

# GROUP 1

1. MARKET - KEY TO BALLARD'S IDENTITY  
LANDMARK STREET

3 AREAS - GATEWAY @ 15th

15 - 17th - RETAIL + APARTMENT  
KES CORE.

17 - 24th - COMM. CORE

24th - <sup>NEW</sup> MUSEUM TO LOCKS

RECREATION - CHANGING

MIDDLE.

15th - ROLE IS CHANGING TO MAIN ST.  
COMMERCIAL

- STRENGTH - NEW RES. GROWTH IS GREAT FOR BUSINESSES.
- OPPORTUNITIES TO ADAPT EXISTING LOTS / BUILDINGS
  - CHALLENGE TO DO IT RIGHT
- CHALLENGE - DESIGN TO AVOID 'WALLED' FEELING

VISION - PROTECT CORE /

# GROUP 2

- PARKING
- NEW DEV. ALT WITH OLDER MOM & POP
- SOME COMM EXPANDIN N ON 24th
- ADJACENCY TO CORE - NOT APPROP FOR 56th & 57th TO BE STRONG RESID.
- SHOULD THERE <sup>BE</sup> OPP. FOR RES WITH COMM - SOME <sup>^</sup>DIVERSITY?
- LACK OF CONTINUITY

# GROUP 3

- ALONG 15th - MAIN TRANS. CHARACTER
  - MIX OF RETAIL - MID SIZE
  - SHORT BLOCKS
  - ERRANDS
- 15th & MARKET - GATEWAY
- DISTRICT CHARACTER CHANGES @ 51st OR 15th.
- JOG BOUNDARY
- NORTH OF 58th - SMALLER
- VIEW GOING SOUTH
- WEEKLY DESTINATION

15th ROLE IS CHANGING TO TRAINING  
- OPPORTINITY

- WEEKLY DESTINATION FOR  
LOCAL COMMUNITY

- NEED TO RESPECT AUTO-USE