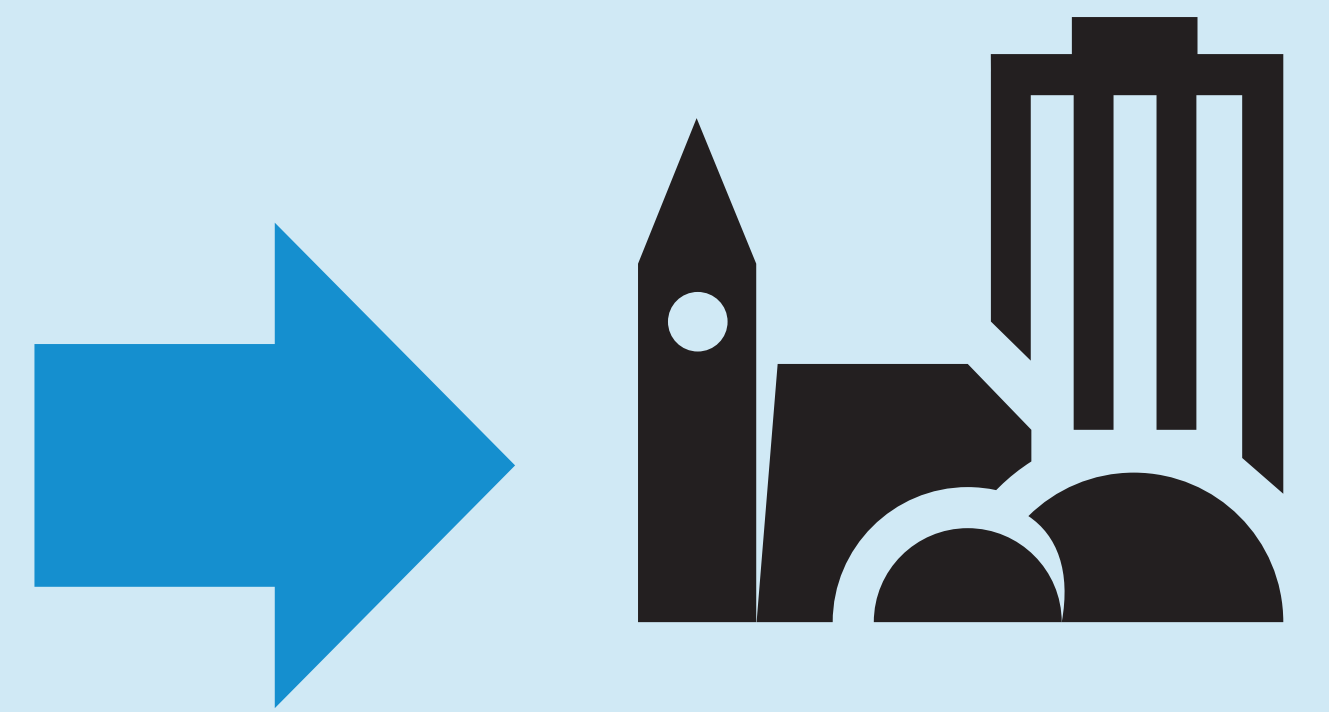


COMMUNITY SURVEY DISTRIBUTION AND REACH

Purpose

Understand community sentiment about the Ballard Ave street improvements implemented in 2020 and updates made in 2022.

79% of people have visited more frequently since changes were made
17% visited about the same
4% visited less frequently
1 person said they don't visit Ballard Ave



Survey profile



Live in Ballard
67%



Visit Ballard
43%



Work in Ballard
21%

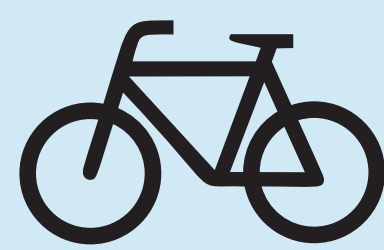
Modes of travel to Ballard Ave NW



Walk
77%



Drive
60%



Bike
53%



Ride Transit
33%



Uber/Lyft/Taxi
25%



Other
4%

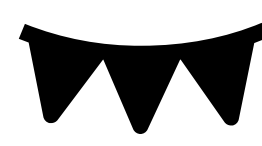
WHAT WE HEARD

Why do people visit Ballard Ave?

When asked to choose all the reasons they come to Ballard Ave, folks chose dining, community events (like the Farmers Market or Ballard Seafood Fest), and shopping as their top three reasons.



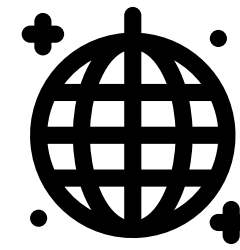
Dining **93%**



Community Events **81%**



Shopping **75%**



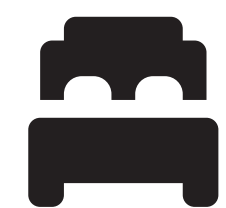
Nightlife **50%**



Walking/exercise **50%**



I work at or own a business along Ballard Ave **5%**

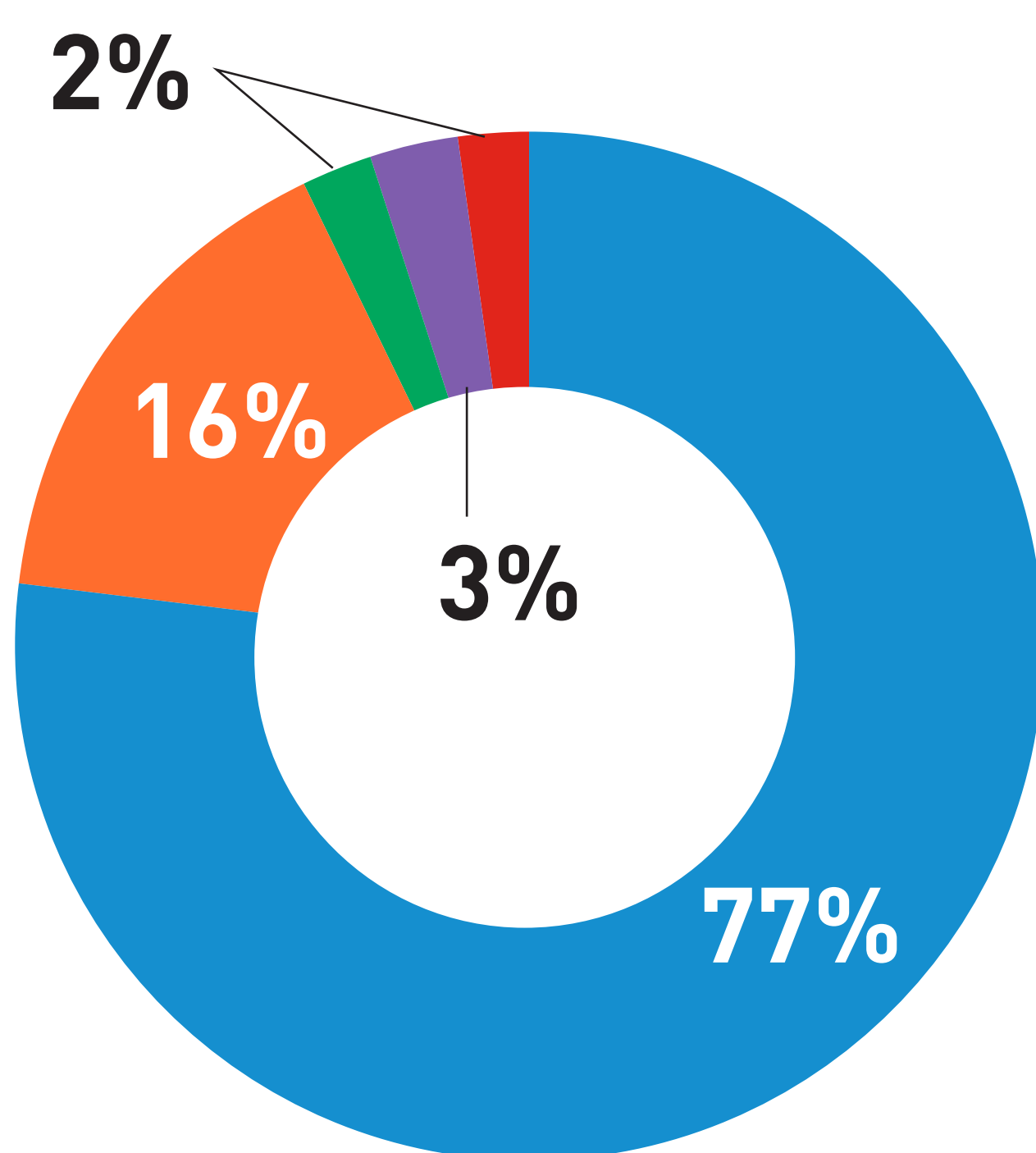


I live on Ballard Ave **2%**

How do people rate the changes to Ballard Ave?

This included adding outdoor street cafes and making the road one-way.

93% said the changes were positive or very positive!

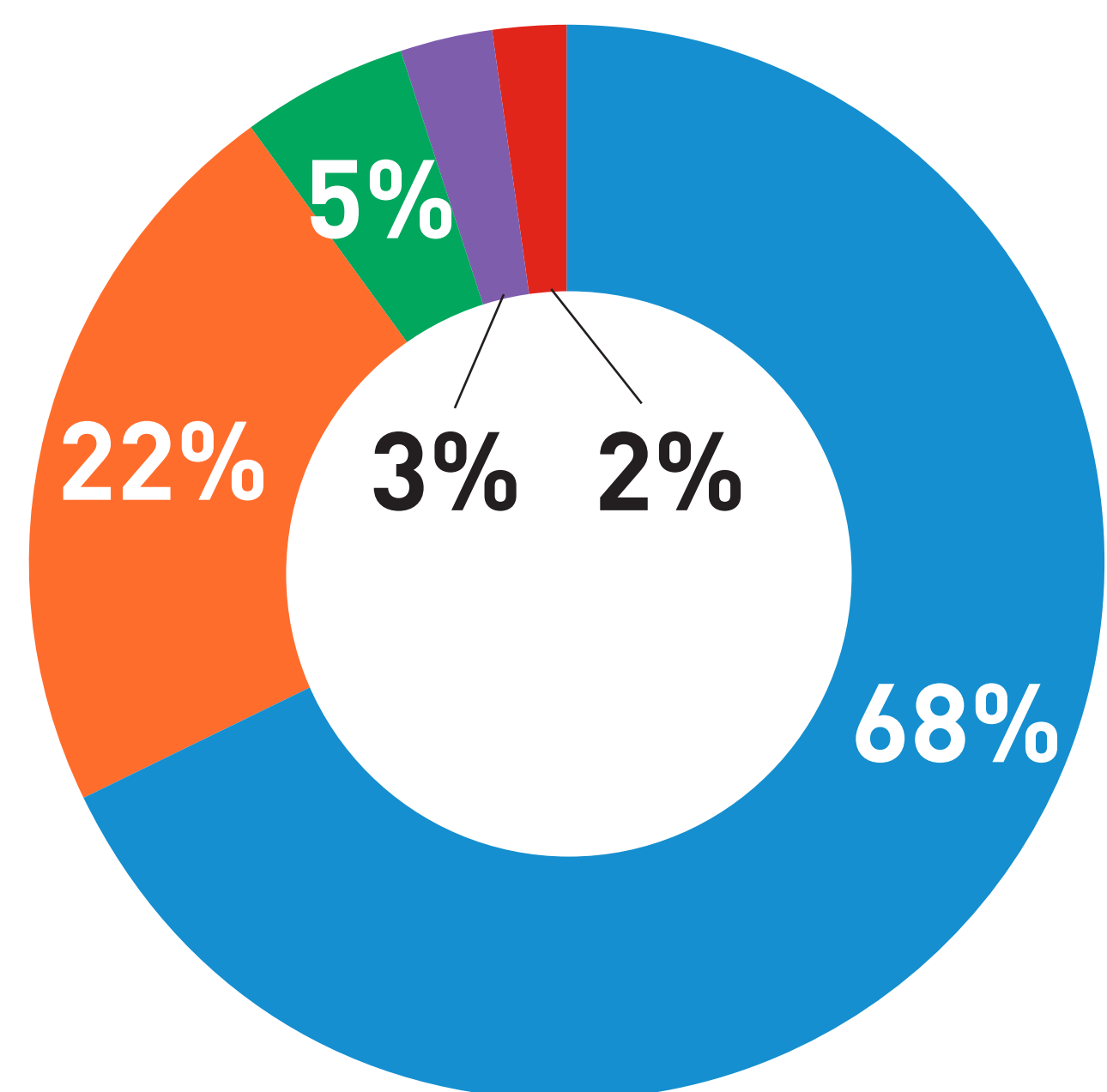


Very Positive Positive Neutral Negative Very Negative

How do they rate the changes made in the last month?

This included adding planters, more pedestrian space, designated loading, roadway signage and striping, and all-way stop intersections.

90% said the changes were positive or very positive!



Very Positive Positive Neutral Negative Very Negative



WHAT WE HEARD

What aspect of Ballard Ave improvements do folks like the most?

Adding curbside cafés to the street was overwhelmingly the **top choice**. Others, in order of rank, were:



Formalizing one-way car movements



Adding outdoor retail



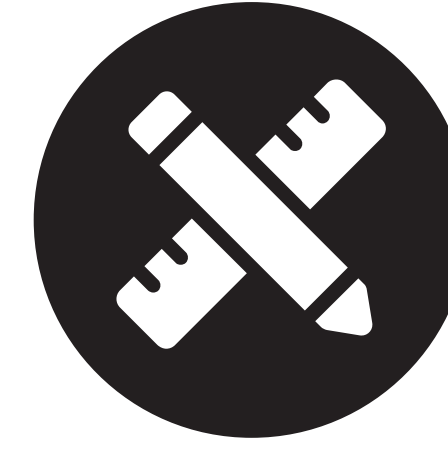
Installing street planters



Installing all-way stop signs



Making street signs and roadway markings easier



Creating painted pedestrian curb bulbs



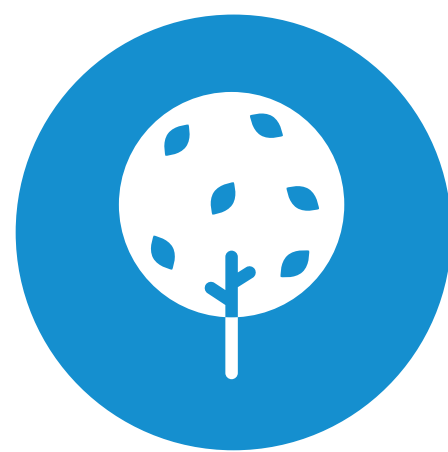
Designating loading areas

What is the most important use of space along Ballard Ave?

People ranked **curbside cafés** as their number one choice and **providing most space for pedestrians** as a close second. Other choices, in order of ranking, were:



Outdoor retail spaces



Trees and landscaping



Bicycle access



Load zones



Traffic lanes



Reserving space for car parking came in last

WHAT OTHER IMPROVEMENTS SHOULD BE CONSIDERED FOR BALLARD AVE?

The top ranked items people indicated they'd like to see are **more space for pedestrians and gathering**, **improved bicycle access**, and **additional bicycle parking**.

Other improvements, in order of ranking, were:

- Slower vehicle speeds
- Improved access for people with sensory and/or mobility impairments
- Managed parking and loading shifted, where possible, to surrounding streets
- Other submitted suggestions (see below)
- Micromobility parking (like shared scooters)
- Better signage
- No changes to Ballard Ave
- More parking/loading on Ballard Ave NW

Other improvements people recommended included the following:

- Close Ballard Ave NW to cars completely (outside of loading zones)
- Expand pedestrian zones and improve gathering spaces
- Reduce speed limits
- Improve public transit connections to the area
- Improve bicycle connections
- Create dog-friendly pathways
- Provide wayfinding for shops and bars/restaurants
- Build parking garages/decks to compensate for parking spot loss
- Widen sidewalks

Of the open-ended responses, 40% gave positive feedback saying **Ballard Ave NW is a great asset to Seattle!** Roughly 8% had negative feedback asking to revert Ballard Ave NW to its previous state