Ballard Urban Design

Create a vision that will shape growth & guide development

- Land Use Regulations
- Design Guidelines
- Streetscape Design
- Open Space
- Mobility Improvements
- Expanding Economic Opportunity

Seattle.gov/DPD/Ballard
Guide the Character of development as the Ballard core grows

Identify Mobility Improvements needed to support growth, and assess opportunities and challenges presented by the potential high capacity transit

Expand Economic Opportunity by diversifying expanding business and employment opportunity

Sustain Health by identifying how Ballard can preserve and build supports the health and access to opportunity for a diverse community.
- Seattle 2035
- B2D HCT Study
- Lowrise Code Corrections
- Ship Canal Crossing Study
- Freight Access Project
- Parking Study
- Ballard Open Space
**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**
When

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
Open House
Open House

May
Summer
Fall

Define Priorities
Shape Strategies
Review & Refine Draft Update

Winter

Transportation & Land Use Integration

Spring

Finalize UDF
Possible Additional Meetings Council Hearing

2015
Implementation Council Action
Community Guidance to Date

- Love Ballard’s historic qualities and its industrial tradition.
- Appreciate the shops and restaurants in a beautiful, walkable neighborhood.
- Concerned that a number of projects don’t contribute to Ballard’s character.
- Worried about affordability and that transportation improvements have not kept pace with growth.
Amend Standards
- Reinforce the role of different areas in downtown Ballard
- Reduce upper-level building bulk
- Create better street-level standards appropriate to different areas (commercial, residential)
- Provide design guidance to improve character, quality & permanence
- Support job creation in specific areas

Reinforce “Public Realm”
- Designs for “green street” & “festival streets” that support streets as open space
- Target specific intersection improvements
- Integrate Groundswell NW open space recommendations
Next Steps

**Multimodal Analysis**
- Integrate modal plans
- Identify & prioritize improvements

**Station Area Assessment**
- Identify options that best serve Ballard
- Identify improvements needed to optimize the function of each option
- Scope topics for station area planning

**Housing Affordability**

**Health & Livability**
Seattle’s Comprehensive Plan

- City policies about where and how the city will grow
- 20 years of job and housing Growth
- Urban Village Strategy
Current Industrial Policies

The City’s Comprehensive Plan says:

- Promote the use of industrial land for industrial purposes.
- Promote high value-added economic development by supporting growth in the industrial and manufacturing employment base.
- Restrict or prohibit uses that may negatively affect the availability of land for industrial activity, or that conflict with the character and function of industrial areas.
Why City Policies Protect Industrial Land

- Family wage jobs
- Economic resilience
- Support for international trade
- 1/3 of City’s sales tax revenue
- 1/3 of City’s B&O tax revenue
Almost all of the city’s 6,000 acres of industrially zoned land is in the Ballard/Interbay and Greater Duwamish MICs.

Duwamish is much larger (4,900 acres vs. 900) than Ballard/Interbay.

Land use code has 4 zoning designations – IG1, IG2, IC and IB.
Vacancy Rates (All Subareas)

Vacancy Rates by Development Type

- INDUSTRIAL
- FLEX
- OFFICE
- RETAIL

![Chart showing vacancy rates by development type from 2006 Q1 to 2014 Q4. The chart displays fluctuations in vacancy rates for different types of developments over the years.](chart_image.png)
Ballard Zoning

Note: locations of establishments are approximate and based on geocoded street addresses.

See slide 113 for descriptions of Seattle’s industrial zones.

Local Production Inventory
Ballard Zoning

Specific Industrial Zoning
- General Industrial 1
- General Industrial 2
- Industrial Buffer
- Industrial Commercial

Generalized Zoning
- Downtown
- Major Institutions
- Master Planned Community
- Multi-Family
- Neighborhood/Commercial
- Residential/Commercial
- Single Family
- inventoried Establishment*
- Parks & Open Space
- Bodies of Water
- Subarea Boundary

*Note: Darker dots indicate multiple establishments
Source: City of Seattle, Community Attributes
Inventory by Subarea: BALLARD

Ballard Subarea

- 252 parcel acres
- Approximately 590 establishments
- Employing 7,450 people

Local Production Inventory
Ballard Subarea

Source: Hoover's 2014: Community Attributes
Inventory by Subarea: BALLARD

Establishments, Employment & Revenue by Segment

In the Ballard Subarea, business activity in terms of revenue and employment is dominated by Export-Oriented industrial activities. In terms of employment only, Commercial activities and Local Industrial Services, Distribution & Repair are also significant with 2,602 and 1,685 employees respectively.

While employment levels are similar for Segment 3 and Commercial activities, revenues generated are far higher for Segment 3 Industrial.

Local Production is a smaller presence in terms of all three categories, employing only 192 in Ballard.
Inventory by Subarea: BALLARD

Industrial Establishment Locations by Segment

1a. Local Production: Artisanal-Craft Establishments
- 411-900 Employees
- 36-250 Employees
- 20-59 Employees
- 10-19 Employees
- 0-4 Employees

1b. Local Production: Other Establishments
- 411-900 Employees
- 36-250 Employees
- 20-59 Employees
- 10-19 Employees
- 0-4 Employees

2. Local Industrial Services, Distribution & Repair Establishments
- 411-900 Employees
- 36-250 Employees
- 20-59 Employees
- 10-19 Employees
- 0-4 Employees

3. Export-Oriented Industrial Establishments
- 411-900 Employees
- 36-250 Employees
- 20-59 Employees
- 10-19 Employees
- 0-4 Employees

Source: Hoover's 2014 Community Attributes
Establishment Size Profiles

Establishments by Employment

- Many small employers: 220 establishments employing 2 to 19 people
- Only 6 large (100+ employee) establishments.
- Most industrial businesses in Ballard are mid-size:

Establishments by Revenue

More industrial establishments (195) report revenues in the mid-size range (from $100,000 to $1 million per year) than the combined total of Small, Large, and Very Large revenue-generating establishments.

Note: Industrial activities only; 1 establishment with 0 employment
Source: Hoover’s 2014; Community Attributes
Criteria for reviewing requests to remove land from a M/IC:

- Specify the use for the land
- Demonstrate there is no other land in the city suitable for that use
- Proposed use would not replace an industrial use
- Proposed use would not interfere with nearby industrial operations
Proposed New Policy

Prohibit future use of Industrial/Commercial (IC) zone in M/ICs
Next Steps for these Policies

- Include policies in Seattle 2035
- Draft environmental impact statement (EIS) **May 2015**
- Draft revised Comprehensive Plan **July 2015**
- Final EIS and Plan **December 2015**
- Council action on Plan **2016**