Our mission, vision, and core values

**Mission:** deliver a high-quality transportation system for Seattle  
**Vision:** connected people, places, and products

Committed to **5 core values** to create a city that is:

- Safe
- Interconnected
- Affordable
- Vibrant
- Innovative

For all
Move Ballard

Purpose:
• Develop near-term multimodal transportation project priorities
• Anticipate future high capacity transit service
• Integrate with the Urban Design Framework
Study Area

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**
Objectives

• Serve existing and future residential and employment uses
• Support employment growth and coordinate with Freight Master Plan
Objectives

• Enhance sustainable modes of transportation
• Optimize transit ridership by increasing accessibility and evaluating potential station areas
Timeline

JANUARY 2015
Move Ballard initiated

APRIL - OCTOBER 2015
Outreach activities

MAY 2015
Open House #1

MAY - NOVEMBER 2015
Project list generation; design concept development

NOVEMBER 2015
Open House #2

WINTER 2015-2016
Final Ballard Urban Design and Transportation Framework
Final Move Ballard Plan
Public Outreach

• Open House - May
• Online survey
• Additional stakeholder outreach and focus groups
• Internal review of project concepts within SDOT
What We Heard
Key Outreach Findings/Observations

• Enhance access for all modes
• Improve pedestrian crossings & safety
• Enhance transit speed and reliability
• Support for interim safety and placemaking projects
• 15th/Market and 17th/Market are the preferred station locations for future light rail
Initial Project List

• Nearly 100 project ideas
• Consolidated projects and grouped projects on major corridors
• Simplified to 44 projects
Priorities Framework

- Safety
- Equity
- Placemaking
- Public Input
- Modal Plans
- Accessibility
Evaluation

- **Safety**: collisions, bicycle and pedestrian safety
- **Accessibility**: ADA, transit, retail and services
- **Placemaking & neighborhood vitality**: enhances civic spaces, business access, sidewalks, parking
- **Equity**: low income, zero car households, access to schools and community facilities
- **Modal plans**: helps implements citywide modal plans
Potential Funding (Move Seattle Levy)

- Neighborhood projects (safety, access, mobility): $26 mill
- Bike corridors: $65 mill
- Pedestrian crossing improvements: $30 mill
- Freight spot improvements: $14 mill
- Leverage: ST3, BRT corridors, CSO project, streetscape concept plans
Open House

- Review project priorities and concepts
- Review prioritization of potential future high capacity transit station locations
- Learn about urban design streetscape recommendations
Open House

• Catalyst Projects
  – Quick wins – address immediate needs
  – Lighter, quicker, cheaper to implement

• Longer-Term Projects
  – Complex corridor projects
  – Multiple modal demands
  – Requires leverage from other planning efforts
Open House

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