



Ballard *SEPA DRAFT*

NEIGHBORHOOD DESIGN GUIDELINES



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Introduction to Design Guidelines

What are Neighborhood Design Guidelines?

Design Guidelines are the primary tool used in the review of proposed private projects by the Seattle Department of Construction and Inspections (SDCI) staff for administrative design review, or the Design Review Boards. Design Guidelines define the qualities of architecture, urban design, and outdoor space that make for successful projects and communities. There are two types of design guidelines used in the Design Review Program:

- Seattle Design Guidelines (also called Citywide Design Guidelines) - apply to all areas of the city except for downtown, historic districts, and the International Special Review District.
- Neighborhood Design Guidelines - apply to a specific geographically-defined area, usually within a residential urban village or center.

Once a set of Neighborhood Design Guidelines is adopted by City Council, they are used in tandem with Citywide Design Guidelines for the review of all projects within that designated neighborhood design guideline boundary. Not all neighborhoods within the city have Neighborhood Design Guidelines, but for those that do, applicants and Design Review Board members are required to consult both sets of design guidelines—citywide and neighborhood-specific. The Neighborhood Design Guidelines take precedence over the citywide in the event of a conflict between the two. The Neighborhood Design Guidelines offer additional guidance on the features and character of a particular neighborhood, and are very helpful to all involved in the design review process.

Neighborhood Design Guidelines reveal the character of the neighborhood as known to its residents and business owners. The Neighborhood Design Guidelines help to reinforce existing character and protect the qualities that neighborhood residents value most in the face of change. Thus, Neighborhood Design Guidelines, in conjunction with the Citywide Design Guidelines, can increase overall awareness of responsive design and involvement in the design review process.

Reader's Guide

This document is organized around the larger themes and format of the Citywide Design Guidelines with distinct topics and directives specific to the Ballard Urban Village. Photos and graphics that illustrate selected Neighborhood Design Guidelines are presented, in addition to the text which explains design intent and/or provides background information. All images not individually credited are City of Seattle file photos.

These Neighborhood Design Guidelines have purview over all physical design elements within the private property lines. Additionally, some Neighborhood Design Guidelines (especially under the Context & Site category) may comment about design features outside the private property, pertaining to adjacent sidewalks and landscaping; these comments are advisory. All elements within the right-of-way (ROW) are under the purview of the Seattle Department of Transportation (SDOT), which must review and approve all physical elements in the ROW. In the event of contradictory design guidance, SDOT regulations, standards and interpretations shall prevail.

All Design Guidelines at a Glance

The Ballard Neighborhood Design Guidelines work together with the Citywide Design Guidelines, which remain applicable on all projects subject to Design Review. See SMC 23.41.004 for information on Design Review thresholds.

Citywide Design Guidelines are listed in the left column. The column to the right indicates if the Ballard Neighborhood Design Guidelines provide supplemental guidance for that topic. A “**YES**” means both Citywide and Neighborhood Design Guidelines are applicable. A “**NO**” means only Citywide Design Guidelines apply.

Citywide Design Guidelines

Ballard Neighborhood Guidelines

CONTEXT & SITE (CS)

CS1	Natural Systems and Site Features Use natural systems and features of the site and its surroundings as a starting point for design	YES
CS2	Urban Pattern and Form Strengthen the most desirable forms, characteristics and patterns of the surrounding area	YES
CS3	Architectural Context and Character Contribute to the architectural character of the neighborhood	YES

PUBLIC LIFE (PL)

PL1	Connectivity Complement, connect and contribute to the network of open spaces around the site	YES
PL2	Walkability Create a safe and comfortable walking environment, easy to navigate and well connected	NO
PL3	Street-Level Interaction Encourage human interaction and activity at the street-level, including entries and edges	YES
PL4	Active Transportation Incorporate features that facilitate active transport such as walking, bicycling and transit use	YES

DESIGN CONCEPT (DC)

DC1	Project Uses and Activities Optimize the arrangement of uses and activities on site	YES
DC2	Architectural Concept Develop a unified, functional architectural concept that fits well on the site and its surroundings	YES
DC3	Open Space Concept Integrate building and open space design so that each complements the other	YES
DC4	Exterior Elements and Finishes Use appropriate and high-quality elements and finishes for the building and open spaces	YES

See the below link for a complete version of the Citywide Guidelines, and a complete list of all Neighborhood-specific Design Guidelines:

<http://www.seattle.gov/dpd/aboutus/whoware/designreview/designguidelines/default.htm>

Ballard Context and Priority Issues

Ballard's Character Areas

The overriding objective of the Ballard Neighborhood Design Guidelines is to encourage new projects to reinforce the roles and character of the distinct areas in Ballard that collectively give Ballard its identity as a city within a city. These areas contribute layers of activities and building forms that support its social fabric and distinct character. For example, machine shops, restaurants and bars share the mix of historic brick buildings in the Ballard Avenue Landmark District. Banks, shops, and cafes share Market Street. Together they create an active place to walk, shop, and work. Projects, open spaces, and streetscapes within the character areas should work together to support those roles and characteristics. **Certain guidelines specifically reference the Character Areas to reinforce the context, role and desired future character of each area. All projects should first identify what Character Area (if any) they are located within.** All projects are subject to guidelines that do not reference a Character Area. When Character Area guidelines provide more detailed guidance, the Character Area guidelines take precedent.

Character Core - Ballard's Downtown is centered on its "main streets" – NW Market Street and Ballard Avenue NW. Its inviting mix of historic and heritage buildings, and a welcoming business district with shops, restaurants and bars, and services define Ballard's social and physical character. The Ballard Neighborhood Design Guidelines seek to sustain this historic role and character of Ballard's main streets as they evolve and grow. The neighborhood design guidelines strengthen the streetscape to **create a lively public realm and business district, and ensure new buildings integrate Ballard's historic design precedents for well-detailed, quality construction.**

Civic Core - The Civic Core has a quieter character of civic activities, neighborhood-oriented businesses, and a variety of residences. The tree-lined streets include more intimate open spaces giving a unifying public character. The Ballard Municipal Center Master Plan Area Design Guidelines envisioned a civic district and identified sites for a park, library, and Neighborhood Service Center. City and private investments has largely realized this vision. The neighborhood design guidelines **strengthen a quieter, neighborhood-oriented streetscape and public realm, and ensure that the mix of public buildings, residences, and smaller businesses create a strong civic character.**

General Commercial - The General Commercial area meets the weekly and monthly needs for goods and services. It will increasingly support more offices and residences on upper floors. It is also a major transportation hub. The neighborhood design guidelines support expected increases in walking and transit by promoting **active storefronts and generous sidewalks to balance the transportation volumes.** The neighborhood design guidelines also provide direction for integrating the larger scaled projects that will likely occur in this area, so that this gateway to Ballard communicates the unique character of this destination.

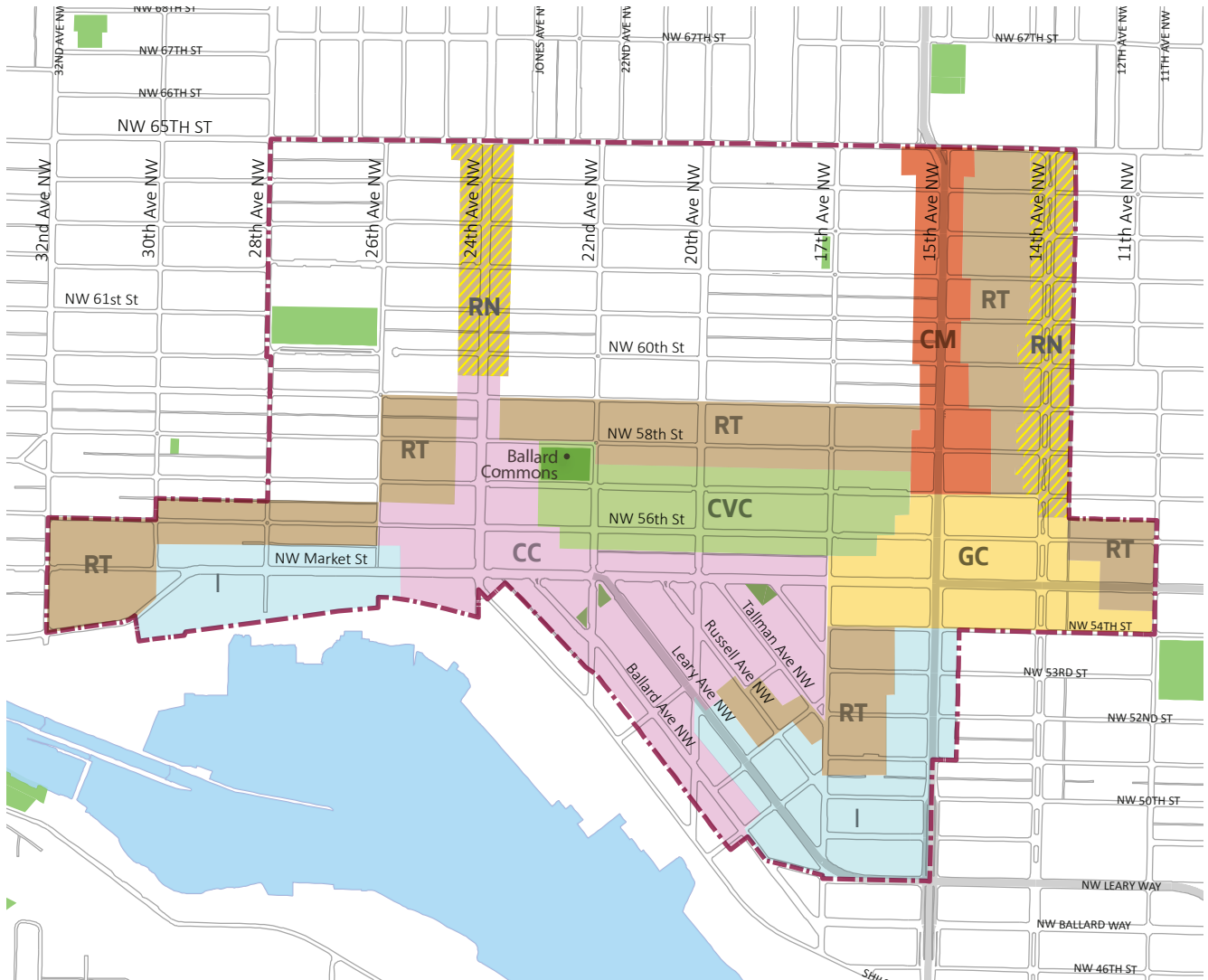
Commercial Mix - Local commercial streets provide opportunities for **a mix of local businesses serving adjacent neighborhoods as well as services and shops serving north-west Seattle.** They have potential for office and moderate density residential on upper floors which take advantage of the transit and auto access.

Residential In-Town - Multifamily neighborhoods provide in-town living opportunities that are close to shops, services and jobs. The **design characteristics and community infrastructure should support a range of households - from singles to families and older people.** *These supplemental guidelines do not address the Lowrise 1 zoned sites in the northern portion of the Urban Village since most projects are under the design review threshold.*

Residential / Neighborhood Retail - The Lowrise Residential Commercial zoned areas along 14th Ave. NW and 24th Ave. NW, are characterized by a mix of multifamily buildings - many with street-level entrances and small commercial uses. New projects should consider including small commercial uses at corners to continue this mixed character.

Industrial - The industrial areas in the urban village emphasizes "maker" and production uses, continuing tradition of people who use their hands and minds to create. They are both utilitarian and urban. The streets can be navigated by trucks and walkers. Some businesses have a retail element, while others are wholesale or industry focused. *The design review process applies to projects in Industrial Zones within the Urban Village. Non-industrial projects within Industrial Zones on NW Market St. should follow the guidance for the Character Core.*

Ballard Character Areas Map



LEGEND

- Character Core (CC)
- Commercial Mix (CM)
- Residential In-Town (RT)
- Civic Core (CVC)
- General Commercial (GC)
- Industrial (I)
- Residential/Neighborhood Retail (RN)
- Boundary where Ballard Design Guideline apply

The character area boundaries shown above typically follow street centerlines or the zoning boundaries in place October 2018. The boundary of the Civic Core character area is at the mid-block alley parcel line, or 2018 parcel lines.

Note: Design Review does not apply to all zones. See the Seattle Municipal Code, section 23.41.004 for more details.

Building on Previous Community Work

As a first step in identifying neighborhood priorities, previous documents were reviewed and correlated with the Citywide Design guideline categories. The guidelines reference or incorporate this material to build upon previously generated ideas, goals and main concerns. Documents referenced include:

- **Ballard Urban Design and Transportation Framework:** The 2016 Ballard Urban Design and Transportation Framework (UDTF) established a shared design vision and implementation strategy for the future of the core commercial and mixed use areas of the Ballard Urban Village. It translated two years of extensive community planning work into guiding principles, specific recommendations, and implementation tasks. The City used the UDTF to guide revisions to zoning, development standards, and design guidelines for Ballard. The Urban Design and Transportation Framework is not regulatory, but can be used for context or reference.
- **Ballard Municipal Center Design Guidelines** (adopted 2001, Revised 2013): Community members and design consultants developed the Ballard Municipal Design Guidelines to facilitate a healthy, vibrant urban core. It provided a framework to bring together well-used services, a library, an urban park, retail and new midrise residences into a “centerpiece” venue that would be pleasant to visit and easy to access.

The Ballard Municipal Center Master Plan established design criteria and guidelines for the development of a six-block area in the heart of Ballard; oriented around the Ballard Commons, the Ballard Library, and city service center. (See map) The Ballard neighborhood identified several design issues – both general and specific to site conditions (e.g. adjacency to the park, mixed use projects on North-South avenues, etc.) – to which new projects should respond, and encouraged high quality public and private development in the core of the urban village. **The Ballard Municipal Center Master Plan design guidelines are completely superseded by the guidelines herein.** Relevant guidance is incorporated into these Ballard Neighborhood Design Guidelines.

CS 1

CONTEXT & SITE

Natural Systems & Site Features

Citywide Guideline:

Use natural systems and features of the site and its surroundings as a starting point for project design.



With careful attention to plant selection, continuous plantings can connect green spaces and support pollinators like bees.



Thoughtful integration of natural drainage can add visual interest, habitat, and a buffer.



The Buster Simpson designed cistern in Belltown adds a whimsical and functional stormwater detention.

Ballard Supplemental Guidance

1. Plants and Habitat

- a. **On-Site Features:** In the Residential In-Town and Civic Core (see Ballard’s Character Areas map on page 4), integrate landscaping in front of residences, within the planting strip, setbacks, or in street-level open spaces to add visual interest for people walking by, habitat, or a buffer from sidewalks for residents. With Seattle Department of Transportation approval, select plants that will provide interest year-round and create a variety of color and texture along the street.

2. Water

a. Adding Interest with Project Drainage:

- In the Residential In-Town and Civic Core (see Ballard’s Character Areas map on page 4), consider integrating natural drainage in front of residences to add visual interest for pedestrians, as well as a landscape amenity and a buffer from sidewalks for residents.
- Consider integrating drainage elements in architectural or artistic ways.

CS2

CONTEXT & SITE

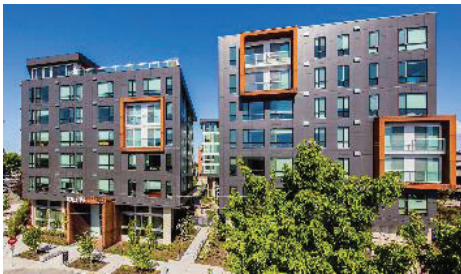
Urban Pattern & Form

Citywide Guideline:

Strengthen the most desirable forms, characteristics, and patterns of the streets, block faces, and open spaces in the surrounding area.



The Character Core includes older, highly detailed buildings with businesses at the street, a mix of building heights, and facade widths that reflect the historic 50' lot widths.



New buildings in the Character Core bring different architectural styles, but maintain strong presence and detailing.

Ballard Supplemental Guidance

1. Location in the Neighborhood - Sense of Place:

Reinforce the character and role of Ballard's Character Areas (see map on Page 4).

a. **Character Core:** The mix of historic and heritage buildings create a welcoming business district. Buildings featuring construction techniques from over a century ago establish a distinct character with human scale, detail, and permanence.

1. Build structures to the street and include shops and restaurants along Principal Pedestrian Streets to create a vibrant street and solidify the walkable business district.
2. Respond to design precedents of old buildings by incorporating well-detailed, quality construction and transparent street-level facades. Draw attention to entrances, and use variety in awnings and signs.
3. Building massing should create human-scaled buildings, through their approach to the required upper setbacks, and employing massing breaks that avoid creating a continuous canyon - especially on NW Market St.
4. Detailed building form is preferred instead of ornamental decoration.

Character Core Illustration



3) Human-scaled building, upper setbacks, and massing breaks help avoid creating a canyon feel.

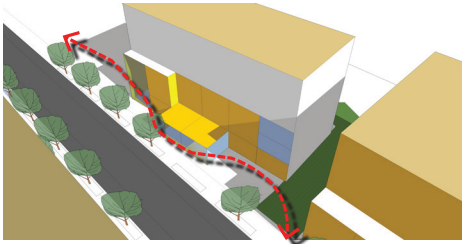
4) Detailed articulation of building form is preferred over fussy or ornamental facade decoration.

2) Draw attention to entrances. Avoid deep-set windows at street level. Encourage variety in awnings and signage, and transparent street level facades.

1) Build new structures to the street and include active shops and restaurants to create a vibrant street, and sense of enclosure.



Landscaping and street-level open space mix with storefronts in the Civic Core to provide a less formal, yet still active street environment.



In the Civic Core, public uses, shops and homes mix together. Projects may incorporate varied transitions from the public to the private, such as pockets of street-facing open space with benches and plantings.



Ballard Commons Park is a gathering space and a defining element of the Civic Core.

b. **Civic Core:** The Civic Core is a mix of civic uses, community oriented businesses and a variety of residential building types. The tree-lined streets include more intimate open spaces giving a unifying public character.

1. Contribute to a rich civic character, and active public life where people walk between homes and businesses, and parks, libraries and other gathering spaces.
2. Take cues from adjoining buildings for design elements, such as prominent roof overhangs, window placement and upper level setbacks.
3. Design and program privately owned open spaces to contribute to the public realm.
4. Strive to include north/south mid-block connections that improve access from new projects to the adjacent streets.
5. Consider setting back portions of the east-west facades to form “side rooms” or “eddies” of activities.
6. Set back and raise street-level residences from the sidewalk.
7. Provide visually distinguishable and/or individual residential entries.

2) Take cues from adjoining buildings for design elements, such as prominent roof overhangs, window placement and upper level setbacks.

Civic Core Illustration



6) Set back and raise street-level residences from the sidewalk.

3) Design privately owned open spaces to contribute to public life.
4) Include mid-block connections that improve access to projects.

5) Consider setting back portions of the east-west facades to form “side rooms” or “eddies” of activities.



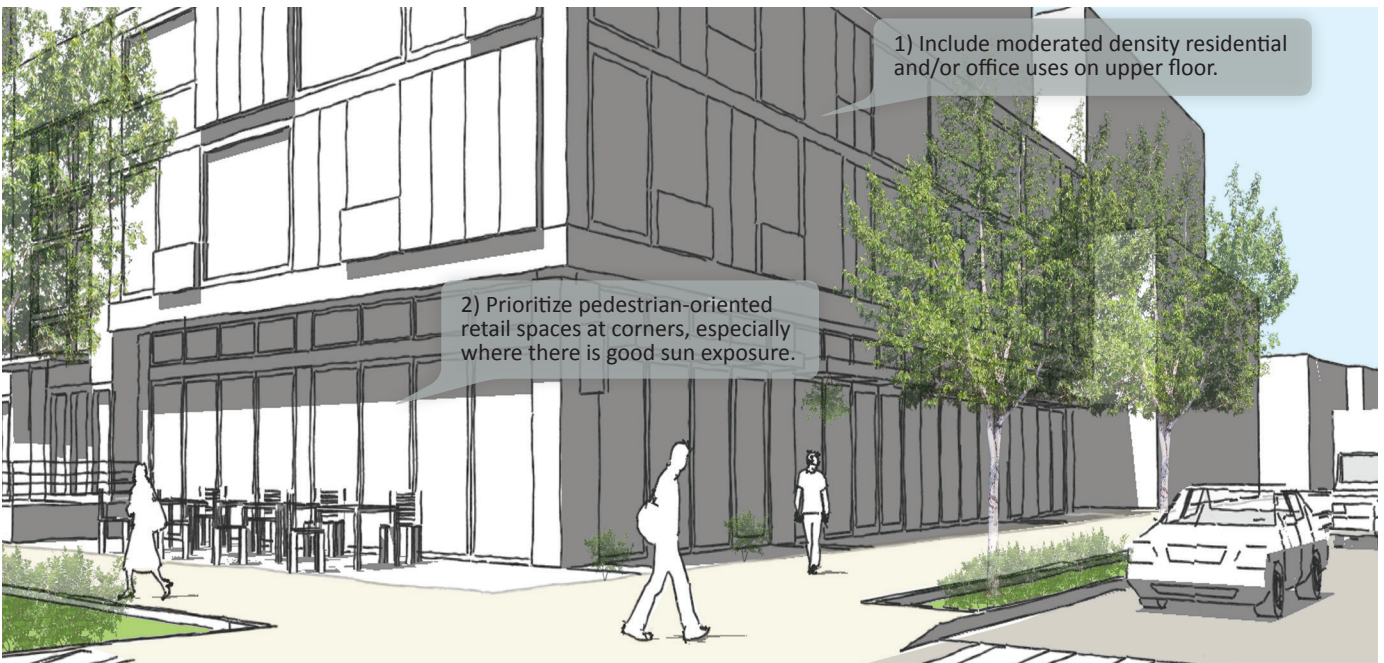
The Ballard Public Lofts is a positive example of a six-story mixed-use building that is a good fit for both the Character Core and General Commercial Character Districts.



Along 24th and 15th Ave NW, existing buildings provide examples of the character that could expand in the Residential Retail and Commercial Mixed areas.

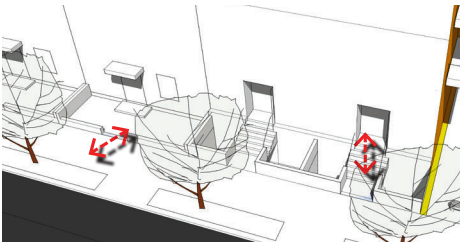
- c. **General Commercial:** *This commercial area is a neighborhood gateway that meets the surrounding neighborhoods’s weekly and monthly needs for goods and services.*
 1. Consider office uses on upper floors.
 2. Design the street-level of buildings, streetscape, and landscaping to produce active storefronts and a comfortable walking environment that balance the vehicle traffic on 15th Ave. NW and NW Market St.
 3. At the intersection of 15th Ave. NW and NW Market St., create a sense of place by placing active uses on corners, and incorporating generous pedestrian amenities.
- d. **Commercial Mixed:** *The section of 15th Ave NW, north of NW 58th St., provides a mix of businesses serving adjacent neighborhoods, as well as services and shops serving north-west Seattle.*
 1. Include residential and/or office uses in upper floors to take advantage of the transit and auto access.
 2. Prioritize pedestrian-oriented retail at corners.

Commercial Mixed Illustration





Small shops at corners can add to residential neighborhood character and meet local needs.



Row houses with individual entries and stoops create a strong residential character, and support an interactive public realm.



Alternatives to row houses can be successful when they include street-level entries and open space that contribute an active public realm.

e. **Residential / Neighborhood Retail:** *The primarily residential character is punctuated by small, neighborhood-oriented commercial spaces on corners along arterials that provide convenience retail and services within the neighborhood.*

1. Consider including small, pedestrian-oriented retail at corners on 14th Ave. NW.
2. Prioritize small scale businesses on corners along 24th Ave. NW.
3. Commercial spaces should wrap the corner and include windows and entries on streets as well as avenues.
4. When retail or cafes are included, prioritize pedestrian and bicycle access on amenities, rather than parking.

f. **Residential In-Town:** Ballard’s higher density multifamily areas provide in-town living opportunities that enjoy easy access to shops, services, and jobs. The design characteristics, and streetscape support a diverse population, including singles, families, and seniors.

1. Row houses are preferred.
2. Consolidate entries to shared, below-grade parking when parking is provided.

Residential / Neighborhood Retail Illustration





The Ballard Building establishes the Center of Ballard.

2. Architectural Presence at Gateways

Projects at gateways (see map below) should have a strong visual identity that can be perceived at a distance as one approaches the gateway, in addition to strong architectural detail and high-quality materials.

- a. Projects in gateways should have a strong design concept that integrates building architecture, streetscape and landscaping to create a landmark and sense of place that becomes part of the architectural legacy of Ballard.
- b. Enhance the Major Gateways.
 - Responding to adjacent transit facilities in the site plan;
 - Incorporating generous pedestrian amenities at transit stops;
 - Creating a landscaped buffer between pedestrians and traffic;
 - Placing active uses on corners; and
 - Ensuring buildings engage pedestrians and activate sidewalks at the street level.

Major intersections that coincide with changes in topography, land uses, activity, or building character provide opportunities for gateways that signal one's arrival to Ballard or to a special place.

Ballard Gateways





A consistent street wall with engaging storefronts create an active and welcoming environment in the Character Core.



A walkway physically and visually connects the street to residents' open space. Shops wrap the corners of this entrance.



Raised beds and seating create an inviting semi-private area and transition between sidewalks, business and residences.



Small, active, street-level open spaces can create welcoming commercial frontages at busy intersections.

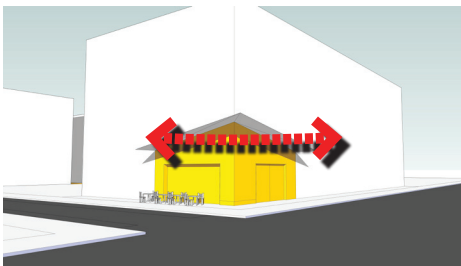
3. Adjacent Sites, Streets, and Open Spaces

a. Connection to the Street

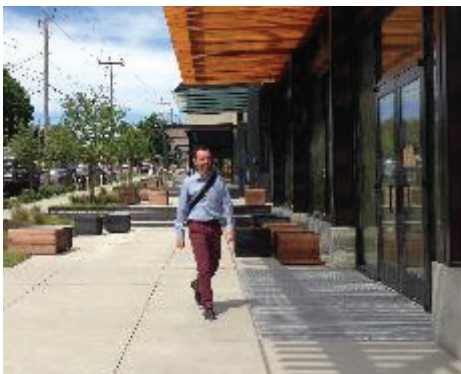
1. **Character Core (see map on page 4):** Street-level facade design should create a strong connection to pedestrians.
 - Emphasize identifiable entrances. Avoid storefront windows recessed more than 6" behind the building facade at street level. Use a variety of awnings and signs. Street level facades should have greater proportion of windows than solids.
 - Consider responding to development standards such as lot coverage, building width, and facade modulation requirements, by connecting private open space to the street. Balance the impact to active street-level facade by wrapping commercial uses around the edges of these open spaces.
 2. **Civic Core (see map on page 4):** Provide a transition from public to private spaces.
 - Set back or raise street level residences from the sidewalk. Provide visually distinguishable individual residential unit entries to rowhouses.
 - In setbacks along residential units use design elements (e.g. hedges, paving changes, stoops, porches) to indicate the transition from public (sidewalk) to private (dwelling).
 - Consider setting back portions of the street-level commercial facades from the sidewalk to provide semi-public or private spaces along the streets, or incorporating undulating and playful building edges programmed with landscaping, active uses, cafe seating, walls and roof overhangs.
 3. **West and North sides of Ballard Commons:** Residential projects with units that directly access the public right-of-way are preferred since they help enliven the street environment.
 4. **South Side of Ballard Commons:** Mixed-use projects around the park should provide active storefronts along the entire south edge of NW 57th Street, west of 22nd Avenue NW, and a consistent street wall with a two story minimum height.
- b. **Pedestrian-Oriented Retail at Corners:** Encourage small pedestrian-oriented retail at corners along 15th Ave. NW and 14th Ave. NW, especially near bus stops.
- c. **Intersection of 15th Ave. NW and NW Market St.:** On projects at the intersection of 15th Ave. NW and NW Market St., in addition to creating an active sidewalk frontage, consider incorporating small, street-level courtyards with seating and landscaping. This would complement the busy pedestrian and vehicle environment, by increasing the commercial frontages and create a welcoming, off-street environment for occupants and patrons.



Development around the Ballard Commons and other open spaces should step back upper levels to increase solar access to the open space.



Active shops and prominent building corners give identity to intersections and encourage pedestrians to turn the corner



Where street slopes, establish a flat grade at the main entry and use a setback to adjust the grade against the building and provide full-height windows.

d. Character of Open Space

1. **Surrounding the Ballard Commons Park:** Buildings should create a consistent two-story street wall with ground related entries. Development above the two-story base should be set back and be modulated to increase solar exposure to the street park.
2. Commercial buildings adjacent to parks should create active spaces (such as dining areas or window displays) that support activity and create lively backdrops to parks.

4. Relationship to the Block

a. Corner Sites

1. Avoid live-work units on corners, or provide large work space display windows that wrap the corner, in order to accommodate truly commercial ground-floor uses.
2. Where building facades span to corners on a sloping street, adjust the ground-floor height to increase the amount of full-height floors along the street. Provide entries to shops near both corners. Alternatively, set back the ground floor and adjust the grade to provide full-height floors.
3. Avoid the use of turrets on corner sites, and use architecture details and massing that are integrated into the overall design concept.

5. Height, Bulk, and Scale

- a. **Character Core and Civic Core (see map on page 4):** Work with required upper-level setbacks to avoid creating a canyon feel, particularly along the long, east-west blocks. Consider orienting open areas that provide light and air to residences on the upper levels toward the street.
- b. **Along Commercial Streets:** In general, projects should provide a consistent, two-story street wall along commercial streets. Deviations from the consistent street wall are acceptable for open spaces that are programmed for public use (e.g. dining or sitting). Strive to create unified facades along these lower stories by:
 - Continuing floor heights;
 - Reflecting adjacent window size and placement
 - Incorporating similar cornice or pediment treatments; and/or
 - Other similar methods

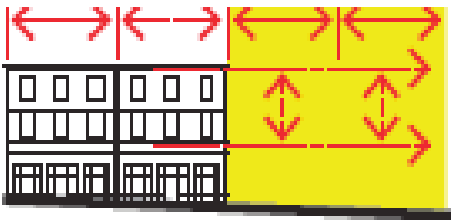
CS3

CONTEXT & SITE

Architectural Context & Character

Citywide Guideline:

Contribute to the architectural character of the neighborhood.



A new building, whether next to an old one or not, can use composition (scale and pattern of windows and floor heights) to reinforce the older buildings in the Character Core.



The proportions of the new building (width and its use of smaller windows on the first two floors) mimic the scale and detail of the old building without duplicating.



The façade of this new building on Ballard Ave. NW replicates period architectural details of small street-level bays, clearstory, and two-story arched windows, presenting a unified concept that is not trite.

Ballard Supplemental Guidance

1. Fitting Old and New

- a. **Character Core (see map on page 4):** New buildings should: reflect the scale and proportion, roof forms, detailing, windows, and use complementary materials of the Ballard Avenue Landmark District and older buildings along NW Market St.
- b. **Character Core and Civic Core (see map on page 4):** New, large buildings should reflect the 50' - 100' typical lot widths as well as the spacing of floors and windows of existing projects when incorporating techniques to create compatible scale and bulk. Consider the height of adjacent building parapets and other design features when determining the height at which to begin upper-level setbacks.
- c. **Civic Core and In-Town Residential (see map on page 4):** In these areas, where a new project is replacing smaller-scaled buildings, reinforce the more granular massing and design concepts found in existing buildings, without using details (such as small dormers or shingles) that are not appropriate to the new, larger-scaled project.
- d. **Massing Choices:** Strong architectural elements that define and create human scale are preferred over unorganized mix of styles and materials.
- e. **Unified Design:** Design new buildings to have horizontal divisions that create distinctive base and cap levels. Integrate the upper levels into the overall building design and choice of materials.

PL1

PUBLIC LIFE

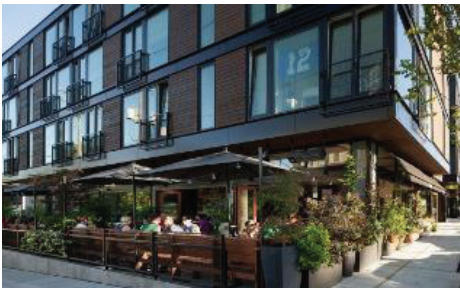
Connectivity

Citywide Guideline:

Complement and contribute to the network of open spaces around the site and the connections among them.



The levels of open space complement the active street-level businesses and sidewalks, while transitioning to private, residential open space.



This sidewalk café provides open space and adds to the active walking environment.



Activated courtyard space that is both visually and physically open.

Ballard Supplemental Guidance

1. Network of Open Spaces

a. Enhancing Open Space

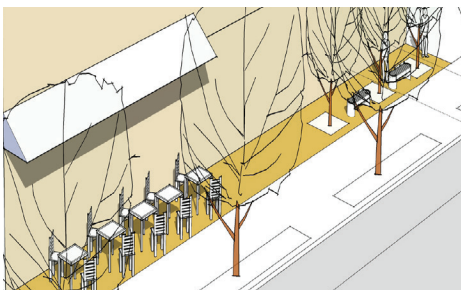
1. Projects fronting onto Bergen Park should consider how to incorporate site circulation, ground-level open space, and windows to create activity that complements the park. Consider upper-story setbacks to minimize shading of Bergen Park.
2. Projects across 22nd Ave. NW from Ballard Commons, should orient buildings so that entrances and private open spaces create a physical or visual connection with Ballard Commons, and activate 22nd Ave. NW as a festival street; integrating the park, the street and private development for celebrations and events.

b. Adding to Public Life

1. **Large Mixed-use and Multifamily Buildings:** When not located on Principal Pedestrian Streets, projects should consider including ground-level open space when designing the building massing.
 - Orient open space to take advantage of sunlight.
 - Include windows, entries, balconies, and design elements of adjacent building facades that help activate the open space.
 - When possible, connect interior building common areas to the outdoor areas.
 - When a project incorporates restaurants or pubs, the design should consider café seating.
 - Create gradual transitions from street-level to any raised open areas by using wide steps and integrating landscaping and other elements.
 - Incorporate places to sit that are integrated into active uses and can be easily managed by those uses.
 - Include green stormwater infrastructure where feasible.



Through-block connections are desired to break up the block lengths on the east/west streets between 24th Ave. NW and 15th Ave NW. The connections should include lighting, and businesses or residences along the length to activate the connection.



In the Civic Core, active uses in small setbacks can create lively and welcoming open spaces.



Window walls that open can enliven the streetscape and promote year-round activity, even where there are narrow sidewalks.

2. In the **Civic Core** (see pmap on page 4): The landscaping and sidewalk environment should create a rich public realm and active public open space that extends from the Ballard Commons.
 - With SDOT approval, create tree-lined, and well landscaped streets that integrate with semi-private and private spaces, giving a unifying public character.
 - Design private open spaces to contribute to public life through their location and site plan. Strive to include street-level open space and amenity areas in residential projects.
 - Integrate artistic and custom-made elements into street level landscaping.

2. Walkways and Connections

- a. **Pedestrian Volumes:** Create welcoming and spacious sidewalk environment through integrating private open space, setbacks and careful location of entrances at the Gateways (see page 6).
- b. **Pedestrian Amenities:** Create lively, pedestrian oriented open spaces to enliven the area and attract interest and interaction to the site and building. Examples of pedestrian amenities include seating, other street furniture, lighting, year-round landscaping, seasonal plantings, pedestrian scale signage, site furniture, art work, awnings, large storefront windows, and engaging retail displays and/or kiosks.
- c. **Mid-block Pedestrian Connections:** Mid-block connections are strongly encouraged through long blocks in the **Character Core** and **Civic Core** (see map on page 4). The Design Review Board may consider a departure as set forth at SMC 23.41.012 to reduce open space requirements in exchange for a mid-block pedestrian connection. Such spaces shall be sited and designed in a manner that are clearly public in nature and engaging to pedestrians.

3. Outdoor Uses and Activities

- a. **Priority Activity Area:** Along 22nd Ave. NW, between NW Market St. and NW 58th St., consider designing street-level elements to support the role of 22nd Ave. NW as a festival street. The Ballard Branch Library supports this by providing wide sidewalks, and by including an entrance to the public meeting room that allows events to spill out on to the sidewalk.

PL3

PUBLIC LIFE

Street-Level Interaction



Landscaping and even a small change in grade create a buffer from the sidewalk and define the private space.



A high density of smaller, well-detailed storefronts is characteristic of the Character Core.

Citywide Guideline:

Encourage human interaction and activity at the street-level with clear connections to building entries and edges.

Ballard Supplemental Guidance

1. Entries

- a. **Residential Entries:** In Residential In-Town (see map on page 4), row houses with individual entrances and stoops are recommended at the street level. In the Civic Core (see page 4), residences with individual entrances and stoops are preferred along NW 58th St.

- b. **Retail Entries**

- Character Core: (see map on page 4) Along Principal Pedestrian streets in Pedestrian designation zones, continue the precedent of a high density of storefronts, entries, and the human-scale of the street-facing façades established along Ballard Ave. NW and along NW Market St. between 24th Ave. NW and 20th Ave NW.
- Civic Core: (see map on page 4) Where ground level commercial uses are provided, consider setting back portions of the street-level facade and cluster entries and active uses such as sidewalk cafes and benches to create a transition from public to semi-private spaces and to create a softer street-wall.

2. Residential Edges

- Use strong design elements in setbacks (e.g. sitting walls, raised patios, planters, paving changes, stoops, and porches) to indicate the transition from public to private.
- Encourage clearly differentiated residential or commercial street level uses. Encourage ground-related residential uses to follow development standards.

3. Buildings with Live/Work Uses: Discourage live/work units on Principal Pedestrian Streets; these streets should have genuine, activating commercial uses.

- Avoid live/work units on corners
- All residential buildings are preferred live-work units along the entire street-level.



Historic Ballard Ave. NW storefronts engage with the public sidewalk and street.



Avoid deeply recessed windows at street level that lack individuality, and do not encourage interaction between shops and pedestrians.



A concentration of small-scaled retail with large windows, individual canopies and outdoor seating stimulates activity on the wide sidewalks of this street.

4. **Retail Edges** should be porous, and include pedestrian interest and diverse storefront treatments and tenant spaces.
 - a. Avoid deeply recessed window at street level.
 - b. Encourage variety in awnings and signs along the street-level facades of longer buildings.
 - c. Street level facades should have a greater proportion of transparency than solids.
 - d. Consider small setbacks at street-level on busy streets, or where sidewalks are narrow, to incorporate seating, displays, rain cover, and provide some relief from traffic.
 - e. Where multiple storefronts are provided along a building facade, incorporate features that allow for individualized identity.
 - f. Incorporate window walls that can open for restaurants.
 - g. Include commercial spaces for small, individual business establishments that average 2,000 square feet or less in size at street level. Set maximum length of street frontage for individual business consistent with area business character.

PL4

PUBLIC LIFE

Active Transportation

Citywide Guideline:

Incorporate design features that facilitate active forms of transportation such as walking, bicycling and use of transit.



A bike corral with “inverted U” style racks provide ample and convenient parking without blocking sidewalks.



Custom bike racks provide an opportunity for place-making.

Ballard Supplemental Guidance

- 1. Planning Ahead for Bicyclists:** Bicycle use and parking should be encouraged to promote a healthy and active neighborhood and to support local businesses. Plan for bicycle parking that provides a place to lock up close to business entries. Bicycle racks should be plentiful, and either be from the Seattle Department of Transportation’s bike parking program or be an approved rack of similar “inverted U” or “staple” style. The bicycle racks may also be an opportunity for place-making, such as having a uniform color.
- 2. Planning Ahead for Transit:** Consider adjacent transit stops by orienting entrances near stop locations, and providing sufficient setbacks to accommodate transit users, pedestrians and to minimize conflicts.

DC1

DESIGN CONCEPT

Project Uses & Activities

Citywide Guideline:

Optimize the arrangement of uses and activities on site.



New development is upgrading the alley between NW Market St. and NW 56th St. It provides vehicle and service access; allowing for a safer, friendlier walking environment on the perimeter streets.



Carefully located and designed parking access won't dominate the building facade.

Ballard Supplemental Guidance

1. Vehicular Access and Circulation

a. Access Location and Design

- Continue to develop the alley between NW Market St. and NW 56th between 17th Ave. NW and 24th Ave. NW, and design buildings so that all vehicle and service access occur from the alley.
- Where there is no platted alley, consider organizing vehicle access to accommodate future shared, private access easements.
- Combine and consolidate service areas with parking access, where parking is provided.

2. Shared Parking: Where parking is provided, design access so that it can accommodate visitors, tenants, and the potential for shared or leased parking.

DC2

DESIGN CONCEPT

Architectural Concept

Citywide Guideline:

Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings.



Changing height at the corner of this development reduces the bulk.



The vertical and horizontal banding is expressed differently in the lower and upper portions of this building, providing a unifying theme while reducing the perceived bulk.



Integrating a strong facade composition, detailed design elements and quality materials can reduce the bulk of a building with a simple form.

Ballard Supplemental Guidance

1. Massing

- a. **Reducing Perceived Mass:** In the Character Core (see map on page 4), the massing of new buildings should reflect the dominant 50 to 100-foot parcel width that was common in areas platted up to 1930. This can be achieved by either limiting building lengths or by creating distinct designs or material changes, or vertical modulations, that break up facades into this scale.

2. Architectural and Façade Composition

- a. Provide continuity of rhythm of vertical and horizontal elements (such as window size and spacing and location of entrances) along a block. Maximize the visibility of corner locations by placing entrances and strong design features on corners.
- b. Design buildings to have horizontal divisions that create strong base levels (preferably two stories) that are not overpowered by the upper-level massing. Where the street level façade is set back to provide additional space at the ground level, ensure that the overhang is at least 13-15 feet above the sidewalk.

3. Scale and Texture

a. Texture

- At the street level, incorporate a variety of textures such as blade signs, uneven brick, gooseneck lights, and windows that add texture and scale that is perceptible at a walking pace.
- Create well-detailed and highly-visible storefronts. Provide opportunities for window displays. Generally, avoid small, deeply inset street-level storefront windows.
- Consider small recesses for doorways



This building’s design, details, and quality materials would fit well in Ballard. The upper floors are clearly residential.



This strong facade composition, detailing, and high-quality materials establish a clear commercial character.



A strong retail base balances the upper floors and establishes the commercial character of the area.

4. Form and Function

- a. **Legibility and Flexibility:** In addition to responding to the design of surrounding buildings, new projects should continue Ballard’s legacy of historic buildings by integrating form, function, and materials to meet today’s needs.
 1. Clearly differentiate residential from commercial street-level uses.
 2. Discourage departures from ground-related residential development standards.
 3. Create a strong building base design presence so that the street-level is not overwhelmed by the middle and top of the building.
 4. Include smaller, more “naturally affordable” retail spaces to maintain a diversity in services and stores, and to fit with the historic predominance of smaller commercial spaces.



Scale and texture can be achieved when using one material as shown in this brick building that incorporates details like continuous sills, segmental brick arch, and a cornice with a dentil band.

DC3

DESIGN CONCEPT

Open Space Concept



This open space works as an eating area for grocery store patrons.



The residential wings frame the open space that is a shared amenity.



This open space provides a visual amenity, and is easily seen from the sidewalk.



This open space is a visual amenity a restaurant and residences.

Citywide Guideline:

Integrate open space design with building design so that they complement each other.

Ballard Supplemental Guidance

1. Building-Open Space Relationship

- a. **Interior/Exterior Fit:** Consider wrapping commercial uses around corners into any courtyards to create a gradual transition from public to private open space areas.

2. Open Space Uses and Activities

- a. **Meeting User Needs:** Outside of pedestrian zones, large mixed-use and multifamily developments should incorporate ground-level open space when designing the massing.
 1. Include windows, entries, balconies, and design elements of adjacent building facades that help activate the open space.
 2. When possible, connect interior building common areas to the outdoor areas.
 3. When a project incorporates restaurants or pubs, the design should include café seating along sidewalks and/or courtyards.
 4. Create gradual transitions from street-level to any raised open areas by using wide steps with integrating landscaping and other welcoming elements.
 5. Include green stormwater infrastructure where feasible.
 6. In General Commercial (see map on page 4) areas, along 15th Ave. NW, incorporate into street-level setbacks elements such as pedestrian circulation areas, landscaping, lighting, weather protection, art, or other similar features that enhance the usability for residents and businesses, and gives relief to pedestrians walking along a busy street.

3. Design

- a. **Amenities and Features:** In the Residential In-Town and Civic Core, (see map on page 4) integrate landscaping in front of residences within the planting strip and/or in the required setback to add visual interest for people walking by, a habitat, and a privacy layering from sidewalks for residents.

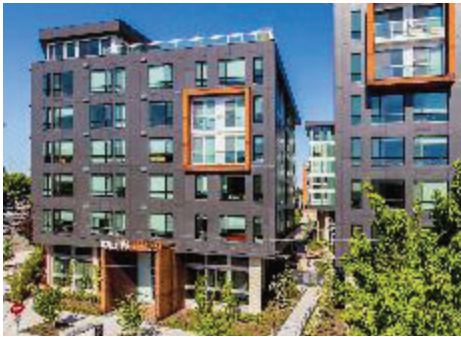
DC4

DESIGN CONCEPT

Exterior Elements & Finishes

Citywide Guideline:

Use appropriate and high-quality elements and finishes for the building and its open spaces.



Choose materials that are long-lasting and convey permanence.



At the street level, a variety of textures such as blade sign, uneven brick, pendant lights, and windows add texture and scale that is perceptible at a walking pace.

Ballard Supplemental Guidance

1. Building Materials

a. Exterior Finish Materials:

1. The structure's form and materials should respond to each other and changes in material should accompany a change in form or plane. Randomly changing materials within the same plane to reduce perceived bulk is discouraged.
2. Select materials that convey permanence:
 - On building cladding and details, avoid thin materials that buckle or warp.
 - Materials that require no or minimal maintenance are encouraged on larger buildings. Examples include: brick, steel, and fiber cement panel products with integral color.
 - Commercial development should incorporate materials that stand up to intensive public use.
 - Window openings should incorporate lintels and sills on a scale that is appropriate to the size of the building.
3. Avoid using a high variety of materials in an attempt to reduce bulk. Brick and stone masonry are preferred. Metal and other industrial finishes can be used to complement traditional materials or create interesting contrast.
4. Residential buildings should incorporate operable windows, and fine-scaled detailing without relying on single-family residential materials such as vinyl clapboards and shingles.
5. Use new technology and energy-saving techniques, quality materials, and designs that allow long-term flexibility of uses in a manner that expresses an integration of form, function and materials to create buildings that age gracefully.



Metal and brick can be integrated while expressing modern architectural concept.



This whimsical design sign provides an iconic element that attracts patrons and fits with the building architecture.



The variety of signs are integrated with the building architecture.

6. New buildings in the Character Core and Civic Core (see map on page 4) should reflect the larger scale and significant investment found there.
 - a) Traditional materials like brick and stone are preferred for the Character Core (see map on page 4).
 - b) In the Civic Core (see map on page 4), use durable and modern materials such as metal, wood, glass, and brick that are in scale with new development. Bold colors and volumes similar to those expressed in the Ballard Library and Green-fire buildings are encouraged.
 - c) Projects should reinforce the historic character with use of high quality materials and a selective color palette.
 - d) The detailing and texture of materials used at street-level in the Character Core and Civic Core (see map on page 4) should reflect the pedestrian scale.

2. Signage

- a. **Scale and Character:** In addition to all requirements found in the Sign Code, the following guidelines also apply:
 1. Indirectly lit signs are preferred. Internally illuminated signs are generally not appropriate within the neighborhood design guideline boundary (Ballard Urban Village) except on 15th Ave NW and 24th Ave NW. Where backlit signs are used, they should be integrated into the building architecture.
 2. Awnings, especially if backlit, should not be the primary signage.
 3. Shingle signs, signage integrated into the transom or cornices, and applied to display windows are preferred for the Character Core and Civic Core (see map on page 4).
 4. Consider complex shapes rather than simple rectangles, circles or squares where they complement the architectural expression of the building and/or neighborhood.
- b. **Coordination with Project Design:**
 1. Size and locate signs to complement the architectural scale of the façade, and to not obscure or bridge horizontal and vertical elements such as cornices, transoms, or beltlines.