to help increase walkability for Ballard Swedish patients and visitors, as well as help through pedestrian traffic navigate to Ballard's commercial core.

LANDSCAPING

Several streets in Ballard lack street trees and sidewalk landscaping. These help improve the walkability of the neighborhood. Concept plans can help guide the development of high quality pedestrian routes.

Consider Street Concept Plans for a legible, safe and well-landscaped pedestrian network that connect key pedestrian destinations.

Consider creating Street Concept Plans for NW 56th Street and 22nd Avenue NW



STREETS AS OPEN SPACE

22nd and Ballard Ave are often used for festivals and farmers markets.

Partner with local businesses, parks and SDOT to explore permanent or temporary street closures or festival streets.

Existing/Potential multi-use street



WATERFRONT

There are a number of street ends in the adjacent industrial area.

Explore ways to improve the connection to the waterfront while retaining freight and truck access.

Your Priorities and Comments

Civic Core

What we heard..



Emerging Directions

New development should integrate sustainability principles, create an interesting and human scaled pedestrian realm, and contribute to the community's growing civic character and public life.

Potential Strategy 1. Consider area-specific development standards to address bulk and massing issues on large lots.

Potential Strategy 2. Better guide design and uses at the street level.

Potential Strategy 3. Consider area-specific design guidelines for new development in the Civic Core.

Potential Strategy 4. Explore strategies to encourage sustainable building and site design in the Civic Core.

Potential Strategy 5. Guide the design of public and privately owned open space so that they contribute to the community's public life through their location and design.

Potential Strategy 6. Create a safe and pleasant walking environment on key walking routes.

Your Input

Civic Core Buildings: Emerging Directions

Potential Strategy 1. Create area-specific development standards to address bulk and massing issues on large lots.

BUILDING LENGTHS Existing Conditions

The Civic Core has relatively long blocks. This can result in long and monotonous buildings on large development sites.

What we can do

Consider building length limits and separation requirements on development over a certain length for solar access and to create views and relief for pedestrians.



Your Priorities and Comments

SETBACKS

Existing Conditions

On major pedestrian routes street level activation through landscaping, sidewalk cafes and outdoor displays can improve the walking environment.

What we can do

Consider requiring ground level setbacks on certain east-west streets to provide pedestrian amenities and enhance landscaping.



Your Priorities and Comments

UPPER LEVEL SETBACKS

Buildings over 65' in height and exceeding a certain length can be monotonous, and block views and sunlight.

Consider requiring upper level setbacks on certain east-west streets to open up views and create a more pleasant streetscape.



Your Priorities and Comments

RELATIONSHIP TO STREET

Existing Conditions

The Ballard Library and neighboring Greenfire set up a desirable pattern of landscaped "side rooms" along the sidewalk, making room for urban farming, seating, landscaping and public amenities.

What we can do

Explore development standards to continue the pattern of small private/public landscaped spaces (side rooms or eddies) and uses along NW 56th Street.



Your Priorities and Comments

Potential Strategy 2. Better guide design and uses at the street level.

STREET LEVEL RESIDENTIAL

Existing Conditions

Residential entrances from the street (instead of internal access from a hall) can help reinforce a neighborhood feel with activity and personalization all along a residential facade.

What we can do

For successful street level residential, raising the entry by 4'-6' and setting it back from the sidewalk helps provide privacy from the ground floor. Consider improving standards to require this separation for street level residential.



Your Priorities and Comments

SURFACE PARKING

Existing Conditions

The existing zoning in the civic core allows street facing surface parking for up to 60' of street frontage.

What we can do

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 of surface parking across lots.



Your Priorities and Comments

Civic Core

Buildings: Emerging Directions

DIVERSE AND AFFORDABLE RETAIL

Existing Conditions

The civic core has a mix of shop sizes.

What we can do

Consider ways to encourage a mix of shop sizes and also create affordable smaller retail spaces in new development.

Identify key areas where commercial activity is desired.



Your Priorities and Comments

Potential Strategy 3. Create special Design Guidelines for the Civic Core

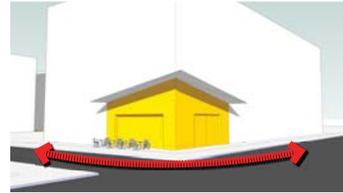
RESPOND TO CONTEXT

Existing Conditions

Major intersections, sloping sites and streets with a strong existing character provide context to new development.

What we can do

Explore guidelines for facades so that they better match the function of the building, the location on a block (especially corners), and engage with the open space or street they face.



Your Priorities and Comments

LONG FACADES

Existing Conditions

Buildings on very long parcels can result in a monotonous street frontage if the building facade is not differentiated at the human scale (first 30 feet of building height).

What we can do

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



Your Priorities and Comments

PERMANENCE

Existing Conditions

Some of the new developments treat the massing and materials of the building holistically, while others have a more piecemeal approach.

What we can do

Thinking holistically about a building's form and materials can help create a sense of permanence and character. Encourage a holistic design approach toward a long-lasting, civic character, as opposed to small scale residential or light commercial/strip mall character.



Your Priorities and Comments

VARIETY

Existing Conditions

The Civic Core provides an opportunity for a rich architectural environment with a variety of building forms that contribute to the area's civic character.

What we can do

Consider ways to encourage a variety of buildings forms while encouraging certain desirable attributes such as: simple and strong geometries, an integrated design approach, prominent roof lines, sustainability and generous public realm, an honesty of materials, and a sense of permanence.



Your Priorities and Comments

Potential Strategy 4. Explore strategies to encourage sustainable building and site design in the civic core.

SUSTAINABILITY

Existing Conditions

The Ballard Library and Greenfire building set the precedent on sustainable building and site design in the Ballard core. The co-benefits of this approach are a pleasant pedestrian environment, honesty of materials and generous landscaping.

What we can do

Explore strategies to encourage sustainable building and site design.



Your Priorities and Comments

Civic Core

Open Space and Streetscape: Emerging Directions

Potential Strategy 5. Guide the design of public and privately owned open space so that they contribute to the community's public life.

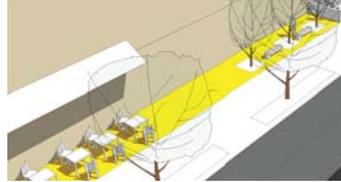
OPEN SPACE

Existing Conditions

In many new developments open space is visually and physically disconnected from the street level.

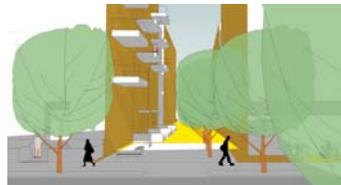
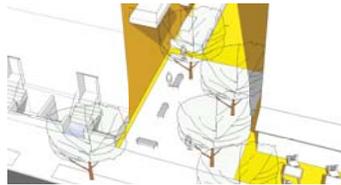
What we can do

Public and privately owned public spaces can be interwoven into the community's daily life through their location and design. Where commercial uses are located on the street level, encourage the provision of sidewalk cafes, landscaping, benches or other similar public amenities or along the sidewalk.



Usable open space and landscaping on the street level can help create a neighborhood feel and activation along the street.

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



Your Priorities and Comments

Your Priorities and Comments

Potential Strategy 6. Create a safe and pleasant walking environment on key walking routes.

LANDSCAPING

Existing Conditions

The Library and Greenfire developments create an inviting street environment in the Civic Core.

Generous landscaping, side rooms or "eddies", wide sidewalks and active uses define the edge of the right-of-way. These streets create an alternative, low traffic network where its easy to walk on with kids and in groups.

What we can do

Consider creating a streetscape concept plan for NW 56th Street and 22nd Ave NW.

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

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



Your Priorities and Comments

FESTIVAL STREETS

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



Your Priorities and Comments

LIVING AND SHARED STREETS AND MID BLOCK CONNECTIONS

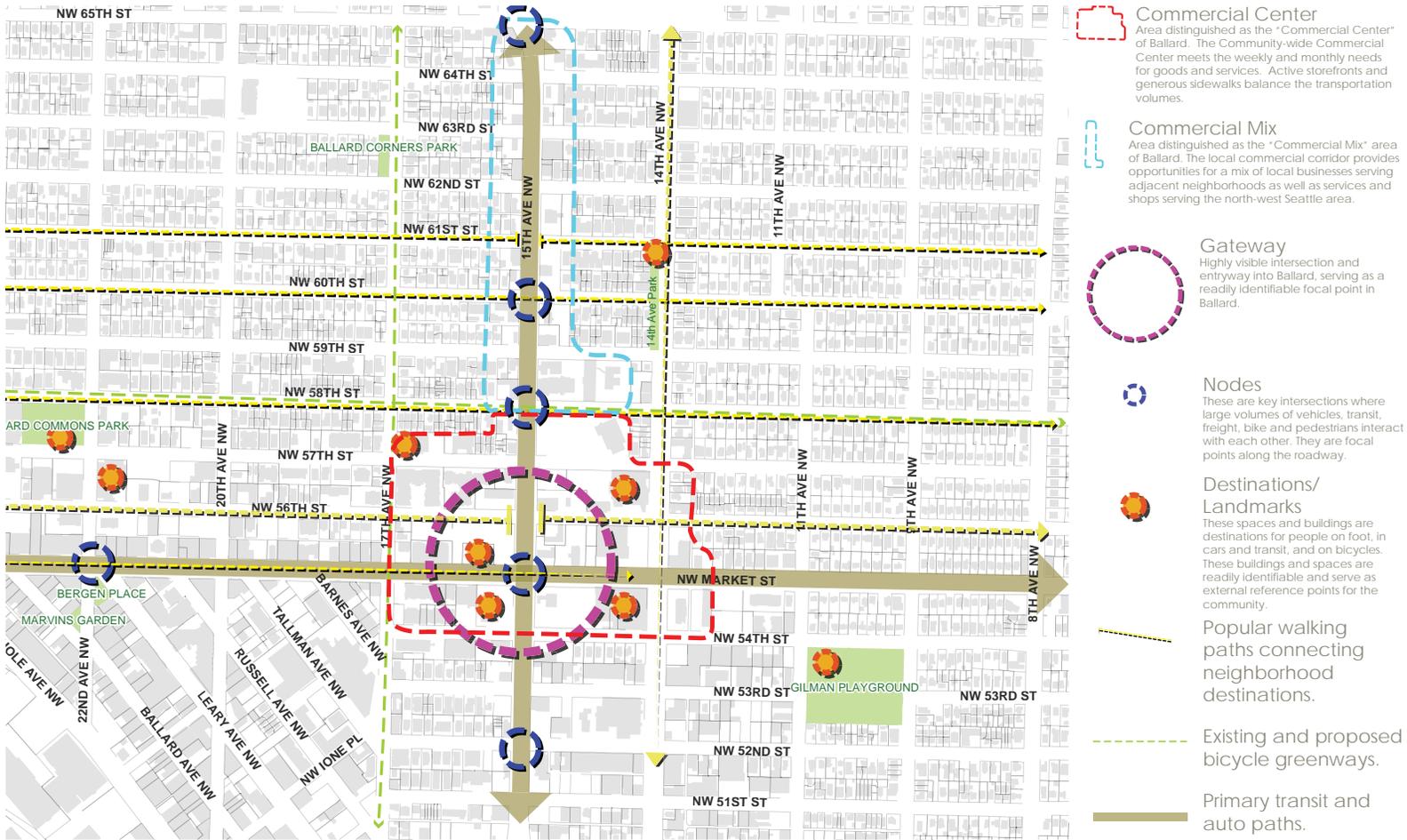
Explore how development regulations can help improve pedestrian connectivity to through long blocks in the Civic Core. Encourage "living streets" with low speeds, shares space and traffic calming.



Your Priorities and Comments

Commercial Center and Commercial Mix

What we heard..



-  **Commercial Center**
Area distinguished as the "Commercial Center" of Ballard. The Community-wide Commercial Center meets the weekly and monthly needs for goods and services. Active storefronts and generous sidewalks balance the transportation volumes.
-  **Commercial Mix**
Area distinguished as the "Commercial Mix" area of Ballard. The 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.
-  **Gateway**
Highly visible intersection and entryway into Ballard, serving as a readily identifiable focal point in Ballard.
-  **Nodes**
These are key intersections where large volumes of vehicles, transit, freight, bike and pedestrians interact with each other. They are focal points along the roadway.
-  **Destinations/Landmarks**
These spaces and buildings are destinations for people on foot, in cars and transit, and on bicycles. These buildings and spaces are readily identifiable and serve as external reference points for the community.
-  **Popular walking paths connecting neighborhood destinations.**
-  **Existing and proposed bicycle greenways.**
-  **Primary transit and auto paths.**

Commercial Center Emerging Directions

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 a gateway into Ballard.

- Potential Strategy 1.** Create a sense of place at the intersection of 15th Ave NW and NW Market Street through an integrated building design, streetscape and open space strategy.
- Potential Strategy 2.** Create area specific development standards so that buildings better relate to the human scale as well as the scale of 15th Ave NW and NW Market Street.
- Potential Strategy 3.** Create area specific design guidelines for the Commercial Center to better guide the design of buildings in this area in transition.
- Potential Strategy 4.** Encourage street level active retail at key locations with employment uses above, and residential uses facing quieter streets between commercial and residential zones.
- Potential Strategy 5.** Guide streetscape improvements to create a safe, generous and pleasant walking environment.
- Potential Strategy 6.** Guide the design of buildings so they include some amount of urban public open space on the street level.

Your Input

Buildings: Emerging Directions

Potential Strategy 1. Guide development to create a sense of place at the intersection of 15th Ave NW and NW Market Street through an integrated building design, streetscape and open space strategy for this intersection.

Existing Conditions

The Commercial Center area is characterized by very large parcels, high volumes of traffic along major corridors and a high level of transit service. A unifying design vision for this area would help guide future development better address the diverse needs of this area.

What we can do

Consider creating a development concept plan for the Commercial Center that will help guide building siting, pedestrian circulation, traffic and transit movement in the commercial core.

Your Priorities and Comments

Potential Strategy 2. Create Development Standards so that buildings better relate to the human scale as well as to the scale of 15th Ave NW and NW Market Street.

Existing Conditions

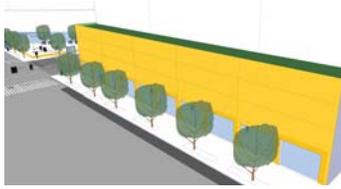
Many existing structures in the Commercial Center are smaller buildings on large parcels. Block sizes are large and 15th Avenue is one of the most busy arterials in Seattle. This area is also a transit center. New development needs to respond to the scale of the arterial and lot size while simultaneously creating a pleasant streetscape environment.

What we can do

Consider setbacks at certain locations to create transition spaces between major arterials and the building frontage.



Consider upper level setbacks on east-west streets to create a human scale building frontage.



Your Priorities and Comments

Your Priorities and Comments

Potential Strategy 3. Create area specific design guidelines for the Commercial Center to better guide the design of buildings in this area in transition.

Existing Conditions

The commercial Center does not have an established architectural character. This area is gradually becoming more dense and its character is in flux. Development in this area would benefit for more specific design guidance.

What we can do

Encourage extra design attention to the corners of buildings to encourage passersby to 'turn the corner'. This could be through the design of the corner at street level, an active use on the corner, or both.



Encourage building façades to engage with 15th Ave NW. For example, lobbies and entrances can be located on 15th Ave NW.



Encourage buildings to convey a sense of permanence. The selection of cladding and exterior finishes should be appropriate for larger urban buildings (stone, brick, concrete) rather than residential materials (clap board, shingle, masonry veneer). Encourage an honesty, and restraint in materials choice, integrity between building form and material, and an honesty of structural expression.



Your Priorities and Comments

Your Priorities and Comments

Your Priorities and Comments

Commercial Center Streetscape and Open Space: Emerging Directions

Potential Strategy 4. Encourage street level active retail at key locations with employment uses above, and residential uses facing quieter streets between commercial and residential zones.

Existing Conditions

Building locations and entrances are scattered and difficult to get to by foot. There are long distances with no street level engagement between building entrances.

What we can do

Encourage active retail uses at key locations on the street level with employment uses above, and residential uses along quieter streets between commercial and residential zones.



Your Priorities and Comments

Potential Strategy 5. Guide the streetscape improvements to create a safe, generous and pleasant walking environment along high volume and high speed traffic corridors.

Potential Strategy 6. Guide the design of buildings so they include some amount of urban public open space on the street level.

Existing Conditions

Major arterials in the commercial center typically do not have on street parking, and there is very little vertical separation between traffic and pedestrians.

What we can do

Create a strong vertical buffer zone between sidewalk and arterials through landscaping, art or other street furniture to create a safer pedestrian environment.

Preserve parking on side streets.



Your Priorities and Comments

In certain locations, the sidewalk is not wide enough to accommodate a transit zone.

Where there are bus stops and sidewalk space is limited, riders will naturally want to recede back from fast traffic. Integrate the transit zone into the building façade where appropriate.



Your Priorities and Comments

Large buildings built to narrow sidewalks along major arterials create an unpleasant environment for pedestrians, transit users and building occupants.

Create wider sidewalks and transition spaces between sidewalk and buildings to create a pleasant environment and give relief from traffic to occupants and pedestrians.



Your Priorities and Comments

15th Avenue is a challenging street for the neighborhood, and residents have to cross it frequently to get to necessary goods and services. The scale and speed of traffic on these streets can be overwhelming, discouraging walking across 15th to local destinations.

Consider an integrated landscaping strategy for the Commercial Center, to guide the design of human scaled points of relief and breathing room along pedestrian routes.



Your Priorities and Comments

Commercial Mix

Streetscape and Open Space: Emerging Directions

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

Potential Strategy 1. Street Level Uses

Existing Conditions

Small pedestrian oriented retail at corners help anchor street intersections and increase the pedestrian appeal of streets with high volumes of traffic. This can improve the environment for transit users walking to and from transit stops on major arterials.

What we can do

Consider encouraging small pedestrian oriented retail on certain key corners along 15th Avenue providing low intensity commercial uses.



Your Priorities and Comments

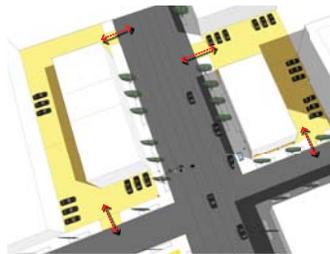
Potential Strategy 2. Parking Access

Existing Conditions

Parking is often located in front or along sides of buildings, with little effort to coordinate and reduce conflict between pedestrians and traffic.

What we can do

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.



Your Priorities and Comments

Aspect 3. Sidewalks and Buffers

Existing Conditions

Large buildings built to narrow sidewalks along major arterials create an unpleasant environment for pedestrians and building occupants.

What we can do

Consider wider sidewalks and a strong vertical element separating pedestrians and traffic on 15th Avenue. This could be through landscaping, art or other street furniture.



Your Priorities and Comments

Aspect 4. Intersections

Existing Conditions

15th Avenue is a challenging edge between two parts of the neighborhood.

What we can do

Improve intersections across 15th for pedestrians and cyclists.



Your Priorities and Comments

Residential In-Town

What we heard..



Emerging Directions

Support family-oriented and distinctive residential neighborhoods adjacent to the Ballard Core.

Potential Strategy 1. Create area specific development standards so that buildings better relate to the human scale and contribute to the community's public life.

Potential Strategy 2. Encourage family-appropriate and affordable housing adjacent to the Ballard core.

Potential Strategy 3. Encourage small neighborhood oriented retail on corners along arterials to provide convenience retail and services to the immediate neighborhood.

Potential Strategy 4. Improve pedestrian crossings across arterials.

Potential Strategy 5. Partner with Groundswell NW, SDOT and SPU on open space, landscaping and green stormwater infrastructure opportunities in the right-of-way.

Your Input

Buildings: Emerging Directions

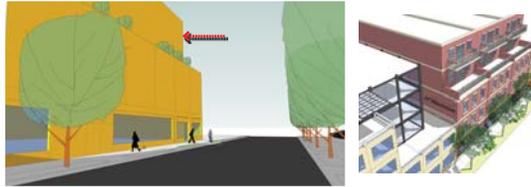
Potential Strategy 1. Create area specific development standards so that buildings better relate to the human scale and contribute to the community's public life.

Existing Conditions

Buildings on large blocks, especially in the east-west direction can be bulky and block views and light.

What we can do

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.



Continuously long and tall new buildings on very long east-west blocks block views create a monotonous street frontage with little visual relief and variety.

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



Usable open space and landscaping on the street level can help create a neighborhood feel and activation along the street.

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



Your Priorities and Comments

Your Priorities and Comments

Your Priorities and Comments

Potential Strategy 2. Encourage family-appropriate and affordable housing adjacent to the Ballard core.

Existing Conditions

Ballard's core offers a variety of amenities and services, such as transit, shopping and open space.

What we can do

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



Partner with Office of Housing to explore ways to preserve naturally occurring affordable housing units.

Your Priorities and Comments

Potential Strategy 3. Allow small neighborhood oriented retail on key corners along arterials to provide convenience retail and services to the immediate residential neighborhood.

Existing Conditions

Small pedestrian oriented retail at corners help anchor street intersections and increase the pedestrian appeal of streets with high volumes of traffic and improve the transit users' walking environment.

What we can do

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



Your Priorities and Comments

Residential In-Town Streetscape and Open Space: Emerging Directions

Potential Strategy 4. Improve pedestrian crossings across arterials.

Existing Conditions

24th Avenue and 14th Avenue are challenging streets to cross.

What we can do

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



Your Priorities and Comments

Existing Conditions

Trees help slow vehicle streets, increase pedestrian safety on the sidewalk and create a pleasant walking environment.

What we can do

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.



Your Priorities and Comments

Potential Strategy 5. Partner with Groundswell NW, SDOT and SPU on open space, landscaping and green stormwater infrastructure opportunities in the right-of-way.

Existing Conditions

Groundswell NW is creating the Ballard Open Space Plan to gain a better understanding of the community's current and future open space needs.

What we can do

Partner with Groundswell NW, SDOT and SPU on open space opportunities.

Consider green stormwater infrastructure where feasible.



Your Priorities and Comments