1. Activate Ashland Retail
2. Melrose Street Facade Evolution
3. The Parks
ACTIVATE ASHLAND RETAIL

BEFORE

37% Retail Frontage

NOW

83% Retail Frontage
ACTIVATE ASHLAND RETAIL
ACTIVATE ASHLAND RETAIL

BEFORE
37% of the ground floor is retail frontage

NOW
83% of the ground floor is retail frontage
ACTIVATE ASHLAND RETAIL
ACTIVATE ASHLAND RETAIL
MELROSE FACADE EVOLUTION
JANUARY 7TH
MELROSE FACADE EVOLUTION
FEBRUARY 3rd - OPTION 2
MELROSE FACADE EVOLUTION
MARCH 16TH
MELROSE FACADE EVOLUTION

JUNE 26TH
MELROSE FACADE EVOLUTION

BEFORE

NOW
MELROSE PARK
MELROSE PARK

UNLOCK CUT STONE PAVEMENT
UNLOCK PLANK PAVERS
UNLOCK PERMEABLE CONCRETE PAVERS
PANICUM VIRGATUM SWITCHGRASS

ACER X FREEMANII ‘JEFFERSRED’ AUTUMN BLAZE MAPLE
ECHINACEA PURPUREA PURPLE CONEFLOWER
RUBOECKIA FULGIDA BLACK-EYED SUSAN
ITEA VIRGINICA VIRGINIA SWEETSPIRE

WHOLE FOODS MARKET LAKEVIEW