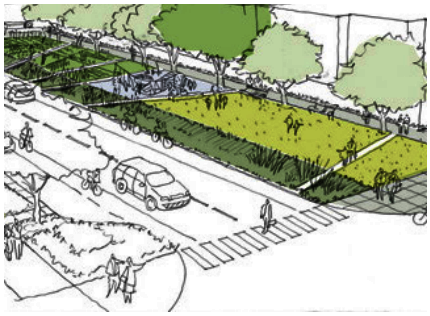
BALLARD

urban design and transportation framework



















Office of Planning and Community Development

SDOT
Seattle Department of Transportation

July, 2016

BALLARD
urban design framework

EXECUTIVE SUMMARY

Ballard is a thriving neighborhood with thousands of residents, scores of independent businesses, and a cherished character. It is home to a dynamic manufacturing and industrial district that not only includes traditional maritime business, but also craft businesses and a growing brewing community.

After many years of modest growth Ballard is experiencing more rapid growth and change. The business owners, community groups, and residents collaborated to form the Ballard Partnership for Smart Growth (the Partnership) to provide new neighborhood leadership. The Urban Design and Transportation (UDaT) working group (a subcommittee of the Partnership), was especially concerned about future development within the Ballard core along NW Market Street between 17th Avenue and 28th Avenue NW. Specifically, the UDaT supported new standards and guidelines that steer new development away from creating, from a physical, visual, and quality perspective – a canyon-like effect along the "Main Street" corridor of Ballard. The community has developed a shared vision that will help guide growth and provide the needed improvements to sustain a healthy community.

In the long-term, Sound Transit intends to connect Ballard and downtown with high capacity transit (HCT). This infrastructure will fundamentally change Ballard, potentially spurring sustained development. Now is the time to establish clear community priorities to guide growth. Working collaboratively, the Ballard Partnership for Smart Growth and City departments spent a year talking to each other, neighbors, colleagues about how Ballard should change and grow.

Many people want to guide growth so that it is more in keeping with the character of Ballard's buildings and communities. Many others are concerned about declining affordability and the need for new housing that serve a wider range of residents, including families, students, low income residents, and seniors. Most want to increase the number and variety of jobs in Ballard, providing local employment and supporting businesses. All participants want safe and pleasant streets and transit service that keeps pace with growth. People also want to see vibrant public spaces. The majority of participants want a holistic strategy to sustain Ballard as it grows.

This Ballard Urban Design and Transportation Framework (UDTF) presents recommendations arising from this dialogue. The UDTF will guide City actions like changes to development standards and design guidelines, as well as City investments. By providing a clear description of what the community values, the UDTF can specifically guide private development and community projects.



GUIDING PRINCIPLES

The Ballard Partnership for Smart Growth, working with City departments, identified priorities and principles to establish a vision for Ballard's future development. The following principles guide recommendations throughout this document:

- Support a vibrant downtown Ballard business district.
- Create a hierarchy of great streets and public spaces, with special attention to Market Street, and preserve green spaces.
- Expand the diversity of jobs to include more office, skilled manufacturing, industrial, and technical jobs.
- Protect and support Ballard's thriving industries while ensuring appropriate balance between maritime/ industrial, retail and restaurants.
- Coordinate infrastructure projects to support existing and new businesses and residents, increase waterfront access, improve multimodal mobility, and steward public investments.
- Preserve the historic character of the neighborhood.
- Provide design guidance for areas that are likely to change, encouraging quality and variety.
- Balance the mobility needs of pedestrians, bicycles, transit, cars, and freight.
- Prepare for potential light rail investment.
- Support affordable housing.
- Embrace community equity, health, and sustainability as fundamental planning philosophies.
- Consider views of iconic streetscape and nature as downtown Ballard grows.



TABLE OF CONTENTS

1. Introduction 5
1.1 purpose
1.2 contributors
1.3 outreach and engagement

2. Context 8
2.1 existing conditions
2.2 planning context

3. Urban Design Recommendations 12
3.1 healthy public realm
3.2 land use and zoning
3.3 development standards
3.4 building design and materials
3.5 streetscape and open space

4. Area-Specific Urban Design Recommendations 23
4.1 character core
4.2 civic core
4.3 commercial center
4.4 commercial mix
4.5 residential
4.6 industrial

5. Transportation Recommendations 38
5.1 land use and transportation approach
5.2 transportation analysis
5.3 multimodal framework
5.4 transportation recommendations
5.5 station area assessment

6. Implementation 40
6.1 implementation plan
6.2 future planning

7. Appendices 42
7.1 acronyms dictionary
7.2 Move Ballard plan

All photos by Aditi Kambuj unless mentioned otherwise

1. INTRODUCTION

1.1 Purpose

The Ballard Urban Design and Transportation Framework (UDTF) establishes a shared design vision and implementation strategy for the future of the core commercial and mixed use areas of Ballard. It translates extensive community planning work into guiding principles, specific recommendations, and implementation tasks.

The City will use the UDTF to guide revisions to zoning, development standards, and design guidelines for Ballard. The City will develop streetscape concept plans to guide investments in streets and sidewalks. And as the City invests in infrastructure it will refer to this vision and guidance. The Ballard UDTF establishes a clear and holistic approach in order to coordinate and leverage the benefits of various efforts taken by different departments and community constituents.

1.2 Contributors

During the past two years, community groups, residents, and agencies have worked together to identify and address the most pressing concerns and to leverage the opportunities arising from rapid development in Ballard.

Ballard Partnership for Smart Growth Steering Committee

Business owners, community groups, and residents collaborated to form the Ballard Partnership for Smart Growth (Partnership) to provide new neighborhood leadership. Thank you to:

Warren Aakervik	Ballard Oil
Mike Kahrs	Central Ballard Residents Association
Leigh Burns	re-soul
James Lechner	Bastille Café and Bar
Martha Dilts	Central Ballard Residents Association
Nancy McKinney	Ballard Food Bank
Jennifer Graves	Swedish Ballard
Jim Riggle	Olympic Athletic Club & Hotel Ballard
Inez Gray	Ballard Merchants Association
Eugene Wasserman	North Seattle Industrial Association
Scott Ingham	Ballard Chamber of Commerce

Ballard Partnership for Smart Growth UDaT Working Group

The Urban Design and Transportation (UDaT) Work Group worked with the Office of Planning and Community Development (OPCD) and Transportation (SDOT) to develop and review the UDTF. Thank you to:

Tom Malone	Co-Chair, Ballard Chamber of Commerce
Catherine Weatbrook	Co-Chair, Crown Hill Business Association
Andrew Natzel	Central Ballard Renter
Eric Nelson	Nordic Heritage Museum
Sandra Nestorovic	Nordic Heritage Museum
Mindy Byers	Ballard Landmark
Julia Park	Sustainable Ballard
Courtney Rosenstein	Sustainable Ballard
Jim Demetre	East Ballard property owner

Jim Riggle	Olympic Athletic Club
Robert Drucker	Groundswell Northwest
Michelle Rosenthal	Ballard Chamber of Commerce
Mike Stewart	Ballard Chamber of Commerce
Scott Ingham	Ballard Chamber of Commerce
Shannon Dunn	East Ballard Community Association
Barbara Fox	St. Luke's Episcopal Church
Brent Siewert	Majestic Bay
Ethan Van Eck	Central Ballard Residents Association
Linda Melvin	Central Ballard Residents Association
Mike Kahrs	Central Ballard Residents Association
Eugene Wasserman	North Seattle Industrial Association





City of Seattle

OPCD facilitated the UDaT group meetings and production of this document. SDOT led mobility discussions, the multimodal transportation analysis, and potential station area assessments. The Office of Economic Development (OED) provided support to the Partnership through OED's Only in Seattle program. BDS Planning & Urban Design helped overall coordination with the Ballard Partnership for Smart Growth.

Mayor Edward B. Murray	
Diane Sugimura	OPCD, Director
Nathan Torgelson	SDCI, Director
Susan McLain	OPCD, City Planning Deputy Director
David LaClergue	OPCD, Area Planning Manager
David W. Goldberg	OPCD, Project Manager
Aditi Kambuj	OPCD, Senior Planner
Michael James	SDOT, Strategic Advisor
Chris Yake	SDOT, Senior Transportation Planner
Chisaki Muraki-Valdovinos	SDOT, Associate Transportation Planner
Theresa Barreras	OED, Only in Seattle Manager
Andres Mantilla	OED, Only in Seattle
Andrew Badgett	SDCI, Communications
Wendy Shark	SDCI, Communications
Stacy Cannon	OPCD, Communications





Community Groups

Several community groups hosted briefings and supported outreach and engagement to help this project.

Thank you to:

Ballard District Council
Central Ballard Residents' Association
Groundswell Northwest
Sustainable Ballard
Ballard Chamber of Commerce
East Ballard Community Association
North Seattle Industrial Association



1.3 Outreach & Engagement

City staff and community collaborated at many levels to identify issues, build a vision, and develop strategies to produce this UDTF.

Ballard Partnership for Smart Growth Process

In 2013, OED awarded an "Only in Seattle" grant to the Ballard Chamber of Commerce to initiate the Ballard Partnership for Smart Growth, a collaboration between business, resident, and community organizations. The Partnership works together to address the challenges Ballard is facing and plan for a future based on a shared vision about what makes Ballard a great place to live, work, and play. The Partnership is a multi-year strategic initiative to encourage investment and build sustainable relationships in Ballard.

Urban Design Framework Process

OPCD began working with the Partnership in 2013 as part of the Envisioning Ballard to Interbay project to consider changes and development along the 15th Avenue corridor. During that time, SDOT and Sound Transit began collaborating on the Ballard to Downtown High Capacity Transit Study. As the community came together to form the Partnership, it became clear that there were a number of topics specific to Ballard's business district and the surrounding dense multi-family areas. Therefore the UDTF focuses on the "Ballard Core" while also considering the long-term opportunities for high capacity transit.

Advisory Committee

The UDaT served as the project advisory committee, holding monthly meetings to address topics including land use, design standards, transit, public spaces, and development. OPCD staff and the Committee co-chairs led discussions, and OPCD recorded the group's ideas. Their work provided the foundation for recommendations throughout this Framework.

Community-wide Open Houses

OPCD and SDOT worked with the UDaT to host 4 open houses to provide community input and review of the committee work. The open houses focused on: 1) issues and opportunities; 2) urban design; 3) multimodal transportation; and 4) UDTF review. OPCD also used online engagement to expand input into issues and opportunities.

Community Groups

Project staff briefed many of the community organizations listed on the previous page during the planning process and encouraged their membership to participate at community meetings.

2. CONTEXT

In the last ten years, Ballard has found itself in the midst of great change. Development is booming, and the population in the Ballard Urban Village grew by 24 percent between 2000 and 2010. Since then, 2,221 net units have been added to the existing 6,963 units (approximately 30 percent growth in units in five years), and an additional 981 units are permitted. This growth is likely to continue. Partially in response to growth and change, SDOT and Sound Transit have plans to create a high capacity transit connection between Ballard, Downtown, and the University District.



Salmon Bay Charlie's house at Shilshole, ca. 1905
Photographer: Webster and Stevens; Source: MOHAI

Residents and businesses in Ballard have felt the benefits and the impacts of recent growth. In the 15 years since the community completed the Ballard/Crown Hill Neighborhood Plan, much has happened – including investments in public parks, facilities, streets, and sidewalks. On one hand, development has brought improved services and amenities to the community. On the other, the rapid rate of change has brought concern about the quality of building design, declining affordability, and parking availability. Improvements to transit have been slower than residential development, and many want more job growth in the Ballard Urban Village.



Stacks of lumber drying at the Seattle Cedar Lumber Manufacturing Company's mill in Ballard, ca. 1919 Photographer: Webster and Stevens; Source: MOHAI

2.1 Existing Conditions

History of Development

Ballard's origins and evolution have close ties to its water-front location. A Duwamish community called the Xacho-absh, or "Lake People" continued to live in villages along Shilshole and Salmon Bay for years after other tribes had relocated across the Sound under the terms of the 1855 Point Elliott Treaty. This community was said to have numbered over one thousand. The first European settlers arrived in Ballard in the mid-1800s and by the early 1900s the native population had almost completely disappeared as a result of the impacts of immigrant settlement.

Between 1889 and 1907, Ballard was an independent city. The early prosperity of the city supported the development along Ballard Avenue just north of the water. The Ballard Locks (Hiram M. Chittendam Locks), Fishermen's Terminal, and the Ship Canal project, all built between 1912 and 1917, improved the area for industry and fishing. A streetcar connected Ballard to downtown Seattle. As the community prospered and grew, Market Street became the focus of businesses in downtown Ballard in the 1930s. During this time, the manufacturing and water-related industries also began developing, facilitated by rail and water access.

More recently, new development has occurred to the north and along Market Street and 15th Avenue NW. Recent development includes multi-family residences, healthcare service providers, and large format retail and offices. Older development along 15th Avenue NW is largely one-two story, auto-oriented, larger format retail with large parking lots.

See Existing Conditions Report at www.seattle.gov/dpd/ballard for more information.

People

Aging in place was an option for the early generations of immigrant fishermen, mill

workers and boat builders. Until recently, Ballard was known for its relatively large proportion of seniors who were the sons and daughters of the early immigrants. But Ballard is now growing with a younger population and smaller households.

Residential Character

Historically, Ballard's wide range of housing catered to the varied needs of young families, seniors, and young adults. Low-rise multifamily, mixed with single family buildings, concentrated in the areas north of Market Street and there were few large-scale multifamily buildings. Many of the buildings offered one and two bedroom apartments - many with off-street parking. Similar to other hub urban villages (HUV), renter-occupied units (71%) dominate the Ballard HUV. Since 2000, several high density buildings - typically ground level retail topped by 5- 6 stories of residences, have been constructed in the commercial core. These buildings are often full block developments. Increasing amount of residences are locating near industrial zones.



Ballard Avenue, October 19, 1925
Photographer: Webster and Stevens; Source: MOHAI

Commercial Character

Commercial buildings range from a generally pedestrian-friendly mix in the Ballard Avenue Landmark District to the largely auto-oriented retail establishments along 15th Avenue NW. Shops along Ballard Avenue and Market Street between 24th Avenue NW and 15th Avenue NW have a traditional "main street" character. Most of the area's cafes, bars and restaurants are located along Ballard Avenue and Market Street. Commercial uses along 15th Avenue NW are generally auto-oriented chain stores and fast food restaurants. Bank drive-throughs and street-facing parking lots, deeply set back buildings and a lack of street trees makes for a poor pedestrian environment along NW 56th Street. Large retail and office buildings that were built under past Industrial zone standards, such as Ballard Blocks, mix with traditional manufacturing and industrial uses in the manufacturing and industrial center (MIC). A number of breweries and tasting rooms are reusing old buildings along Leary Way and 14th Avenue NW.



Ballard Avenue street scene of 1916
Source: www.historylink.org

Employment

The number of jobs in the HUV grew slightly from 4,700 in 1995 to 5,880 in 2007, and then declined moderately. The proportion of retail and service sectors jobs has increased. The share of manufacturing jobs has declined in the HUV, but manufacturing continues to dominate employment in the larger Ballard area.



Roxy Theatre on Market Street, 1934
Photographer: unknown; Source: MOHAI

Housing Affordability

Up until the decades between 1990 and 2010, housing remained affordable while prices rose in neighboring Wallingford, Fremont, and Queen Anne Hill. The Ballard area was generally as affordable as King County, but since 2009, housing in this neighborhood is generally more expensive than King County and Seattle as a whole.

Zoning and Land Uses

Seattle's Land Use Code establishes development standards for buildings such as height, lot configuration, and allowable densities. A mix of uses are allowed in the Ballard HUV. The Major Institution Overlay controls the development of the Swedish Medical Center, and Industrial Commercial and Industrial Buffer zones control land use in the border areas between heavy industrial and residential/commercial uses.

Ballard hub urban village (2010)

Population	10,078
Area	421.7
acres	Density
	23.9 persons/ acre

For detailed demographic information, please refer to the *Ballard UDF Existing Conditions Report* available at: www.seattle.gov/dpd/ballard

Recent Development

Seattle neighborhoods have grown dramatically in recent years, and Ballard is among the ten most rapidly growing Urban Villages since 2000. High quality local amenities, such as the Ballard Farmers Market, the historic buildings of Ballard Avenue, local breweries, restaurants and bars, the Public Library, and Ballard Commons Playground all contribute to Ballard's livability and attraction. Some new development has not followed the precedent of Ballard's historic buildings that typically incorporate quality materials, human-scaled massing, and a fine grain of detail. Too many large buildings, particularly along NW Market Street, have created what many residents describe as a "Canyon feeling".



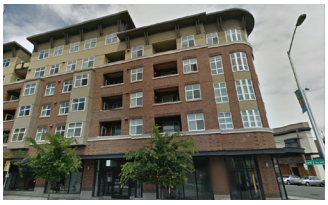
One of the many multifamily residential buildings built between 1960 and 1991 in the low rise zone north of NW Market Street.

Areas Likely to Redevelop

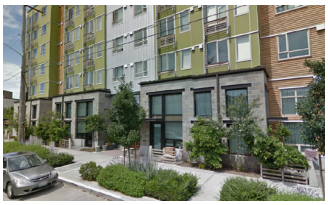
The Urban Village is largely developed, however many areas are developed below the allowed density and at a lower intensity than many of Seattle's urban villages. Although redevelopment is occurring throughout the urban village, the greatest intensity is along the central portion of Market Street and NW 56th and 57th Streets where the ability to assemble large sites is leading to large scale redevelopment. OPCD and the UDaT considered where properties were more likely to redevelop in order to guide the focus of the UDTF. Analysis identifying parcels with capacity for development suggest several points.

- There is still significant potential for dramatic change along Market Street, NW 56th and NW 57th Streets between 17th Avenue NW and 24th Avenue NW.
- Areas along Leary Way and 15th Avenue NW are also apt to experience continued large-scale development.
- The rapid subdivision and redevelopment of multifamily areas north of NW 57th Street reflects the redevelopment propensity in this area.
- There is redevelopment potential within Industrial areas.

Based on this assessment of areas likely to redevelop, OPCD estimates that the Ballard hub urban village has capacity for approximately 5,300 new residences and 5,600 new jobs.



Typical new building with ground level commercial and residential uses above.



An example of ground-level residential use within a 7-story residential building.

Transportation

Central Ballard's street grid consists of a number of principal and minor arterials. Blocks in the HUV are generally longer in the east/west direction and relatively shorter north-south. This orientation creates a challenging environment for pedestrians.



Pedestrian-oriented commercial area on NW Market Street.

Driving: Traffic volumes vary greatly across the study area. 15th Avenue NW is among the top 10 busiest arterials in Seattle. Shilshole Avenue NW is a dedicated truck route.

Walking: Almost all streets in the area have sidewalks. The quality of the pedestrian experience varies greatly depending on the volume of traffic, sidewalk width, presence of landscaping and street furniture, public art, building design, neighboring uses, and other factors.

Biking: Bicycle connections in the study area are a mix of on-street bike lanes and neighborhood greenways. The 2013 Bicycle Master Plan recommends additional Greenways, the completion of the missing link of the Burke Gilman, and new in-street



Mixed use office building on Market St.

and off-street bike lanes.

2.2 Planning Context

Crown Hill – Ballard Neighborhood Plan

Ballard is one of six hub urban villaages designated in Seattle's Comprehensive Plan. The Ballard Interbay Northend manufacturing industrial enter is one of Seattle's two manufacturing and industrial centers. Ballard and Crown Hill partnered to complete their neighborhood plan in 1998, and themes emerged then that hold true today.

- Ballard has many assets - a strong historical identity, public waterways, economic diversity and active citizens.
- People like the "city within a city" feel and want to guide growth to maintain Ballard's high quality of life.
- People are concerned about mobility
- People want to improve Ballard's natural environment and public spaces.

The Neighborhood Plan identified sites for a new library, park, and city service center. City levies funded a new Ballard library and service center, the Ballard Commons playground, and OPCD adopted design guidelines for the Master Plan area. The City and County also partnered to create significant transit improvements. There is a desire for more, and there is disappointment that the Monorail's financial difficulties thwarted a monorail connection to Ballard.

BPSG Only in Seattle Grant

Beginning in 2013, the Chamber and community organizations worked through the Only in Seattle program to organize and complete a Strategic Plan, and create a business improvement area (BIA). The Strategic Plan makes recommendations about how the various Partnership member groups can collaborate effectively on their concerns. The Partnership consists of representatives from a variety of community organizations and is supported by City staff. It includes committees on business retention and economic development, urban design and transportation, marketing and promotions, and cleanliness, health, and safety.

Ballard to Downtown (B2D) High Capacity Transit Study

In 2008, voters approved the Sound Transit 2 plan, which included studying potential High Capacity Transit (HCT) options between Ballard and downtown Seattle. Following the adoption of the Seattle Transit Master Plan (TMP), Sound Transit and SDOT completed a study of options between Ballard and downtown. The study identified five potential corridor options for further evaluation and refinement. Although investments in HCT are years away, the parallel timing of the Urban Design and TransportationFramework planning process provides opportunities for coordinated planning between transportation and community urban design.

3. URBAN DESIGN RECOMMENDATIONS

This section presents the existing and desired development characteristics that establish area-wide design principles and recommendations. Larger maps show the whole picture of the Ballard Core – how its pieces relate and connect, illustrating how this character could be sustained over time. Finally, this section proposes how these principles and recommendations should be implemented through zoning, design guidelines, and public realm improvements. For area-specific recommendations, refer to pages 23-37.

The fundamental role of Ballard's public realm is to accommodate the interaction between the individuals and the larger Ballard community.

3.1 Healthy Community

Attention to the physical design of new development in Ballard can sustain the neighborhood's character and health. Urban design supports healthy communities by helping to create public spaces that foster interaction, movement, and community. Urban design focuses on public space and the way it is experienced and used, including streets and sidewalks, parks, and buildings.









3.2 Ballard's Character Areas

A common refrain is, "You never have to leave Ballard" -- everything you needs is here. There is not one thing or place that defines Ballard, there are many layers of activities and building forms that give it character. For example, machine shops, restaurants and bars share the mix of brick buildings along Ballard Avenue. Banks, shops and cafes share Market Street. Together they create an active place to walk, shop, and work. Development, open spaces and streetscapes within the character areas should work together to support those roles and characteristics. See map on Page 13.

3.3 Land Use & Zoning

The overall objective of zoning recommendations is to provide direction on uses, bulk and scale. Neighbors generally desire a wide mix of land uses, but specific areas require additional direction toward either a predominant residential or commercial character. See map on Page 16.

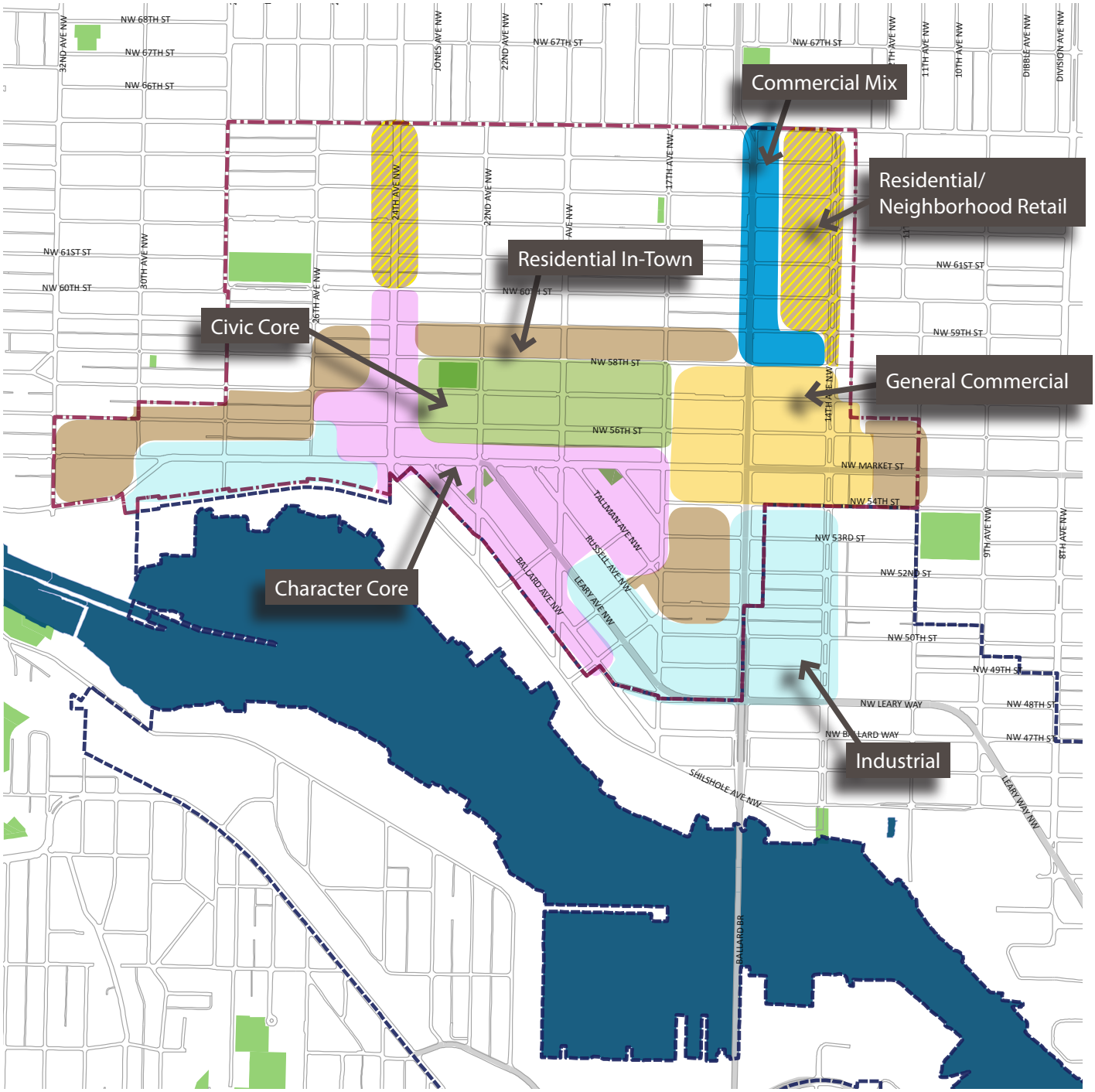
Overall Guidance

The UDTF recommends the following minor land use and zoning changes to reinforce the desired mix of land uses.

Mixed-Use vs. Single Purpose Development

Seattle's Neighborhood Commercial zone allows greater density (Floor Area Ratio or FAR) for buildings that provide a mix of residences and commercial uses than it does for single use development. In Ballard's residential-driven market, this can lead to the building of commercial or live/work spaces where there is insufficient demand, or lack of attention to the program needs of commercial uses. The UDTF clarifies where residential mixed-use (residential uses over street level commercial) is necessary or desired, and where single-purpose buildings are acceptable or preferred. Along Ballard's key commercial streets, active ground floor uses are desired - or in the case of pedestrian-designated areas – required. In other areas, ground-level residential is acceptable or preferred.

Map 1: Character Areas



- Character Core
- Civic Core
- General Commercial
- Commercial Mix
- Residential In-Town
- Industrial

Creating Homes

Continued residential development will occur primarily north of NW 56th Street and south of Market Street between Leary Way and Ballard Swedish. Allow single-purpose residential development (in areas listed below) to achieve the highest level of FAR available in the zone and height limit. Consider how standards could better encourage a range of unit sizes, types of open spaces and amenities that better support families and elderly in order to continue "aging-in-place" that has historically characterized Ballard. Single-purpose residential are appropriate on most streets, with the exception of Principal Pedestrian Streets, NW 56th Street, Leary Way, 15th Avenue NW and at key corners, provided they follow specific standards for horizontal and/or vertical separation from the sidewalk. Actively pursue opportunities and partnerships for increasing access to affordable housing close to transit and amenities.

Creating Jobs

Ballard, as with much of Seattle outside downtown, is becoming a bedroom community. Strong job creation in South Lake Union and Downtown is producing equally strong demand for homes in close-in neighborhoods like Ballard. In a significant shift from this trend, a Seattle developer recently proposed a 200,000 s.f. office development at the northeast corner of Market Street and 15th Avenue NW that could accommodate approximately 570 employees. Residents and businesses want more employment opportunities within Ballard in order to provide alternatives to commuting downtown, and to create more daytime activity that support shops and restaurants.

Prioritize office and other high-employment uses on upper floors in specific areas along commercial corridors. The most appropriate areas for increased office uses within the Ballard hub urban village are identified on Map 3. Along the southern portions of 15th Avenue NW, consider using FAR incentives to encourage commercial uses over shops.

Industrial

Consider small changes to development standards in order to support the continued vitality of industrial and manufacturing activities within Industrial Commercial zoned sites in the Urban Village and adjacent industrial lands. Consider amendments to Industrial zone development standards to implement Local Production Study (see appendix) recommendations in order to encourage maker uses in Industrial zones and higher employment density. Work with the industrial and manufacturing community assess the feasibility of industrial-transit-oriented development (TOD) prototypes and consider code changes as needed.

Future Station Area Planning

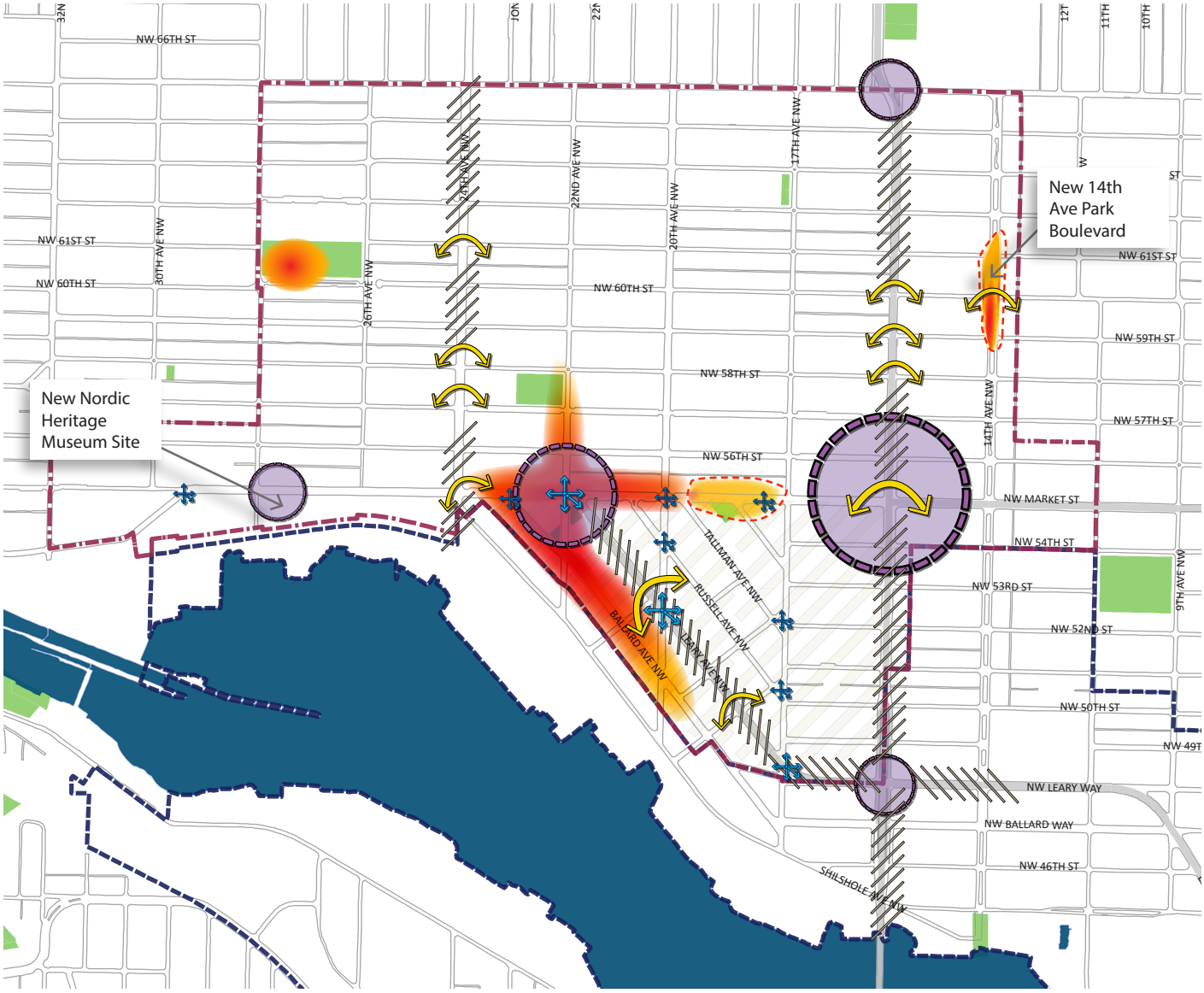
Seattle's Transit Master Plan recognizes that Ballard is already a high priority for high capacity transit (HCT) service. Ballard's existing density and transit ridership are high. However, new service will influence Ballard's future development, and Ballard will need to plan for this. Section 5 contains the City's assessment of the Ballard to Downtown alignments and station locations. The Sound Transit Board will not select specific alignments and station locations for many years and only after citizens approve an additional funding measure. This UDTF does not make recommendations based on a hypothetical future HCT alignment. When the Sound Transit Board selects the preferred option, the City should work with the community to undertake a thorough evaluation and conduct station area planning, considering the station, land use and transportation issues identified in the assessment.

3.4 Development Standards

Building Massing and Scale

The proposed changes to development standards generally seek to create continuity and an intimate scale at the street level and first thirty to forty feet of building facades. Above this level, proposed standards will help provide a sense of openness and reduce the perceived bulk of large development (canyon feel). In doing this, Building forms should reflect the nature of their uses, rather than copy elements found in smaller (e.g. residential) development.

Map 2: Hearts, Gateways, Edges and Way-finding



Hearts

Concentrations of lively community activities, opportunities for social interaction.

Support these existing and future hubs of neighborhood activity through building design, land use, open space and streetscape improvements.

future heart

Gateways

Changes in land uses, activity and/or building character signal one's arrival to Ballard.

Reinforce the desired gateway character through street level uses, landscaping, building character. Respond to the pedestrian's speed. At Market St and 15th Ave, new buildings should create a sense of having arrived in Ballard. A potential future light rail stop would be another new gateway.

Edges

High car volumes and speeds are a barrier to pedestrians who would like to walk across or along these streets.

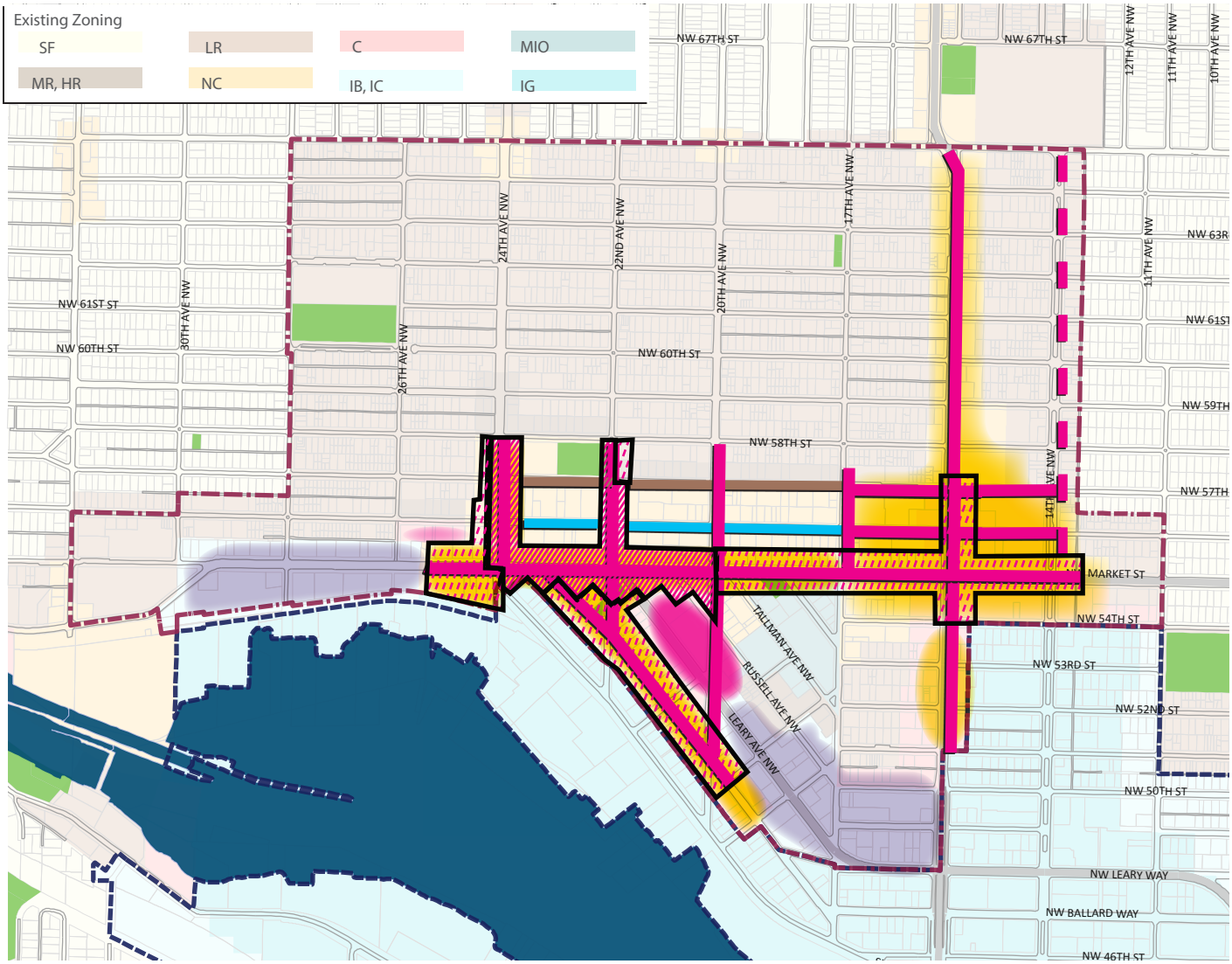
Make existing pedestrian, bicycle crossings and transit facilities on these edges more appealing and safe through signalization improvements, active street-level uses at the corners, wider sidewalks and landscaped buffers,

Way-finding

Ballard's numerous five-way intersections pose a way-finding challenge to pedestrians, especially for new visitors, seniors and Ballard Swedish users who may wish to walk to local destinations.

Establish a direction and way-finding strategy in this area through art, landscaping and other strategies to connect and give each intersection a unique and memorable identity, encouraging people to explore the neighborhood on foot.

Map 3: Overall Zoning Guidance



1. Zoning

Consider rezoning to Neighborhood Commercial (NC-65). Existing zoning is Commercial (C1-65).

Existing Pedestrian-Oriented Commercial Area

Consider expanding the Pedestrian-Oriented Commercial area in these areas. New underlying zone is typically Neighborhood Commercial (NC).

2. Overall Uses

Encourage employment generating office uses on upper floors in this area by allowing single-purpose development to achieve the highest level of FAR available in the zone and height limit.

3. Street Level Uses

Prioritize commercial uses on the street level.

Prioritize retail on key corners through a Residential Commercial (RC) zone designation.

Discourage departures from street level residential development standards. Consider prohibiting live-work.

Prioritize residential uses on the street level. Discourage departures from street level residential development standards.

Consider revisions to IC within Ballard to favor industrial and manufacturing uses on ground floors in order to preserve opportunities for uses that require delivery and other street-related operations.

Buildings that are designed to engage the passerby and create a pleasant walking environment encourage walking.

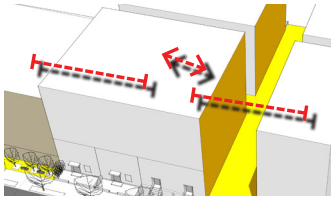
Building Width

Along commercial streets, the dominant parcel width of areas platted up to the 1930 was 50 feet. Building facades created continuous frontages along the block lengths, but the individual buildings were between 50 and 100 feet. Reflect this character in new buildings by either limiting lengths or by creating distinct designs or material changes, or vertical modulation, that break up facades into this scale.

Upper Level

Above thirty to forty feet (three to four stories) the priority shifts from reinforcing the desired street-level activity to incorporating elements that reduce bulk and increase light to the street.

- Upper-Level Setbacks: Use upper–level setbacks, especially on east/west-oriented buildings, to reduce shadows and increase sunlight at street level.
- Maximum Upper Level Size: A number of blocks in Ballard are 700 feet long. Development has traditionally occurred at smaller lengths than a full block. Additionally, few buildings were taller than a couple of stories. In order maintain visual diversity, evaluate maximum upper-level size and separation requirements for large buildings.

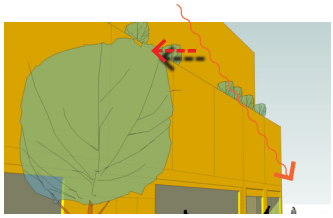


Limit building width and requiring to reduce bulk and increase light to the street.

Relationship to the Street

Meeting the Sidewalk

Throughout downtown Ballard, place buildings and active uses close to the sidewalk to support a pleasant walking environment. Specifics vary depending on the function of the area and the uses (for example, window displays and outdoor seating on shopping streets, stoops and landscaping in residential areas), but establishing a consistent street edge will create the desired welcoming public environment.

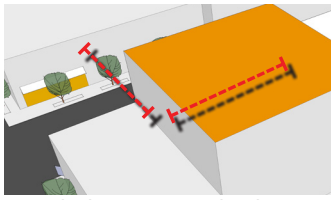


Consider setting back the upper level to reduce shadows and increase solar access at street level.

Street Level

At the street level, create a sense of lively enclosure. In shopping areas, at transit hubs, and in the Civic Core, where there are lots of pedestrians and gathering places, place buildings abutting the sidewalk or provide small, carefully programmed spaces such as outdoor cafe seating areas. Design entrances, highly transparent shop windows, sidewalks and open spaces to work together to support the highest level of social interaction.

Within residential areas, such as along NW 57th Street, provide a combination of vertical or horizontal separation to create privacy for the residences. Variation is desirable, allowing personalization of small stoops, stairs, or planting areas.



Consider limiting upper level building widths to reduce bulk and increase access to natural light.



Ballard Avenue is an engaging walking environment.

3.5 Design and Materials

Recommendations in this section will provide direction toward amending Ballard design guidelines to encourage development to integrate form, function and material into a coherent design. New development should be assessed by how it fits with the existing context and how it contributes to the future.

Existing Context

In the Character Core (map on Pg. 13), Ballard has a great collection of old buildings. New development should contribute to this legacy. Buildings designed for the business practices, residential needs, and construction techniques from over a century ago largely define Ballard's loved character. The form, function, and materials were united at the point of construction. Although most buildings have been re-purposed several times since they were originally constructed, they remain compelling.

Future Context

In the Civic Core, General Commercial and other character sub-areas (map on Pg. 13), some new buildings have relied on using the finishes of much smaller-scaled buildings (e.g. vinyl clapboard siding, stucco, wood balusters) in order to fit into the context of previous development, rather than look to the future in which mixed-use development of higher-density buildings will increasingly characterize downtown Ballard. Use new technology and energy- saving techniques, quality materials, and flexibility in a manner that expresses an integration of form, function and materials to create buildings that age gracefully in the Civic Core.

Location on a Block

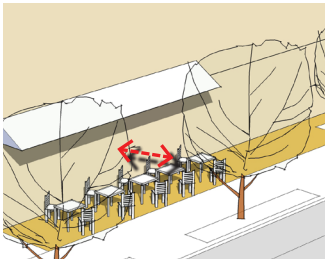
Provide continuity of vertical and horizontal elements such as window size and spacing and location of entrances along a block. Take advantage of the visibility of corner locations by placing entrances and strong design features on corners. On the north side of intersection, make use of the light available throughout the winter, fall, and spring.

Facade Design

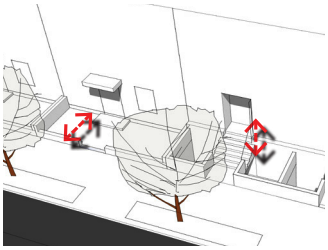
Treat the design of facades as a single integrated element. Older buildings in Ballard, especially larger ones, were often more ornately designed or included interesting architectural features. While such visual interest is desirable and can reduce the perceived bulk of larger buildings, a well-defined design concept with restrained materials and color palette is desired. Horizontal divisions that create distinctive base and cap levels can provide a scale and order the mass of a building. Facades may also be divided vertically by piers or may be modulated to form repetitive window bays.

<u>Street level design of shop-fronts</u>

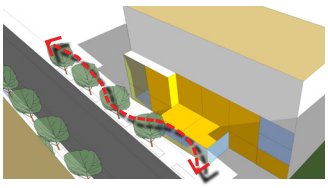
Ballard Avenue and the older parts of Market Street demonstrate successful street-level design. New development on shopping streets should provide street-level interest that enhances the pedestrian environment, with highly transparent windows to encourage pedestrians to focus on the product or service offered. New development should provide variety and distinctiveness in materials and smaller details such as hardware, fixtures, and colors.



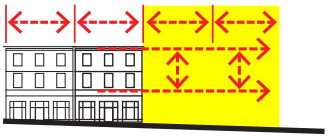
In the Civic Core, active uses in small setbacks can create a lively and welcoming environment.



Encourage individual row-house entries to create an engaging street edge. Street level residences should be either setback or raised by a few feet to create a transition space from public to private.



Encourage street-facing landscaped pockets with benches and planting to create nodes of activity.

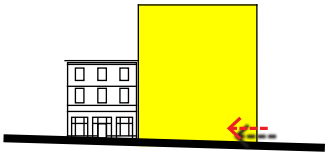


Encourage new buildings to look to their neighbors while setting windows and floors. An example is shown below.





Active and prominent building corners lend identity to intersections and encourage pedestrians to turn the corner.



On sloping sites, set floor levels from the most visually prominent corner to avoid dead walls at the sidewalk level.

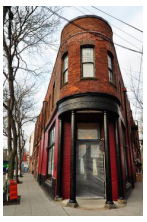


Older brick and industrial buildings have distinct design elements providing a connection between Ballard's past and future context.



Some recent buildings have successfully used industrial finishes.











Building corners have long been a focal point in Ballard.

Street-Level Residences

On quieter streets where residences are desired or permitted, such as NW 57th and 58th, townhouses with individual entrances and stoops are recommended at the street level. These should incorporate residential design details such as individualized landscaping, planter boxes, and mailboxes.

Building Materials

Traditional materials like brick and stone are recommended for the Character Core. In addition to considering the design of surrounding buildings, new development should continue Ballard's legacy by skillfully integrating form, function, and materials to meet today's needs and support changing needs over time. Select materials to convey permanence. New buildings in the Ballard Core should reflect the larger scale and significant investment.

- Development should reinforce the historic character with use of high quality materials and a selective color palette.
- Commercial development should incorporate materials that stand up to intensive public use.
- Ground floor windows of businesses should not be overly recessed.
- Residential buildings should incorporate operable windows, and intimate detailing without relying on single-family residential materials such as vinyl clapboards and shingles.
- Masonry is preferred at the street-level and for the first 40 feet.
- Window openings should incorporate lintels and sills on a scale that is appropriate to the size of the building.
- Avoid using random changes in materials to reduce perceived bulk.

3.6 Streetscape and Open Space

Open Space

Open spaces in downtown Ballard provide for respite, socializing and recreation. Open spaces range from balconies where one can enjoy a sunset to rooftop decks that host private gatherings, as well as parks and streets. Creating a healthy public realm requires the thoughtful attention to the building elements described above and streetscape elements described below.

Streetscape

Streets are an important part of Ballard's open space. The concepts in this section reinforce the distinct characteristics of selected streets to create interconnected and linear public spaces, supporting healthy social activity. The City and community will refine these preliminary ideas as they develop streetscape concept plans. In general, all streets in the Ballard Core should integrate the following elements.

- Enlarged tree pits to improve the health of street trees.
- As needed, integrated customer, loading and delivery parking.
- Coordinated building, street, and pedestrian lighting.
- Establish circulation patterns supporting periodic street closures.

Ballard Avenue

Ballard Avenue is already an all-day, all-week destination and the location of the weekly farmers market. Develop a coordinated design strategy that supports the

round-the-clock uses, community events, and creates a street in keeping with the historic character where people love to walk.

22nd Avenue NW Festival Street

Between 58th Street and Ballard Avenue, 22nd Avenue hosts seasonal community events like the Ballard Seafood Festival. For this section of 22nd Avenue, develop a design that creates a pedestrian-oriented street with generous sidewalks and traffic calming elements, and that is flexible enough to accommodate occasional community events should be considered.

Market Street Principal Pedestrian Street

Market Street has a daily role as a major pedestrian street. Each day, people visit the shops and services, and bus riders make important connections. The restaurants, bars, and movie theater also support a lively nightlife. Every summer, Market Street is closed for the Ballard Seafood Festival. The use of the wide sidewalks should be managed to balance all users. Events should be supported through adequate lighting and water supply. Well-integrated access to transit stops is a priority.

NW 56th Street Green Street

NW 56th Street functions as a "Green Street," a neighborhood-oriented counterpoint to the very public Market Street The street concept plan should recommend wider sidewalks, street furniture, and abundant planting. Development standards should encourage periodic setbacks to accommodate landscaping and outdoor cafe-style seating. Drive-through businesses should not be allowed, and parking lots should be minimized and well-landscaped.

Mid-block Connector

Encourage development along the east/west blocks between 24th Avenue NW and 15th Avenue NW to include north/south, mid-block connections. Explore mid block connections between Swedish and Leary Avenue, and consider updating incentives and standards.

Public Open Spaces

Groundswell Northwest conducted an open space planning effort during the UDTF process. Their recommendations directly affecting the Ballard Core are included here. In addition to the streetscapes identified above, Groundswell and the UDTF recommended several key park acquisitions and improvements.

- Improve Ballard Commons to include a children's playground while retaining the larger open space in the NE portion.
- Encourage development around parks, particularly Bergen Park and Marvin's Garden to have windows, doors and seating opening into the park and activating these open spaces.
- Encourage acquisition and development of parks north of Market Street, east of 20th Avenue NW, and south of Market Street. Priorities are corner sites that would accommodate both passive adult spaces and active children spaces.

Pocket Parks

Work with the Department of Parks and Recreation to consider changes to facilitate permitting of café-style uses. Provide incentives to development to incorporate public open spaces at locations that have sunlight during summer months.



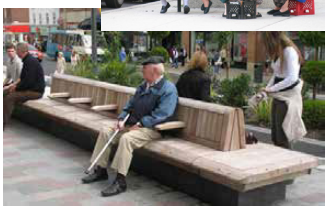
Breaks between buildings can be used as an open space and pedestrian amenity.



Streets can be periodically closed and converted into temporary play spaces.







Small pocket parks provide open space amenities for social interaction.



Ballard Ave is an attractive and functional festival street.



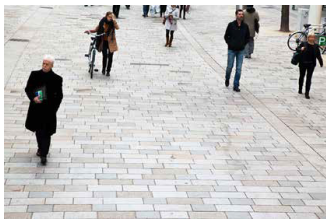
A shared street employing traffic calming and low speed limits can be described as a woonerf or a living street.



Alternative uses such as activity zones can provide areas for exercise.



Access to Salmon Bay should occur with careful attention to supporting industrial business needs.



Changes in material increases the visibility and safety of pedestrian areas.



Highly landscaped streets with seating, pedestrian lighting and design elements are called "Green Streets"

Waterfront Access

Ballard residents have long desired better access to Salmon Bay. This should occur with careful attention to supporting ongoing maritime and industrial businesses, and associated access needs.

- Complete the "missing link" to the Burke Gilman Trail to provide good access to the Ballard Locks, Golden Gardens, and Gasworks Park.
- Implement the planned SDOT projects to improve the 20th Avenue NW and the 28th Avenue NW street ends.
- Construct a park at the end of 24th Avenue NW, connecting to the public dock, working with SPU, SDOT, DPR, and adjacent property owners.
- Redesign 24th Avenue NW between Market Street and the waterfront (possibly in coordination with improvements to 26th Avenue NW) to better accommodate truck movement and support safe pedestrian connections. Develop the street as a major pedestrian connection to the waterfront with sidewalks, lighting, GSI where feasible, and parking.
- Work with office development within the waterfront area to provide waterfront access and walking access along the waterfront.
- Provide safe pedestrian connections from downtown Ballard to the waterfront.

Private Open Spaces

Residential and commercial buildings should create a hierarchy of public to private spaces, from outdoor seating, entries, and common areas to private balconies and rooftops.

Ground-related Private Open Spaces

Large mixed-use and multifamily developments should incorporate ground-level open space when addressing bulk and massing issues.

- 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 development incorporates restaurants or pubs, the design should consider café seating.
- Create gradual transitions from street-level to raised open areas by using wide steps and integrating landscaping and other elements.
- Include green stormwater infrastructure where feasible.

Map 4: Streetscape and Open Space Summary Guidance



Street Concept Plans

Ballard Ave and 22nd Ave NW connect important community amenities and attractions. These streets also host the farmers market and community festivals. Develop street design concept plans to support round the clock activity and community events on these streets.

Encourage pedestrian-friendly paths through Ballard's long blocks to improve walkability.

Create better connections between these neighborhood hearts through open space and streetscape improvements.

Lend character and identity to these gate-ways through streetscape improvements and open spaces.

Green Street Concept Plan

Transform NW 56th St. into a "Green Street" supporting a quieter, neighborhood-oriented complement to the very public Market St. Develop a concept plan to guide the development of a highly-landscaped walking environment.

Extend gateway design elements such as lighting, landscaping, setbacks, street level uses into this area.

Traffic calming interventions such as curb bulbs can improve pedestrian safety while maintaining vehicle access and creating space for landscaping at these key intersections.

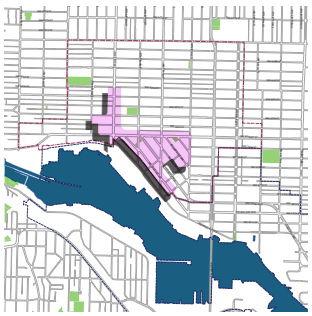
Improve use of existing Open Spaces

The use of existing plazas and open spaces can be improved. In the Commercial Core, frame open spaces with active street cafes and restaurants. Accommodate a range of age groups. A children's playground is recommended in Ballard Commons. Where possible, pedestrian routes should pass through plazas rather than around them. Guide new development to provide these connections.

Ballard residents have long desired more access to Salmon Bay. This should occur with careful attention to supporting ongoing maritime uses and the type of vehicles and operations associated with industrial, maritime businesses.

Encourage open spaces provided in large developments to contribute to public life through multi-generational programming. The location of patios, entrance courtyards, and balconies should provide a visual or physical connection to the street.

4. AREA-SPECIFIC URBAN DESIGN RECOMMENDATIONS



4.1 Character Core (details p.26-29)

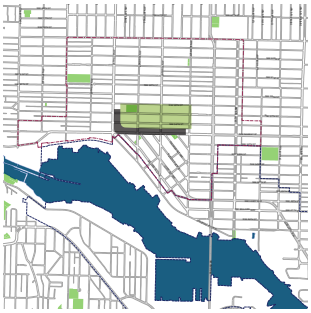
Role

Ballard's Downtown is centered on its "main streets" – Market Street and Ballard Avenue. Its inviting mix of historic and heritage buildings, and a welcoming business district with shops, restaurants and bars, and services define Ballard's character. Sustain this historic role and character of Ballard's main streets as they evolve and grow. This includes strengthening the Landmark District's streetscape and writing new development standards to ensure new buildings integrate Ballard's historic design precedents for well-detailed, quality construction.

Overall Strategies

Expand and strengthen the "main street" character of Market Street.

1. Selectively extend this character along:
   - 24th Avenue NW from NW Market Street to NW 58th Street
   - 22nd Avenue NW from NW Market Street to NW 57th Street
   - Leary Way NW from NW Market Street to 20th Avenue NW
2. Establish new requirements and guidelines so that new development is more compatible with existing character and reinforces these commercial streets
3. Explore developing criteria to identify and incentives to retain certain older buildings in the Character Core (but outside the Ballard Ave Landmark District).
4. Pursue strategies to attract more jobs such as encouraging office uses over street level retail, and allowing single-purpose commercial buildings to achieve the highest allowable FAR.
5. Expand the Pedestrian designation to extend the walkable "main street" character of Market Street.
6. Improve the ease of walking through intersection improvements, through-block connections, and way-finding strategies.
7. Encourage active uses around open spaces, and orienting buildings so that entrances and private open spaces create a physical or visual connection with public open spaces.



4.2 Civic Core (details p.30-33)

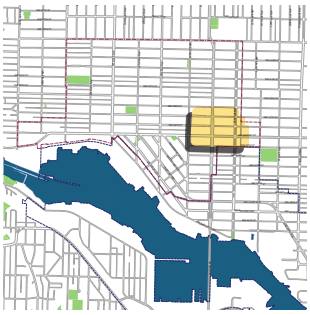
Role

The Civic & Community Core has a quieter character of civic activities, and community-oriented businesses, and a variety of residences. The tree-lined streets include more intimate open spaces giving a unifying public character.

Overall Strategies

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

1. Develop new requirements and guidelines to address bulk and massing issues on large lots.
2. Better guide design and uses at the street level to create a mixed commercial, civic, and residential area.
3. Pursue strategies to encourage sustainable building and site design in the Civic Core.
4. Guide the design of public and privately owned open spaces so that they contribute to public life through their location and design. Consider options to encourage more street-level open space and amenity areas in residential development.
5. Improve 22nd Avenue NW and 20th Avenue NW Avenues and NW 56th Street to create safe and pleasant walking environments.



4.3 General Commercial (details p.34-35)

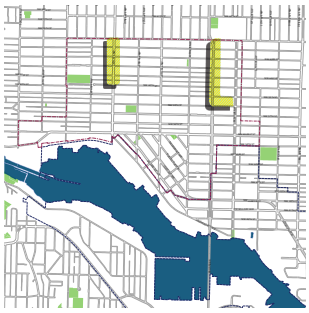
Role

This community-wide commercial center that meets the weekly and monthly needs for goods and services. It has potential for dense offices and residences on upper floors. Active storefronts and generous sidewalks balance the transportation volumes. Structured parking will increasingly be provided to make more efficient use of land and a more appealing walking environment while still accommodating access by car.

Overall Strategies

Improve the quality of the pedestrian environment, encourage distinctive high density, mixed-use development that establishes a gateway into Ballard.

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



4.4. Residential / Commercial Mixed (details p.36-37)

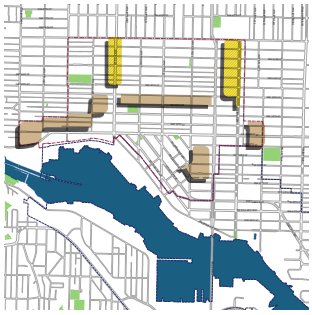
Role

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.

Overall Strategies

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

1. Consider encouraging small pedestrian oriented retail on corners along 15th Avenue NW and at key corners on 14th Avenue NW.
2. Minimize points at which driveways cross sidewalks on 15th Avenue NW. Consider shared access or providing access from side streets. Limit impacts to adjacent residences.
3. Consider wider sidewalks and a physical separation between pedestrians and traffic on 15th Avenue NW. This could be through landscaping, art or other street furniture.
4. Improve intersections across 15th Avenue NW for pedestrians and cyclists.



4.5 In-Town Residential

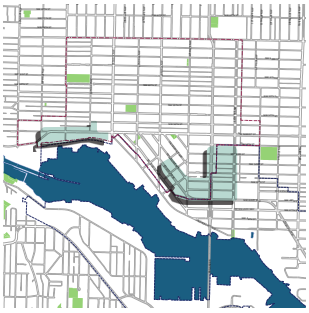
Role

Multifamily neighborhoods provide in-town living opportunities that enjoy easy access to shops, services and jobs. The design characteristics and community infrastructure should support households ranging from singles to families and elderly.

Overall Strategies

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

1. Create area specific development standards so that buildings better relate to the human scale and contribute to the community's public life.
2. Work with the Office of Housing to consider how to support the development of affordable family-appropriate housing adjacent to the Ballard Core. Family-oriented housing includes specific features such as more than one bedroom, sufficient storage, or a flexible internal layout.
3. Encourage small neighborhood oriented retail on corners along arterials to provide convenience retail and services to the immediate neighborhood.
4. Improve pedestrian crossings across arterials.
5. Partner with Groundswell NW, SDOT and SPU on open space, landscaping and green stormwater infrastructure opportunities in the right-of-way.



4.6 Industrial

Role

The industrial areas in the urban village emphasize "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, and some businesses have a retail element, while others are wholesale or industry focused.

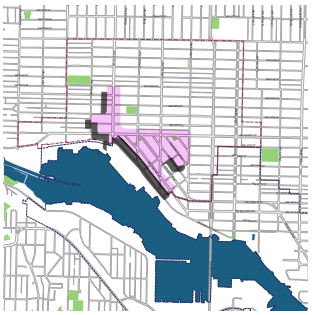
Overall Strategies

Two guiding principles drive the UDTF's recommendations to not rezone the industrial areas within the Urban Village and near potential transit station at this time:

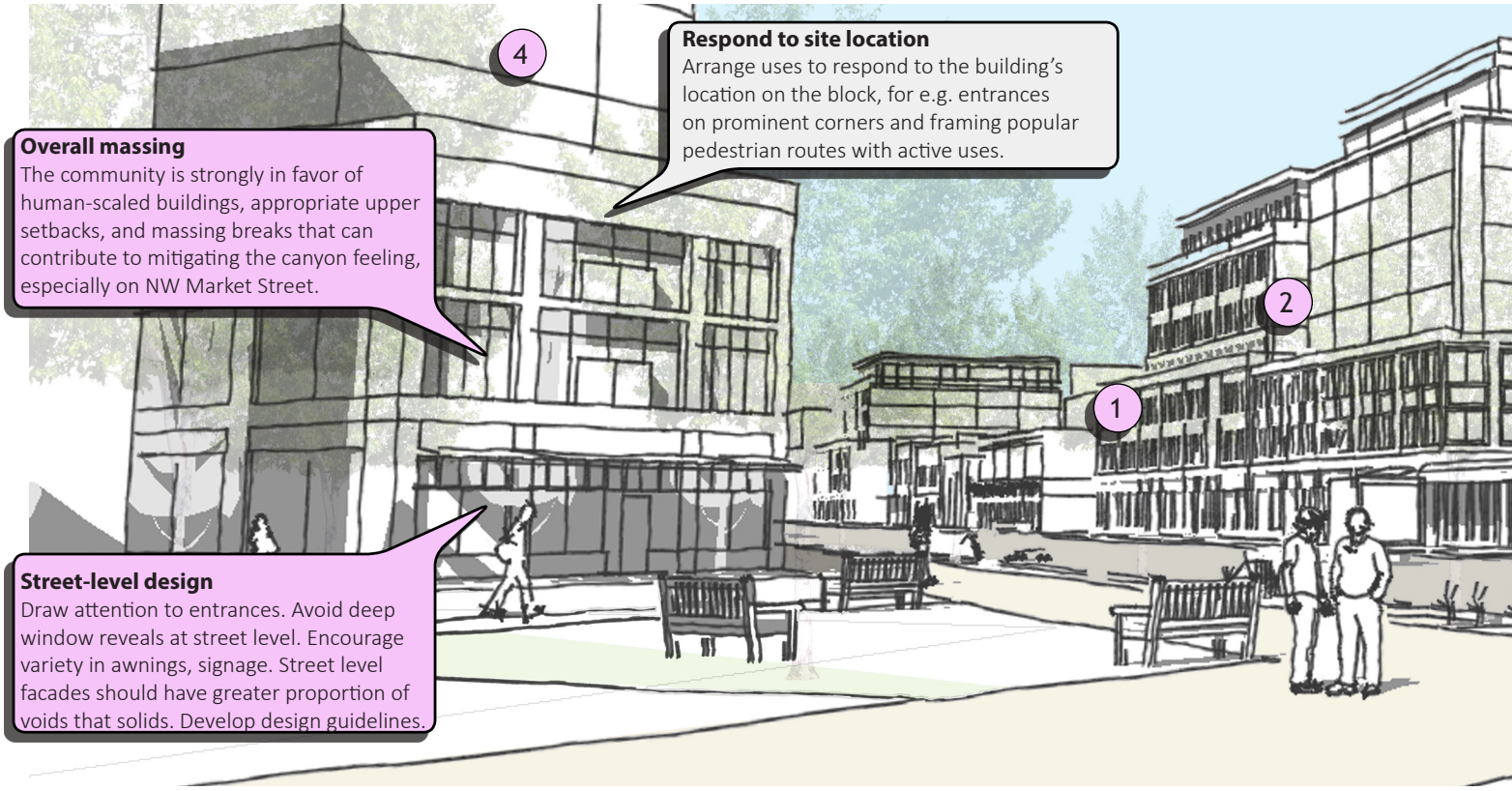
1. Expand the diversity of jobs, employment, and
2. Protect and support Ballard's thriving industries while ensuring appropriate balance between maritime/ industrial, retail and restaurants.

Other factors influencing this recommendation include the relatively high employment density in these areas and the high demand for industrial land. Based on recent studies as well as permit activities, there are opportunities to increase the number of jobs without changing industrial zoning. When Sound Transit selects a final HCT alignment and station locations, OPCD should initiate station area planning to consider issues and opportunities identified in the Station Area Assessments.

Industrial Commercial Zones: Consider revisions to Industrial Commercial zone within Ballard to favor industrial and manufacturing uses on ground floors in order to preserve opportunities for uses that require delivery and other street-related operations.



Character Core - Buildings



1. Development Standards

1

Maximum structure width: Identify a maximum structure width to help integrate buildings into their context.

2

Upper-level separation: Adopt standards to create upper-level separation between structures adjacent to the same east-west street.

3

Upper-level setbacks: Require upper setbacks along east-west streets to strengthen the Character Core's human scale.

4

Office uses: Prioritize employment uses above street level commercial uses in the Character Core. Consider allowing single-purpose buildings to achieve the highest allowable FAR.

5

Preserve existing character: Explore incentives to preserve older buildings in the character core (outside the Ballard Ave Landmark District) that meet certain criteria.

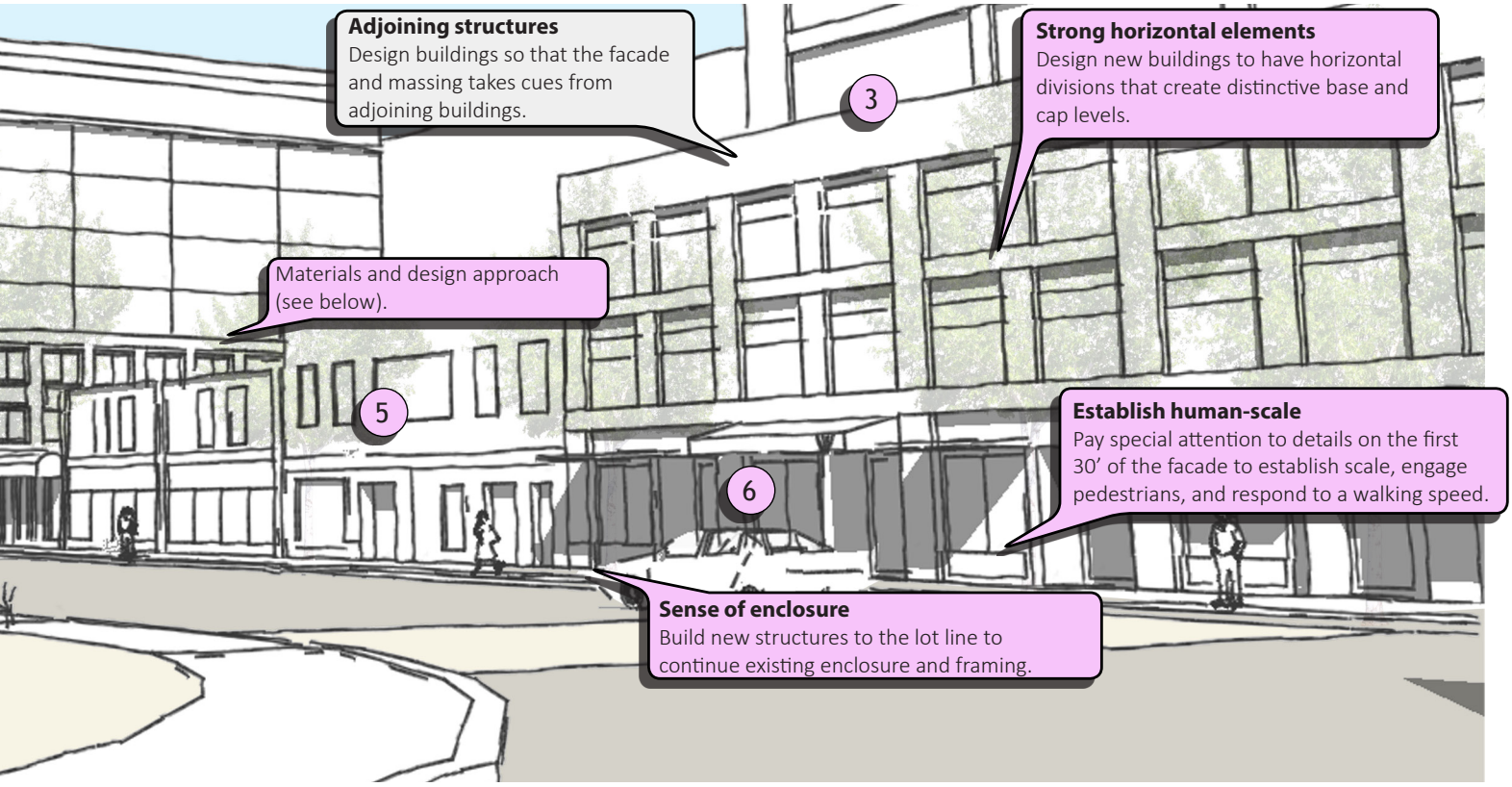
6

Pedestrian zone: Extend the pedestrian zone designation as per the map on page 16.

2. Design Guidance

Pink boxes call out specific recommendations for the Character Core

Grey boxes call out general urban design recommendations.



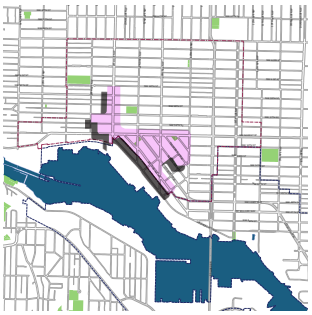
3. Materials

Scale and context: Reflect the larger scale of buildings through the choice of materials. Reinforce the historic character with restrained use of high quality materials. Changing materials to reduce perceived bulk is discouraged. Brick and stone masonry are preferred for the first 30-40 feet. Metal and other industrial finishes can be used to complement traditional materials or create interesting contrast. Integrate building form, structure, function and material.

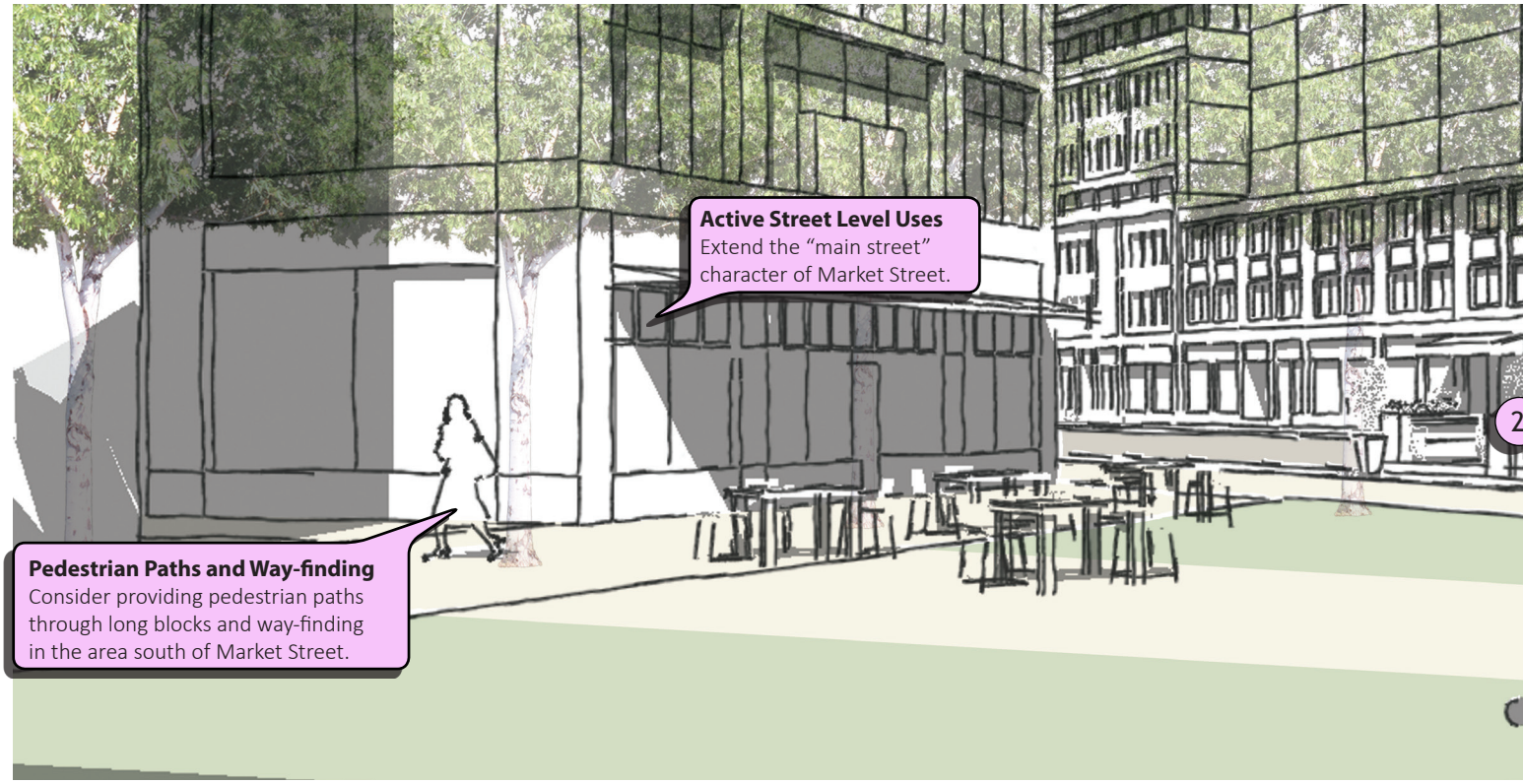
Sense of permanence: Convey a sense of structural permanence through the choice of materials.

Clear design approach: Pursue one clear design approach while responding to existing structures. Example approaches include restoration, replication, complementary additions, differential contrast, and assertive contrast.





Character Core - Streetscape and Open Space



1. Streetscape

Pink boxes call out specific recommendations for the Character Core.

Grey boxes call out general urban design recommendations.

2. Open Space

Festival Streets: Consider designating 22nd Ave NW and Ballard Ave as "Festival Streets" (see map on page 22). Create street concept plans for these streets.

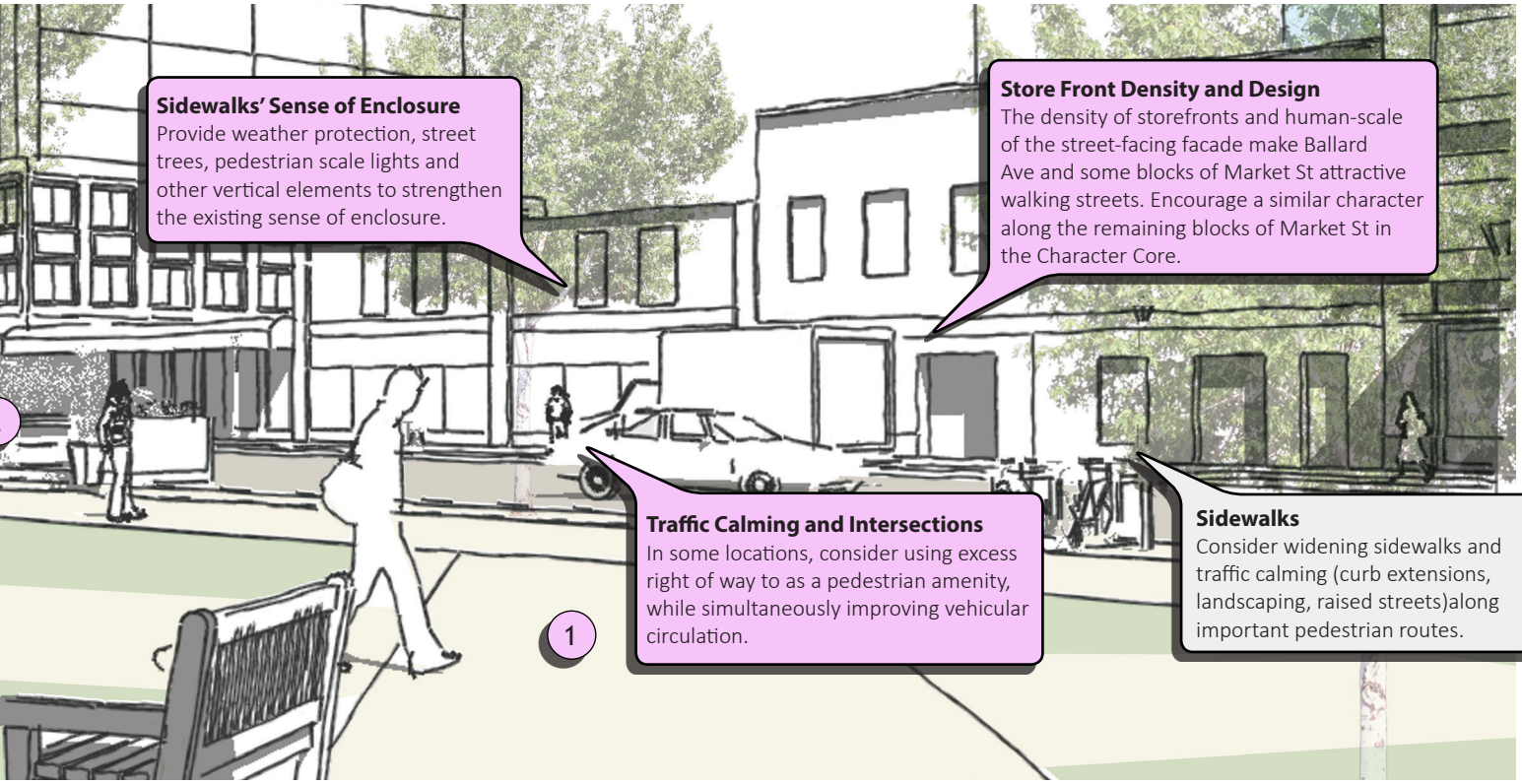
Waterfront: Work with the community and City agencies to provide better access to Salmon Bay. This should occur with careful attention to supporting ongoing maritime uses, and the type of vehicles and operations associated with industrial, maritime businesses.

1

Better integrate existing open space into daily life: Encourage activity, generating uses around existing open space, and orienting buildings so that entrances and private open spaces create a physical or visual connection with existing open spaces.

2

Smaller interventions: Consider temporary strategies to extend curbside activity and enhance pedestrian amenities at appropriate locations.


Sidewalks' Sense of Enclosure
Provide weather protection, street trees, pedestrian scale lights and other vertical elements to strengthen the existing sense of enclosure.
Store Front Density and Design
The density of storefronts and human-scale of the street-facing facade make Ballard Ave and some blocks of Market St attractive walking streets. Encourage a similar character along the remaining blocks of Market St in the Character Core.
Traffic Calming and Intersections
In some locations, consider using excess right of way to as a pedestrian amenity, while simultaneously improving vehicular circulation.
Sidewalks
Consider widening sidewalks and traffic calming (curb extensions, landscaping, raised streets)along important pedestrian routes.
1



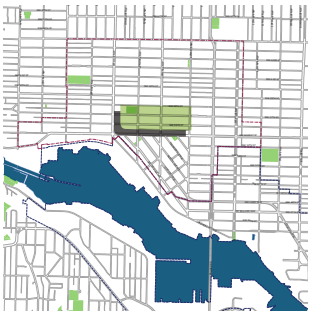



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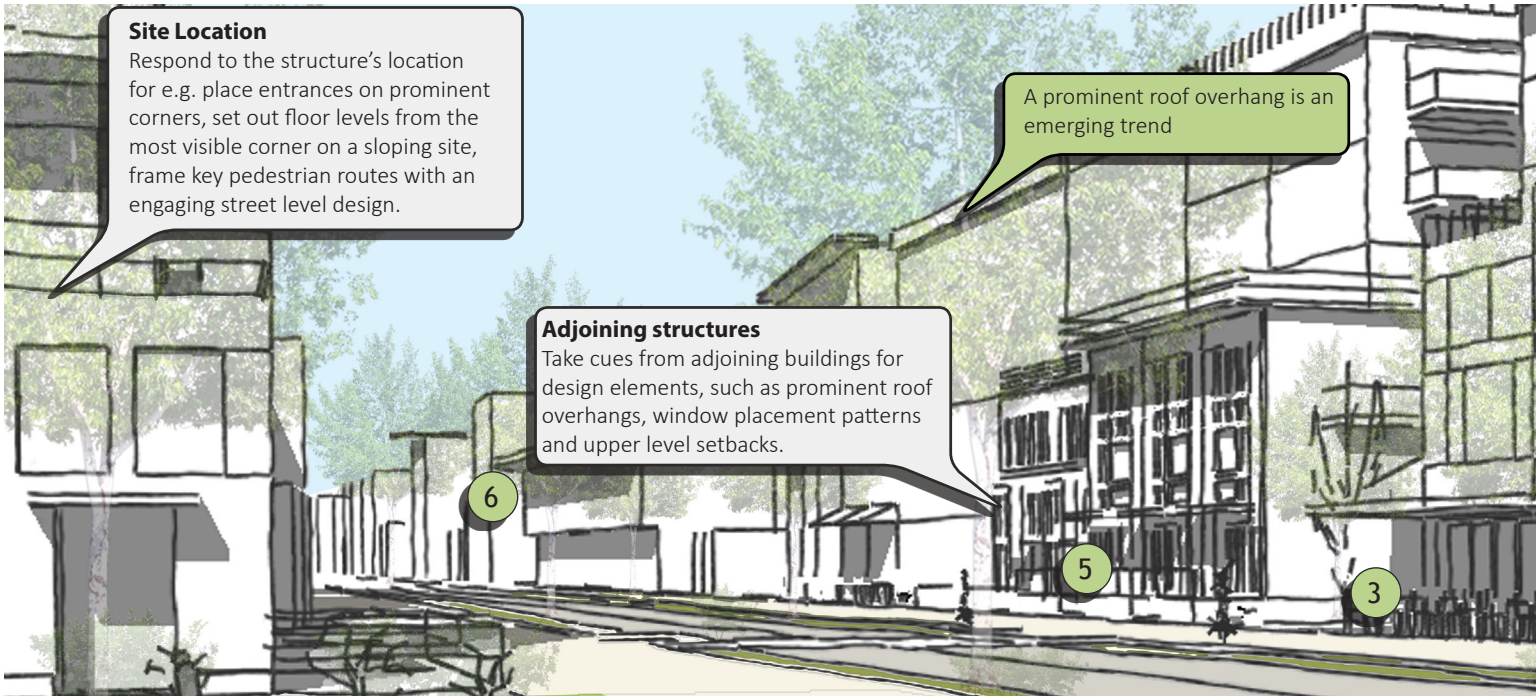

How far can you walk in 5 minutes?
Clear, informative signage for pedestrians







Civic Core - Buildings



1. Development Standards

1

Maximum structure width: Identify a maximum structure width to help integrate buildings into existing context.

2

Separation: Adopt standards to create upper-level separation between structures adjacent to the same east-west street.

3

Setbacks: Where ground level residences are provided, require setbacks to create privacy transitions. Where ground level commercial uses are provided, small setbacks with active uses such as sidewalk cafes and benches are encouraged.

4

Upper level setbacks: Require upper level setbacks along east-west streets to establish a human-scaled street environment.

5

Street level uses: Encourage clearly residential or commercial street level uses and associated ground-related development standards and smaller and affordable retail space to maintain a diversity in services and stores. Discourage departures from ground-related residential development standards.

6

Sustainable buildings: Encourage green stormwater infrastructure, green roofs and participation in the Green Building programs.

Additional recommendations

Surface parking and drive-throughs: Prohibit street facing surface parking and drive- through businesses in the Civic Core to minimize the number of curb cuts on a highly-used pedestrian route. Where possible parking and service access should be from an alley or a side street.

Continue alley
Explore incentives to continue alley between Market St NW and NW 56th west to NW 24th Ave.



2. Design Guidance

Green boxes call out specific recommendations for the Civic Core

Grey boxes call out general urban design recommendations.

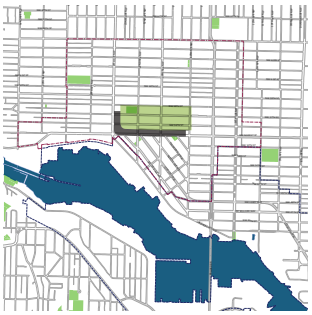
3. Materials

Use clean and modern materials such as metal, wood, glass, and brick that are in keeping with scale of new development in the Civic Core. Energy saving and advanced technology and materials are encouraged. Bold colors and volumes as expressed in the Ballard Library and Greenfire buildings are encouraged. Avoid residential-scale materials such as vinyl siding on larger buildings. The structure's form and materials should respond to each other and changes in material should accompany a real change in form or plane. Randomly changing materials to reduce perceived bulk is discouraged.









Civic Core - Streetscape and Open Space



1. Streetscape

Festival streets: Ballard Ave and 22nd Avenue NW connect important community amenities, gateways and attractions. People come together on these streets for a variety of neighborhood festivals. Design street design concept plans to guide future development to better meet the community's needs of these streets.

Green street: NW 56th Street is a low traffic-volume street with two neighborhood icons -the Ballard Library and the Greenfire Campus. Through undulating street frontages that create alternating pockets or "side rooms" of activity and landscaping, these buildings establish a dynamic and human relationship with the street. Designate NW 56th St as a green street and develop a street design concept plan to create a linear park-like street.

Traffic calming: Landscape curb extensions are desired on NW 56th Street and 57th Street.

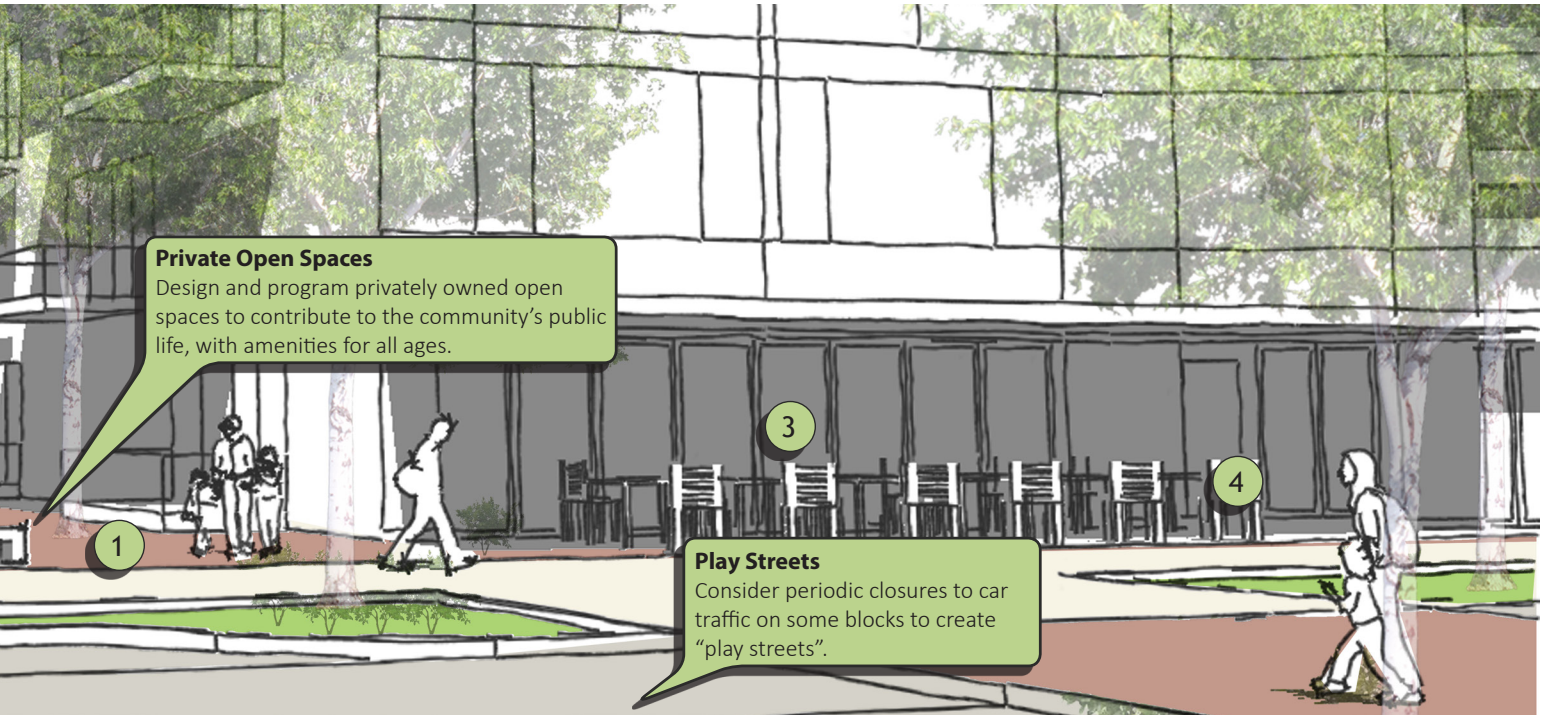
Curb cuts: Minimize curb cuts on NW 56th Street to reduce pedestrian-vehicle conflicts. Where possible, provide parking and service access through alleys and side streets.

1

Pedestrian pathways: Improve the ease of walking in the Civic Core by providing pedestrian paths through long blocks.

2

Relationship of building to the street: In the Civic Core, set buildings back for some portion of their east-west facade to form "side rooms" or "eddies" of activity. Use setbacks for active street level uses such as outdoor dining or seating. Set back or raise street level residential units from the sidewalk. Provide visually distinguishable individual residential unit entries to row-houses. Use design elements in setbacks along residential units (e.g. hedges, paving changes, stoops, porches) to indicate the transition from public (sidewalk) to private (dwelling).



2. Open Space

3

Street level uses: Amend development standards to create a balance between commercial and residential street level uses. Incorporate smaller and more affordable retail spaces with a high degree of shop-front transparency. Provide visually distinguishable individual row-house entries to create an engaging street edge.

4

Sense of enclosure: In the Civic Core, desirable streets sections and public spaces are created through an undulating and playful building edge programmed with landscaping, interesting forms, active uses, walls and projecting flat roofs. Design new buildings to strengthen this character.

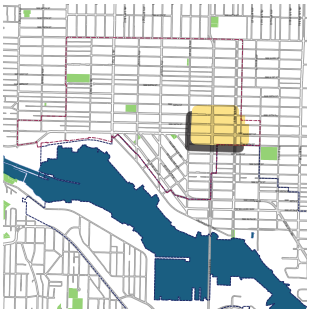
Green boxes call out specific recommendations for the Civic Core



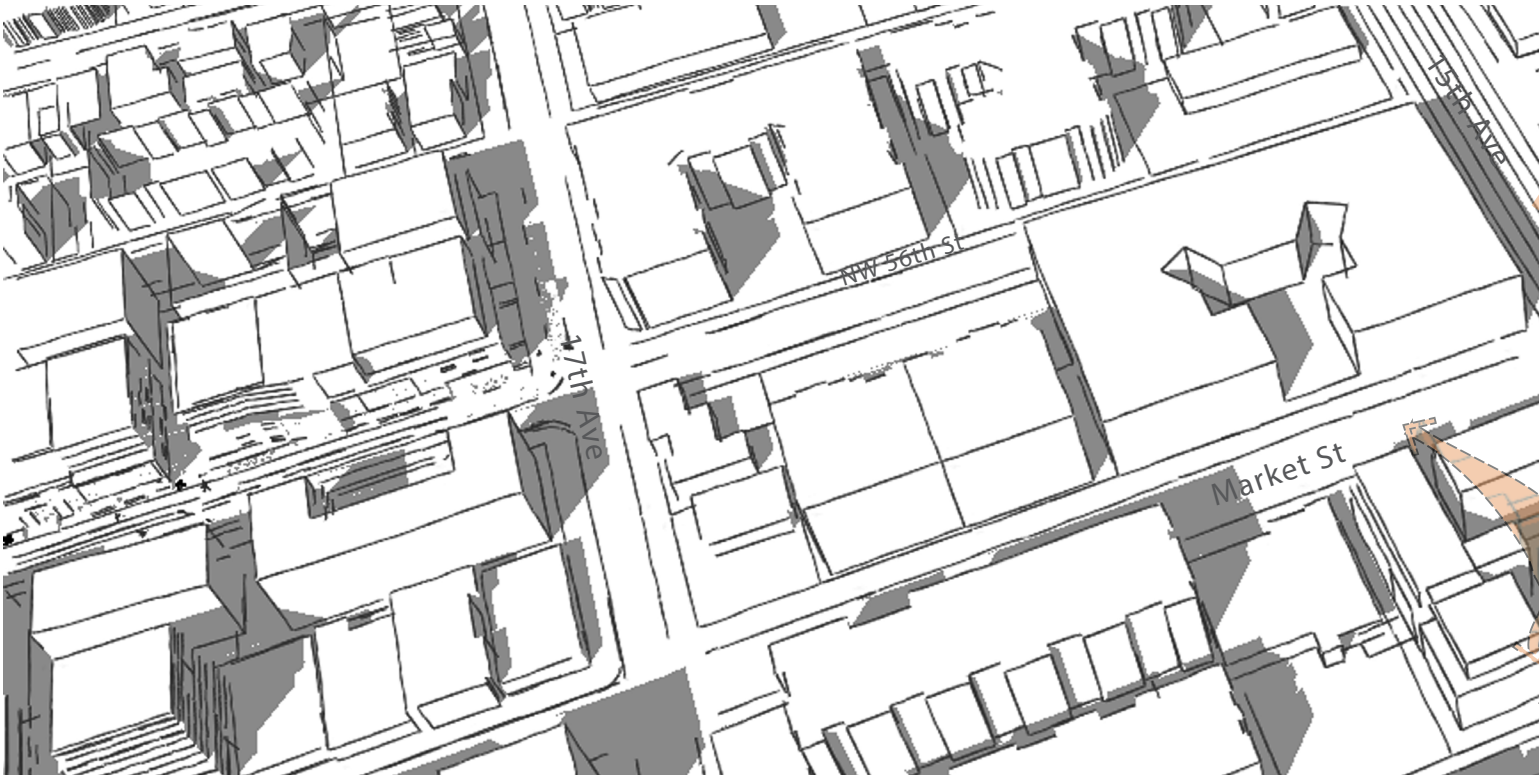








General Commercial



1. Development Standards

1

Maximum structure width: Identify a maximum structure width to help integrate buildings into existing context.

2

Separation: Consider requiring separation between structures exceeding a certain length.

3

Setbacks; Consider setbacks along major arterials. Encourage active sidewalk uses in setbacks.

4

Upper level setbacks; Require upper level setbacks to establish a pedestrian-friendly scale at the sidewalk.

5

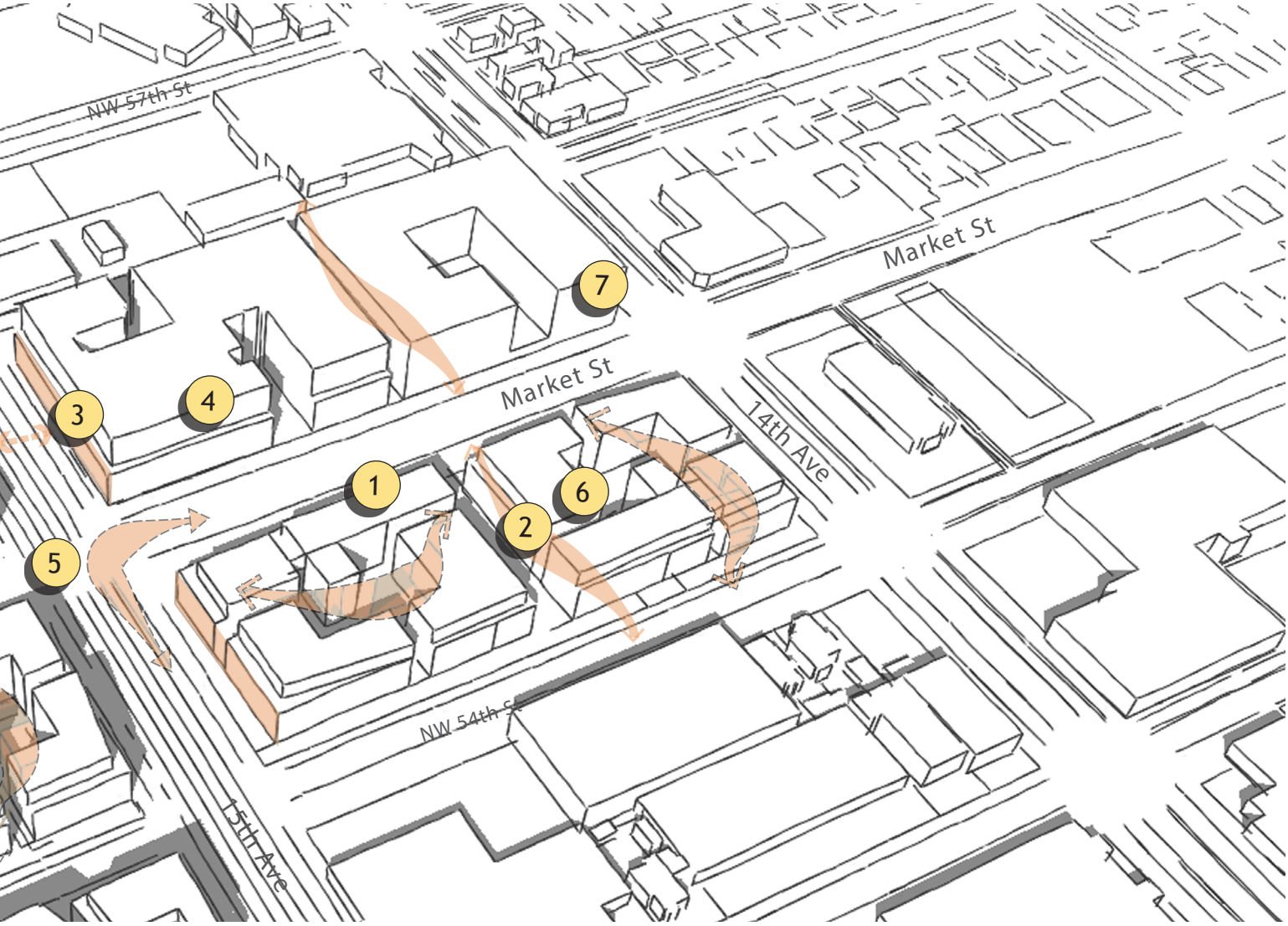
Weekly goods and services: Community-wide Commercial Center meets the weekly and monthly needs for goods and services. Encourage urban format grocery stores, pharmacies, and similar uses on the street level with compatible active uses along the sidewalk, for e.g. cafes, restaurants, shoe repair, etc. Encourage activity-generating uses on corner locations.

6

Office uses: Prioritize employment uses above street level commercial uses. Consider allowing single-purpose buildings to achieve the highest allowable FAR.

7

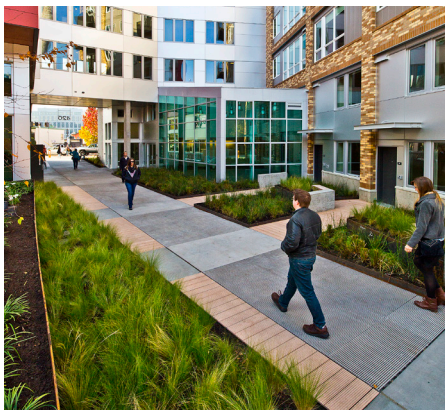
Mix of uses: Encourage a mix of uses that will generate activity through the weekday, evenings, and weekends.



2. Design Guidance

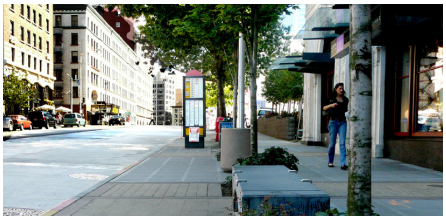
Develop new design guidelines to create a sense of place at the intersection of 15th Avenue NW and NW Market Street by:

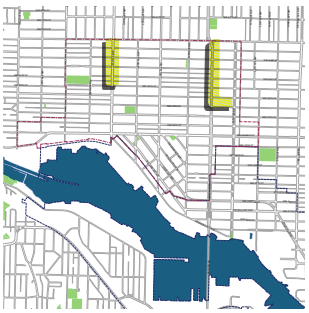
- Incorporating generous pedestrian amenities at transit stops.
- Creating a landscaped buffer between pedestrians and traffic.
- Designing buildings to respond to location through the placement of active uses on corners.
- Ensuring buildings engage with major arterials at the street level.
- Incorporating courtyards with seating, design details, and landscaping to create a welcoming environment for occupants and pedestrians.
- Considering through-block pedestrian pathways with active uses to connect local destinations and provide an open space amenity for building occupants.











Residential/Commercial Mixed



1. Development Standards

1

Active corner uses: Encourage small pedestrian- oriented retail on certain key corners along 15th Avenue NW and 14th Avenue NW by providing low intensity commercial uses. Where possible, locate these amenities close to existing or future bus stop locations or pedestrian crosswalks across 14th Avenue NW and 15th Avenue NW.

2

Curb cuts: Minimize points at which driveways cross sidewalks on 15th Avenue NW. Encourage shared access and access from side streets. Limit impacts to adjacent residential zoned sites.

3

Better sidewalks and more landscaping: Consider options for creating wider sidewalks. Use changes in elevation and landscaping to create a vertical buffer between pedestrians and traffic. This could be accomplished through landscaping, art, or street furniture.

4

Pedestrian and bicycle crossings: Where possible, improve intersections for pedestrians and cyclists.


3
2
4







5. MOVE BALLARD TRANSPORTATION RECOMMENDATIONS

Move Ballard identifies and prioritizes near-term multimodal transportation studies and improvements to help meet the transportation demands of the neighborhood. *Move Ballard* has been developed in coordination with the *Ballard Urban Design Transportation Framework*. Together, these two plans articulate a shared vision and strategies to guide future development and transportation investments in Ballard.

Move Ballard incorporates the goals and objectives of other planning work, including existing neighborhood plans, previous transportation studies, and citywide modal plans (including the master plans for pedestrian, bicycle, transit, and freight modes). Furthermore, in anticipation of a possible Sound Transit 3 project list and vote in the fall of 2016, this study evaluates and prioritizes potential future light rail stations identified in the *Ballard to Downtown Seattle Transit Expansion Study* (2014). Understanding the neighborhood's preference for high capacity transit (HCT) station locations along with the connectivity and mobility challenges to reach those stations will allow the Seattle Department of Transportation (SDOT) to more effectively partner with Sound Transit to implement HCT in Ballard.

Through a community and City prioritization process shown below, 10 projects rose to the top of the list. The list included a mix of near-term projects that could be implemented in the next one-to-three years and longer-term projects that address major transportation needs, but require additional study and a major financial commitment from the City. The Technical Appendix contains the detailed scoring results for all projects. Top rated projects are listed on the next page, and project descriptions are included in the Move Ballard report.









Leary Ave & 20th Ave Crossing Improvement
Location: Intersection of Leary Ave, 20th Ave and Vernon Pl
Description: Improve pedestrian safety and crossings by installing a full traffic signal and curb extensions across 20th Ave and crosswalks across all intersection legs.

Ballard Five Points Crossing Improvement
Location: Intersection of Leary Ave, 22nd Ave and Market St
Description: Improve pedestrian crossing by widening crosswalks. Explore the feasibility of a pedestrian scramble phase to further enhance pedestrian crossings and reduce pedestrian/vehicle conflicts.

20th Ave NW & NW 57th St Pedestrian Crossing
Location: Intersection of 20th Ave and 57th St
Description: Improve pedestrian safety and crossings by installing crosswalks, ADA ramps, and potential curb extensions.

Shilshole Ave NW & 17th Ave NW Truck Access Improvements
Location: Intersection of 17th Ave & Shilshole
Description: Improve freight access to the Ballard Bridge by adding an eastbound left turn lane.

17th Ave NW Greenway Connection
Location: Intersection of 17th Ave & Ballard Ave to intersection of 45th St & 11th Ave
Description: Connect 17th Ave Greenway to Ballard Bridge and existing BGT. Pending results of the BGT EIS to determine final alignment.

Leary Ave NW Corridor Study
Location: Leary Ave NW from 17th Ave to Market St
Description: Study corridor to determine how to accommodate freight, transit, and bicycle travel. This project will consider the final results of the Freight Master Plan, Burke-Gilman Trail (BGT) EIS, and the Route 40 BRT Corridor Study. This project could include priority lanes (e.g. transit/truck) and improved crossings.

Ballard Ave Streetscape Concept Plan
Location: Ballard Ave from 20th Ave to 22nd Ave
Description: Increase sidewalk widths and enhance pedestrian realm by widening sidewalks 3-4 feet using a curbless design to accommodate Ballard Farmers Market uses. Concept would maintain 11 foot travel lanes and 8-9 foot on-street parking lanes.

15th Ave & Market St Intersection Study
Location: Intersection 15th Ave & Market St
Description: Improve pedestrian safety and crossings. Enhance transit accessibility in conjunction with final Sound Transit decision on HCT between Ballard and Downtown.

14th Ave NW Corridor Study
Location: 14th Ave NW from Market St to NW 65th
Description: Implement mix of in-street minor separation (bike lanes) and protected bicycle lanes as identified Bicycle Master Plan. Include wide travel lanes and parking lanes to accommodate freight movement south of 56th St.

NW Market St Corridor Study
Location: Market St from 24th Ave to 30th Ave
Description: Study implementation of in-street minor separation (bike lanes) as adopted in Bicycle Master Plan pending the outcome of the Burke Gilman Trail EIS. Reconfigure intersection of Market St/54th St.

6. IMPLEMENTATION

6.1 Implementation Plan

Implementing the recommendations in this document requires that actions be carried out by a variety of stakeholders. This section summarizes the steps and timing of changes to the Land Use Code and design guidelines, as well as the general timing of other transportation changes, however many of the latter require additional study or funding the make estimateing timelines difficult. The City will continue to consult this UDTF and engage the community as projects move forward. And, while the City can lay the groundwork for good urban design through appropriate regulations and investments, physical changes in the neighborhood will be carried out mostly by private development and community engagement.

ACTION	OPCD	BPSG	SDOT	Other	TIMELINE
Development Standards					Q4 2015 – Q3 2016
Update development standards to shape new development and follow through on the recommendations of the UDTF.	●				
Review with Community	●	●			
Legislation & Council Action	●				
Zoning					Q4 2015 – Q3 2016
Draft Rezone Analysis: Update zoning to shape new development and follow through on the recommendations of the UDTF.	●				
Review with Community	●	●			
Legislation & Council Action	●				
Design Guidelines					Q3 2016 - Q2 2017
Update design guidelines to guide new development and follow through on the recommendations of the UDTF.	●				
Review with Community	●	●			
Legislation & Council Action	●				
Streetscape Concepts					Q3 2016 - Q2 2017
Create street concept designs to guide future investments and implementation by private developers, the City, and other agencies.	●		●		
Review with SDOT	●	●	●		
Review with Community	●	●	●		
Prepare Director's Rule	●		●		
Transportation					Ongoing
Implement Tactical Urbanism projects for improvements (e.g. 20th & Leary Way crosswalk)			●		
Complete studies and improvements identified in Move Ballard using Move Seattle programs.			●		
Parks / Open Space					Ongoing
14th Ave. NW Park: Convert two blocks between NW 59th & NW 61st to a new park		●	●		
Ballard Open Space Plan: Implement open space recommendations for downtown Ballard				●	
Waterfront Access: Continue collaboration between Parks, SDOT, and SPU to improve public access to the 24th Ave NW street end.	●	●	●	●	

6.2 Future Planning

Future planning and related community engagement in the Ballard area related to implementation of the Housing and Livability Agenda, Seattle 2035, Sound Transit 3 and other transportation investments will occur over the coming years.

City Council is expected to adopt an updated comprehensive plan, Seattle 2035, in the fall of 2016. As a policy document, the Plan lays out general guidance for future City actions. The plan identifies portions of eastern Ballard within a 10 minute walk from the intersection of NW Market St. and 15th Ave. NW, where there is high quality transit service, as an Urban Village expansion area. This area will receive further study of how to provide more housing, including affordable housing, close to very good transit.

The expansion area and Urban Village boundary will be finalized with zoning changes for the Housing Affordability and Livability Agenda (HALA) Mandatory Housing Affordability, a new program that will require all new commercial and multi-family residential buildings to either include affordable housing on site, or make a payment to support affordable housing. The HALA process has begun and is expected to continue through 2017. The community can track and engage with the HALA process by visiting www.seattle.gov/hala.

On June 23, the Sound Transit Board adopted Sound Transit 3 (ST3), a ballot measure for the region's voters to consider in November 2016. ST3 represents the next set of mass transit investments to keep our region moving to destinations throughout the region, regardless of weather or traffic. The plan includes extension of light rail to Ballard in the vicinity of NW Market St. and 15th Ave. NW by 2035. If the ballot measure is successful, Sound Transit will progress with design of this segment. During the design process and as construction nears, the City anticipates engaging communities in Station Area Planning.

7. APPENDICES

7.1 acronyms glossary

B2D – Ballard to Downtown
BIA – Business Improvement Area
BPSG – Ballard Partnership for Smart Growth
OPCD –Office of Planning and Community Development
FAR – Floor Area Ratio
HCT – High Capacity Transit
HUV – Hub urban village
IC – Industrial Commercial
MIC – Manufacturing and industrial center
NC – Neighborhood Commercial
OED – Office of Economic Development
RC – Residential Commercial
SDOT – Seattle Department of Transportation
SPU – Seattle Public Utilities
TMP – Transit Master Plan
TOD – Transit Oriented Development
UDaT – Urban Design and Transportation
UDTF – Urban Design and Transportation Framework

7.2 Move Ballard: Near-Term Project Concepts for the Ballard Hub Urban Village