Ballard Avenue Reconfiguration

October 23, 2020
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Researching Precedents From Around the Country

- Tampa, FL
  - Implemented pilot program
  - Fully closed one road
  - Provided Jersey Barriers and picnic tables
- Portland, OR
  - Turned parking lanes in street cafes and plazas
  - Streamlined permitting
  - Provided businesses with a “Toolkit”
- Cincinnati, OH
  - Waived permit fees
  - Provided Jersey Barriers

- On June 16, 2020 the Ballard Alliance provided a 6-page precedents document to City Council, the Mayor’s Office, and Seattle Department of Transportation to help encourage the City to allow these types of uses and to provide a potential roadmap as to who to implement such a program in Seattle.
Public Outreach Using Google Docs

- On June 26, 2020, the Alliance sent a 15-question survey to Ballard Ave businesses
  - Do you plan to apply for an SDOT permit for street café/merch display?
  - Would you support a street closure?
  - Would you be willing to re-route deliveries around street closure?
  - How concerned are you regarding parking lose?

- 24 Ballard businesses responded to survey
  - Many supported street closure
  - Concerns around deliveries and lose of parking
  - Mid-block private parking access
  - Overall excitement for street cafes/merch displays and potential street closure
SDOT Announces Free Permit for Street Cafes/Merchandise Displays on June 26, 2020

- Ballard businesses were quick to apply for their permits and began setting up their outdoor cafes and displays.
  - Upwards of 15 permits submitted in the first week alone
- Immediate benefit for restaurants
  - Previously they were only open to take out
  - They could now accommodate dine-in eaters (outside)
- Very few retailers chose to take advantage of this opportunity
  - Three applied for their permit and set up merch display
  - Capacity limitations weren’t an issue for many retailers
- Immediate issues arose on Sundays
  - Businesses weren’t moving for the Sunday Farmer’s Market
  - The Market worked with businesses until relations frayed
  - After nearly two months of negotiations, the Alliance brokered a compromise between businesses, the Market, and SDOT.
The Ballard Alliance, Ballard Ave Businesses, Farmer’s Market, and SDOT Find a Compromise

Factors at play:
- On July 22, 2020, Mayor Durkan announces free Street Closure Permit and SDOT opens applications on July 29, 2020
- The Alliance had ruled out a full street closure:
  - Mid-block private parking lots need access
  - Concerns over deliveries
  - Staffing and infrastructure concerns/limitations

The Grand Compromise:
- The Alliance applied for a Street Closure Permit that would:
  - Reconfigure Ballard Ave from two-way to one-way
  - Allow permitted businesses with Street Closure to expand their street cafes/merch displays from 7’ in depth to 12’ in depth
  - Confirmed all permitted businesses with Street Closure would remove street cafes/merch displays during Farmer’s Market hours
Implementation & Adjustments

Street Cafes, Merchandise Displays and One-Way

- SDOT provided the Alliance with a Traffic Control Plan
- The Alliance purchased necessary street signage and installed them on September 1, 2020
- Adjustments
  - Weighed down signage with cinder blocks and chains
  - Signage was updated twice to gain full compliance from drivers
  - SPD and Parking Enforcement had to be notified of this reconfiguration and length of permit
  - Google Maps, etc. needed to be updated to avoid routing drivers the wrong way
- Looking forward
  - The Alliance has been working with SDOT on winterizing street cafes/merch displays
    - Tent sides
    - Heating
    - Lighting
Thank you!