GROUP 1

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

3 AREAS - GATEWAY @ 15TH

15 - 17TH - RETAIL + APARTMENT
   RES CORE

17 - 24TH - COMM. CORE

24TH - NEW 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 EXPANDING ON 24TH

- ADJACENCY TO CORE - NOT APPROPRIATE FOR 56TH & 57TH TO BE STRONG RESID.

- SHOULD THERE BE OPP. FOR RES WITH COMM - SOME 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
- OPPORTUNITY - WEEKLY DESTINATION FOR LOCAL COMMUNITY

- NEED TO RESPECT AUTO-USE