**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.**

<table>
<thead>
<tr>
<th>Active Lifestyle</th>
<th>Affordability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants, shopping, atmospheres and character</td>
<td></td>
</tr>
<tr>
<td>Family History</td>
<td></td>
</tr>
<tr>
<td>Creative energy, cultural activities, live entertainment</td>
<td></td>
</tr>
<tr>
<td>Diverse Community</td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td></td>
</tr>
<tr>
<td>Schools in greater Ballard</td>
<td></td>
</tr>
<tr>
<td>Jobs</td>
<td></td>
</tr>
<tr>
<td>Parks and Open Space</td>
<td></td>
</tr>
<tr>
<td>Walkability</td>
<td></td>
</tr>
<tr>
<td>Accessibility by Transit</td>
<td></td>
</tr>
</tbody>
</table>

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

| More open space and green areas |
| Spartan streets |
| Preparing for future climb environments |
| Strengthening the economic vibrancy of Ballard’s core |
| Better designed and greater diversity of buildings |
| Protecting Ballard’s identity, while balancing commercial, residential and industrial growth |
| More variety and number of jobs |
| Supporting housing affordability |
| Creating public spaces and integrating views of nature and attractiveness |
| Protecting the historic core |

---

*Note: The responses are placeholders and may not reflect the actual data.*
Livability

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 parks 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.
As you get older or as your family grows or changes, do you anticipate becoming or continuing to be a Ballard resident? (a)

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)

The Seattle Planning Commission suggests the following ideas to encourage family-appropriate housing in Seattle. (Put a dot under the options you would like to explore for the concept to encourage)

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.
LIVABILITY: DIVERSITY

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 18-44 years increased by 40%.
- Those in the labor force increased by 11.7%. 

Population who are persons of color:
- 10.6% Asian
- 33.7% Chyrsida

What are the challenges faced by elderly residents in the core of Ballard?

- Housing Costs
- Safe Public Spaces
- Unsafe Streets
- Poor Sidewalks
- Connectivity and Transit
- Other

How can we encourage an even more racially, culturally and economically diverse population?

- 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 space?

- More Open-Play Space
- More Day-Care Facilities
- Safer Streets
- Family-sized Housing
- Affordable Housing
- Other
What do you like about Ballard's commercial core?

(Use a Post-it to add your idea)

What stores or services might be needed in Ballard's commercial core?

What can be done to make Ballard's commercial core a more desirable destination?

(Use a Post-it to add your idea)

What do Ballard's businesses need?

(Use a Post-it to add your idea)
STREETS: SAFETY AND COMFORT

How can Ballard’s streets (including sidewalks and bike lanes) be made safer for users of different ages and abilities?

Put dots on the map where changes need to happen to improve Ballard’s streets and sidewalks.

Urban Design Framework Focus Area
Our recommendations will likely focus on this core area of Ballard.
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)

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

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

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

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?

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

What are your concerns about a high capacity transit station in the core of Ballard?
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)

Ballard Hub Urban Village Boundary
Urban Design Framework Focus Area
Our recommendations will likely focus on this core area of Ballard.
CONNECTIVITY

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.
LIVABILITY: BUSINESSES

Put dots on the map where more stores and services are needed in the core of downtown Ballard.

Ballard Hub Urban Village Boundary
Urban Design Framework Focus Area
Our recommendations will likely focus on this core area of Ballard.
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)

*WHY NOT INCLUDE WORK COMMUTE?*

Ballard Hub Urban Village Boundary

Urban Design Framework Focus Area

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

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 forcing 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.

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 22nd and 30th 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.
- Underused 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.
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 LIMIT
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.
# Elements to Consider While Guiding Building Design

## Context
Buildings respond, enhance or fit into the scale, setbacks, materials and character of surrounding context.

- Materials, scale and aesthetic relate to neighboring buildings.
- Modern materials and sensitive design complement existing buildings.
- Building scale and materials do not relate or complement surrounding buildings.

## Sustainable Design
Buildings are designed to be energy efficient and have low negative impact on the environment.

- Sustainability is integrated into all aspects of design.
- A few sustainability features are implemented in the building’s design.
- Sustainability in the public realm is supported.

## Open Space
Balance between open space and buildings while providing opportunities for building community and improving health.

- Linear open spaces: Trails, greenways, green streets.

## 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.

- Flexible open space design encourages inter-generational mingling and creative activities. Safety achieved through design.
- Static private open spaces provide visual relief and a limited amount of social activity. Often inaccesible to the public.
- Open space is used to create public connections through the site while maintaining privacy through design.

## Relation to Sidewalks
The first floor is designed for use and spaces that relate to and enhance sidewalk activity, safety and character.

- A podium or stepped-back building form creates a pedestrian scale frontage allowing sunlight to penetrate to the ground and avoiding a tunnel like public realm.
- Ground-related residential and commercial development creates visual and physical connections with the sidewalk. Porches, prominent entrance doors, outdoor seating and windows can help create these connections.
- The distance of the building from the last line, orientation of building entrances, location of doors, sidewalk extensions and the uses on the first floor can impact experience on the sidewalk.

## Architectural Details
The pedestrian realm is enhanced with engaging architectural details that relate to the walker’s scale and height.

- High quality materials and detailing in the first 30’ of a building’s facade create comfortable and interesting spaces to look at and stay in.
- Lack of detailing on the first floor can create bland public spaces.
EXISTING BUILDING DESIGN CHARACTER

Thriving Market Street’s buildings vary in height from 1 story to 4 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.

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

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

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 influence these examples.

What are some of the spaces you have visited in other places that work and those that work for you?
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 integrate into the existing context.
3. The Ballard Library building, Greenberry Station, and Market Street can inspire future designs.
4. Older commercial buildings on Market Street and Ballard Avenue define the neighborhood’s identity and character.
5. The Ballard Commons Park and other spaces inspire the development of new public spaces in the community.

(Many sticky notes with various comments and ideas are posted on the board.)
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.