



**Urban Design and Transportation Working Group  
Ballard Urban Design Framework**

**Meeting # 8: Transportation and Station Area Analysis I  
October 2, 2014**

# Nov 6 Meeting: Background Boards

## 1. UDaT Guiding Principles & UDF Objectives

## 2. Zoning, Design Guidelines & Streetscape Concept Plans

- Types of zoning
- Uses
- Typical buildings
- Street-level design
- Parking location
- Exceptions

## 3. Sub Area Key Map Callouts

- Role
- Character

## 4. Corridors

- Role
- Character

## 5. Schedule & Next Steps

Indicate how our process is addressing UDaT principals

## 6. Concurrent Projects

- *SDOT/parking/17<sup>th</sup> Greenway*
- *B2D*
- *SPU*
- *Lowrise and Microhousing Summary*
- *Parks & Open Space*

# Subarea Boards

## Subarea Urban Design

- Analysis Map/ What we've heard/Problem statements
- Images illustrating character-contributing elements & examples illustrating concerns

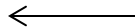
## Urban Form Emerging Directions *(what we're proposing to do to address concerns)*

- Diagrams
- Photos
- Your Prioritization

## Streetscape & Open Space Emerging Directions *(what we're proposing to do to address concerns)*

- Diagrams
- Photos
- Your Prioritization

Comments  
*Dots to indicate  
highest  
priorities*



# Content Outline and Hierarchy

## Urban Form/Open Space/Streetscape Direction Statement



### Existing Conditions



Short description of existing requirements



### Strategies



### Potential Tools



Diagrams and photos of desired outcomes



### Your Prioritization



Space for comment/dots to mark priorities

# Example Board

## urban form

**New development should maintain solar access, establish human scale, create interest for pedestrians and contribute to the growing neighborhood civic character.**

### Strategy 1: Encourage human-scaled building massing

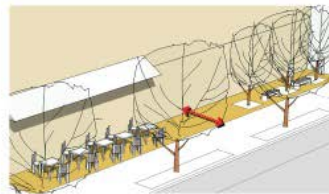
#### Existing Conditions

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#### Potential Tool

Consider ground level setbacks where needed on east-west streets to increase sidewalk width, provide pedestrian amenities and enhance landscaping.

#### Illustration



#### Examples



#### Your Priorities and Comments

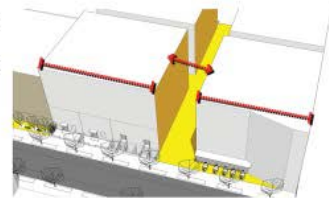
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Consider setbacks after the first three floors along east-west streets to ensure solar access to the street and reduce the bulk of the building as perceived from the street level.



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Consider limits to building lengths and separation requirements on large lots to ensure solar access and to create views and relief for pedestrians.



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Continue the pattern of private/public spaces and uses along the street as established by the Ballard Public Library and Greenfire buildings.



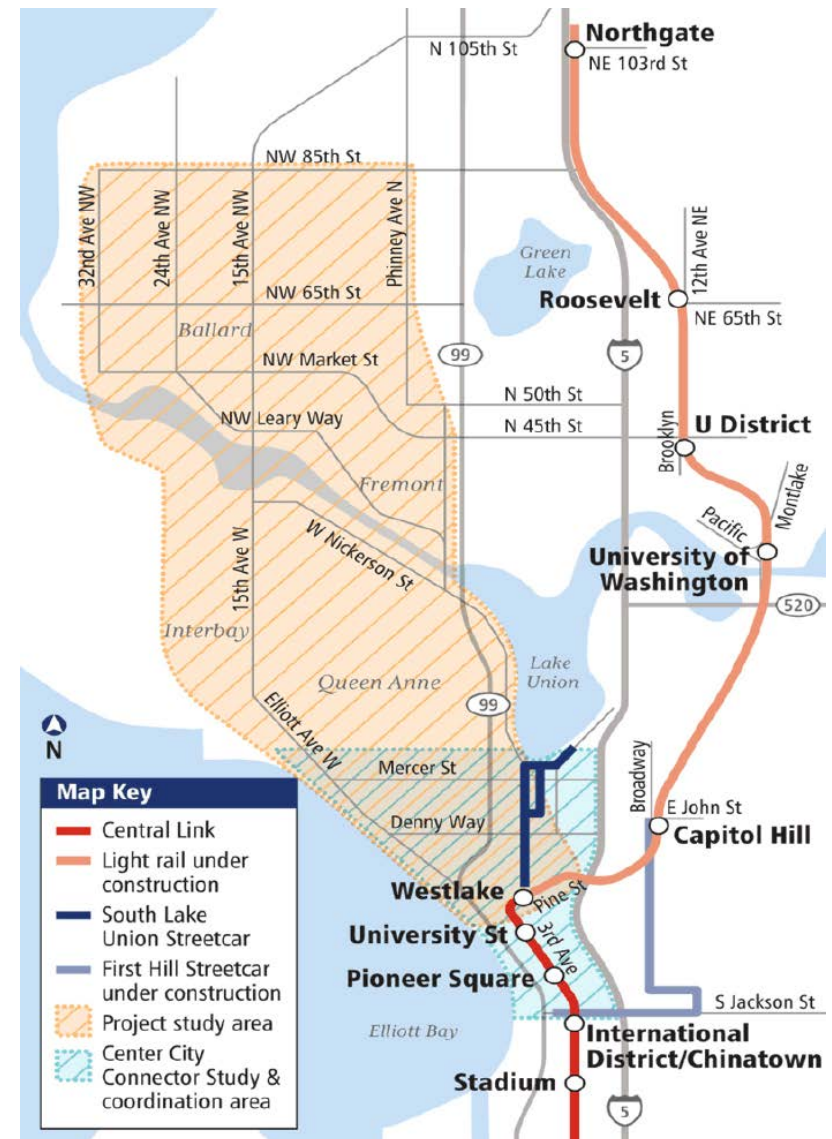
# Agenda

- Background: Ballard to Downtown Transit Expansion Study
- Conceptual HCT Station Areas
- Multimodal Plan Overview
- HCT Station Evaluation

# Ballard to Downtown Transit Expansion Study

## *Purpose:*

- Support implementation of the City of Seattle Transit Master Plan
- Support future Sound Transit options for HCT



### Corridor A



### Corridor B



### Corridor C





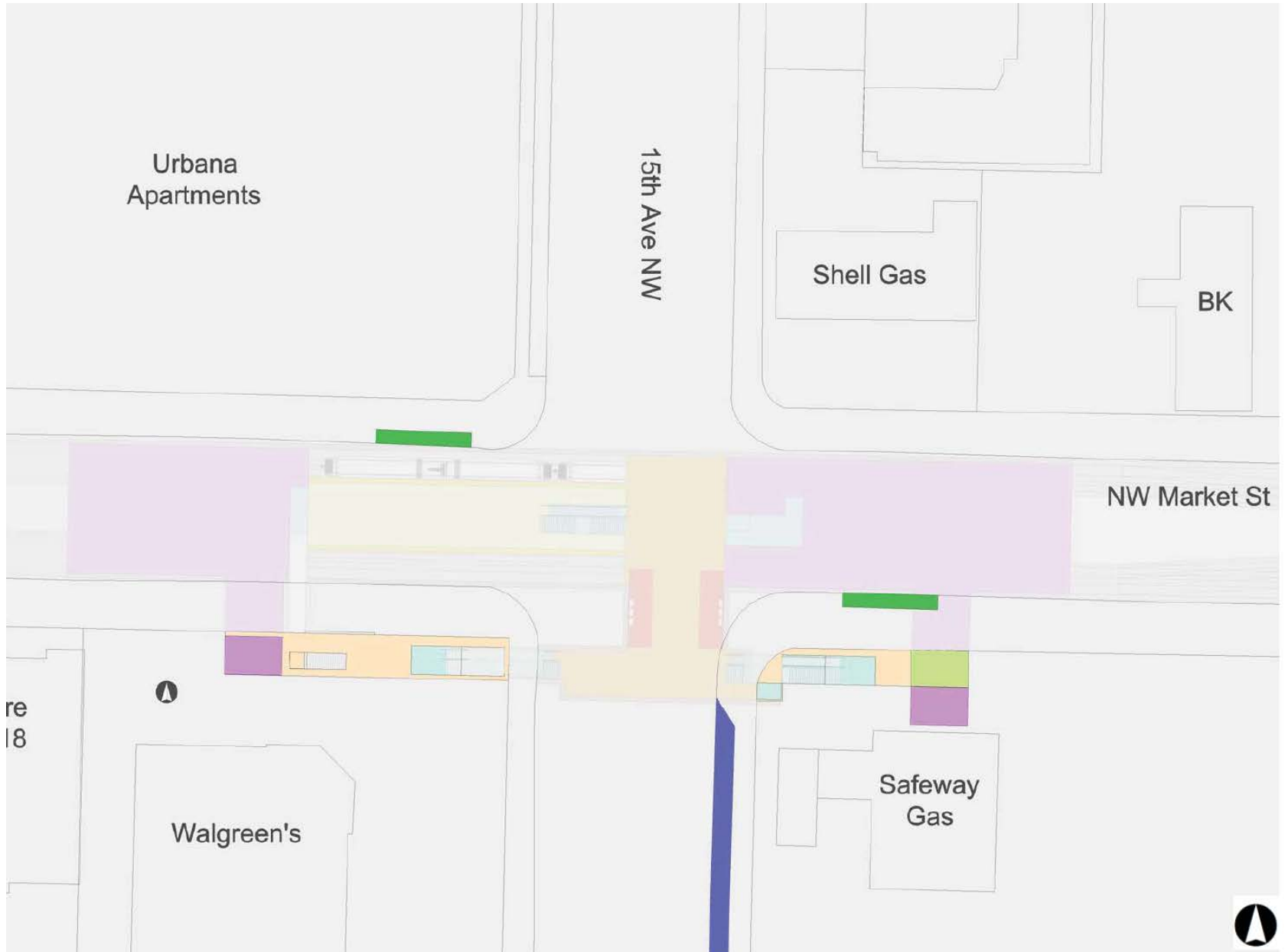


# Conceptual Station Areas

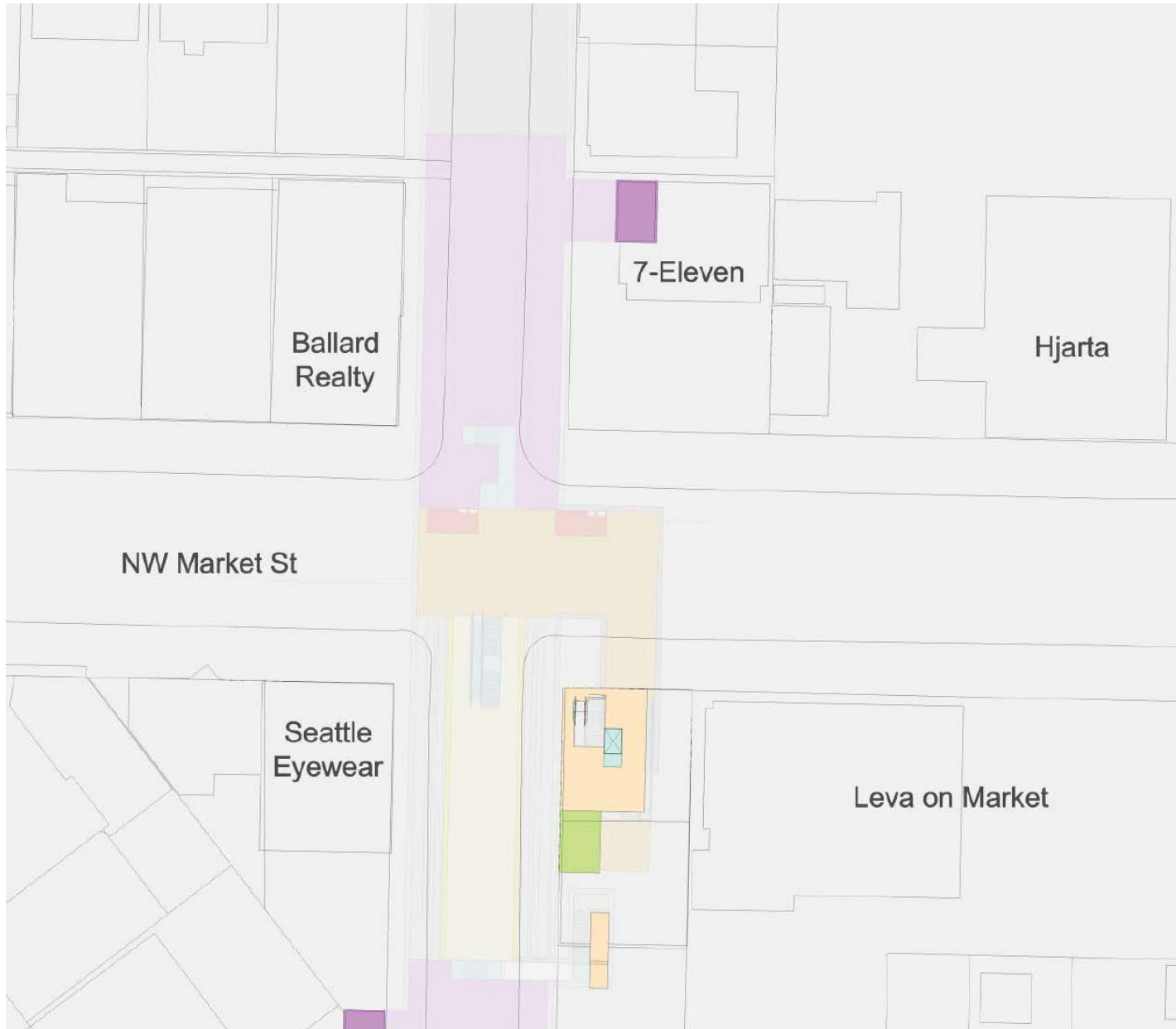
- Market St & 15<sup>th</sup>
- Market St & 17<sup>th</sup>
- Leary & 14<sup>th</sup>/15<sup>th</sup>
- Market St & 24<sup>th</sup>



# Market & 15<sup>th</sup>



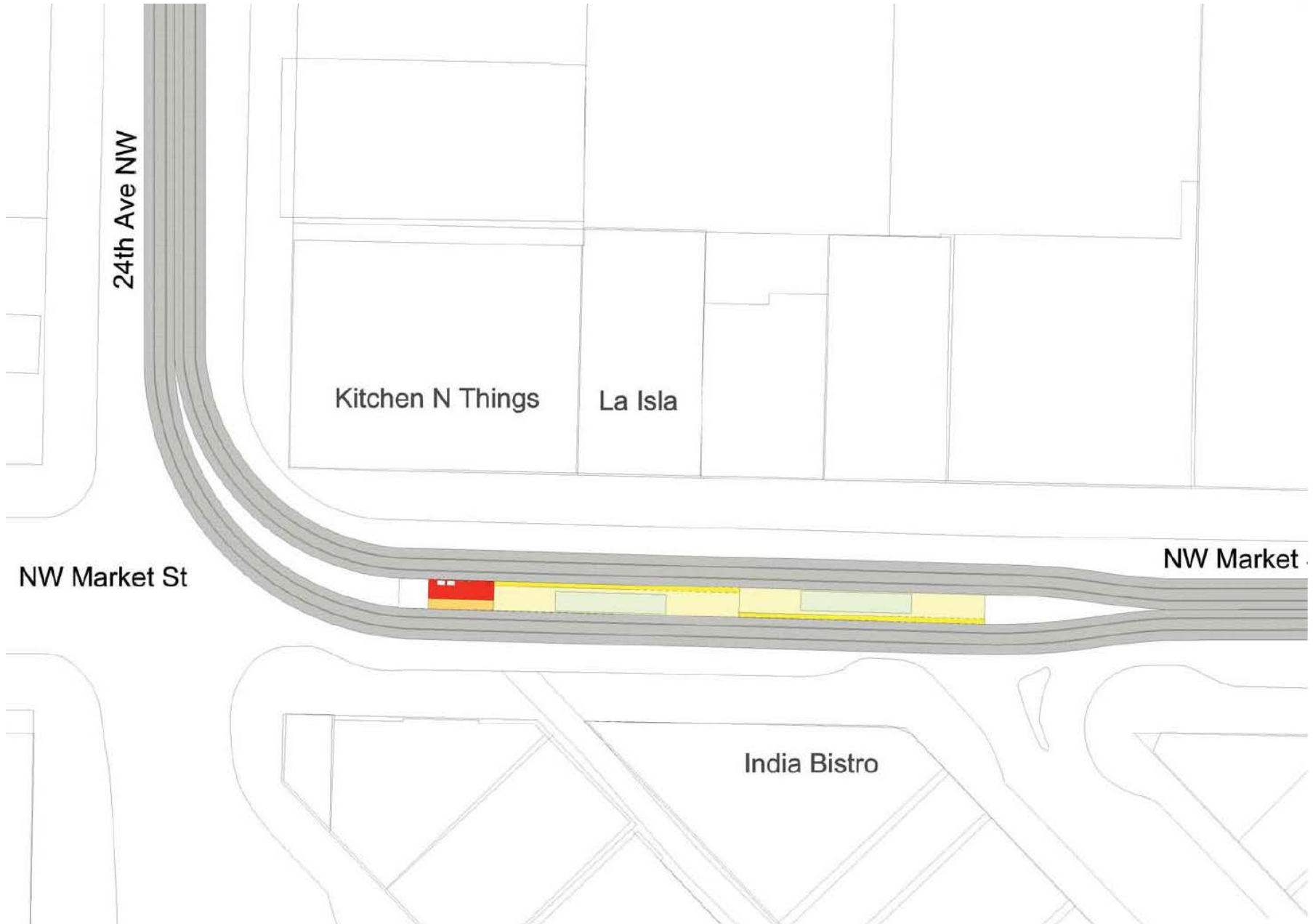
# Market & 17<sup>th</sup>



# Leary & 14<sup>th</sup>/15<sup>th</sup>



# Market & 24<sup>th</sup>



# SDOT Ballard Multimodal Plan & Station Area Assessment

- *Purpose:*
  - Develop a multimodal transportation plan for Ballard consistent with its growing population and employment needs.
  - Anticipate future high capacity transit service.
- *Need:*
  - Ballard's recent growth has outpaced original projections, thereby placing demand on its local transportation system.
  - Sound Transit's Ballard to Downtown Transit Expansion Study has identified potential station areas within the community.

# Objectives

- Enhance sustainable modes of transportation
- Optimize transit ridership by increasing accessibility and identifying potential high capacity station areas
- Support existing and future residential and employment uses
- Support employment growth and coordinate with Freight Master Plan



# Scope of Work

- Project Mobilization (late October 2014)
- Stakeholder & Focus Group Engagement
- Field Reconnaissance & Walking Tour
- Conduct Station Area Evaluation

# Scope of Work

- Develop Station Area Types
  - Urban Industrial/Employment
  - Office/Commercial
  - Higher Density/Mixed Use Residential
- Travel Demand Modeling & Needs Assessment
- Modal Plans & Project Inventory
- Multimodal Transportation Plan



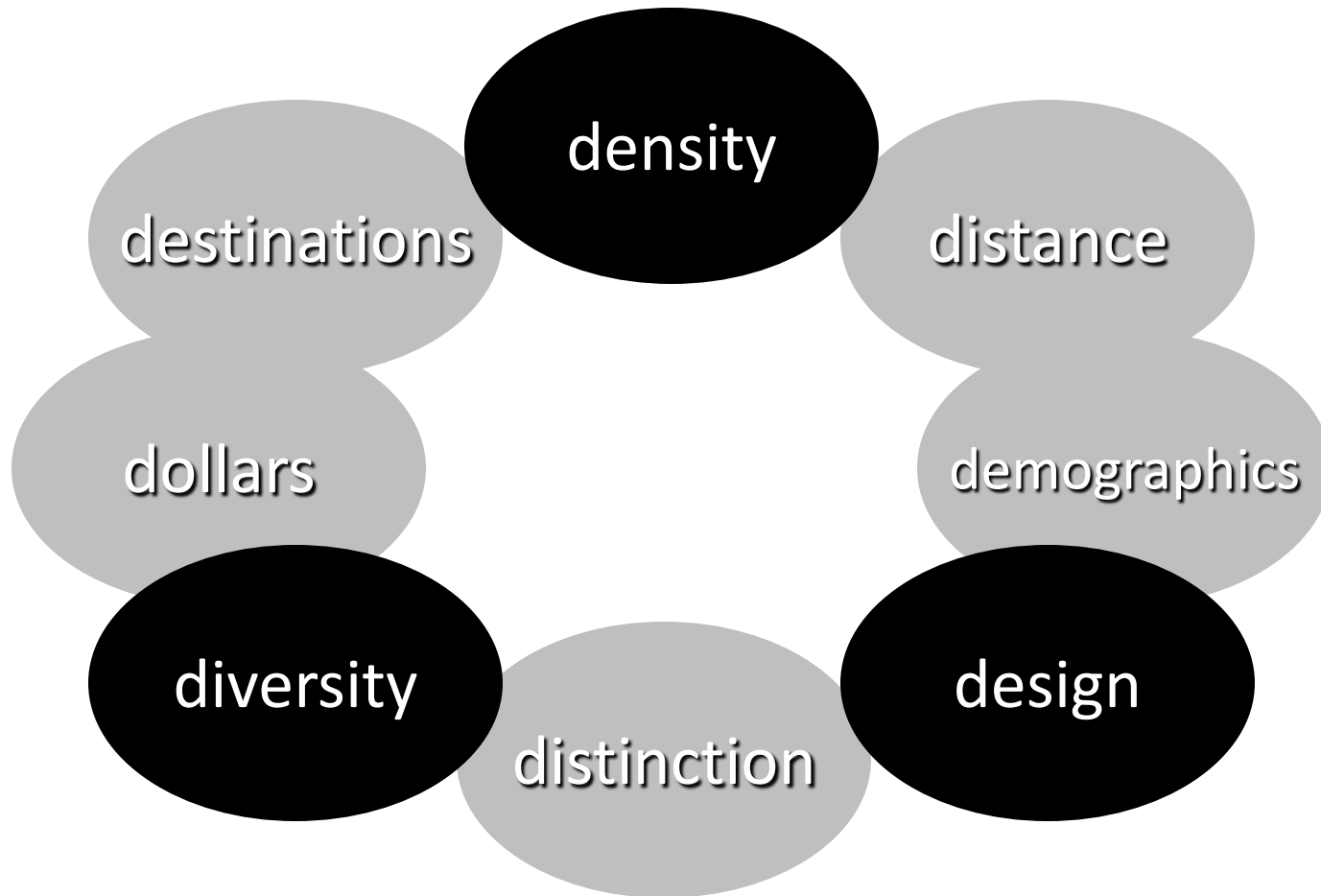
## HCT Station Evaluation

- **Transit orientation:** *“You know it when you see it.”*
- How should we compare different station locations?
- Evaluation criteria should be related to desired outcomes

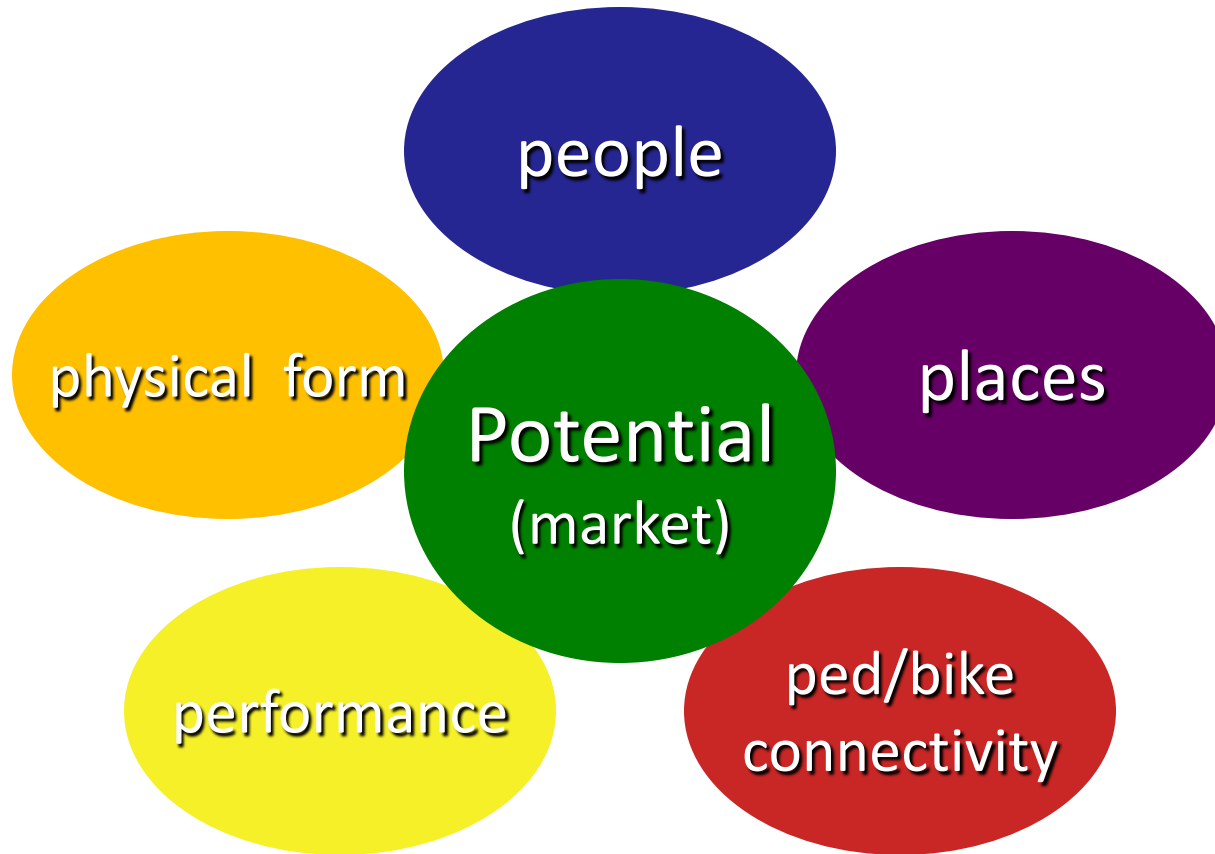


# Portland TOD Strategic Plan

# Station Area Evaluation (3 D's of TOD)



# Station Area Evaluation





people



# the “d” word

“There are two things Oregonians hate.... **sprawl..** ..and **density.**”



Former (& current)  
Oregon Governor John  
Kitzhaber





places





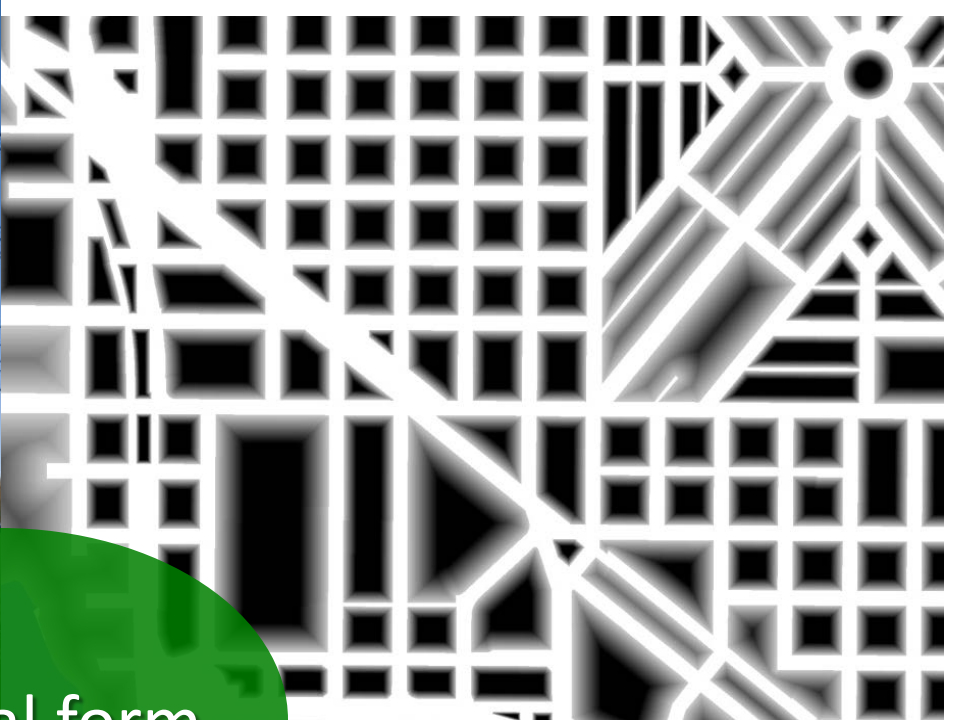
ped/bike  
connectivity





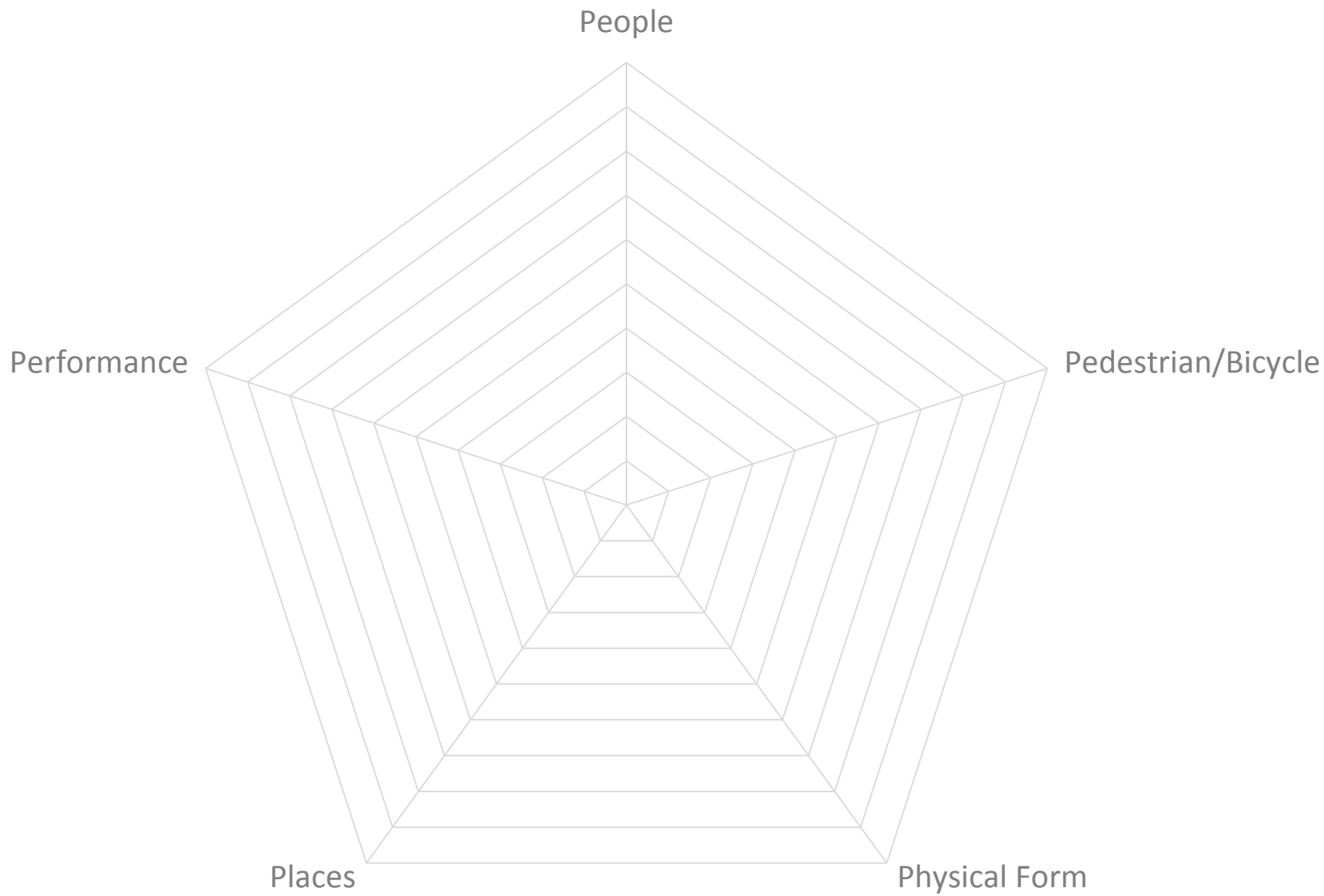
performance

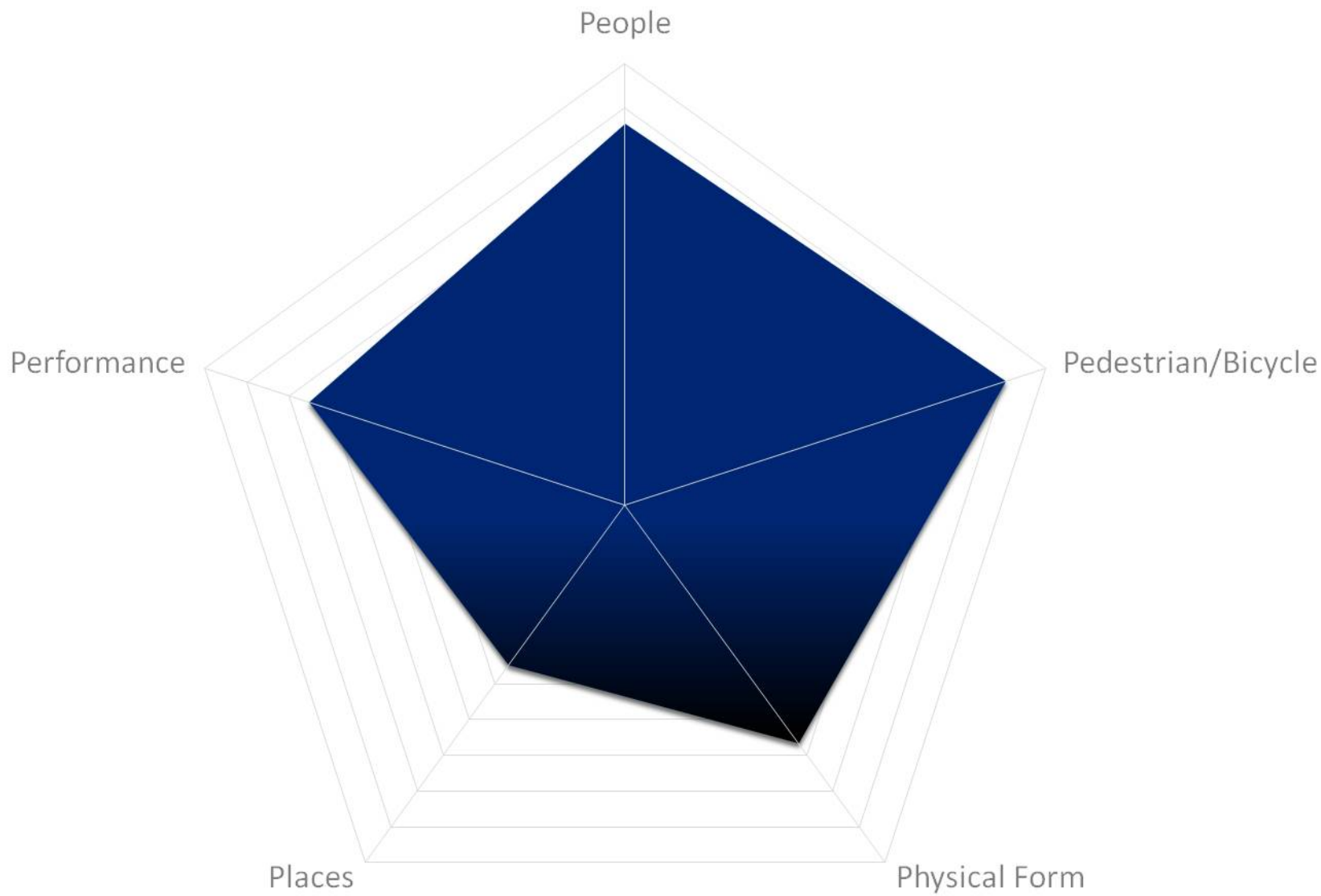




physical form



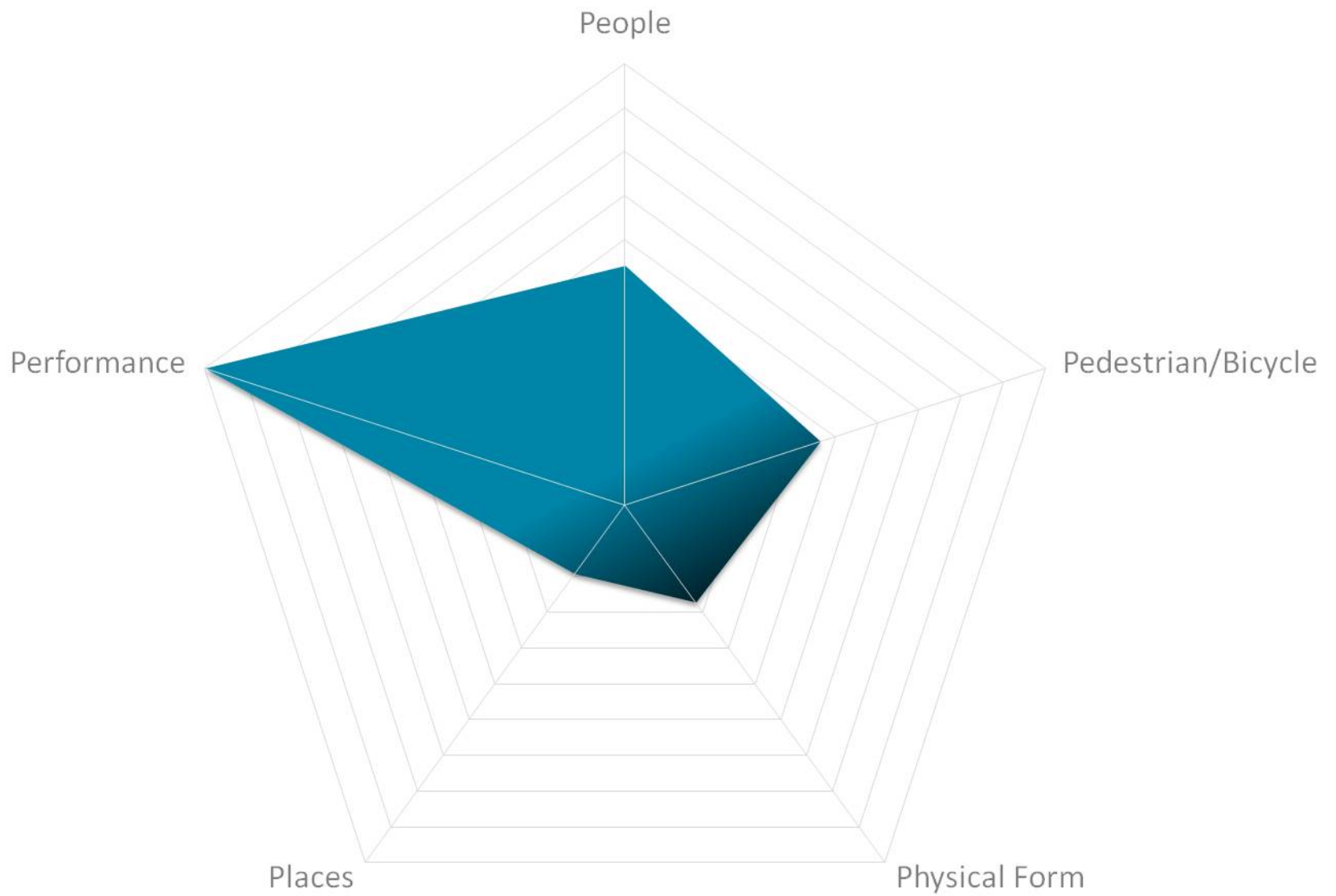




Hollywood

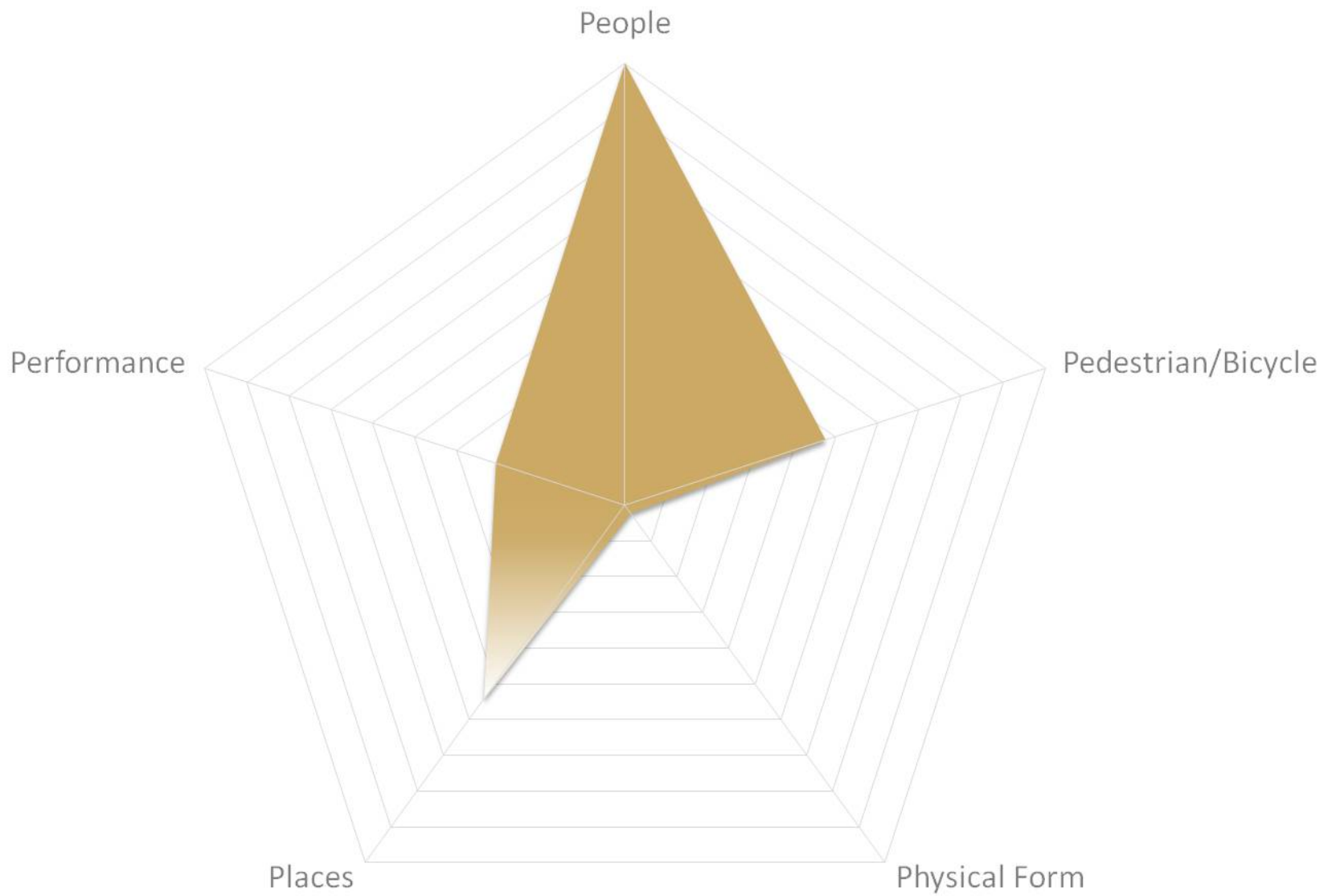


Lents



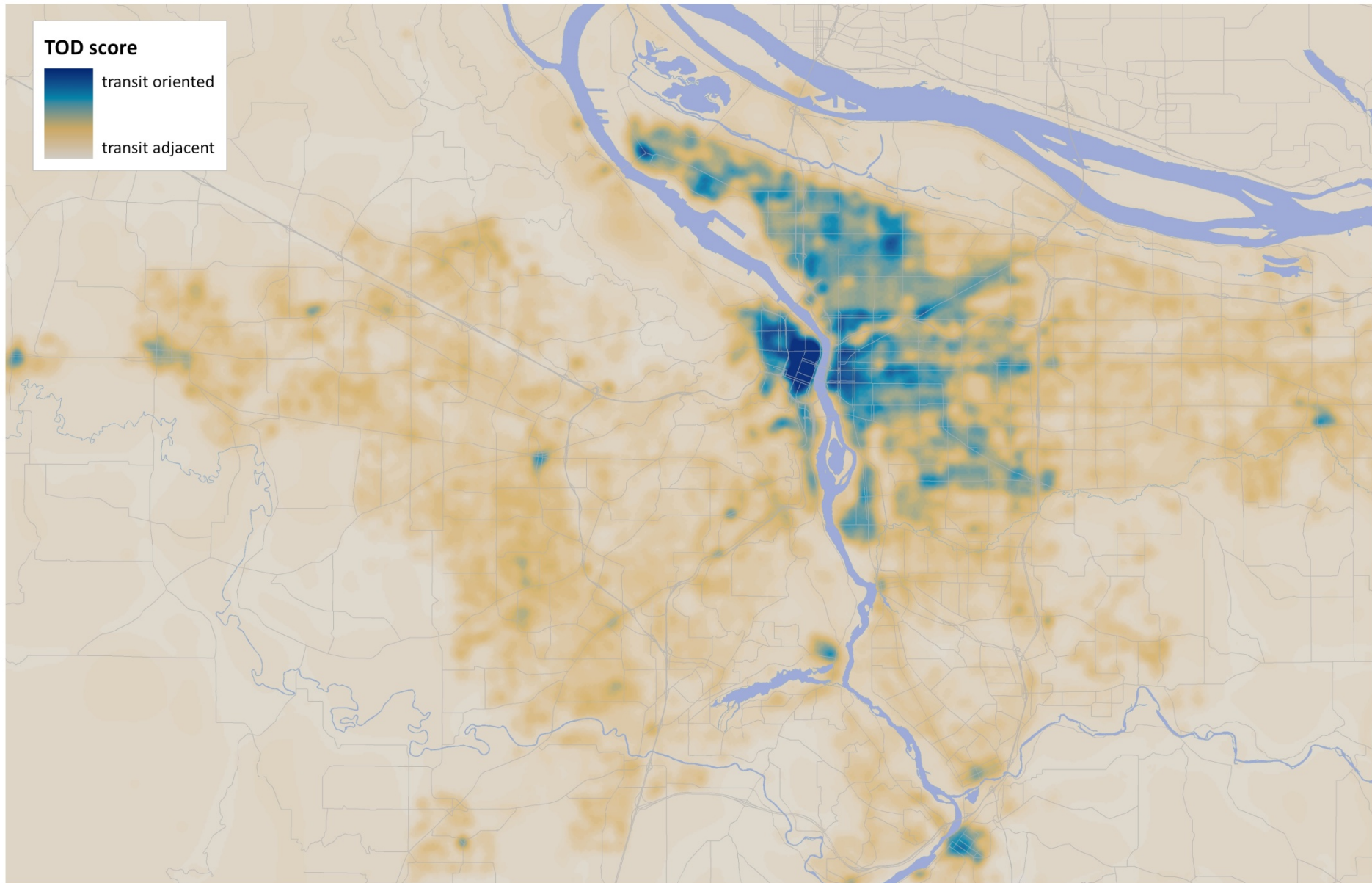
Gateway

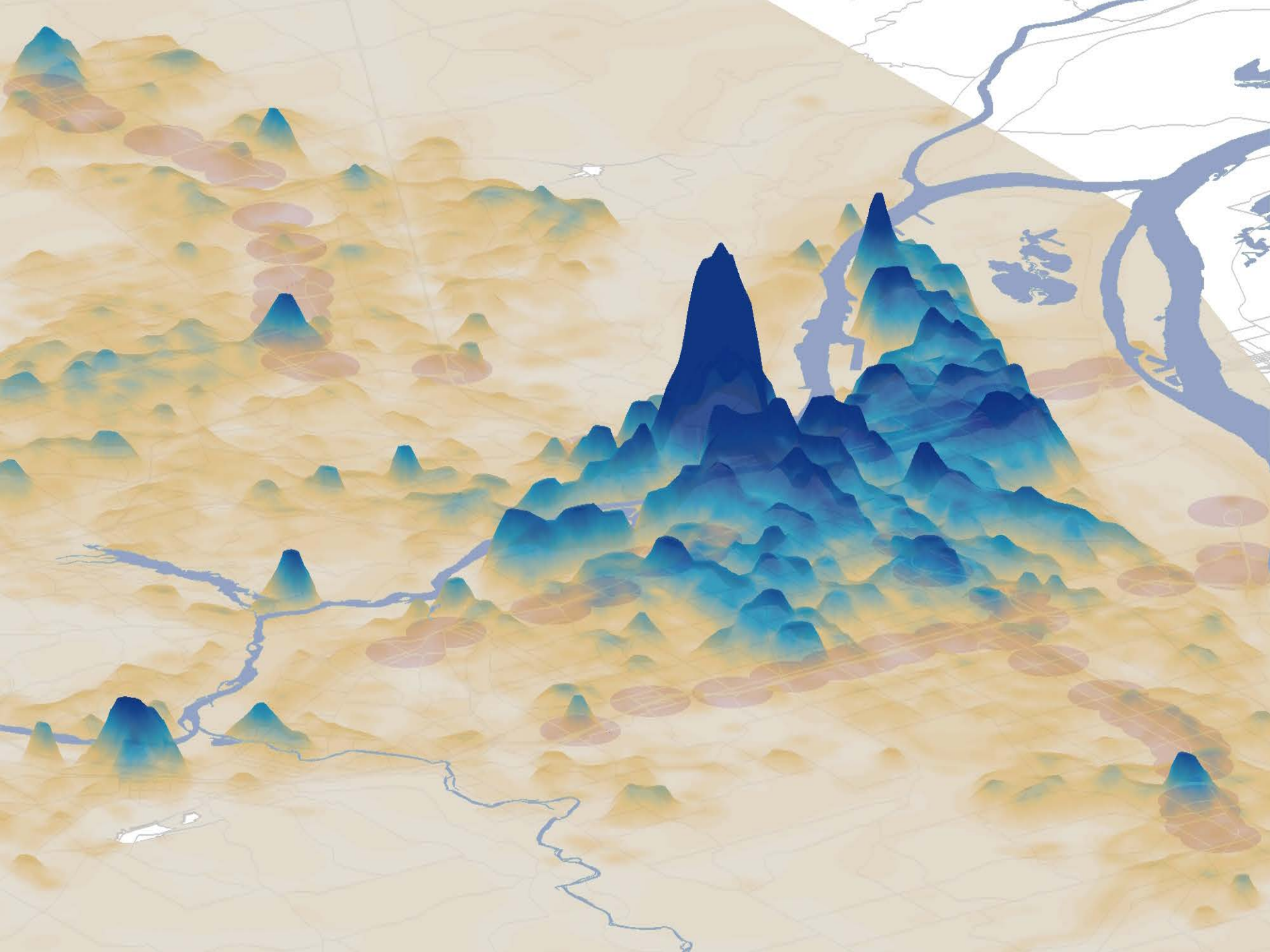




Clackamas

# transit orientation score







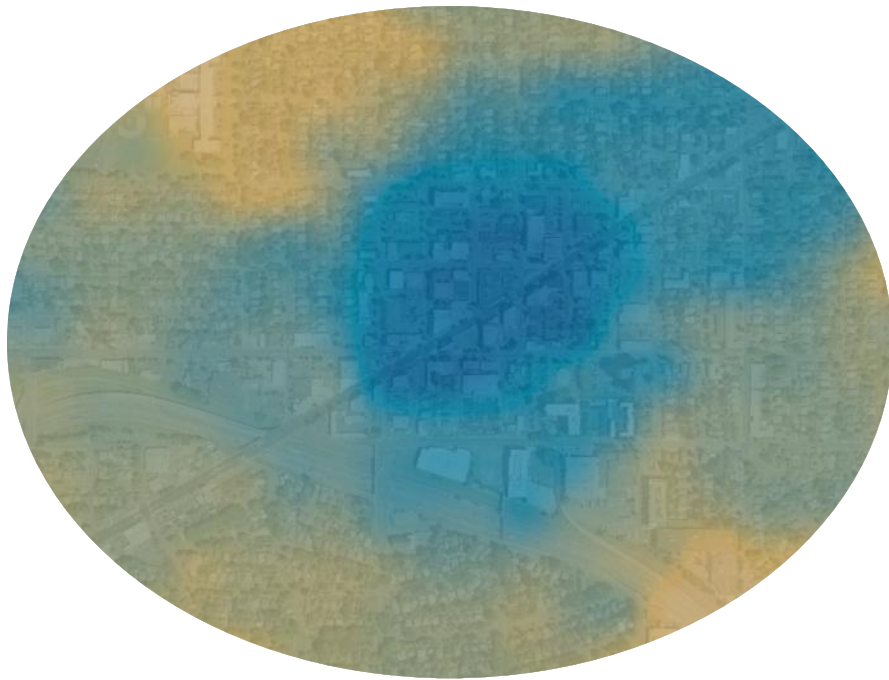


# building a TOD typology

Transit Orientation  
Score  
(Urban Form + Activity )



Market  
Strength



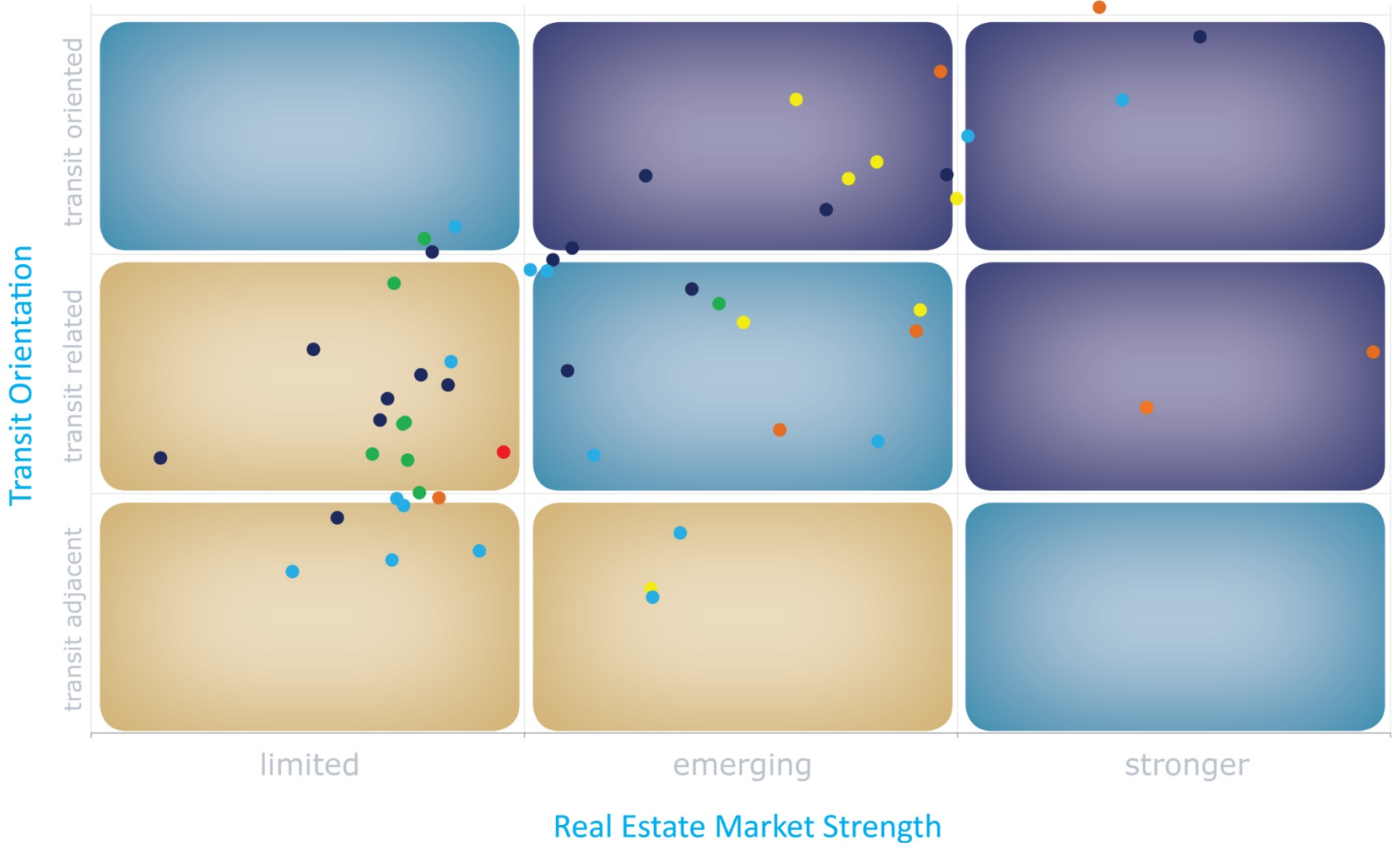
# Station Community Typology

(market + TOD Score)



# Station Community Typology

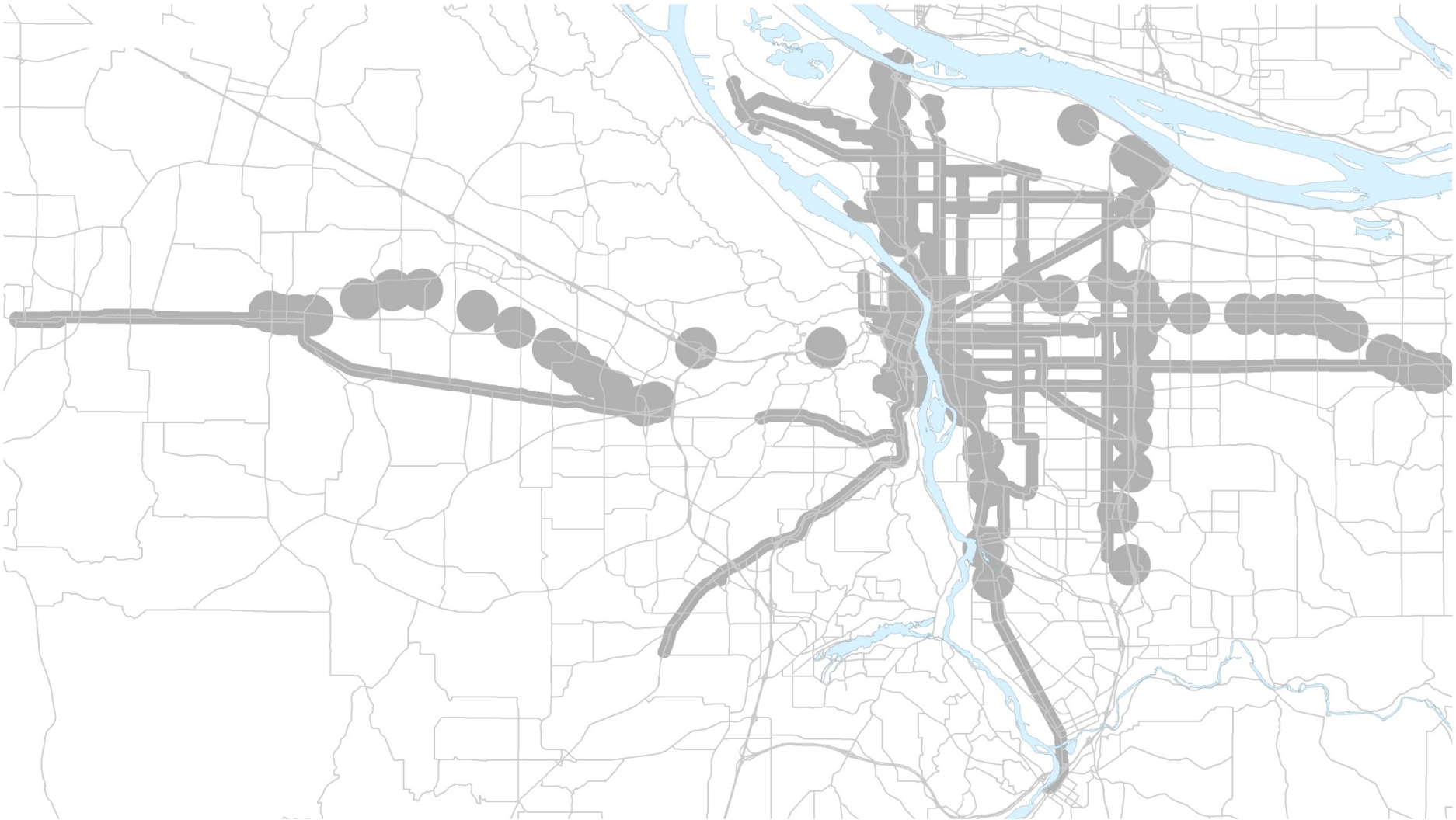
(market + TOD Score)





# TOD Typology Clusters

(market + urban form readiness)





# Other Potential Metrics

- *Planning & Policy:* transit oriented zoning, future land use designations, community aspirations
- *Populations:* zero-car, lower income households
- *Property:* underutilized land, vacant parcels
- *Compatibility:* interaction with other modes and land uses
- *Destinations:* ability to attract peak and off-peak ridership throughout the day and evening

# Key takeaways

- *Link evaluation metrics to desired outcomes:*  
Ridership, mode split, land use, economic development, growth aspirations
- *Weigh existing conditions vs. future aspirations:* Meet existing transit demand, but consider growth/change potential
- *Keep it simple:*
  - More data points dilute the significance of each variable
  - Readily understood & communicated



Discussion