Ballard is a thriving neighborhood with 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 a growing brewing community and craft businesses.

After many years of modest growth Ballard is experiencing dramatic growth and change. The business owners, community groups, and residents collaborated to form the Ballard Partnership for Smart Growth to provide new neighborhood leadership. The community has developed a shared vision that will help the City and them guide growth and provide the needed improvements to sustain a healthy community.

Significant for the long-term, Sound Transit’s Long Range Plan states the agency’s intent to connect Ballard and downtown with high capacity transit. 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, and the City about how the 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. 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 development. 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 Framework (UDF) presents recommendations arising from this dialogue. The UDF 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, it can also guide the private development and community projects.
Guiding Principles

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

1. Support a vibrant downtown Ballard business district
2. Create a hierarchy of great streets and public spaces with special attention to Market Street, and preserving green spaces
3. Expand the diversity of jobs, employment
4. Protect and support Ballard’s thriving industries while ensuring appropriate balance between maritime/industrial, retail and restaurants
5. Preserve the historic character of neighborhood areas
6. Provide design guidance for neighborhood areas that are likely to change that encourages quality and variety in the built environment
7. Balance the mobility needs of pedestrians, bicycles, transit, cars and freight
8. Prepare for potential light rail investment
9. Support affordable housing
10. Embrace community equity health and sustainability as a fundamental planning philosophies
11. Consider views of iconic streetscape and nature
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1. INTRODUCTION

1.1 Purpose of the Urban Design Framework

The Ballard Urban Design Framework (UDF) establishes a shared design vision and implementation strategy for the future of the core commercial and mixed use areas of Ballard. It will help guide growth in Ballard by translating extensive community planning work into guiding principles, specific recommendations, and implementation tasks.

The City will use the UDF 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 UDF 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 local community groups, residents and agencies have worked together to identify and address the most pressing concerns and 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.

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

**Ballard Partnership for Smart Growth UDaT Work Group**

The Urban Design and Transportation (UDaT) Work Group worked with the Departments of Planning and Development (DPD) and Transportation (SDOT) to develop and review the UDF. Thank you:

Tom Malone            Co-Chair, Ballard Chamber
Catherine Weatbrook  Co-Chair, Crown Hill Business Assn.
Mindy Byers  Ballard Landmark
Jim Demetre  East Ballard property owner
Robert Drucker  Groundswell Northwest
Shannon Dunn  East Ballard Community Assn.
Barbara Fox  St. Lukes
Scott Ingham  Ballard Chamber
Mike Kahrs  Central Ballard Residents Assn.
Linda Melvin  Central Ballard Residents Assn.
Andrew Natzel  Central Ballard Renter
Eric Nelson  Nordic Heritage Museum
Julia Park  Sustainable Ballard
Jim Riggle  Olympic Athletic Club
Michelle Rosenthal  Ballard Chamber
Courtney Rosenstein  Sustainable Ballard
Brent Siewert  Majestic Bay
Ethan Van Eck  Central Ballard Residents Assn
Eugene Wasserman  North Seattle Industrial Assn.
Mike Stewart  Ballard Chamber of Commerce

City of Seattle
DPD) facilitated the UDaT group meetings and production of this
document. SDOT facilitated mobility discussions, leading the multimodal
transportation analysis and potential station area assessments. The Office
of Economic Development (OED) provided support to the Partnership
through the Office’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  DPD Director
Nathan Torgelson  DPD, Deputy Director
Susan McLain  DPD City Planning Deputy Director
David LaClergue  DPD Area Planning Supervisor
David W. Goldberg  DPD, Project Manager
Aditi Kambuj  DPD, Urban Design Lead
Andrew Badgett  DPD, Communications
Michael James  SDOT
Chris Yake  SDOT
Chisaki Muraki-Valdovinos SDOT
Theresa Barreras  OED, Only in Seattle Manager
Andres Mantilla  OED, Only in Seattle

Community Groups
Several community groups hosted briefings and supported outreach
and engagement to help this project. Thank you:

Ballard District Council  Ballard Chamber of Commerce
Central Ballard Residents’ Association  East Ballard Community Association
Groundswell Northwest  North Seattle Industrial Association
Sustainable Ballard
1.3 Outreach & Engagement

The City and community collaborated at numerous levels to identify issues, build a vision, develop strategies, and to produce this UDF.

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. It is a collaboration between business, resident, and community organization working 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
DPD began working with the Partnership in 2013 as part of the Envisioning Ballard to Interbay project to consider changes and development along the 15th Ave 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 UDF 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. DPD staff and the Committee Co-Chairs led discussions and DPD recorded the group’s ideas. Their work provided the foundation for recommendations throughout this Framework.

Community-wide Open Houses
DPD 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) UDF review. DPD 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.
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 increased by 24 percent between 2000 and 2010. This growth is likely to continue. Partially in response to growth and change, SDOT and Sound Transit have plans for creating a high capacity transit connection between Ballard, Downtown, and the University District.

Residents and businesses in Ballard have felt the benefits and the impact of recent growth. In the last 15 years since the community completed the Ballard/Crown Hill Neighborhood Plan, much has happened – including investments in public parks, facilities, streets, and sidewalks. Today, a number of commercial investments and residential developments are transforming Ballard.

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. Improvements to transit have been slower than residential development and more job growth in the Ballard Urban Village is desired.

2.1 Existing Conditions

History and Development
The Original Residents of Shilshole Bay
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 Indians relocated across the Sound under the terms of the 1855 Point Elliott Treaty. This community was said to have numbered over one thousand, but by the early 1900s they had almost completely disappeared, as a result of the impacts of immigrant settlement.

Early Years of Anglo-European Settlement
The first European settlers immigrated to Ballard in the mid-1800s. Access to navigable water attracted manufacturers, lumber and shingle mills and water-related businesses. The opportunity to fish was a magnet for the northwest’s Nordic-American immigrants. By 1905 more cedar shingles were being produced in Ballard than in any other city nationwide. Between 1889 and 1907 Ballard was an independent city.

Ballard Avenue
The early prosperity of Ballard 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 projects, built between...
1912 and 1917, improved the area for industry and fishing. A streetcar connected Ballard to downtown. The Ballard community prospered and many single-family homes along the north and eastern edges of the study area date back to this time.

Market Street Becomes the Heart of the Community
As the community prospered, the commercial core grew. Market St. became the focus of businesses in downtown Ballard in the 1930s. Typical of the era, street widths reflected the increasing use of the automobile. During this time, the manufacturing and water-related industries began developing, facilitated by rail and water access.

Recent Development
More recently, new development has occurred to the north of Market St. and along 15th Ave. NW. Recent development includes multi-family residences, healthcare service providers and large format retail and offices. Older development along 15th Ave. NW is largely 1-2 story, auto-oriented larger format retail with large parking lots.

People
Aging in place was an option for the early generations of fishermen, mill workers and boat builders, and until recently, Ballard was known for its relatively large proportion of seniors who were the sons and daughters of these early immigrants. But Ballard (1) is growing – particularly with young adults and non-family households. Between 2000 and 2010 Ballard Urban Village saw the following demographic changes:

- Population grew by 24% - more than doubled the 1990 and 2000 rate.
- Population aged 65 and over decrease by 23%.
- The population of children between 5 and 17 decreased by 17.2%.
- Non-family households increased faster (28.4 %) than family ones (21%).
- By 2010, 82 % of all residents were adults between 18 to 64 years.
- Ballard continues to be less racially diverse than Seattle as a whole.

(1) Unless noted the population figures are for the Ballard Hub Urban Village and based on the census.

Residential Character
Historically, Ballard’s wide range of housing stock catered to the diverse needs of young families, seniors and young adults. Low-rise multifamily, mixed with single family buildings, concentrated in the areas north of Market St. and there were few large-scale multifamily building. Many of the buildings offered one and two bedroom apartments. Most offered off-street parking.

Similar to other Hub Urban Villages, renter-occupied units (71%) dominate the Ballard HUV. In 2010, 58% of all housing units were occupied by 1 person households.

---

Ballard Hub Urban Village (2010)

<table>
<thead>
<tr>
<th>Population</th>
<th>10,078</th>
</tr>
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<tbody>
<tr>
<td>Area</td>
<td>421.7 acres</td>
</tr>
<tr>
<td>Density</td>
<td>23.9 persons/acre</td>
</tr>
</tbody>
</table>

For detailed demographic information, please refer to the Ballard UDF Existing Conditions Report available at: [www.seattle.gov/dpd/ballard](http://www.seattle.gov/dpd/ballard)
Since 2000, several high density buildings have been built along Market St., Russell Ave. and 24th Ave. NW, typically with ground level retail topped by 5-6 stories of residences. These buildings are often full block developments. An increasing amount of residences are locating in mixed-use commercial zones, near industrial zones.

**Commercial Character**
Commercial buildings range from generally pedestrian-friendly mix in the Ballard Avenue Landmark District to the largely auto-oriented retail establishments along 15th Ave. NW. Shops along Ballard Ave. and Market St. between 24th Ave. NW and 15th Ave. NW have a traditional “main street” character with fairly continuous street-level businesses and detailed facades. A majority of the areas cafes, bars and restaurants are located along Ballard Ave. and Market St.

Bank drive-throughs and neighborhood businesses line 56th Ave. NW. Street-facing parking lots, deeply set back buildings and a lack of street trees makes for a poor pedestrian environment along this street. Commercial uses along 15th Ave. NW are generally auto-oriented chain stores and fast food restaurants.

Large retail and office buildings such as Ballard Blocks were built under past Industrial zone standards, mix with traditional manufacturing and industrial uses in the Manufacturing and Industrial Center (MIC). A number of breweries and tasting rooms are reusing old warehouse and manufacturing buildings along Leary Way and 14th Ave. NW.

**Access to Opportunity**

**Employment**
The number of jobs in the HUV grew slightly from 4,700 in 1995 to 5,880 in 2007, and then declined moderately. However, between 2012 and 2013 Health Care and Services grew by 1,237. The proportion of retail and service sectors jobs has increased and the share of manufacturing jobs has declined in the Urban Village, but manufacturing still dominates the larger Ballard area. The proportion of higher wage jobs reflects growing affluence.

**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 established zones and associates development standards for structures such as height, lot configuration, and allowable densities. Most zoning categories (except Single Family) are found in the Ballard HUV. In addition, 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.

Recent Development
In 2004, Seattle’s Comprehensive Plan set 20-year growth targets for housing and employment. Growth targets at the citywide level represent the city’s share of King County’s projected 20-year population and employment growth. In King County, the population forecast is converted to housing unit estimates because local governments can more reliably track them on a frequent basis.

Seattle neighborhoods have grown dramatically in recent years and Although other areas of the City have seen higher rates of growth and/or larger numbers of new residences, 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 Ave, local breweries, restaurants and bars, the Public Library and Ballard Commons Playground all contribute to Ballard’s livability and attraction.

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. The Parcel with Capacity for Development map identifies sites were the ratio between the amount of existing development and the amount that could be built under current zoning is under 25%, and is therefore a potential development site. DPD considers parcels larger than 8,000 square feet to be even more likely to redevelop.

Although redevelopment is occurring throughout the urban village, greatest intensity is along the central portion of Market St. and N 56th and 57th streets where there the ability to assemble large sites is leading to large scale redevelopment. DPD and the UDaT considered

<table>
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<th>Residential Growth 2000-2015</th>
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<tr>
<td>-----</td>
</tr>
<tr>
<td>Residential Growth</td>
</tr>
<tr>
<td>-----</td>
</tr>
<tr>
<td>6,963</td>
</tr>
</tbody>
</table>

* Permit issued, final inspection not completed, may be under construction, preconstruction, or complete awaiting final inspection. Source: DPD Permit Data Warehouse Building Construction Permits
where properties were more likely to redevelop in order to guide the focus of the UDF. The Parcels with Capacity for Development Map map suggests several points.

- There is still significant potential for dramatic change to the character of the area along Market St., NW 56th and NW 57th between 17th Ave NW and 24th Ave NW.
- Areas along Leary and 15th Ave NW are also apt to experience continued large-scale development.
- The rapid subdivision and redevelopment of multifamily areas north of NW 57th St. reflects the large scale redevelopment propensity in this area.
- There is continuing pressure to changes some areas zoned for industrial use to allow commercial and residential redevelopment.

**Development Capacity**

The capacity for development is measured as the difference between potential and existing development and capacity for new development under current zoning. Development capacity is not a prediction that a certain amount of development will occur in some fixed time period. Aside from the the parcels that have either active or pending development permits, there is no way to know when actual redevelopment will happen. DPD estimates that Ballard has capacity for approximately 5,300 new residences and 5,600 new jobs.

**Ballard Urban Village**

<table>
<thead>
<tr>
<th>Total Parcel Acres</th>
<th>274</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacant or Re-developable Parcel Acres</td>
<td>106 (38% of Total)</td>
</tr>
<tr>
<td>Existing Residential Units</td>
<td>7,168</td>
</tr>
<tr>
<td>Adjusted* Residential Growth Capacity Units</td>
<td>5,314 (+ 74%)</td>
</tr>
<tr>
<td>Existing Non-Residential Gross Square Feet</td>
<td>2,385,164</td>
</tr>
<tr>
<td>Adjusted* Commercial Floor Area Capacity</td>
<td>1,776,942 (+74%)</td>
</tr>
<tr>
<td>Existing Employment</td>
<td>5,334</td>
</tr>
<tr>
<td>Adjusted* Total Employment Capacity</td>
<td>5,606 (+105%)</td>
</tr>
</tbody>
</table>

*June 2014 DPD Development Capacity Report*
2. Context

**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 short north-south. This orientation creates a challenging environment for pedestrians.

**Driving**
Traffic volumes vary greatly across the study area. 15th Ave. NW is among the top 10 busiest arterials in Seattle. Shilshole Ave. 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 on-street bike lanes, and neighborhood greenways. The 2013 Bicycle Master Plan recommends additional Greenways, completion of the missing link of the Burke Gilman, and new in-street and off-street bike lanes.

2.2 Planning Context

**Crown Hill – Ballard Neighborhood Plan**
Ballard is one of six Hub Urban Villages designated in Seattle’s Comprehensive Plan. The Ballard Interbay Northend Manufacturing Industrial Center 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.

*We are lucky to have assets including a strong historical identity, public waterways, economic diversity and stability, and motivated and active citizens. Because of these assets, we are well positioned to build on our historic strengths as we move into the 21st century. The challenge will be to manage growth so that our high quality of life is retained.*

*People like the small-town feeling of our community, they like the single-family nature of the neighborhoods, and they like having diverse businesses close enough to walk to.*

*People have concerns about too much traffic, too few jobs, and buildings that do not “fit” the rest of the community.*

*People want more trees and parks, a completed Burke-Gilman Trail, strong economic vitality; and a regional library.*
2. Context

Ballard's long E-W blocks create a challenging environment for pedestrians. Capitol Hill has relatively smaller blocks creating a natural limit for building length, high pedestrian connectivity, good access to natural light and visual relief.

The plan prioritized creating a Ballard Municipal Center Master Plan. It 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 DPD adopted design guidelines for the Master Plan area. The City and County have also partnered to create significant transit improvements. There is a desire for more, and disappointment that the Monorail's financial difficulties doomed that effort.

**BPSG Only in Seattle Grant**
Beginning in 2013 the Chamber of community organization worked through the Only in Seattle program to organizing, 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 likely to be made some time in the future, the parallel timing of the Urban Design Framework 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. Large-scale maps show the whole picture of the Ballard Core – how its pieces relate and connect. They illustrate how this character could be sustained over time. Finally, this section proposes how these should be implemented through zoning, design guidelines and public realm improvements.

3.1 Healthy Community

Attention to the physical design of Ballard can sustain its character and health. Urban design supports healthy communities by helping to create public spaces that foster interaction, movement and community. Much of urban design focuses on the design of public space and the way it is experienced and used (the public realm).

The public realm includes the natural and built environment we use on a day-to-day basis such as streets and sidewalks, parks, and public buildings. The design of private space such as the bulk and scale of buildings, or open space and landscaping that are visible from the street, can also contribute to the overall result. Usually there is a blurring of public and private realms, such as in shops and restaurants, where people are invited into private space to shop, dine or socialize.

These recommendations guide the character of those parts of Ballard that are shared by all – the natural environment, public spaces and streets shops and services, and the exterior of buildings. Healthy urban design is about putting the needs of Ballard’s people and businesses at the heart of the analysis to help decide what physical qualities will best provide for human health and well-being.

3.2 Ballard’s Character Areas

The UDF’s approach to guiding the overall character of Ballard is based on its physical and social history, and the continuing desire to sustain it as a city within a city, with a closely knit mix of industries, businesses and homes.

A common refrain is, “You never have to leave Ballard” -- everything a family or business needs is here. There is not one thing or specific spot 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 Ave. Banks, shops and cafes share Market Street. Together they create a woderfully active place to walk, shop and work.
Character Areas

- Character Core
- Civic Core
- General Commercial
- Commercial Mix
- Residential In-Town
- Industrial
- Residential/Neighborhood Retail
- General Commercial
- Residential In-Town
- Commercial Mix
3. URBAN DESIGN RECOMMENDATIONS

There are several areas in downtown Ballard with different roles and characteristics. Development, open spaces and streetscapes within the character areas should work together support that role and reflect the common characteristics.

3.3 Land Use & Zoning

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

3.3.1 Overall Guidance

Ballard can accommodate projected growth without significant changes to zoning. The UDF recommends the following small 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 is does for single use development. In Ballard's residential-driven market, this can lead to building of commercial or live/work spaces where there is insufficient demand or not paying sufficient attention to the program needs of commercial uses. This UDF strives to clarify 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, single-purpose is acceptable or preferred.

Creating Homes

Continued residential development will occur primarily north of NW 56th St and south of Market St. between Leary Way and Swedish.

- Consider allowing single-purpose residential development (in areas where it is allowable or preferred) 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 should be allowed on most streets, other than Principal Pedestrian Streets, NW 56th St., Leary Way, 15th Ave NW and at key corners, provided they follow specific standards for horizontal and/or vertical separation from the sidewalk.

“Nothing signals a healthy, sustainable neighborhood like the presence of children” Family-Friendly Urban Neighborhoods report, City of Seattle, 2009
3. Urban Design Recommendations

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.

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.
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 St. and 15th Ave. 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 include:

- 15th Ave. NW south of Market,
- Around Swedish Ballard;
- The Industrial Commercial and Commercial areas south of Swedish;
- Along 15th Ave NW; and
- Market St.

Along the southern portions of 15th Ave 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 the adjacent BINMIC. Although the UDF did not fully analyze the Ballard portion of BINMIC, DPD did commission an analysis of the “maker uses” that have viewed nationally as a possible way to encourage new industry with urban industrial areas. The following ideas could be considered working with BINMIC interests.

- Consider amendments to Industrial zone development standards to implement Local Production Study recommendations in order to encourage “maker” uses in Industrial and facilitate more employment density.
- Work with the industrial and manufacturing community assess the feasibility of Industrial-TOD prototypes and consider code changes as needed.
### Overall Zoning Guidance

**1. Zoning**
- Consider rezoning to Neighborhood Commercial Existing zoning is Commercial (C1-65).
- 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.
- 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.

**3. Street Level Uses**
- Prioritize commercial uses on the street level.
- Prioritize retail on key corners through a Residential Commercial (RC) zone designation.
3. URBN DESIGN RCMMNDTNRS

explored **3.3.3 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 increase Ballard’s desirability for further development, and Ballard will need to plan for this.

Section 6 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.

The assessment considers the benefits and concerns of each option, and recommends the one that best serves Ballard’s needs and integrates into a regional system. Since a number of planning, engineering and political factors go into the final decision, the assessment proposes steps that Sound Transit or the City could take in order to ensure each option best serves Ballard’s needs.

This UDF does not make recommendations based on a hypothetical future HCT alignment. When the Sound Transit Board selects the preferred option, the City should undertake station area planning; considering the station, land use and transportation issues identified in the assessment.

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When the Sound Transit Board selects the preferred option, the City should undertake station area planning; considering the station, land use and transportation issues identified in the Station Area Assessment.
3.4 Development Standards

3.4.1 Building Form (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. Building forms should reflect the nature of the activities in it rather than appropriate elements found in smaller (e.g. residential) development.

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. New buildings should reflect this character by either limiting lengths to 100 – 150 feet or by creating distinct designs or material changes that break up facades into this scale.

Upper Level
Above thirty to forty feet (three 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 buildings, to reduce shadows and increase sunlight at street.
- Maximum Upper Level Width: 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, consider a maximum upper-level width and minimum separation when they meet the length limits described above.

3.4.2 Relationship to the Street
Continuity
Throughout downtown Ballard, buildings should be built close to the sidewalk and designed to support an 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 continuity will create the desired welcoming public environment.

Street Level
At the street level, buildings should create a sense of lively enclosure, like the walls of a living room. In shopping areas, transit hubs and along 22nd in the Civic Core, where there are lots of walkers and gathering...
In the Civic Core, active uses in small setbacks can create a lively and welcoming environment.

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

On retail streets, buildings should use street-level scale and transparency to create a lively and interactive environment.

### 3.5 Building 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 judged both by how it fits with the existing context, and by its contribution to the future.

#### 3.5.1 Existing Context

Ballard has a great collection of old buildings and this UDF seeks to guide new development that will 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. 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 supporting changing needs over time.

#### 3.5.2 Future Context

Unfortunately development in the recent past has 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 previous development, rather than look to the future in which mixed-use development of higher-density buildings will increasingly characterize downtown Ballard.

New development should use new technology and energy saving techniques, quality materials and flexibility in a manner that expresses an honest integration of form, function and materials to create buildings that age gracefully.
3. Urban Design Recommendations

3.5.3 Facade Design
Consider the design of facades as one 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, variations should occur within a well-defined design concept and restrained pallet.

3.5.4 Street level design

Businesses
Ballard Avenue and the older parts of Market Street demonstrate successful street-level design. New development on shopping streets should follow the existing patterns to create continuity of vertical and horizontal elements such as cornices, sign-boards, clerestories, bay widths, window repetition and entry locations. Configure windows and doors to allow for reconfiguring interior spaces and accommodate changes over time. Provide variety and distinctiveness in materials and smaller details such as hardware, fixtures, colors.

Street-Level Residences
On quieter streets where residences are desired or permitted, such as NW 57th and 58th, include townhouses (with flats above) that have individual entrances and stoops. These should incorporate residential design details such as individualized landscaping, planter boxes and mailboxes.

3.5.5 Building Materials
Select materials to convey permanence. New buildings in the Ballard Core should reflect both the larger scale and significant investment.
- Development should reinforce the historic character with restrained use of high quality materials.
- 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.
- Generally avoid using random changes in materials to reduce perceived bulk.

3.6 Streetscape and Open Space

3.6.1 Streetscapes and 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 where chance meetings and public celebrations occur. To create a healthy public realm requires the thoughtful attention to the building elements described above and streetscape elements below.

3.6.2 Streetscape

Streetscapes are an important part of Ballard's open space. They provide landscaping and design details that, together with the adjacent uses and building forms described above, support greater foot traffic and activity. The nightly restaurant promenade, weekly farmers market, and seasonal street fairs along Ballard Ave., Market St. and 22nd Ave. NW have created a precedent of multi-use streets. More recently, development along NW 56th and 57th Streets is transforming these streets into quieter, mixed-use areas.

The concepts and illustrations in this section reinforce the distinct characteristics of selected street to create interconnected, linear public realms that are the heart and hearth of Ballard’s core and support healthy social activity. The City and community will refine these preliminary ideas as they develop streetscape concept plans. In general all streets in Ballard Core should consider the following elements.

- Enlarge tree pits to improve the health of street trees.
- As needed, integrate customer, loading and delivery parking.
- Implement a coordinated building, street, and pedestrian lighting.
- Establish area circulation pattern that supports periodic street closures.

Ballard Avenue Festival Street

More than any other street in the City, save Pike Place, Ballard Avenue functions as a festival street. During each day, shoppers and business people go to the shops and services. At night neighborhoods residents and visitors meet up for a drink, dinner, music or a movie. Every Sunday people flock to buy the natural bounty of the region’s farms and we
3. Urban design recommendations

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

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

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

Highly landscaped streets with seating, pedestrian lighting and design elements are called “Green Streets”.

eagerly await the seafood festival every summer.

- Implement a coordinated building, street, and pedestrian lighting in keeping with the historic character.

22nd Avenue NW Festival Street
South of NW 58th St., 22nd Ave. NW - with the park, library and church - functions as a festival street for more community events like the Ballard Seafood Festival and Sustainable Ballard. It could also convert to a space that links weddings and events at the church and library, to the Ballard Commons. North of NW 58th St., the 8-foot sidewalks and quiet atmosphere also help it serve as the main walking route from linking northern Ballard to downtown.

- Remove paving in planting strips north of NW 58th St. to add greenery and improve drainage.
- Consider curbless street design between NW 57th and NW 58th Sts.

Market Street Principal Pedestrian Street
Market St. has an infrequent but important function as a festival street, and a daily role as a “Principal 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 it is closed for the Ballard Seafood Festival.

- Carefully manage the use of the wide sidewalks to balance all users.
- Develop standards for continuous awnings
- Provide adequate electricity and water to support events, seasonal lighting and food.
- Integrate transit.

NW 56th Street Green Street
NW 56th St. should transform into a “Green Street” that supports a quieter, neighborhood-oriented corollary to the very public Market St. It should be a street where a couple can stroll and a parent can let go of her child’s hand. More than Market St., standards should encourage new development to incorporate periodic setbacks, such as at the Greenfire, to accommodate more substantial landscaping and outdoor seating. Drive-through businesses should not be allowed, and parking lots should be minimized and well-landscaped.

- Narrow the roadway to widen sidewalks to accommodate more walkers and to match those along the Library and Greenfire.
- Reduce the number of curb-cuts.
- Encourage development to underground the electrical transmission wires.
- Add street trees
- Consider green stormwater infrastructure, while not impeding walking.
- Address service and auto access needs of buildings facing Market St.
Mid-block Connector
Encourage development along the east/west blocks between 24th Ave. NW and 15th Ave. NW to include mid-block connections between Market, NW 56th and 57th Sts. Explore mid-block connections between Swedish and Leary St. Consider updating incentives and standards.

3.6.3 Public Open Spaces
Groundswell Northwest conducted their open space planning effort during the UDF process. Their recommendations directly affecting the Ballard Core are included here. In addition to the streetscapes identified above, Groundswell and the UDF identified 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 Garden - to have windows and doors that open into the part and activate these open spaces.
- Encourage acquisition and development of parks north of Market and east of 20th Ave. NW, and south of Market St. Groundswell participants suggested the 1th Ave. NW Post Office site (should that ever leave the community) but other corner sites would work if they can accommodate both passive adult spaces and active children spaces.

Pocket Parks
Work with Parks 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.

Waterfront Access
Ballard residents have long-desired more 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 Ave. NW and the NW 28th street ends.
- Construct a park at the end of 24th Ave NW, working with SPU, SDOT, Parks and adjacent property owners.
- Implement Threading the Needle project and redesign 24th Ave. NW between Market St. and the waterfront (possibly in coordination with improvements to NW 26th St.) to better accommodate truck movement and support safe pedestrian connections.
- 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.
3.6.4 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 landscaping.

Green Roofs and Rooftop Amenity Spaces

In addition to outdoor areas, rooftop amenity spaces should include shared indoor “function areas” that support year-round use of rooftops.

Green roofs should be encouraged. Green roof plants provide insulation and reduce water that otherwise would rush into storm drains.
3. URBAN DESIGN RECOMMENDATIONS

Streetscape and Open Space Guidance

Festival Streets
Ballard Ave and 22nd Ave NW connect important community amenities and attractions. Designate these streets as “festival streets” and develop street design concept plans.

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

Lend character and identity to these gateways through streetscape improvements and open spaces.

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

Green Street
Transform NW 56th St. into a “Green Street” supporting a quieter, neighborhood-oriented corollary to the very public Market St. It should be a street where a couple can stroll and a parent can let go of her child’s hand. Standards should encourage new development to incorporate periodic setbacks to accommodate more substantial landscaping and seating. Drive-through businesses should not be allowed. Minimize parking lots.

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.

Participants in a recent Groundswell NW survey indicated the Post Office site as a park location if the Post Office left.

Participants in a recent Groundswell NW survey indicated the Post Office site as a park location if the Post Office left.
4. CHARACTER AREA RECOMMENDATIONS

4.1 Character Core

4.1.1 Role
Ballard’s Downtown is centered on its “main streets” – Market Street and Ballard Avenue. Their inviting mix of historic and heritage buildings, and a welcoming business district with shops, restaurants and bars, and services define Ballard’s character.

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

1. Selectively extend this character along:
   • 24th Ave. NW from Market to 58th
   • 22nd Ave. NW from Market to 57th
   • Leary Way NW from Market to 20th

2. Consider area-specific design guidelines and development standards, so that new development is more compatible with existing character and reinforces these commercial streets.

3. Explore incentives to retain older buildings in the Character Core (but outside the Ballard Ave Landmark District) that meet certain criteria.

4. Explore 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. Explore expanding the Pedestrian designation to extend the walkable “main street” character of Market Street.

6. Improve the ease of walking in the character core through intersection improvements, more through-block connections and way-finding strategies.

7. Better integrate existing open space into daily life by encouraging active uses around open spaces, and orienting buildings so that entrances and private open spaces create a physical or visual connection with existing open space.
4. Character Area Recommendations

Character Core - Buildings

1. Development Standards

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

Upper-level separation: After the first 3 floors (~35’), consider requiring an upper-level separation between structures adjacent to the same east-west street. Another way to think of this is maximum floor plate size.

Upper-level setbacks: Consider requiring upper-level setbacks along east-west streets for structures ~65’ in height. The primary facade’s height should respond to the street’s scale and function and could be between 35’ and 45’.

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.

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

Pedestrian Zone: Consider extending the pedestrian zone designation as per Map XX on Page XX.

2. Design Guidance

Pink boxes call out specific recommendations for the Character Core.

Street-level design
Draw attention to entrances. Avoid deep window reveals. Encourage variety in awnings, signage and maximum transparency. Consider developing shopfront design guidelines.

Respond to site location
Arrange uses to respond to the building’s location on the block, for e.g. entrances on prominent corners, framing of pedestrian routes with active uses.

Strong edge/Cornice element
Encourage a strong horizontal cap to define the building’s extent and add visual interest and definition at the upper level.

Respond to site location
Arranging uses to respond to the building’s location on the block, for example, entrances on prominent corners, framing pedestrian routes with active uses.

Pedestrian Zone
Consider extending the pedestrian zone designation as per Map XX on Page XX.
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.
4. CHARACTER AREA RECOMMENDATIONS

Character Core - Streetscape and Open Space

1. Streetscape

Pedestrian Paths and Way-finding
Consider providing pedestrian paths through long blocks and way-finding in the area south of Market St.

Pink boxes call out specific recommendations for the Character Core.

2. Open Space

Festival Streets
Consider designating 22nd Ave NW and Ballard Ave as "Festival Streets" (see map on Page XX for extents). Create a street concept plan for 22nd Ave NW.

Waterfront
Work with the community and City agencies on 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.

1
Better Integrate existing open space into daily life
Better integrate existing open space into daily life by encouraging activity generating uses around existing open space, and orienting buildings so that entrances and private open spaces create a physical or visual connection with existing open spaces.

2
Smaller Interventions
Integrate parklets and other strategies to extend curbside activity at appropriate locations.
4. Character Area Recommendations

Traffic Calming and Intersections
In some locations, consider using excess right of way to serve the community as an open space amenity, while simultaneously improving vehicular circulation.

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.
4.2 Civic Core

4.2.1 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.

4.2.2 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. Consider area-specific development standards 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. Consider area-specific design guidelines for new development in the Civic Core.

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

5. Guide the design of public and privately owned open space so that they contribute to the community's public life through their location and design. Consider mechanisms to encourage more street-level open space and amenity areas in residential development.

6. Improve 22nd NW and 20th NW Avenues and NW 56th Street to create a safe and pleasant walking environments.
4. Character Area Recommendations

Civic Core - Buildings

Site Location
Respond to the structure’s location for e.g. place entrances on prominent corners, set out floor levels from the most visible corner on a sloping site, frame key pedestrian routes with an engaging street level design.

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

1. Development Standards

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

2. Separation
Consider requiring a 30’ separation between structures exceeding a certain width.

3. Setbacks
Consider requiring setbacks for part of the frontage along east-west streets. Encourage active uses, landscaping and residential entrances in setbacks.

4. Upper level setbacks
Consider upper level setbacks at 35’ along east-west streets for structures 65’ and taller.

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
Consider prohibiting street facing surface parking and drive-through businesses on NW 56th St 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

3. Materials

Use clean and modern materials such as metal, wood, glass and brick that are in keeping with large-scale 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 Ave NW connect important community amenities, gateways and attractions. People come together on these streets for a variety of neighborhood festivals. Consider designating these as “festival streets” with street design concept plans to guide future development to better meet the community’s needs of these streets.

**Green Street**
NW 56th St is a low traffic-volume street with two neighborhood icons - the Ballard Library and the Greenfire Campus are on NW 56th St. 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 St and 57th St.

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

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

**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).
4. Character Area Recommendations

**Play Streets**
Consider periodic closures to car traffic on some blocks to create “play streets”.

**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.

**Street Level Uses**
Consider changes to 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.

1. Private Open Spaces
   Design and program privately owned open spaces to contribute to the community’s public life, with amenities for all ages.

2. Open Space

3. Green boxes call out specific recommendations for the Civic Core
4.3 General Commercial

4.3.1 Role
This area is the community-wide commercial center 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 safe still accommodating convenient access by car.

4.3.2 Strategies
Improve the quality of the pedestrian environment and encourage distinctive high density, mixed-use development that meets weekly and monthly goods and service needs and establishes a gateway into Ballard.

1. Create a sense of place at the intersection of 15th Ave NW and NW Market St 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 Ave NW and Market St.

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 active retail at key locations 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 some amount of public open space on the street level.
Commercial Center

1. Development Standards

1. Maximum structure width:
   Consider 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 requiring setbacks along major arterials. Encourage active uses and landscaping in setbacks.

4. Upper level setbacks
   Consider requiring upper level setbacks.

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 Uses
   Encourage a mix of uses that will generate activity through the weekday, evenings and weekends.
2. Design Guidance

Consider new design guidelines to create a sense of place at the intersection of 15th Ave NW and NW Market St 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 or plazas with seating and landscaping to establish a human scale context for the structure and its occupants.
- Considering through-block pedestrian pathways with active uses to connect local destinations and provide an open space amenity for building occupants.
4.4. Commercial Mixed

4.4.1 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.

4.4.2 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 Ave NW and at key corners on 14th Ave NW.

2. Minimize points at which driveways cross sidewalks on 15th Ave. NW. Consider shared access or providing access from side streets. Limit impacts to adjacent residences.

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

4. Improve intersections across 15th for pedestrians and cyclists.
4.5 In-Town Residential

4.5.1 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.

4.5.2 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.

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.
Residential/Commercial Mixed

1. Development Standards

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

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

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

Pedestrian and bicycle crossings
Where possible, improve intersections for pedestrians and cyclists.
### 4.6 Industrial

#### 4.6.1 Role
Industrial-Commercial emphasizes “maker” and production uses that embody the continuing tradition of people who use their hand and minds to create. It is 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.

#### 4.6.2 Strategies
Two guiding principles drive the UDF’s recommendations not to 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.

There is already a relatively high employment density, and the demand for industrial land is high. Based on recent studies as well as permit activities, there are opportunities to increase the number of jobs without changing Industrial zones.

When Sound Transit selects a final HCT alignment and station locations, DPD should initiate station area planning to consider issues and opportunities identified in the Station Area Assessments.

**Industrial Commercial**
Industrial Commercial (IC) zoned areas in the Urban Village should continue to emphasize “maker” and production uses that embody the continuing tradition of people who use their hand and minds to create. These areas have the unique ability to be 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.

1. 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.
5.0 TRANSPORTATION RECOMMENDATIONS
6. STATION AREA ASSESSMENT

6.0 STATION AREA ASSESSMENT
# 7.0 IMPLEMENTATION

## 7.1 Implementation Plan (Under Development)

The success or failure of the recommendations in this document will depend on actions carried out by a variety of stakeholders. This appendix summarizes necessary changes to the Land Use Code and other City policies, as well as changes that will be realized through private investments, infrastructure improvements, public/private partnerships, and community efforts. 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 private development and community engagement.

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<tr>
<th>ACTION</th>
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## Streetscape Concepts

Prepare Streetscape Concept Plans: Create street concept designs to guide future investments and implementation by private developers, the City, the University and other agencies. This includes:
- 22nd Avenue, Ballard Avenue NW Festival Street
- NW 56th St Green Street

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## Parks / Open Space

Street-end Improvements: Work with SDOT to review designs

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<th>Threading the Needle: Work with Parks &amp; SPU to develop revised timeline</th>
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Use planning tools to encourage high quality public spaces associated with new development projects (incentive zoning, amenity space requirements, possibly impact fees)

## Transportation

TBD
8.0 APPENDICES

8.1 Neighborhood plan goals and policies

8.2 Public events/meetings

8.3 Industrial Appendix