

Exhibit B

Design Guidelines

North 4th Street Pedestrian Mall Goals and Design Guidelines

The following goals and design guidelines should be applied to the design and programming of the North 4th Street pedestrian mall:

- 1. Create a showcase pedestrian mall that enlivens the visitor experience.** The design of the pedestrian mall should reflect Milwaukee's culture, invite a diverse group of users and be consistent with the larger context. The larger context includes the plazas surrounding the arena, live block, pedestrian connections, and streetscaping extending away from the plaza block. The pedestrian mall should include creative use in surface materials, and elements such as landscaping, lighting, way finding signage, street furniture, and other enhancements.
- 2. Provide an accessible and welcoming pedestrian entrance.** The north-south paving patterns should be evident to reinforce the public nature of the pedestrian mall. The visual north-south connection in the pedestrian mall with North 4th Street should be maintained. This can be achieved with tree placement, lighting pole placement, bollards and paving patterns. East-west paving patterns may continue across the pedestrian mall from the plaza area in front of the arena to the courtyard of the "live" block.
- 3. Promote high quality, sustainable design.** Surface paving material in the pedestrian plaza should be high quality material and may be varied in nature. Durable materials, such as stone or masonry, and paving patterns that allow permeable water drainage should be considered. Cohesive landscaping and landscape elements such as planters and moveable planters should be included in the pedestrian mall. Landscaping beds should be designed to channel surface run-off to positively affect the planting areas.
- 4. Create four season activity to attract visitors year round.** Flexibility for the pedestrian mall use should be considered. Street lighting, landscaping, street furniture and other elements should be located to allow generous open spaces, while allowing clear pedestrian pathways through the plaza in a north-south direction. Lighting should be designed to allow for special events to be easily set up and taken down in the pedestrian mall area. Utilities for special and seasonal events, such as electric power and water connections, should be integral with the design.
- 5. Integrate multimodal transit options.** Integrate an at least 11-foot wide, north-south transportation easement that is differentiated from the other pedestrian mall surface material. Connect back to the street right-of-way in a seamless transition by considering the intersection designs at Highland, which could include pedestrian crossings, and Juneau, which could include bump outs. The cross section of North 4th Street should be reconsidered for narrowing south of the pedestrian mall.