



**EARLY DESIGN GUIDANCE OF THE
NORTHWEST DESIGN REVIEW BOARD**

Record Number: 3039498-EG

Address: 6015 15th Ave NW

Applicant: Lauren Garkel, CLARK | BARNES

Date of Meeting: Monday, September 12, 2022

Board Members Present: Brian Johnson, Chair
Phoebe Bogert
Penn DiJulio
Adrienne Watkins

Board Members Absent: Christina Lin

SDCI Staff Present: Theresa Neylon

SITE & VICINITY

Site Zone: Neighborhood Commercial 3-55 (M)
[NC3-55 (M)]

Nearby Zones: (North) NC3-55 (M)
(East) NC3-55 (M)
(South) NC3-55 (M)
(West) Low Rise 1 (M) [LR1 (M)]

Overlay: Ballard Hub Urban Village

Lot Area: 9,500 sq. ft.



Current Development:

The subject site is a rectangular shaped corner lot with frontage on 15th Ave NW along the east property line on, and on NW 61st St along the north property line. The lot has alley access along the south property line. The site is currently developed with a two-story wood frame mixed-use structure built in 1903, a detached garage, and a small surface parking lot. The site slopes gently down from the northwest corner to the northeast corner along the NW 61st street frontage at 2.5%, and then slopes down from northeast to southeast along the 15th Ave NW frontage at approximately 3%.

Surrounding Development and Neighborhood Character:

The subject site is located on the southwest corner of 15th Ave NW and NW 61st St in the Ballard Hub Urban Village. Adjacent to the site are a commercial building, a multifamily building, and a parking lot to the north; a parking lot to the east; a commercial structure to the south; and a single-family residence to the west. Principal arterial 15th Ave NW is an auto-oriented street and one of the primary north-south connectors through northwest Seattle. Ballard High School is located one quarter mile to the north. The Ballard Ave Landmark District is nearly a half mile to the southwest. Neighborhood green spaces include Ballard Corners Park, Gemenskap Park, and Gilman Playground.

Principal arterial 15th Ave NW serves as a commercial corridor flanked by low rise commercial, mixed-use, and service buildings. There is a pattern of low-density development, with many structures one- to two-stories in height and separated from the right-of-way and adjacent properties by setbacks often used as parking lots or landscaping. Examples of three- and four-story multifamily residential buildings exist in the proximate blocks. The neighborhood fabric reflects the varying eras of development and their associated scale and architectural styles which predominantly span throughout the 20th century and are of wood frame or masonry construction. A few examples of recent residential development from the early 2020s exhibit a contemporary design aesthetic. The blocks to the east and west are comprised of low rise residential uses, including single-family, multifamily, and townhouse developments. Building scale increases to midrise one quarter mile to the south nearing NW Market St. The area was rezoned from Neighborhood Commercial 3-40 to Neighborhood Commercial 3-55 (M) on 4/19/2019. Increased development to create housing is anticipated to occur as a result of the zoning changes.

Access:

Vehicle access is from the alley and from NW 61st St. Pedestrian access is from 15th Ave NW and NW 61st St.

Environmentally Critical Areas (ECAs):

No mapped environmentally critical areas are located on the subject site.

PROJECT DESCRIPTION

Design Review Early Design Guidance for a 5-story, 51-unit apartment building. Parking for 4 vehicles proposed.

The design packet includes information presented at the meeting, and is available online by entering the record number (3039498-EG) at this website:

<http://www.seattle.gov/DPD/aboutus/news/events/DesignReview/SearchPastReviews/default.aspx>

Any recording of the Board meeting is available in the project file. This meeting report summarizes the meeting and is not a meeting transcript.

The packet is also available to view in the file, by contacting the Public Resource Center at SDCI:

Mailing Public Resource Center
Address: 700 Fifth Ave., Suite 2000
P.O. Box 34019
Seattle, WA 98124-4019

Email: PRC@seattle.gov

EARLY DESIGN GUIDANCE September 12, 2022

PUBLIC COMMENT

The following public comment was offered at this meeting:

- Thought the project satisfied Design Guidelines **CS2-4-a. Corner Sites** and **CS2-5-b. Along Commercial Streets** well and thought the stepping of the massing seemed unnecessary.

SDCI staff also summarized design related comments received in writing prior to the meeting:

- Supported the proposed massing and lot coverage.
- Opined a 5-story building is too massive and bulky for this location, and the size is incompatible to most other buildings in the immediate neighborhood either on 61st St or 15th.
- Questioned if quality materials and façade composition would be prioritized.
- Asked if there would be ground-level commercial uses.
- Opposed to the modern, Scandinavian hostel look.

SDCI received non-design related comments concerning parking, housing affordability, property taxes, public notice, housing demand, unit size, gentrification, and public transportation.

One purpose of the design review process is for the Board and City to receive comments from the public that help to identify feedback and concerns about the site and design concept, identify applicable Seattle Design Guidelines and Neighborhood Design Guidelines of highest priority to the site and explore conceptual design, siting alternatives and eventual architectural design.

All public comments submitted in writing for this project can be viewed using the following link and entering the record number (3039498-EG): <http://web6.seattle.gov/dpd/edms/>

PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members provided the following siting and design guidance.

1. Architecture-Massing

- a. The Board noted that although this site is relatively small, the three massing options presented gave viable alternatives for arranging the building mass to respond to site and

program conditions. The Board unanimously supported Option C, the preferred option. The Board specifically supported the upper level overhang in Option C that emphasizes the corner location that is balanced by a recess at the ground level that creates space to develop the streetscape. They supported the shift of massing at the upper level towards the busy 15th Ave NW arterial and away from the zone transition to LR1. **CS2-C-1. Corner Sites, CS2-D-3. Zone Transitions, DC2-2 Architectural and Façade Composition**

- i. The Board requested that the height of the overhang at the corner be assessed to avoid a visual pinch point of the massing at the main residential entry lobby.

PL3-A Entries

2. Architecture-Layout

- a. The Board noted that the site is within the 'Commercial Mix' Character Area in the Ballard Neighborhood Design Guidelines that recommends retail at corner locations. The applicant noted that the strong commercial frontage along 15th Ave NW was addressed with the arrangement of the live-work units. This layout was balanced by locating the residential entry at the corner which serves as a transition to the residential neighborhood along NW 61st St. The Board supported that design logic and supported the location of the residential entry at the corner to provide activation and transition to the lower density zone. **CS2-C-1. Corner Sites, PL3-C Retail Edges, PL3-A Entries**
- b. The Board requested further study of the location of the main residential entry door within the corner lobby location indicated in Option C at the Recommendation phase. They noted that clear wayfinding and identification of the entry was important for building function. **PL3-A Entries**
- c. The Board asked about the level of the live-work units relative to the sidewalk. The applicant noted that, as there is no basement in the building, there is some flexibility in setting those finish floor elevations. The Board requested a study of how the level of how the ground level units are set to allow accessibility from the street. **CS2-B-2. Connection to the Street**
- d. The Board asked about overhead weather protection, especially in relation to the live-work unit entrances. The applicant noted that the overhang at the northeast corner would provide integrated weather protection for several of the entries. The Board requested further exploration of weather protection at all of the live-work entries at the Recommendation phase. **PL2-C Weather Protection**
- e. The Board supported the layout of the units along the west (rear) of the building in Option C that are oriented towards the north and south, away from the western property line and the lower density zone. **CS2-D-3. Zone Transitions, CS2-D-5. Respect for Adjacent Sites**
 - i. The Board did express concern, however, about the potential impact of the higher density use on the adjacent residential neighbors. They requested a privacy study, including assessment of window overlap, to be presented at the Recommendation phase, to show how the refinement of the building is addressing privacy concerns. **CS2-D-5. Respect for Adjacent Sites**

3. Architecture-Materials

- a. The Board supported the materials precedent images in the EDG package (shown on page 28) as portraying high quality foundational materials for the facades. For a relatively small site and building, the Board supported emphasizing the strength of the massing concept through the use of a simple and elegant materials palette to create a 'quiet' building. **DC4-1-a. Exterior Finish Materials, DC2-D Scale and Texture**

4. Site

- a. The Board supported the 5 foot ground level setback along both street frontages, as shown in Option C, that creates space for a transitional zone between the public sidewalk and the semi-private live-work units. **PL3-B-3. Buildings with Live/Work Uses, PL3-2 Residential Edges, PL3-4-d. Setbacks**
 - i. The Board specifically requested information on the further development of the landscape buffer at the Recommendation phase. They noted this area should be developed to serve as a transitional space to the live-work unit entries as well as an integral part of the streetscape development. **CS2-B-2. Connection to the Street**
- b. The Board asked the applicant about the uses in the 10 foot rear setback along the west property line. The applicant noted that the ground level units would have direct access to the adjacent exterior space at the north end of the lot. At the south end of the lot, direct access to the bike room and building services would also be provided. The Board appreciated the thoughtful utilization of the space. **DC3-A Building-Open Space Relationship**

DEVELOPMENT STANDARD DEPARTURES

The Board's recommendation on the requested departure(s) will be based on the departure's potential to help the project better meet these design guidelines priorities and achieve a better overall project design than could be achieved without the departure(s). The Board's recommendation will be reserved until the final Board meeting.

At the time of the Early Design Guidance meeting the following departures were requested:

1. **Upper-Level Setbacks (23.47A.009.F.4.b.1):** In NC zones within the Ballard Hub Urban Village, the Code requires a setback with an average depth of 10 feet from all abutting street lot lines for the portion of a structure above a height of 45 feet. The applicant proposes an average upper-level setback of zero feet above a height of 45 feet along the NW 61st St frontage.
2. **Upper-Level Setbacks (23.47A.009.F.4.b.):** In NC zones within the Ballard Hub Urban Village, the Code requires a setback with an average depth of 10 feet from all abutting street lot lines for the portion of a structure above a height of 45 feet. The applicant proposes an average upper-level setback of 1 foot above a height of 45 feet along the 15th Ave NW frontage.

The Board indicated unanimous support for both upper level setback departure requests that allow the upper level massing to shift east towards the busy 15th Ave NW arterial and away from the west property line. This allows a 14' wide stepped massing at the zone transition from Neighborhood Commercial to Low Rise 1. The reduced upper level setback at both streets also creates a strong corner massing volume at a highly visible location along the commercial corridor. **CS2-D-3. Zone Transitions, CS2-C-1. Corner Sites**

DESIGN REVIEW GUIDELINES

The Seattle Design Guidelines and Neighborhood Design Guidelines recognized by the Board as Priority Guidelines are identified above. All guidelines remain applicable and are summarized below. For the full text please visit the [Design Review website](#).

CONTEXT & SITE

CS1 Natural Systems and Site Features: Use natural systems/features of the site and its surroundings as a starting point for project design.

CS1-A Energy Use

CS1-A-1. Energy Choices: At the earliest phase of project development, examine how energy choices may influence building form, siting, and orientation, and factor in the findings when making siting and design decisions.

CS1-B Sunlight and Natural Ventilation

CS1-B-1. Sun and Wind: Take advantage of solar exposure and natural ventilation. Use local wind patterns and solar gain to reduce the need for mechanical ventilation and heating where possible.

CS1-B-2. Daylight and Shading: Maximize daylight for interior and exterior spaces and minimize shading on adjacent sites through the placement and/or design of structures on site.

CS1-B-3. Managing Solar Gain: Manage direct sunlight falling on south and west facing facades through shading devices and existing or newly planted trees.

CS1-C Topography

CS1-C-1. Land Form: Use natural topography and desirable landforms to inform project design.

CS1-C-2. Elevation Changes: Use the existing site topography when locating structures and open spaces on the site.

CS1-D Plants and Habitat

CS1-D-1. On-Site Features: Incorporate on-site natural habitats and landscape elements into project design and connect those features to existing networks of open spaces and natural habitats wherever possible. Consider relocating significant trees and vegetation if retention is not feasible.

CS1-D-2. Off-Site Features: Provide opportunities through design to connect to off-site habitats such as riparian corridors or existing urban forest corridors. Promote continuous habitat, where possible, and increase interconnected corridors of urban forest and habitat where possible.

CS1-E Water

CS1-E-1. Natural Water Features: If the site includes any natural water features, consider ways to incorporate them into project design, where feasible.

CS1-E-2. Adding Interest with Project Drainage: Use project drainage systems as opportunities to add interest to the site through water-related design elements.

Ballard Supplemental Guidance:

CS1-1 Plants and Habitat

CS1-1-a. On-Site Features: In the Residential In-Town and Civic Core, 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.

CS1-2 Water

CS1-2-a. Adding Interest with Project Drainage:

- In the Residential In-Town and Civic Core, 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 Urban Pattern and Form: Strengthen the most desirable forms, characteristics, and patterns of the streets, block faces, and open spaces in the surrounding area.

CS2-A Location in the City and Neighborhood

CS2-A-1. Sense of Place: Emphasize attributes that give a distinctive sense of place. Design the building and open spaces to enhance areas where a strong identity already exists, and create a sense of place where the physical context is less established.

CS2-A-2. Architectural Presence: Evaluate the degree of visibility or architectural presence that is appropriate or desired given the context, and design accordingly.

CS2-B Adjacent Sites, Streets, and Open Spaces

CS2-B-1. Site Characteristics: Allow characteristics of sites to inform the design, especially where the street grid and topography create unusually shaped lots that can add distinction to the building massing.

CS2-B-2. Connection to the Street: Identify opportunities for the project to make a strong connection to the street and public realm.

CS2-B-3. Character of Open Space: Contribute to the character and proportion of surrounding open spaces.

CS2-C Relationship to the Block

CS2-C-1. Corner Sites: Corner sites can serve as gateways or focal points; both require careful detailing at the first three floors due to their high visibility from two or more streets and long distances.

CS2-C-2. Mid-Block Sites: Look to the uses and scales of adjacent buildings for clues about how to design a mid-block building. Continue a strong street-edge and respond to datum lines of adjacent buildings at the first three floors.

CS2-C-3. Full Block Sites: Break up long facades of full-block buildings to avoid a monolithic presence. Provide detail and human scale at street-level, and include repeating elements to add variety and rhythm to the façade and overall building design.

CS2-D Height, Bulk, and Scale

CS2-D-1. Existing Development and Zoning: Review the height, bulk, and scale of neighboring buildings as well as the scale of development anticipated by zoning for the area to determine an appropriate complement and/or transition.

CS2-D-2. Existing Site Features: Use changes in topography, site shape, and vegetation or structures to help make a successful fit with adjacent properties.

CS2-D-3. Zone Transitions: For projects located at the edge of different zones, provide an appropriate transition or complement to the adjacent zone(s). Projects should create a step in perceived height, bulk and scale between the anticipated development potential of the adjacent zone and the proposed development.

CS2-D-4. Massing Choices: Strive for a successful transition between zones where a project abuts a less intense zone.

CS2-D-5. Respect for Adjacent Sites: Respect adjacent properties with design and site planning to minimize disrupting the privacy of residents in adjacent buildings.

Ballard Supplemental Guidance:

CS2-1 Location in the Neighborhood – Sense of Place: Reinforce the character and role of Ballard’s Character Areas.

CS2-1-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.

CS2-1-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.

CS2-1-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.

CS2-1-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.

CS2-1-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.

CS2-1-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.

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

CS2-2 Architectural Presence at Gateways: Projects at gateways 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.

CS2-2-a. Design Concept: 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.

CS2-2-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.

CS2-3 Adjacent Sites, Streets, and Open Spaces

CS2-3-a. Connection to the Street

1. Character Core: 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: 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.

CS2-3-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.

CS2-3-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.

CS2-3-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.

CS2-4 Relationship to the Block

CS2-4-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.

CS2-5 Height, Bulk, and Scale

CS2-5-a. Character Core and Civic Core: 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.

CS2-5-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 Architectural Context and Character: Contribute to the architectural character of the neighborhood.

CS3-A Emphasizing Positive Neighborhood Attributes

CS3-A-1. Fitting Old and New Together: Create compatibility between new projects, and existing architectural context, including historic and modern designs, through

building articulation, scale and proportion, roof forms, detailing, fenestration, and/or the use of complementary materials.

CS3-A-2. Contemporary Design: Explore how contemporary designs can contribute to the development of attractive new forms and architectural styles; as expressed through use of new materials or other means.

CS3-A-3. Established Neighborhoods: In existing neighborhoods with a well-defined architectural character, site and design new structures to complement or be compatible with the architectural style and siting patterns of neighborhood buildings.

CS3-A-4. Evolving Neighborhoods: In neighborhoods where architectural character is evolving or otherwise in transition, explore ways for new development to establish a positive and desirable context for others to build upon in the future.

CS3-B Local History and Culture

CS3-B-1. Placemaking: Explore the history of the site and neighborhood as a potential placemaking opportunity. Look for historical and cultural significance, using neighborhood groups and archives as resources.

CS3-B-2. Historical/Cultural References: Reuse existing structures on the site where feasible as a means of incorporating historical or cultural elements into the new project.

Ballard Supplemental Guidance:

CS3-1 Fitting Old and New

CS3-1-a. Character Core: 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.

CS3-1-b. Character Core and Civic Core: 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.

CS3-1-c. Civic Core and In-Town Residential: 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.

CS3-1-d. Massing Choices: Strong architectural elements that define and create human scale are preferred over unorganized mix of styles and materials.

CS3-1-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.

PUBLIC LIFE

PL1 Connectivity: Complement and contribute to the network of open spaces around the site and the connections among them.

PL1-A Network of Open Spaces

PL1-A-1. Enhancing Open Space: Design the building and open spaces to positively contribute to a broader network of open spaces throughout the neighborhood.

PL1-A-2. Adding to Public Life: Seek opportunities to foster human interaction through an increase in the size and quality of project-related open space available for public life.

PL1-B Walkways and Connections

PL1-B-1. Pedestrian Infrastructure: Connect on-site pedestrian walkways with existing public and private pedestrian infrastructure, thereby supporting pedestrian connections within and outside the project.

PL1-B-2. Pedestrian Volumes: Provide ample space for pedestrian flow and circulation, particularly in areas where there is already heavy pedestrian traffic or where the project is expected to add or attract pedestrians to the area.

PL1-B-3. Pedestrian Amenities: Opportunities for creating lively, pedestrian oriented open spaces to enliven the area and attract interest and interaction with the site and building should be considered.

PL1-C Outdoor Uses and Activities

PL1-C-1. Selecting Activity Areas: Concentrate activity areas in places with sunny exposure, views across spaces, and in direct line with pedestrian routes.

PL1-C-2. Informal Community Uses: In addition to places for walking and sitting, consider including space for informal community use such as performances, farmer's markets, kiosks and community bulletin boards, cafes, or street vending.

PL1-C-3. Year-Round Activity: Where possible, include features in open spaces for activities beyond daylight hours and throughout the seasons of the year, especially in neighborhood centers where active open space will contribute vibrancy, economic health, and public safety.

Ballard Supplemental Guidance:

PL1-1 Network of Open Spaces

PL1-1-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, integrating the park, the street and private development for celebrations and events.

PL1-1-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.

2. In the Civic Core: 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.

PL1-2 Walkways and Connections

PL1-2-a. Pedestrian Volumes: Create welcoming and spacious sidewalk environment through integrating private open space, setbacks and careful location of entrances at the Gateways.

PL1-2-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, artwork, awnings, large storefront windows, and engaging retail displays and/or kiosks.

PL1-2-c. Mid-Block Pedestrian Connections: Mid-block connections are strongly encouraged through long blocks in the Character Core and Civic Core. 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.

PL1-3 Outdoor Uses and Activities

PL1-3-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 street that accommodates festivals and events. 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.

PL2 Walkability: Create a safe and comfortable walking environment that is easy to navigate and well-connected to existing pedestrian walkways and features.

PL2-A Accessibility

PL2-A-1. Access for All: Provide access for people of all abilities in a manner that is fully integrated into the project design. Design entries and other primary access points such that all visitors can be greeted and welcomed through the front door.

PL2-A-2. Access Challenges: Add features to assist pedestrians in navigating sloped sites, long blocks, or other challenges.

PL2-B Safety and Security

PL2-B-1. Eyes on the Street: Create a safe environment by providing lines of sight and encouraging natural surveillance.

PL2-B-2. Lighting for Safety: Provide lighting at sufficient lumen intensities and scales, including pathway illumination, pedestrian and entry lighting, and/or security lights.

PL2-B-3. Street-Level Transparency: Ensure transparency of street-level uses (for uses such as nonresidential uses or residential lobbies), where appropriate, by keeping views open into spaces behind walls or plantings, at corners, or along narrow passageways.

PL2-C Weather Protection

PL2-C-1. Locations and Coverage: Overhead weather protection is encouraged and should be located at or near uses that generate pedestrian activity such as entries, retail uses, and transit stops.

PL2-C-2. Design Integration: Integrate weather protection, gutters and downspouts into the design of the structure as a whole, and ensure that it also relates well to neighboring buildings in design, coverage, or other features.

PL2-C-3. People-Friendly Spaces: Create an artful and people-friendly space beneath building.

PL2-D Wayfinding

PL2-D-1. Design as Wayfinding: Use design features as a means of wayfinding wherever possible.

PL3 Street-Level Interaction: Encourage human interaction and activity at the street-level with clear connections to building entries and edges.

PL3-A Entries

PL3-A-1. Design Objectives: Design primary entries to be obvious, identifiable, and distinctive with clear lines of sight and lobbies visually connected to the street.

PL3-A-2. Common Entries: Multi-story residential buildings need to provide privacy and security for residents but also be welcoming and identifiable to visitors.

PL3-A-3. Individual Entries: Ground-related housing should be scaled and detailed appropriately to provide for a more intimate type of entry.

PL3-A-4. Ensemble of Elements: Design the entry as a collection of coordinated elements including the door(s), overhead features, ground surface, landscaping, lighting, and other features.

PL3-B Residential Edges

PL3-B-1. Security and Privacy: Provide security and privacy for residential buildings through the use of a buffer or semi-private space between the development and the street or neighboring buildings.

PL3-B-2. Ground-level Residential: Privacy and security issues are particularly important in buildings with ground-level housing, both at entries and where windows are located overlooking the street.

PL3-B-3. Buildings with Live/Work Uses: Maintain active and transparent facades in the design of live/work residences. Design the first floor so it can be adapted to other commercial use as needed in the future.

PL3-B-4. Interaction: Provide opportunities for interaction among residents and neighbors.

PL3-C Retail Edges

PL3-C-1. Porous Edge: Engage passersby with opportunities to interact visually with the building interior using glazing and transparency. Create multiple entries where possible and make a physical and visual connection between people on the sidewalk and retail activities in the building.

PL3-C-2. Visibility: Maximize visibility into the building interior and merchandise displays. Consider fully operational glazed wall-sized doors that can be completely opened to the street, increased height in lobbies, and/or special lighting for displays.

PL3-C-3. Ancillary Activities: Allow space for activities such as sidewalk vending, seating, and restaurant dining to occur. Consider setting structures back from the street or incorporating space in the project design into which retail uses can extend.

Ballard Supplemental Guidance:

PL3-1 Entries

PL3-1-a. Residential Entries: In Residential In-Town, row houses with individual entrances and stoops are recommended at the street level. In the Civic Core, residences with individual entrances and stoops are preferred along NW 58th St.

PL3-1-b. Retail Entries:

- Character Core: 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: 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.

PL3-2 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.

PL3-3 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 over live-work units along the entire street-level.

PL3-4 Retail Edges should be porous, and include pedestrian interest and diverse storefront treatments and tenant spaces.

PL3-4-a. Windows: Avoid deeply recessed windows at street level.

PL3-4-b. Awnings and Signage: Encourage variety in awnings and signs along the street-level facades of longer buildings.

PL3-4-c. Transparency: Street level facades should have a greater proportion of transparency than solids.

PL3-4-d. Setbacks: 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.

PL3-4-e. Individualization: Where multiple storefronts are provided along a building facade, incorporate features that allow for individualized identity.

PL3-4-f. Operable Windows: Incorporate window walls that can open for restaurants.

PL3-4-g. Size and Length: 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 Active Transportation: Incorporate design features that facilitate active forms of transportation such as walking, bicycling, and use of transit.

PL4-A Entry Locations and Relationships

PL4-A-1. Serving all Modes of Travel: Provide safe and convenient access points for all modes of travel.

PL4-A-2. Connections to All Modes: Site the primary entry in a location that logically relates to building uses and clearly connects all major points of access.

PL4-B Planning Ahead for Bicyclists

PL4-B-1. Early Planning: Consider existing and future bicycle traffic to and through the site early in the process so that access and connections are integrated into the project along with other modes of travel.

PL4-B-2. Bike Facilities: Facilities such as bike racks and storage, bike share stations, shower facilities and lockers for bicyclists should be located to maximize convenience, security, and safety.

PL4-B-3. Bike Connections: Facilitate connections to bicycle trails and infrastructure around and beyond the project.

PL4-C Planning Ahead For Transit

PL4-C-1. Influence on Project Design: Identify how a transit stop (planned or built) adjacent to or near the site may influence project design, provide opportunities for placemaking.

PL4-C-2. On-site Transit Stops: If a transit stop is located onsite, design project-related pedestrian improvements and amenities so that they complement any amenities provided for transit riders.

PL4-C-3. Transit Connections: Where no transit stops are on or adjacent to the site, identify where the nearest transit stops and pedestrian routes are and include design features and connections within the project design as appropriate.

Ballard Supplemental Guidance:

PL4-1 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.

PL4-2 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.

DESIGN CONCEPT

DC1 Project Uses and Activities: Optimize the arrangement of uses and activities on site.

DC1-A Arrangement of Interior Uses

DC1-A-1. Visibility: Locate uses and services frequently used by the public in visible or prominent areas, such as at entries or along the street front.

DC1-A-2. Gathering Places: Maximize the use of any interior or exterior gathering spaces.

DC1-A-3. Flexibility: Build in flexibility so the building can adapt over time to evolving needs, such as the ability to change residential space to commercial space as needed.

DC1-A-4. Views and Connections: Locate interior uses and activities to take advantage of views and physical connections to exterior spaces and uses.

DC1-B Vehicular Access and Circulation

DC1-B-1. Access Location and Design: Choose locations for vehicular access, service uses, and delivery areas that minimize conflict between vehicles and non-motorists wherever possible. Emphasize use of the sidewalk for pedestrians, and create safe and attractive conditions for pedestrians, bicyclists, and drivers.

DC1-B-2. Facilities for Alternative Transportation: Locate facilities for alternative transportation in prominent locations that are convenient and readily accessible to expected users.

DC1-C Parking and Service Uses

DC1-C-1. Below-Grade Parking: Locate parking below grade wherever possible. Where a surface parking lot is the only alternative, locate the parking in rear or side yards, or on lower or less visible portions of the site.

DC1-C-2. Visual Impacts: Reduce the visual impacts of parking lots, parking structures, entrances, and related signs and equipment as much as possible.

DC1-C-3. Multiple Uses: Design parking areas to serve multiple uses such as children’s play space, outdoor gathering areas, sports courts, woonerf, or common space in multifamily projects.

DC1-C-4. Service Uses: Locate and design service entries, loading docks, and trash receptacles away from pedestrian areas or to a less visible portion of the site to reduce possible impacts of these facilities on building aesthetics and pedestrian circulation.

Ballard Supplemental Guidance:

DC1-1 Vehicular Access and Circulation

DC1-1-a. Access Location and Design

- Continue to develop the alley between NW Market St. and NW 56th St. 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.

DC1-2 Shared Parking: Where parking is provided, design access so that it can accommodate visitors, tenants, and the potential for shared or leased parking.

DC2 Architectural Concept: Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings.

DC2-A Massing

DC2-A-1. Site Characteristics and Uses: Arrange the mass of the building taking into consideration the characteristics of the site and the proposed uses of the building and its open space.

DC2-A-2. Reducing Perceived Mass: Use secondary architectural elements to reduce the perceived mass of larger projects.

DC2-B Architectural and Façade Composition

DC2-B-1. Façade Composition: Design all building façades—including alleys and visible roofs—considering the composition and architectural expression of the building as a whole. Ensure that all façades are attractive and well-proportioned.

DC2-B-2. Blank Walls: Avoid large blank walls along visible façades wherever possible. Where expanses of blank walls, retaining walls, or garage façades are unavoidable, include uses or design treatments at the street level that have human scale and are designed for pedestrians.

DC2-C Secondary Architectural Features

DC2-C-1. Visual Depth and Interest: Add depth to façades where appropriate by incorporating balconies, canopies, awnings, decks, or other secondary elements into the façade design. Add detailing at the street level in order to create interest for the pedestrian and encourage active street life and window shopping (in retail areas).

DC2-C-2. Dual Purpose Elements: Consider architectural features that can be dual purpose—adding depth, texture, and scale as well as serving other project functions.

DC2-C-3. Fit With Neighboring Buildings: Use design elements to achieve a successful fit between a building and its neighbors.

DC2-D Scale and Texture

DC2-D-1. Human Scale: Incorporate architectural features, elements, and details that are of human scale into the building facades, entries, retaining walls, courtyards, and exterior spaces in a manner that is consistent with the overall architectural concept

DC2-D-2. Texture: Design the character of the building, as expressed in the form, scale, and materials, to strive for a fine-grained scale, or “texture,” particularly at the street level and other areas where pedestrians predominate.

DC2-E Form and Function

DC2-E-1. Legibility and Flexibility: Strive for a balance between building use legibility and flexibility. Design buildings such that their primary functions and uses can be readily determined from the exterior, making the building easy to access and understand. At the same time, design flexibility into the building so that it may remain useful over time even as specific programmatic needs evolve.

Ballard Supplemental Guidance:

DC2-1 Massing

DC2-1-a. Reducing Perceived Mass: In the Character Core, 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.

DC2-2 Architectural and Façade Composition

DC2-2-a. Rhythm and Corners: 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.

DC2-2-b. Horizontal Divisions: 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.

DC2-3 Scale and Texture

DC2-3-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.

DC2-4 Form and Function

DC2-4-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.

DC3 Open Space Concept: Integrate open space design with the building design so that they complement each other.

DC3-A Building-Open Space Relationship

DC3-A-1. Interior/Exterior Fit: Develop an open space concept in conjunction with the architectural concept to ensure that interior and exterior spaces relate well to each other and support the functions of the development.

DC3-B Open Space Uses and Activities

DC3-B-1. Meeting User Needs: Plan the size, uses, activities, and features of each open space to meet the needs of expected users, ensuring each space has a purpose and function.

DC3-B-2. Matching Uses to Conditions: Respond to changing environmental conditions such as seasonal and daily light and weather shifts through open space design and/or programming of open space activities.

DC3-B-3. Connections to Other Open Space: Site and design project-related open spaces to connect with, or enhance, the uses and activities of other nearby public open space where appropriate.

DC3-B-4. Multifamily Open Space: Design common and private open spaces in multifamily projects for use by all residents to encourage physical activity and social interaction.

DC3-C Design

DC3-C-1. Reinforce Existing Open Space: Where a strong open space concept exists in the neighborhood, reinforce existing character and patterns of street tree planting, buffers or treatment of topographic changes. Where no strong patterns exist, initiate a strong open space concept that other projects can build upon in the future.

DC3-C-2. Amenities/Features: Create attractive outdoor spaces suited to the uses envisioned for the project.

DC3-C-3. Support Natural Areas: Create an open space design that retains and enhances onsite natural areas and connects to natural areas that may exist off-site and may provide habitat for wildlife.

Ballard Supplemental Guidance:

DC3-1 Building-Open Space Relationship

DC3-1-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.

DC3-2 Open Space Uses and Activities

DC3-2-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 integrated landscaping and other welcoming elements.
5. Include green stormwater infrastructure where feasible.
6. In General Commercial 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.

DC3-3 Design

DC3-3-a. Amenities and Features: In the Residential In-Town and Civic Core, 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 Exterior Elements and Finishes: Use appropriate and high quality elements and finishes for the building and its open spaces.

DC4-A Exterior Elements and Finishes

DC4-A-1. Exterior Finish Materials: Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern, or lend themselves to a high quality of detailing are encouraged.

DC4-A-2. Climate Appropriateness: Select durable and attractive materials that will age well in Seattle's climate, taking special care to detail corners, edges, and transitions.

DC4-B Signage

DC4-B-1. Scale and Character: Add interest to the streetscape with exterior signs and attachments that are appropriate in scale and character to the project and its environs.

DC4-B-2. Coordination with Project Design: Develop a signage plan within the context of architectural and open space concepts, and coordinate the details with façade design, lighting, and other project features to complement the project as a whole, in addition to the surrounding context.

DC4-C Lighting

DC4-C-1. Functions: Use lighting both to increase site safety in all locations used by pedestrians and to highlight architectural or landscape details and features such as entries, signs, canopies, plantings, and art.

DC4-C-2. Avoiding Glare: Design project lighting based upon the uses on and off site, taking care to provide illumination to serve building needs while avoiding off-site night glare and light pollution.

DC4-D Trees, Landscape, and Hardscape Materials

DC4-D-1. Choice of Plant Materials: Reinforce the overall architectural and open space design concepts through the selection of landscape materials.

DC4-D-2. Hardscape Materials: Use exterior courtyards, plazas, and other hard surfaced areas as an opportunity to add color, texture, and/or pattern and enliven public areas through the use of distinctive and durable paving materials. Use permeable materials wherever possible.

DC4-D-3. Long Range Planning: Select plants that upon maturity will be of appropriate size, scale, and shape to contribute to the site as intended.

DC4-D-4. Place Making: Create a landscape design that helps define spaces with significant elements such as trees.

DC4-E Project Assembly and Lifespan

DC4-E-1. Deconstruction: When possible, design the project so that it may be deconstructed at the end of its useful lifetime, with connections and assembly techniques that will allow reuse of materials.

Ballard Supplemental Guidance:

DC4-1 Building Materials

DC4-1-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.

6. New buildings in the Character Core and Civic Core should reflect the larger scale and significant investment found there.
- a) Traditional materials like brick and stone are preferred for the Character Core.
 - b) In the Civic Core, 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 Greenfire 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 should reflect the pedestrian scale.

DC4-2 Signage

DC4-2-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.
4. Consider complex shapes rather than simple rectangles, circles or squares where they complement the architectural expression of the building and/or neighborhood.

DC4-2-b. Coordination with Project Design: 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.

BOARD DIRECTION

At the conclusion of the Choose an item. Early Design Guidance meeting, the Board recommended moving forward to MUP application.