



# Urban Design and Transportation Working Group Ballard Urban Design Framework

**Meeting # 6: Putting it all Together - I**  
**August 8, 2014**



# sub area characterization

### 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 Ballard's living room, kitchen and community center.

### 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 that include more intimate open spaces give a unifying public character.

### 3. RESIDENTIAL

Multifamily neighborhoods provide in-town living opportunities.



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

### 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.



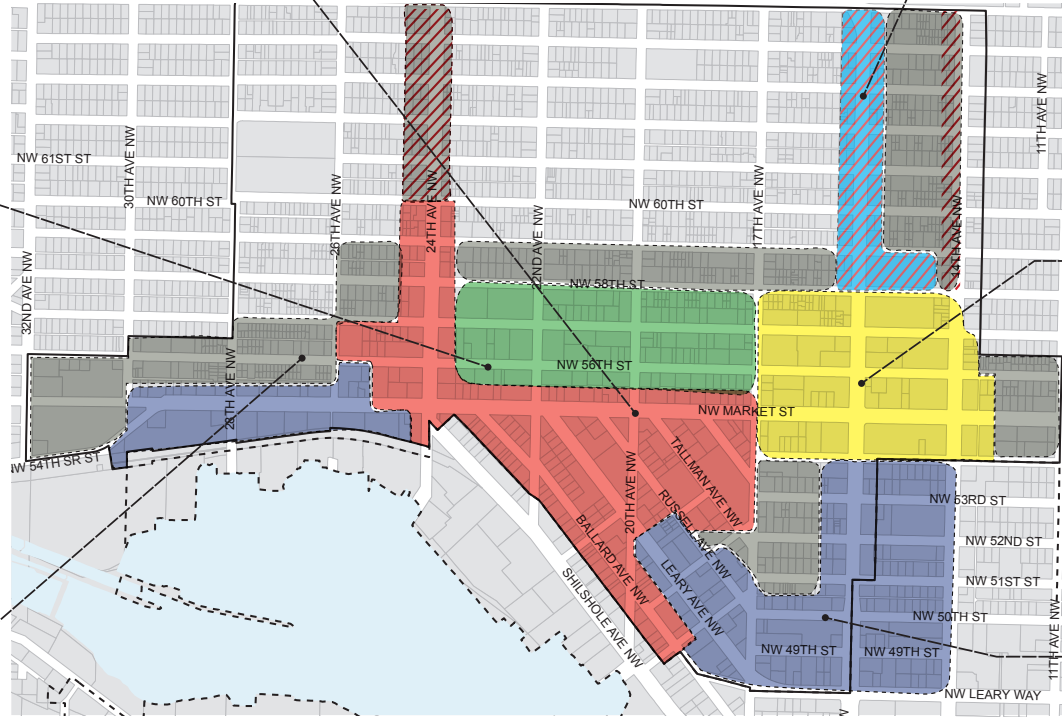
Along 15th Ave, some amount of small neighborhood-serving retail is desired at intersections on arterials.

### 5. COMMERCIAL CENTER

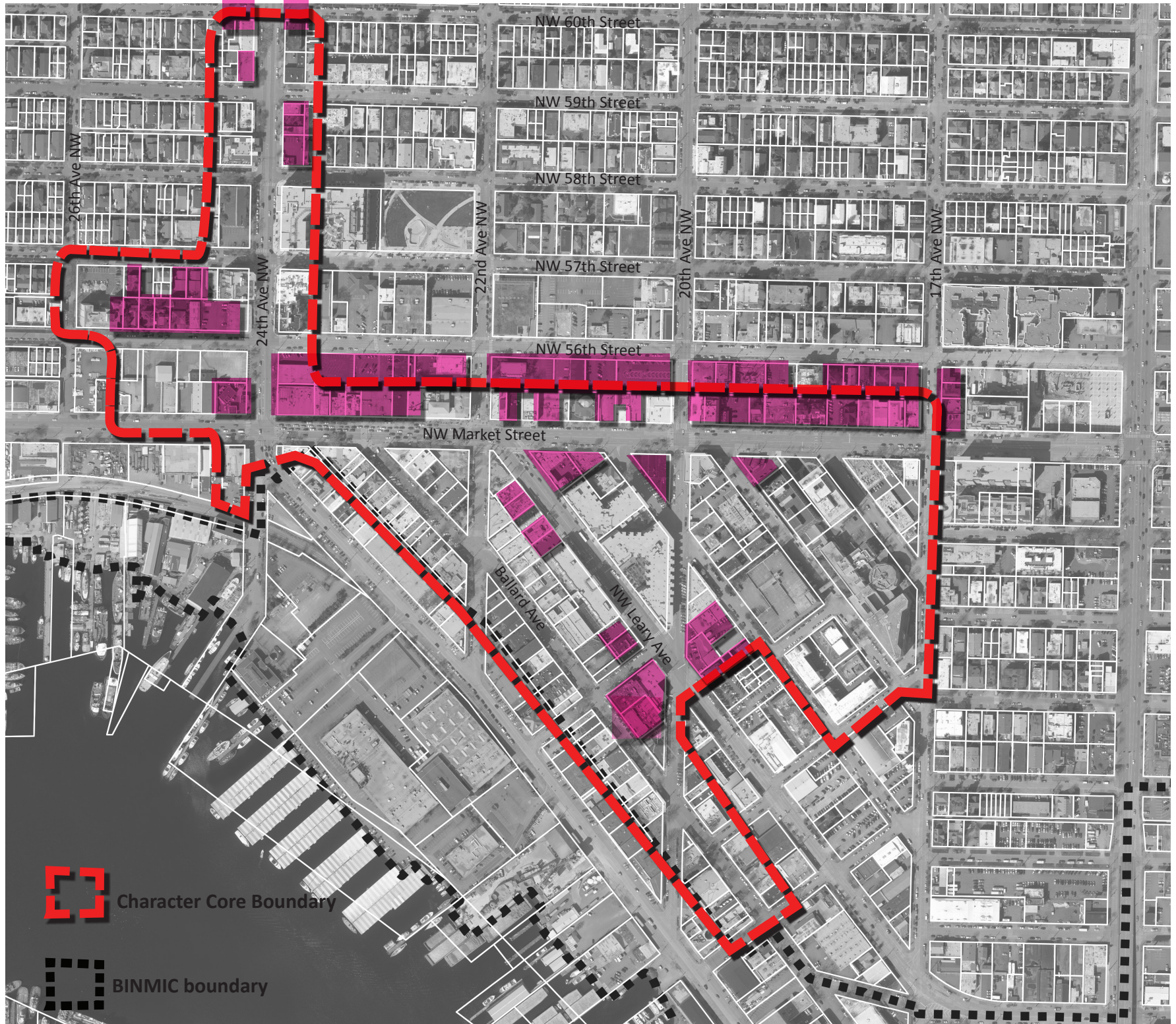
Community-wide Commercial Center meets the weekly and monthly needs for goods and services. It has potential for dense offices and residences on upper floors. Active storefronts and generous sidewalks balance the transportation volumes.

### 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.







# emerging directions for character core:

## urban form and use

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

## open space

**Improve access to, and usability of, existing open space opportunities to reinforce the public life of NW Market St and Ballard Ave.**

## streetscape

**Improve walkability and increase pedestrian safety in the core of Ballard.**

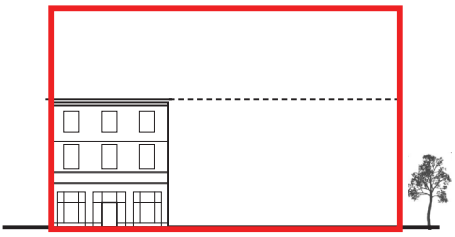


# emerging direction: urban form and use

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

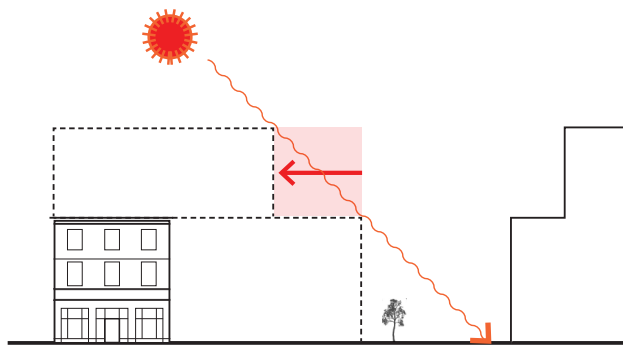
### Strategy 1: Character Buildings

Recognize that older buildings are central to the identity of Ballard’s core; explore how character structures (pre-1940) outside the Ballard Avenue Landmark District can be preserved in new development.



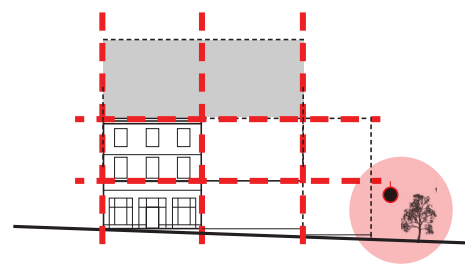
### Strategy 2: Building Massing

Consider regulations to ensure that new development maintains solar access to the ground plane and is compatible in scale with the neighborhood.



### Strategy 3: Site and Design

Consider guidelines to ensure that new development fits in and contributes to the existing urban context.



### Strategy 4: Street Level Design and Use

Consider guidelines and regulations to reduce building scale at pedestrian-focused areas to establish human scale, interest and activity.



### Strategy 5: Upper Level Uses

Explore how land use can further strengthen the economic vibrancy of this area.



# emerging direction: open space

## Improve access to, and usability of, existing open space opportunities to reinforce the public life of NW Market St and Ballard Ave.

### Strategy 1: Existing Open Spaces

Study how existing street level open spaces (Bergen Place Park, Marvin’s Garden and Ballard Swedish Plaza) could be better utilized by the community.

### Strategy 2: Adjacent Uses and Private Open Spaces

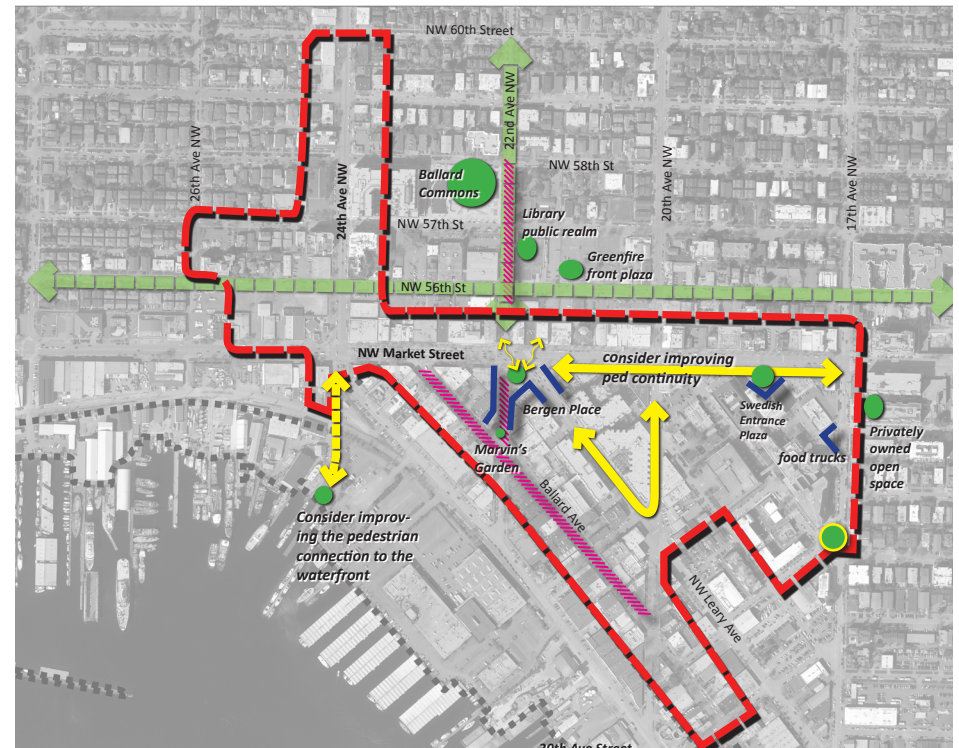
Improve how private residential and commercial development relates to open spaces and encourage “eyes on the street” to enhance public safety.

### Strategy 3: Streets as Open Space

Identify multi-use streets that can double as spaces for gathering and public life or provide an alternative pedestrian network.

### Strategy 4: Waterfront

Explore how portions of the waterfront can become part of the open space network.



- Existing open spaces
- ↔ Tentative green streets
- ↔ Consider improving visual connection
- ↔ Consider improving pedestrian continuity
- ↔ Consider improving relationship to adjacent uses
- ↔ Consider improving the pedestrian connection
- Existing/Potential multi-use street



# emerging direction: streetscape

## Improve walkability and increase pedestrian safety in the core of Ballard.

### Strategy 1: Intersections and Sidewalks

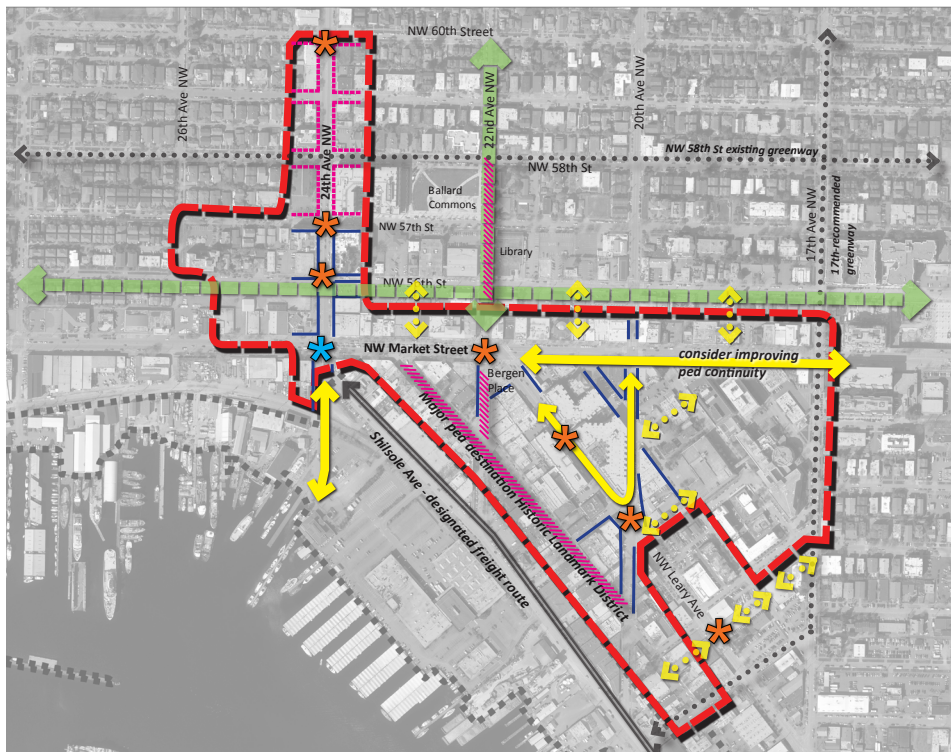
Improve intersections and quality of environment for pedestrians.









### Strategy 2: Connectivity

Create an easily navigated network of pedestrian routes connecting pedestrian destinations and activity generators.

### Strategy 3: Adjacent Land Uses and Design

Encourage street level uses that generate pedestrian activity and interest.



-  Improvements for pedestrians.
-  Balance freight needs with peds, bikes and automobiles.
-  Consider improving pedestrian continuity
-  Existing/Potential multi-use street
-  Consider improving pedestrian connectivity through long blocks.
-  Consider improving relationship to adjacent uses
-  Tentative Green Streets.
-  Some amount of street level small neighborhood-serving retail and services are desired.

# what's next?

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## **Step 1.**

DPD will draft similar emerging direction for all sub areas and present this information for discussion at the next UDaT meeting.

## **Step 2.**

Confirm emerging direction with the wider community in Fall meeting.

- 30 second pitch with a map for each sub area.
- Confirm the emerging direction for each sub area.
- Ask community if there are higher or lower priority strategies.
- Present some of the tradeoffs to consider and seek initial response.



# discussion questions

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- 1. Do these concepts capture the intention discussed at our meetings?**
- 2. How would you prioritize between these strategies? Do any of them stand out as being more important than others?**
- 3. Feedback on process.**

*If time permits..(or at next meeting)*

- 4. What incentives might we consider as tradeoffs to achieve some of these strategies? Where might these be appropriate?**