



Ballard Urban Design


Create a vision that will shape growth & guide development

- **Land Use Regulations**
- **Design Guidelines**
- **Streetscape Design**
- **Open Space**
- **Mobility Improvements**
- **Expanding Economic Opportunity**

Seattle.gov/DPD/Ballard



What



Guide the Character of development as the Ballard core grows

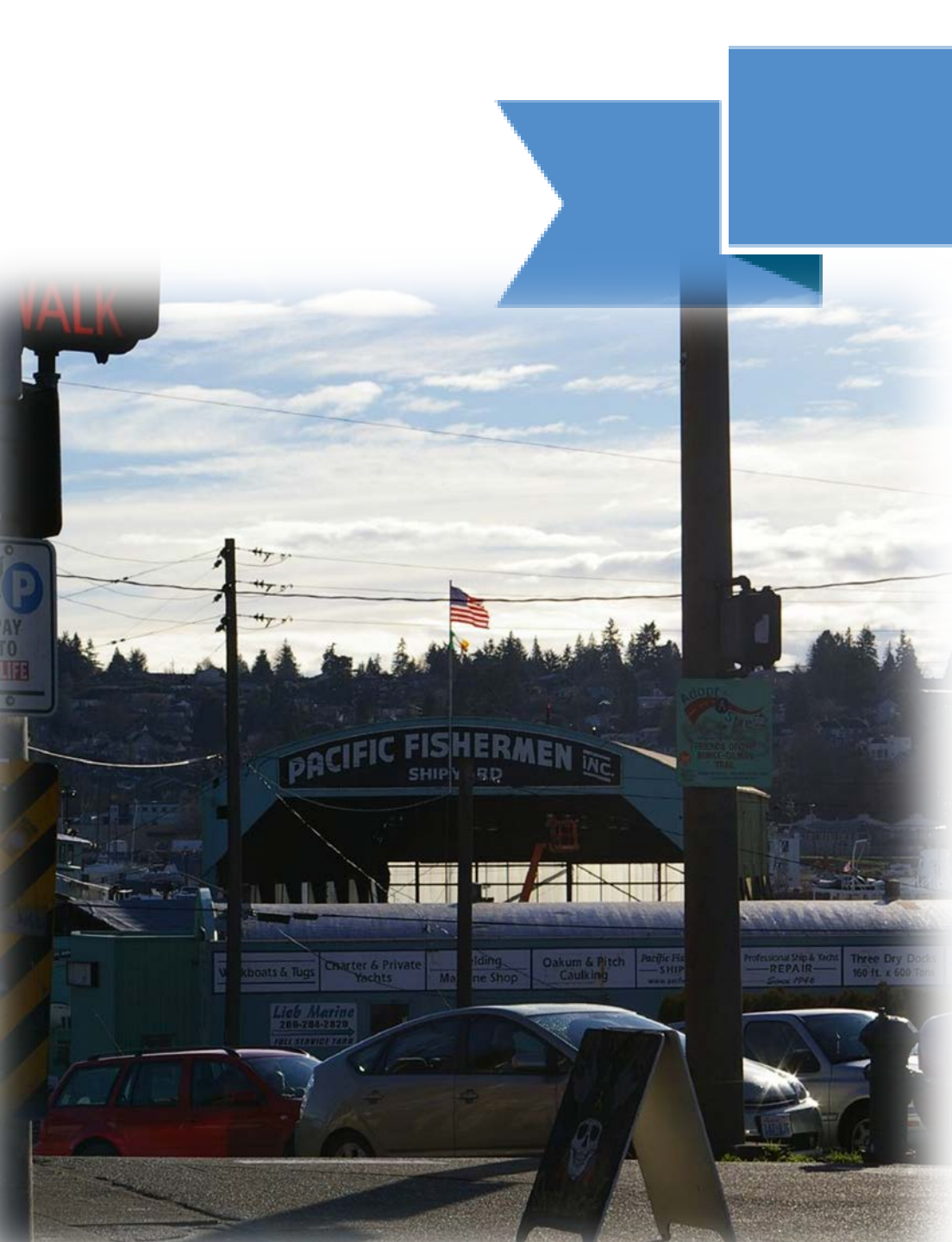
Identify **Mobility Improvements** needed to support growth, and assess opportunities and challenges presented by the potential high capacity transit

Expand Economic Opportunity by diversifying expanding business and employment opportunity

Sustain Health by identifying how Ballard can preserve and build supports the health and access to opportunity for a diverse community.

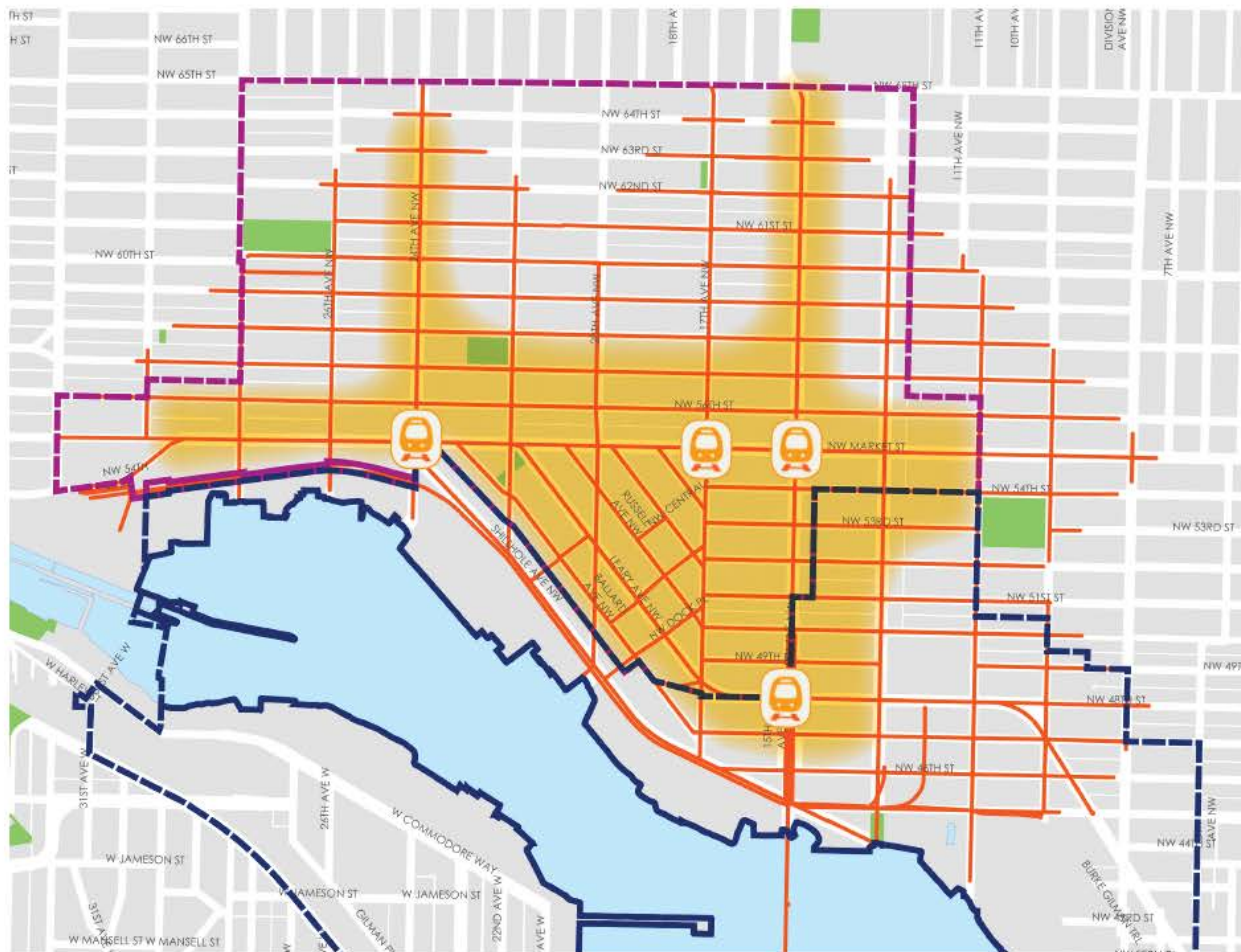
Context

- Seattle 2035
- B2D HCT Study
- Lowrise Code Corrections
- Ship Canal Crossing Study
- Freight Access Project
- Parking Study
- Ballard Open Space



Where?

Ballard Urban Design Framework **Focus Area Map**



Legend



Potential Future High Capacity Transit Stations



Focus Area:
Our recommendations will likely focus on this core area of Ballard.



Assessment Areas:
Areas within a 10-minute walk from potential high capacity transit stations where we will assess impacts and benefits.

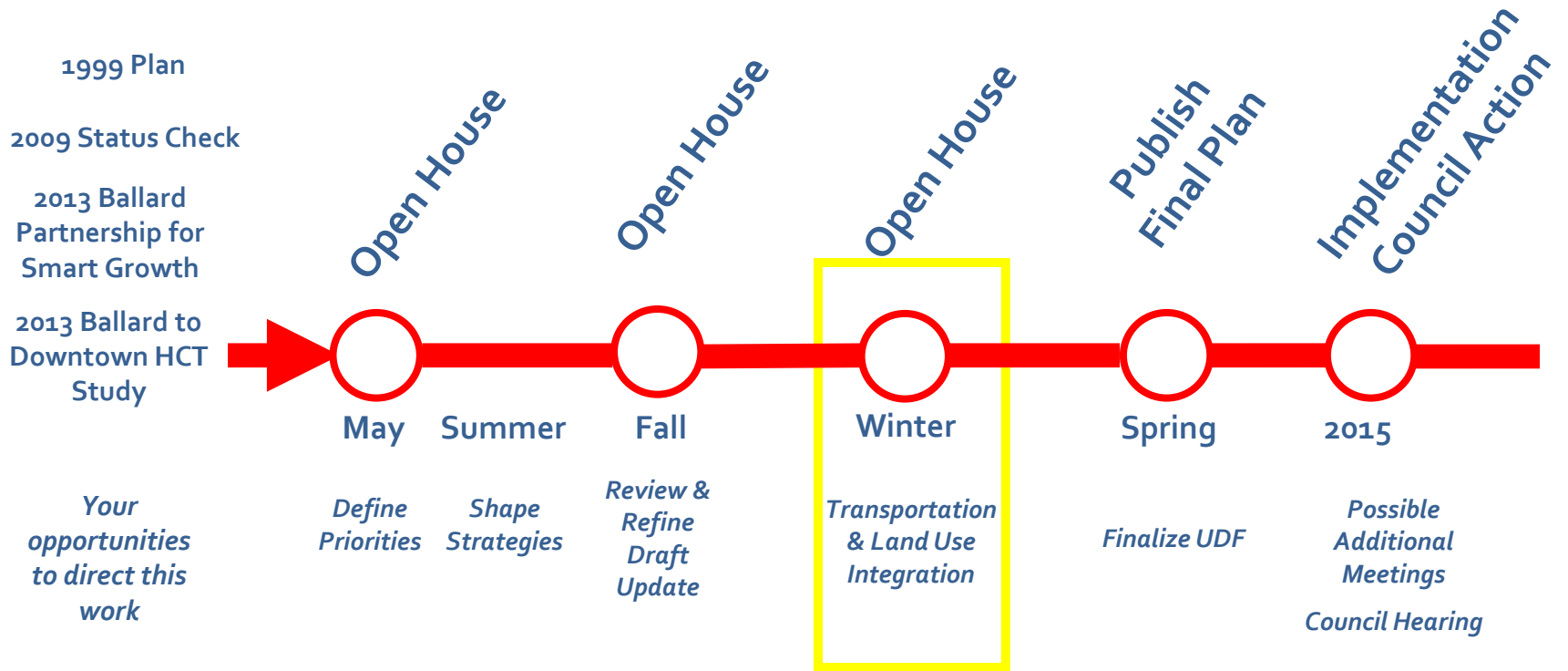


Ballard Hub Urban Village Boundary



Ballard Interbay Northend Manufacturing Industrial Center (BINMIC) Boundary

When



Community Guidance to Date



- **Love Ballard’s historic qualities and its industrial tradition.**
- **Appreciate the shops and restaurants in a beautiful, walkable neighborhood.**
- **Concerned that a number of projects don’t contribute to Ballard’s character.**
- **Worried about affordability and that transportation improvements have not kept pace with growth.**

Community Guidance to Date



Amend Standards

- Reinforce the role of different areas in downtown Ballard
- Reduce upper-level building bulk
- Create better street-level standards appropriate to different areas (commercial, residential)
- Provide design guidance to improve character, quality & permanence
- Support job creation in specific areas

Reinforce “Public Realm”

- Designs for “green street” & “festival streets” that support streets as open space
- Target specific intersection improvements
- Integrate Groundswell NW open space recommendations



Next Steps

Multimodal Analysis

- Integrate Pedestrian, Bicycle, Transit & Freight modal plans
- Identify & prioritize improvements

Station Area Assessment

- Review station options and recommend which best serves Ballard Urban Village & BINMIC
- Identify improvements needed to optimize the function of each option
- Scope topics for station area planning when Sound Transit selects alignment

Housing Affordability

Health & Livability



Seattle

2035

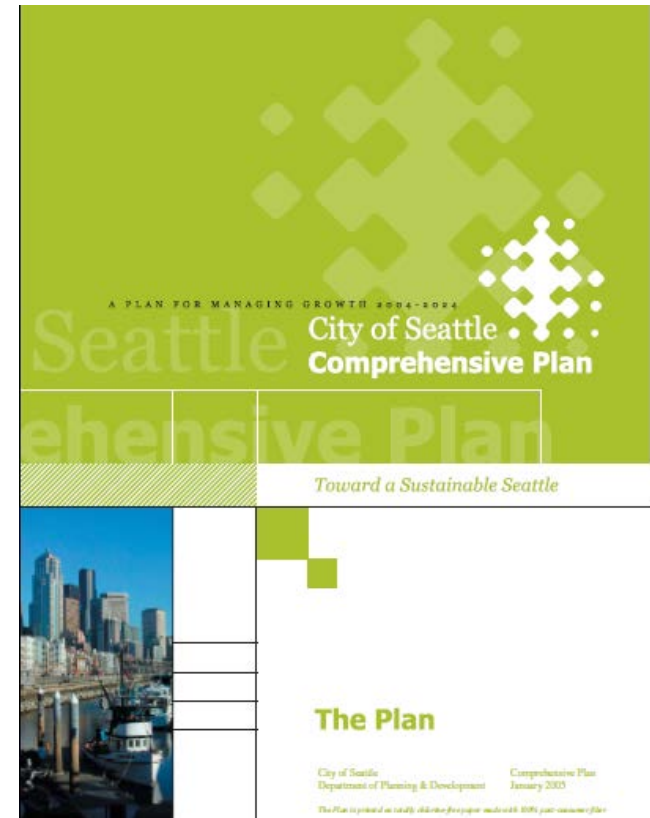
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2035.Seattle.gov



Seattle's Comprehensive Plan

- City policies about where and how the city will grow
- 20 years of job and housing growth
- Urban Village Strategy



Current Industrial Policies

The City's Comprehensive Plan says:

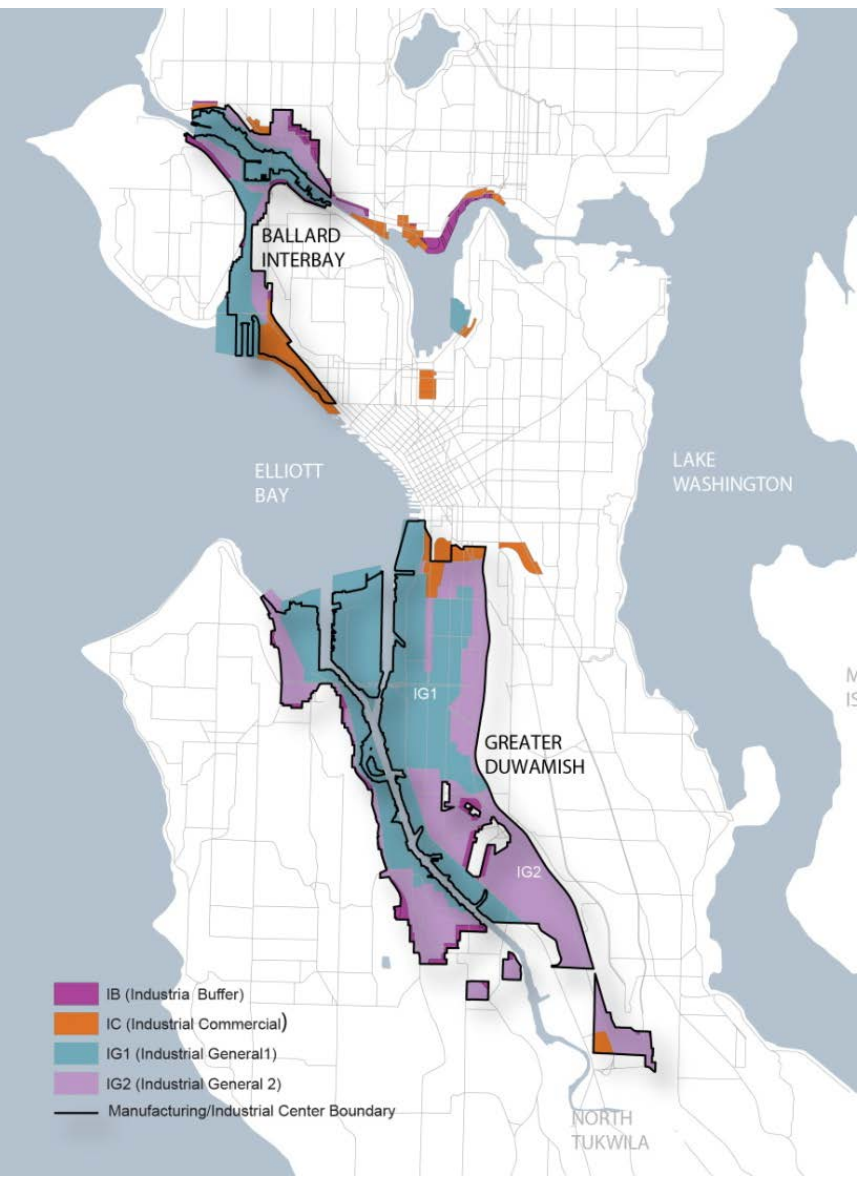
- Promote the use of industrial land for industrial purposes.
- Promote high value-added economic development by supporting growth in the industrial and manufacturing employment base.
- Restrict or prohibit uses that may negatively affect the availability of land for industrial activity, or that conflict with the character and function of industrial areas.

Why City Policies Protect Industrial Land

- Family wage jobs
- Economic resilience
- Support for international trade
- 1/3 of City's sales tax revenue
- 1/3 of City's B&O tax revenue

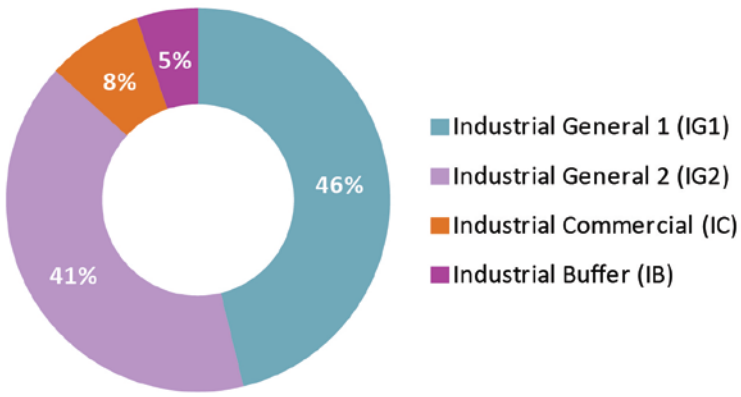


Seattle's Industrial Lands MICs and Zoning



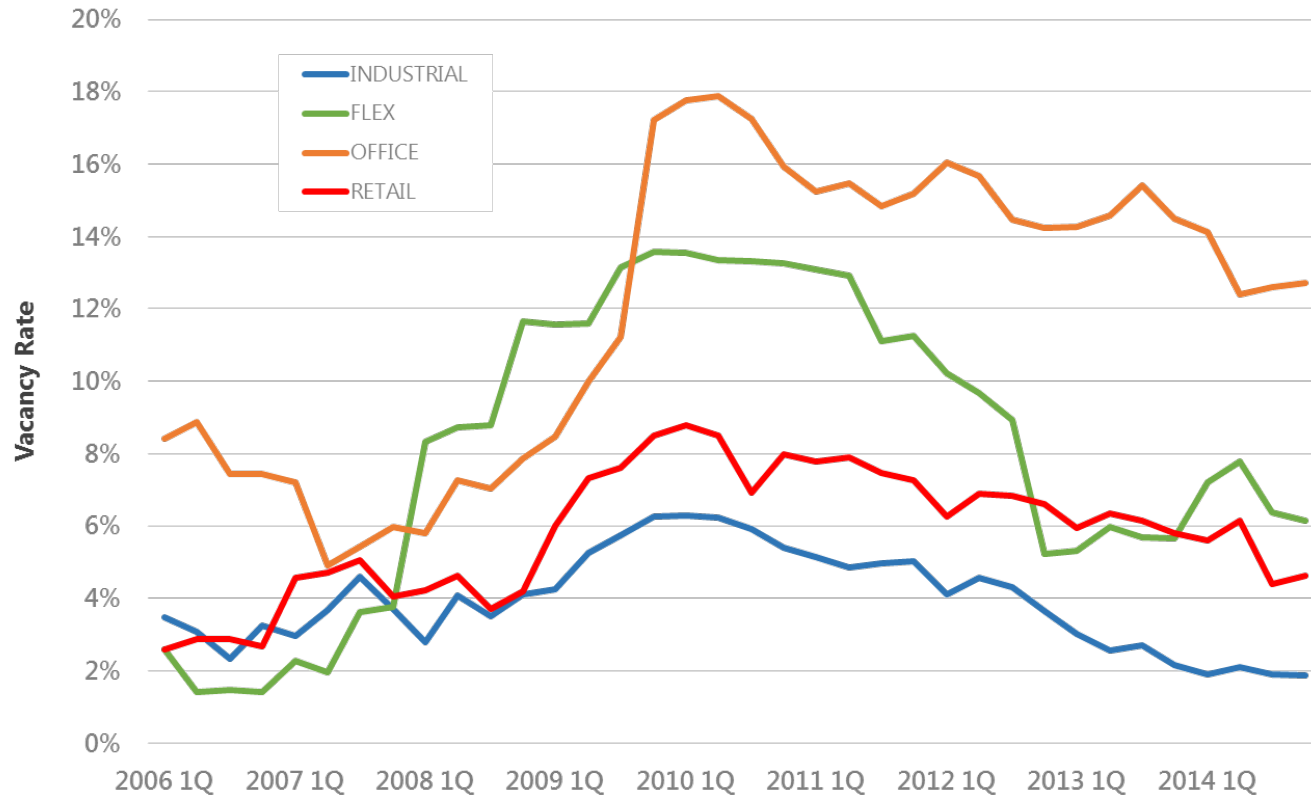
- Almost all of the city's 6,000 acres of industrially zoned land is in the Ballard/Interbay and Greater Duwamish M/ICs
- Duwamish is much larger (4,900 acres vs. 900) than Ballard/Interbay
- Land use code has 4 zoning designations – IG1, IG2, IC and IB

Gross Acres of Zoning



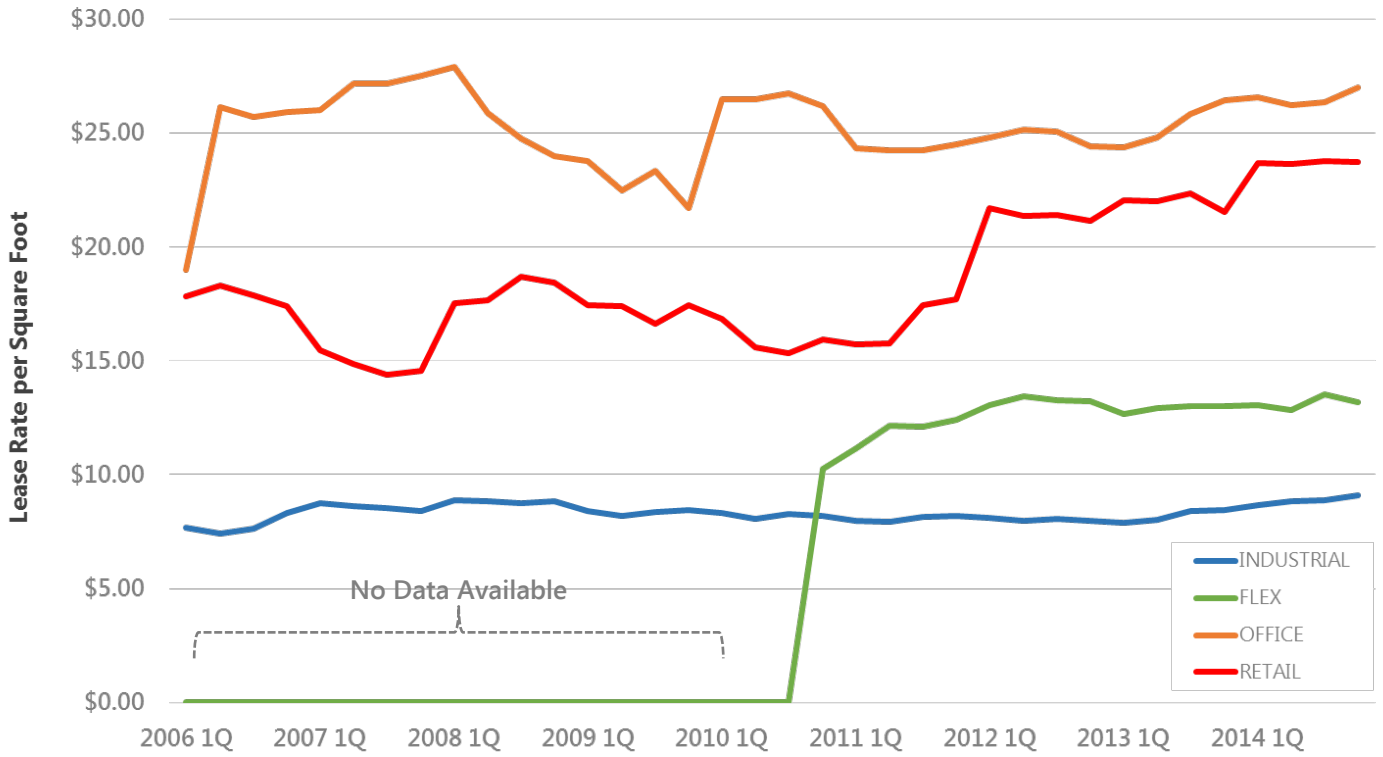
Vacancy Rates (All Subareas)

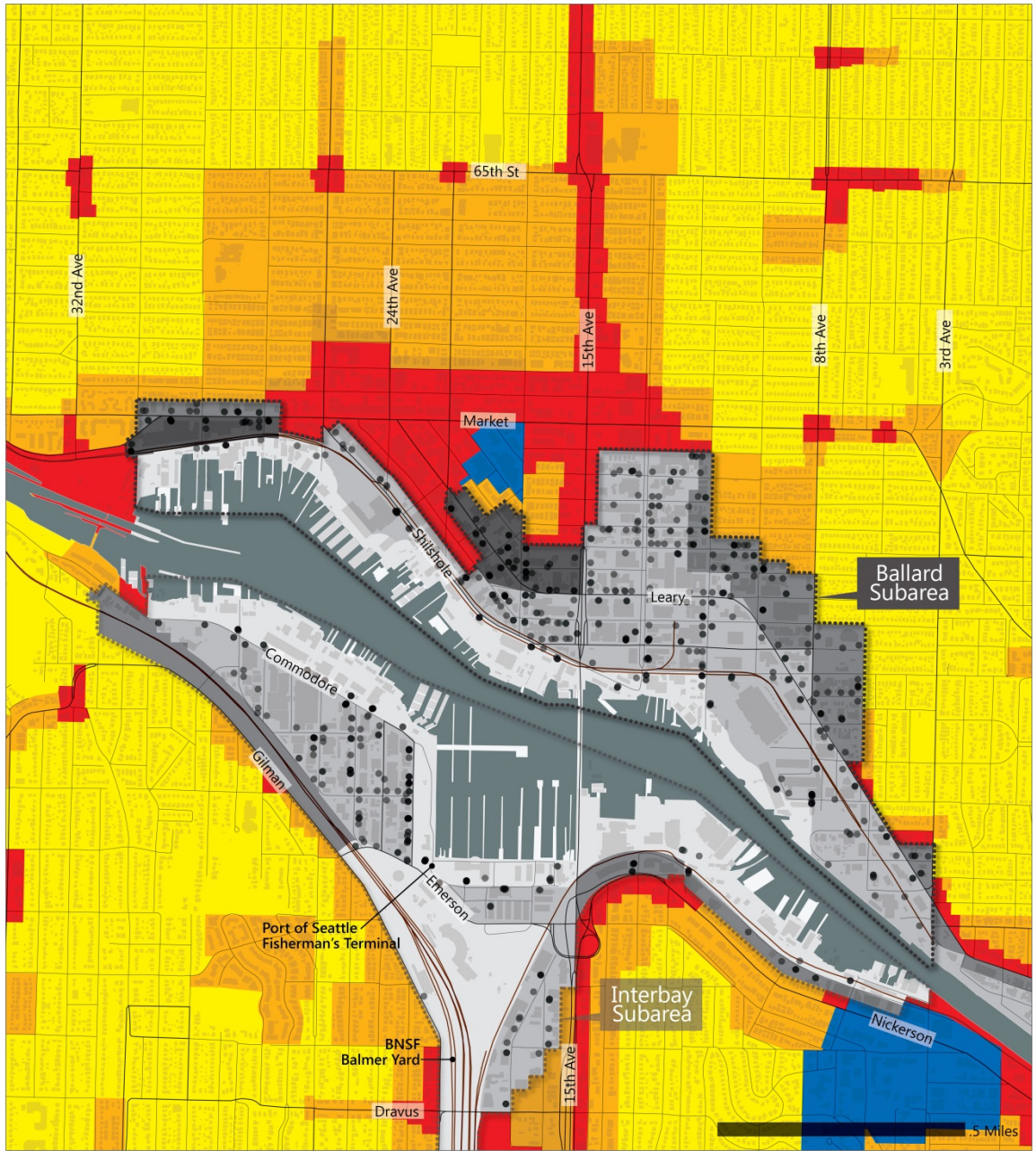
Vacancy Rates by Development Type



Lease Rates (All Subareas)

Lease Rates by Development Type





Ballard Zoning

Note: locations of establishments are approximate and based on geo-coded street addresses.

See slide 113 for descriptions of Seattle's industrial zones.

Local Production Inventory Ballard Zoning

Specific Industrial Zoning

- General Industrial 1
- General Industrial 2
- Industrial Buffer
- Industrial Commercial

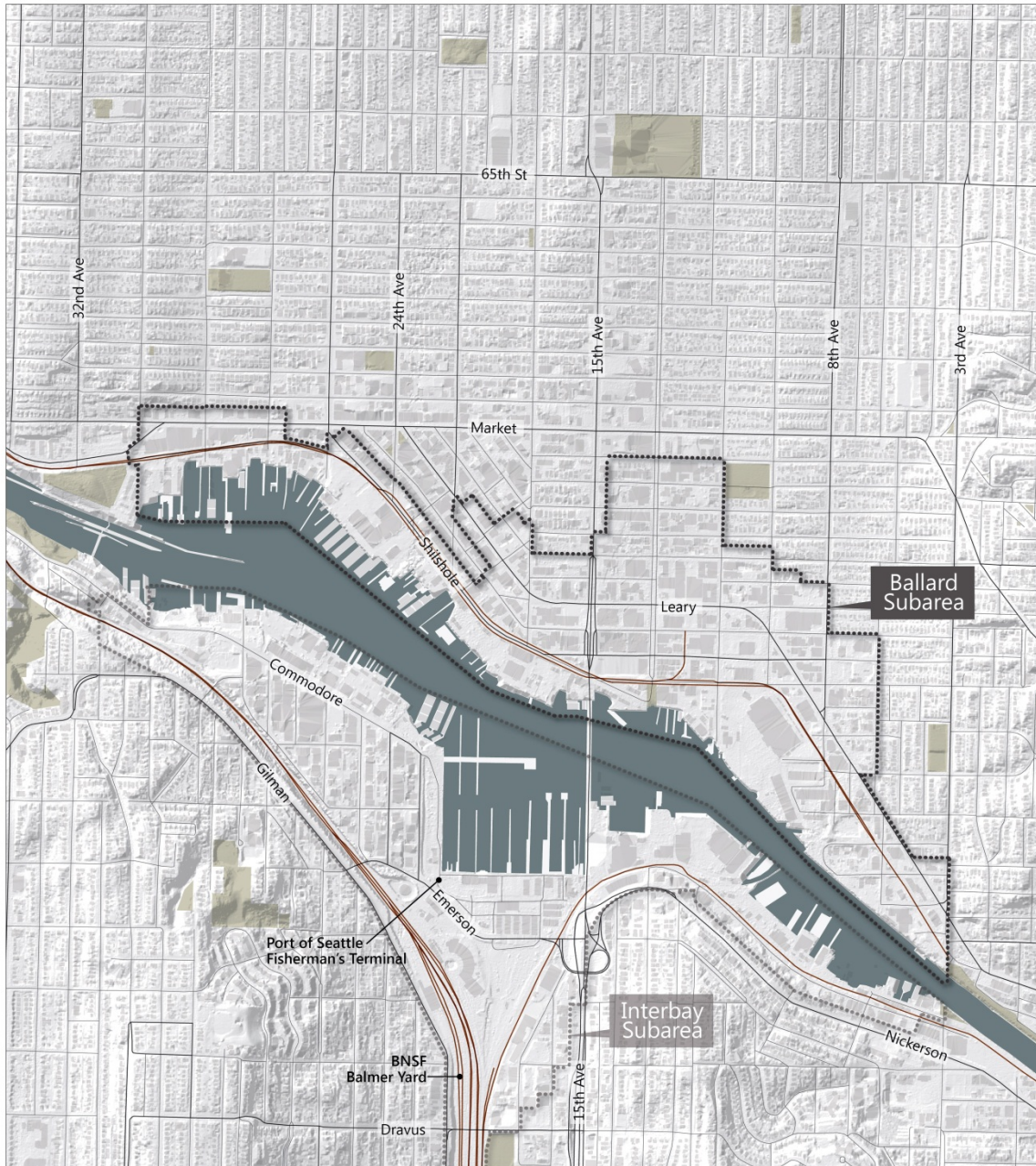
Generalized Zoning

- Downtown
- Major Institutions
- Master Planned Community
- Multi-Family
- Neighborhood/Commercial
- Residential/Commercial
- Single Family

- Inventoried Establishment*
- Parks & Open Space
- Bodies of Water
- Subarea Boundary

*Note: Darker dots indicate multiple establishments
Source: City of Seattle; Community Attributes




Inventory by Subarea: BALLARD



Ballard Subarea

- 252 parcel acres
- approximately 590 establishments
- employing 7,450 people

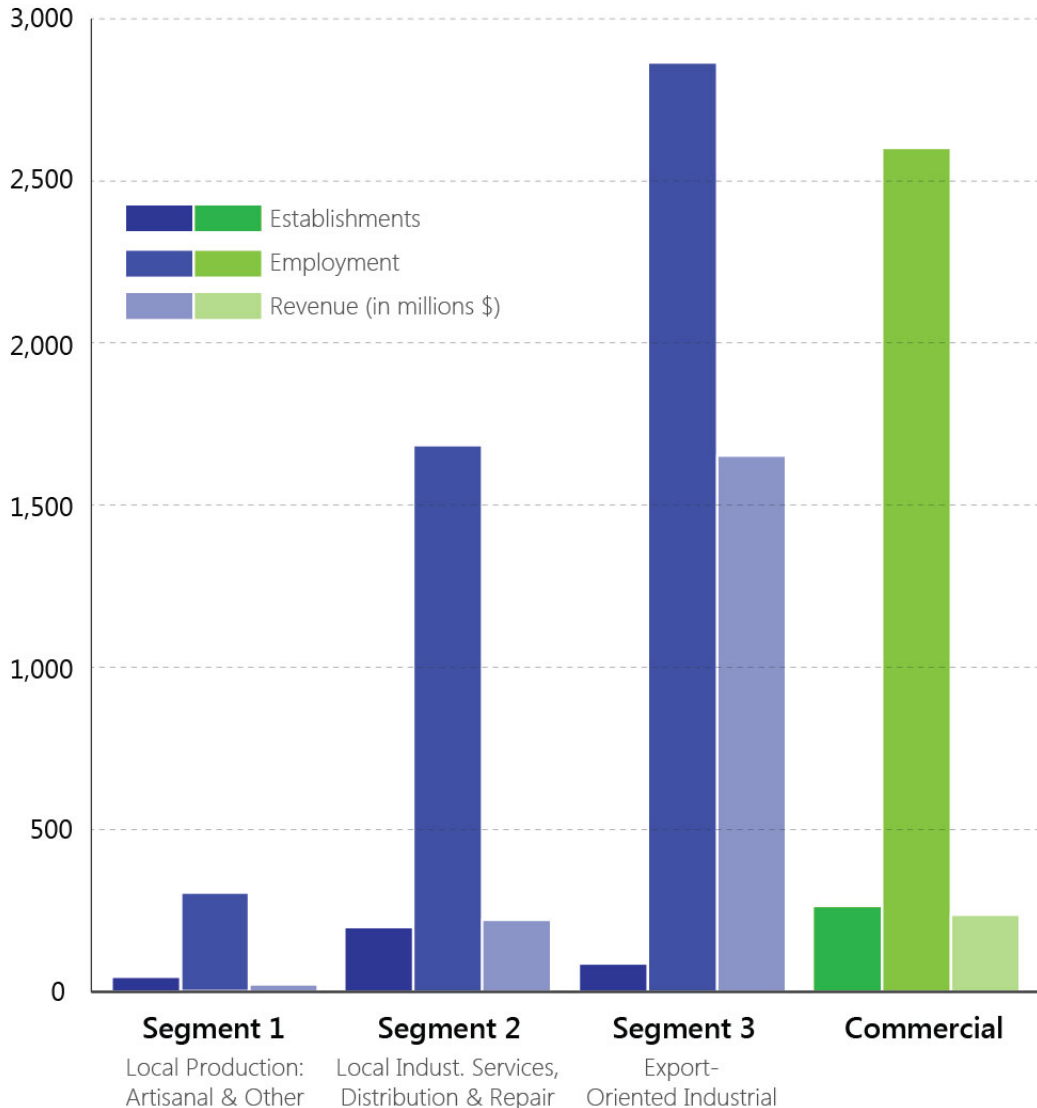
Local Production Inventory Ballard Subarea

-  Parks & Open Space
-  Bodies of Water
-  Subarea Boundary

Source: Hoover's 2014; Community Attributes

Inventory by Subarea: BALLARD

Establishments, Employment & Revenue by Segment

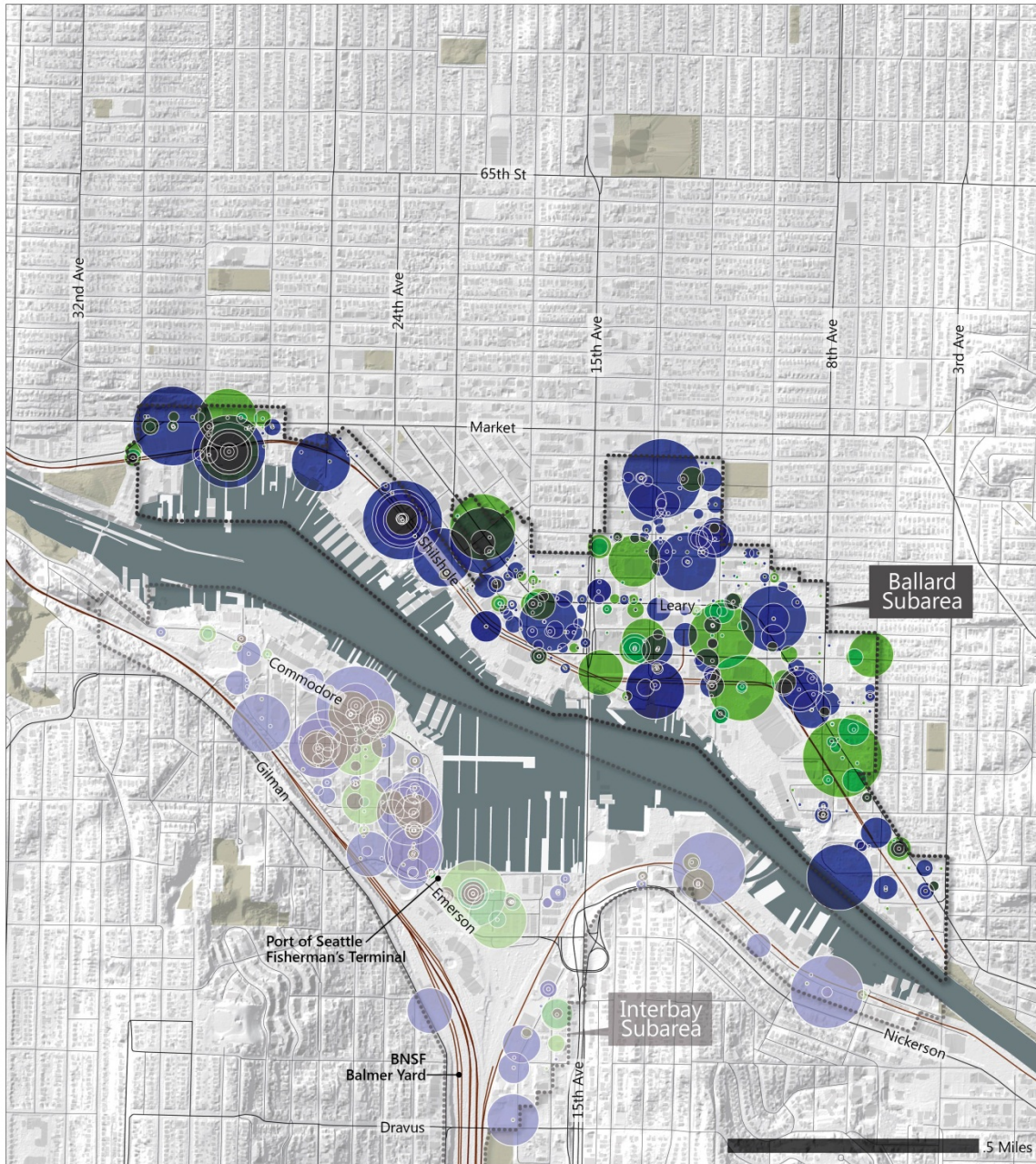


In the Ballard Subarea, business activity in terms of revenue and employment is dominated by Export-Oriented industrial activities. In terms of employment only, Commercial activities and Local Industrial Services, Distribution & Repair are also significant with 2,602 and 1,685 employees respectively.

While employment levels are similar for Segment 3 and Commercial activities, revenues generated are far higher for Segment 3 Industrial.

Local Production is a smaller presence in terms of all three categories, employing only 192 in Ballard.

Inventory by Subarea: BALLARD



Commercial & Industrial Establishment Locations

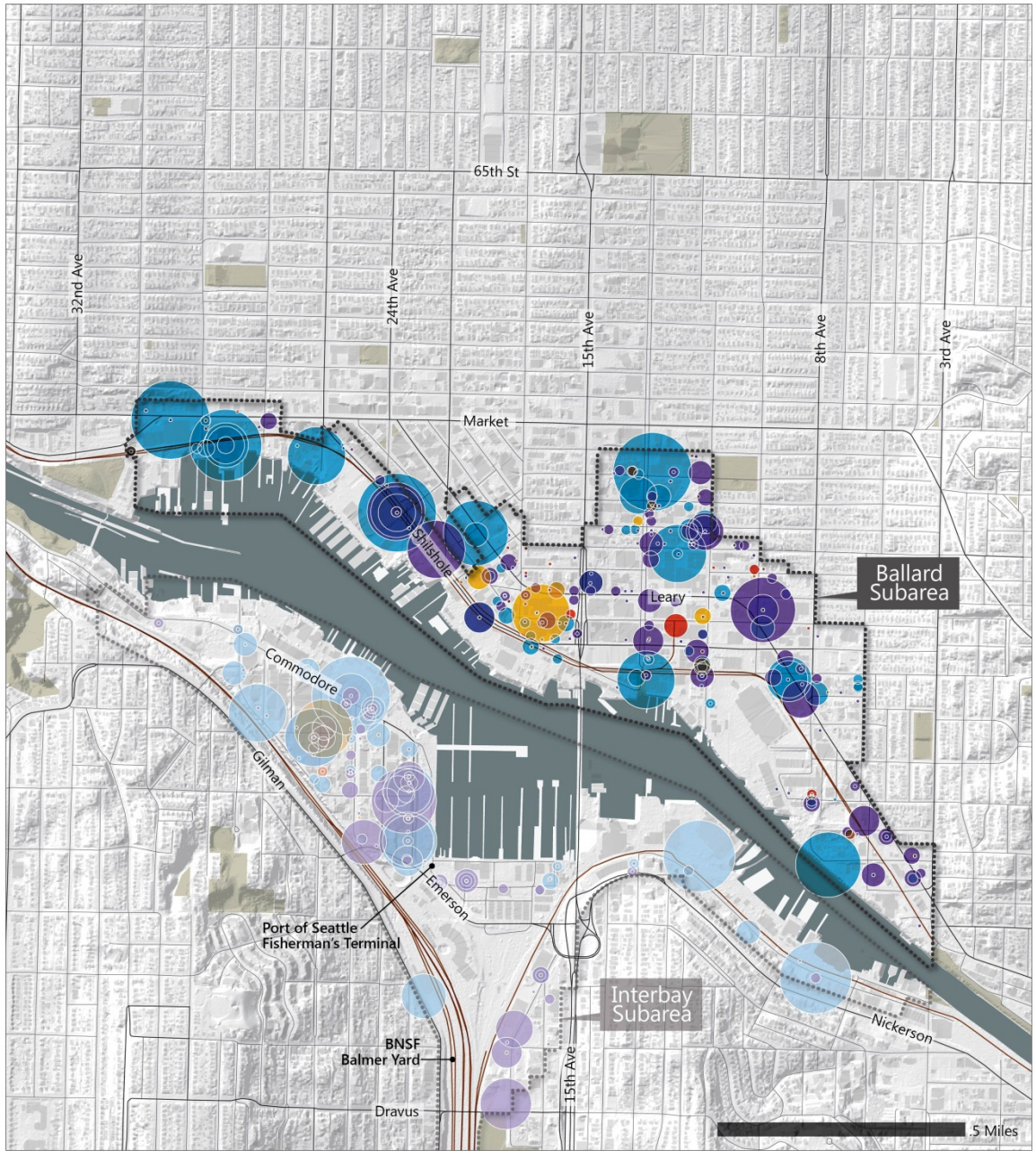
Local Production Inventory

Ballard Subarea: Commercial & Industrial



Source: Hoover's 2014; Community Attributes

Inventory by Subarea: BALLARD



Industrial Establishment Locations by Segment

Local Production Inventory

Ballard Subarea: Industrial Segments

1a. Local Production: Artisanal-Craft Establishments



1b. Local Production: Other Establishments



2. Local Industrial Services, Distribution & Repair Establishments



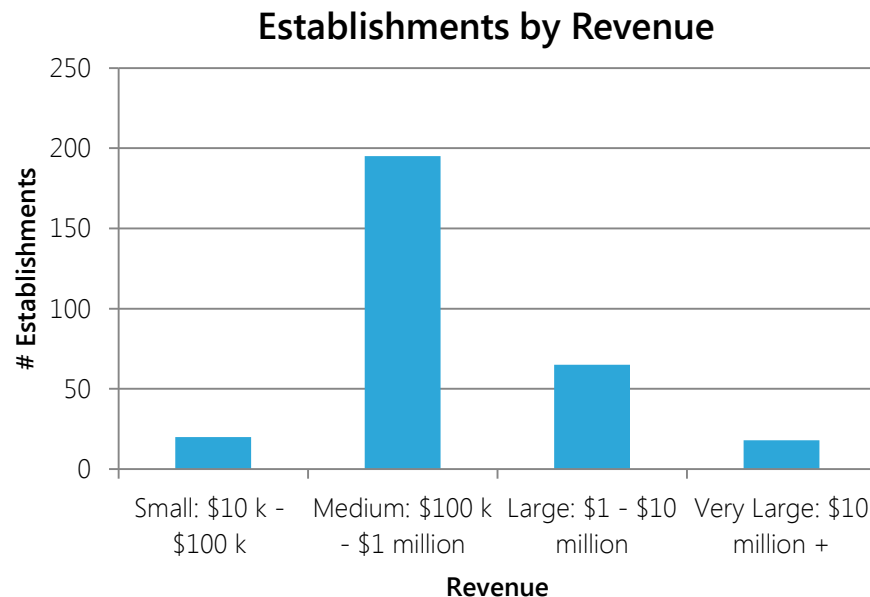
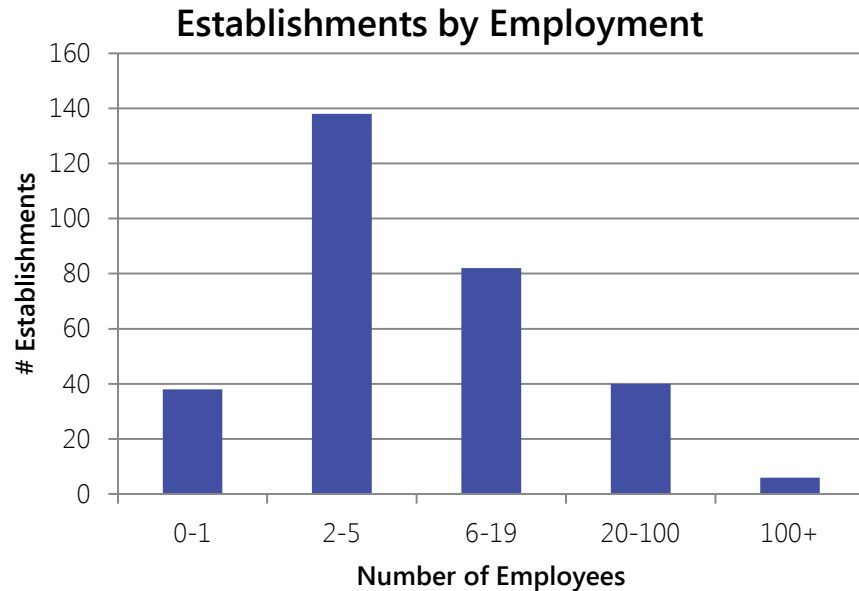
3. Export-Oriented Industrial Establishments



- Parks & Open Space
- Bodies of Water
- Subarea Boundary

Inventory by Subarea: BALLARD

Establishment Size Profiles



- Many small employers: 220 establishments employing 2 to 19 people
- Only 6 large (100+ employee) establishments.
- Most industrial businesses in Ballard are mid-size:

More industrial establishments (195) report revenues in the mid-size range (from \$100,000 to \$1 million per year) than the combined total of Small, Large, and Very Large revenue-generating establishments.

*Note: Industrial activities only; 1 establishment with 0 employment
Source: Hoover's 2014; Community Attributes*

Proposed New Policy

Criteria for reviewing requests to remove land from a M/IC:

- ▣ Specify the use for the land
- ▣ Demonstrate there is no other land in the city suitable for that use
- ▣ Proposed use would not replace an industrial use
- ▣ Proposed use would not interfere with nearby industrial operations

Proposed New Policy

Prohibit future use of Industrial/
Commercial (IC) zone in M/ICs



Next Steps for these Policies

- Include policies in Seattle 2035
- Draft environmental impact statement (EIS) **May 2015**
- Draft revised Comprehensive Plan **July 2015**
- Final EIS and Plan **December 2015**
- Council action on Plan **2016**

The logo for Seattle 2035, featuring the word "Seattle" in a red script font, "2035" in a red sans-serif font below it, and the tagline "YOUR CITY, YOUR FUTURE" in a smaller red sans-serif font at the bottom. The logo is set against a light yellow background.

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Questions ?

