What is an Urban Design Framework?

An Urban Design Framework (UDF) is a shared vision that will guide future change and growth. The principles identified in an UDF define the urban design recommendations, including streetscape design, land use regulations, and design guidelines that will guide future development. The UDF document establishes the basis for resulting City legislation to amend the Land Use Code.

Ballard Urban Design Framework Focus Area Map

Timeline

1999 Plan
2009 Status Check
2013 Ballard Partnership for Smart Growth
2013 Ballard to Downtown HCT Study

Your opportunities to direct this work

Open House
Workshop
Open House
Publish Final Plan
Implementation Council Action

May
Summer
Fall
Winter
2015

Define Priorities
Shape Strategies
Review & Refine Draft Update
Finalize UDF
Possible Additional Meetings
Council Hearing

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
LEARNING ABOUT YOU AND BALLARD

Put a dot on the statement that best describes your connection to Ballard.

1. I live in Ballard.
2. I work in Ballard.
3. I live and work in Ballard.
4. I own a business in Ballard.
5. I live, work and play in Ballard.
6. I regularly visit the neighborhood.
7. I sometimes visit the neighborhood.
8. I got to school in Ballard.

For how many years have you been connected to the Ballard neighborhood? (Put a dot on it.)

- 0-1
- 2-5
- 6-10
- 11-20
- 20 or more
- My whole life

If you live in Ballard, do you own or rent? (Put a dot on it.)

- Rent
- Own
- I live outside Ballard

Did previous generations of your family have a connection with Ballard? (Put a dot on it.)

- Yes
- No

Put dots on your TOP FIVE reasons for living, working, shopping or visiting in the core of Ballard.

- Active Lifestyle
- Affordability
- Restaurants, shopping, atmosphere and character
- Family History
- Creative energy, cultural activities, live entertainment
- Diverse Community
- Safety
- Schools in greater Ballard
- Jobs
- Parks and Open Space
- Walkability
- Accessibility by Transit

Put dots on your TOP FIVE PRIORITIES for IMPROVING the core of Ballard.

- More open space and play areas.
- Better and safer streets.
- Preparing for future transit investments
- Strengthening the economic vibrancy of Ballard's core.
- Better designed and greater diversity of buildings.
- Protecting Ballard's industry while balancing commercial, residential and industrial growth.
- More variety and number of jobs.
- Supporting housing affordability.
- Creating active public spaces and integrating views of nature and streetscapes.
- Preserving the historic core.
What we’ve heard so far..

1. Declining housing affordability is a concern.

2. Declining affordability means that fewer families and seniors can choose to live in the core of Ballard.

3. Development should be balanced with neighborhood amenities such as transit and open space.

4. New development can displace convenient amenities from the core of Ballard.

5. The quality of sidewalks and intersections, availability of parking and access to public transportation are concerns for the elderly.

6. The loss of traditional stores is a concern.

(Use a Post-it to add your idea)
LIVABILITY: HOUSING FOR FAMILIES

As you get older or as your family grows or changes, do you anticipate becoming or continuing to be a Ballard resident? (Put a dot on it)

- YES
- YES, BUT I HAVE CONCERNS.
- NO
- No Definite Plans
- Other (Use a Post-it)

Since 1990, a majority of units in the Hub Urban Village have been occupied by a single person. In 2010, close to 40% of all units in the Hub Urban Village were one bedroom units.

How important is it to encourage affordable family-appropriate housing development in the core of Ballard? (Put a dot on it)

- NOT IMPORTANT
- NEUTRAL
- VERY IMPORTANT

Why is family-appropriate housing even a consideration?

There are many benefits to supporting families in urban neighborhoods such as the core of downtown Ballard.
- Reduced Costs for Households
- Public Health Benefits
- More Family Time
- Greater Economic Competitiveness
- Reduced Environmental Footprint
- Racial and Economic Diversity
- A Community that is Good for Children is Good for All.

The Seattle Planning Commission suggests the following actions to encourage family-appropriate housing in Seattle. (Put a dot under the options you would like to explore for the core of Ballard or add your own idea)

- Adopt a formal definition of family-sized housing and family-friendly buildings.
- Foster a larger supply of family-friendly lowrise and midrise multifamily housing through zoning regulations and design guidelines.
- Ensure that bonus development provisions and incentive zoning programs work to encourage family-sized units.
- Ensure that the Multifamily Tax Exemption program encourages the production of 2-bedroom and 3+bedroom units.
- Encourage the creation of more family-friendly housing through innovative design and construction.
- In affordable housing programs, include a strong priority for families with children.
### Diversity of Age and Race in Ballard

**Between 2000 and 2010, in the HUV**
- Population aged over 65 years declined by 22.7%
- Population aged 5-17 years declined by 17.2%
- Population between 18-64 years increased by 40%

### What are the challenges faced by elderly residents in the core of Ballard?
*Put dots on the following priorities or use a Post-it to share your thoughts.*

- Housing Costs
- Safe Public Spaces
- Unsafe Streets
- Poor Sidewalks
- Connectivity and Transit
- Other (Use a Post-it)

### How can we encourage an even more racially, culturally and economically diverse population?
*Put dots on the following priorities or use a Post-it to share your thoughts.*

- Housing Affordability
- Inclusive Community Events
- Family-sized Housing
- Improved Transit
- Small Business Grants
- Community-spaces (eg. P-Patches)

### How can we make the core of Ballard a more family and child-friendly place?
*Put dots on the following priorities or use a Post-it to share your thoughts.*

- More Open+Play Space
- More Day-Care Facilities
- Safer Streets
- Family-sized Housing
- Affordable Housing
- Other (Use a Post-it)
<table>
<thead>
<tr>
<th>Question</th>
<th>(Use a Post-it to add your idea)</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you like about Ballard’s commercial core?</td>
<td></td>
</tr>
<tr>
<td>What stores or services are missing or needed in Ballard’s commercial core?</td>
<td></td>
</tr>
<tr>
<td>What can be done to make Ballard’s commercial core a more desirable destination?</td>
<td></td>
</tr>
<tr>
<td>What do Ballard’s businesses need?</td>
<td></td>
</tr>
</tbody>
</table>
Put dots on the map where more stores and services are needed in the core of downtown Ballard.

(Use a Post-it to add details and share your ideas.)
What we’ve heard so far..

1. Safely integrate freight, automobile, bicycle and pedestrian traffic.
2. Implement the Ballard to Downtown Seattle high capacity transit rail corridor.
3. Improve sidewalks.
4. Improve intersections of N-S and angled street grids.
5. Improve pedestrian and bicycle connectivity across 15th Avenue NW.
7. Create pedestrian and bicycle only streets.
8. Parking is a concern in the core of downtown Ballard.
10. Improve quality of pedestrian scale lighting and street landscaping.

(Use a Post-it to add your idea)
How can Ballard’s streets (including sidewalks and bike lanes) be made safer for users of different ages and abilities?

(Use a Post-it to add your idea)

Put dots on the map where changes will help improve Ballard’s streets and sidewalks.

Our recommendations will likely focus on this core area of Ballard.
How do you get to work?

Put dots on the types of transportation that you use more than 2-3 times per week.

Do you most often WALK to...
(Put a dot on it)

GET TO A BUS STOP
EXERCISE & RECREATION
GET TO LOCAL AMENITIES
GET TO WORK
GET TO LOCAL PARKS
I DO NOT WALK IN BALLARD
OTHER. (USE A POST-IT)

What would make walking an easier choice for you?
(Use a Post-it to add your idea)

Do you most often BIKE to...
(Put a dot on it)

GET TO A BUS STOP
EXERCISE & RECREATION
GET TO LOCAL AMENITIES
GET TO WORK
GET TO LOCAL PARKS
I DO NOT BIKE
OTHER. (USE A POST-IT)

What would make biking an easier choice for you?
(Use a Post-it to add your idea)

Do you most often ride the BUS to...
(Put a dot on it)

GET TO LOCAL AMENITIES
GET TO WORK
GET TO LOCAL PARKS
I DO NOT RIDE THE BUS
OTHER. (USE A POST-IT)

What would make riding the bus an easier choice for you?
(Use a Post-it to add your idea)
ACCESS TO SERVICES AND HEALTHY FOOD

How easy is it to get to the weekly goods and services that you need within this neighborhood? (For eg. Pharmacy, groceries, library.) (Put a dot on it)

- VERY EASY
- MODERATELY EASY
- NEITHER EASY NOR DIFFICULT
- MODERATELY DIFFICULT
- DIFFICULT

How do you get to the places where you buy groceries to prepare your own food? (Put a dot on it)

- WALK
- CAR ALONE
- BIKE
- CAR SHARE
- BUS

How easy is it to get to healthy food that is appropriate to your culture within this neighborhood? (Put a dot on it)

- VERY EASY
- MODERATELY EASY
- NEITHER EASY NOR DIFFICULT
- MODERATELY DIFFICULT
- DIFFICULT

How do you and/or your family get to your favorite park from your home? (Put a dot on it)

- WALK
- CAR ALONE
- BIKE
- CAR SHARE
- BUS
The Ballard to Downtown Transit Expansion Study identified the 5 corridors for consideration in their long range plan update and future implementation. Corridors A, B, and D would be Link light rail, while corridor E would be surface streetcar running in its own lane. Corridor C could be light rail or streetcar, but is more problematic due to significant impacts with existing surface transportation and freight access.

**What are your big ideas for better transit connections within Ballard and to the rest of Seattle?**

*Use a Post-it to add your idea*

**What opportunities will high capacity transit bring to the core of downtown Ballard?**

*Use a Post-it to add your idea*

**What are your concerns for a high capacity transit station in the core of Ballard?**

*Use a Post-it to add your idea*
MAP YOUR DESTINATIONS IN BALLARD

Put a **YELLOW DOT** on where you go to shop in Ballard.

Put a **BLUE DOT** on your favorite street to walk or run in Ballard.

Put a **GREEN DOT** on your favorite spot to gather in Ballard.

Put a **RED DOT** on your other frequent destinations in Ballard.

(Use a Post-it to add details)
What we’ve heard so far..

1. There needs to be a balance between open space and buildings.

2. Some of the new multifamily buildings seem too tall and bulky and do not fit into the existing context.

3. The library building, Greenfire Campus, and the buildings at 22nd Ave and Market Street can inspire future building designs.

4. Older commercial buildings on Market Street and Ballard Avenue define the neighborhood’s identity and character.

5. The Ballard Commons Park and Ballard Avenue can inspire the development of new public spaces in the core of Ballard.

(Use a Post-it to add your idea)
ELEMENTS TO CONSIDER WHILE GUIDING BUILDING DESIGN

CONTEXT
Buildings respond, enhance or fit into the scale, aesthetic, materials and character of surrounding context.

SUSTAINABLE DESIGN
Buildings are designed to be energy efficient and have low negative impact on the environment.

OPEN SPACE
Balance between open space and buildings while providing opportunities for building community and improving health.
Linear open spaces: Trails, greenways, green streets.
Mixed use open spaces: Programming, mix of private and public spaces

MASSING
The first 30' are the most important. Building form is scaled down so that the first 30' from ground relate to the pedestrian's scale. Building height, geometry and profile relate to neighboring buildings to create a seamless yet interesting thoroughfare.

RELATION TO SIDEWALKS
The first floor is designed for uses and spaces that relate to and enhance sidewalk activity, safety and character.

ARCHITECTURAL DETAILS
The pedestrian realm is enhanced with engaging and interesting architectural details that relate to the walker’s scale and height.
EXISTING BUILDING DESIGN CHARACTER

Thriving Market Street’s buildings vary in height from 1 story to 6 stories. Pedestrian oriented uses typical on first floor. A mix of older and new buildings.

A mix of old and new multifamily residential buildings north of Market Street.

Important neighborhood services and amenities are mixed with street-facing parking lots, offices, restaurants and lowrise auto-oriented uses on NW 56th street.

Auto-oriented businesses along 15th Avenue NW

Historic Ballard with pedestrian scale buildings, brick-paved streets and small businesses.

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

New mixed use buildings along Leary Way and new uses in older industrial buildings along this area.

Single family residences in the transition areas between industrial and commercial zones.

Ballard Hub Urban Village Boundary

Urban Design Framework Focus Area

Our recommendations will likely focus on this core area of Ballard.
WHAT ARE YOUR PREFERENCES FOR BUILDING DESIGN?

Use this space to share examples and ideas of successful places and buildings that you have seen or experienced.

Let your travels to other cities, countries and Seattle neighborhoods inspire these examples.

(Use a Post-it to add your idea)

What are some of the spaces and buildings in Ballard that **work and do not work** for you?

(Use a Post-it to add your idea)
ELEMENTS TO CONSIDER WHILE GUIDING STREET DESIGN

CONTEXT & NETWORK
What types of land uses and traffic does the street serve? Is there a traffic and land use hierarchy to the road network?

LANE WIDTHS AND TRAVEL MODES
Allocated lane width should be informed by traffic calming goals and space required for larger vehicles.

SIDEWALKS
Sidewalks enhance connectivity and promote walking. They activate the street socially and economically.

INTERSECTIONS & SPEED CONTROL
Intersections are the focal points of activity and decision. Intersections should create safe, predictable and intuitive environment for complex movements.

CURB EXTENSIONS
Curb extensions visually and physically narrow the roadway creating safer and shorter crossing distances for pedestrians and increasing available space for street furniture, benches, planting and street trees.

TRANSIT
Street cars, buses and light rail can play an important role as part of the streetscape.

STORMWATER MANAGEMENT
Sustainable stormwater management treats and slows runoff from impervious roadways, sidewalks and building surfaces.

PROGRAMING
Parklets, pedestrianization of narrow roadways, temporary street closures, transit-only streets etc are ways to think of streets as public spaces.
NW 24th Street is a residential throughway street.
- High levels of through traffic with residential land uses.
- As such the street is not designed to serve residential uses and can be less pleasant to live and walk along.
- Improvements such as widened sidewalks, buffer landscaping and curb extensions can enhance public realm.

NW Market St is a neighborhood main street.
- Almost continuous activity and mix of traffic.
- Commercial spine along which residents do most of their errands, socialization and shopping.
- Major connector to 15th Ave NW and historic Ballard.
- Market and 22nd is the community’s heart.

58th Ave NW is a completed neighborhood greenway.
17th Ave NW is a proposed neighborhood greenway.
Greenways are calmer and safer residential streets.

NW 56th Street is a neighborhood commercial street.
- High levels of foot traffic to local amenities.
- Desire for generous sidewalks and bicycle facilities.
- Moderate volume of through traffic.
- Multiple street-facing parking lots.
- Access needs for local businesses, short-term customer parking, loading areas.
- Character varies along length of road with most significant improvements being made between 20th and 22nd Avenues NW.

Leary Avenue NW is a mixed use street.
- A less active street frontage punctuated by large driveways, difficult intersections, loading docks and other auto-serving facilities fronting on a wide street that accommodates large trucks.
- Minimal sidewalks and landscaping.
- Industrial uses mixed with some multifamily residential and neighborhood amenities.
- Considerations can be made to improve pedestrian facilities for workers, bicyclists and pedestrians passing through to historic Ballard.

15th Avenue NW is a commercial throughway and a designated freight route.
- Large amount of traffic, relatively high speeds.
- Continuous transit connections.
- There are limitations to safely crossing 15th Avenue.

NW 56th Street is a neighborhood commercial street.
- High levels of foot traffic to local amenities.
- Desire for generous sidewalks and bicycle facilities.
- Moderate volume of through traffic.
- Multiple street-facing parking lots.
- Access needs for local businesses, short-term customer parking, loading areas.
- Character varies along length of road with most significant improvements being made between 20th and 22nd Avenues NW.

Ballard Avenue NW is a civic street.
- Historic Ballard Avenue NW is a successful civic space which serves as a major gathering spot for the community.
- High levels of foot traffic.
- Undersized sidewalks.
- Safe pedestrian refuge.

Ballard Hub Urban Village Boundary
Urban Design Framework Focus Area
Our recommendations will likely focus on this core area of Ballard.
WHAT ARE YOUR PREFERENCES FOR THE DESIGN OF BALLARD’S STREET NETWORK?

Use this space to share examples and ideas of successful streets that you have seen or experienced.

Let your travels to other cities, countries and Seattle neighborhoods inspire these examples.

(Use a Post-it to add your idea)

What are some of the streets in Ballard that work or do not work for you?

(Use a Post-it to add your idea)
Put a **BLUE DOT** on the buildings and spaces in the core of Ballard that you would like to preserve.

Put an **YELLOW DOT** on the spaces and areas that you would like to improve.

Change and growth are likely to continue. Put a **GREEN DOT** on the best areas to welcome new residents in the core of Ballard.