**What is an Urban Design Framework?**

An Urban Design Framework (UDF) is a shared vision that will guide future change and growth. The vision, principles and urban design recommendations in a UDF shape City actions, including streetscape design, land use regulations, and design guidelines.

**Ballard Urban Design Framework Focus Area Map**

**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**

**How did we get here?**

<table>
<thead>
<tr>
<th>1999 Neighborhood Plan</th>
<th>FIRST OPEN HOUSE</th>
<th>WORKING GROUP MEETINGS</th>
<th>SECOND OPEN HOUSE</th>
<th>THIRD OPEN HOUSE</th>
<th>PUBLISH FINAL UDF</th>
<th>IMPLEMENTATION COUNCIL ACTION</th>
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<tr>
<td>2013 Ballard Partnership for Smart Growth</td>
<td>Define Priorities</td>
<td>Shape Strategies</td>
<td>Review and Confirm Urban Form, Streetscape and Open Space Strategies</td>
<td>Review Transportation Strategies</td>
<td>Finalize UDF</td>
<td>Possible Additional Meetings</td>
</tr>
<tr>
<td>2013 Ballard to Downtown High Capacity Transit (HCT) Study</td>
<td>Your opportunities to direct this work</td>
<td></td>
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<td>Council Hearing</td>
</tr>
</tbody>
</table>
What we heard at the May 7 Open House:

Open House on May 7, 2014

THE COMMUNITY.... LIKES:  WANTS TO PRESERVE:  WANTS TO IMPROVE:  DRAFT UDdT* WORKING GROUP PRINCIPLES

Character
- Historic character
- Mixed use buildings
- Mix of residential development
- Light and open feel
- Access to sunlight and nature
- Sustainable development
- Build on historic character
- Light and open space
- Friendly streetscapes
- Bulky buildings
- Bland materials and design
- Community involvement in design review
- Where growth happens - concentrate on corridors (56th, 15th, 24th, Market and South of Swedish)

Economic Opportunity
- Diversity and vitality of businesses
- Historic character
- Small businesses
- Identity & character
- Small neighborhood stores and services
- Maritime and industrial area
- Parking
- More employment in the Ballard core and industrial area
- More diverse employment
- Walking and transit access
- > Preserve the historic character of neighborhood areas.
- > Encourage design quality and variety in the built environment.
- > Create a hierarchy of great streets and public spaces with special attention to Market Street.
- > Thoughtfully address neighborhood areas that are likely to change.

Mobility
- Able to walk to restaurants and shops
- Can get everything you need in Ballard
- Transit access
- Multi-modal access
- Walkability
- Freight Mobility
- Parking
- Balance between modes
- Frequency of transit
- High capacity transit
- Safer corridors & intersections
- Bike Facilities - complete Burke Gilman Trail, create dedicated lanes
- Local transit access
- > Support a vibrant downtown Ballard business district.
- > Expand the diversity of jobs, employment.
- > Protect and support Ballard’s thriving industries while ensuring appropriate balance between maritime/industrial, retail and restaurants.
- > Balance the mobility needs of pedestrians, bicycles, cars and freight.
- > Create meaningful links to transit.
- > Prepare for potential light rail investment.

Health & Livability
- Walking distance to needed goods and services encourages an active lifestyle.
- Diversity of housing types helps to maintain affordability.
- Housing affordability
- Preserve Ballard as a place for families, children and seniors.
- Improve access to water for recreation.
- Pace of growth is too fast. Usability and safety in open spaces.
- Private open spaces should preserved and improved as they contribute to the character of the community.
- Create more options so Ballard continues to be a place for families, children and seniors.
- > Embrace community health as a fundamental planning philosophy.
- > Support affordable housing.
- > Protect and support sustainability and green spaces.
- > Create effective connections between private and public spaces.
- > Consider views of iconic streetscape and nature.

To view all the comments we received, please visit: http://www.seattle.gov/dpd/cityplanning/completeprojectlist/ballard/projectdocuments/default.htm

UDdT Working Group Members:

Neighborhood Organizations
- Ballard Chamber of Commerce
- Crown Hill Business Association
- Central Ballard Residents Association
- East Ballard Community Association
- Sustainable Ballard
- Groundswell NW
- Nordic Heritage Museum
- North Seattle Industrial Association

Businesses and Residents
- Malone & Associates
- Veris Law Group
- C.D. Stimson Company
- Pacific Fisherman
- BalMar
- Majestic Bay Theaters
- Olympic Athletic Club & Hotel Ballard
- Demetre Ski Sweaters
- St Luke’s Church
- Ballard Landmark
- Ballard Resident

Agencies
- Department of Planning and Development (DPD)
- Department of Transportation (SDOT)
- Department of Neighborhoods (DON)
- Office of Economic Development (OED)
- Seattle Design Commission
- Seattle Planning Commission
- Sound Transit

*UDdT: Urban Design and Transportation Working Group of the Ballard Partnership for Smart Growth (BPSG)
Character and Role: what we heard..

1. CHARACTER CORE
Ballard's Downtown is centered on its "main streets." It's defined by an inviting mix of historic and heritage buildings, and a welcoming business district with shops, restaurants and bars, and services. It is desired that this character be extended north of Market on 24th Ave for a few blocks.

2. CIVIC CORE
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.

3. RESIDENTIAL
Multifamily neighborhoods provide in-town living opportunities.

4. COMMERCIAL MIX
Local commercial corridor provides opportunities for a mix of local businesses serving adjacent neighborhoods as well as services and shops serving the north-west Seattle area. Has potential for office and moderate density residential on upper floors which take advantage of the transit and auto access.

5. COMMERCIAL CENTER
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.

6. INDUSTRIAL
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.

Along 24th Ave and 14th Ave, some amount of small neighborhood-serving retail is desired at intersections on arterials.

Along 15th Ave, some amount of small neighborhood-serving retail is desired at intersections on arterials.
## Existing Land Uses

### What is the intent of different zoning classifications in the study area?

<table>
<thead>
<tr>
<th>ZONING</th>
<th>CHARACTER</th>
<th>TYPICAL USES</th>
</tr>
</thead>
<tbody>
<tr>
<td>NC1 Neighborhood</td>
<td>Small shopping area providing convenience retail &amp; services to neighborhood.</td>
<td>Small grocery stores, hair salons, coffee shop and apartments above.</td>
</tr>
<tr>
<td>Commercial 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NC2 Neighborhood</td>
<td>Moderately sized walkable shopping area providing range of retail &amp; services to the neighborhood.</td>
<td>Medium sized grocery store, coffee shop, drug store, medical services, apartments above.</td>
</tr>
<tr>
<td>Commercial 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NC3 Neighborhood</td>
<td>Larger walkable shopping district serving the neighborhood &amp; citywide or regional clientele, allowing comparison shopping.</td>
<td>Supermarkets, restaurants, offices, hotels, clothing stores, business support &amp; residences compatible with mixed use.</td>
</tr>
<tr>
<td>Commercial 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C1</td>
<td>An auto-oriented commercial area serving surrounding neighborhood, regional &amp; citywide clientele.</td>
<td>Large supermarkets, building supplies, household goods, auto sales &amp; repairs, apartments.</td>
</tr>
<tr>
<td>Commercial1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IC</td>
<td>Mix of industrial and commercial, including light manufacturing, R&amp;D and offices accommodating range of employment.</td>
<td>Light &amp; general manufacturing, commercial uses, offices, transport facilities and utilities.</td>
</tr>
<tr>
<td>Industrial Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IG2</td>
<td>Broad range of uses where industrial base is less established &amp; additional commercial activity could improve employment &amp; physical condition without conflicting with industrial uses.</td>
<td>Heavy manufacturing, commercial uses, and uses allowed in IC.</td>
</tr>
<tr>
<td>Industrial General 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LR1</td>
<td>Transition zone between single family and more intensely zoned areas.</td>
<td>Mix of housing types similar in scale to single family homes, e.g., cottages and townhouses.</td>
</tr>
<tr>
<td>Lowrise 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LR2</td>
<td>Variety of multifamily housing types in existing multifamily neighborhoods &amp; along arterials.</td>
<td>A mix of small scale to multi-family housing, e.g., townhouses, &amp; apartments are encouraged.</td>
</tr>
<tr>
<td>Lowrise 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LR3</td>
<td>Variety of multifamily housing types in existing multifamily neighborhoods of moderate scale.</td>
<td>A mix of small scale to multi-family housing, e.g., townhouses, &amp; apartments are encouraged.</td>
</tr>
<tr>
<td>Lowrise 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MR</td>
<td>Moderate to high density multifamily housing.</td>
<td>The midrise zone generally allows heights up to 65-85'.</td>
</tr>
<tr>
<td>Mid rise zoning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUFFIX</td>
<td>CHARACTER</td>
<td>TYPICAL USES</td>
</tr>
<tr>
<td>RC</td>
<td>Preserve the residential character while providing low intensity shops and services to the neighborhood.</td>
<td>Live-work units, restaurants, offices and apartments.</td>
</tr>
<tr>
<td>Residential</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P</td>
<td>Encourages and preserves intensely pedestrian-oriented retail where walk-up businesses are favored.</td>
<td>Retail, entertainment, restaurant &amp; personal services. Drive-ins or drive-thrus are prohibited.</td>
</tr>
<tr>
<td>Pedestrian designated</td>
<td></td>
<td></td>
</tr>
<tr>
<td>zone</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Character Core

What we heard...

Character Core

Role: Area distinguished as the “Character Core” of Ballard. This is the neighborhood heart. The orientation of the streets, the lower heights and detailed character of many of the older buildings create a very light and welcoming street-level environment. There is a strong desire in the community to preserve the character and role of this area.

Physical Character: The community values the variety of buildings in this area and there is a strong community desire to ensure that the qualities of human scale buildings, solar access to the street level and relationship to historic massing and heights are maintained in future development.

Open Space: While there are a number of moderately scaled public and private open spaces along Market St and Ballard Ave, there is opportunity to enhance their usability. The community has also expressed interest in strengthening the ability to see and walk to the waterfront.

Historic Ballard Ave

Very active retail facades: Small units, many doors 15-20 doors/300 feet, large variation in function, no blind and few passable units, lots of character in facade relief, primarily vertical facade articulation, good details and materials. Very high night time and weekend pedestrian volume.

Market Street

Friendly retail facades: Exclusively small units, 10-14 doors/300 feet, some variation in function, few blind and passable units, facade relief and many details. Very high day time, weekday and weekend pedestrian volume.

Pedestrian ZONE

Existing Pedestrian Nodes are designated area. Actively generating street level use.

Ballard Municipal Center Master Plan Area

Nodes

These are key intersections where large volumes of vehicles, transit, freight, bike and pedestrians interact with each other. They are focal points along the roadway.

Key walking paths connecting neighborhood destinations.

Existing and proposed bicycle greenways.

Primary transit, freight and car paths.

Character elements

- Sidewalks on Ballard Ave feel safe and are interesting to walk along. A variety of signs, interesting window displays, and smaller and ornate shops engage the pedestrian.
- In general, existing open spaces tend to be inward looking. These spaces are most used during special community events.
- The area bounded by 17th Ave, 20th Ave and Leary Way on the south side of Market can be disorienting for pedestrians. The intersection of the two street grids create complex intersections, many of whom look very similar.
- Moderately scaled and well-detailed buildings and the variety and density of shops impart a human scale to the character core of Market Street.
**Character Core**

**Emerging Directions**

---

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

**Potential Strategy 1.** Consider area-specific design guidelines and development standards so that new development is more compatible with existing character.

**Potential Strategy 2.** Explore incentives to preserve older buildings in the character core (but outside the Ballard Ave Landmark District) that meet certain criteria.

**Potential Strategy 3.** Explore strategies to encourage office uses over street level retail.

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

**Potential Strategy 5.** Improve the ease of walking in the character core through intersection improvements, more through-block connections and wayfinding strategies.

**Potential Strategy 6.** 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 space.

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**Your Input**

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**Character Core**

**Buildings: Emerging Directions**

**Potential Strategy 1.** Consider area-specific design guidelines and development standards for this core area so that new development is more compatible with existing character.

---

**Existing Conditions**

- **Building Length**
  - New buildings on very long east-west blocks block views creating a monotonous street frontage with little visual relief and variety.
  - **What we can do**
    - For structures over a certain length and height on large parcels, consider maximum building width and depth limits to avoid monotony on a block face. This could be in combination with separation requirements.

---

**Existing Conditions**

- **Bulk**
  - New buildings on large blocks and parcels, particularly in the east-west direction, are bulky and out of scale with existing buildings.
  - **What we can do**
    - Consider limiting the bulk of the buildings by limiting the amount of floor area that can be built over the first 35 feet (approximately 3 floors).
Character Core
Buildings: Emerging Directions

SETBACKS

Existing Conditions
On major pedestrian routes, and where sidewalks are narrow, street level activation through landscaping, sidewalk cafes and outdoor displays can create a pleasant walking environment.

What we can do
In some locations, consider setting back the upper portions of buildings to open up views and create a more pleasant streetscape.

SITE CONTEXT

Existing Conditions
Major intersections, sloping sites and streets with a strong existing character provide context to new development.

What we can do
Consider Design Guidelines for new buildings in the character core so that they match the function of the building, take cues from surrounding buildings, respond to their location on the block and engage with the open space or street they face.

FACADES

Existing Conditions
In certain locations new development can continue the modulation and facade rhythm of existing older buildings to create a harmonious and human scaled streetscape environment.

What we can do
Consider Design Guidelines for facades of new buildings so that they better take into account established scale and pattern of facade elements, materials, continuity and containment.

HERITAGE, PERMANENCE AND DIVERSITY

Existing Conditions
New developments can better respond to existing and historic buildings.

What we can do
Consider Design Guidelines so that new buildings can better respond to Ballard’s heritage. Buildings should have variety but also be compatible with existing and historic architecture.
Character Core
Buildings: Emerging Directions

**SHOP FRONTS**

**Existing Conditions**
The detailed design of new shop fronts is often overlooked. Well-designed shop fronts engage pedestrians, encourage personalization, and create a pleasant street environment, increasing walkability and improving business.

**What we can do**
Consider special Design Guidelines for shop-fronts in the character core.

Consider limits on shop front sizes at the street level to maintain the number and variety of retail in new development.

**Your Priorities and Comments**

**Potential Strategy 2.** Explore incentives to preserve older buildings in the character core (but outside the Ballard Ave Landmark District) that meet certain criteria.

**Existing Conditions**
The character core has a number of older brick buildings with a high level of detail, good workmanship, human scaled elements and smaller shops. These aspects contribute to the walkability, affordability and character of this area.

**What we can do**
Explore incentives for retaining existing older structures if new construction is proposed.

**Your Priorities and Comments**

**Potential Strategy 3.** Explore strategies to encourage office uses over street level retail in the character core.

**Existing Conditions**
Employment in the Ballard Hub Urban Village has not seen a significant increase, and most new jobs are in retail. A diversity of employment is desired for the viability of the commercial district and to create a community in which people can both live and work.

**What we can do**
Explore how office uses can be encouraged over street level commercial. For example, explore tools to increase the number of higher wage jobs and expand the range of daytime activity in the area and perform a demand and needs study of local production activities in the area.

**Your Priorities and Comments**

**Potential Strategy 4.** Explore expanding the boundaries of the walkable “main street” character of Market Street.

**Existing Conditions**
The existing Pedestrian Zone is limited to Market Street between 24th Avenue and 20th Avenue. More walk up businesses are desired along a greater length of Market Street.

**What we can do**
Potentially expand the requirement for foot traffic generating street level uses through the Pedestrian Zone designation along Market Street.

**Your Priorities and Comments**
Potential Strategy 5. Improve the pedestrian environment in the character core through intersection improvements, increased through-block connectivity and wayfinding strategies.

Potential Strategy 6. Better integrate existing open space into daily public life by encouraging active uses around existing open space and orient buildings so that entrances and private open spaces create a physical or visual connection with existing open space.

**Existing Conditions**

**What we can do**

**INTERSECTIONS**
A number of intersections across major arterials were identified for improvement by the community.

Consider intersection improvements.

- Explore how sidewalk amenities can be widened and enhanced along under-served important pedestrian routes. (locations to be identified.)

- Explore how pedestrian continuity can be enhanced through active shop fronts, landscaping, public art or other sidewalk furnishings.

**WALKABILITY**
An active and engaging street frontage can encourage walking.

- Encourage active street level uses
- Some amount of street level small neighborhood-serving retail and services are desired.
- Encourage a continuous building frontage

**MID BLOCK CONNECTIONS**
The blocks in Ballard are 700’ long on average. Pedestrian connections through long blocks can improve the walkability in the neighborhood.

- Consider improving pedestrian connectivity through long blocks.

**WAYFINDING**
The intersection of the two grids on the south of Market are confusing for visitors.

**LANDSCAPING**
Several streets in Ballard lack street trees and sidewalk landscaping. These help improve the walkability of the neighborhood. Concept plans can help guide the development of high quality pedestrian routes.

**STREETS AS OPEN SPACE**
22nd and Ballard Ave are often used for festivals and farmers markets.

**WATERFRONT**
There is a number of street ends in the adjacent industrial area.

- Partner with local businesses, parks and SDOT to explore permanent or temporary street closures or festival streets.

- Explore ways to improve the connection to the waterfront while retaining freight and truck access.

**Improvements for pedestrians.**

**Balance freight needs with peds, bikes and automobiles.**

**Way-Finding:** Conside a way-finding strategy to help increase walkability for Ballard Swedish patients and visitors, as well as help through pedestrian traffic navigate to Ballard’s commercial core.
Emerging Directions

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.

**Potential Strategy 1.** Consider area-specific development standards to address bulk and massing issues on large lots.

**Potential Strategy 2.** Better guide design and uses at the street level.

**Potential Strategy 3.** Consider area-specific design guidelines for new development in the Civic Core.

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

**Potential Strategy 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.

**Potential Strategy 6.** Create a safe and pleasant walking environment on key walking routes.
Civic Core
Buildings: Emerging Directions

Potential Strategy 1. Create area-specific development standards to address bulk and massing issues on large lots.

Building Lengths
Existing Conditions
The Civic Core has relatively long blocks. This can result in long and monotonous buildings on large development sites.

What we can do
Consider building length limits and separation requirements on development over a certain length for solar access and to create views and relief for pedestrians.

Setbacks
Existing Conditions
On major pedestrian routes street level activation through landscaping, sidewalk cafes and outdoor displays can improve the walking environment.

What we can do
Consider requiring ground level setbacks on certain east-west streets to provide pedestrian amenities and enhance landscaping.

Upper Level Setbacks
Buildings over 65’ in height and exceeding a certain length can be monotonous, and block views and sunlight.

What we can do
Consider requiring upper level setbacks on certain east-west streets to open up views and create a more pleasant streetscape.

Relationship to Street
Existing Conditions
The Ballard Library and neighboring Greenfire set up a desirable pattern of landscaped “side rooms” along the sidewalk, making room for urban farming, seating, landscaping and public amenities.

What we can do
Explore development standards to continue the pattern of small private/public landscaped spaces (side rooms or eddies) and uses along NW 56th Street.

Potential Strategy 2. Better guide design and uses at the street level.

Street Level Residential
Existing Conditions
Residential entrances from the street (instead of internal access from a hall) can help reinforce a neighborhood feel with activity and personalization all along a residential facade.

What we can do
For successful street level residential, raising the entry by 4’-6” and setting it back from the sidewalk helps provide privacy from the ground floor. Consider improving standards to require this separation for street level residential.

Surface Parking
Existing Conditions
The existing zoning in the civic core allows street facing surface parking for up to 60’ of street frontage.

What we can do
Consider ways to limit the presence or size of surface parking such as prohibiting parking on the side of structures along 56th, or limiting the frequency or aggregation of surface parking across lots.
Explore strategies to encourage sustainable building and site design in the civic core.

**Potential Strategy 3. Create special Design Guidelines for the Civic Core**

**RESPOND TO CONTEXT**

**Existing Conditions**
Major intersections, sloping sites and streets with a strong existing character provide context to new development.

**What we can do**
Explore guidelines for facades so that they better match the function in the building, the location on a block (especially corners), and engage with the open space or street they face.

**LONG FACADES**

**Existing Conditions**
Buildings on very long parcels can result in a monotonous street frontage if the building facade is not differentiated at the human scale (first 30 feet of building height).

**What we can do**
Explore guidelines to divide long facades (for example over 60') into human-scaled bays or visual breaks particularly on the first 3 floors of the building.

**PERMANENCE**

**Existing Conditions**
Some of the new developments treat the massing and materials of the building holistically, while others have a more piecemeal approach.

**What we can do**
Thinking holistically about a building's form and materials can help create a sense of permanence and character. Encourage a holistic design approach toward a long-lasting, civic character, as opposed to small scale residential or light commercial/strip mall character.

**VARIETY**

**Existing Conditions**
The Civic Core provides an opportunity for a rich architectural environment with a variety of building forms that contribute to the area's civic character.

**What we can do**
Consider ways to encourage a variety of buildings forms while encouraging certain desirable attributes such as: simple and strong geometries, an integrated design approach, prominent roof lines, sustainability and generous public realm, an honesty of materials, and a sense of permanence.

Potential Strategy 4. Explore strategies to encourage sustainable building and site design in the civic core.

**SUSTAINABILITY**

**Existing Conditions**
The Ballard Library and Greenfire building set the precedent on sustainable building and site design in the Ballard core. The co-benefits of this approach are a pleasant pedestrian environment, honesty of materials and generous landscaping.

**What we can do**
Explore strategies to encourage sustainable building and site design.
Potential Strategy 5. Guide the design of public and privately owned open space so that they contribute to the community’s public life.

OPEN SPACE

Existing Conditions
In many new developments open space is visually and physically disconnected from the street level.

What we can do
Public and privately owned public spaces can be interwoven into the community’s daily life through their location and design. Where commercial uses are located on the street level, encourage the provision of sidewalk cafes, landscaping, benches or other similar public amenities or along the sidewalk.

Usable open space and landscaping on the street level can help create a neighborhood feel and activation along the street.

On non-arterials, explore how a portion of amenity space in multifamily buildings can be located on the street level, and facing the street, in order to contribute to public life and community.

Your Priorities and Comments

Potential Strategy 6. Create a safe and pleasant walking environment on key walking routes.

LANDSCAPING

Existing Conditions
The Library and Greenfire developments create an inviting street environment in the Civic Core. Generous landscaping, side rooms or “eddies”, wide sidewalks and active uses define the edge of the right-of-way. These streets create an alternative, low traffic network where its easy to walk on with kids and in groups.

What we can do
Consider creating a streetscape concept plan for NW 56th Street and 22nd Ave NW.

Where necessary, explore how sidewalks can be widened along 56th and 57th Streets and 17th and 20th Avenues.

Consider planting street trees on 56th and 57th streets.

Your Priorities and Comments

FESTIVAL STREETS

Partner with local businesses, parks and SDOT to designate 22nd Avenue near the Library as a festival street for community events.

LIVING AND SHARED STREETS AND MID BLOCK CONNECTIONS

Explore how development regulations can help improve pedestrian connectivity to through long blocks in the Civic Core. Encourage “living streets” with low speeds, shares space and traffic calming.

Your Priorities and Comments
**Commercial Center and Commercial Mix**

**What we heard..**

---

**Commercial Center**
Area distinguished as the “Commercial Center” of Ballard. The Community-wide Commercial Center meets the weekly and monthly needs for goods and services. Active storefronts and generous sidewalks balance the transportation volumes.

**Commercial Mix**
Area distinguished as the “Commercial Mix” area of Ballard. The local commercial corridor provides opportunities for a mix of local businesses serving adjacent neighborhoods as well as services and shops serving the north-west Seattle area.

**Gateway**
Highly visible intersection and entryway into Ballard, serving as a readily identifiable focal point in Ballard.

---

**Commercial Center Emerging Directions**

**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.**

**Potential Strategy 1.** Create a sense of place at the intersection of 15th Ave NW and NW Market Street through an integrated building design, streetscape and open space strategy.

**Potential 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 NW Market Street.

**Potential Strategy 3.** Create area specific design guidelines for the Commercial Center to better guide the design of buildings in this area in transition.

**Potential Strategy 4.** Encourage street level active retail at key locations with employment uses above, and residential uses facing quieter streets between commercial and residential zones.

**Potential Strategy 5.** Guide streetscape improvements to create a safe, generous and pleasant walking environment.

**Potential Strategy 6.** Guide the design of buildings so they include some amount of urban public open space on the street level."
**Your Input**

**Buildings: Emerging Directions**

**Potential Strategy 1.** Guide development to create a sense of place at the intersection of 15th Ave NW and NW Market Street through an integrated building design, streetscape and open space strategy for this intersection.

**Existing Conditions**

The Commercial Center area is characterized by very large parcels, high volumes of traffic along major corridors and a high level of transit service. A unifying design vision for this area would help guide future development better address the diverse needs of this area.

**What we can do**

Consider creating a development concept plan for the Commercial Center that will help guide building siting, pedestrian circulation, traffic and transit movement in the commercial core.

**Potential Strategy 2.** Create Development Standards so that buildings better relate to the human scale as well as to the scale of 15th Ave NW and NW Market Street.

**Existing Conditions**

Many existing structures in the Commercial Center are smaller buildings on large parcels. Block sizes are large and 15th Avenue is one of the most busy arterials in Seattle. This area is also a transit center. New development needs to respond to the scale of the arterial and lot size while simultaneously creating a pleasant streetscape environment.

**What we can do**

Consider setbacks at certain locations to create transition spaces between major arterials and the building frontage.

Consider upper level setbacks on east-west streets to create a human scale building frontage.

**Potential Strategy 3.** Create area specific design guidelines for the Commercial Center to better guide the design of buildings in this area in transition.

**Existing Conditions**

The commercial Center does not have an established architectural character. This area is gradually becoming more dense and its character is in flux. Development in this area would benefit for more specific design guidance.

**What we can do**

Encourage extra design attention to the corners of buildings to encourage passersby to "turn the corner". This could be through the design of the corner at street level, an active use on the corner, or both.

Encourage building façades to engage with 15th Ave NW. For example, lobbies and entrances can be located on 15th Ave NW.

Encourage buildings to convey a sense of permanence. The selection of cladding and exterior finishes should be appropriate for larger urban buildings (stone, brick, concrete) rather than residential materials (clap board, shingle, masonry veneer). Encourage an honesty, and restraint in materials choice, integrity between building form and material, and an honesty of structural expression.
## Potential Strategy 4. Encourage street level active retail at key locations with employment uses above, and residential uses facing quieter streets between commercial and residential zones.

<table>
<thead>
<tr>
<th>Existing Conditions</th>
<th>What we can do</th>
<th>Your Priorities and Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building locations and entrances are scattered and difficult to get to by foot. There are long distances with no street level engagement between building entrances.</td>
<td>Encourage active retail uses at key locations on the street level with employment uses above, and residential uses along quieter streets between commercial and residential zones.</td>
<td></td>
</tr>
</tbody>
</table>

## Potential Strategy 5. Guide the streetscape improvements to create a safe, generous and pleasant walking environment along high volume and high speed traffic corridors.

## Potential Strategy 6. Guide the design of buildings so they include some amount of urban public open space on the street level.

<table>
<thead>
<tr>
<th>Existing Conditions</th>
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</thead>
<tbody>
<tr>
<td>Major arterials in the commercial center typically do not have on street parking, and there is very little vertical separation between traffic and pedestrians.</td>
<td>Create a strong vertical buffer zone between sidewalk and arterials through landscaping, art or other street furniture to create a safer pedestrian environment.</td>
<td></td>
</tr>
<tr>
<td>In certain locations, the sidewalk is not wide enough to accommodate a transit zone.</td>
<td>Where there are bus stops and sidewalk space is limited, riders will naturally want to recede back from fast traffic. Integrate the transit zone into the building façade where appropriate.</td>
<td></td>
</tr>
<tr>
<td>Large buildings built to narrow sidewalks along major arterials create an unpleasant environment for pedestrians, transit users and building occupants.</td>
<td>Create wider sidewalks and transition spaces between sidewalk and buildings to create a pleasant environment and give relief from traffic to occupants and pedestrians.</td>
<td></td>
</tr>
<tr>
<td>15th Avenue is a challenging street for the neighborhood, and residents have to cross it frequently to get to necessary goods and services. The scale and speed of traffic on these streets can be overwhelming, discouraging walking across 15th to local destinations.</td>
<td>Consider an integrated landscaping strategy for the Commercial Center, to guide the design of human scaled points of relief and breathing room along pedestrian routes.</td>
<td></td>
</tr>
</tbody>
</table>
Commercial Mix

Streetscape and Open Space: Emerging Directions

Improve the quality of the pedestrian environment and encourage moderate density residential development over commercial development.

Potential Strategy 1. Street Level Uses

Existing Conditions
Small pedestrian oriented retail at corners help anchor street intersections and increase the pedestrian appeal of streets with high volumes of traffic. This can improve the environment for transit users walking to and from transit stops on major arterials.

What we can do
Consider encouraging small pedestrian oriented retail on certain key corners along 15th Avenue providing low intensity commercial uses.

Potential Strategy 2. Parking Access

Existing Conditions
Parking is often located in front or along sides of buildings, with little effort to coordinate and reduce conflict between pedestrians and traffic.

What we can do
Minimize points at which driveways cross sidewalks on 15th Avenue. Consider shared access, providing access from side streets. Limit impacts to adjacent residential zoned sites.

Aspect 3. Sidewalks and Buffers

Existing Conditions
Large buildings built to narrow sidewalks along major arterials create an unpleasant environment for pedestrians and building occupants.

What we can do
Consider wider sidewalks and a strong vertical element separating pedestrians and traffic on 15th Avenue. This could be through landscaping, art or other street furniture.

Aspect 4. Intersections

Existing Conditions
15th Avenue is a challenging edge between two parts of the neighborhood.

What we can do
Improve intersections across 15th for pedestrians and cyclists.
**Emerging Directions**

Support family-oriented and distinctive residential neighborhoods adjacent to the Ballard Core.

**Potential Strategy 1.** Create area specific development standards so that buildings better relate to the human scale and contribute to the community’s public life.

**Potential Strategy 2.** Encourage family-appropriate and affordable housing adjacent to the Ballard core.

**Potential Strategy 3.** Encourage small neighborhood oriented retail on corners along arterials to provide convenience retail and services to the immediate neighborhood.

**Potential Strategy 4.** Improve pedestrian crossings across arterials.

**Potential Strategy 5.** Partner with Groundswell NW, SDOT and SPU on open space, landscaping and green stormwater infrastructure opportunities in the right-of-way.
Buildings: Emerging Directions

Potential Strategy 1. Create area specific development standards so that buildings better relate to the human scale and contribute to the community’s public life.

**Existing Conditions**
Buildings on large blocks, especially in the east-west direction can be bulky and block views and light.

**What we can do**
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.

**Potential Strategy 2. Encourage family-appropriate and affordable housing adjacent to the Ballard core.**

**Existing Conditions**
Ballard’s core offers a variety of amenities and services, such as transit, shopping and open space.

**What we can do**
- Partner with the Office of Housing (OH) to explore ways to encourage the development of family-appropriate housing in new buildings.
- Partner with Office of Housing to explore ways to preserve naturally occurring affordable housing units.

**Potential Strategy 3. Allow small neighborhood oriented retail on key corners along arterials to provide convenience retail and services to the immediate residential neighborhood.**

**Existing Conditions**
Small pedestrian oriented retail at corners help anchor street intersections and increase the pedestrian appeal of streets with high volumes of traffic and improve the transit users’ walking environment.

**What we can do**
Consider allowing limited retail at corners along arterial streets such as 14th & 24th.

**Existing Conditions**
24th Avenue and 14th Avenue are challenging streets to cross.

**What we can do**
Consider intersection and sidewalk improvements across arterials (across 14th, 24th). Reduce distances between signalized or marked intersections on arterials, and reduce pedestrian crossing distances where possible.

**Potential Strategy 5. Partner with Groundswell NW, SDOT and SPU on open space, landscaping and green stormwater infrastructure opportunities in the right-of-way.**

**Existing Conditions**
Groundswell NW is creating the Ballard Open Space Plan to gain a better understanding of the community’s current and future open space needs.

**What we can do**
Partner with Groundswell NW, SDOT and SPU on open space opportunities.

Consider green stormwater infrastructure where feasible.