



BALLARD EXISTING CONDITIONS REPORT

In support of the Ballard Urban Design Framework

March 2014



Cover Page: Ballard Centennial Bell Tower
Part of Marvin's Garden (named after a
late town character Marvin Sjöberg), the
Ballard Centennial Bell Tower-dedicated in
April 22, 1989-holds the bell that was part
of Ballard's City Hall, which stood at this
site from the time when Ballard was a city
(1890-1907) separate from Seattle.

This Page: Pacific Fishermen Shipyard,
Ballard
Pacific Fishermen Shipyard was founded in
1946 by 400 Norwegian heritage fishermen
as a co-op style shipyard on the site of the
1890's Ballard Marine Railway Co., where
Seattle founding father Joshua Green built
his sternwheeler Bailey Gatzert.
More information: <http://www.pacificfishermen.com/about-us-2/>

Contents

Chapter 1. Introduction	5
Draft Planning Purposes	7
Study Area	10
How Ballard Relates to Seattle and the Region	12
Growth in a City-Wide Context	14
Healthy Community Approach	17
 Chapter 2. The Ballard Neighborhood	 19
History	21
The People	26
Community Groups	34
Access to Opportunity	
Employment	38
Housing	40
Affordability	42
Existing Assets and Neighborhood Features	
Physical Setting	44
Ballard Avenue Landmark District	46
Gateways, Hearts and Edges	48
Views	51
Parks, Recreation and Open Space	52
Residential Character	56
Commercial Character	58
Building Age and Heights	60
Large Lots	62
Vacant Parcels	63
Zoning and Land Use Patterns	64
Area Circulation and Block Pattern	
Block Pattern and Traffic	70
Pedestrian Facilities	72
Bicycle Facilities	76
Transit and Parking	78
Development Potential	82
 Chapter 3 Opportunity Areas	 85
24th NW @ NW Market Street	86
20th and 22nd Avenues NW @ NW Market Street	92
15th and 17th Avenues NW @ NW Market Street	94
15th and 14th Avenues NW @ NW Leary Way	104
22nd Avenue NW @ NW 56th Street	110
 Appendix	 113
Plans and Ongoing Initiatives	114
Seattle Transit Communities: Relevant Typologies	120



BALLARD ave

ard Ave NW

Nails

Chapter 1

Introduction

Over the last ten years, Ballard has found itself in the midst of great change. Various local community groups, residents and agencies are working together and independently to identify and address the most pressing concerns and leverage the opportunities arising from rapid urban development in Ballard.

What are the issues that matter most to the community? What are the values of the community? What are the assets we want to preserve and build on? What are the potential forces that will drive future growth? Who will Ballard be home to over the coming years? Defining these at the outset sets the framework for the data, trends and analyses presented in this report.



Facing west on NW 56th Street
Flickr User Jason Bracking

Draft Planning Purposes

In the last ten years, Ballard has found itself in the midst of great change. Development is booming and the population in the Ballard Hub Urban Village increased by 24 percent between 2000 and 2010. This trend of growth in Ballard is likely to continue into the future. Partially in response to growth and change, Seattle's Department of Transportation and Sound Transit have plans for creating a high capacity transit connection between Ballard, Downtown and the University District.

Residents and businesses in Ballard have felt the benefits and the impact of recent growth. In the last 15 years since the Ballard/Crownhill Neighborhood Plan was adopted, much has happened - including investments in public parks, facilities, streets and sidewalks. Today, a number of commercial investments and residential developments are transforming the Ballard Hub Urban Village (HUV). On the one hand, development has brought improved services and amenities to the community. On the other, the rapid rate of change has brought concern about the quality of building design, declining affordability and parking. Improvements to transit have been slower than residential development and job growth in the HUV has stagnated.

The Ballard Partnership for Smart Growth

Over the last several years, a number of community groups are working hard to address the issues being experienced in the neighborhood.

The Ballard Partnership for Smart Growth (The Partnership) is a prominent local initiative spearheading a community conversation around urban design, transportation, public safety, health and cleanliness, business retention, and development and marketing issues in the commercial core of the HUV.

The Department of Planning and Development (DPD) is collaborating with The Partnership and other local organizations and community members to create a

plan that addresses the community's priorities while remaining coordinated with citywide policies and regional goals for urban development. The following planning objectives were identified by The Ballard Partnership in 2013:

- The creation of a vibrant downtown Ballard;
- Attention to great streets and public spaces;
- Supporting a diversity of jobs;
- Protecting and supporting Ballard's industries and ensuring a balance between industrial, commercial and residential growth;
- Preserving the historic character of the neighborhood;
- Encouraging a higher design quality and diversity;
- Carefully addressing areas likely to change;
- Balancing mobility needs of bicyclists, pedestrians, cars and freight;
- Preparing for transit investments;
- Improving connectivity between private and public spaces;
- Supporting affordable housing;
- Embracing community health as a fundamental planning philosophy;
- Integrating views of iconic streetscape and nature; and
- Creating meaningful links to transit.

Community Planning provides a chance to review these and other neighborhood objectives as they relate to today's circumstances, coordinate ongoing initiatives into a coherent work plan for the City and the Community, and better define and illustrate strategies for continuing and improving the transformation.

The Existing Conditions Assessment seeks to create a shared understanding of past growth and change and the identify potential drivers for future growth in order to confirm areas for more focused planning in the UDF.

Planning for Future Transit Investment

In 2008, voters approved the Sound Transit 2 plan, which included studying potential High Capacity Transit (HCT) options between Ballard and downtown Seattle. Following the adoption of the Seattle Transit Master Plan (TMP) in 2012, Sound Transit and SDOT are currently partnering on a study of high capacity transit options between Ballard and downtown which will be complete in mid-2014. In the level 2 analysis in this study, five potential corridor options have been identified for further evaluation and refinement of HCT light rail and rapid streetcar alignments.

Findings from this process will be presented to City Council and the Sound Transit Board for possible future action.

Although investments in HCT are likely to take some time in the future, the parallel timing of the Urban Design Framework planning process and SDOT/ST3 station area planning provides opportunities for coordinated planning between transportation and community urban design. Improved transit connections could bring more jobs, housing and investment in amenities to the neighborhood. Complete, compact and connected neighborhoods



surrounding transit stations create better and more equitable access to jobs, housing and services.

Community planning can communicate the neighborhood's vision and priorities and inform decision-makers about each station's potential impacts and opportunities.



Figure 1.1
Potential high capacity transit
corridors identified by SDOT and
Sound Transit in the Level 2 analysis
of the Ballard to Downtown Transit
Expansion Study.

Study Area

The Seattle Comprehensive Plan and the Washington State Growth Management Act direct future urban growth to Seattle's Urban Villages.

As part of the HCT study for the Ballard to Downtown corridor, Sound Transit and the Seattle Department of Transportation are analyzing five potential rail alignments and related station locations in Ballard. The Study Area therefore includes the ten minute or 1/2 mile walkshed surrounding potential station locations in order to understand the opportunities and impacts associated with each option.

Within Ballard, four potential station location options have been identified.

- 24th Avenue NW and NW Market Street
- 17th Avenue NW and NW Market Street
- 15th Avenue NW and NW Market Street
- 15th Avenue NW and Leary Avenue NW

Area within a 10-minute walkshed of a proposed station at NW Market St and 24th Avenue NW.



Area within a 10-minute walkshed of a proposed station at 15th Avenue NW and NW Leary Way.



The study area therefore includes the full extent of the Ballard Hub Urban Village and ten minute walksheds surrounding potential HCT station locations.

Planning for future density and public amenities within transit walksheds makes sense for two reasons:

1. Having as much development as possible concentrated near frequent transit stops and stations shortens walking distances to more places for more people.
2. Conversely, a jobs, services and residents near transit establishes a market for transit service, increases ridership and supports a higher frequency of service.

Area within a 10-minute walkshed of a proposed station at NW Market St and 15th Avenue NW.



Ballard Hub Urban Village Boundary



Ballard Urban Design Framework

To sign up for updates visit: www.seattle.gov/dpd/ballard Twitter #planballard



Potential Future High Capacity Transit Stations



Area within a 10-minute walkshed from potential stations where we will assess impacts and benefits.



Major Transportation Corridors



Focus area where we will likely form recommendations.



Ballard Hub Urban Village Boundary where we plan to accommodate future housing and employment growth.



The Ballard-Interbay-Northend Manufacturing Industrial Center.



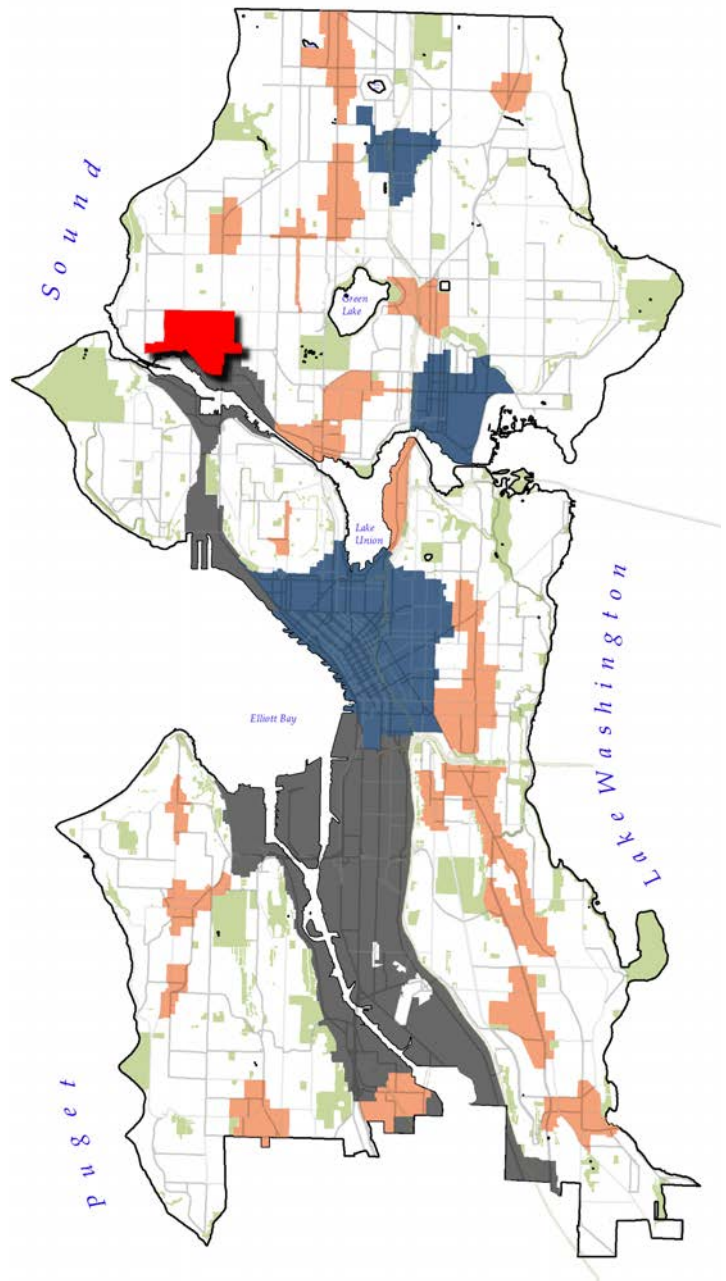
How Ballard Relates to Seattle and the Region

Located six miles north west of downtown, Ballard is one of six Hub Urban Villages (HUV) designated in Seattle's Comprehensive Plan. Puget Sound Regional Council's Vision 2040 designates the Ballard Interbay Northend area as one of six manufacturing and industrial centers in the region.

The Ballard HUV includes 422 acres immediately north of Salmon Bay between the Hiram M Chittendam Locks and 15th Avenue NW. The HUV is at the intersection of several diverse sub- areas, including the industrial areas along Shilsole Avenue, the Ballard Avenue Historic Landmark District, the 15th Avenue commercial corridor, and residential and neighborhood commercial areas along NW Market Avenue and to the north of 59th Street NW. The HUV is also home to the NW campus of the Swedish Medical Center.

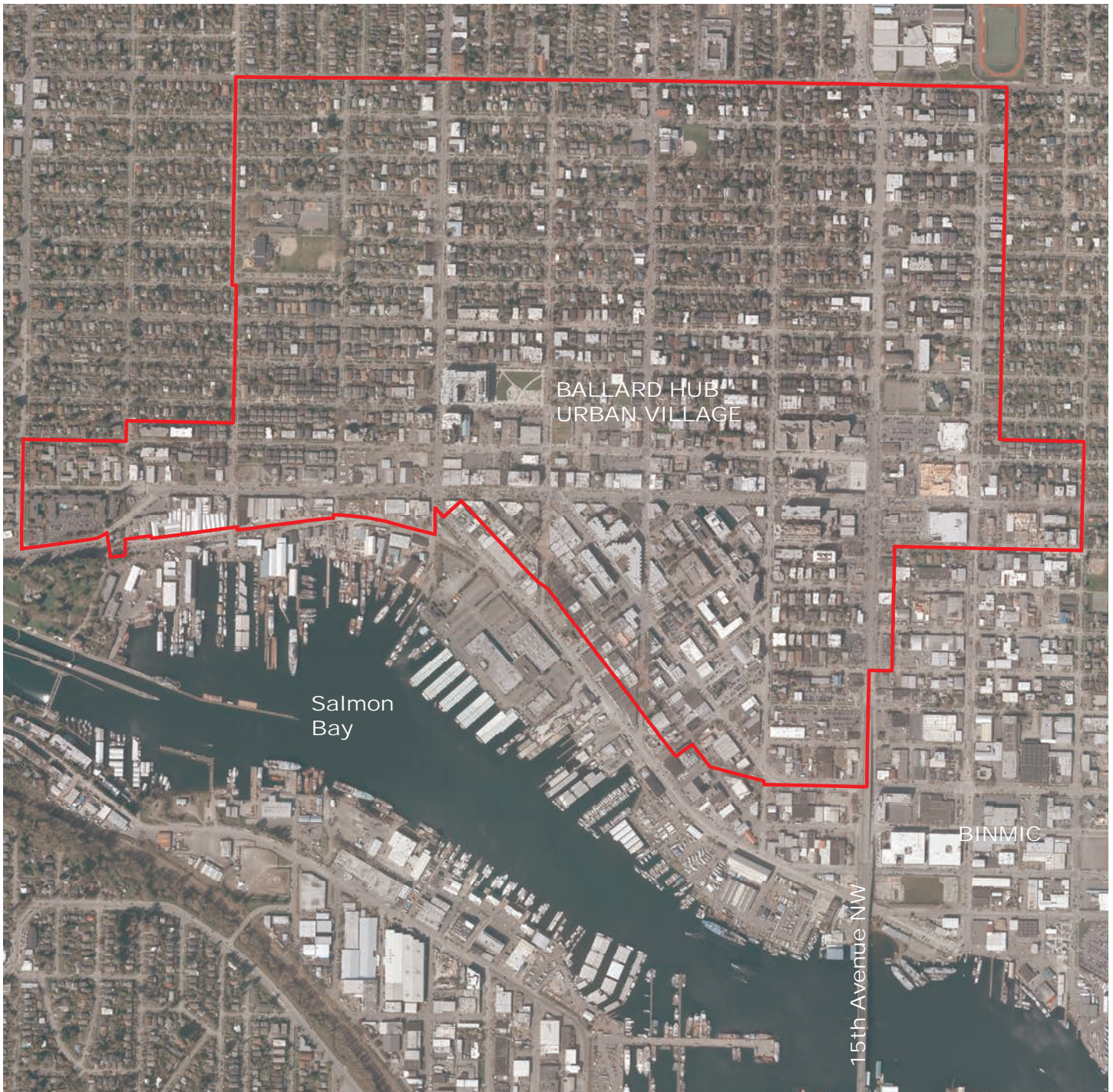
From the year its residents voted to incorporate Ballard into Seattle in 1889 until today, the Ballard community has enjoyed the reputation of being a small town within a big city. Established by fishermen, boat builders, and mill workers, Ballard's identity and culture are closely related to its water-side geography, industrial history and Nordic-American heritage.

Historically, Ballard's wide range of housing stock catered to the diverse needs of young families, seniors and young adults. Up until the decades between 1990 and 2010, housing here also remained affordable while prices rose in neighboring Wallingford, Fremont and Queen Anne Hill. High quality local amenities, such as the Ballard Farmers Market, the historic buildings of Ballard Ave, local breweries, restaurants and bars, the Public Library and Ballard Commons Playground further contribute to Ballard's livability.



Ballard Hub Urban Village in relation to Seattle





Growth in a Citywide Context

Seattle neighborhoods have grown dramatically in recent years and Ballard was one of the ten most rapidly growing Urban Villages between 2000 and 2010. The Ballard Hub Urban Village grew by 24 percent during that period (Figure 1.2).

The number of housing units in Seattle also sharply increased over the last decade. The number of housing units in the Ballard HUV increased by 39.5 percent between 2000 and 2010. In comparison, the number of housing units in the Bitter Lake Village and MLK at Holly Street increased by 45.9 percent and 58.7 percent respectively (Figure 1.3).

In 2004, Seattle's Comprehensive Plan set 20-year growth targets for housing and employment. Growth targets at the citywide level represent the city's share of King County's projected 20-year population and employment growth. In King County, the population forecast is converted to housing unit estimates because local governments can more reliably track them on a frequent basis.

The Comprehensive Plan distributed the City's share of estimated 20-year population growth throughout the city in amounts comparable with the then-existing development characteristics of individual areas. In 2004, it was estimated that 1,000 new housing units and 750 net added jobs would be added to the Ballard Hub Urban Village.

Compared to other Seattle neighborhoods, residential growth has occurred rapidly in Ballard, but employment growth is lagging. In 2013, Ballard had achieved 200 percent of the residential growth estimates established by the Comprehensive Plan. Employment on the other hand declined since 2004 with the HUV actually losing jobs over the last decade. This amounted to a net gain of 2,047 housing units and a net loss of 206 jobs in the Ballard HUV (Figures 1.4 and 1.5).

Figure 1.2 Population: Ten Fastest Growing Urban Centers and Villages between 2000 and 2010

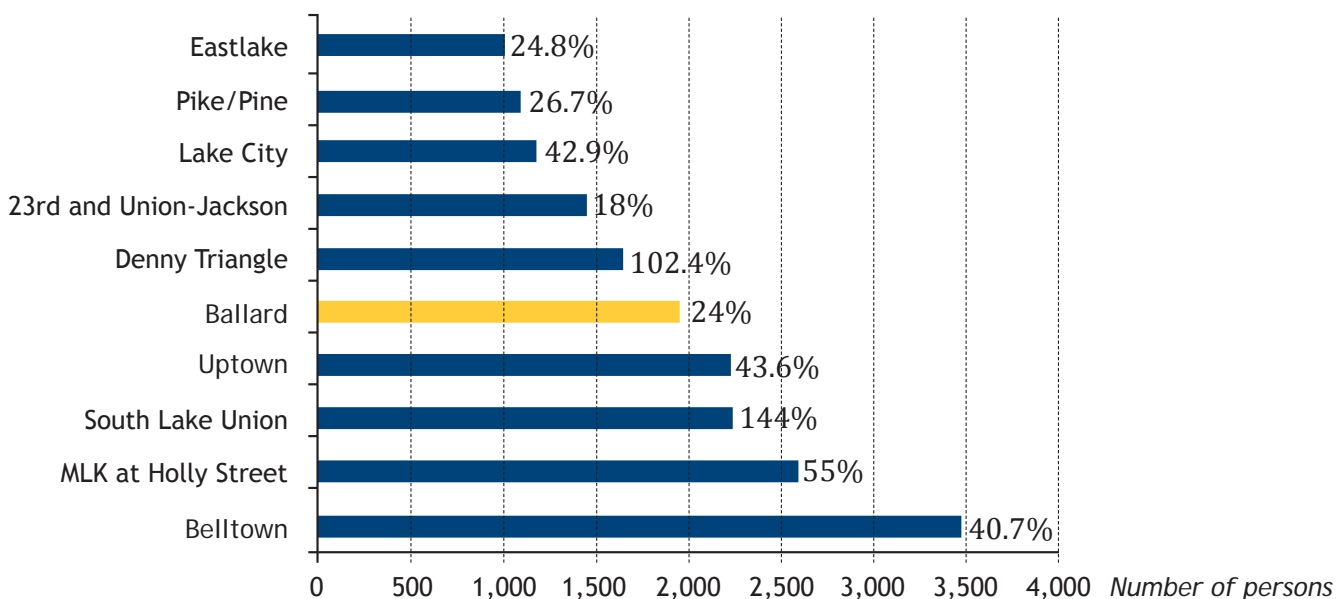


Figure 1.3 Housing Units: Ten Fastest Growing Urban Centers and Villages between 2000 and 2010

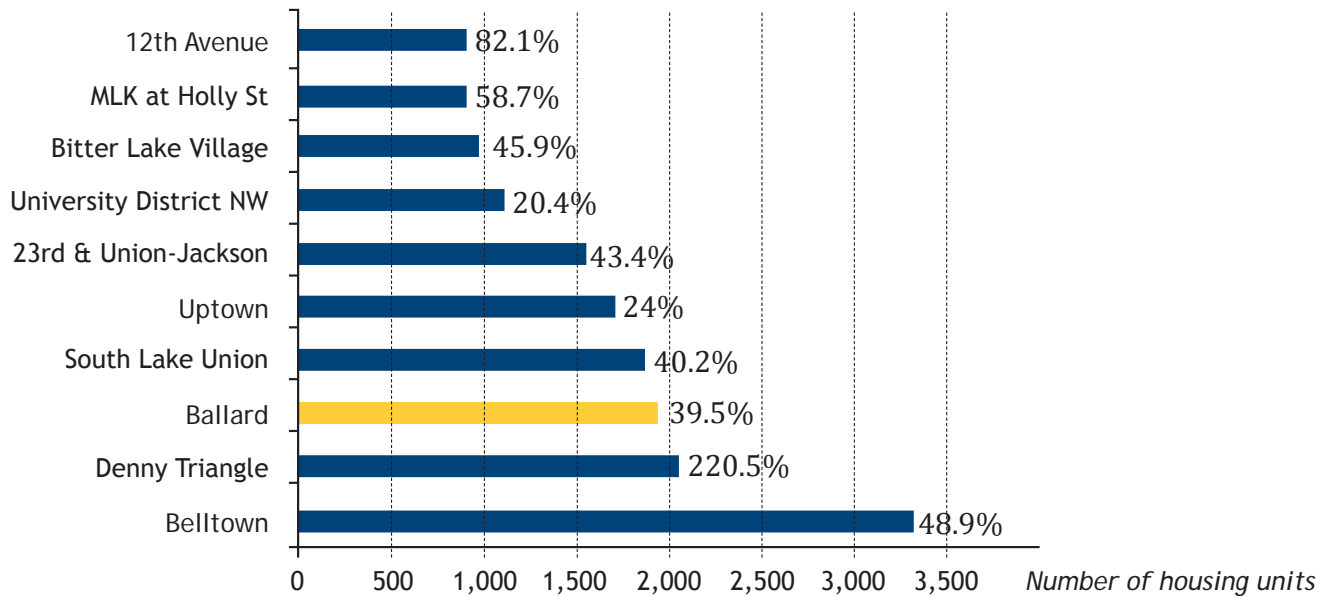


Figure 1.4 Ballard HUV Housing Growth between 2005 and 2013 in relation to Comprehensive Plan Targets

	2005	2006	2007	2008	2009	2010	2011	2012	1/13/- 9/13	Growth	Target (2004- 2024)	% of Target Met	Permi tted	% Target W/Permitt ed
Ballard	35	86	70	602	294	298	18	81	563	2,047	1,000	205%	1,119	317%
Bitter Lake Village	4	4	450	35	26	475		3		997	800	125%	177	147%
Fremont	146	15	4	61	42	25	19	164	51	527	500	105%	173	140%
Lake City	55	28	16	228	86	14	91	-4	11	525	900	58%	144	74%
North Rainier	183	1	22	59	19	13	72	-3	11	377	900	42%	186	63%
West Seattle Junction	48	20	73	13	172	6	198	53	65	648	700	93%	658	187%

Figure 1.5 Ballard HUV Employment Growth between 2005 and 2013 in relation to Comprehensive Plan Targets

	2005	2006	2007	2008	2009	2010	2011	Target (2004- 2024)	% of Target Met	Jobs Added since
Ballard	5,331	5,824	5,839	5,675	5,341	5,447	5,123	750	-27%	-206
Bitter Lake Village	3,633	3,665	3,338	3,338	3,307	3,100	3,543	750	-36%	-268
Fremont	6,292	6,657	6,828	7,141	6,989	7,468	6,818	800	84%	669
Lake City	1,337	1,365	1,507	1,625	1,513	1,600	1,556	650	40%	263
North Rainier	3,867	4,006	3,832	3,616	3,483	3,614	3,880	750	-3%	-20
West Seattle Junction	3,060	2,926	3,082	2,707	2,591	2,695	3,306	750	45%	340



Healthy Communities Approach

The places where we live, work, do business and go to school impact our health, feeling of well-being and connectedness with our community. The Ballard Partnership for Smart Growth's Urban Design and Transportation Committee recognizes this and recommended that DPD embrace community health as a fundamental planning philosophy for Ballard.

The underlying rationale of the healthy living approach is that if we plan neighborhoods with an eye toward the people who use them, we can direct activities (regulations and construction) that impact the built environment to strengthen the people and communities who live there (Seattle Healthy Living Assessment Pilot Implementation Report).

Research has shown that:

- People who have easier access to healthy, fresh food have lower rates of obesity and chronic disease.
- People who live in mixed use neighborhoods with access to goods and services walk more.
- Having parks, playgrounds, and walking and cycling trails nearby increases levels of physical activity.
- Safe neighborhoods increase participation in community life and outdoor physical activity.
- Income is one of the greatest predictors of overall health status. For every incremental increase in income, health status improves.
- Access to jobs and transportation to major job and education centers can make the difference between stability and poverty.
- Access to safe, healthy, affordable housing leads to better health.

The Healthy Living Assessment (HLA) includes three data gathering tools that can be used to identify health assets and health gaps in a community and a

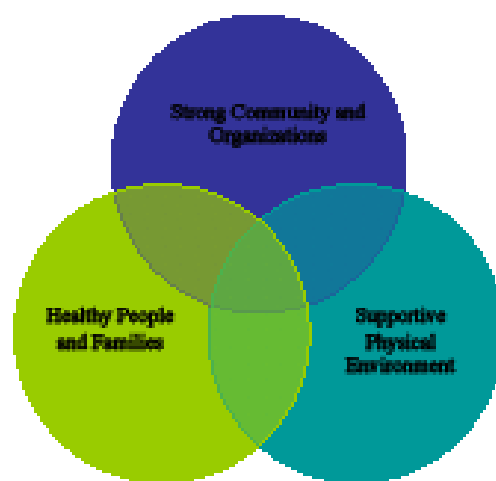
template for synthesizing data.

These tools include:

- Sixteen health indicators;
- A neighborhood questionnaire; and
- A set of community discussion questions

This report utilizes the first of these tools - health indicators to assess the quality of the built environment and social infrastructure in the Ballard area through a healthy living lens.

Indicators are built into the structure of the report. Wherever appropriate, indicators are included along with the underlying rationale in a gray box as shown below. To measure performance, in each category, the neighborhood is benchmarked with the City as a whole.



HLA Indicators

HLA indicators are presented in a gray box along with the rationale connecting the health issue with the underlying built environment characteristic.

Chapter 2

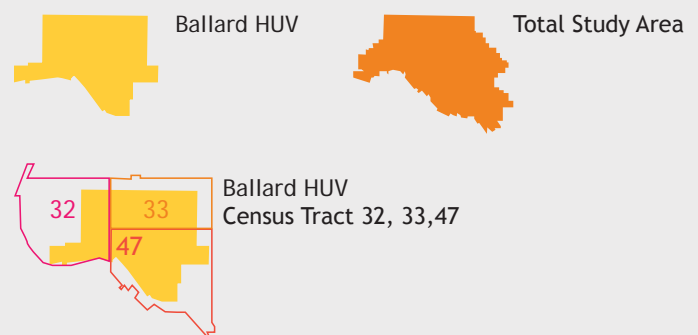
THE BALLARD NEIGHBORHOOD

The character of the Ballard neighborhood is closely tied to its history, industry and people. With time, this character is evolving. The population is younger, improvements in transit are in the pipeline and the proportion of manufacturing jobs is gradually decreasing. All of these changes affect the community and the built environment. Land use, zoning and design character shape the buildings, uses, capacity and character of an area.

A note about data geographies

Reliable demographic, housing and economic data is typically available at different geographies for example, demographic data from the decennial census is most reliable for the Hub Urban Village geography. Housing and affordability data is most reliable at the Census Tract geography and mobility can be analyzed for the complete study area.

Wherever appropriate, at the start of the following sections, the geography at which data is analyzed is identified as follows:





Aerial view of Ballard looking west, ca. 1937
Staff Photographer, Seattle Post-Intelligencer
Source: MOHAI

History

Layers of Growth



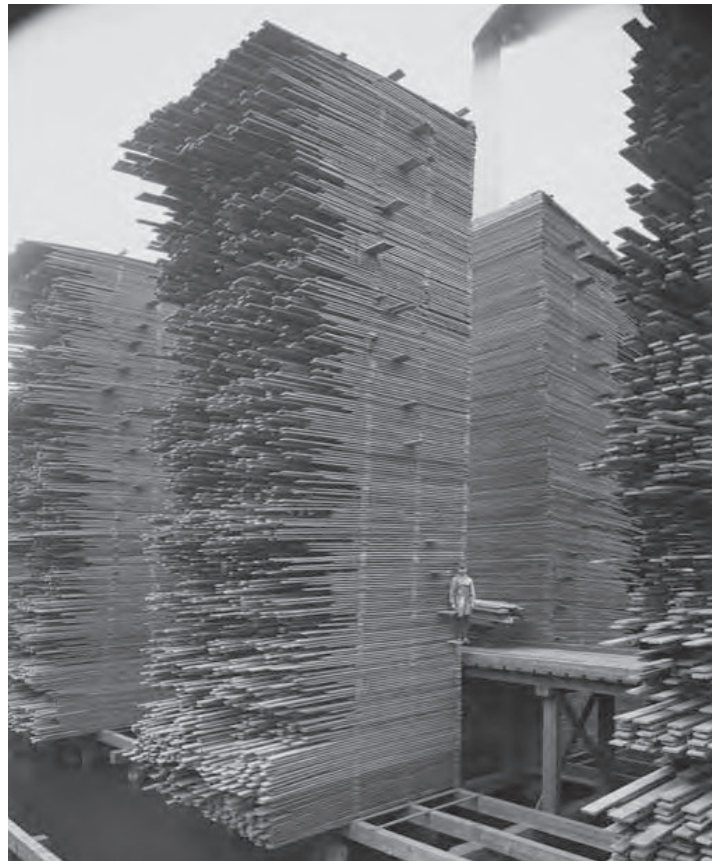
Salmon Bay Charlie's house at Shilshole, ca. 1905
Photographer: Webster and Stevens; Source: MOHAI

The Original Residents of Shilshole Bay

Ballard's origins and evolution have close ties to its water-front location. Shilshole, near present-day Ballard, was once a large Native American village. In their heyday, the Shilsole people were said to have numbered over one thousand.

The first European settlers moved to Ballard in the mid-1800s. Access to navigable water was attractive to industrial manufacturers, lumber and shingle mills and allied water-related businesses that were established along the water front. The opportunity to fish was a magnet for the northwest's Nordic-American immigrants.

By 1905 more cedar shingles were being produced in Ballard than in any other city nationwide. The Ballard community grew so rapidly that by 1889, the city of Ballard was established to manage and organize growth. By the early 1900s, the local Native American population had almost completely disappeared possibly due to European diseases and attacks from northern tribes. Very few original homes remained of which one belonged to the leader of the Shilsole people, Salmon Bay Charlie and his wife Madeline.



Stacks of lumber drying at the Seattle Cedar Lumber Manufacturing Company's mill in Ballard, ca. 1919
Photographer: Webster and Stevens; Source: MOHAI

Early Years



Ballard Avenue, October 19, 1925
Photographer: Webster and Stevens; Source: MOHAI

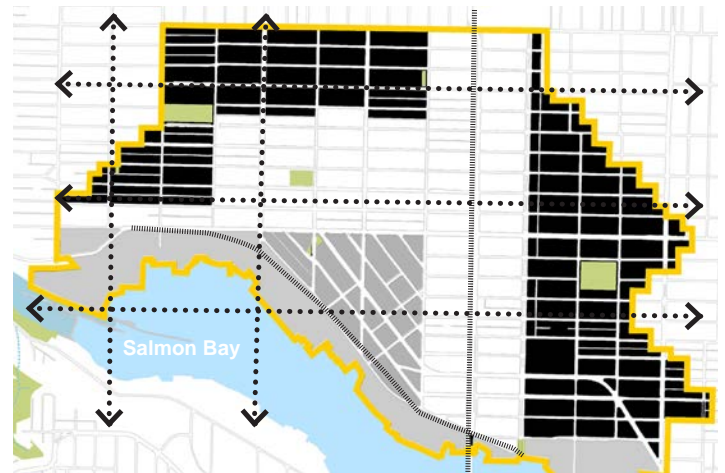
Ballard grows after the great Seattle Fire



Family in front of their house, ca. 1910
Photographer: Moen, Carl Henry; Source: MOHAI



The early prosperity of the residents of Ballard allowed the development of the commercial core just north of the water. This district is now listed on the National Register of Historic Places. The Ballard Locks (Hiram M. Chittenden Locks), Fishermen's Wharf and the Ship Canal projects, built between 1912 and 1917 vastly improved the area for industry and fishing. A streetcar connected Ballard to downtown and the Ballard community prospered for generations.



After the great Seattle fire of 1889, the lumber and shingle mills provided jobs to those who had lost their means of livelihood in the fire, which in turn promoted growth in Ballard as many families moved there to work in the mills. Many single-family homes along the north and eastern edges of the study area date back to the early 20th century. Aging in place was an important choice for many generations of fishermen, mill workers and boat builders and until recently, Ballard was well known for its relatively large proportion of senior residents.

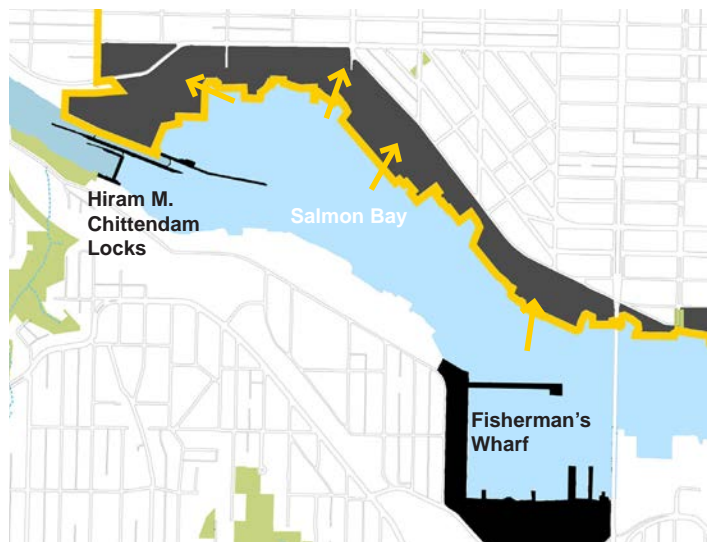
Ballard Avenue
street scene of 1916
Source: Ballard
Historical Society
Archives



Market Street becomes the heart of the community



Roxy Theatre on Market Street, 1934
Photographer: unknown; Source: MOHAI



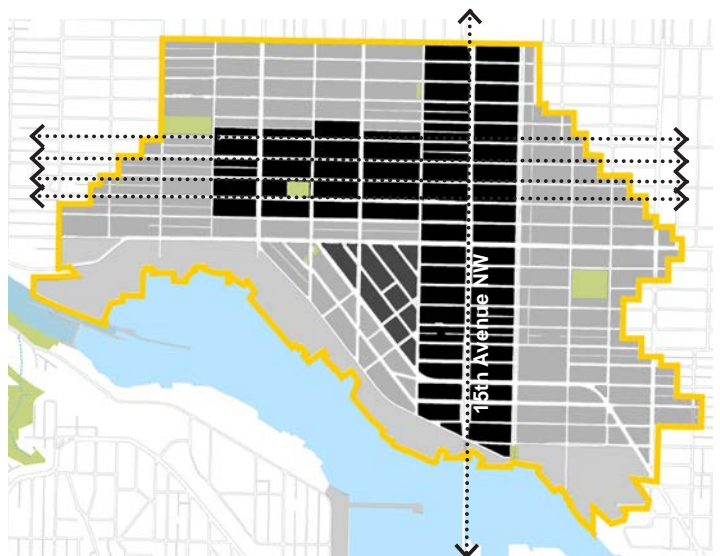
As the local community prospered, the commercial core grew. Market Street became the focus of businesses in downtown Ballard in the 1930s. Typical of the era, street widths reflected the increasing use of the automobile.



Auto oriented development focuses on 15th Ave



15th Avenue NW just north of the Ballard Bridge ca.1958
Source: Seattle Municipal Archives



Most recently, new development has occurred to the north of Market Street and along 15th Avenue NW. Recent development includes multi-family apartment and condominium buildings, healthcare service providers and large format retail and offices.

The 15th Avenue corridor is a top ten arterial segment by traffic volume. Development along 15th Avenue is largely auto-oriented larger format retail with large parking lots and 1-2 story buildings.

1936



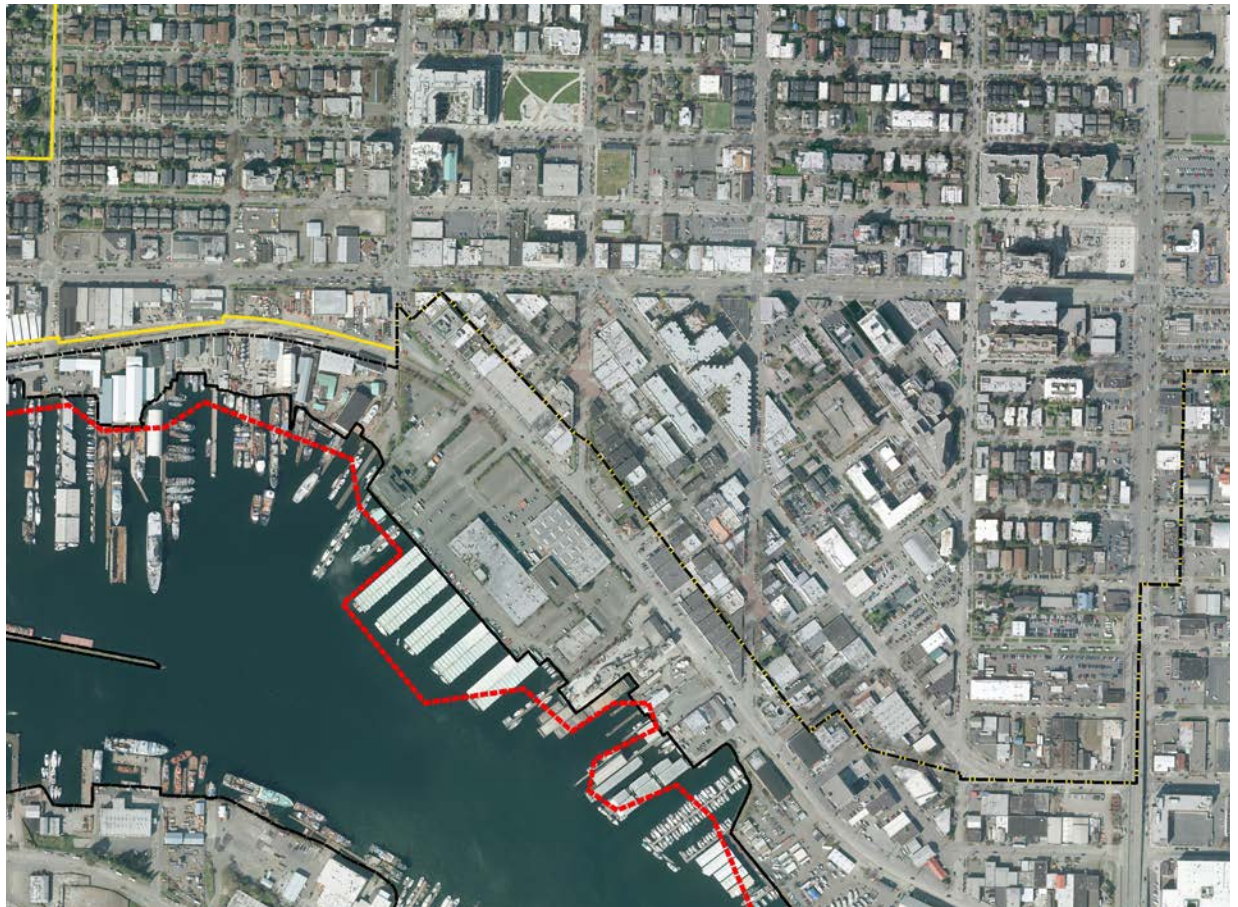
1993



1999



2012



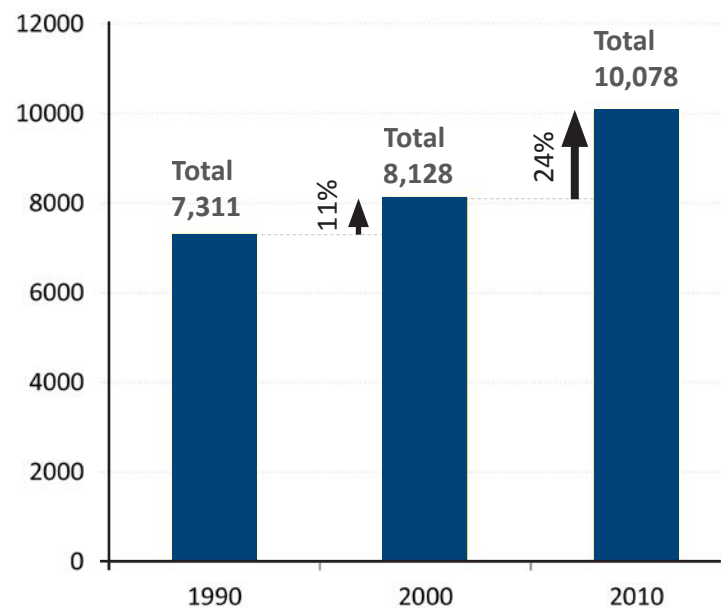
The People

The Ballard HUV is growing and getting younger. The population of seniors over 65, and children between 5-17 years are declining and the increase in family households is lagging behind the increase in the number of non-family households.

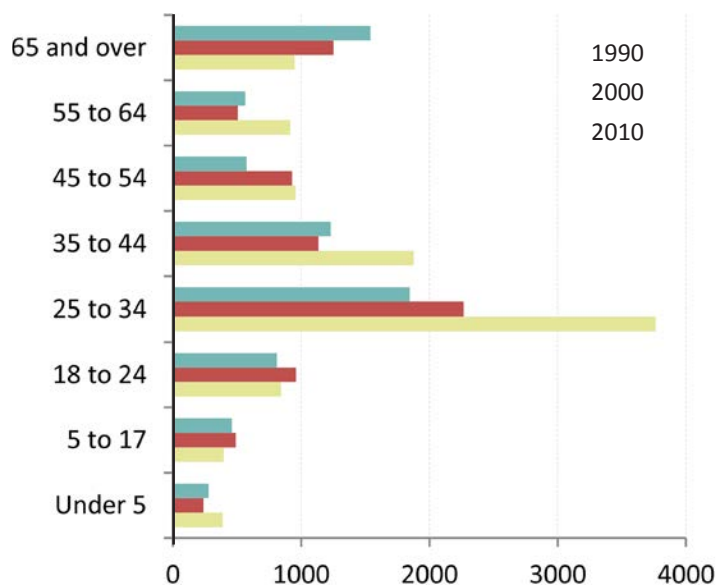


- Between 2000 and 2010, there was a 24 percent increase in total population in the HUV. The growth rate between 2000 and 2010 more than doubled the growth rate between 1990 and 2000 (Figure 2.1).
- The number of seniors aged over 65 years is declining in the HUV. Between 2000 and 2010, there was a 22.7 percent decrease in the population aged 65 and over (Figure 2.2).
- Between 2000 and 2010, the population of children between 5 and 17 decreased by 17.2 percent, indicating that families with older children preferred to locate outside the HUV.
- Between 2000 and 2010, the number of non-family households increased by 28.4 percent as compared to a 20.5 percent growth in family households.
- In 2010, 82 percent of all residents were adults between 18 to 64 years.
- The Ballard Urban Hub Village continues to be less racially diverse than Seattle as a whole.

Between 2000 and 2010, in the HUV
Population increased by **24%**



Source: U.S. Census Decennial Census 100% Count Data



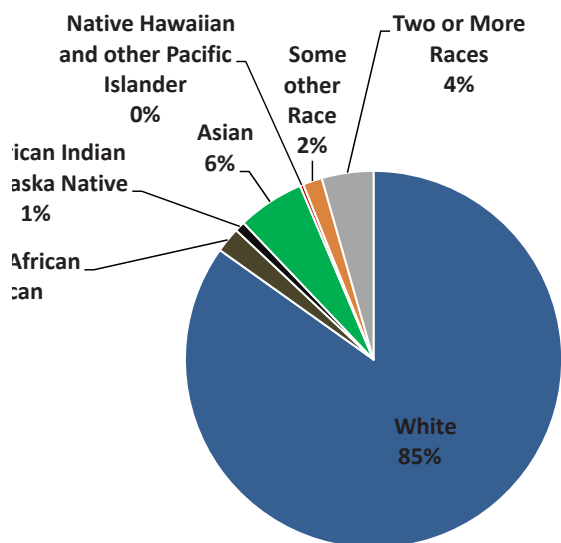
Source: U.S. Census Decennial Census 100% Count Data

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 18-64 years increased by **40%**



Source: U.S. Census Decennial Census 100% Count Data

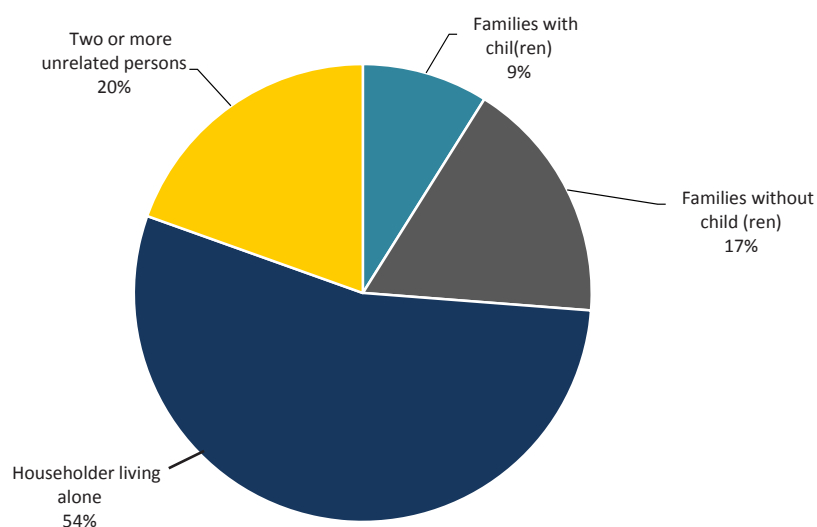
Population who are persons of color **10.6%**

Citywide:

Population who are persons of color **33.7%**

Race	2000	2010	Change 2000-2010	Share of Population in 2010 %
One Race	7760	9632	24.1%	95.6%
White	6899	8551	23.9%	84.8%
Black or African American	184	218	18.5%	2.2%
American Indian and Alaska Native	106	89	-16.0%	0.9%
Asian	349	578	65.6%	5.7%
Native Hawaiian and other Pacific Islander	32	30	-6.3%	0.3%
Some other Race	190	166	-12.6%	1.6%
Two or More Races	368	446	21.2%	4.4%

Household Types in the HUV



Note: "Children" refers to related children under 18 years of age

Families with children

9%

Families without children

17%

Households with two or more
unrelated persons

20%

Householder living alone

54%

Citywide:

Families with children: 19%

Families without children: 24%

Households with two or more
unrelated persons: 16%

Householder living alone: 41%

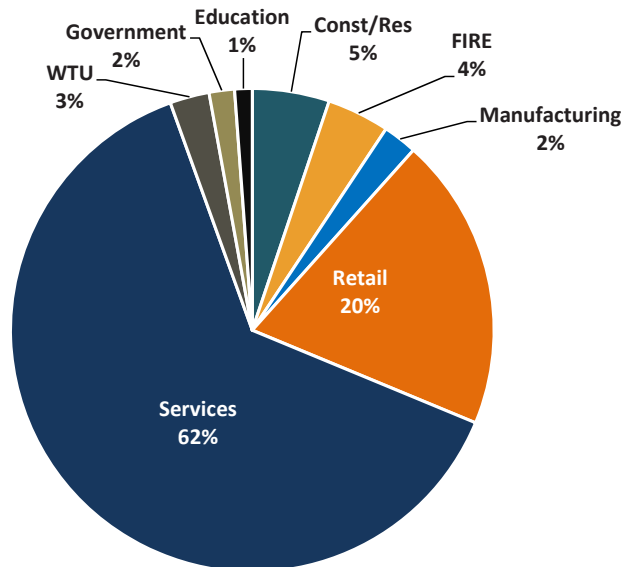
General Household Types

Including presence of related children

Total Households	6,177	Share of Households %
Families with chil(ren)	551	8.9%
Families without child (ren)	1,068	17.3%
Householder living alone	3,351	54.2%
Two or more unrelated persons	1,207	19.5%

Source: U.S. Census Decennial Census 100% Count data 2010

Employment by Sector in the HUV



Services

63%

Retail

20%

Manufacturing

2%

Wholesale Trade,
Transportation & Utilities

3%

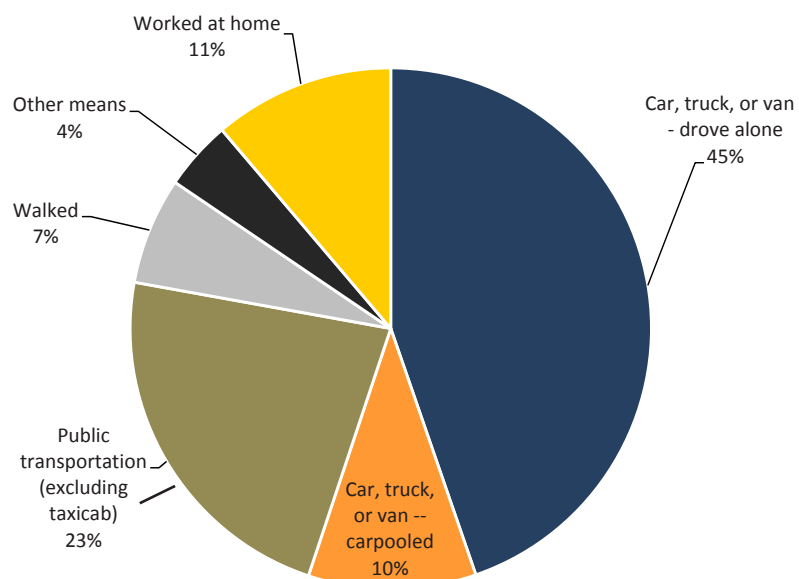
Note: "Employment" refers to covered employment only

Employment by Sectors, 2011

Employment Sector	Jobs
Education	60
Government	87
Manufacturing	117
WTU	135
Finance, Insurance and Real Estate	214
Construction and Resources	264
Retail	1006
Services	3239

Source: PSRC Covered Employment Estimates (scaled to ESD values), selected Seattle Census blocks. Covered employment represents about 90% of total employment.

Means of Transportation to Work



Car, truck or van -
Drove Alone

45%

Citywide:
49.2%

Public Transportation
(excluding taxicabs)

23%

Citywide:
18.5%

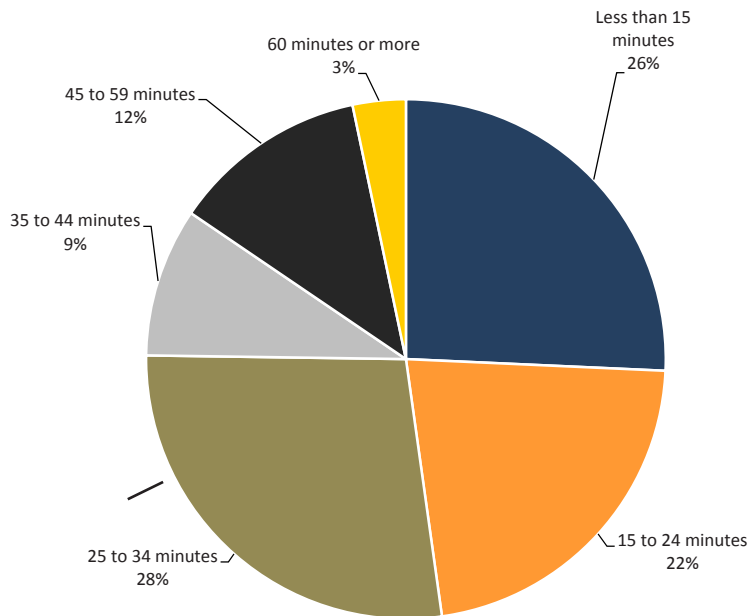
Means of Transportation to Work for workers 16 years and older

Commuting to Work		
Total workers aged 16 and over	5109	100.0%
Car, truck, or van -- drove alone	2284	44.7%
Car, truck, or van -- carpooled	532	10.4%
Public transportation (excluding taxicab)	1161	22.7%
Walked	339	6.6%
Other means	220	4.3%
Worked at home	573	11.2%

Source: 2008-2012 American Community Survey Estimates for Census Tract 47, U.S. Census Bureau

The American Community Survey (ACS) question related to means of transportation asks respondents in the workforce, "How did the person usually get to work LAST WEEK?" Although commutes may involve multiple transportation modes (e.g., driving to a train station and then taking a train), respondents are restricted to indicating the single travel mode used for the longest distance. If the respondent commuted in a car, truck or van, the number of persons in the vehicle is asked to determine whether the commuter drove alone or carpooled.

Travel Time to Work



Less than 15 minutes
26%

15-24 minutes
22%

25-34 minutes
28%

Travel Time to Work for workers 16 years and older

Travel Time to Work		
Total workers 16 years and older not working at home	4536	100.0%
Less than 15 minutes	1224	27.0%
15 to 24 minutes	1050	23.1%
25 to 34 minutes	1306	28.8%
35 to 44 minutes	441	9.7%
45 to 59 minutes	581	12.8%
60 minutes or more	157	3.5%

Source: 2008-2012 American Community Survey Estimates for Census Tract 47, U.S. Census Bureau

The ACS asks respondents in the workforce how many minutes it usually takes them to get from home to work. The reported travel time refers to a one-way trip on a typical work day during the reference week. This includes time spent waiting for public transportation, picking up passengers in carpools, and time spent in other activities related to getting to work.

Households in the Ballard HUV

Between 1990 and 2010, household size in HUV has not changed significantly.

1990	1.66 persons/household
2000	1.65 persons/household
2010	1.62 persons/household

Seattle 2010 Average Household Size: 2.06

The total number of children under 18 in the HUV has not changed significantly since 1990.

1990	748 total children under 18 in the HUV
2000	708 total children under 18 in the HUV
2010	781 total children under 18 in the HUV

Median Household income in the HUV is consistently higher than the city as a whole.

	Ballard HUV	Seattle
1990	\$31,488	\$29,353
2000	\$55,170	\$45,736
2010	\$64,675	\$60,665*

Have a lower poverty rate than the city as a whole.

	Ballard HUV	Seattle
1990	6.9%	12.4%
2000	10.9%	11.8%
2010	9.4%	12.7%*

Have a lower rate of unemployment than the city as a whole.

	Ballard UV	Seattle
1990	4.3%	4.9%
2000	2.9%	3.6%
2010	6%	6.3%*

* Data for PUMA 1801 ACS 2006-2010 5 year estimates

Figure 2.4:
Ballard
Partnership
for Smart
Growth

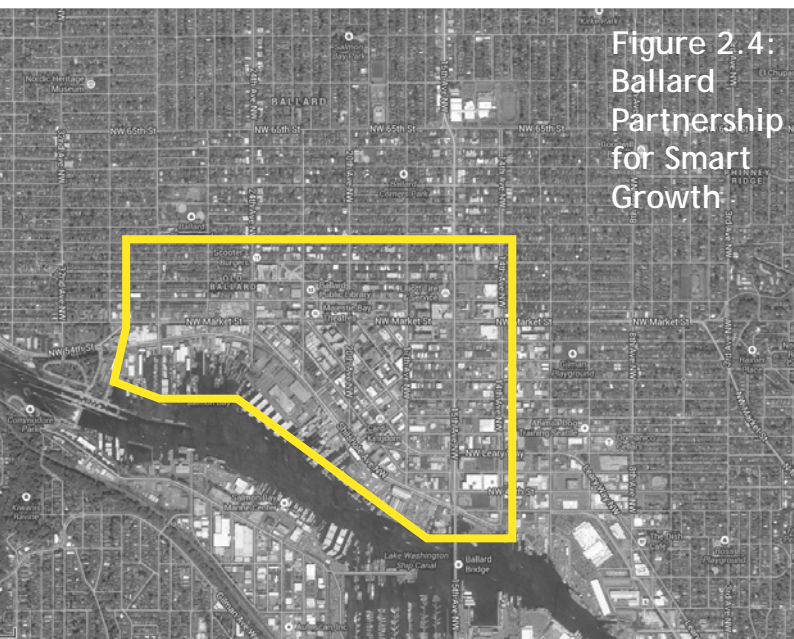


Figure 2.5:
Central
Ballard
Resident
Association



Figure 2.6:
East Ballard
Community
Association



Community Groups

The Ballard area has a relatively strong network of community organizations that provide opportunities for leadership development and neighborhood problem solving. Communities with strong networks have a higher capacity for mobilization, civic engagement, and access to political power.

Group membership, political participation, and social networking are significantly associated with a range of physical and mental health outcomes.

Collective action and political engagement help secure resources for a community that can improve health.

Typically, renters and apartment dwellers are under-represented in community groups. Efforts should be made to encourage their participation in neighborhood problem solving and decision making.

There are a number of active community groups in Ballard. The following list describes the scope and function of a sample of local groups.

The Ballard Chamber of Commerce

Established in 1927, the Ballard Chamber of Commerce is a voice for Ballard businesses and the Ballard community at large. The Ballard Chamber staff and Board of Directors work to advocate for Ballard business interests and promote the betterment of the neighborhood and community. The Chamber offers networking, business promotion and community engagement and advocacy opportunities. In 2013, the Chamber was instrumental in creating the Ballard Partnership for Smart Growth. The Partnership represents more than 50 Ballard business and community leaders who are working to create a Commercial Revitalization plan for Ballard.

<http://www.ballardchamber.com/>

Ballard Partnership for Smart Growth



Ballard Commons Skate Bowl
Source: www.urbanparks.org



Ballard Farmers Market
Source: www.myballard.com

The Ballard Partnership for Smart Growth (The Ballard Partnership) is a multi-year strategic local initiative funded through seed funding from the City of Seattle's 'Only in Seattle' grant program, to encourage investment and balanced growth, and build sustainable partnerships in Ballard.

The partnership's focus is on the revitalization of the Ballard's commercial area. The Partnership recognizes that Ballard's complexity and diversity is a great asset. Goals include the identification short- and long-term actions through a consensus driven process to promote a unique and vital commercial district that will adapt to change over time.

Members of the leadership group include one representative from the Chamber of Commerce, the Central Ballard Resident's Association, Retail Merchants, the Nightlife/Restaurant sector, the Maritime/Industrial Business Sector, the Social Service Sector, Swedish Ballard, and Olympic Athletic Club.

Draft February, 2014

The Partnership has formed working groups for each of the following focus areas. Working groups have been staffed by a liaison from the appropriate City department.

Focus:

- Organizational Leadership Capacity
- Clean/Healthy/Safe
- Marketing and Promotion
- Urban design and Transportation
- Business Retention and Development

Geographical Boundary:

The Partnership's focus is on the area between 14th Ave NW and 32nd Ave NW, from NW 59th Street to Shilsole Ave NW (Figure 2.4).

<http://www.ballardchamber.com/partnership>

Central Ballard Resident Association



Ballard Greenways Public Meeting

Source: SDOT, Photo by Ballard Greenways Organization

The Central Ballard Resident Association (CBRA) was founded in February 2012, to “provide a forum for and to advocate on behalf of all residents in Central Ballard to promote livability in the neighborhood’s historic core”.

Focus:

- Housing development
- Retail and commercial development
- Human Services
- Housing affordability
- Crime prevention and safety
- Parks, open spaces, and environment

The CBRA is currently working on the following issues:

- Working on criminal behavior and public safety issues in and around the Ballard Commons.
- Parking in downtown Ballard
- Comprehensive Plan update as it applies to Ballard.

Geographical Boundary:

The Central Ballard neighborhood is in the area between 15th Ave NW and 32nd Ave NW, from NW 65th Street to Shilsole Ave NW (Figure 2.5).

www.centralballard.org

East Ballard Community Association

The East Ballard Community Association (EBCA) was founded to “build strong working relationships and facilitate communication between neighbors, local businesses, organizations and institutions. The EBCA represents community interests to city government agencies and private developers. Recent successes include the anticipated design and development of 14th Avenue NW Park, funded by Seattle Parks and Green Spaces Levy and supported by Groundswell NW.

Focus:

- Community events
- Planting and green open spaces
- Public art



Annual Syttende Mai (Norwegian Constitution Day) celebrations

Source: www.17thofmay.org

- Street clean-ups

Geographical Boundary:

The East Ballard neighborhood is in the area between 3rd Ave NW and 15th Ave NW, from NW 72nd St to Leary Way (Figure 2.6).

<http://eastballard.wordpress.com/>

Groundswell NW

Groundswell NW is a grassroots, project-driven advocacy and action group, focusing on improving the quality of life by increasing access and quality of the natural environment in the area. Focus issues have included neighborhood parks, tot lots, pocket parks, p-patches, streetscapes, traffic circles, greenbelts and salmon habitat. Over 2014, Groundswell NW will use a Seattle Department of Neighborhoods grant to update its 1990 open space

inventory for Ballard. As of December 2013, a working group tasked with preparing an RFQ toward this effort had been formed.

<http://www.groundswellnw.org/>

Sustainable Ballard

Formed in 2003, Sustainable Ballard is a neighborhood sustainability group with the goal of helping Ballardites prepare to sustain and thrive in a post peak-oil future by building a healthy environment, connecting neighbors, learning new skills, promoting education on sustainability related matters, sharing resources and building a local food supply and a local economy.

<http://www.sustainableballard.org/>

Access to Opportunity: Employment

The retail and service sectors are the largest employers in the *Ballard HUV*. While the number of jobs in the HUV has declined since 2005, the proportion of service jobs has increased and the share of manufacturing jobs has declined.

Manufacturing dominates the *study area* (which includes the HUV and parts of the BINMIC that lie within a 10 minute walkshed of potential HCT stations). However, the share of finance and insurance and accommodation and food services sector jobs in the study area has increased over the last decade.

Almost a fourth of residents of the *study area* are employed in the professional, scientific and technical service, and health care and social assistance sectors. Between 2002 and 2011, there has been a shift in residents' earnings. More higher wage workers (earning upwards of \$3,333 per month) now live in the study area, while the proportion of residents earning less than \$3,333 has declined.

Only six percent of residents both live and work within the study area.

HUV: Retail and services in the core, a mix of manufacturing and warehouses along the edges.



The Ballard HUV primarily specializes in retail and service sector jobs (82 percent of total jobs in the HUV), with a small number of manufacturing jobs (2 percent) in the border areas between the commercial core along NW Market Street and 15th Avenue NW and the BINMIC, in the Industrial Commercial (IC) and Industrial Buffer (IB) land use zones.

Study Area: Manufacturing dominates, but jobs in the retail, services, accommodation and food services, and management of companies sectors are catching up.



The study area includes the HUV and 10-minute walksheds surrounding potential HCT station locations.

Due to the potential siting of HCT stations at the intersections between 15th Avenue NW and Leary Way NW and NW Market Street, this report also focuses on the 10 minutes walksheds surrounding these station locations within the BINMIC. Over the total study area including the HUV and the station walksheds, there was an 18 percent increase in jobs

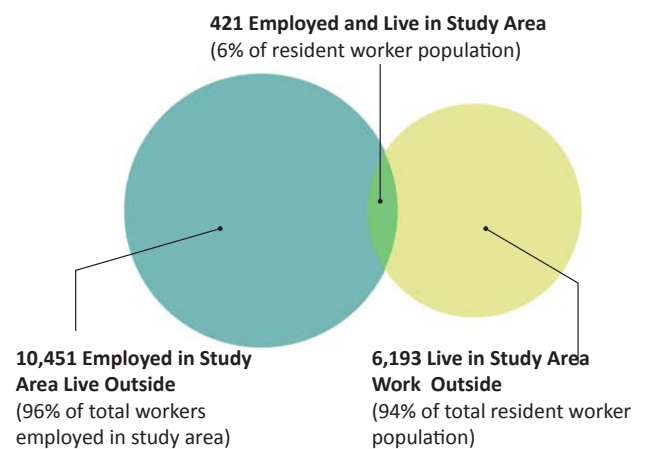
(an addition of approximately 1,677 jobs) between 2002 and 2011. Manufacturing and industrial operations jobs dominate the total study area, with the manufacturing sector generating 19 percent of all jobs. However, the share of accommodation and food services, retail trade, finance and insurance, and management of companies jobs is gradually increasing.

Higher-wage earning residents are a greater share of the total population.

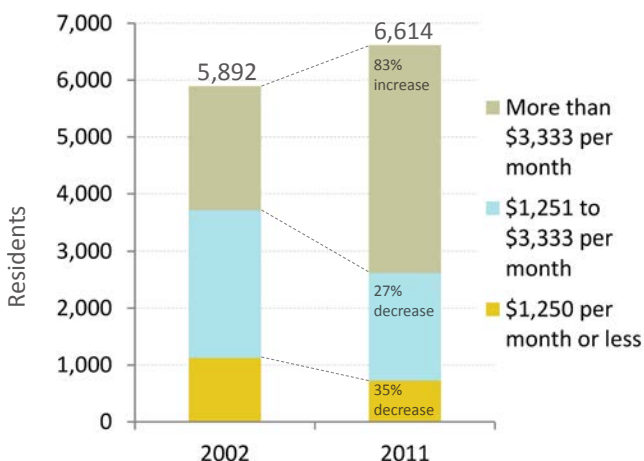
The proportion of higher wage jobs in the study area is increasing and the share of medium and low-wage jobs is declining. Between 2002 and 2011, there was a 76 percent increase in jobs with earning upwards of \$3,333 per month. Close to 50 percent of the workers employed in the study area now earn over \$3,333 per month. During the same period there was a 25 percent decline in the number of workers earning less than \$1,250 per month and a relatively modest 3 percent decline in jobs with monthly earning of \$1,251 to \$3,333 per month.

Very few people live and work in the study area.

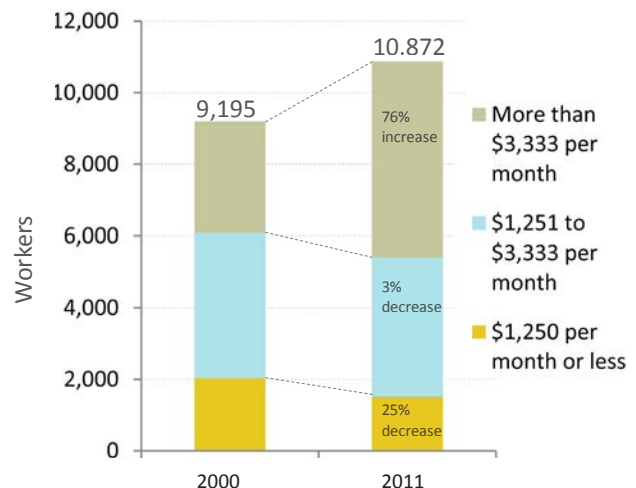
A inflow/outflow comparison of workers in 2011 shows that only six percent of residents of the study are also employed in the study area. Conversely, only four percent of workers employed in the study area live within the study area.



Source: U.S. Census On the Map Tool



Increases in Monthly Earnings of Residents in the Study Area
Source: U.S. Census On the Map Tool



Increases in Monthly Earnings of Workers in the Study Area
Source: U.S. Census On the Map Tool

Access to Opportunity: Housing

Housing is rapidly growing in the Ballard HUV.

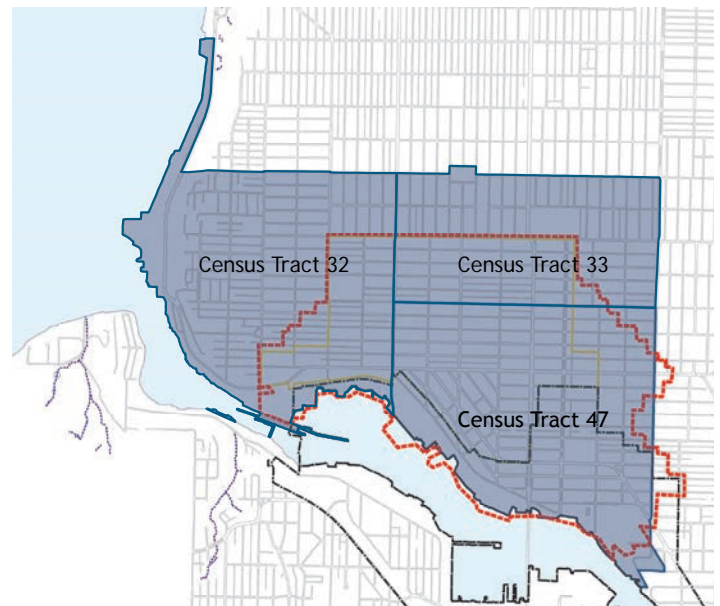
Between 2000 and 2010, some 1,970 additional housing units were added the HUV. This was a 40 percent increase in the total number of housing units from 2000.

Between 1950 and 1999 the typical ten-year housing growth rate was 8 - 9 percent. In the 2000-2009 period, this growth rate was 28 percent.

Similar to other Hub Urban Villages, renter-occupied units dominate the Ballard HUV, with 71% of all occupied units being rented in 2010. In 2000, 81 percent of all occupied units were renter occupied and in 1990, 82 percent of all occupied units were renter occupied.

In 2010, 58 percent of all housing units were occupied by 1 person households, as compared to 51 percent in 2000 and 56 percent in 1990. Between 1990 and 2000, there was an increase in 2, 3 and 4 person households as compared to a 3 percent decline in 1 person households.

In 2010, close to 40 percent of all units in Census Tract 47 were 1 bedroom units.

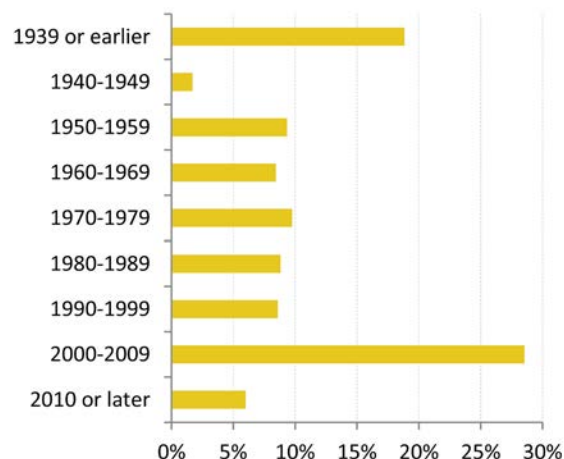
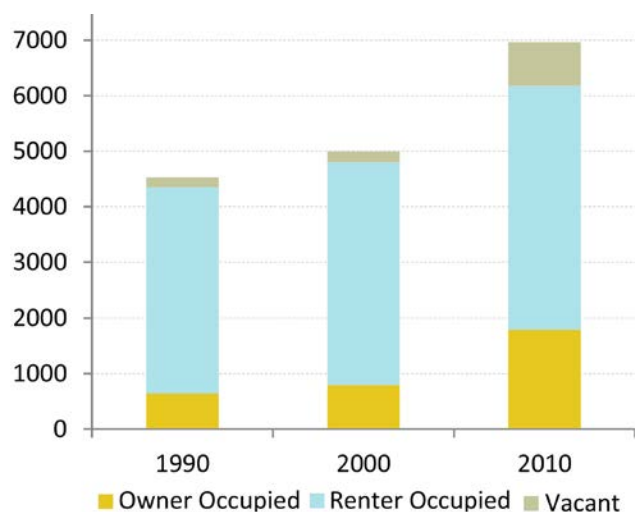


Study Area

HUV Boundary

Census Tract 32, 33 and 47

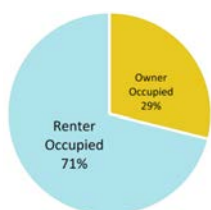
BINMIC Boundary



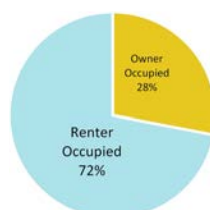
Increase in Housing Units between 1990 and 2010 in the HUV
Source: U.S. Census Decennial Census 100% Count Data

Year Structure Built
Source: U.S Census 2008-2012 ACS Estimates

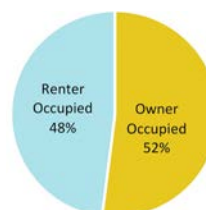
Ballard Hub Urban Village 2010



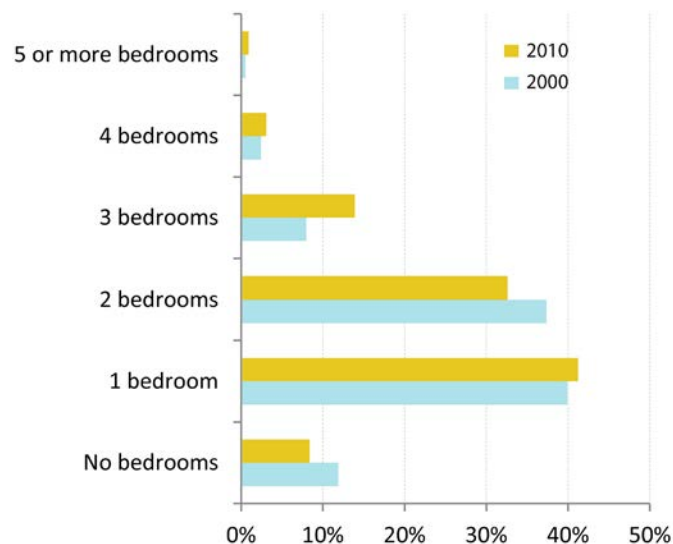
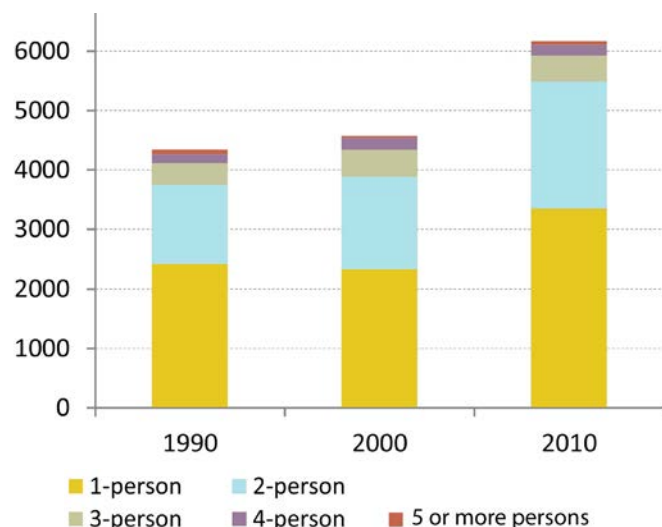
Urban Villages 2010



Seattle 2010



A Comparison of Housing Tenure Source: U.S. Decennial Census



Since 1990, the majority of units in the HUV have been occupied by one person. Source: U.S. Census Decennial Census

Close to 40 percent of all units in Census Tract 47 are one bedroom units Source: U.S. Census Decennial Census

Access to Opportunity: Affordability

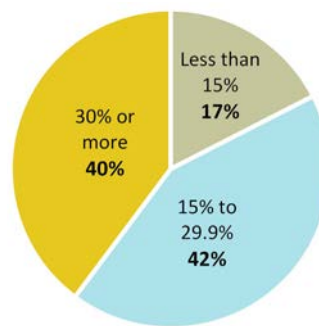
Close to 40 percent of the households in Census Tract 47 spend more than 30 percent of their income on housing.

Until 2008, the Ballard area was generally as affordable as King County. Since 2009, housing in this neighborhood is generally more expensive than King County and Seattle as a whole.

Housing is considered affordable if a household spends no more than 30% of their income on housing costs. After rent, transportation is the second largest expense for families and largely a function of where they chose to locate.

Close to 40 percent of the households in Census Tract 47 spend more than 30 percent of their income on housing. The Center for Neighborhood Technology in Chicago (CNT) has found that 15 percent of the Area Median Income is an attainable goal for transportation affordability. By combining this 15% level with the 30% housing affordability standard, CNT recommends a new view of affordability, one that combines housing and transportation costs and consumes no more than 45% of household income.

The maps on the opposite page compare the traditional view of affordability as 30% of household income with affordability calculated as housing plus transportation costs as a percentage of household income.

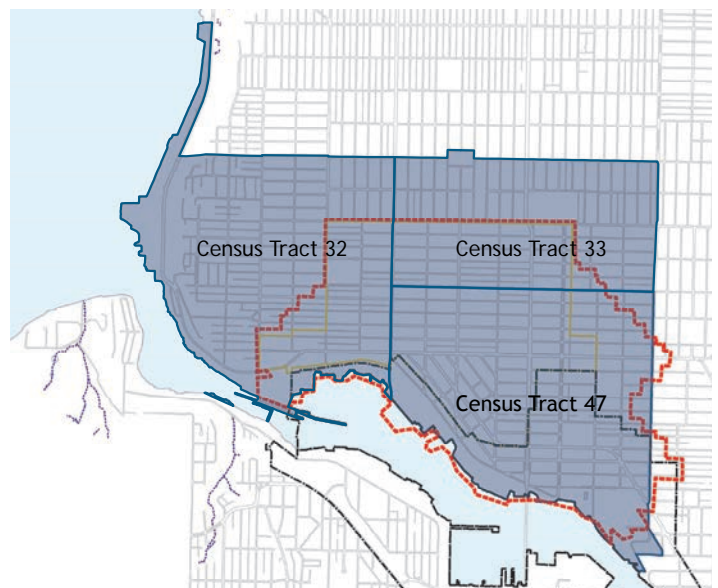
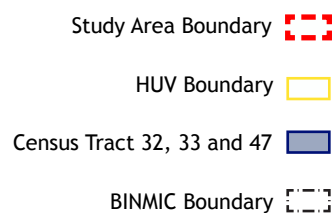


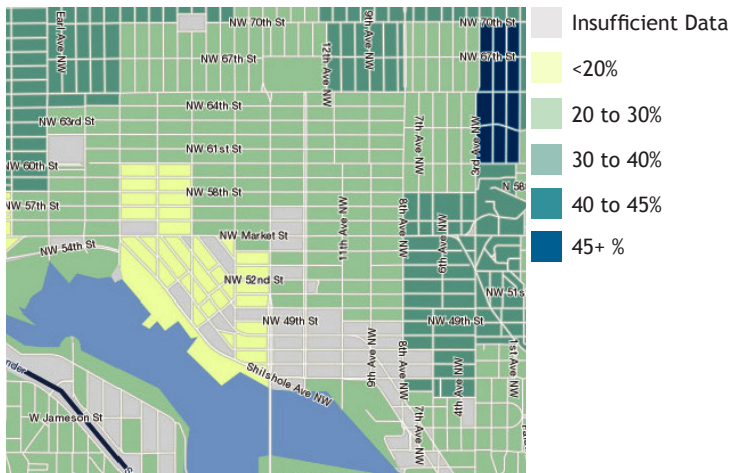
Percentage of Households paying more than 30% of their income on rent:
40%

Citywide: **46%**

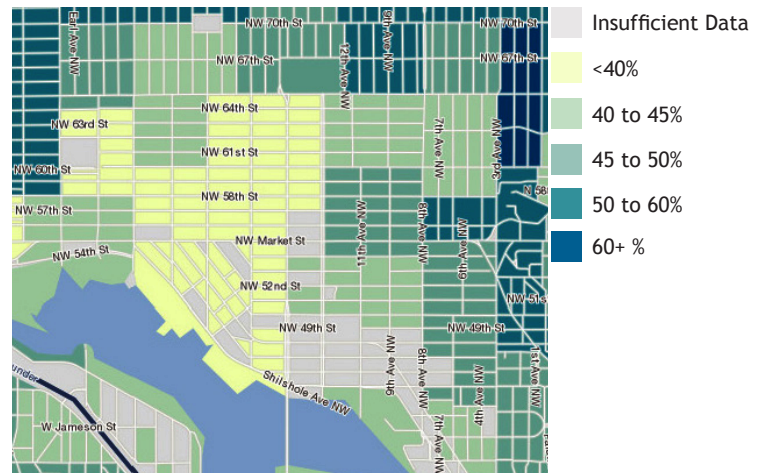
Gross Rent as a Percentage of Income for Occupied Units Paying Rent for Census Tract 47

Source: 2006-2010 American Community Survey Estimates for Census Tract 47, U.S. Census Bureau





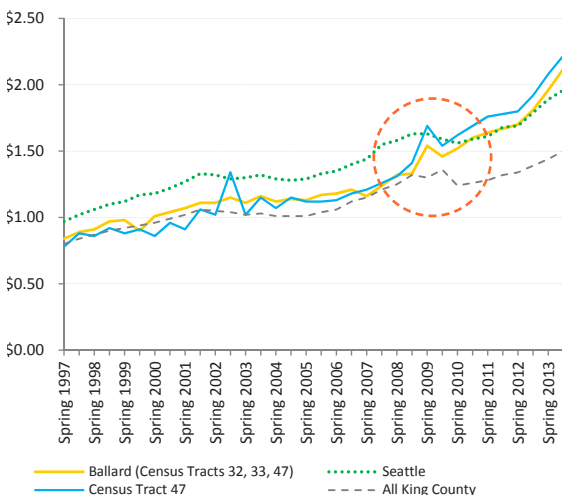
Housing Costs as a Percentage of Income



Housing + Transportation Cost as a Percentage of Income

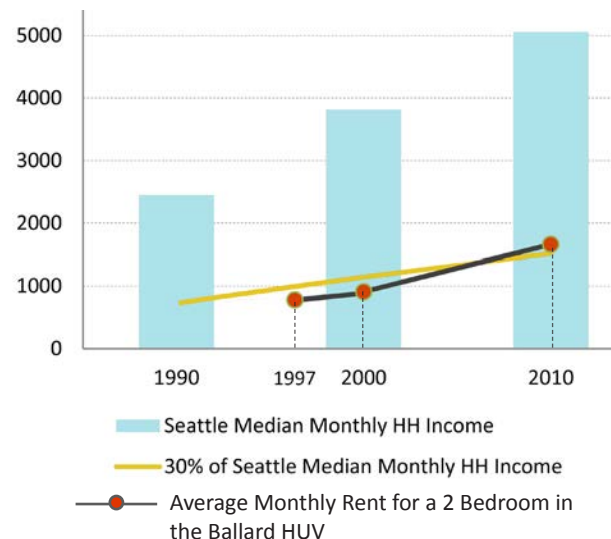
Until the later half of the last decade, Ballard was a relatively affordable neighborhood in Seattle.

A comparison of rent per net rentable square foot for buildings with more than 20 housing units shows that until 2009, rent in the area within Census Tracts 32, 33 and 47 was generally as affordable as King County and significantly more affordable than the City as a whole.



A comparison of rent per net rentable square foot for Apartments over 20 units
Source: Fall 2013, Duprey and Scott Apartment Advisors Report

In Census Tract 47, the average rent for a two bedroom unit in an apartment building with more than 20 units slightly exceeds 30 percent of Seattle's median household income, the accepted standard for affordability.



Relationship between Seattle's median income and the average rent for a two bedroom in Census Tract 47

Existing Assets and Neighborhood Features: Physical Setting

The Ballard HUV is a good example of a Seattle neighborhood with strong links to water. A major part of Ballard's identity is linked to historic Ballard and the presence of utilitarian ambiance of the industrial areas along Salmon Bay. Boat building yards, leisure craft marinas, warehouses and industrial manufacturers define the edge between water and land in Ballard. Views of warehouses, silos, marinas and manufacturing buildings from waterfront streets, and at the ends of north-south streets add personality to the neighborhood.

In some instances, older warehouse and manufacturing structures in the industrial areas along Leary Way and Shilsole Avenue are now being re-used as breweries and bars. The annual Sunday Ballard Farmer's Market is organized on Ballard Avenue.

Shilsole Avenue acts as an edge between the industrial and maritime uses and historic Ballard. Leary Avenue NW and Market Street NW run east-west and tie Ballard to Fremont, Wallingford and the U-District to its west. North of the busy Market Street and up towards Crown Hill, Ballard becomes more residential, with predominantly low rise buildings and a growing number of large apartment and condominium buildings.

The Waterfront

The working waterfront like residential waterfronts is privately held thereby limiting the opportunities for public physical access to the water. The Ballard locks and Golden Gardens park are other neighborhood places that define a different relationship between land and water.

Built Environment

Characteristics of the built environment include diagonal streets such as Ballard Avenue that reflect the route of the Ship Canal and affect the shapes of buildings.

Intersections of diagonal and perpendicular streets present opportunities for improvement.

Ballard Avenue, in the historic commercial area of the neighborhood, retains qualities of a main street, with a good sense of enclosure, continuous street walls lined by active uses, detailed human-scaled facades and street surfaces delineated by special paving materials.

Industrial Areas

Industrial areas in Ballard are dominated by large blocks and limited street connectivity. Streets and access routes respond to the railway and water transportation needs of industrial businesses. These areas display a low quality pedestrian environment. Trucking and freight mobility requires long, uninterrupted sight-lines, relatively wide streets, limited sidewalk improvements, few street trees and planting, large building footprints and paved areas.

Source: The Seattle Urban Design Background Report



The Pacific Fishermen Shipyard from Market Street

The Ballard Neighborhood: Physical Setting

DRAFT



Market Street

Flickr User: Mathew Rutledge



Market Street

Flickr User: Mathew Rutledge



Mike's Chili Tavern, Ballard

Flickr User: Mathew Rutledge



Along Shilsole Avenue

Flickr User: Kyle Wang



Former Bank Building in the Historic District

Flickr User: Mathew Rutledge



Mars Hill Church and Ballard Blocks

Flickr User: Mathew Rutledge

Existing Assets and Neighborhood Features: Ballard Avenue Landmark District

The Ballard Avenue Landmark District was created by the Seattle City Council in 1976. Buildings throughout the District embody the distinctive characteristics of modest commercial architecture from the 1890s through the 1940s, creating a sense that the street is almost suspended in time.

Physical Character

The buildings along Ballard Avenue provide a cross-sectional view of small-town development from the 1890s through the 1940s and retain modifications made in response to changing tastes and styles. The District contains many intact buildings constructed with retail spaces at street level and low-income residences above. Its granite curbs, cut locally, are almost unaltered and, in some locations, still contain hitching rings for horses. Brick paving and the long-disused streetcar right-of-way remain beneath the

street's asphalt covering.

Community awareness of and concern for these qualities led to the nomination of Ballard Avenue as a preservation district. This action was the culmination of many meetings between the Ballard Avenue Association and staff from the City's Urban Conservation Division. There were extensive public meetings prior to and after the Seattle Landmarks Preservation Board's action to designate the District on January 14, 1975. On April 13, 1976 the City Council created the District by ordinance. Mayor Wes Uhlman signed the ordinance into law at a ceremony in the District, concurrent with a special proclamation of King Carl XVI Gustav of Sweden.

Review Policy

In accordance with the Ballard Avenue Landmark District's governing ordinance (Seattle Municipal Code 25.16), no changes may be made (including but not limited to alteration, demolition, construction, reconstruction, restoration, remodeling, painting, or signing) to the external appearance of any property,



building or structure in the District, which is visible from a public street, alley or way, or construct a new building or structure in the District without first receiving a Certificate of Approval, issued by the Director of the Department of Neighborhoods.

District Guidelines

The Ballard Avenue Landmark District guidelines seek to protect, enhance the District's cultural, economic, architectural, historic and other heritage. The guidelines were adopted in 2005 and are administered by the Ballard Avenue Landmark District Board.

In considering new construction, the District's guidelines are not intended to require the reproduction or recreation of earlier buildings, but rather to recognize their qualities of scale, proportion, size and material as demonstrated by Contributing buildings in the District.

In considering restoration and renovation of existing

buildings, what is critical is the stabilization of significant historic detailing, respect for the original architectural style, compatibility of scale and materials.

A complete version of the District Guidelines are available on the Department of Neighborhood website at http://www.seattle.gov/neighborhoods/preservation/ballard_guidelines.pdf.



Flickr User: Mathew Rutledge



Flickr User: Mathew Rutledge



Existing Assets and Neighborhood Features: Gateways, Hearts, Landmarks, Nodes and Edges

“Gateways” are notable passages into and out of the neighborhood, “hearts” are the centers of community life, and “edges” are linear features that act as physical boundaries of subareas and the whole neighborhood. “Landmarks” are readily identifiable objects which serve as external reference points and “nodes” are the neighborhood’s focal points, intersections or loci.

Gateways: The Ballard HUV’s waterside location and unusual combination of street grids combine to define the area’s gateways at Leary Way NW and 15th Avenue NW, NW Market Street and 15th Avenue NW and NW Market Street and 24th Avenue NW. 15th Avenue is a major arterial and the primary route into Ballard and Market Street to the west of 15th Avenue is the neighborhood’s commercial core. A change in building character and increased retail density on entering Market Street from 15th Avenue, creates a strong sense of entry. Recent taller mixed use developments along this entryway further define the departure from the auto-oriented regional commercial character of 15th Avenue.

The neighborhood’s gentle slope towards Salmon Bay and low buildings open up vistas along North-South street corridors. A slightly steeper slope from Market Street to Shilsole Avenue ship yard buildings along the water front create a maritime background at this intersection. Exiting 15th Avenue onto Leary Way is a point of change from a retail corridor to a manufacturing/industrial district. Yards stacked with industrial materials and older warehouse buildings create a utilitarian feel which is very distinct from the retail areas along 15th Avenue NW.

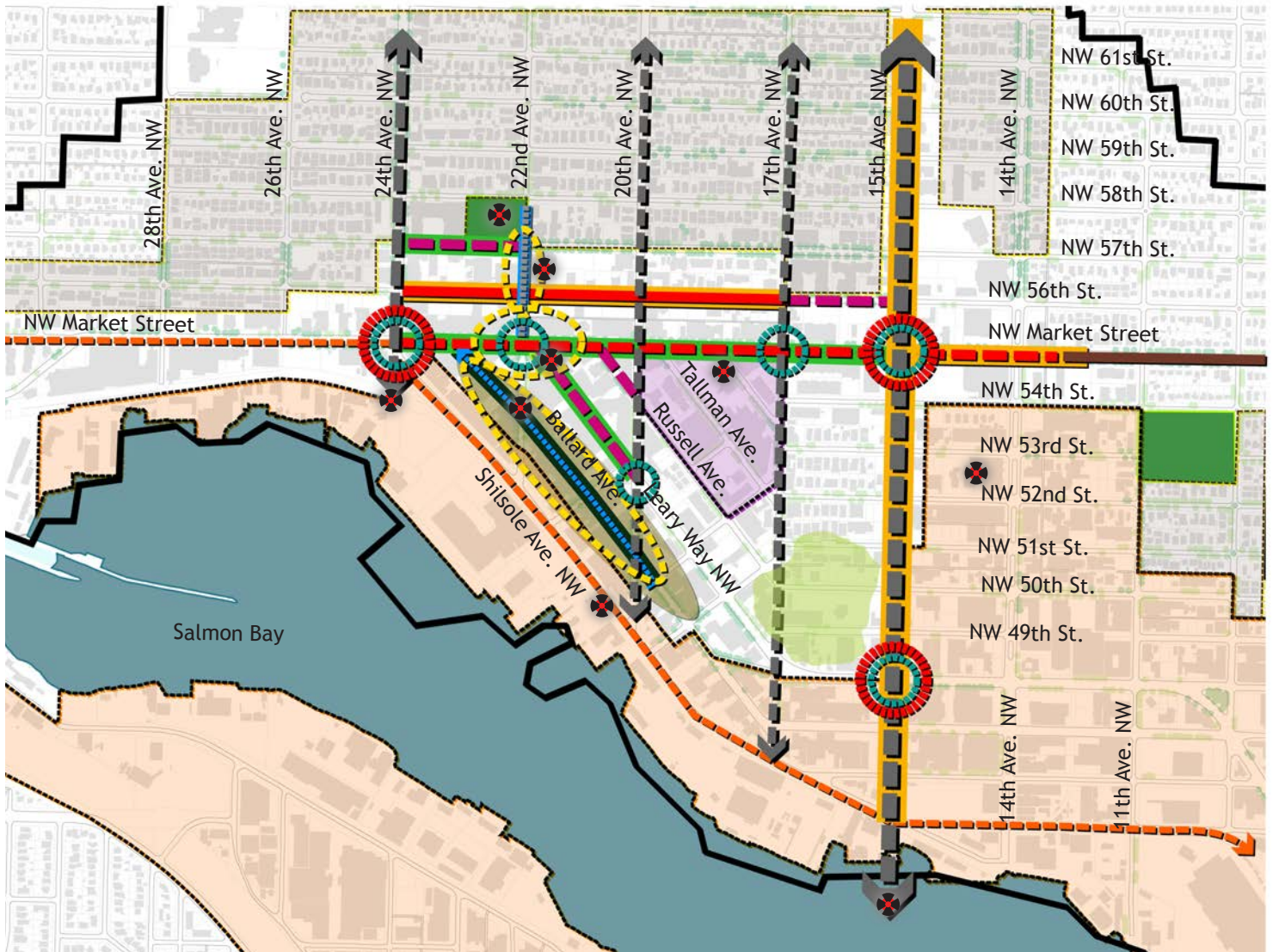
Hearts: Heart locations are the centers of commercial and social activity within the neighborhood. They provide anchors for the community and help give form to the neighborhood.

The Ballard Avenue Historic District, Ballard Commons, Ballard Public Library and Market Street near 22nd Avenue are the most active centers in the neighborhood. These places provide a good sense of enclosure and a dense concentration of retail, restaurant, neighborhood services over the whole day and week. Wide sidewalks, a mix of building types, pedestrian oriented facades and lighting, higher quality of materiality, design and building detail and transparency create a highly desirable and vibrant neighborhood heart.

Edges: 15th Avenue NW is the most important edge/barrier because it divides the eastern and western portion of the neighborhood. Extremely high volume and a lack of pedestrian and bike facilities establish this edge. Within the neighborhood, Market Street acts as a spine as well as an edge between historic Ballard and the low rise multi family development on the north. Shilsole Avenue is a strong barrier between the HUV and the water front. A purposeful lack of pedestrian facilities and access to this area discourage foot traffic to the water front and create a functional barrier between the incompatible needs of industrial and commercial/residential areas.

Landmarks: Bergen Place, Marvin’s Garden and Ballard Swedish Medical Center are immediately recognizable landmarks in the commercial district. The Ballard Locks also serve to give Ballard identity. The Pacific Fishermen shipyard, Salmon Bay Gravel, historic and new Ballard Public Library buildings, the Ballard Commons and the Bardahl sign are other local landmarks.

Nodes: The intersection at 17th Avenue on Market Street is an important local node that is likely to become more significant once the 17th Avenue Greenway is established. Other nodes include intersections of 15th Avenue/Market Street, Market Street at 24th Avenue and 22nd Avenue and 20th Avenue/Leary Way.



Prominent Ballard Landmarks



The Ballard Public Library
Flickr User: Karen



Ballard Locks
Flickr User: Theryn Flemming



Bergen Place Park
Flickr User: SDOT



Mervin's Garden on Ballard Avenue

Existing Assets and Neighborhood Features: Views

The Ballard HUV is in a low-lying area compared to the surrounding neighborhoods. Views in the HUV consist mainly of neighboring Phinney Ridge and Magnolia across Salmon Bay. Due to its level topography, streets afford long lines of sight and a low horizon. Closer to the waterfront, marinas and shipbuilding yards frame the view of the water.

The street layout of is based on a series of disjointed rectangular street grids whose origins lie in the original plats of the early 19th century.

Intersections between the cardinal street grid and streets parallel to the waterfront create a series of opportunities for prominent landmarks, public spaces or other visual anchors near the Ballard Avenue Historic District. Mervin's Garden is an example of such an anchor at the intersection of Ballard Avenue and 22nd Avenue NW creating internal views that terminate on a local landmark.



Examples of interior views south of Market Street



View Looking south on 24th Avenue NW with Magnolia in the background



View Looking west on NW Market Street

Existing Assets and Neighborhood Features: Parks, Recreation and Open Space

The relatively recent additions of the Ballard Commons Park and the Ballard Corners Park have improved the range of amenities serving the HUV. Other open space includes the Bergen Place Park, the Gilman Playground, Golden Gardens and open space at the Hiram Chittenden Locks.

- Ballard Commons Park -The Pro Parks Levy provided \$2,474,000 to plan, design and construct the Ballard Civic Center park. The project included a new, permanent skate bowl, a water feature, public art, seating areas and lawns, and ADA accessible walkways.
- Ballard Corners Park - \$375,000 was approved for the acquisition of the site through the Pro Parks Levy Opportunity Fund. A matching grant was approved through the King County Conservation Futures Tax. \$177,000 was budgeted along with funding by Department of Neighborhood Matching Fund and community contributions, included sidewalk replacement, installation of rain gardens, curb revisions, landscaping and artistic features within the park. Additionally, the steering committee raised another \$300,000+ to help construct the park. These funds were used to make a creative space, including a children's play structure, concrete living room and "corner store".

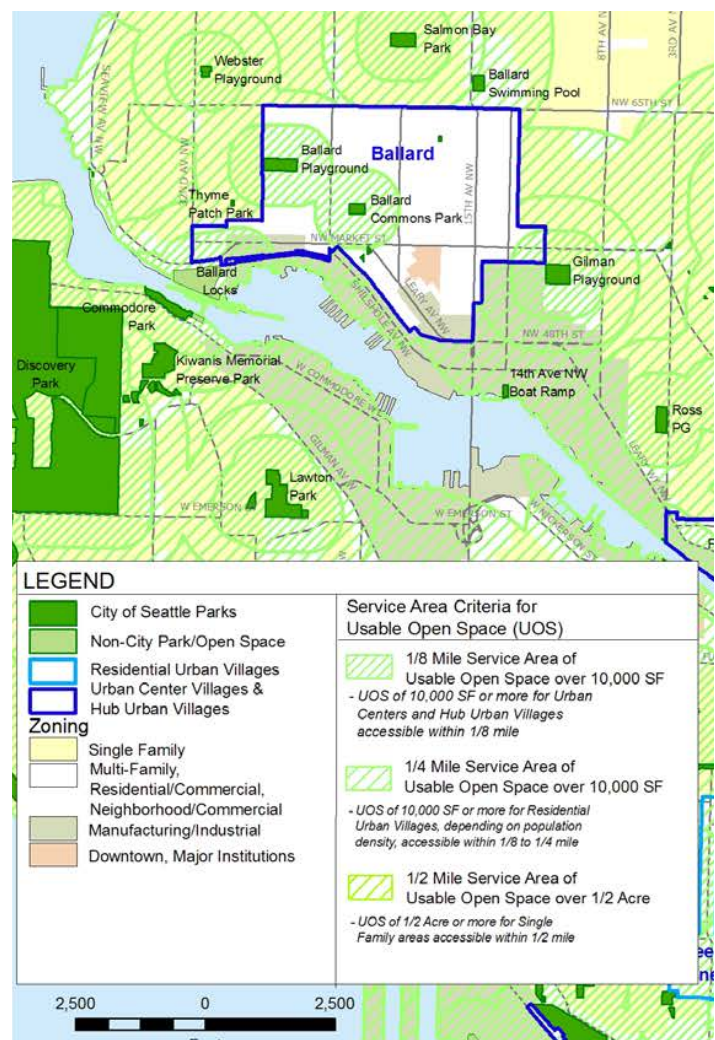
- Bergen Place Park - The Pro Parks Levy provided \$276,308 project costs of planning, design and construction. The project included benches and trees line the open square. The park is home to Artist Jenn Lee Dixon's "Witness Trees" and a community information kiosk.

Usable Open Space Gap Analysis, 2011

Seattle Department of Parks and Recreation's (DPR) Open Space Gap Analysis makes use of Geographic Information System (GIS) mapping technology as a

means of illustrating the open space goals in the City's 2005 Comprehensive Plan and Seattle's Parks and Recreation 2006 Development Plan, thus helping to indicate where future open space investments should be made. Progress toward open space goals are measured in two ways:

1. Distribution-based Goal: 10,000 square feet within 1/8 mile of all village locations - not met



Gaps in Usable Open Space, 2006

Source: Seattle Department of Parks and Recreation

The Ballard Playground, Ballard Commons Park, Gilman Playground, Webster Park and the open space at the Hiram M. Chittenden Locks provide Village Open Space within 1/8 mile to around a third of the Ballard Hub Urban Village. The areas facing the greatest open space gaps are located in the eastern portions of the urban village. Seattle Parks acquired and developed Ballard Corners Park, which is within the Urban Village but does not meet Village Open Space criteria. Kirke Park, 0.90 acres is to the east of the Ballard Hub Urban Village and is not within 1/4 mile of the Urban Village.

2. Population-based Goals: 1 acre Village Open Space per 1,000 households - met

Usable Open Space needed to meet 2004 Open Space Household Goal 5.01 acres

Usable Open Space needed to meet 2024 Open Space Household Goal 6.01 acres

Existing Usable Open Space within Urban Village Boundary 4.81 acres

*Existing Usable Open Space within and abutting Urban Village Boundary 16.52 acres



Ballard Commons Playground
Source: Ballard News Tribune
Photographer: Michael Hawthorne

Name	Address	Acreage	Communi ty Center	Children’s Play Area	Play	Pools & Wading Pools	Tennis Courts	Trails/ Paths	Other Facilities
					Fields				
Ballard Commons Park	5701 22 nd Ave NW	1.4				X			X
Ballard Corners Park	17th Ave. NW and NW 62nd St.	0.22							
Ballard Locks	3015 NW 54th St							X	X
Ballard Playground	2644 NW 60 th St	3.4	X	X	X	X			
Ballard Swimming Pool	1471 NW 67 th St	1.4				X			
Bergen Place	5420 22 nd Ave NW	0.2							
Gilman Playground	923 NW 54 th St	3.9		X	X	X	X		X
Greenwood Triangle	NW 55th St. and 3rd Ave. NW	0.1							
Marvin’s Garden	22 nd Ave NW/Ballard Av NW	0.1							
Webster Playground	3014 NW 67 th St	0.8		X					X

Parks and Open Space Inventory, 2009

Source: Seattle Department of Parks and Recreation

While Ballard Playground and Ballard Commons Park provide 4.81 acres of Village Open Space within the Ballard Hub Urban Village, the immediately adjacent park space in the Ballard Locks, Gilman Playfield and Webster Park bring the total to 16.52 acres, which exceed the City's goals for 2004 and 2024. It is important to note that a certain difficulty of access to Gilman Park limits the park's usability of the space for residents within the urban village. Getting to the park requires a long walk, bike ride or a short drive over one, if not two, heavily traveled arterials from the hub urban village.

Groundswell NW Open Space Plan

Groundswell NW recently received a Small and Simple Neighborhood Matching Fund grant in the amount of \$25,000. The grant, which will be matched by some \$30,000 in volunteer labor and in-kind and cash donations, will fund Groundswell NW's initiative to update its 1990s open space inventory.

Over the course of 2014, the project will engage community members in carrying out the inventory,

14th Ave NW Park

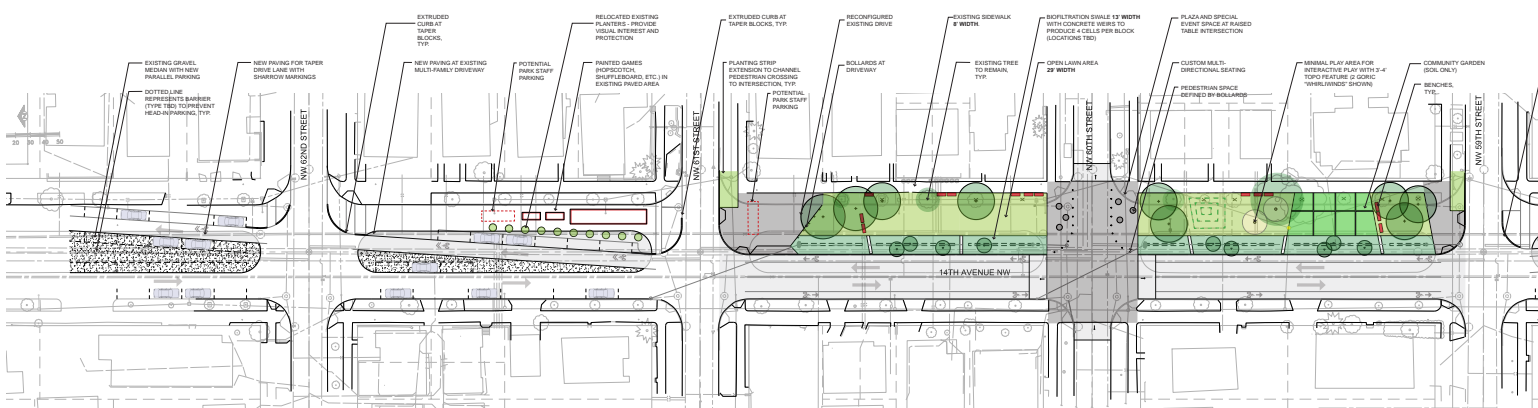
The area surrounding 14th Avenue NW in Ballard is one of the areas of the city that doesn't have enough parks and green spaces. In a meeting to discuss possible Ballard

which will ultimately help Groundswell NW, other neighborhood organizations, and the City gain a better understanding of the community's current and future open space needs and opportunities to create and enhance open spaces for the public to enjoy. Groundswell NW hopes to have a final report and recommendations completed by the end of 2014. The old open space inventory can be accessed here: <http://tinyurl.com/old-BOSP>.

Other Neighborhood Programs

In addition to the open spaces mentioned above, the Ballard Community Center at 6020 28th Ave NW organizes summer elementary and middle school camps and is home to a wheelchair accessible community garden.

neighborhood park acquisitions held in conjunction with Groundswell NW on October 6, 2009, many ideas and locations were discussed and the consensus at the meeting was that Parks should focus on East Ballard. The community prioritized improvements to 14th Avenue in lieu of acquiring additional property. Since the meeting



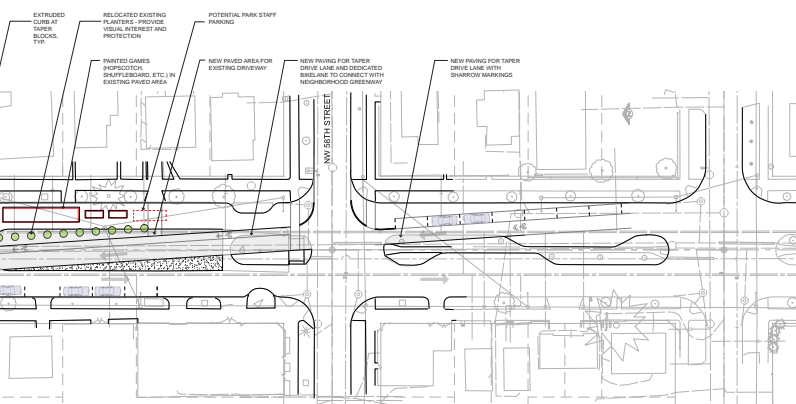
Schematic Design for 14th Avenue Improvements
Source: City of Seattle



Bergen Place was named for Bergen, Norway, one of Seattle's International Sister Cities. The park is home to Artist Jenn Lee Dixon's "Witness Trees" and a community information kiosk.

Source: City of Seattle

Parks has worked with the East Ballard community and Groundswell NW to transform the wide, underutilized 14th Avenue NW corridor into a park. The schematic design is complete and has been approved by Seattle Parks. Parks anticipates construction documents and permitting to be completed in early 2014. Construction will begin soon after with completion in winter 2014.



Parks provide no-cost opportunities for physical activity for people of all ages and abilities. Parks also provide shade, improve environmental quality by filtering air and water, provide opportunities for rest and relaxation, and increase interaction between neighbors.

ACRES OF PARKLAND PER 1,000 RESIDENTS

Study Area: 1.2 Acres / 1,000 residents

Citywide Average: 9.1 Acres/1,000 people*

Parks included:

Ballard Commons Park	1.4	acres
Ballard Corners Park	0.2	acres
Ballard Playground	3.4	acres
Bergen Place	0.2	acres
Hiram M. Chittendam Locks		
Botanical Garden	7.0	acres



Source: U.S. Army Corps of Engineers

Without outdoor places to play, children are less likely to exercise regularly and may face elevated risks for diabetes, obesity, and asthma.

All residences in the HUV are within ¼ mile of a public playground.

In cold and wet climates, opportunities for low-cost indoor physical activity play an important role in promoting physical activity year-round.

The Ballard Boys and Girls Club and the Ballard Community center provide opportunities for indoor physical activity in cold and wet weather.

Existing Assets and Neighborhood Features: Residential Character

Residential building character in the study area varies greatly depending on the building age, height and underlying land use zone.

A majority of the single family homes to the north of 60th Street NW and west of 14th Avenue NW date back to the early decades of the 20th century. Ribbon planting strips, generous sidewalks, landscaped gardens, front porches and clearly identified front doors create a pleasant walking environment in these areas.

Three- to five-story multifamily buildings dominate the low rise zones between 56th and 59th Avenue NW. A majority of these buildings were built between 1965 and 1991 with a number of six-pack and newer townhouse developments scattered throughout this zone. Residential buildings along these streets often have very limited or utilitarian landscaping, undercroft parking and recessed or hidden entrances. A number of the planting strips along these streets have been paved over. A deficiency of street trees, uneven sidewalks and undefined traffic lanes create a poor quality pedestrian environment. Traffic volumes are low on the east-west streets.

The transition areas bordering the commercial uses on NW Market Street and between the commercial uses 15th Avenue NW and 17th Avenue NW have a number of isolated single family homes interspersed with multifamily residential buildings, small manufacturing businesses and offices.

Since 2000, several high density multifamily buildings have been built along NW Market Street, Russell Avenue and 24th Avenue NW, typically with ground level retail topped by 5- 6 stories of residential development. These buildings are typically full block developments with large building footprints. Where open space areas are elevated to the first floor level, the visual connection between the

residents and the sidewalk is very limited.

The newer multi-family buildings have mixed success with creating inviting and lively streetscapes. In many cases, poor facade articulation, blocky massing and anonymous first floor retail contribute to a impersonal pedestrian environments.

The quality of these buildings is a source of considerable concern for the local community.

The existence of everyday service destinations that are accessible by walking increases physical activity. A broad range of services available in the neighborhood also allows residents to meet their needs locally, reducing travel and building social cohesion within the neighborhood.

11 out of 11 common public services are located within the HUV (Childcare/daycare, Public Health Clinic, Hospital, Community garden, Library, Parks or open spaces, Place of worship, Post office/mail drop box Public art, Recreational facility, Public school, Performance space or cultural center)

The Ballard Neighborhood: Residential Character

DRAFT



Typical building with ground level commercial and residential uses above along NW Market St and to the south of NW Market St.



An example of ground-level residential use within a 7-story residential building.



An example of the scattered single family residences in the transition areas between industrial, commercial and low-rise residential zones.



One of the many multifamily residential buildings built between 1960 and 1991 in the low rise zone north of NW Market St.



Typical six-pack residential developments in the low rise zone north of NW Market St. These buildings often lack individual character and fail to successfully enrich the pedestrian environment.



Examples of the single family homes to the north of NW 60th St.

Existing Assets and Neighborhood Features: Commercial Character

Commercial building character in the study area ranges from the historic pedestrian-oriented streets in the historic Ballard Avenue Landmark District to the largely auto-oriented retail establishments along 15th Avenue NW to the office and retail mixed use Ballard Blocks buildings.

Shops along Ballard Avenue NW and NW Market Street between 24th Avenue NW and 15th Avenue NW retain a good sense of enclosure, with continuous street walls, lined by active uses and human-scaled facades. A majority of the areas cafes, bars and restaurants are located along these streets.

Retail uses on the first floors of the recent large multifamily developments along NW Market Street, 24th Avenue NW and along Russell Avenue are characterized by large glazed shop-fronts and larger floor plates.

Banks and drive-throughs, restaurants and neighborhood businesses line 56th Avenue NW. Street-facing parking lots, deeply set back buildings and a lack of street trees makes for a poor pedestrian environment along this street.

15th Avenue NW is one of the busiest arterials in Seattle. Commercial uses along this street are auto-oriented with several chain stores and fast food restaurants lining 15th Avenue.

Large retail and office buildings such as Ballard Blocks with chain anchor stores are being built on larger parcels that were previously under industrial use. A number of old warehouse and manufacturing buildings along Leary Way are now being reused by commercial enterprises such a breweries and bars and other commercial uses.

The existence of everyday retail destinations that are accessible by walking increases physical activity. Retail development in a mixed-use neighborhood also generates natural public surveillance, which reduces crime and improves levels of perceived safety. A broad range of goods available in the neighborhood also allows residents to meet their needs locally, reducing travel and building social cohesion within the neighborhood.

12 of 13 common retail services are located within the HUV (Banks, Auto Repair, Beauty Salon and Barbershops, Bike Repair, Coffee Shop, Dry Cleaner, Eating Establishments, Gym/Fitness Center, Hardware Store, Pharmacy, Entertainment and Supermarket). There are no laundromats in the study area.



Hilliards Beer on NW 49th Street



Ballard Market



Walgreens on 15th Avenue

The Ballard Neighborhood: Commercial Character

DRAFT



Typical commercial area in the historic district along Ballard Avenue.



Pedestrian-oriented commercial area on NW Market Street.



First floor retail at Ballard Blocks on NW 46th Street between 14th and 15th Avenue.



An example of first floor retail in a multifamily building on NW Market St.



Parking lots and retail establishments along 56th and 57th Street.



Auto-oriented retail along 15th Avenue NW.

Existing Assets and Neighborhood Features: Building Age

Buildings in the historic district date back to the early 1900s. A majority of the other commercial buildings in the HUV were built between 1937 and 1991. Recently redeveloped parcels are most concentrated along Russell Avenue, 24th Avenue NW, in the 1-block offset along 15th Avenue and to the South of Market Street.

Most multifamily residences in the low rise zone between 57th and 59th Avenue were built between 1965 and 1991. A majority of the residential development to the north of NW 60th Street, on the west of 32nd Avenue and east of 14th Avenue date back to the turn of the 20th Century.

Year Built



1900-1914 1915-1936 1937-1964 1965-1991 1992-2013

Ballard Avenue Landmark District Boundary Parks Study Area Boundary
 Ballard Interbay Northend Manufacturing Industrial Center (BINMIC) Boundary

Building Height

Buildings in the study area have historically been limited to 1-2 floors with a scattering of taller buildings along NW Market Avenue. Newer multifamily buildings are typically six to seven stories tall. Most buildings in the industrial areas along Leary Way and south of NW Market Street are limited to 1-2 floors with large lots sizes.



Number of Stories



1-2 Stories 3-5 Stories 6-8 Stories

Ballard Avenue Landmark District Boundary Parks

Study Area Boundary

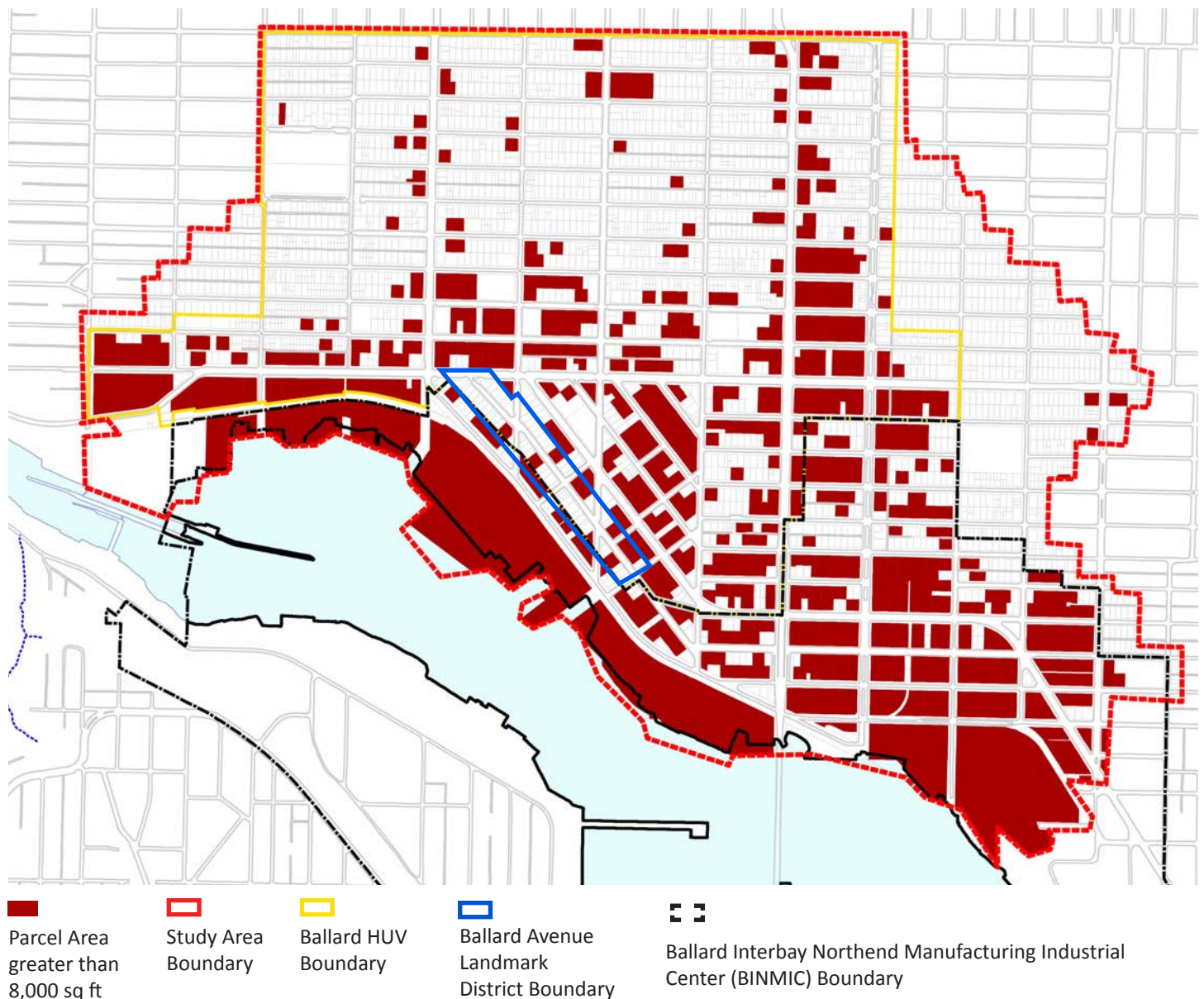
Ballard Interbay Northend Manufacturing Industrial Center (BINMIC) Boundary

Existing Assets and Neighborhood Features: Large Lots

Lot sizes vary greatly over the study area. Larger lots (over 8,000 sq ft) are concentrated along the major arterials: NW Market Street, 14th Avenue NW, 15th Avenue NW, 24th Avenue NW and in the industrial

zones areas along Leary Way and Shilsole Avenue. Publicly owned lots, including BNSF right of way are not included in this map.

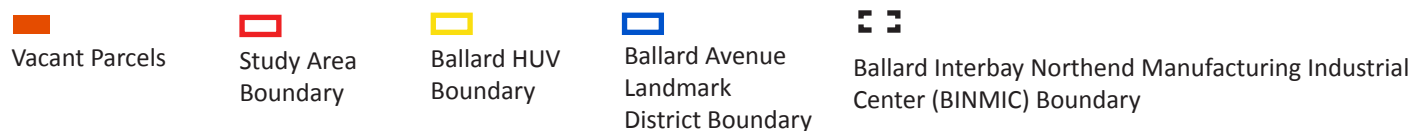
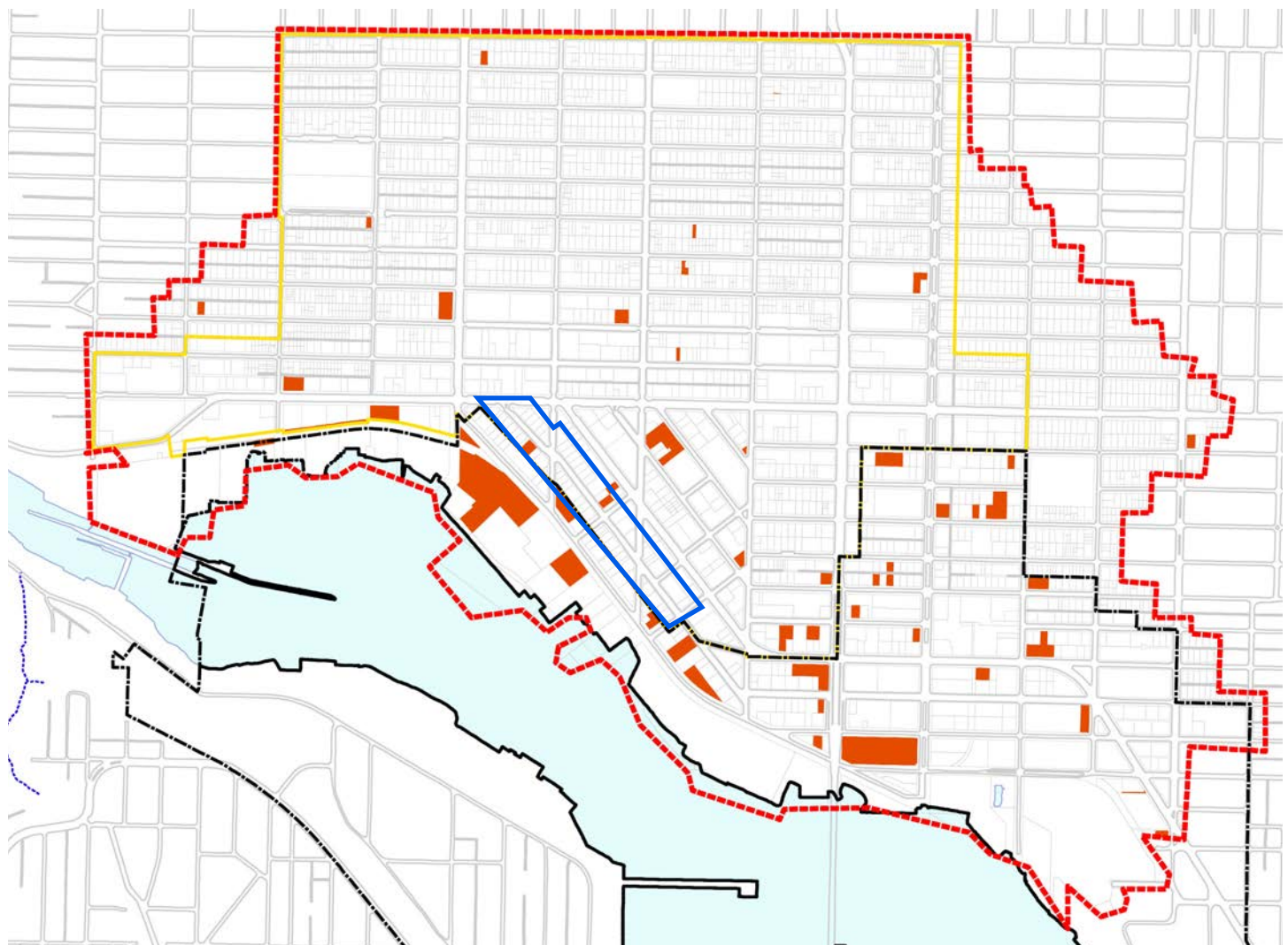
Privately owned parcels larger than 8,000 sq ft



Existing Assets and Neighborhood Features: Vacant Parcels

The map below shows all vacant parcels in the study area. Publicly owned lots, including BNSF right of way are not included in this map.

Privately owned vacant parcels



Zoning and Land Use Patterns

Through a system of zones, the Seattle Land Use Code identifies how land may be used in the City. The Land Use Code identifies development standards for structures such as height, lot configuration, allowable densities, among other standards.

Height: Until 1923, structure height was not regulated outside downtown Seattle. After Seattle's first Zoning Code was adopted, permitted heights ranged from 30' to 85' in the Ballard HUV.

Use: Zoning continues to follow a pattern that was established during the trolley era. Commercial uses and commercial zones are largely designated along main arterials while residential zones were generally designated along non-arterials. Current zoning includes 'neighborhood commercial' zones that allow for a mix of residential and commercial zones in the same structure.

In the Ballard HUV, the Major Institution Overlay controls land use at NW Market Street and 17th Avenue NW. Industrial Commercial and Industrial Buffer zones control land use in the border areas between heavy industrial and residential/commercial uses.

A variety of building types in the HUV



NW 56th Street near 24th Avenue NW

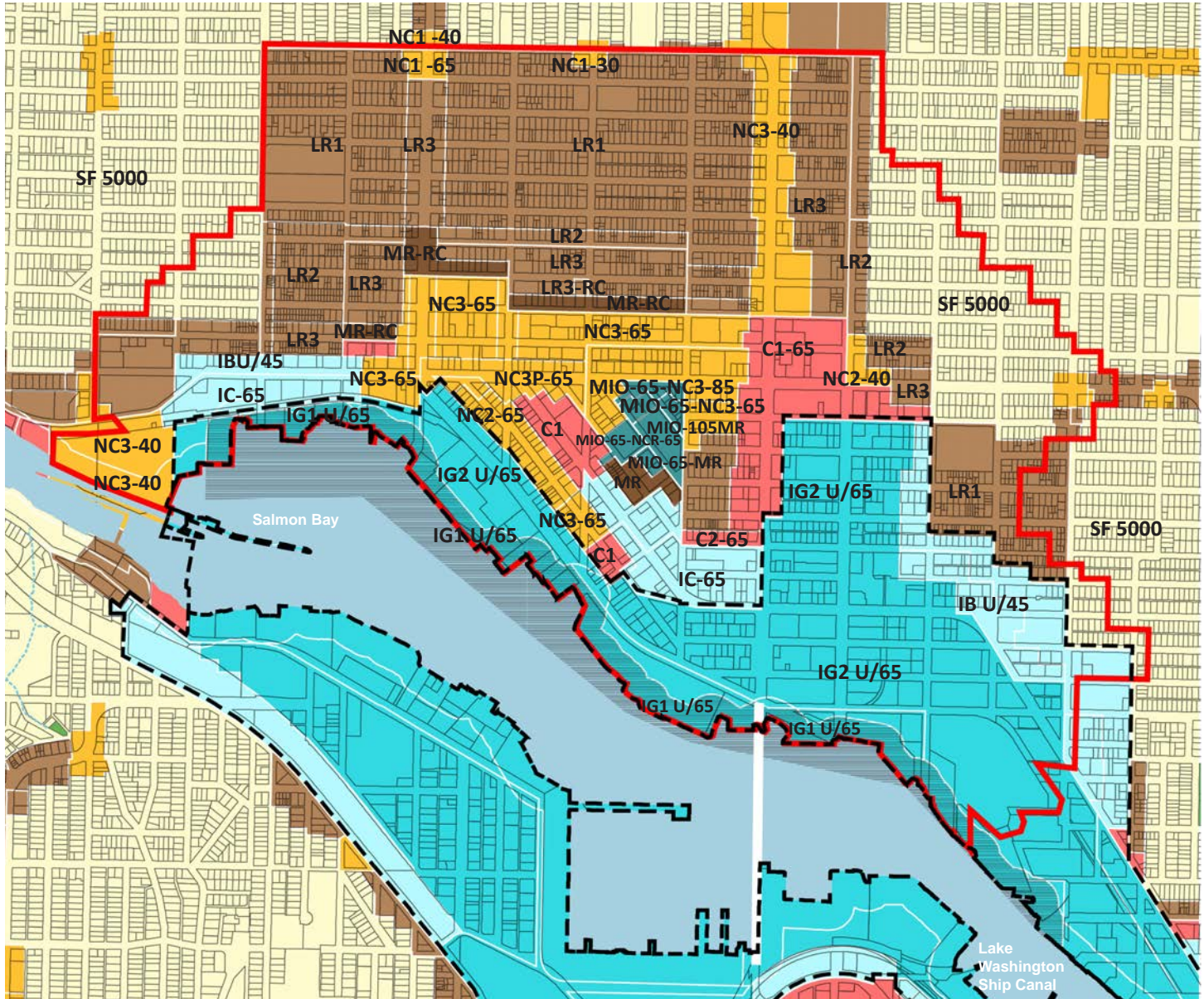


NW 56th Street near 17th Avenue NW



17th Avenue NW near NW 58th Street

Current Zoning Map



Commercial

C1I; C1; C2

Neighborhood Commercial

NC1I; NC2I; NC3I; NC1; NC2; NC3

SMI; SM; SMR

High-Density Multi-Family

HR; MR/RC; MR; MRI

Single Family

SF 5000; SF 7200; SF 9600

RSL

Low-Rise Multi-Family

LR2I; LR3I; LR1; LR2; LR3

Low-Rise Multi-Family

LR2I; LR3I; LR1; LR2; LR3

Downtown

DH1; DH2; DOC1; DOC2; DMC; DMR; DRC

IDM; IDR; PMM; PSM

Industrial

IB; IC

IG1; IG2

Master Planned Community

MPC

Major Institution

MIO

Urban Industrial Shoreline Environment

Ballard Interbay Northend
Manufacturing Industrial Center
(BINMIC) Boundary

Study Area Boundary

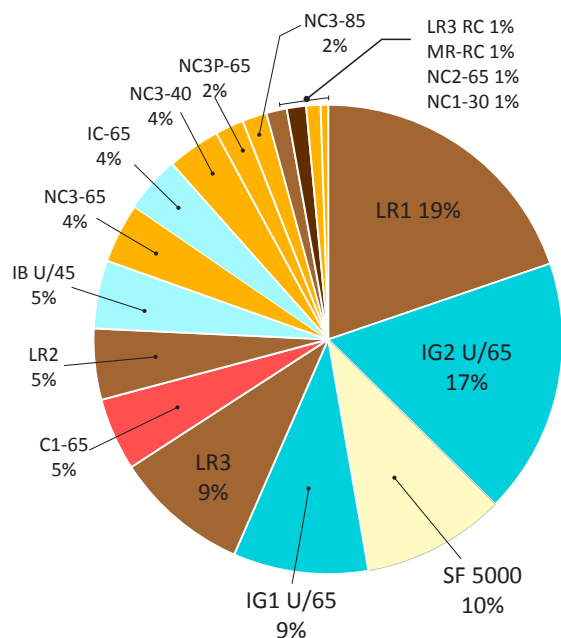


500 250 0 500 1,000 Feet

SF	Single family zones generally allow one unit per lot, typically a detached single family home. Allowable heights are 25' - 35' depending upon the width of the lot.
LR1, LR2, LR3	Lowrise zoning that allows a variety of multifamily housing types including a mix of cottages (LR1), townhouses, rowhouses and apartment. Consistent with the zone name, the lowrise zones permit structure heights of 25-40 feet in height.
MR	Midrise zoning accommodates a full range of housing types, and is most often the location of new apartment structures. The midrise zone generally allows heights up to 85'.
NC1	NC1 zoning accommodates small shopping areas that provide primarily convenience retail sales and services to the surrounding neighborhood, Non-residential uses typically occupy the street front. Density allowances correspond to height limits.
NC2, NC3	The Neighborhood Commercial zones allow both residential and commercial uses. Height limits are identified on the zoning map. Neighborhood commercial zones include standards to ensure a Pedestrian-friendly streetscape environment. Density allowances correspond to height limits.
P	The Pedestrian ("P") designation identifies neighborhood commercial zones where street front retail and stricter pedestrian-oriented designs are required.
C1	The general Commercial zones allow the same densities as NC zones. However, C zones allow a broader range of higher-impact uses along with auto-oriented lot configurations.
IC	Industrial Commercial allow both industrial and commercial activities, including light manufacturing and Research and Development. Residential uses are not allowed. Maximum heights are identified on the map.
IG1	The IG1 zone is intended to protect marine and rail-related industrial areas from an inappropriate level of unrelated retail and commercial uses by limiting these uses to a density or size limit lower than that allowed for industrial uses. No maximum height limit; except retail, office, entertainment, research and development, and institution uses which are limited to 30', 45', 65', 85' as designated on the Official Land Use Map.
IG2	The IG2 zone allows a broad range of uses where the industrial function of an area is less established than in IG1 zones, and where additional commercial activity could improve employment opportunities and the physical conditions of the area without conflicting with industrial activity. Height restrictions are same as those in the IG1 zone.

Major Institution Overlay The Major Institution Overlay District (MIO) regulates Seattle's major educational medical institutions in order to ensure that development and growth do not adversely impact the surrounding neighborhood. All land located within the Major Institution Overlay District is subject to the regulations and requirements of the underlying zone unless specifically modified by an adopted master plan or the Land Use Code.

Shoreline District The Shoreline District implements the policies and provisions of the Shoreline Management Act and the Shoreline Goals and Policies of the Seattle Comprehensive Plan by regulating development of the shorelines of the City in order to protect the shoreline ecosystem, encourage water-dependent uses, provide maximum public use and enjoyment of the City shorelines and preserve, enhance and increase views of the water and access to the water. Various shoreline environments are identified. Within the study area, the shoreline is classified as an 'Urban Industrial Shoreline Environment'. For a use to be permitted in the Shoreline District, it must be permitted in both the shoreline environment and the underlying zone in which it is located.

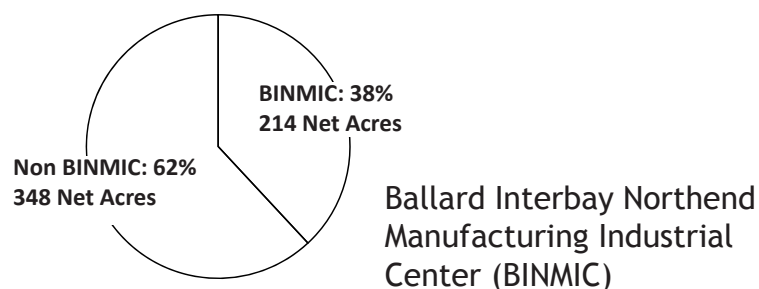


ZONING	Acres
C1-65	37.5
C2-65	1.9
IB U/45	35.1
IC-65	29.0
IG1 U/65	69.7
IG2 U/65	131.8
LR1	147.7
LR2	36.6
LR3	69.4
LR3 RC	10.6
MIO-105-MR	3.1
MIO-105-NC3-65	1.1
MIO-65-MR	0.7
MIO-65-NC3-65	2.8
MIO-65-NC3-85	1.5

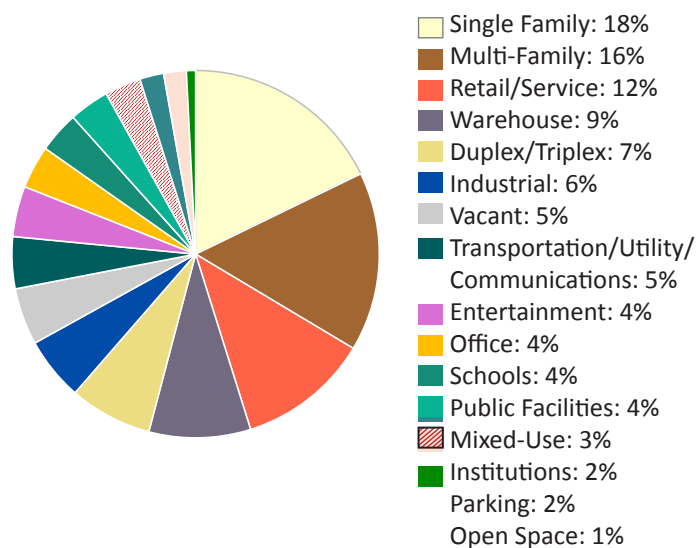
ZONING	Acres
MR	3.2
MR-RC	9.9
NC1-30	3.9
NC1-40	0.2
NC1-65	1.9
NC2-40	2.7
NC2-65	7.4
NC3-40	27.4
NC3-65	30.8
NC3-85	12.6
NC3P-65	14.7
SF 5000	73.8

Zoning and Land Use Patterns

Study Area
562 Net Acres (Non-ROW)
767 Gross Acres (Including ROW)
Right of Way (ROW) = Public Streets

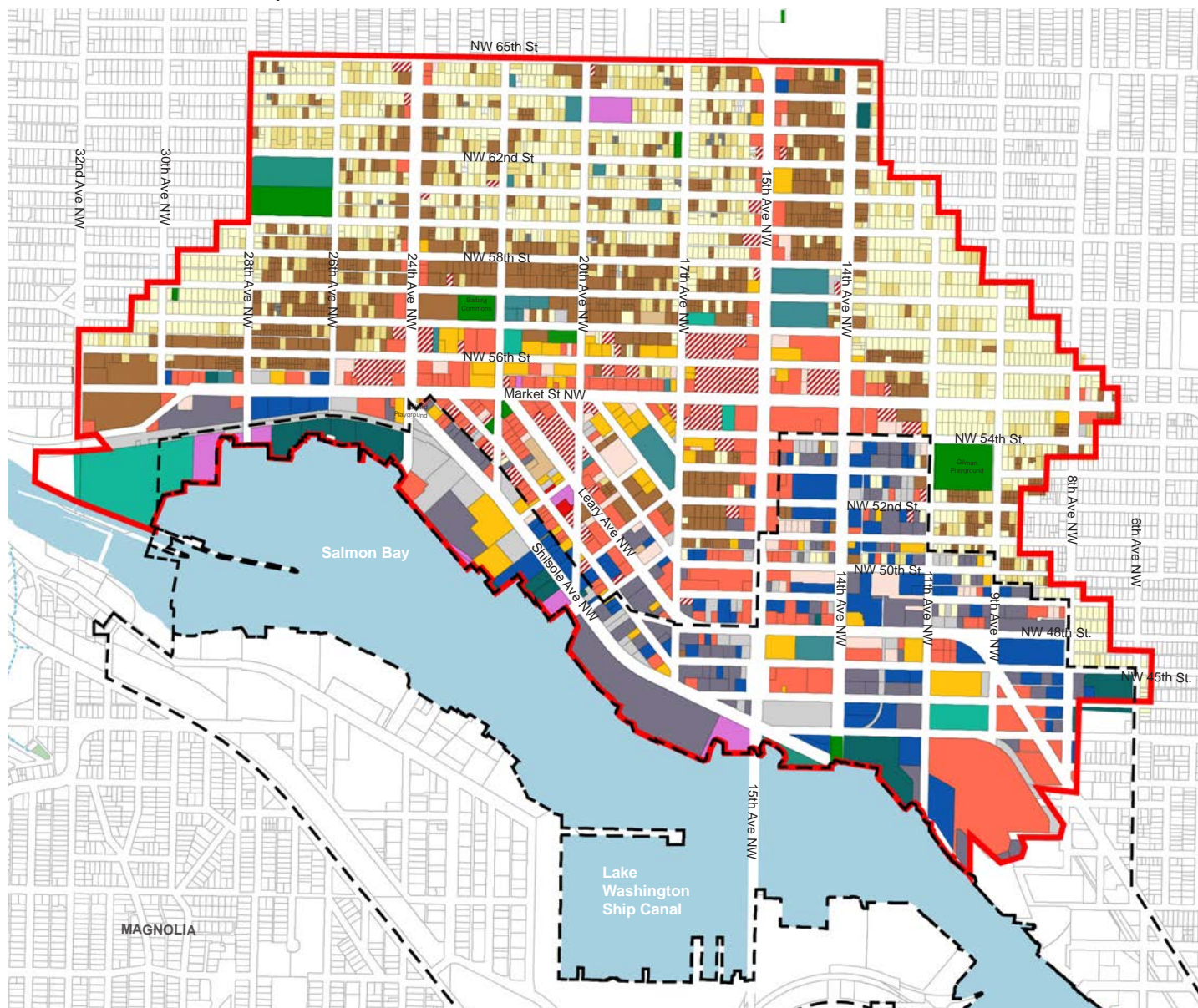


Existing Land Use: Total Study Area



Land use percentages are approximate based on DPD GIS land use codes, Spring 2013.

Current Land Use Map



Ballard Interbay Northend Manufacturing Industrial Center (BINMIC) Boundary
 Study Area Boundary

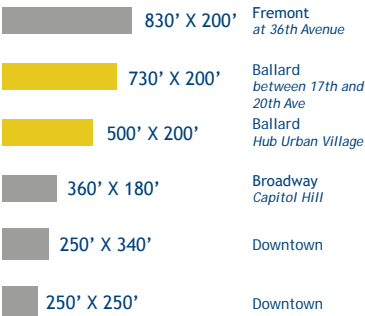


Area Circulation: Block Pattern and Traffic

The study area’s street circulation pattern consists of a number of principal arterials (15th Avenue NW, NW Leary Way and NW Market Street to the east of 15th Avenue NW) and a grid of minor arterials (24th Avenue NW, NW 65th Street and NW Market Street west of 15th Avenue NW). 20th Avenue NW is a collector arterial connecting with a number of east-west local streets. Traffic volumes vary greatly across the study area with an AWDT of 39,600 on 15th Avenue NW, AWDT of 23,800 on NW Market Street and an AWDT of 29,200 on NW Leary Way. AWDT on minor arterials range from 11,00 vehicles on 24th Avenue NW and 8,000 on NW 65th Street.

15th Avenue NW is among the top 10 most busy arterials in Seattle. Shilsole Avenue NW is a dedicated truck route.

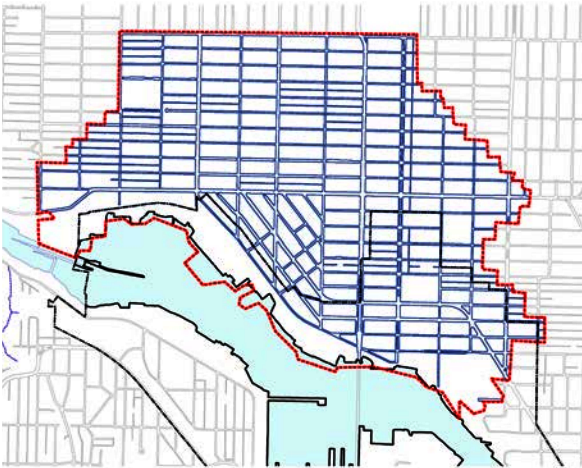
Blocks in the HUV are relatively longer in the east-west direction with relatively short north-south distances. The larger east-west orientation creates the potential for full-block type developments which tend to create a challenging environment for pedestrians and have the potential to alter the street character. This block pattern is illustrated on the right and compared to other Seattle neighborhoods that have smaller blocks.



Top 10 Arterial Segments by Volume			Average Week day Traffic (AW)
West Seattle Bridge	east of	Delridge Ramps	83,200
Aurora Avenue N	south of	Harrison Street	77,200
East Marginal Way S	south of	S Alaska Street	70,900
Elliott Avenue W	southeast of	W Mercer Place	49,300
Montlake Boulevard NE	north of	NE Pacific Place	46,000
Valley Street	west of	Fairview Avenue N	44,847
15th Ave NW	north of	W Armory Way	42,400
S Michigan Street	east of	6th Avenue S	41,400
Lake City Way NE	southwest of	NE 115th Street	40,800
Denny Way	west of	2nd Ave	40,300

SDOT 2011 Traffic Report

Ballard



Capitol Hill



Fremont



Road Classifications, Traffic Volume and Signals



Fear of crime limits mobility and physical activity in a neighborhood and inhibits social interactions.18 Many studies have linked the amount an individual walks with both actual and perceived safety.

GROUP 1 CRIMES PER ACRE IN 2012 (CENSUS TRACT 47)

assaults, homicides and robberies

Study Area: 0.18

Citywide: 0.81

GROUP 2 CRIMES PER ACRE IN 2012 (CENSUS TRACT 47)

liquor violations, narcotics, weapons discharge and prostitution

Study Area: 0.03

Citywide: 0.38

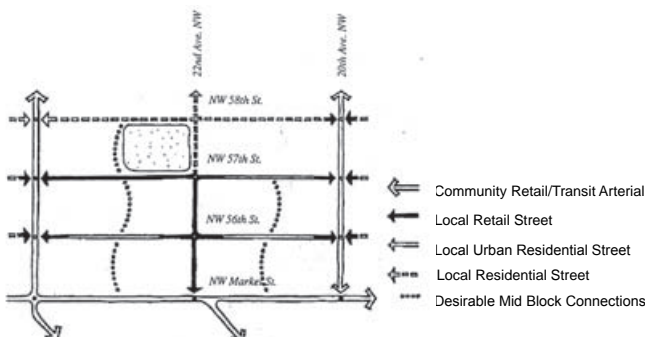
Area Circulation: Pedestrian Facilities

Almost all streets in the HUV and study area have sidewalks. The quality of the pedestrian experience varies greatly depending on the volume of traffic, sidewalk width and physical conditions, the presence of landscaping and street furniture, public art, quality of surface, obstructions, building frontages and neighboring uses.

Physical Conditions: Walkable sidewalks vary greatly with wide and pleasant sidewalks along NW Market Street and along Ballard Ave in the historic district to very narrow sidewalks on NW 56th Street, 17th Avenue NW and 15th Avenue NW. Older sidewalks have cracks and uneven surfaces. Sidewalks along 15th Avenue near Leary Way are extremely narrow and present a challenge for pedestrians in that area. 17th Avenue NW is a proposed Greenway in the Bicycle Masterplan and NW 58th Street is a completed Greenway.

Network Completeness: Within the HUV, only Shilsole Avenue lacks sidewalks completely. Sidewalks along 15th Avenue NW near Leary Way are of very quality.

Off-Street Pedestrian Facilities: Given the long east-west dimensions of blocks along NW Market Street, the 2001 Ballard Municipal Center Design Guidelines recommended the development of mid-block pedestrian connections to break up the long east-west blocks between 20th and 24th Avenues NW.

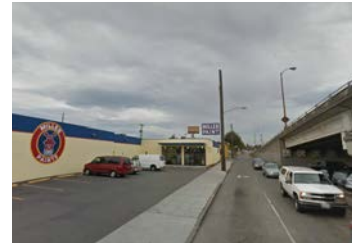


2001 Ballard Municipal Center Design Guidelines

Examples of poor quality pedestrian environments in the study area.



15th Avenue NW



15th Avenue NW at Leary Way



NW 56th Street



24th Avenue NW



17th Avenue NW

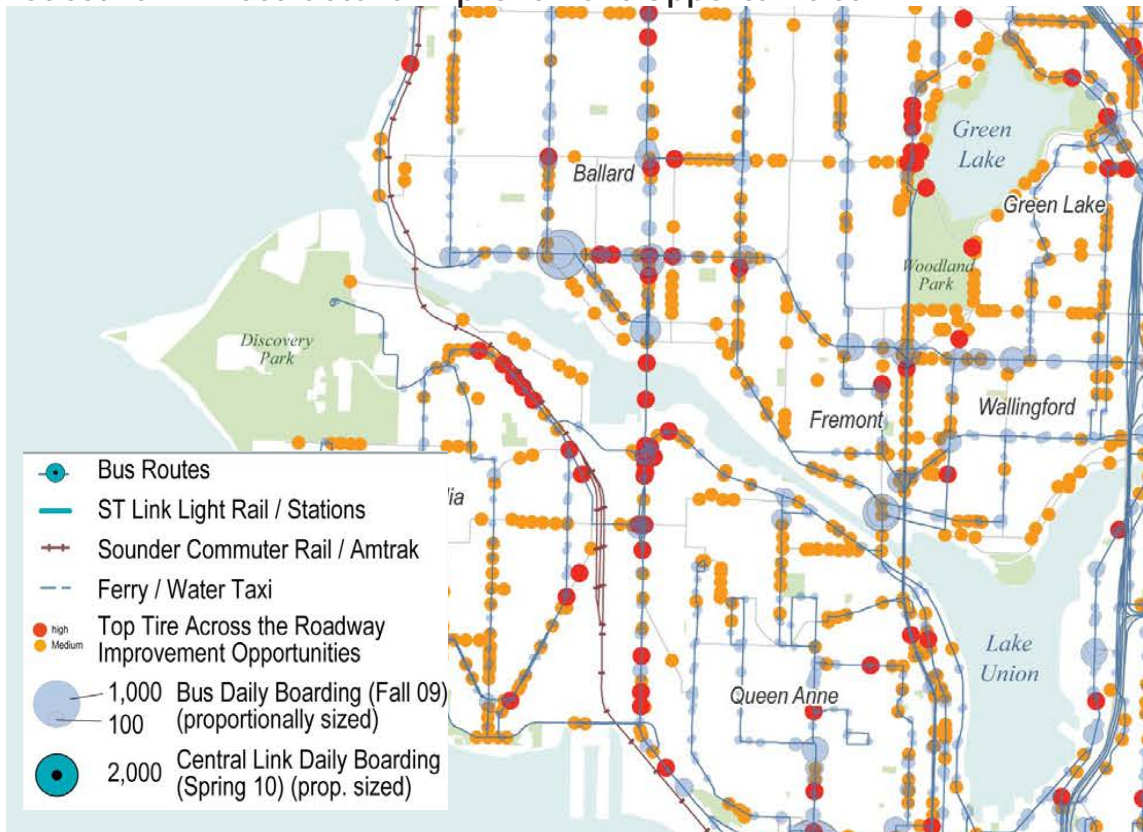


NW 56th Street

Pleasant walking environments along NW Market Street, 24th Avenue NW and NW 56th Street



Pedestrian Infrastructure Improvement Opportunities



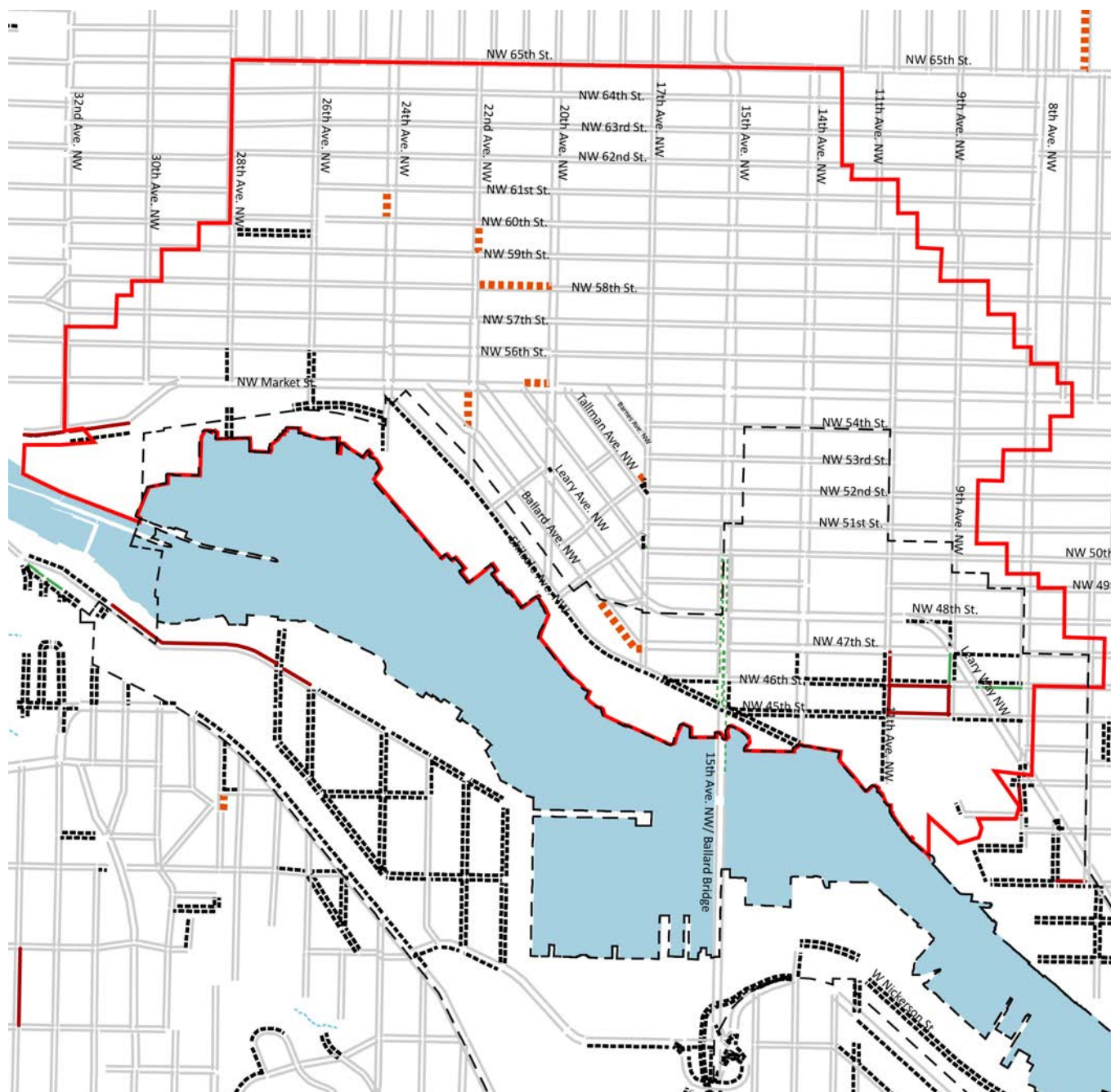
This map illustrates where improvements are most needed to make walking along the roadway (sidewalks) safe and comfortable. The opportunities for improvements are identified using variables that contribute to the pedestrian environment, including presence of sidewalks, sidewalk condition, posted speed limit, roadway width, and the presence of features such as traffic signals, curb ramps, and crosswalks.

Source: 2013 Seattle Transit Master Plan

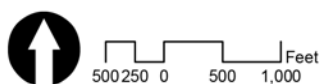
A high quality pedestrian environment can support walking both for utilitarian purposes and for pleasure. Recent studies have demonstrated that people walk on average 70 minutes longer in pedestrian oriented communities. In addition, walkable neighborhoods help create social cohesion. Residents living in neighborhoods they considered walkable were significantly more likely to know their neighbors, trust others, be politically active, and participate in social activities. Missing sidewalks are a key indicator of a pedestrian environment that is not high quality. Parental concerns of a lack of sidewalks, traffic lights, and controlled street crossings contributed to the likelihood of their children walking to school.

PERCENTAGE OF ROADWAY WITH COMPLETE SIDEWALKS
Study Area: ~100%

Sidewalk Materials

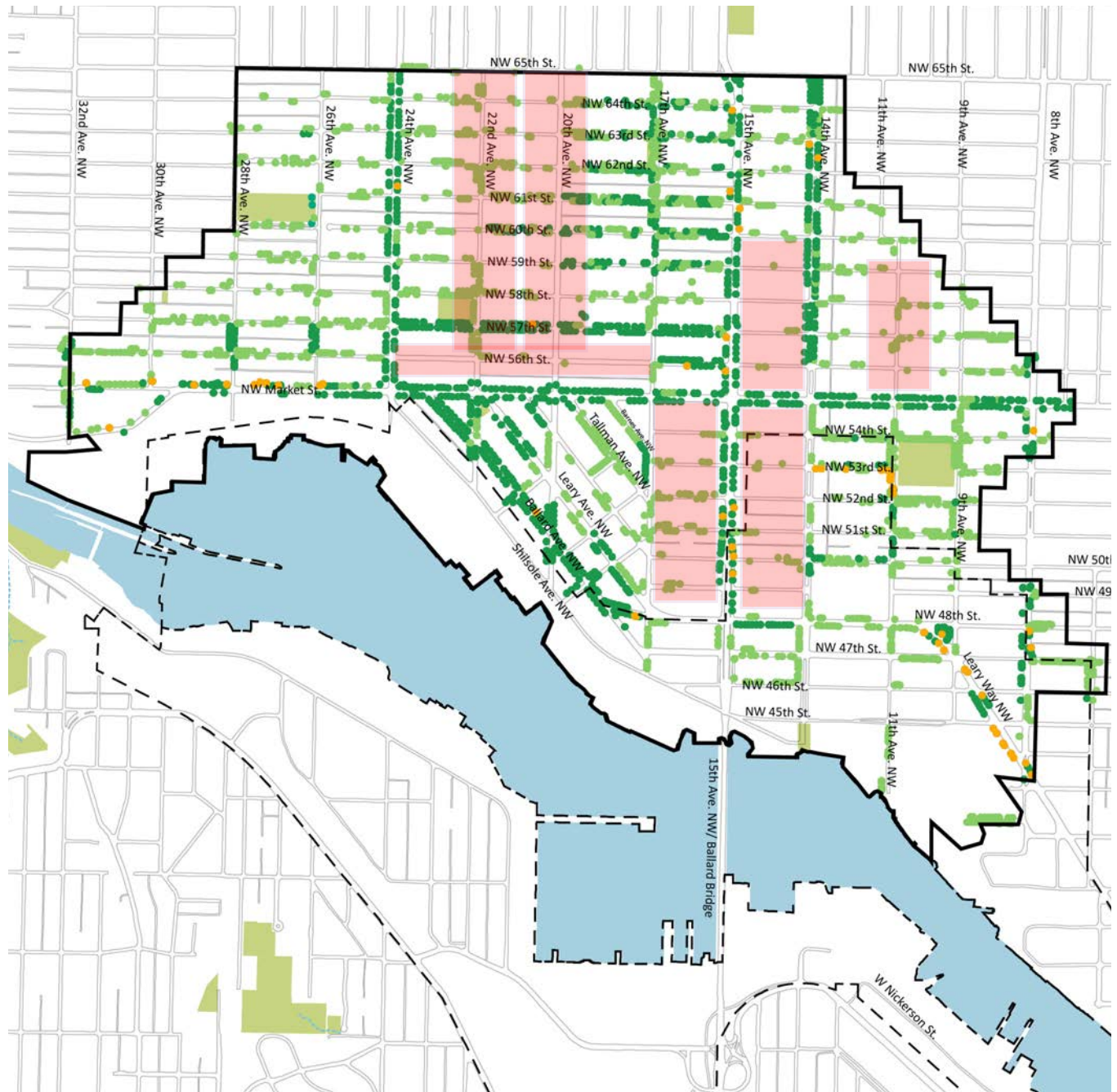


- Concrete
- Asphalt
- Brick, Stone, Paver
- Unimproved
- Other
- Undetermined
- Study Area Boundary
- Ballard Interbay Northend Manufacturing Industrial Center (BINMIC) Boundary



Source: City of Seattle SDOT GIS data

Street Trees



● City-Owned Street Tree

● Privately-owned Street Tree

● Vacancy

Opportunity for Landscape Improvements

Study Area Boundary

Ballard Interbay Northend Manufacturing Industrial Center (BINMIC) Boundary



Area Circulation: Bicycle Facilities

Bicycle connections in the study area are limited to in-street separated bike lanes along 24th Avenue NW north of NW 58th Street and along 20th Avenue NW from NW 65th Street to NW Market Street. NW 58th Street is an existing neighborhood greenway with improved signage and traffic calming.

The 2013 Bicycle Master Plan recommends the creation of a neighborhood greenway on 17th Avenue NW, 28th Avenue NW and NW 64th Street in the study area and the completion of the missing link of the Burke Gilman off-street bicycle facility. In street bike lanes are recommended along Market Street west of 24th Avenue NW and connecting existing bike lanes along 24th Avenue and 20th Avenue to the Burke Gilman Trail. NW 50th Street to the east of 17th Avenue NW is a recommended neighborhood greenway, connecting to recommended in street bike lanes along 14th Avenue NW. Off street bike lanes are recommended along Ballard Bridge.

2013 Bicycle Master Plan

The 2013 Bicycle Master Plan is an update from the City Council adopted 2007 Bicycle Master Plan. The strategies and actions identified in the plan make bicycling a viable form of transportation for Seattle's resident, workers, and visitors, but also help the city achieve its goals relating to mobility, climate change, economic vitality, and community livability.

The vision for a bicycle-friendly future for the City of Seattle is that "riding a bicycle is a comfortable and integral part of daily life in Seattle for people of all ages and abilities."

There are several important themes embedded in the vision statement:

1. The idea that bicycling is "comfortable" suggests it is safe, convenient, and an attractive travel option for a large number of people;
2. Integral to daily life in Seattle means that bicycling is not a niche activity for only experienced and confident riders, but is a part of the overall

urban framework and built environment of the city allowing people to jump on a bicycle for any trip purpose; finally

3. People of all ages and abilities is a key theme for the entire plan that means the emphasis is on planning, designing, and building a bicycle transportation network that will be used by a broad range of people throughout the city.

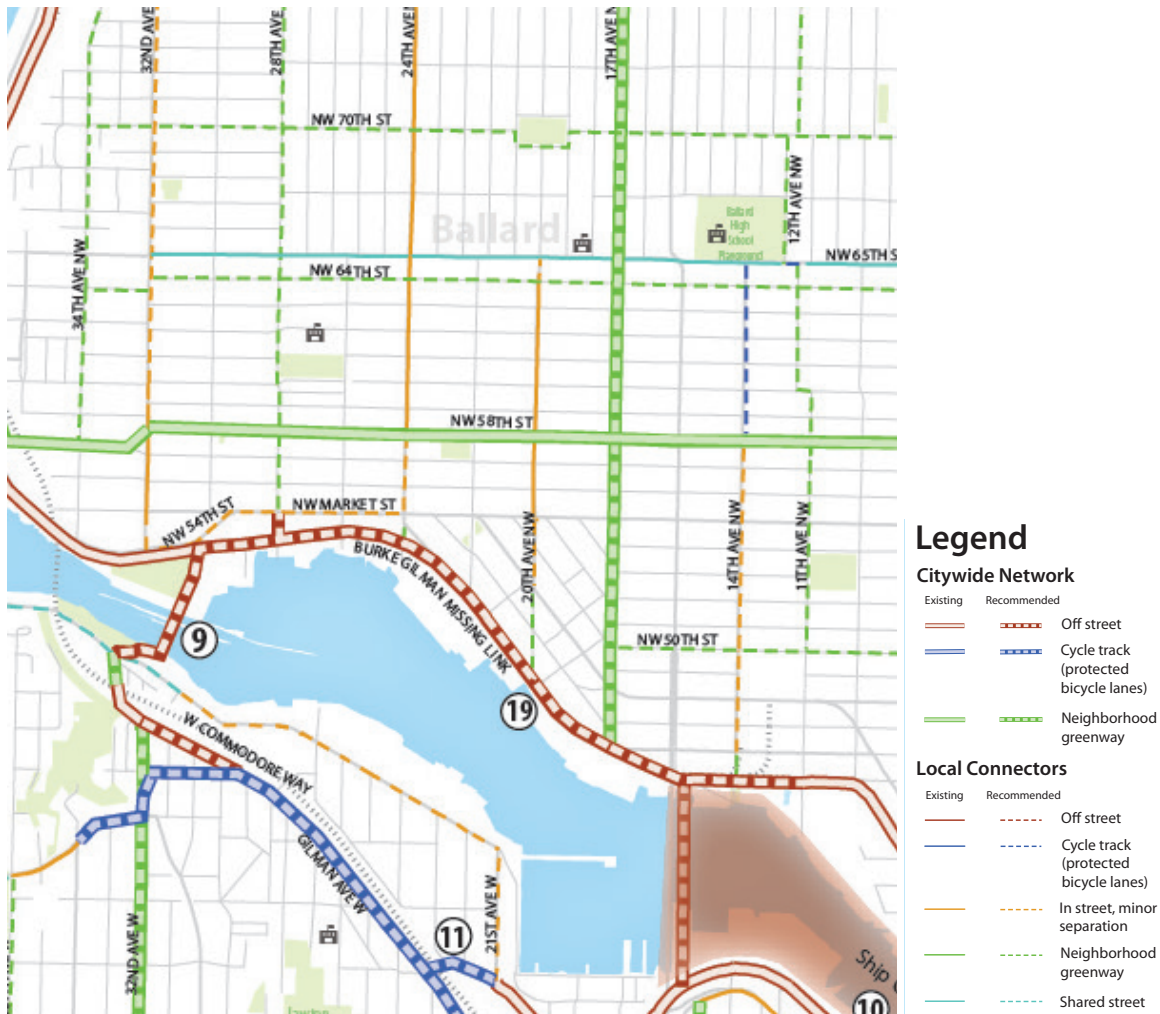
The Bicycle Network Map was split into two categories: the Citywide Network and Local Connectors. The Citywide Network is a connected network of "all ages and abilities" bicycle facilities with comfortable separation from motor vehicles. This network can be thought of as the backbone network and consists of the following bicycle facilities:

- Multi-use trails
- Cycle tracks (protected bicycle lanes)
- Neighborhood greenways

In addition to providing a vision for a bicycle network, the plan also contains strategies and actions for:

- a. Higher quality and increased bicycle parking, both on public land and in updates to the Seattle Municipal Code to encourage more and secure bicycle parking within new developments.
- b. Programs to educate, encourage, enforce, and promote programs that will help people realize the full potential of Seattle's bicycle infrastructure
- c. A bicycle project delivery process that includes a project development and design process and create public engagement strategies, partnerships to implement the plan, maintenance activities and improvements to ensure a safe bicycling environment, a prioritization framework to logically identify which projects to further study and build first, and cost estimates.

Recommended Bicycle Network in the 2013 Seattle Bicycle Master Plan (Draft -Not Adopted)



Walking or biking to work helps people meet minimum requirements for physical activity. Increased physical activity reduces risk of premature mortality and heart disease, hypertension, colon cancer, and diabetes. Regular participation in physical activity reduces depression and anxiety, and enhances an individual's ability to perform daily tasks throughout the life span.

RATIO OF MILES OF BIKE FACILITIES PER MILES OF ROADWAY
 Study Area: 0.27 Citywide: 0.27

Area Circulation: Transit and Parking

Transit: As per the Seattle Transit Masterplan, an analysis of access to private vehicles shows that the between 30 to 50 percent of the population in the Ballard HUV do not have access to private vehicles and have some of the highest transit dependency in the City of Seattle.

15th Avenue NW is a major transit way. The Rapidride Route D serves the Ballard HUV along 15th Avenue NW. 24th Avenue NW, NW Market Street and Leary Way NW are other transit streets in the study area.

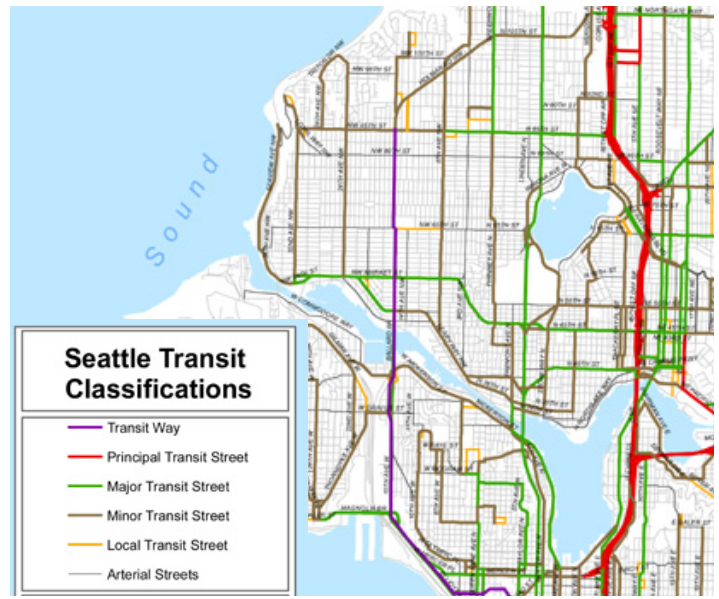
In April 2012, the Seattle City Council adopted the Seattle Transit Master Plan (TMP). The TMP identified five corridors for transit investments in Seattle. Highest priority was assigned to the Ballard to Downtown corridor.

Since early 2013, Sound Transit and Seattle Department of Transportation (SDOT) have partnered to prepare a conceptual level study of feasible transit corridors connecting Ballard to Downtown. As of December 2013, five potential corridors have been identified after a public input process and a higher level of analysis.

As the transit planning moves forward, Department of Planning and Development (DPD) and SDOT staff are working closely to best leverage the current Ballard strategic planning effort to evaluate potential station locations within the study area.

Parking:

As development has gathered momentum in the HUV, the availability of on-street parking is a concern in the community. There are approximately 3,300 street spaces in the Ballard business and activity center areas. Parking along Market Street is paid parking, with time-limited parking along the streets surrounding NW Market Street in the commercial core. Parking in the industrial areas is mostly unrestricted with some no parking zones along 15th



Transit Classifications Source: SDOT

Avenue and NW 56th Street to the west of NW 24th Avenue.

Through 2013 and continuing into 2014, SDOT in conjunction with DPD, has worked closely with the Urban Design and Transportation committee of the Ballard Partnership for Smart Growth. Over 2014, SDOT will review improvements in the management of existing parking and improvements in parking programs with opportunities for significant public input through the process.



Categories of Parking in the HUV

Source: SDOT

The Ballard Neighborhood: Transit and Parking

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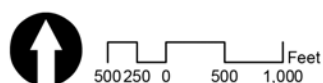
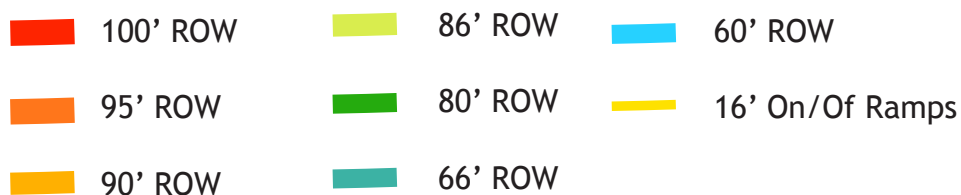
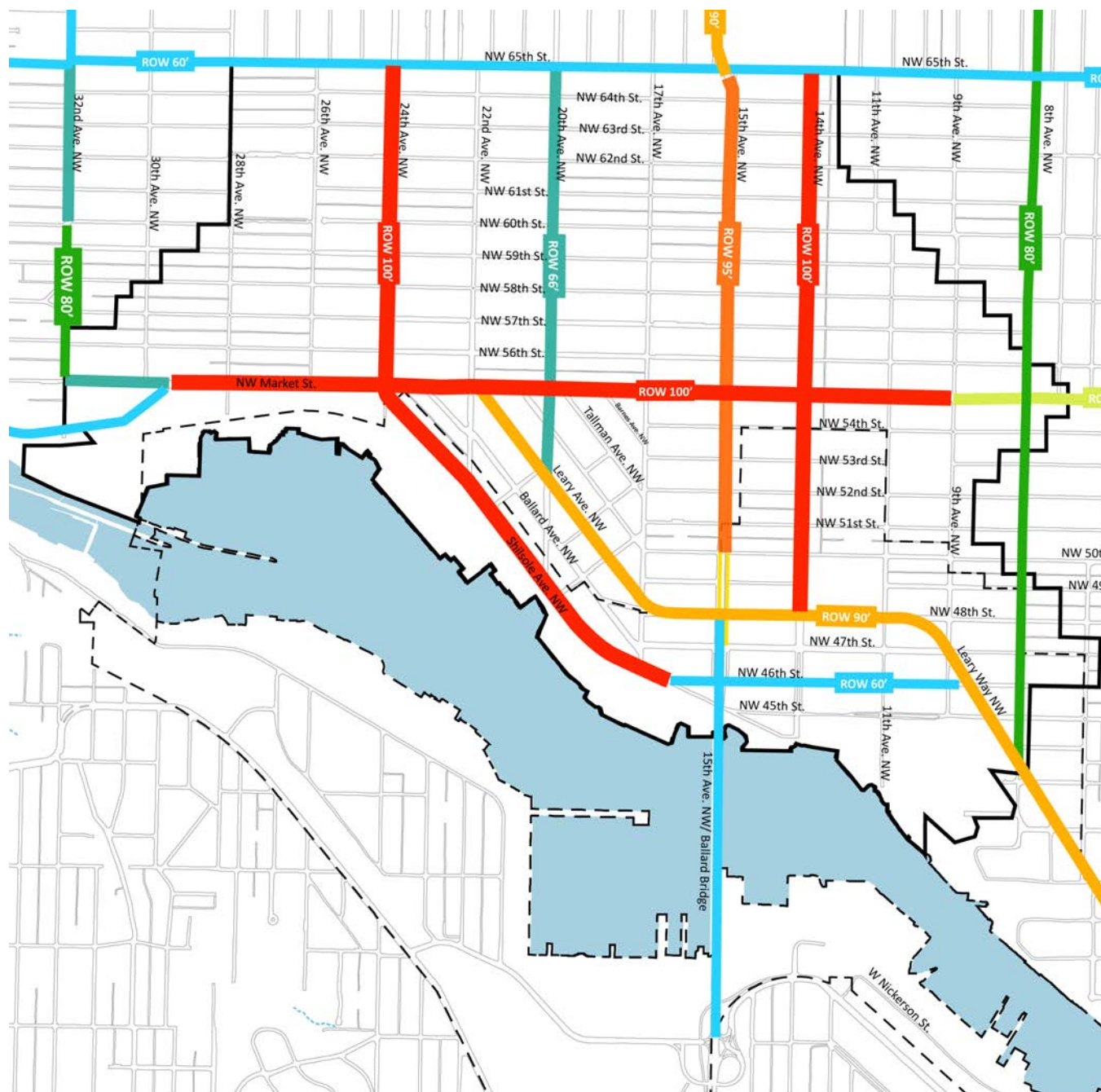
Transit



Research has shown that people who live closer to a transit stop are more likely to use transit for their commute. Transit service that arrives more frequently also contributes to people's choice to use transit for their commute. Twenty- nine percent of people using transit to get to work meet their daily physical activity requirements from the walk associated with taking transit. Health benefits of physical activity include a reduced risk of premature mortality and reduced risks of heart disease, hypertension, colon cancer, and diabetes. For the elderly and the disabled, access to public transit decreases barriers to participation in community and civic life which can decrease feelings of depression and alienation.

% OF RESIDENCES WITHIN ½ MILE OF A BUS OR RAIL STOP
 Study Area: 100% Citywide: 99.97%

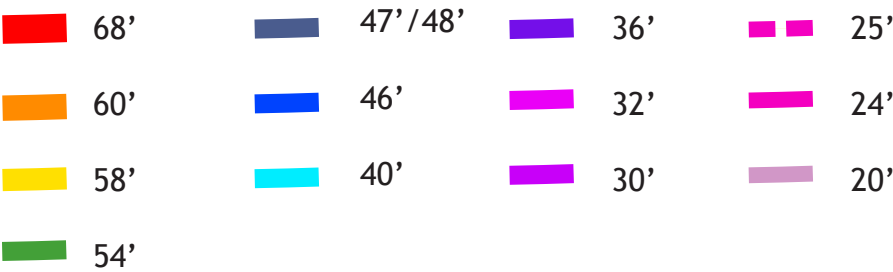
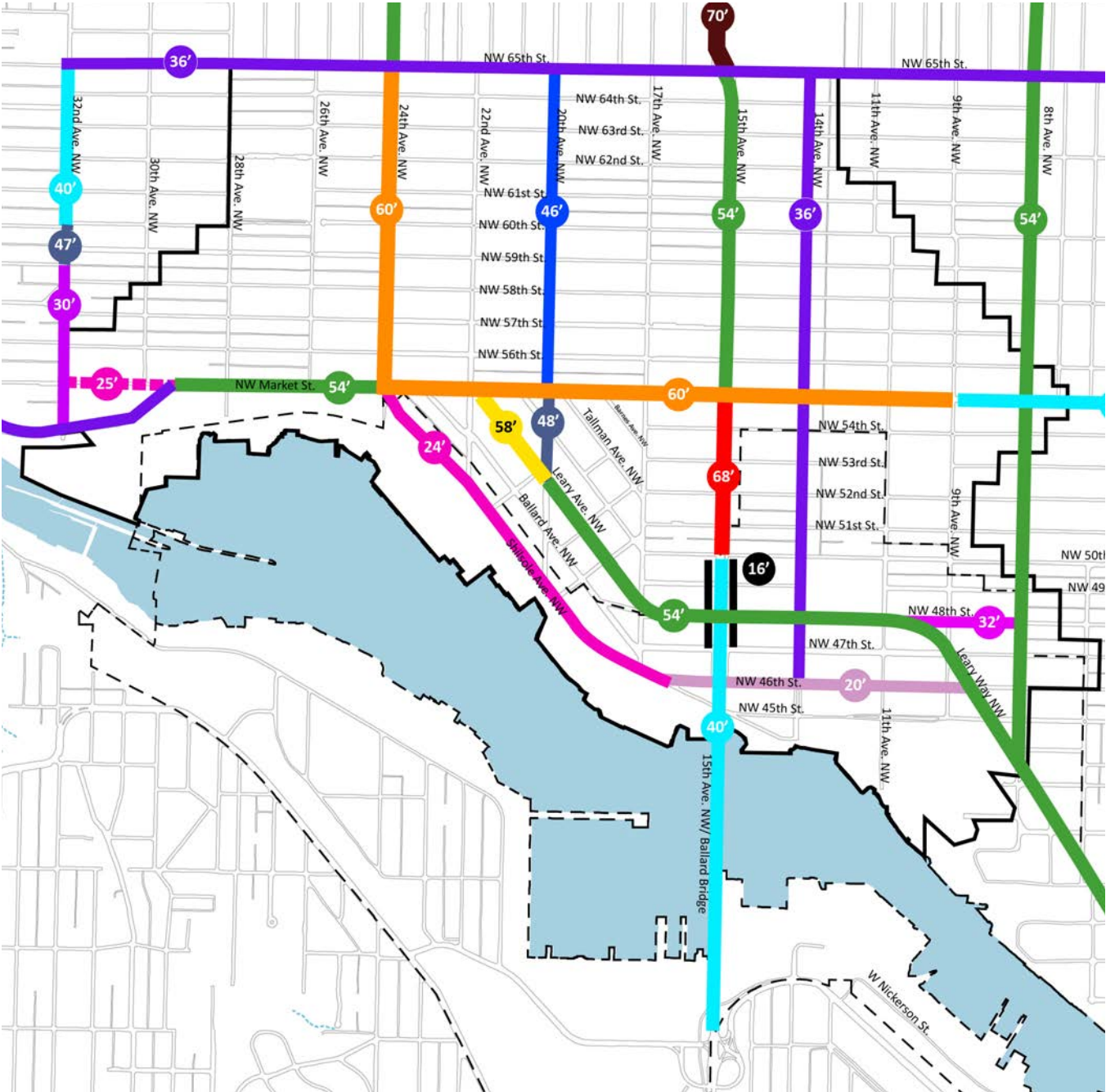
Right of Way Widths



Source: City of Seattle SDOT GIS data

Draft February, 2014

Street Widths



Source: City of Seattle SDOT GIS data

Development Potential

Zoned Capacity Approach

The capacity for development is measured as the difference between potential and existing development and capacity for new development under current zoning.

Development capacity is not a prediction that a certain amount of development will occur in some fixed time period. Aside from the relatively small number of parcels that have either active or pending development permits, there is no way to know when actual redevelopment will happen.

However, many parcels in the city today have zoning that allows for more development than currently exists on them, but not all of them are available or have a demand for development.

Development Potential Map is generally based on the difference between the amount of development on the land today and the amount that could be built under the current zoning.

Sites that were not considered development sites were essentially publicly owned assets. This includes city, county and port owned land. Also included in this set were DNR and BNSF railroad right of way and supporting BNSF land.

Land Capacity Approach

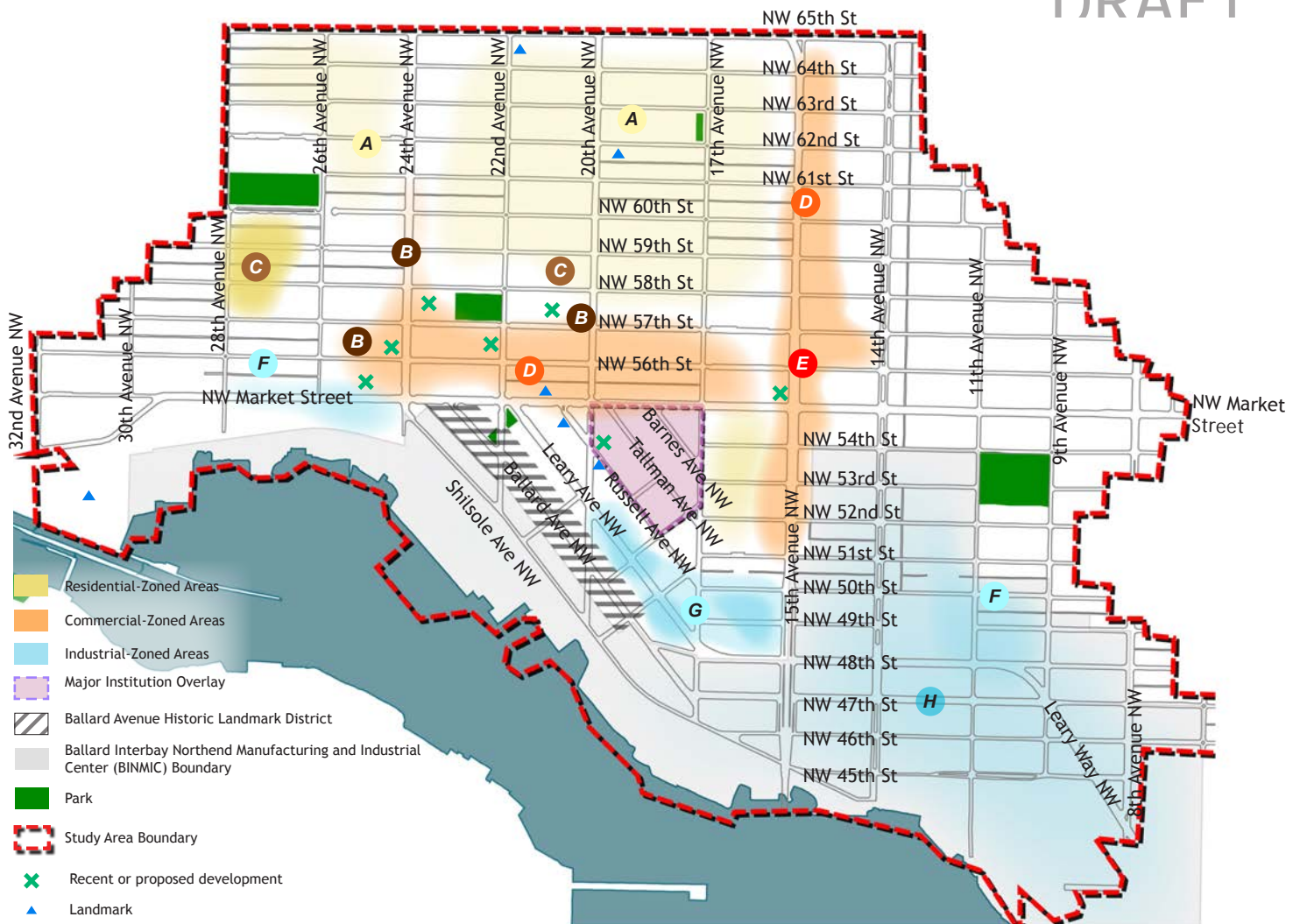
The basic premise is that during the development cycle, properties where the capitalized value of the income generated from an improvement does not exceed the underlying land value given its alternative highest and best use then a property can be considered a potential development site.

The ratio of the assessed improvement value to total assessed value is a key metric to determining a property's economic utilization. Specifically, if this ratio is under 25% then the property is considered a potential development site.

The other key metric was lot square footage. Parcels must be at least 8,000 square feet to be considered for development.

Sites that were not considered development sites were essentially publicly owned assets. This includes city, county and port owned land.

Also included in this set was DNR and BNSF railroad right of way and supporting BNSF land.



A Low Rise 1 Zone (LR 1)

The LR1 zone provides a transition between single family zoned areas and more intense multifamily and commercial areas. LR1 is most appropriate outside Growth Areas. A mix of housing types similar in scale to single family homes such as cottages, rowhouses and townhouses are encouraged.

B Mixed Residential Commercial (MR-RC)

High redevelopment potential. Primarily older multifamily housing adjoining community amenities, including the library, Ballard Commons and commercial areas on 24th Avenue NW.

C Low Rise Multi-Family (LR2 / LR3)

The LR 2 and LR3 zones provide for a variety of multifamily housing types in existing multifamily neighborhoods along arterials and of moderate scale, respectively. A mix of small scale to multifamily townhouses, rowhouses and apartments is encouraged in LR2. Moderate scales are encouraged in LR3.

D Neighborhood Commercial Zone (NC3)

The NC 3 zone provide a larger pedestrian-oriented shopping district serving the surrounding neighborhood and a larger community, citywide or regional clientele; allowing comparison shopping among a range of retail businesses.

E Commercial Zone (C)

The intent of Commercial zones is to provide an auto-oriented, primarily retail/service commercial area that serves surrounding neighborhoods as well as citywide or regional clientele.

F Industrial Buffer Zone (IB)

The intent of the Industrial Buffer is to provide an appropriate transition between industrial areas and adjacent residential zones, or commercial zones having a residential orientation and/or a pedestrian character.

G Industrial Commercial Zone (IC)

The intent of the Industrial Commercial zone is to promote development of businesses which incorporate a mix of industrial and commercial activities, including light manufacturing and research and development, while accommodating a wide range of other employment activities.

H Industrial General (IG2)

The intent of the IG2 zone is to allow a broad range of uses where the industrial function of an area is less established than in IG1 zones, and where additional commercial activity could improve employment opportunities and the physical condition of the area without conflicting with industrial activity.

Transit Communities Typologies

The Seattle Transit Communities Report is a blueprint to capitalize on investments made in transit and a primer on creating vibrant and successful transit communities. The report describes why transit communities matter and what makes them successful.

It is generally agreed that transit should be accessible within a 10-minute walk (one quarter to one half mile) or bike ride (approximately two miles), depending on the level of service. People are willing to travel further to transit when they know it will arrive quickly and if they will feel safe and comfortable while they wait.

The Comprehensive Plan recognizes that transit communities often overlap with the geographic areas of urban villages, and the presence of frequent and reliable transit service reinforces the intended function of the urban villages by providing viable mobility options for residents and employees. Each of these areas is intended to see growth and change over time, and together they work to accommodate future growth in the City.

The Seattle Transit Communities report identified four typologies - Mixed Use Center, Mixed Use Neighborhood, Special District and Industrial Jobs Center - to determine the land use strategies and essential components of livability needed.

Each of 41 transit communities was designated a typology to guide investments and land use strategies.

The station areas around Market Street and 17th Avenue, Market Street and 15th Avenue and Market Street and 24th Avenue are assigned the Mixed-Use Centers typology.

The station area near Leary and 14th Avenue was not assigned a typology in the initial Seattle Transit Communities Study. Based on character and location, the area around Leary and 14th Avenue can be described by the Mixed-Use Neighborhood/Industrial Job Center typology.

The area surrounding a potential station at 15th Avenue and 65th Street is assigned a Mixed Use Neighborhood typology. Descriptions of these typologies are included in the Appendix.

Opportunity Areas

Detailed urban design and form analysis is focused on the areas that have most potential and likelihood of future development.



1

24th NW @ Market

2

20th and 22nd Avenues NW @ NW Market Street

3

15th and 17th Avenues NW @ NW Market Street

4

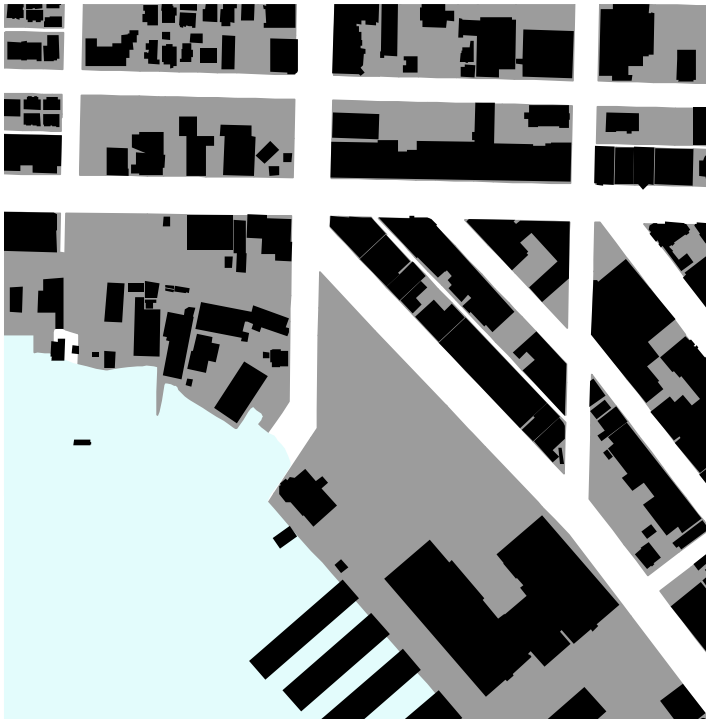
15th and 14th Avenues NW @ NW Leary Way

5

22nd Avenue NW @ NW 56th Street

24th NW @ NW Market Street

Block Structure



Typical Land Uses: Broad range - Retail, gas station, residential, industrial, restaurants, business support services, banks, construction material suppliers, fisheries, automotive services, veterinary, clothing stores.

Typical Building Types: A variety of commercial buildings, including one story commercial buildings, re-used 2- 3 story historic buildings, and recent multi-story residential buildings with commercial street frontage.

Street Level Uses: Active retail or ground related uses along NW Market Street east of 24th Avenue NW. Industrial uses along Shilsole Avenue. Warehouse and commercial uses along Market Street to the west of 24th Avenue NW.

Parking Location and Access: East of 24th Avenue NW, parking is located to the rear of the building, and away from Market Street. To the West of 24th Avenue NW, parking is access from Market Street NW. Large expanses of surface parking along Shilsole Avenue. For Market Street, parking is access from NW 56th Street .

Relationship to street/setbacks: No setbacks along Market Street.

Building Heights



Internal and External Relationships: Local commercial uses oriented toward NW Market Street east of 24th Avenue NW with regional commercial uses present on the west of 24th Avenue NW. 24th Avenue terminus on waterfront can provide a level of pedestrian access to the waterfront. Exits into the Ballard Avenue Landmark District provide relief from traffic.

Potential Access Challenges: Sensitive integration with the Ballard Avenue Historic District

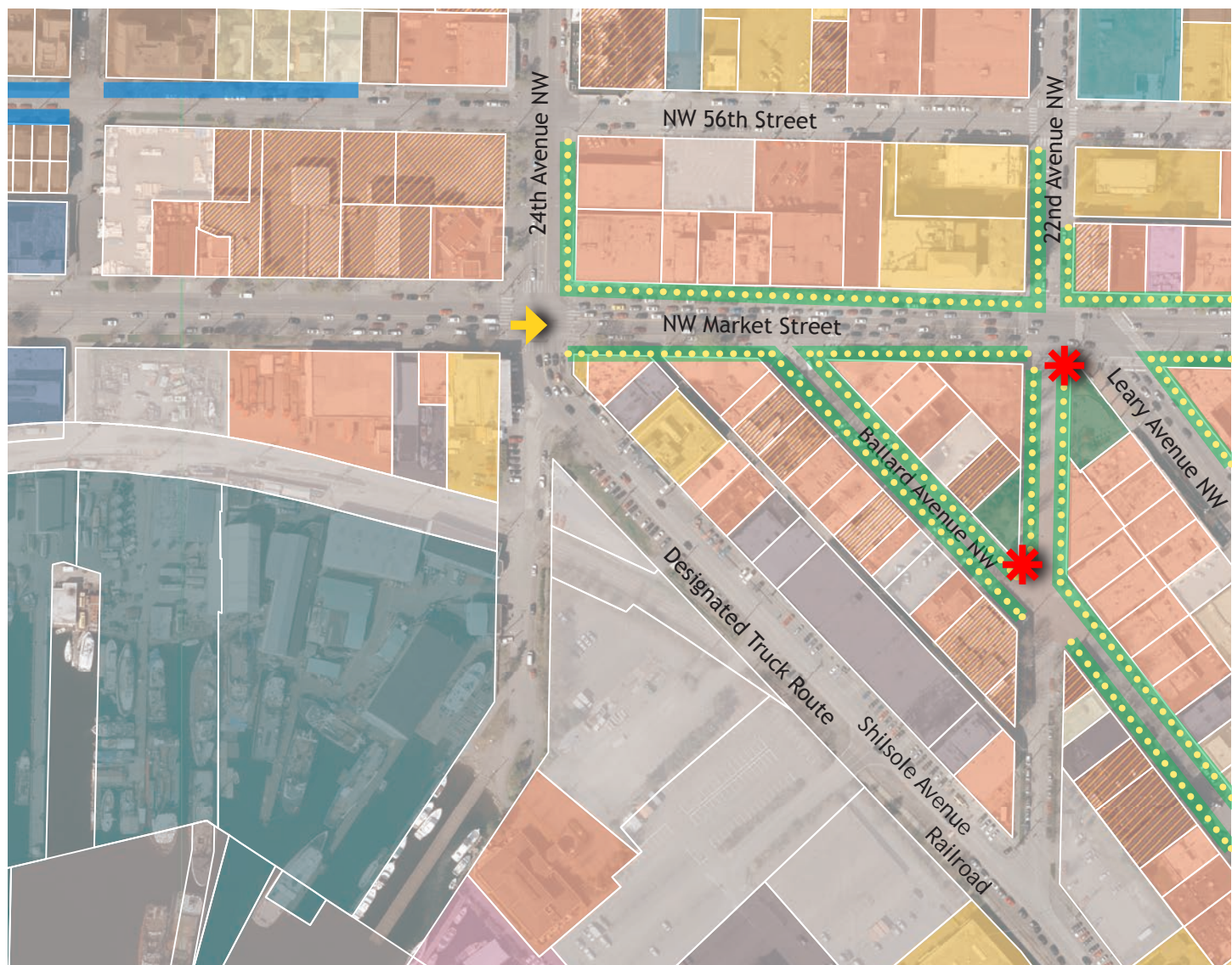
Station-area access opportunities: Facilitate connection to the Burke Gilman Trail. Way-finding to Ballard attractions such as the Public Library, Ballard Locks, Ballard Ave Historic District. Potential for waterfront connection between Ballard and Salmon Bay.

1-2 Stories 3-5 Stories 6-8 Stories

DRAFT



Land Use and Built Form



Land Uses

Single Family	Parking
Duplex/Triplex	Industrial
Other Housing	Warehouse
Multi-Family	Transportation/Utility/Communications
Office	Institutions
Retail/Service	Public Facilities
Hotel/Motel	Schools
Entertainment	Open Space
Mixed-Use	Water Body

Streetscapes and Edges

- Pedestrian-oriented commercial streetscape (eg. building entries or landscaping face street windows, lighting, seating, comfortable human environment)
- Pedestrian-oriented residential streetscape (e.g., residential entries relate to street, no blank walls, comfortable path, lighting, no exterior service areas)
- Functional, visually attractive streetscape (e.g., landscaping, trees, adequate side walk, no eyesores)
- Community Landmark
- Gateway

BALLARD WEST

24th NW @ Market



Facing north



Facing east

station area characteristics



Employment

Approximate # Jobs: 2,563

#CTR Worksites: 6



Walkscore

95

Walker's Paradise

Daily errands do not require a car



Land Use Mix

Principal Uses: Multifamily (26%), Retail/Service (15%), Terminal/Warehouse (14%), Recreation/Entertainment (7%), Government Service (6%)



Bikescore

73

Very Bikeable

Biking is convenient for most trips



Attractions & Destinations

Ballard Farmer's Market, Ballard Library, Ballard Avenue Landmark District, Swedish Medical Center



Transitscore

52

Good Transit

Many nearby public transportation options



Urban Center Designation

Ballard Hub Urban Village

Balance of housing and employment with a focus of goods, services, and employment for communities that are not close to urban centers



Population Density

27 people/acre

Approx. walkshed population = 4,650

Approx. # households = 2,407



Transit Communities Typology

Mixed Use Center

Vibrant, eclectic hub with frequent, reliable transit
Civic and recreational amenities are easily accessible



Recent/Ongoing Planning Initiatives

Seattle Neighborhood Greenways

Seattle Bicycle Master Plan

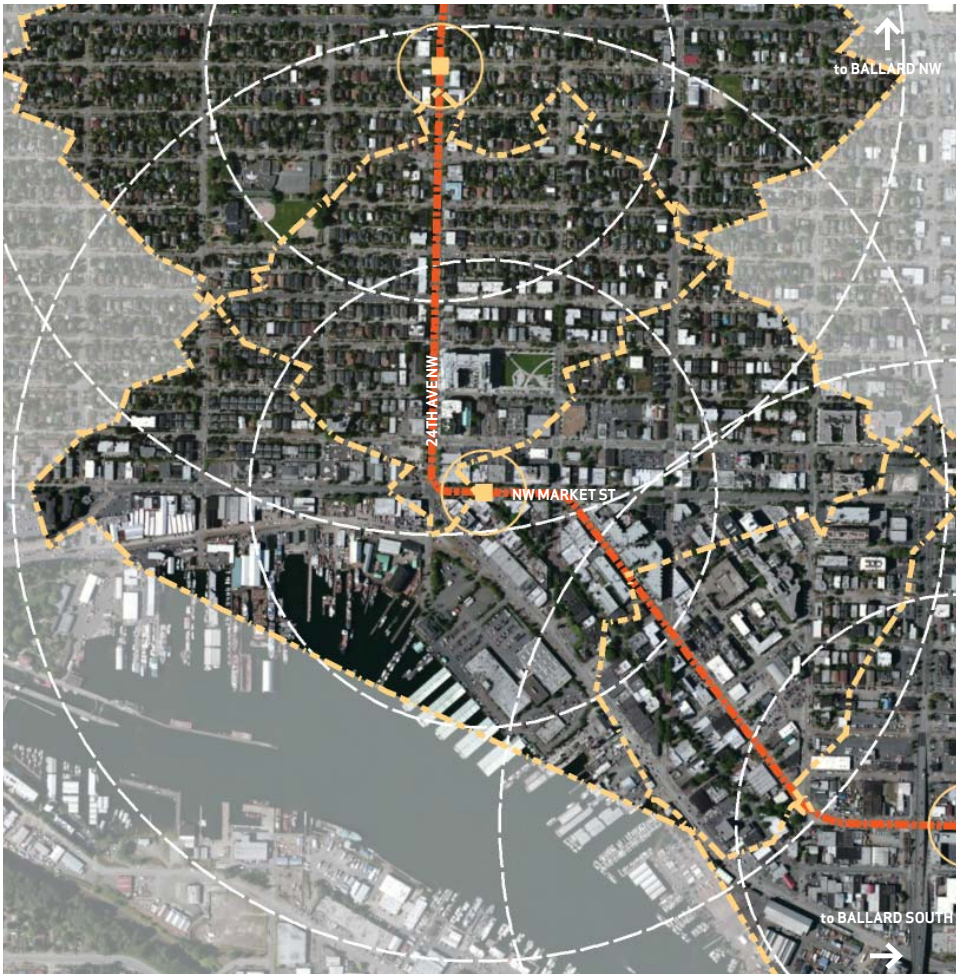
Seattle Pedestrian Master Plan



Facing south

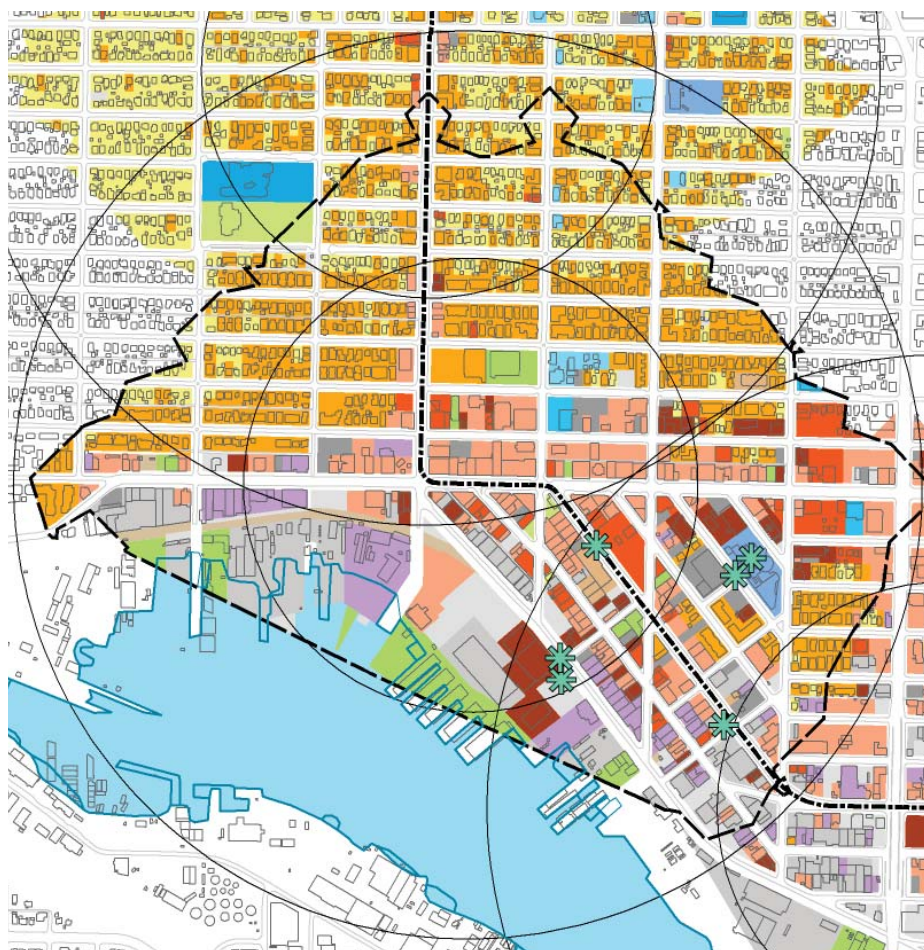
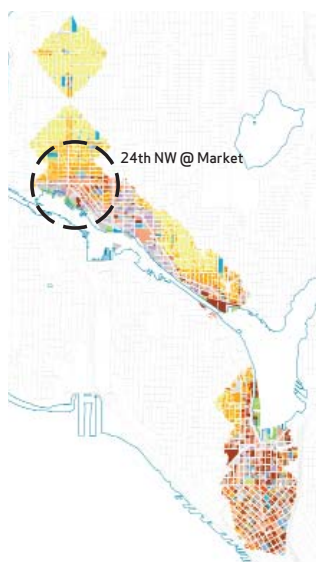


Facing west



1/4 MI

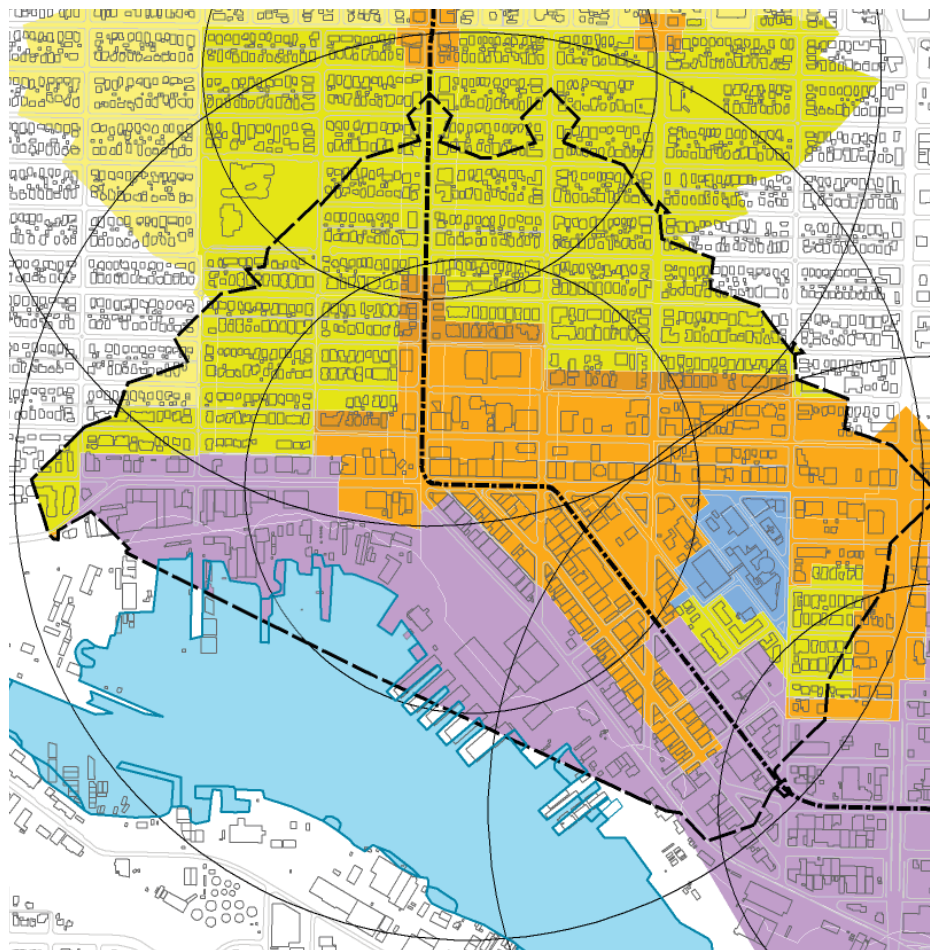
existing land use



legend

agriculture	open space	school/daycare
church	other housing	single family
government service	park/playground	terminal/warehouse
industrial	parking	utility
mixed use	public facility	vacant
multifamily	recreation/entertainment	other
office	retail/service	water body
CTR worksites within 10 minute walkshed	CTR worksites	approximate 1/4 mile walkshed (about 10 minutes)

existing zoning (broad categories)



legend

- downtown
- major institutions
- manufacturing/industrial
- multifamily
- neighborhood/commercial
- residential/commercial
- single family

— — — approximate 1/4 mile walkshed
(about 10 minutes)

20th and 22nd Avenues NW @ NW Market Street

Block Structure



Typical Land Uses: Primarily commercial, with some office, institutional and mixed use commercial-residential.

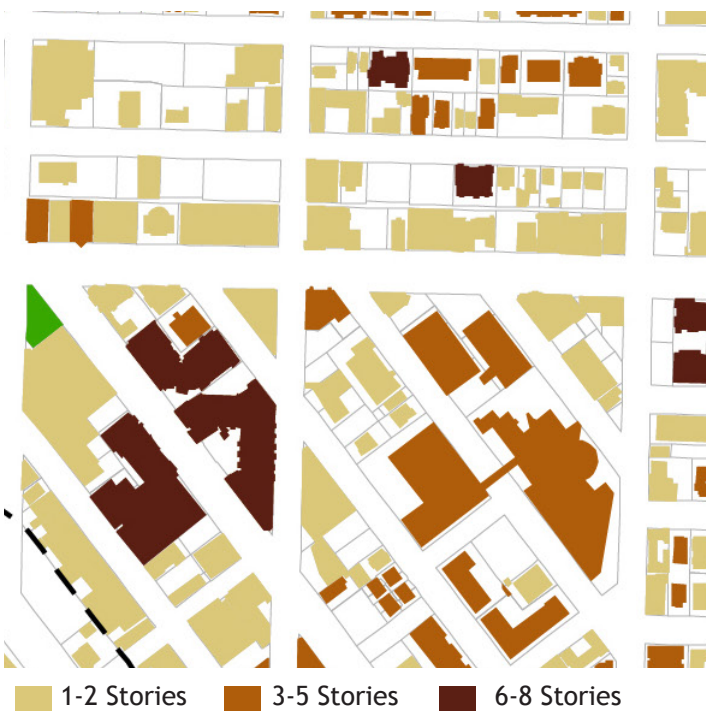
Typical Building Types: 1-2 story pedestrian friendly commercial on NW Market Street between 24th Avenue NW and 20th Avenue NW. Corner buildings are taller - 3-4 story. Most buildings belong to the mid 20th Century.

Street Level Uses: Active retail, including cafes, restaurants, bakeries, book shops, a cinema, the historic Library building and a variety of small businesses serving the everyday needs of the neighborhood. Some office, such as insurance, educational services closer to 17th Avenue NW.

Parking Location and Access: On-street parking on both sides of NW Market Street with additional parking lots accessible from NW 56th Street. On street parking on all streets south of NW Market Street also serve this business and office area. A few NW Market Street facing parking lots closer to 17th Avenue NW.

Relationship to Street/Setbacks: Buildings built to the sidewalk along Market Street.

Building Heights



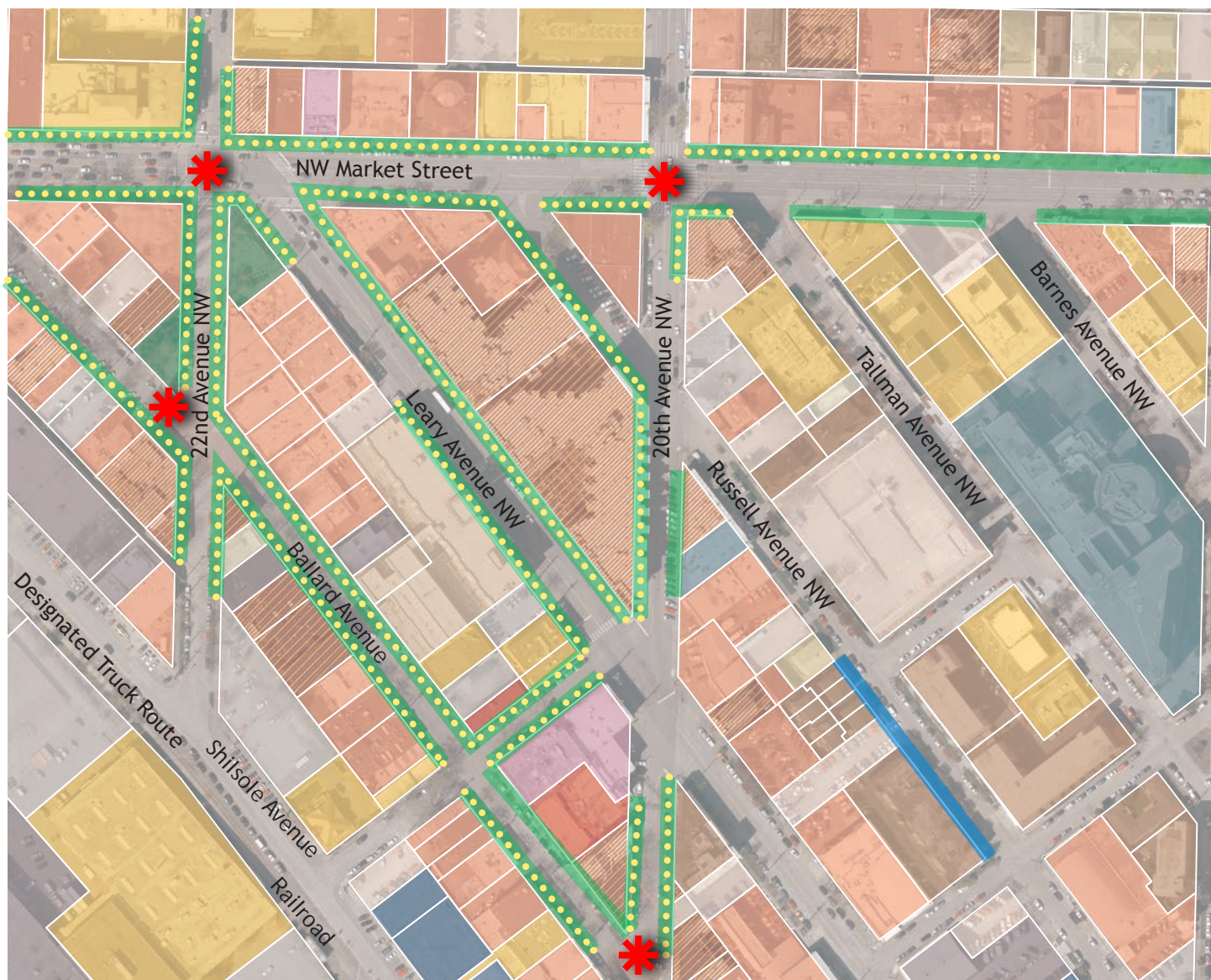
Internal/External Relationships: This business and commercial district draws customers from within Ballard and from the City as a whole. It is well known for its restaurants, bars and active community atmosphere.

Potential Access Challenges: Heavy traffic on NW Market Street and NW Leary Way is challenging for pedestrians and cyclists. Large mixed use condominium and apartment buildings create a somewhat sterile environment along NW Leary Way between NW 22nd and 20th Avenues. Long east-west blocks limit opportunities for crossing NW Market Street. Large street facing parking lots and institutional buildings with poor connections to public space create an impersonal public realm.

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Land Use and Built Form



Land Uses

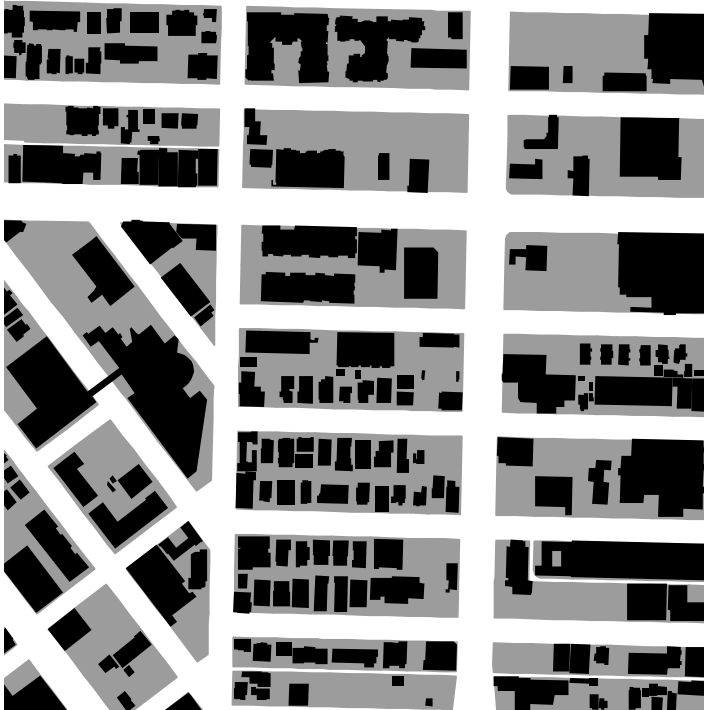
Single Family	Parking
Duplex/Triplex	Industrial
Other Housing	Warehouse
Multi-Family	Transportation/Utility/Communications
Office	Institutions
Retail/Service	Public Facilities
Hotel/Motel	Schools
Entertainment	Open Space
Mixed-Use	Water Body

Streetscapes and Edges

	Pedestrian-oriented commercial streetscape (eg. building entries or landscaping face street windows, lighting, seating, comfortable human environment)
	Pedestrian-oriented residential streetscape (e.g., residential entries relate to street, no blank walls, comfortable path, lighting, no exterior service areas)
	Functional, visually attractive streetscape (e.g., landscaping, trees, adequate side walk, no eyesores)
	Community Landmark
	Community Node
	Gateway

15th and 17th Avenues NW @ NW Market Street

Block Structure



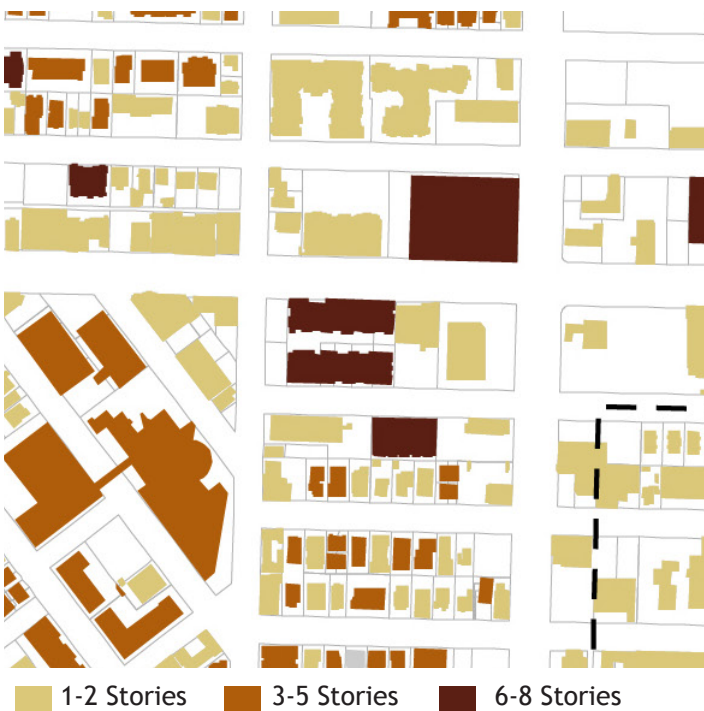
Typical Land Uses: Large mixed use condos and apartment buildings, some office, big box retail, institutional, some office and some pedestrian oriented retail, low rise multifamily residential in border areas between 15th Avenue NW and 17th Avenue NW.

Typical Building Types: Range from 1 and 2 story pedestrian oriented commercial on NW Market Street to 6-7 story buildings between 15th and 17th Avenues. Multifamily residential buildings on the south of NW Market Street between 15th and 17th Avenues date back to the period between 1960-1991. 4-5 story institutional buildings belonging to the Ballard Swedish Hospital along 17th Avenue south of Market.

Street Level Uses: Active retail on Market Street west of 15th Avenue. Auto-oriented retail east of 15th Avenue and along 15th Avenue.

Parking Location: Large parking lots as part of the Swedish Campus and along 15th Avenue and on Market Street east of 15th Avenue. A few smaller street facing lots on NW Market Street between 15th and 17th Avenues. On street parking along all streets.

Building Heights



Relationships to street/setbacks: Retail along NW Market Street is pedestrian oriented and maintains a reasonable connection to the public realm. Medical buildings do not have active uses on the first floor. Big box retail along 15th Avenue NW and NW Market Street east of 15th Avenue have deep setbacks and street facing parking lots. Newer condominiums and apartment buildings have retail on the ground floor with the potential for creating a reasonably good connection to public space.

Potential Access Challenges: Heavy traffic on NW Market Street is challenging for pedestrians and cyclists. Poor environment on 15th Avenue NW for pedestrians and cyclists due to heavy traffic, narrow sidewalks and limited cycling facilities.

Station-area access opportunities: Wayfinding to commercial and institutional (Swedish) areas to the west. Accommodation of improved pedestrian and bicycle crossing at busy 15th and Market intersection. Integration with future greenway facilities on 17th Avenue NW. Potential to provide direct connections to planned bicycle facilities on 14th Avenue NW. Potential for integration with Rapid Ride D line and other bus service along 15th

DRAFT



Land Use and Built Form



Land Uses

Single Family	Parking
Duplex/Triplex	Industrial
Other Housing	Warehouse
Multi-Family	Transportation/Utility/Communications
Office	Institutions
Retail/Service	Public Facilities
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Streetscapes and Edges

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	Functional, visually attractive streetscape (e.g., landscaping, trees, adequate side walk, no eyesores)
	Community Landmark
	Community Node
	Gateway

BALLARD

15th NW @ Market



Facing north



Facing east

station area characteristics



Employment

Approximate # Jobs: 2,797
#CTR Worksites: 6



Walkscore

97
Walker's Paradise
Daily errands do not require a car



Land Use Mix

Principal Uses: Multifamily (23%), Retail/Service (22%), Single Family (14%), Industrial (6%), Terminal/Warehouse (6%), Mixed Use (6%)



Bikescore

73
Very Bikeable
Biking is convenient for most trips



Attractions & Destinations

Ballard Farmer's Market, Ballard Library, Ballard Avenue Landmark District, Swedish Medical Center



Transitscore

53
Good Transit
Many nearby public transportation options



Urban Center Designation

Ballard Hub Urban Village
Balance of housing and employment with a focus of goods, services, and employment for communities that are not close to urban centers



Population Density

27 people/acre
Approx. walkshed population = 5,074
Approx. # households = 2,626



Transit Communities Typology

Mixed Use Center
Vibrant, eclectic hub with frequent, reliable transit
Civic and recreational amenities are easily accessible



Recent/Ongoing Planning Initiatives

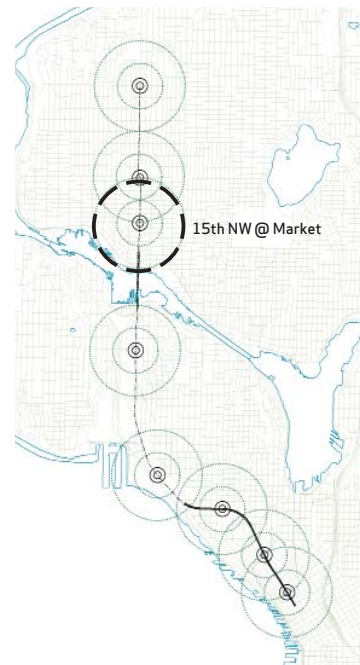
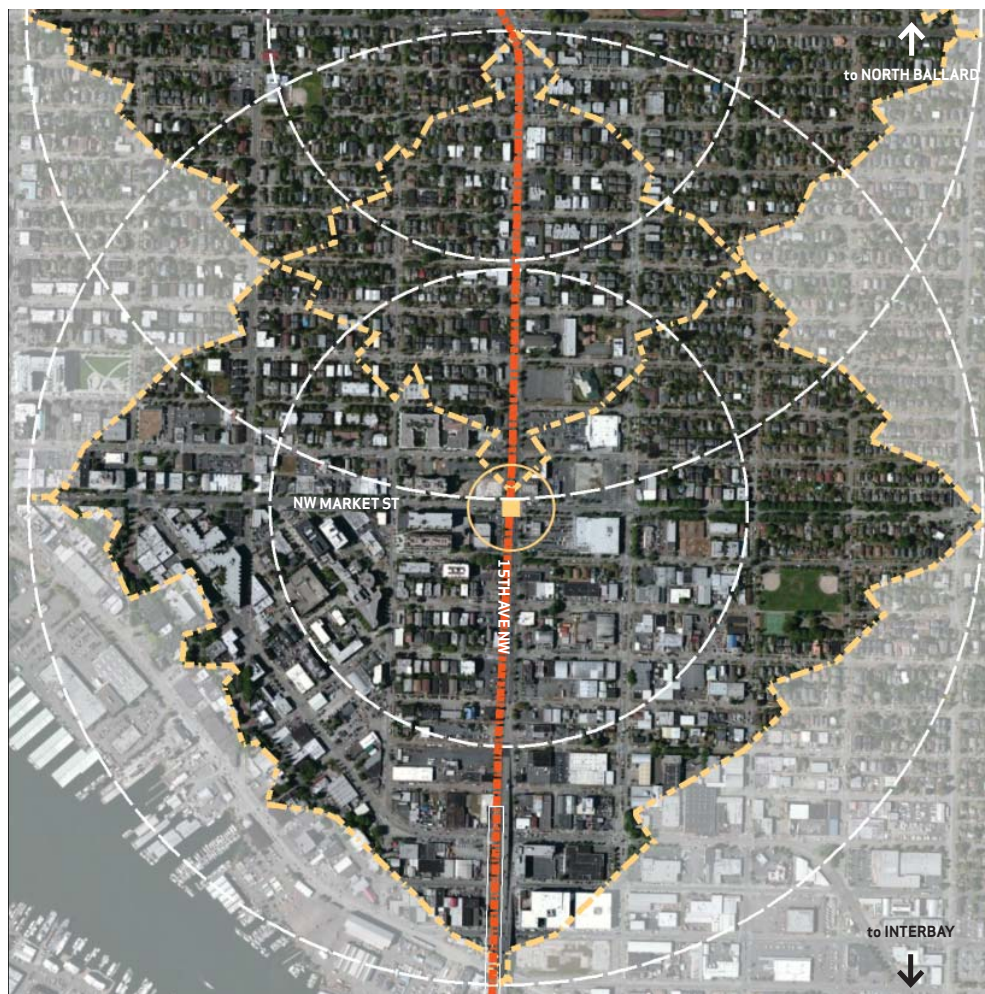
Ballard to Interbay Corridor Land Use Study
Seattle Neighborhood Greenways
Seattle Bicycle Master Plan
Seattle Pedestrian Master Plan



Facing south

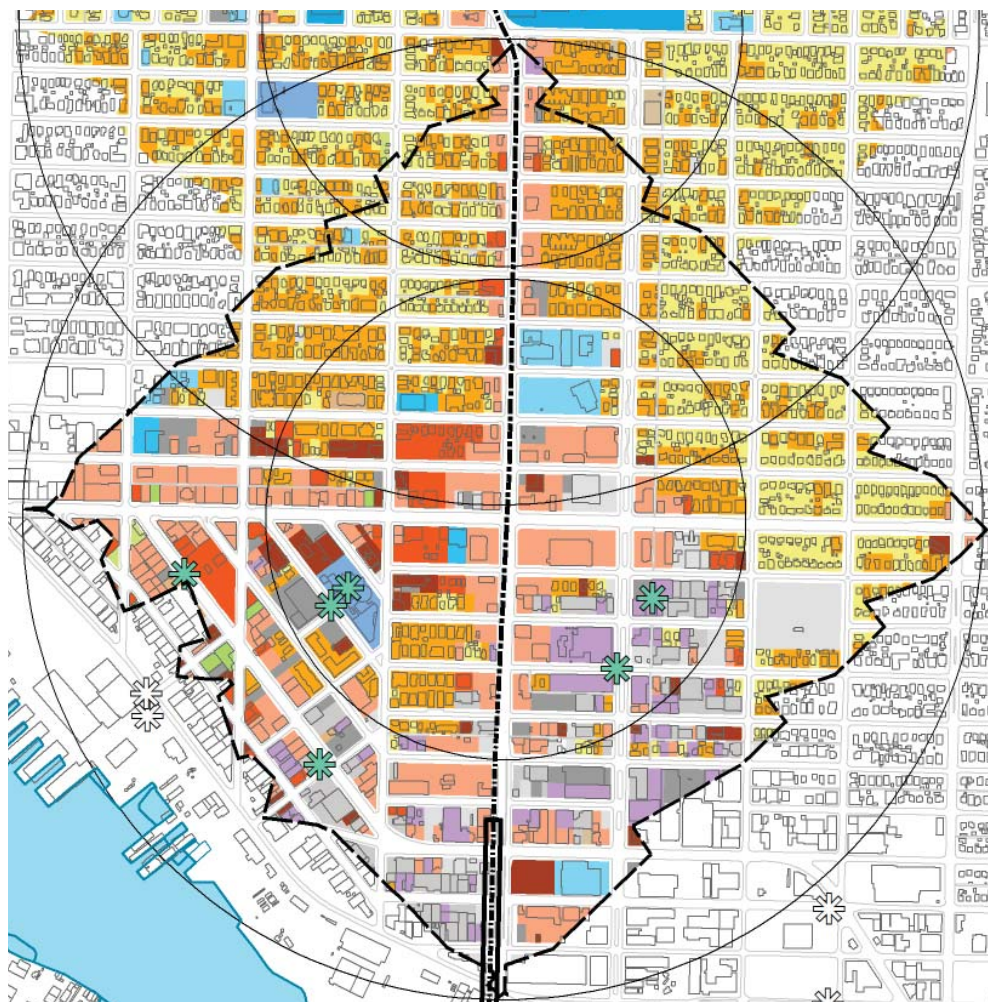
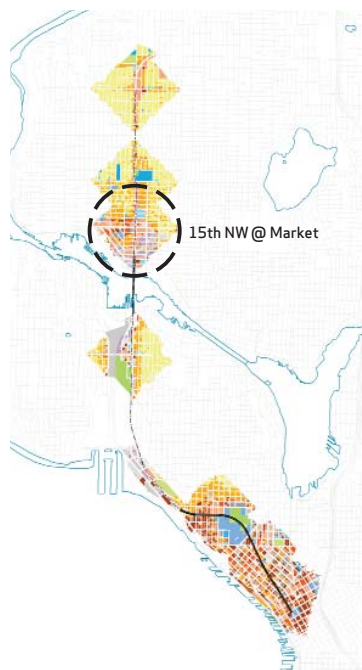


Facing west



1/4 MI

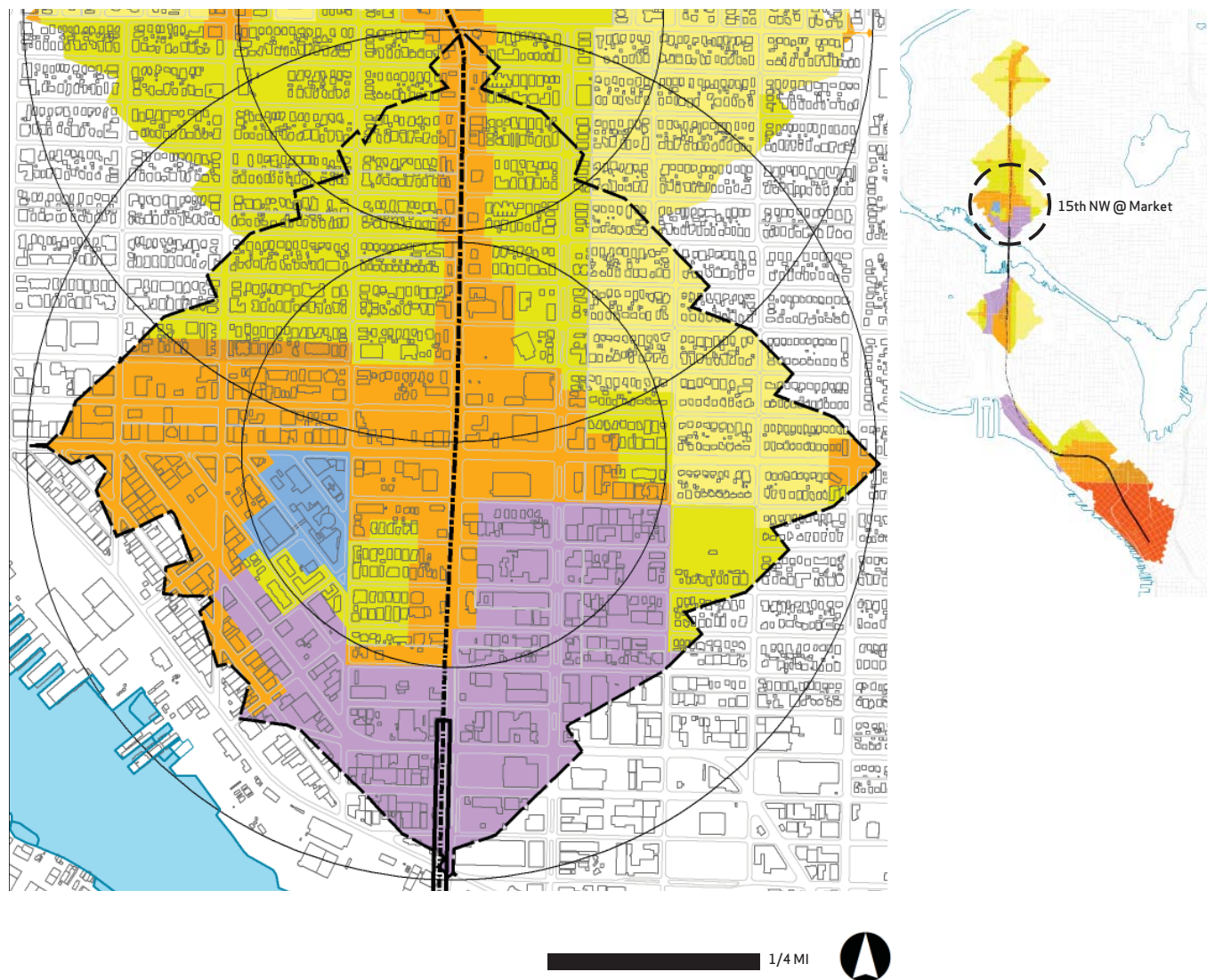
existing land use & major employers



legend

 agriculture	 open space	 school/daycare
 church	 other housing	 single family
 government service	 park/playground	 terminal/warehouse
 industrial	 parking	 utility
 mixed use	 public facility	 vacant
 multifamily	 recreation/entertainment	 other
 office	 retail/service	 water body
 CTR worksites within 10 minute walkshed	 CTR worksites	 approximate 1/4 mile walkshed (about 10 minutes)

existing zoning (broad categories)



legend

- downtown
- major institutions
- manufacturing/industrial
- multifamily
- neighborhood/commercial
- residential/commercial
- single family
- approximate 1/4 mile walkshed (about 10 minutes)

BALLARD

Market @ 17th NW



Facing north



Facing east

station area characteristics



Employment

Approximate # Jobs: 2,692
#CTR Worksites: 8



Walkscore

97
Walker's Paradise
Daily errands do not require a car



Land Use Mix

Principal Uses: Multifamily (24%), Retail/Service (23%), Single Family (14%), Terminal/Warehouse (7%), Industrial (6%), Mixed Use (6%)



Bikescore

73
Very Bikeable
Biking is convenient for most trips



Attractions & Destinations

Ballard Farmer's Market, Ballard Library, Ballard Avenue Landmark District, Swedish Medical Center



Transitscore

53
Good Transit
Many nearby public transportation options



Urban Center Designation

Ballard Hub Urban Village
Balance of housing and employment with a focus of goods, services, and employment for communities that are not close to urban centers



Population Density

27 people/acre
Approx. walkshed population = 4,885
Approx. # households = 2,528



Transit Communities Typology

Mixed Use Center
Vibrant, eclectic hub with frequent, reliable transit
Civic and recreational amenities are easily accessible



Recent/Ongoing Planning Initiatives

Ballard to Interbay Land Use Corridor Study
Seattle Neighborhood Greenways
Seattle Bicycle Master Plan
Seattle Pedestrian Master Plan



Facing south

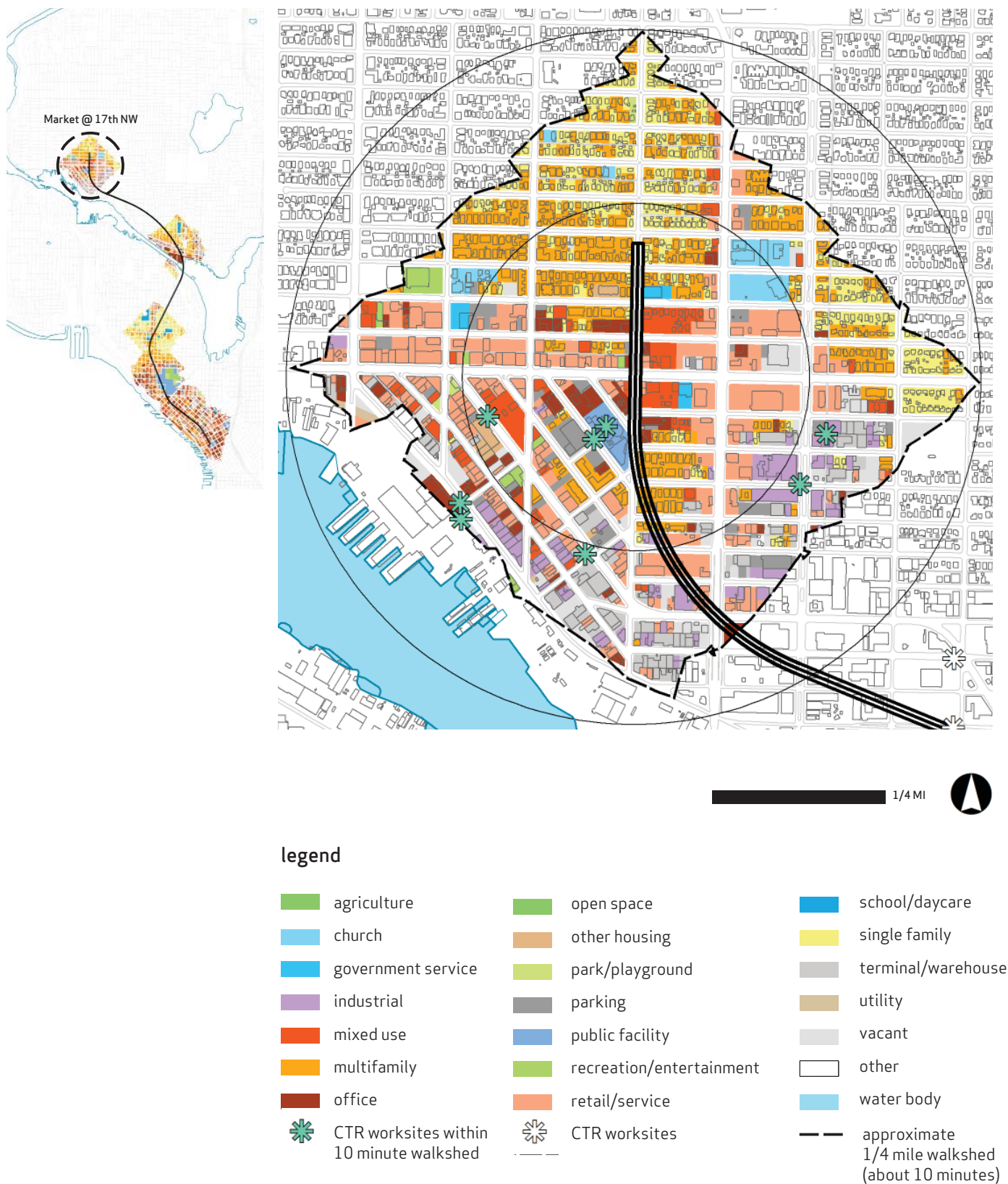


Facing west



1/4 MI

existing land use



existing zoning (broad categories)



legend

- downtown
- major institutions
- manufacturing/industrial
- multifamily
- neighborhood/commercial
- residential/commercial
- single family
- approximate 1/4 mile walkshed (about 10 minutes)

15th and 14th Avenues NW @ NW Leary Way

Block Structure



Typical Land Uses: Many small industrial and warehouse parcels, larger office and retail buildings, and larger industrial lots to the south of Shilsole Avenue NW.

Typical Building Types: Industrial and warehouse buildings are typically 1-2 story high with large access entryways, storage yards and long blank facades. Some warehouse buildings are being reused for niche retail. Larger office and retail buildings east of 15th Avenue are full block developments with blocky massing, structured parking and ground level glazing. Industrial lots south of Shilsole have large surface parking lots.

Street Level Uses: Some active retail interspersed with predominantly industrial uses.

Parking Location: Primarily on street, and surface parking lots, with some structured parking in the newer buildings east of 15th Avenue NW.

Relationship to Street/Setbacks: Even though industrial buildings sometimes have long black facades, these buildings are built to the street. Newer retail buildings are also built to meet the public realm. However narrow sidewalks, the presence of the 15th Avenue NW bridge, high traffic volumes and a lack of landscaping contribute to an overall unfriendly pedestrian environment.

Internal and External Relationships: The industrial area is connected to the region via designated truck routes on 15th Avenue NW and Shilsole Avenue NW. 15th Avenue NW is one of the top ten most busy arterials in Seattle by traffic volume. The undercroft of the 15th Avenue bridge creates an unwelcoming environment on the ground level at Leary Way NW.

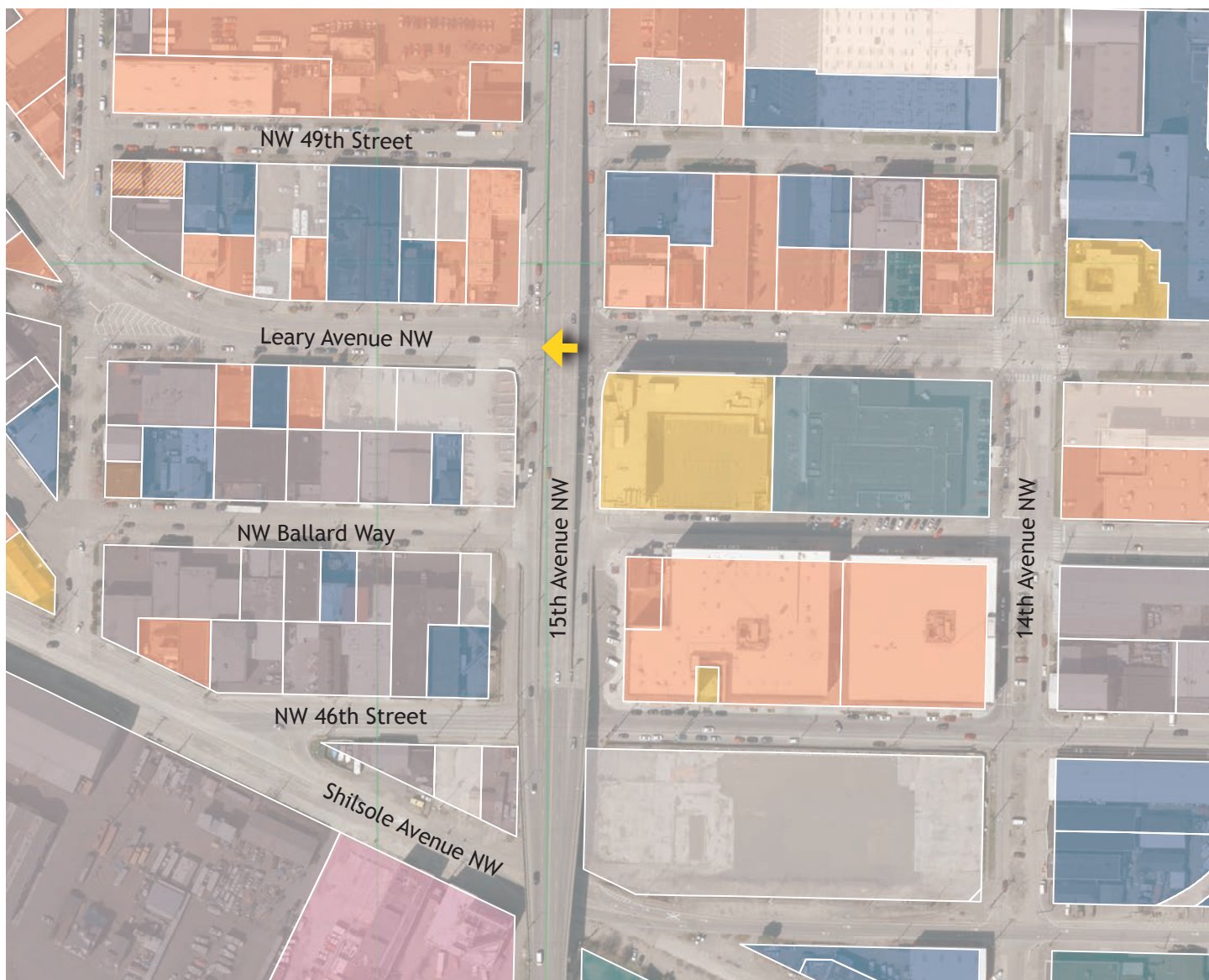
Potential Access Challenges: Sub-par environment for pedestrians and cyclists due to heavy traffic sidewalks in disrepair and limited cycling facilities.

Station-area access opportunities: Facilitate connection to Burke Gilman Trail. Improvements to the pedestrian environment along Leary Way NW. Integration with bicycle facilities on 14th Avenue NW.

Building Heights



DRAFT



Land Uses

Single Family	Parking
Duplex/Triplex	Industrial
Other Housing	Warehouse
Multi-Family	Transportation/Utility/Communications
Office	Institutions
Retail/Service	Public Facilities
Hotel/Motel	Schools
Entertainment	Open Space
Mixed-Use	Water Body

Streetscapes and Edges

	Pedestrian-oriented commercial streetscape (eg. building entries or landscaping face street windows, lighting, seating, comfortable human environment)
	Pedestrian-oriented residential streetscape (e.g., residential entries relate to street, no blank walls, comfortable path, lighting, no exterior service areas)
	Functional, visually attractive streetscape (e.g., landscaping, trees, adequate side walk, no eyesores)
	Community Landmark
	Community Node
	Gateway

Draft February, 2014

BALLARD SOUTH

Leary @ 14th NW



Facing north



Facing east

station area characteristics



Employment
Approximate # Jobs: 2,283
#CTR Worksites: 7



Walkscore
86
Very Walkable
Most errands can be accomplished on foot



Land Use Mix
Principal Uses: Terminal/Warehouse (30%), Retail/Service (21%), Industrial (13%), Vacant (7%), Multifamily (6%)



Bikescore
80
Very Bikeable
Some bike infrastructure



Attractions & Destinations
Ballard Blocks/Trader Joe's, Fred Meyer, Cash & Carry, Swedish Medical Center, Burke Gilman Trail



Transitscore
56
Good Transit
Many nearby public transportation options



Urban Center Designation
Ballard Interbay Northend Manufacturing & Industrial Center
Home to the city's thriving industrial businesses; important regional resource and destination



Population Density
27 people/acre
Approx. walkshed population = 4,146
Approx. # households = 2,146



Transit Communities Typology
Industrial Jobs Center/Mixed Use Neighborhood
Large and small industrial businesses
Transit service is an asset for those commuting to work
Compact, dense, 'complete community' in which residents have access to a range of housing and jobs



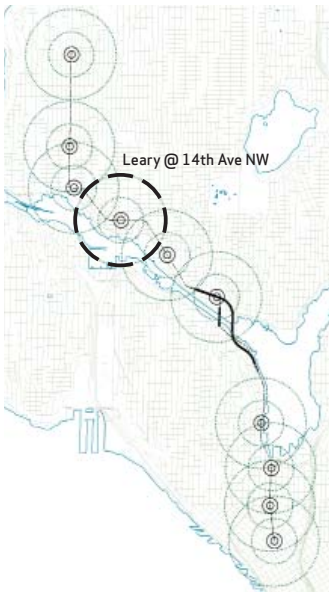
Recent/Ongoing Planning Initiatives
Seattle Bicycle Master Plan
Seattle Pedestrian Master Plan



Facing south

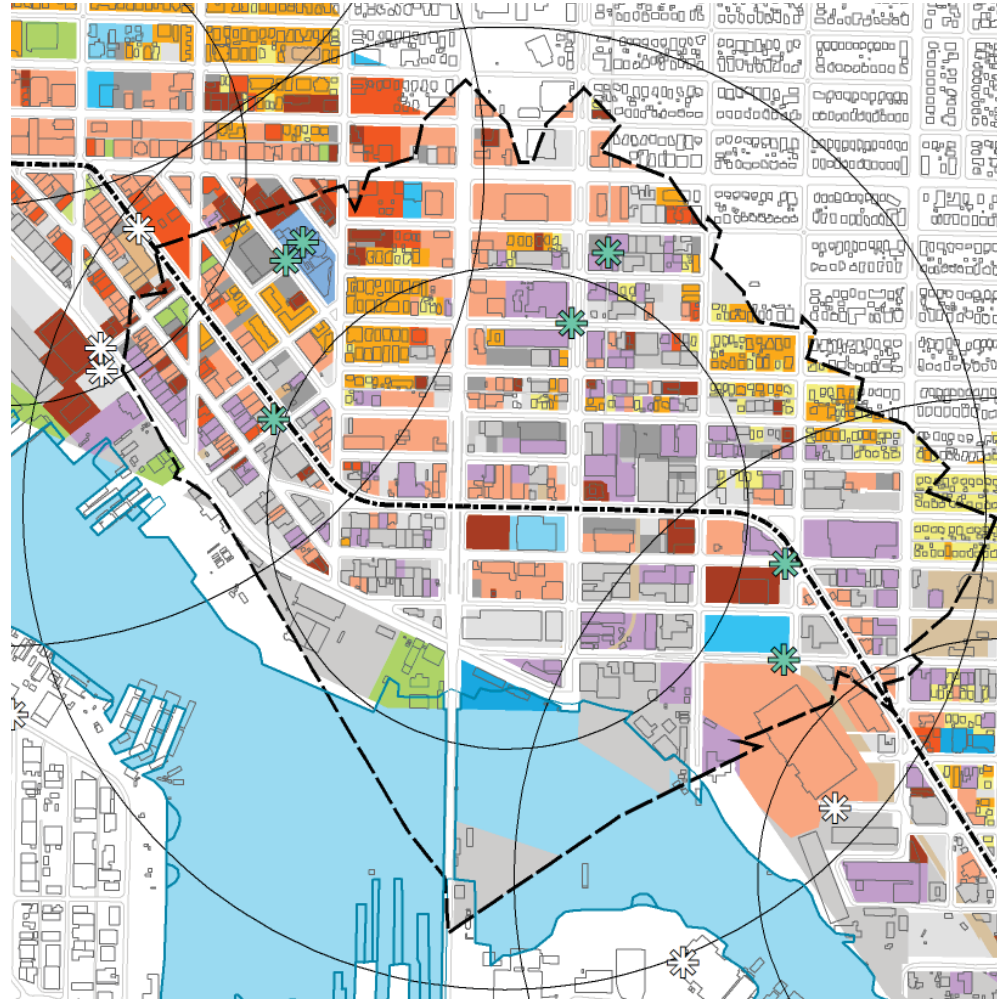
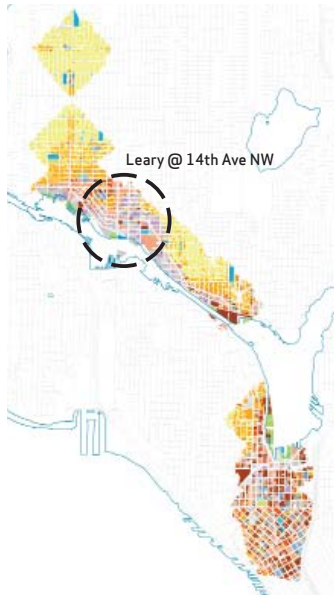


Facing west



1/4 MI

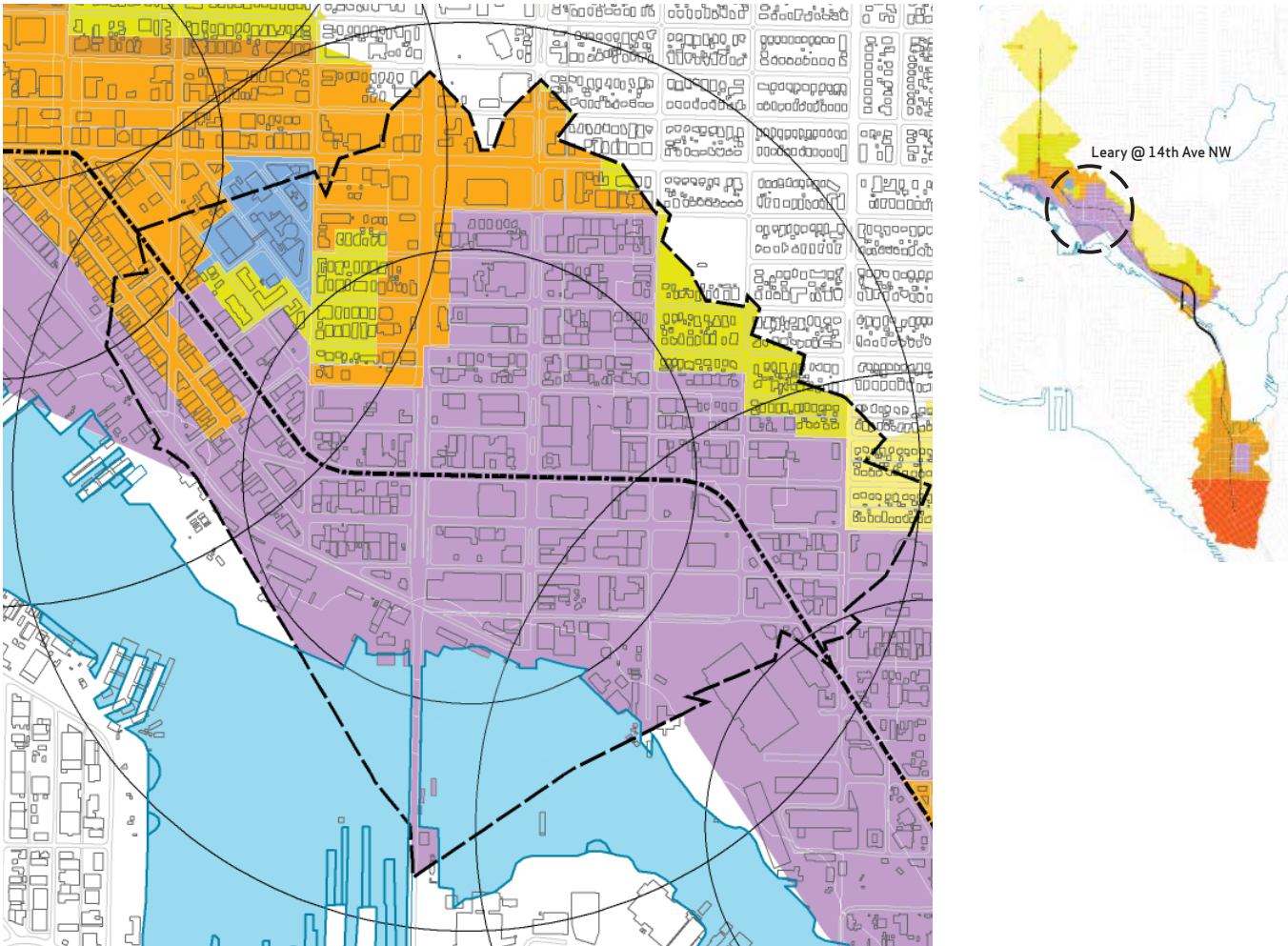
existing land use



legend

agriculture	open space	school/daycare
church	other housing	single family
government service	park/playground	terminal/warehouse
industrial	parking	utility
mixed use	public facility	vacant
multifamily	recreation/entertainment	other
office	retail/service	water body
CTR worksites within 10 minute walkshed	CTR worksites	approximate 1/4 mile walkshed (about 10 minutes)

existing zoning (broad categories)

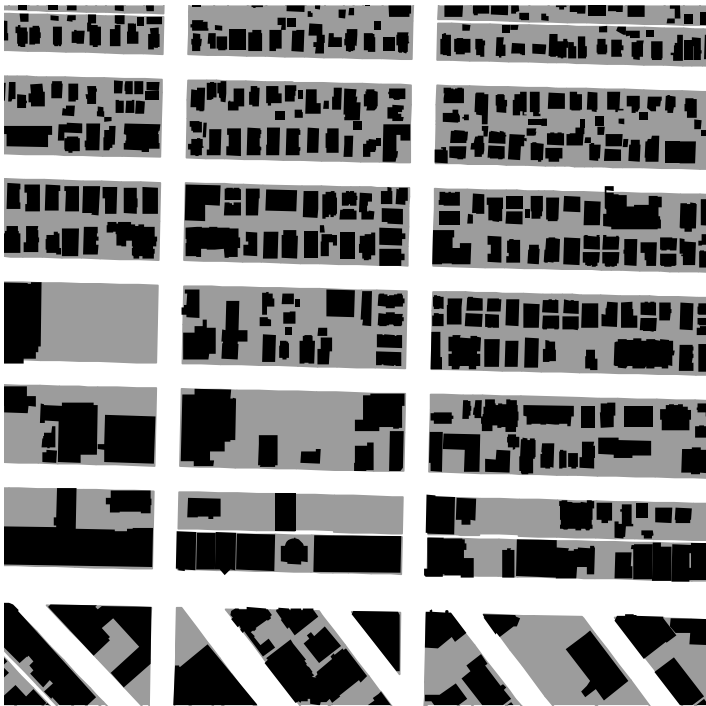


legend

- downtown
 - major institutions
 - manufacturing/industrial
 - multifamily
 - neighborhood/commercial
 - residential/commercial
 - single family
- approximate 1/4 mile walkshed (about 10 minutes)

22nd Avenue NW @ NW 56th Street

Block Structure



Typical Land Uses: Along 22nd, neighborhood center - library, Ballard Commons, Church, Commercial and Multifamily Residential. Uses along 56th are predominantly auto-oriented local commercial such as banks, restaurants, specialty retail (for eg. a hobby store).

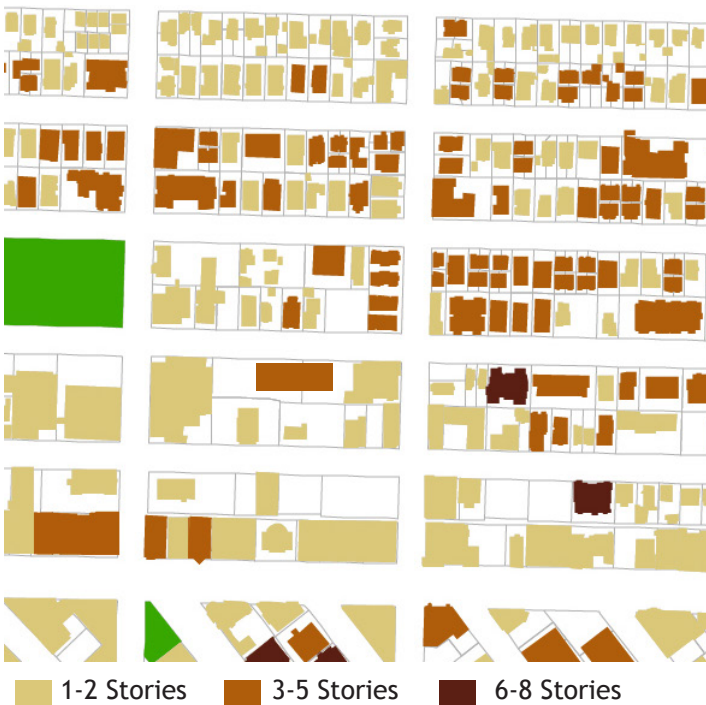
Typical Building Types: Ballard Public Library is a modern building with innovative design and excellent connections to the public realm. Buildings along 56th are predominantly auto oriented local commercial, featuring drive throughs, large street facing surface parking areas and deep set backs.

Street Level Uses: Very few active frontages along 56th.

Parking Location: On-street parking.

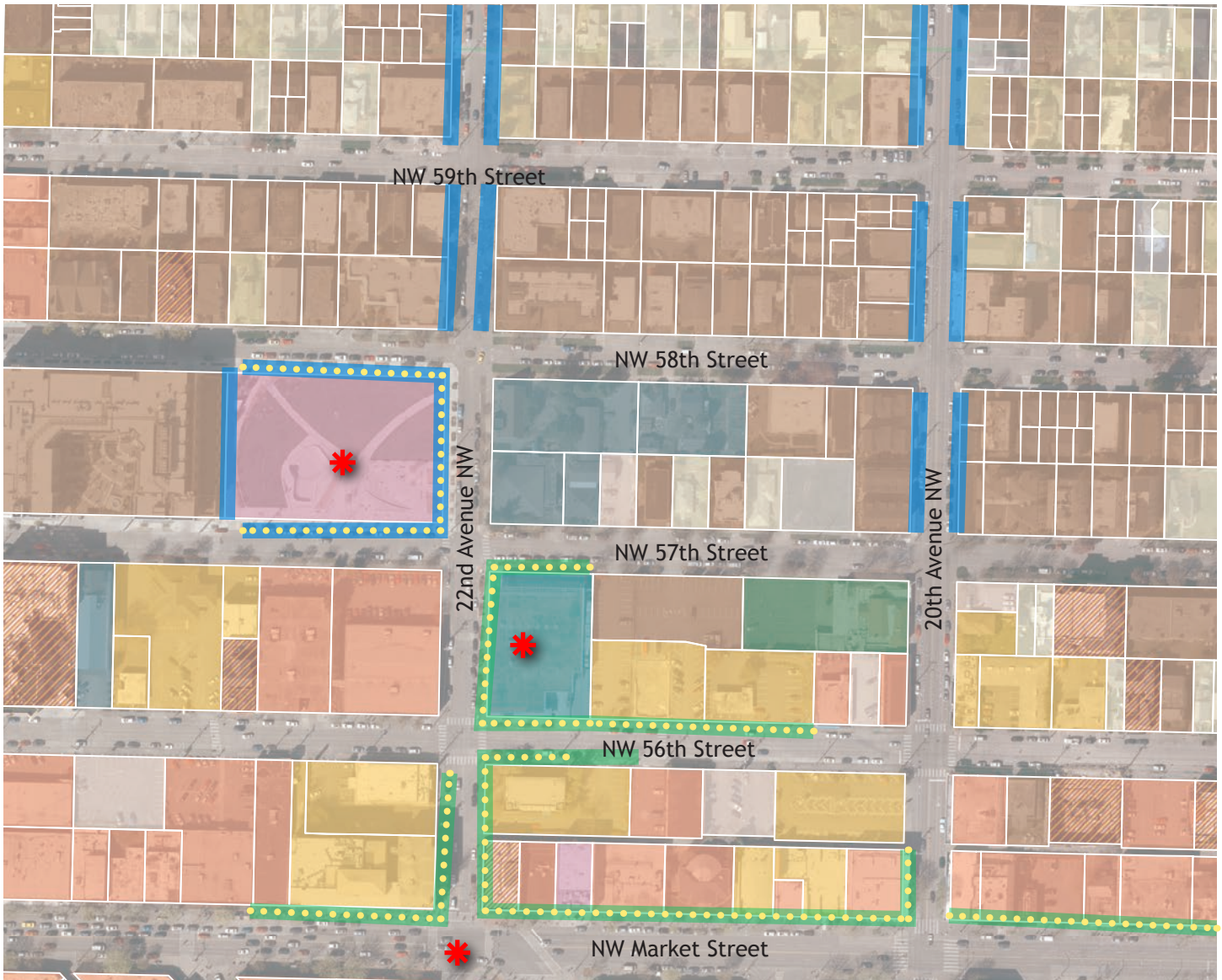
Internal and External Relationships: Heart of the neighborhood, high volume of pedestrian traffic.

Building Heights



Potential Access Challenges: Sub-par environment for pedestrians and cyclists due to narrow sidewalks in disrepair, absence of trees and landscaping and no cycling facilities.

DRAFT



Land Uses

Single Family	Parking
Duplex/Triplex	Industrial
Other Housing	Warehouse
Multi-Family	Transportation/Utility/Communications
Office	Institutions
Retail/Service	Public Facilities
Hotel/Motel	Schools
Entertainment	Open Space
Mixed-Use	Water Body

Streetscapes and Edges

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	Functional, visually attractive streetscape (e.g., landscaping, trees, adequate side walk, no eyesores)
	Community Landmark
	Community Node
	Gateway

Appendix

Plans and Ongoing Initiatives

Comprehensive Plan

Ballard/Crown Hill Neighborhood Plan

Ballard Municipal Center Master Plan

Ballard to Interbay Land Use Corridor Study

Seattle Transit Master Plan

Seattle Pedestrian Master Plan

Seattle Bicycle Master Plan

Seattle Neighborhood Greenways

Seattle Freight Mobility Program

Transit Communities Typology

Seattle Comprehensive Plan

Between 1890 and 1920, the population of Seattle nearly quadrupled. In response to this growth, the City drafted its first zoning ordinance in 1923 and its first Comprehensive Plan in 1956. Over the years, many plans and initiatives affected the landscape of the University District. Land use-related plans from recent decades include the Seattle Comprehensive Plan and other key planning initiatives.

Seattle's contemporary version of the Comprehensive Plan was first adopted in 1994 in response to Washington State's Growth Management Act (1990). Today's Comprehensive Plan identifies six urban centers where a majority of the city's growth is expected.

Ballard Crown Hill Neighborhood Plan

In 1995, the City of Seattle undertook an initiative to empower each neighborhood to prepare their own plans for growth. The Crown Hill/ Ballard Neighborhood plan was completed in 1998.

The plan identified policies to achieve Ballard's economic development, residential development, transportation, recreation and open space and arts and culture goals.

Key elements of the plan were adopted into the Seattle Comprehensive Plan.

Ballard Crown Hill Neighborhood Plan

The Ballard Municipal Center Master Plan (BMC) was a priority element emerging from the Crown Hill/ Ballard Neighborhood Plan. The BMC plan identified a new “center” for the community that was to be realized by designing and building to standards and guidelines for three primary development elements: parks, streets and buildings. The plan identified potential sites for a new library, public park, city service center and established design criteria and guidelines for the development of a six block area in the heart of Ballard between 20th Avenue and 24th Avenue and NW Market Street and NW 58th Street.

The plan addressed some critical community goals, including the creation of open space, increasing the supply of housing, improving access to city services, spurring economic development in the core of a hub urban village, and providing a focal point for transportation improvements.

Since the adoption of this plan, several of the plan’s goals have been achieved, including the new Ballard neighborhood library (2005), the Ballard Commons playground (2005) and the creation of design guidelines for new buildings in the planning area.

Ballard to Interbay Land Use Corridor Study

This is a DPD land use study of the corridor along Elliot Avenue W and 15th Avenue NW in Interbay. Past development of the Elliot Avenue / 15th Avenue corridor has not followed a coherent plan. Recent retail, residential, and office developments are pushing up property values, which could potentially squeeze out industrial uses and jobs. Some property owners would like more flexibility to develop their property. Enhanced transit service is yet another reason to rethink the future of this area.

This study, conducted with input of the community, will analyze existing conditions and explore options for future land use along this heavily travelled, multi-functional route. Our study will include proposed changes, if necessary, to the Seattle Comprehensive Plan or the land use code to support the vision. Goals for this project include:

Clarify the desired mix and balance of land uses, both industrial (manufacturing, warehousing, and services) and non-industrial (retail, housing, and office) Assess how new transit investment might increase demand for new mixed-use (retail and residential buildings) development Identify where streetscape improvements might be needed to support future development.

Design Guidelines (2001)

The City of Seattle's Design Review Program provides a forum for citizens, developers and the City to review and guide the design of qualifying commercial and multifamily development projects.

The Ballard Municipal Center Master Plan neighborhood design guidelines augment the existing Citywide Design guidelines and address particular masterplan related siting and design issues. These design guidelines only apply to development within a six block study area as shown below.

Within the BMC planning area the BMC Design Guidelines recommends unique design guidance for five distinct areas:

- Developments surrounding the Ballard Commons Park
- Institutional Developments
- Mixed-use developments along 20th, 22nd, 24th Avenues NW
- Mixed-use/ residential developments located mid-block on NW 56th, 57th and 58th Street.
- Single-use residential developments on NW 58th Street.

Seattle Transit Master Plan (2012)

The contemporary Seattle Transit Master Plan was adopted in 2012. The Plan lays out priority strategies, projects and policies that will make Seattle a more affordable, cleaner, equitable, vital and enjoyable place to live and work. Six major initiatives are called out as near-term priorities. One of these initiatives is the Ballard to Downtown High Capacity Transit connection.

The Seattle Department of Transportation (SDOT) is currently partnering with Sound Transit on a conceptual-level study of possible rail transit improvements between Ballard and Downtown. From February 2013 to mid 2014, SDOT and ST evaluating potential corridor options and soliciting public input on goals and objectives, commute origins and destinations and ideas for potential routes.

At their third open house in December 2013, SDOT and Sound Transit presented five refined corridor options and the technical and cost analysis associated with each of these corridors. The final report of the study's findings is expected to be completed in the Spring of 2014. Current corridor options conceptualize transit stops at the intersection of NW Market Street and 15th Avenue NW, the intersection of NW Market Street and 17th Avenue NW ; 24th Avenue NW and Market Street, NW 65th Street and 24th Avenue NW and 6th Avenue NW and Leary Way NW.

Creating urban village neighborhoods that are compact, walkable and accessible by transit are key priorities of the Seattle Comprehensive Plan and PSRC's Vision 2040 Plan. Transit-oriented neighborhoods are energy efficient and encourage people to walk and bicycle for local trips. Successful transit-oriented neighborhood design depends on six

inter-dependent factors, namely:

Destinations (insert sketches for these)

Coordinate land uses and the transit network: People chose to travel by transit more often when transit provides fast and direct access to their destinations.

Distance

Create a transit supportive urban structure and street network

A key to making transit, bicycling, and walking more attractive is minimizing distance between destinations by providing direct connections at the neighborhood scale. The relationship between street design and modal network planning defines the quality of the traveler experience and the viability of alternative options that influence where people choose to live, whether they own a car, and how they travel for different types of trips.

Density

Concentrate and intensify activities near transit
A sufficient density of residents, jobs, and services helps to establish a market for transit service, and increased density increases ridership, supporting higher frequency of service. While the form of development will vary from neighborhood to neighborhood, having as much development as possible concentrated near frequent transit stops and stations will shorten walking distances to more places for more people. However, density on its own is not enough. To maximize the usefulness of density for supporting transit, Seattle must pair density with each of the remaining “D” principles highlighted in this section. Combined with density, these strategies not only help to support transit; they also support the development of walkable, low-carbon neighborhoods.

Diversity

Encourage a mix of uses

A rich diversity of land uses and high quality places that attract pedestrians are part of any transit-friendly neighborhood. It is equally important that public space and privately-managed space is developed to create diverse uses.

Design

Create great places for people

Include elements such as benches, low walls, and landscaping in large public open spaces to help create human-scale public spaces and improve personal security. • Encourage uses that activate public spaces around transit facilities, such as food carts, vendors, sidewalk cafes, and Integrate public art into transit neighborhoods to bring a sense of liveliness to public spaces, encourage dialogue, and express the unique culture of Seattle’s neighborhoods. • Provide a range of seating types based on the type of public space and the likely users. Seating types should include long-term seating such as chairs with backs and arms as well as informal elements such as benches, steps, fountains, and planter boxes that invite people to enjoy the public realm.

Demand management

Provide incentives and disincentives

Success in shifting more trips in Seattle to walking, biking, and transit will require development of high-quality alternatives and educational programs to ensure customers have access to the information needed to change their travel habits. Transportation demand management (TDM) includes positive measures, such as end of trip facilities, educational programs (see page 2-4 in Chapter 2 for examples), and the development of additional modal alternatives (e.g., bike sharing). These measures will need to be coupled with disincentives to private vehicle use.

Bicycle Master Plan (2013)

In addition to the Seattle Transit Masterplan, over 2012-2013, SDOT's Bicycle Master plan includes best practices for bicycle planning with an emphasis on planning, designing and building a bicycle network that will be used by a broad range of people throughout the city. (include plan for Ballard)

Pedestrian Master Plan (2009)

The Seattle Pedestrian Master Plan mission is to make Seattle the most walkable city in the nation. The plan's goals are safety, equity, vibrancy and health through an improved walking environment. The pedestrian environment is an important urban design consideration for the Ballard Urban Village due to the broad range of roadway users in a relatively compact area. Creating a safe, clean and attractive pedestrian environment is also important to ensure that a people across a broad range of ages and abilities can safely participate in Ballard's public urban life. (insert maps of Ballard's pedestrian environment and percentage of seniors and children by block groups)

SDOT Ballard Neighborhood Greenway Proposal

Seattle neighborhood greenways are residential streets where signs and pavement markings are used to guide people along the route; and speed and volume management measures discourage cars from avoiding main streets by cutting through on neighborhood streets.

These amenities can be especially beneficial for families, children and seniors who might find these routes more comfortable than busier nearby streets. Local access to homes along neighborhood greenways is typically always preserved and there are usually minimal, if any changes to on-street parking.

Since June 2012, SDOT has been partnering with the Ballard Community on a proposed neighborhood greenways in Ballard. The first Greenway to be completed is approximately 2.1 mile long and connect the Burke Gilman Trail at Seaview Avenue NW, connecting to NW 58th Street at 32nd Avenue via Seaview Place NW and NE 57th Street.

This greenways continues along NW 58th Street until it ends at 4th Avenue NW. This greenway would improve access to parks, schools, shops, services and restaurants. Responding to a large amount of positive public feedback and public engagement, SDOT is now working with local stakeholders to form a network of connected streets in the neighborhood.

This idea is being called the Ballard Box idea is at the start of an outreach process which will continue over 2014. (insert maps of existing proposed expanded greenway network).

At present, 6th Avenue NW has been identified as the next priority Greenway in Ballard. Most current information on this project is available at <http://ballardgreenways.org/> , <http://seattlegreenways.org/>.

org/neighborhoods/ballard/ and SDOT's project website at <http://www.seattle.gov/transportation/ballardgreenway.htm>.

Seattle Freight Mobility Program

The physical proximity of industrial and manufacturing areas to the Ballard Hub Urban Village make the movement of freight and truck traffic an important consideration while planning for the area.

Protecting and enhancing manufacturing and maritime sectors are important goals of the Seattle Comprehensive Plan.

The Seattle Comprehensive Plan designates a network of Major Truck Streets to serve as primary routes for the efficient movement of goods and services.

A Major Truck Street is a street classification for an arterial street that accommodates significant freight movement through the City, and to and from major freight traffic generators.

Some state routes and highways are also designated as Major Truck Streets on the network map. SDOT uses the designation as an important criterion for street design, traffic management decisions, and pavement design and repair.

15th Avenue NW and Shilsole Avenue NW are designated Major Truck Streets. Additionally, 15th Avenue NW is also designated as a Seaport Highway Connector.

Seattle Transit Communities: Relevant Typologies

Industrial Jobs Centers

Vision

Industrial Job Centers include large and small industrial businesses and ancillary commercial uses that serve the workforce. Residential use is not allowed and other non-industrial uses are highly discouraged in order to protect these areas from encroachment and development pressures. The presence of some large employers means that transit service is an asset to this area when workers can move safely and easily between transit and the workplace.

Characteristics and Goals

- » Low to moderate densities of jobs per acre; no residential use.
- » Buildings typically one or two stories, though prominent exceptions exist, such as cranes and some older warehouse buildings.
- » Limited variety and scale of retail serving mostly employees although some retail uses draw people from other neighborhoods, and some retail is associated with manufacturing.
- » Sidewalks, pedestrian and bike facilities will enable the thousands of workers to get to and from transit.
- » Open spaces focused on serving workers and providing environmental benefits.
- » A combination of on-street parking and surface parking lots.
- » Retail and restaurants are located on arterials and close to major transit stops and employers.
- » Pedestrian and bicycle infrastructure and safety measures to ensure compatibility with freight mobility.

Land Use Strategies and Goals

- » Aggressive size of use limits for nonindustrial uses.
- » Residential zoning is expressly prohibited with no multifamily, neighborhood commercial, mixed or single family zoning.
- » No minimum parking requirements.
- » Maximum requirements in consort with strong workplace commute trip reduction programs and incentives that get workers safely and efficiently to and from transit.
- » Includes worker bike-share programs, employer shuttles and private security officers.
- » A transit overlay created specifically for special districts and industrial jobs centers. Development standards associated with transit overlay zones may be in conflict with the industrial uses.
- » Limits to heights and floor-area-ratio ensure that industrial land is protected for industrial uses.
- » Minimum sidewalk widths that provide direct connections between major transit stops and businesses.
- » Specific limits commuter Park and Ride lots.
- » Food trucks (and similar uses) to locate close to major transit stops.

Seattle Transit Communities: Relevant Typologies

Mixed Use Centers

Vision

A Mixed Use Center is a vibrant and eclectic local or regional hub where frequent, reliable transit supports jobs, residents, and services. A variety of retail and commercial activities support a mix of housing types and civic and recreational amenities are easily accessible on foot, bike, or transit.

Characteristics and Goals

» Diverse residential population that includes singleperson households, residents of all ages, incomes and levels of mobility, and families with children.

» Places with the highest concentration of jobs and households in taller buildings. Tallest buildings are located within the regional Mixed Use Centers in Seattle's Center City area; other local Mixed Use Centers achieve more moderate building heights.

» A range of small to very large businesses and institutions, providing numerous jobs as well as synergistic clusters of businesses.

» Retail businesses include small, locally owned shops and large department and grocery stores serving people who live and work in, as well as visit these neighborhoods, and are primarily found at the ground floor along arterials.

» Residents have access to goods, services, and activities without using a car.

» Multifamily building lobby entrances and some townhomes are at street level off of main arterials.

» Wide sidewalks that accommodate large numbers of pedestrians, sidewalk cafes and street vendors create opportunities for people to stop, sit and enjoy the area.

» Generous, high quality shared public spaces which are critically important to livability and soften the effects of greater density and make urban living more attractive.

» Public open space typically includes large public plazas, semi-public plazas at the base of tall buildings, and smaller pocket parks. Public art is incorporated into plazas. Public art and public realm improvement strategies contribute to a high quality pedestrian experience.

» Parks often serve multiple purposes and Green Streets help integrate the natural environment within the higher intensity land uses.

» Street walls act to define the sidewalk and street space. Visual and physical connections between the sidewalk and buildings, active street edges, transparent building facades, along with pedestrian scale proportions create the sense of an outdoor room-like feel.

» Paid public parking is found on most surface streets and off -street in garages. Very few surface parking lots. Parking maximums ensure that new buildings add to an

Land Use Tools and Strategies

» Expedite review for projects that provide public open space, larger sidewalks, and/ or community spaces.

» Replace minimum parking requirements with maximums at appropriate locations.

» Provide zoning incentives and density bonuses to allow taller buildings and higher densities in exchange for affordable housing, historic preservation, public open space and/or other desired components.

» Create or use existing overlay zones to preserve historic features.

» Establish minimum density requirements closest to employment centers and transit hubs to encourage development that matches the intent of the zoning.

» Expand housing choices in Single Family zones adjacent to Mixed Use Centers to include residential small lot and other options.

Seattle Transit Communities: Relevant Typologies

- » Create safe mid-block connections in locations with a larger street grid and thoughtfully repurpose alleyways.
- » Add bicycle lanes, buffered bike paths and sharrows to appropriate existing streets and provide ample onstreet bicycle parking.
- » Work with local business districts and property owners to encourage a mix of large and small locally-owned businesses.
- » Work with employers within five to ten minute walks from transit nodes to reduce free parking and other incentives for driving.
- » Encourage daycare and elementary schools for families with children.
- » Use mechanisms to provide low-income and workforce housing in transit communities.

Ideas include:

- ↪ Partner with affordable housing developers.
- ↪ Encourage public-private partnerships.
- ↪ Identify areas of existing affordable housing that should be preserved and key locations where it could be built or incorporated into market rate housing.
- ↪ Encourage larger homes for nontraditional and extended families.
- ↪ Create transit overlay zones that focus on preserving existing and encouraging new affordable housing.

Seattle Transit Communities: Relevant Typologies

Mixed Use Neighborhoods

Vision

A Mixed Use Neighborhood is a 'complete community' where residents have access to a variety of retail, commercial, employment and housing options. These neighborhoods are compact, dense communities but are less intensely developed than Mixed Use Centers, are not considered regional employment hubs and have a land use of a more moderate intensity.

Characteristics and Goals

- » Moderate to high residential densities and low to moderate jobs densities in low to mid-rise buildings.
- » Moderate to high residential densities and low to moderate jobs densities located in low to mid-rise buildings.
- » Taller buildings along the major arterials and multifamily buildings with moderate heights on lesser arterials and side streets.
- » Retail primarily serves people who live and work in these neighborhoods and is typically found at the ground floor of buildings along arterials. Businesses are typically smaller stores with larger anchors such as a supermarket or pharmacy.
- » Residential uses can be found at street level just outside of the main business district and accommodate a wide range of household types from single- and two person households of all ages to families with children.
- » Most people commute to work outside of the Mixed Use Neighborhood to other locations.
- » Wide sidewalks, especially in business areas, accommodate moderate numbers of pedestrians, and small sidewalk cafes.
- » Street elements such as pedestrian lighting, street trees, and associated landscaping are found in these

business areas.

- » Open spaces include larger neighborhood parks and playgrounds, sometimes located at school campuses. Smaller pocket parks and plazas can be found closer to the business district.
- » Schools, libraries and community centers are prominent parts of these neighborhoods.
- » Parking is typically a combination of paid and free, both on-street and off-street.
- » On street bicycle facilities and bike parking racks on located sidewalks.
- » Public art of neighborhood or city-wide interest.

Land Use Tools and Strategies

- » Neighborhood Commercial zones encourage retail uses at street level and discourage surface parking lots.
- » Active streets include sidewalk cafes and street vendors.
- » Design guidelines encourage compatibility with the existing neighborhood and promote pedestrian friendly streets.
- » Eliminate minimum parking requirements and consider maximum parking limits for residential and commercial uses.
- » Encourage residential zones that include mostly lowrise, limited midrise and single family adjacent to transit stops.
- » Create or use historic overlays and transit overlays tied to mode and density.
- » Allow bicycle parking in the right-of-way in addition to on-street parking, which may or may not be metered.
- » Map pedestrian designations that require pedestrian-oriented retail along arterials within commercial zones and reduce minimum parking requirements for business owners.

» Develop mechanisms to provide low-income and workforce housing in transit communities. Ideas include:

- Partner with affordable housing developers and encourage public-private partnerships.
- Identify areas of existing affordable housing that should be preserved and key locations where it could be built or incorporated into market rate housing.
- Identify ways to encourage larger homes for nontraditional and extended families (3+BR).
- Create transit overlay zones that focus on preserving existing and encouraging new affordable and workforce housing.

