

MILWAUKEE ENTERTAINMENT BLOCK

N. 4TH STREET
PEDESTRIAN MALL



PUBLIC WORKS COMMITTEE MEETING
JANUARY 5, 2017

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DESIGN GUIDELINES

1

CREATE A SHOWCASE PEDESTRIAN MALL THAT ENLIVENS THE VISITOR EXPERIENCE.

- Reflect Milwaukee's culture, invite a diverse group of users and be consistent with the larger context.
- Include creative use in surface materials and elements such as landscaping, lighting, way finding signage, street furniture, etc.

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 in front of the arena.

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

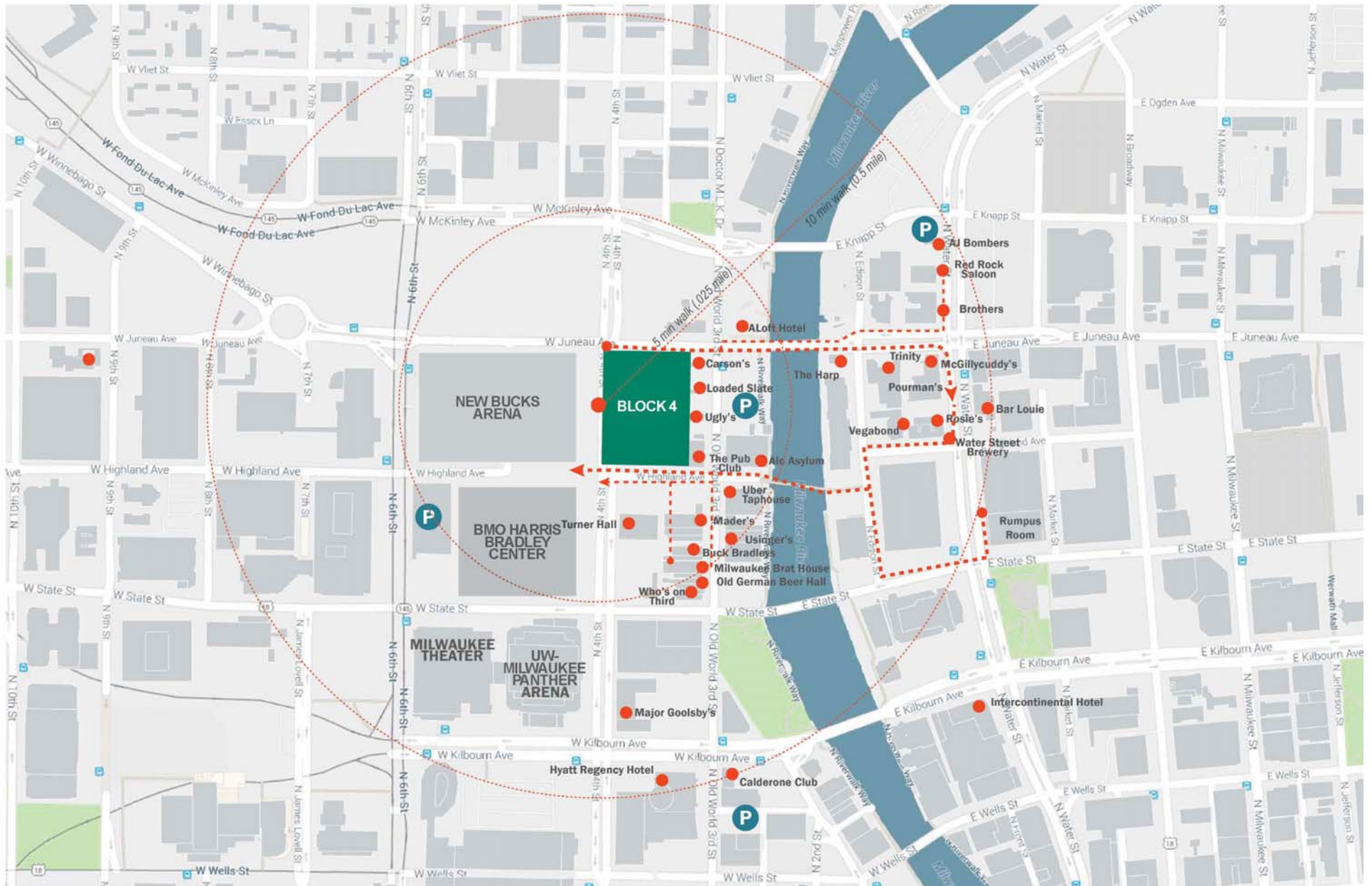
- Flexibility for the pedestrian mall use should be considered.
- Street lighting, landscaping, street furniture and other elements should be located to allow generous open spaces, while allowing clear pedestrian pathways through the plaza in a north-south direction.
- Lighting should be designed to 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

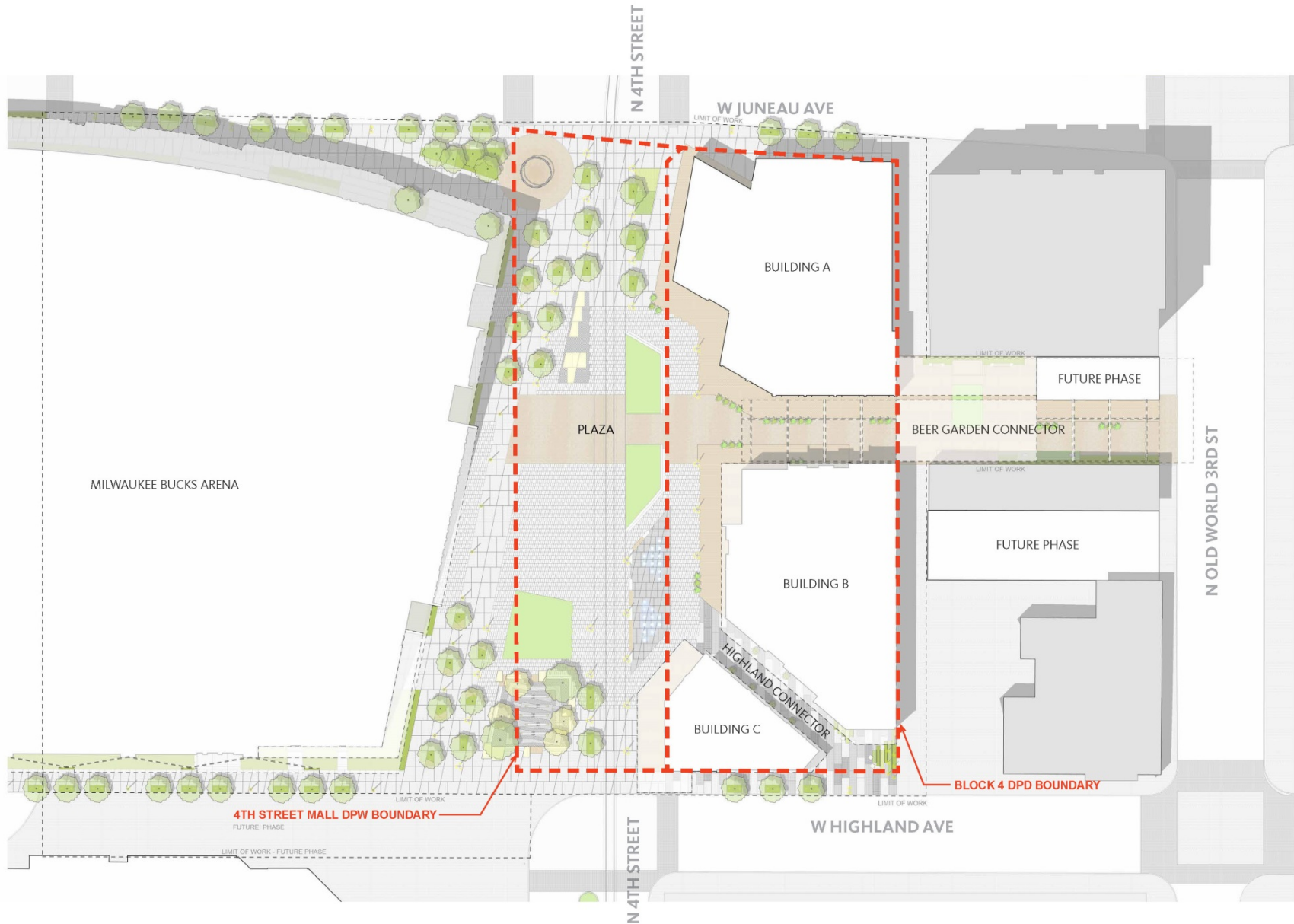
INTEGRATE MULTIMODAL TRANSIT OPTIONS

- Integrate an 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.

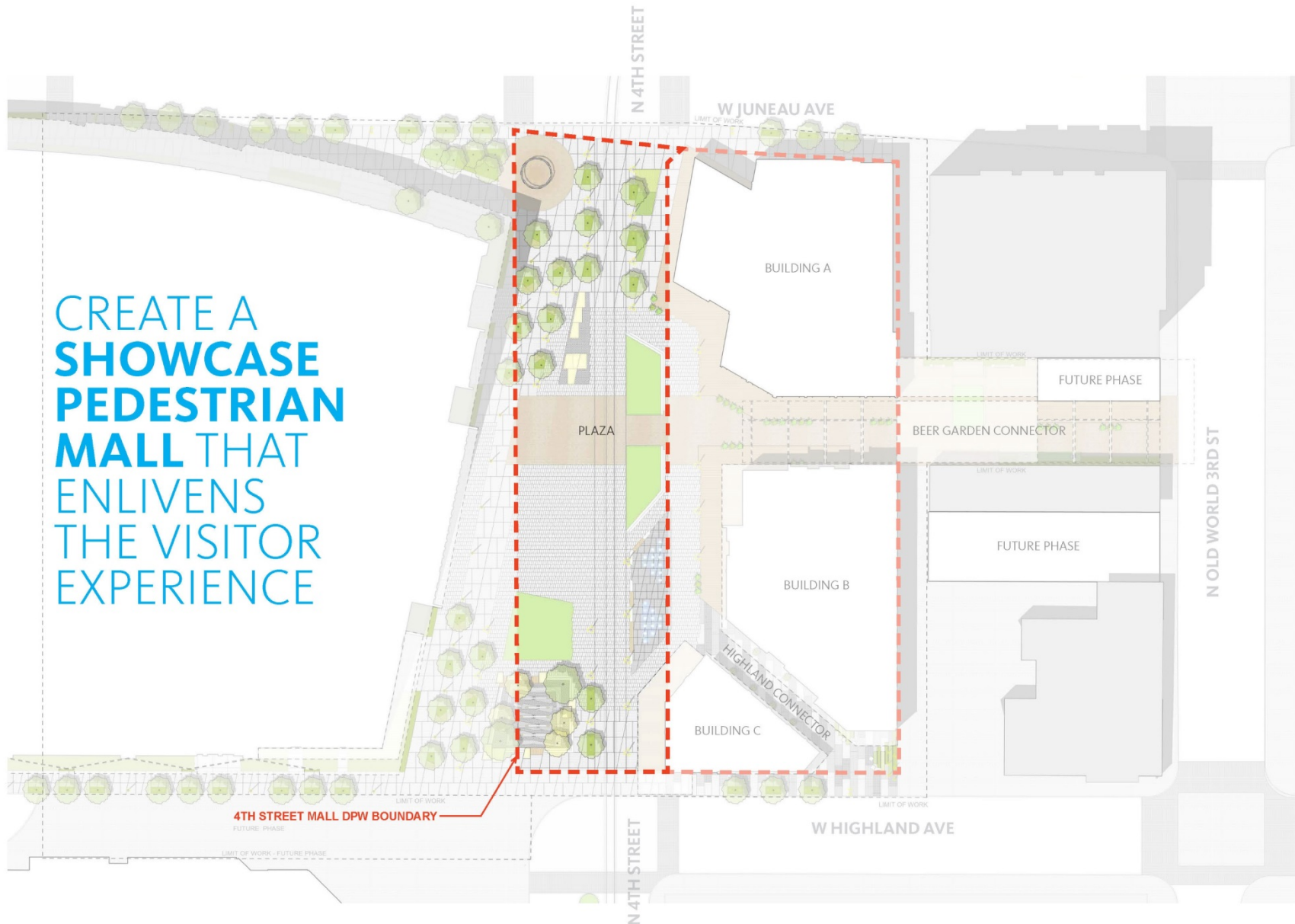
VICINITY MAP



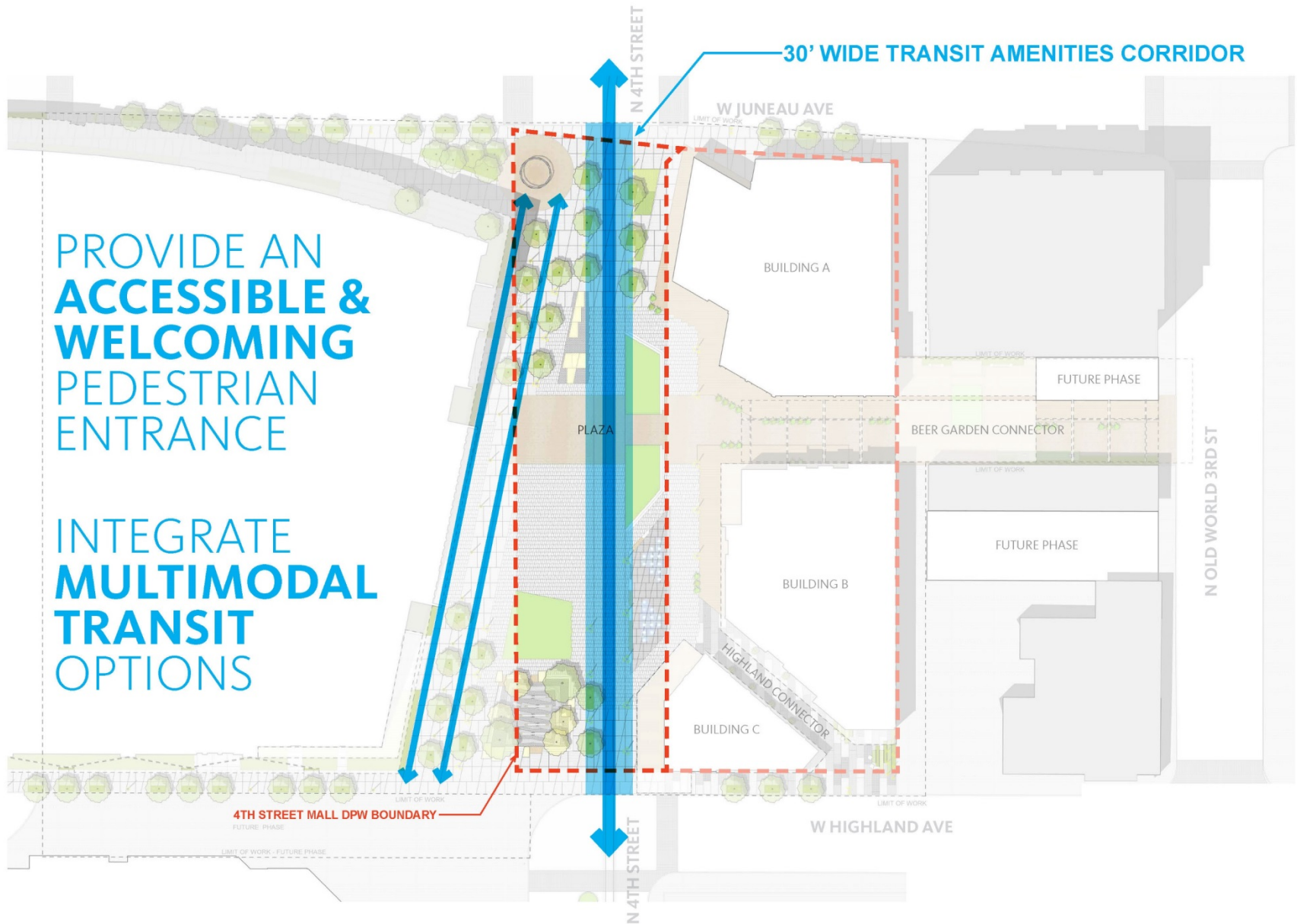
SITE PLAN: OVERALL ENTERTAINMENT BLOCK



SITE PLAN: 4TH STREET PEDESTRIAN MALL



VISUAL NORTH-SOUTH CONNECTION



SITE FEATURES



NORTH ENTRY PLAZA

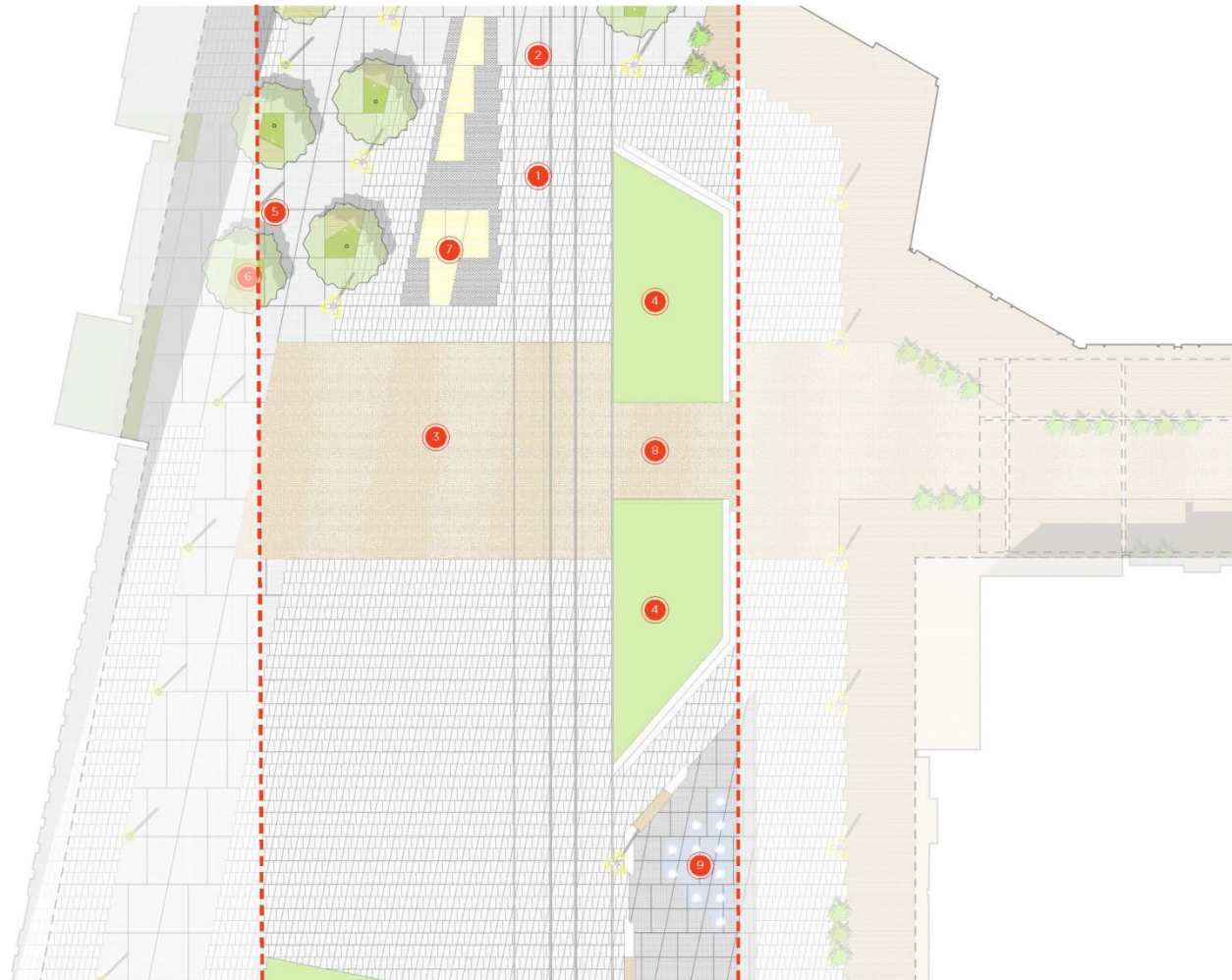
- 1 CONCRETE UNIT PAVING
- 2 CONCRETE PAVING
- 3 PLANTING
- 4 PLAZA IMPROVEMENTS
- 5 LIGHT POLES / ENT PILLARS
- 6 TREE PLANTER ELEMENT
- 7 INTERACTIVE BLOCK COURT
- 8 OUTDOOR DINING

KEY PLAN



PROMOTE
**HIGH QUALITY,
SUSTAINABLE DESIGN**

SITE FEATURES



PERFORMANCE PLAZA

- 1 CONCRETE UNIT PAVING
- 2 CONCRETE PAVING
- 3 TEMPORARY PAVILION
- 4 INCLINED LAWN
- 5 LIGHT ELEMENT
- 6 TREE PLANTER ELEMENT
- 7 BLOCK GARDEN
- 8 BRICK PAVING
- 9 WATER FEATURE

KEY PLAN



1

PROMOTE
**HIGH QUALITY,
SUSTAINABLE DESIGN**

SITE FEATURES



ENTRY GROVE GARDEN

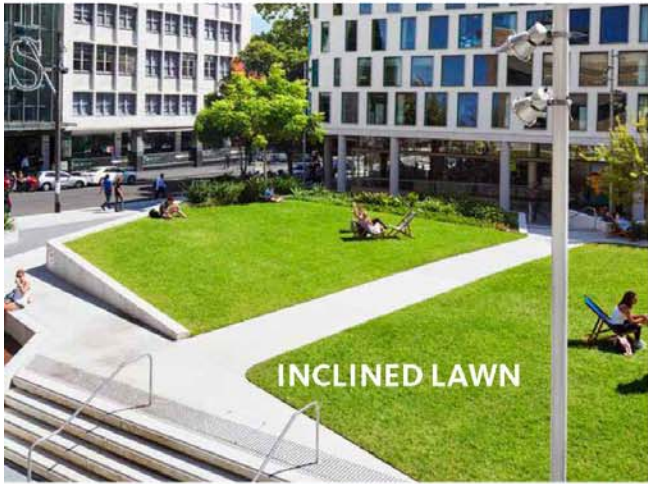
- 1 CONCRETE UNIT PAVING
- 2 CONCRETE PAVING
- 3 GRAVEL COURT
- 4 PLAZA IMPROVEMENTS
- 5 LIGHTING
- 6 TREE PLANTER ELEMENT
- 7 LAWN
- 8 BENCHES
- 9 WATER FEATURE

KEY PLAN



PROMOTE
**HIGH QUALITY,
SUSTAINABLE DESIGN**

SITE FEATURES



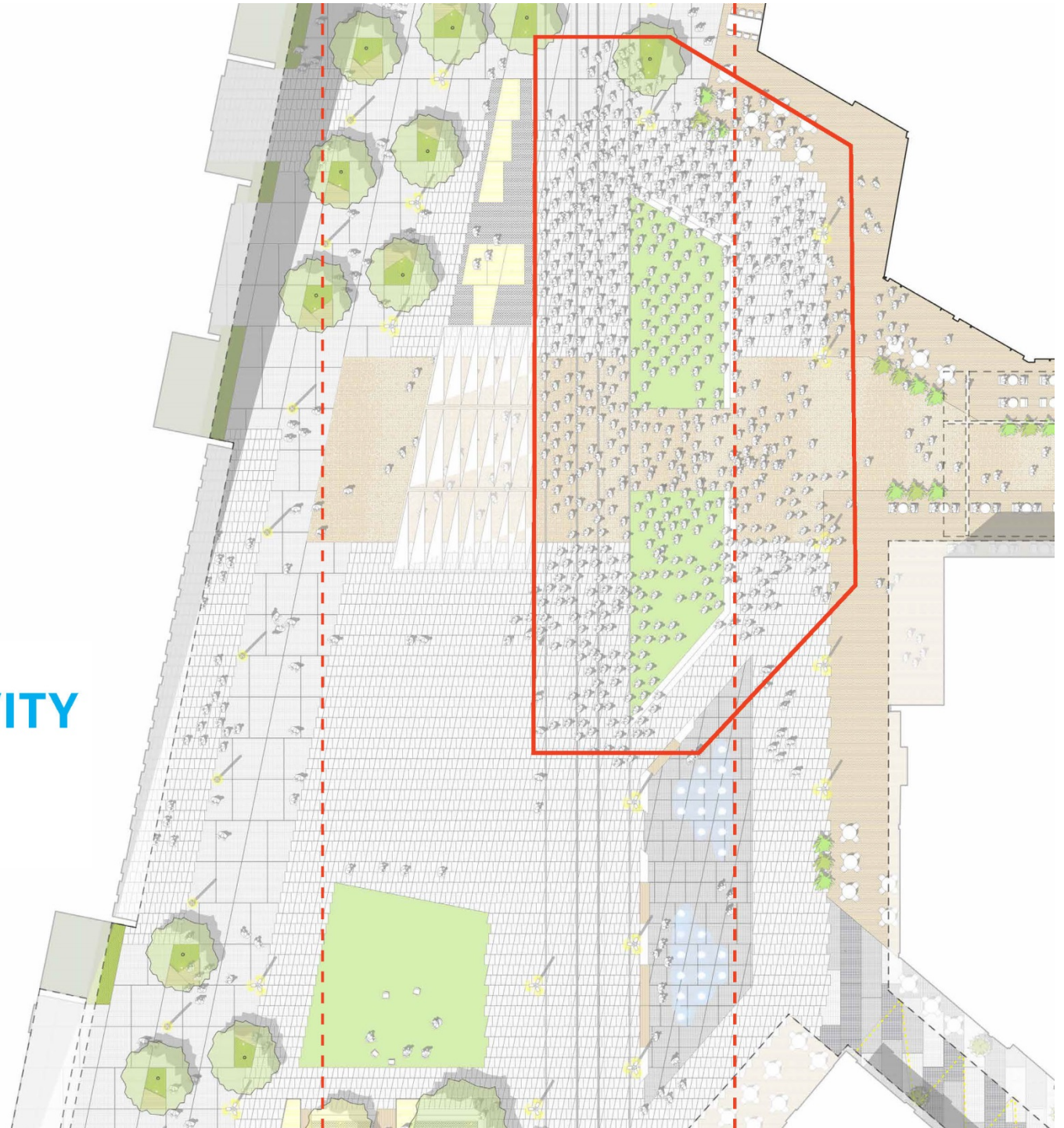
PROMOTE
HIGH QUALITY,
SUSTAINABLE DESIGN

PLAZA PROGRAM FLEXIBILITY

EVENT AREA

Square Feet	12,300
People @ 10 sf pp	1,230
People @ 5 sf pp	2,460

CREATE **FOUR**
SEASON ACTIVITY
TO ATTRACT
VISITORS YEAR-
ROUND

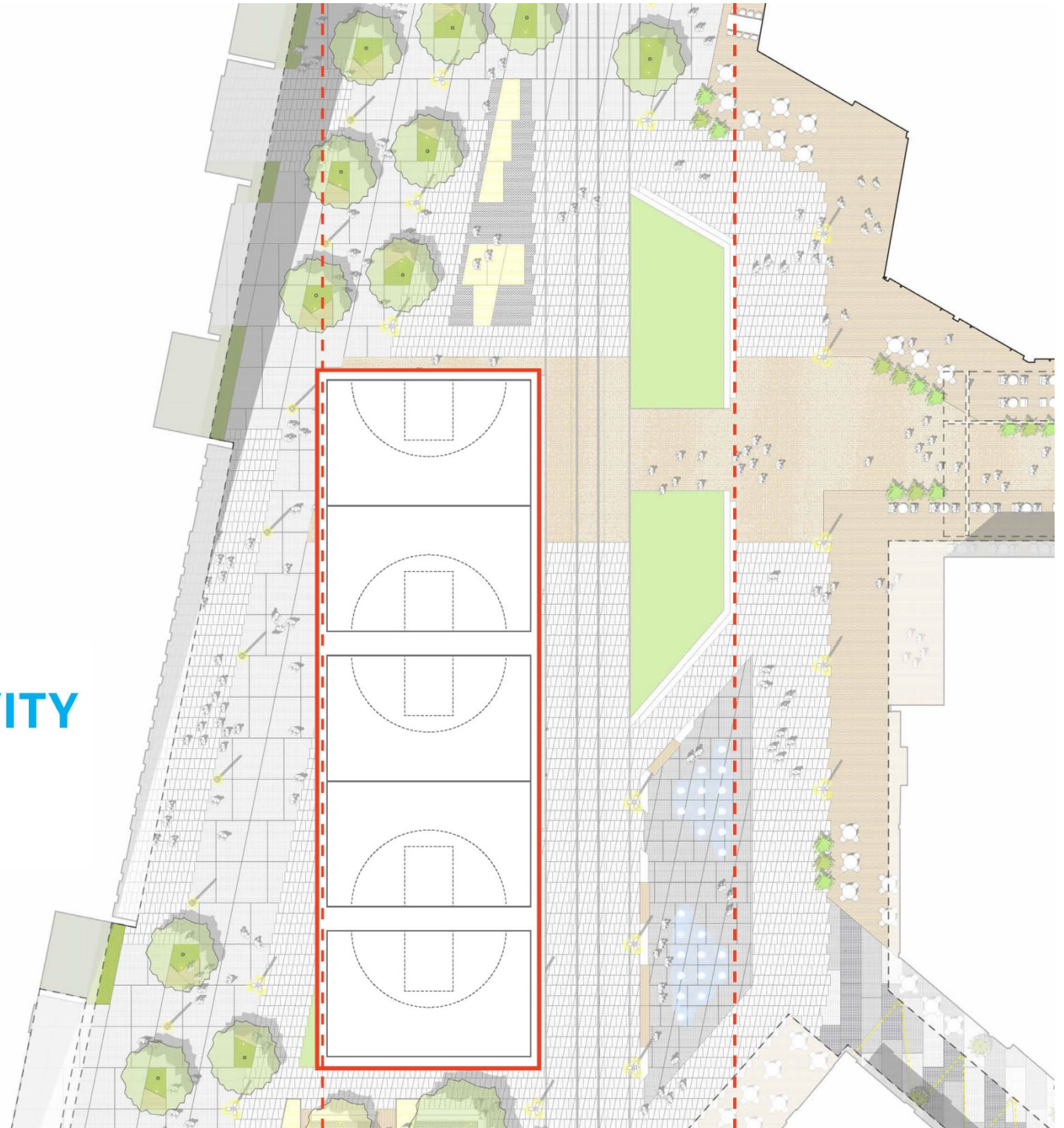


PLAZA PROGRAM FLEXIBILITY

3 ON 3 BASKETBALL TOURNAMENT

5 3X3 COURTS @31' x 50'

CREATE **FOUR**
SEASON ACTIVITY
TO ATTRACT
VISITORS YEAR-
ROUND

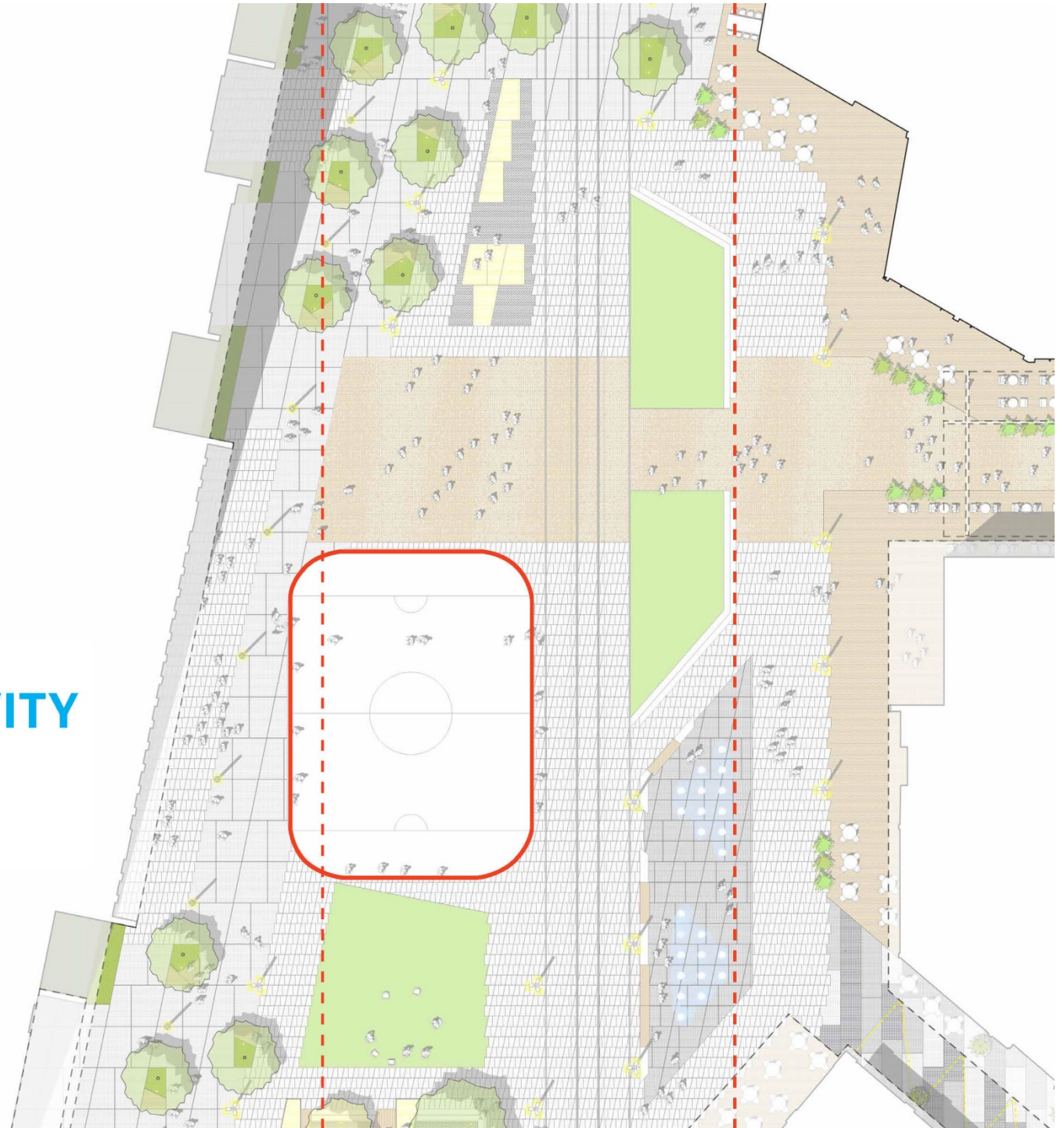


PLAZA PROGRAM FLEXIBILITY

ICE RINK

Square Feet 4,800 (60'x 80')
(100 skaters)

CREATE **FOUR**
SEASON ACTIVITY
TO ATTRACT
VISITORS YEAR-
ROUND



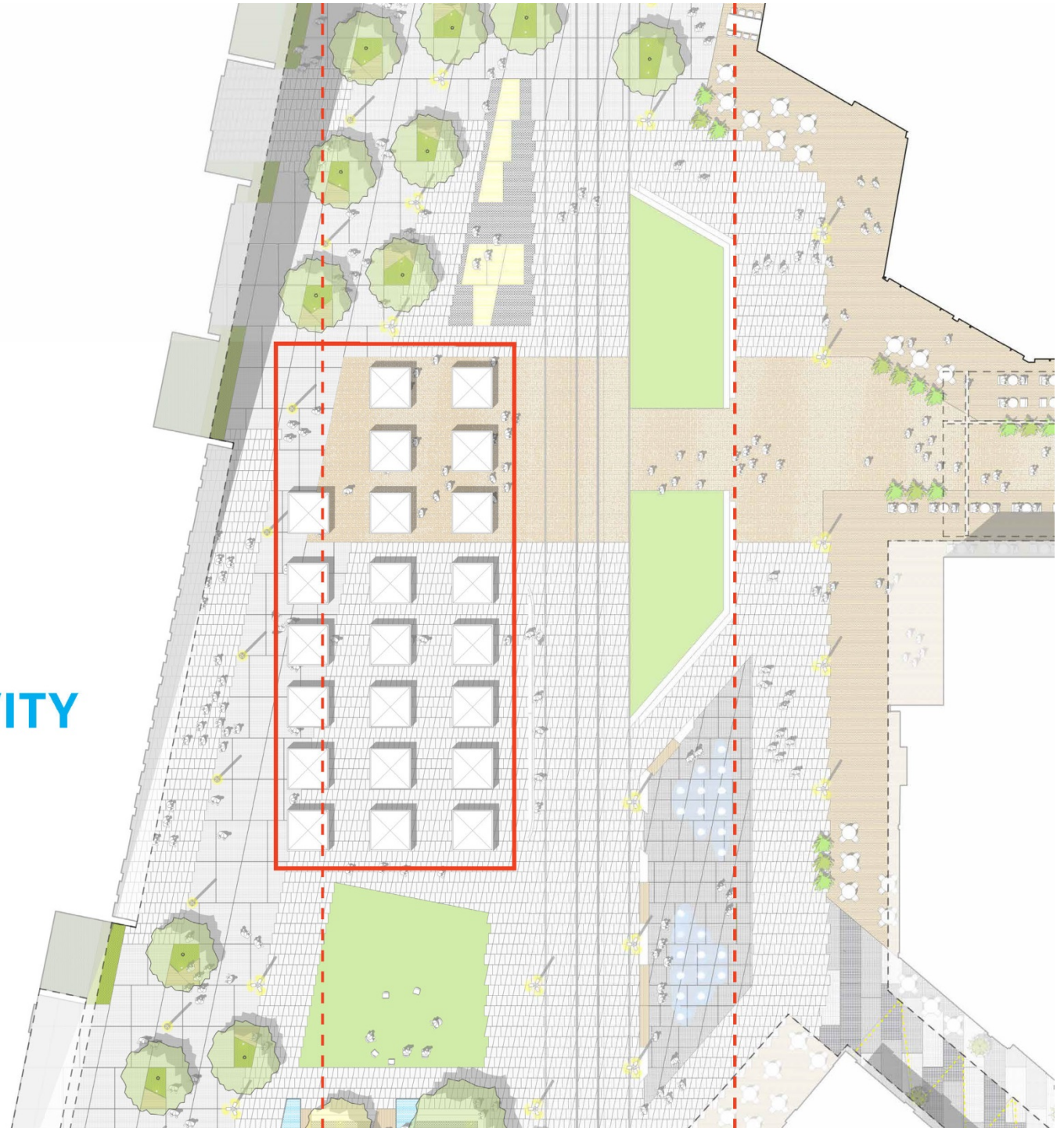
PLAZA PROGRAM FLEXIBILITY

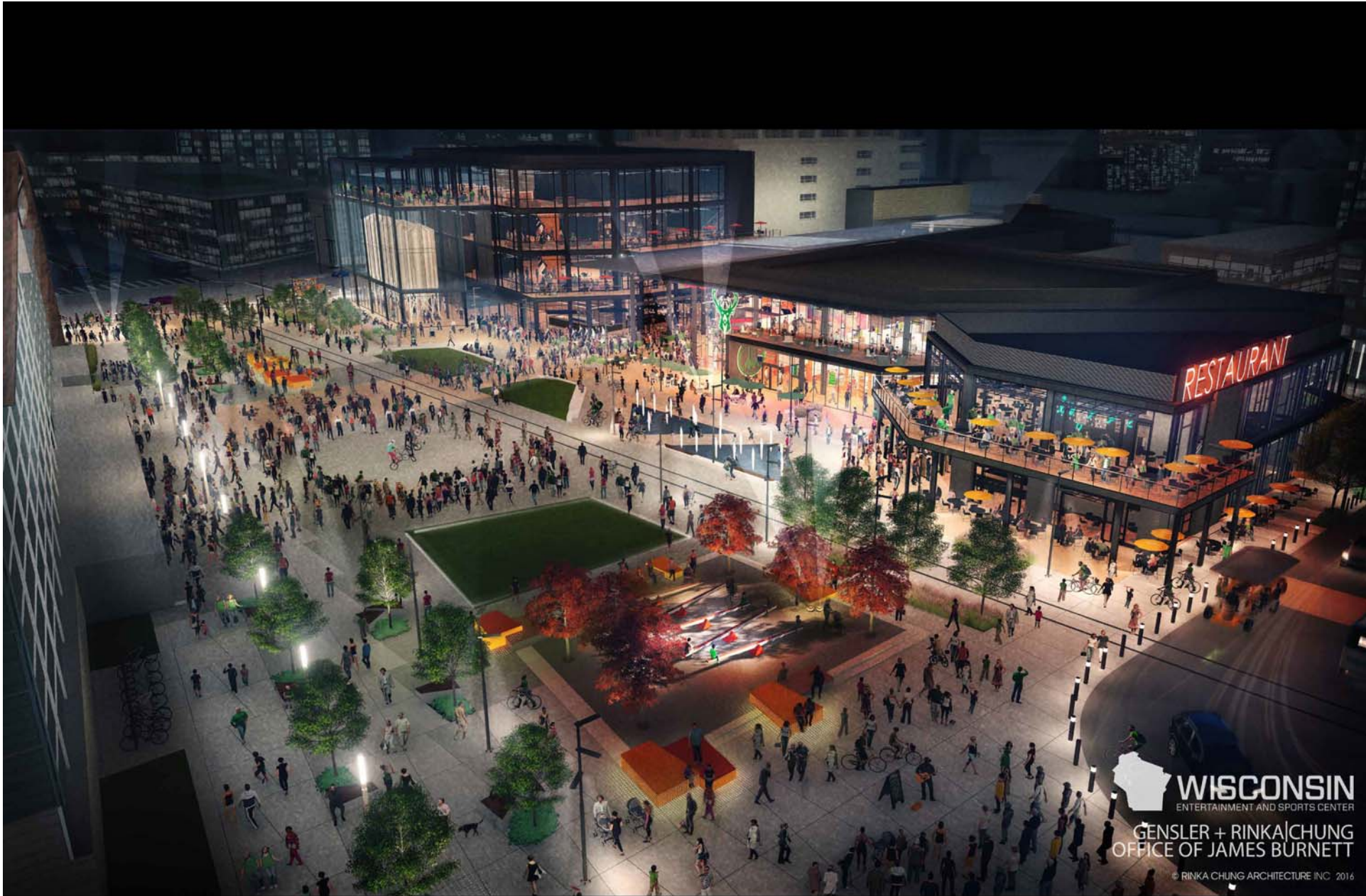
FARMERS MARKET / ART SHOW

Tent Size 10'x10'

(At Least 22 Tents in Central Plaza)

CREATE **FOUR**
SEASON ACTIVITY
TO ATTRACT
VISITORS YEAR-
ROUND





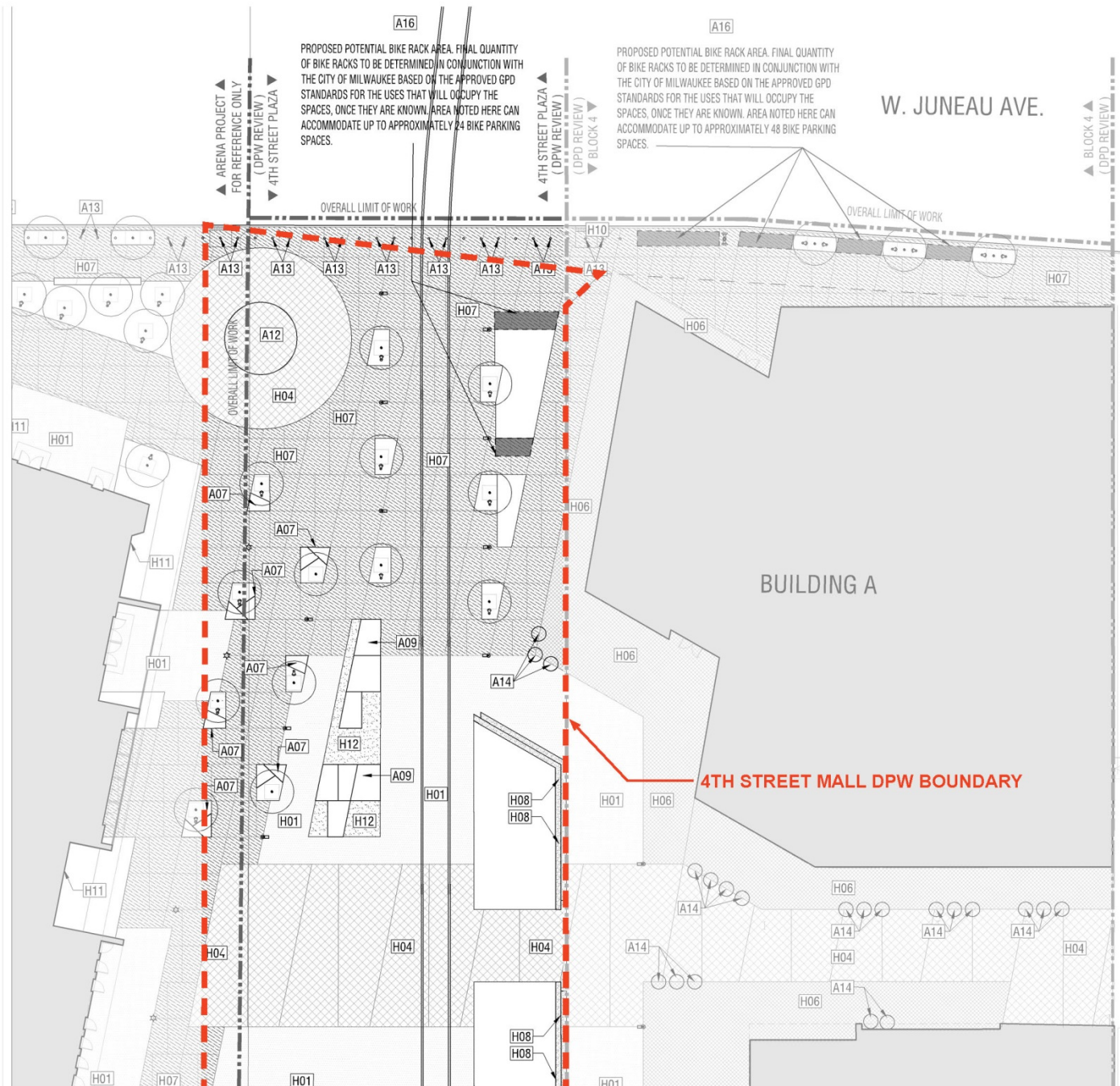
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VIEW LOOKING NORTHEAST

SITE HARDSCAPE PLAN



ENLARGED NORTH HARDSCAPE PLAN



KEY	SYMBOL	DESCRIPTION
H01	[Symbol]	CONCRETE UNIT PAVING, TYPE 1 (VEHICULAR RATED)
H02	[Symbol]	CONCRETE UNIT PAVING, TYPE 2 (VEHICULAR RATED)
H03	[Symbol]	CONCRETE UNIT PAVING, TYPE 3 (VEHICULAR RATED)
H04	[Symbol]	CLAY BRICK PAVING, TYPE 1 (VEHICULAR RATED)
H05	[Symbol]	CLAY BRICK PAVING, TYPE 2 (VEHICULAR RATED)
H06	[Symbol]	CLAY BRICK PAVING, TYPE 3 (PEDESTRIAN RATED)
H07	[Symbol]	CONCRETE PAVING (VEHICULAR RATED)
H08	[Symbol]	PLAZA STAIRS
H09	[Symbol]	CONCRETE CURB (RE: CIVIL PLANS)
H10	[Symbol]	ADA ACCESS RAMP (RE: CIVIL PLANS)
H11	[Symbol]	GRAVEL MAINTENANCE BAND
H12	[Symbol]	DECOMPOSED GRANITE PAVING
EJ	[Symbol]	DOWELED EXPANSION JOINT, TYP.
CJ	[Symbol]	SAWCUT CONTROL JOINT, TYP.

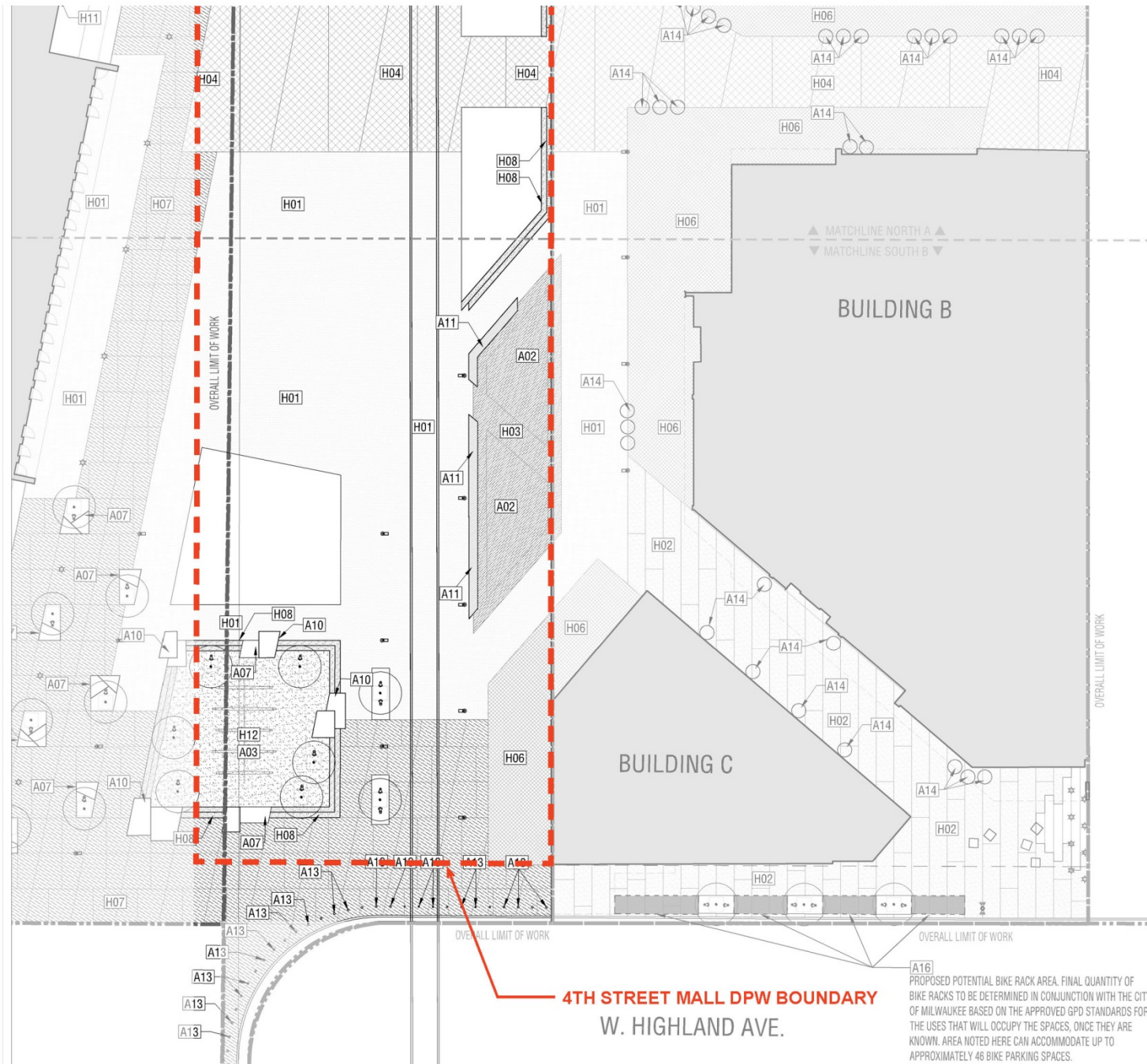
REFERENCE SCHEDULE ONLY. RE A1-5C FOR FULL HARDSCAPE SC

SITE AMENITIES SCHEDULE

KEY	SYMBOL	DESCRIPTION
A01	[Symbol]	OMIT
A02	[Symbol]	INTERACTIVE WATER FEATURE (DELEGATED DESIGN FEATURE)
A03	[Symbol]	PLAZA IMPROVEMENTS
A07	[Symbol]	PRECAST SEAT BAR TYPE 1
A08	[Symbol]	OMIT
A09	[Symbol]	SEATING ELEMENT, TYPE 1
A10	[Symbol]	SEATING ELEMENT, TYPE 2
A11	[Symbol]	PRECAST SEAT BAR TYPE 2
A12	[Symbol]	PLAZA IMPROVEMENTS
A13	[Symbol]	FIXED BOLLARD
A14	[Symbol]	PLANTER POT
A15	[Symbol]	WASTE RECEPTACLE
A16	[Symbol]	BICYCLE RACK

REFERENCE SCHEDULE ONLY. RE A1-5C FOR FULL SITE AMENITIES SCHEDULE.

ENLARGED SOUTH HARDSCAPE PLAN



KEY	SYMBOL	DESCRIPTION
H01	[Pattern]	CONCRETE UNIT PAVING, TYPE 1 (VEHICULAR RATED)
H02	[Pattern]	CONCRETE UNIT PAVING, TYPE 2 (VEHICULAR RATED)
H03	[Pattern]	CONCRETE UNIT PAVING, TYPE 3 (VEHICULAR RATED)
H04	[Pattern]	CLAY BRICK PAVING, TYPE 1 (VEHICULAR RATED)
H05	[Pattern]	CLAY BRICK PAVING, TYPE 2 (VEHICULAR RATED)
H06	[Pattern]	CLAY BRICK PAVING, TYPE 3 (PEDESTRIAN RATED)
H07	[Pattern]	CONCRETE PAVING (VEHICULAR RATED)
H08	[Pattern]	PLAZA STAIRS
H09	[Pattern]	CONCRETE CURB (RE: CIVIL PLANS)
H10	[Pattern]	ADA ACCESS RAMP (RE: CIVIL PLANS)
H11	[Pattern]	GRAVEL MAINTENANCE BAND
H12	[Pattern]	DECOMPOSED GRANITE PAVING
EJ	[Symbol]	DOWELED EXPANSION JOINT, TYP.
CJ	[Symbol]	SAWCUT CONTROL JOINT, TYP.

REFERENCE SCHEDULE ONLY. RE A1-5C FOR FULL HARDSCAPE SC

SITE AMENITIES SCHEDULE

KEY	SYMBOL	DESCRIPTION
A01	[Symbol]	OMIT
A02	[Symbol]	INTERACTIVE WATER FEATURE (DELEGATED DESIGN FEATURE)
A03	[Symbol]	PLAZA IMPROVEMENTS
A07	[Symbol]	PRECAST SEAT BAR TYPE 1
A08	[Symbol]	OMIT
A09	[Symbol]	SEATING ELEMENT, TYPE 1
A10	[Symbol]	SEATING ELEMENT, TYPE 2
A11	[Symbol]	PRECAST SEAT BAR TYPE 2
A12	[Symbol]	PLAZA IMPROVEMENTS
A13	[Symbol]	FIXED BOLLARD
A14	[Symbol]	PLANTER POT
A15	[Symbol]	WASTE RECEPTACLE
A16	[Symbol]	BICYCLE RACK

REFERENCE SCHEDULE ONLY. RE A1-5C FOR FULL SITE AMENITIES SCHEDULE.

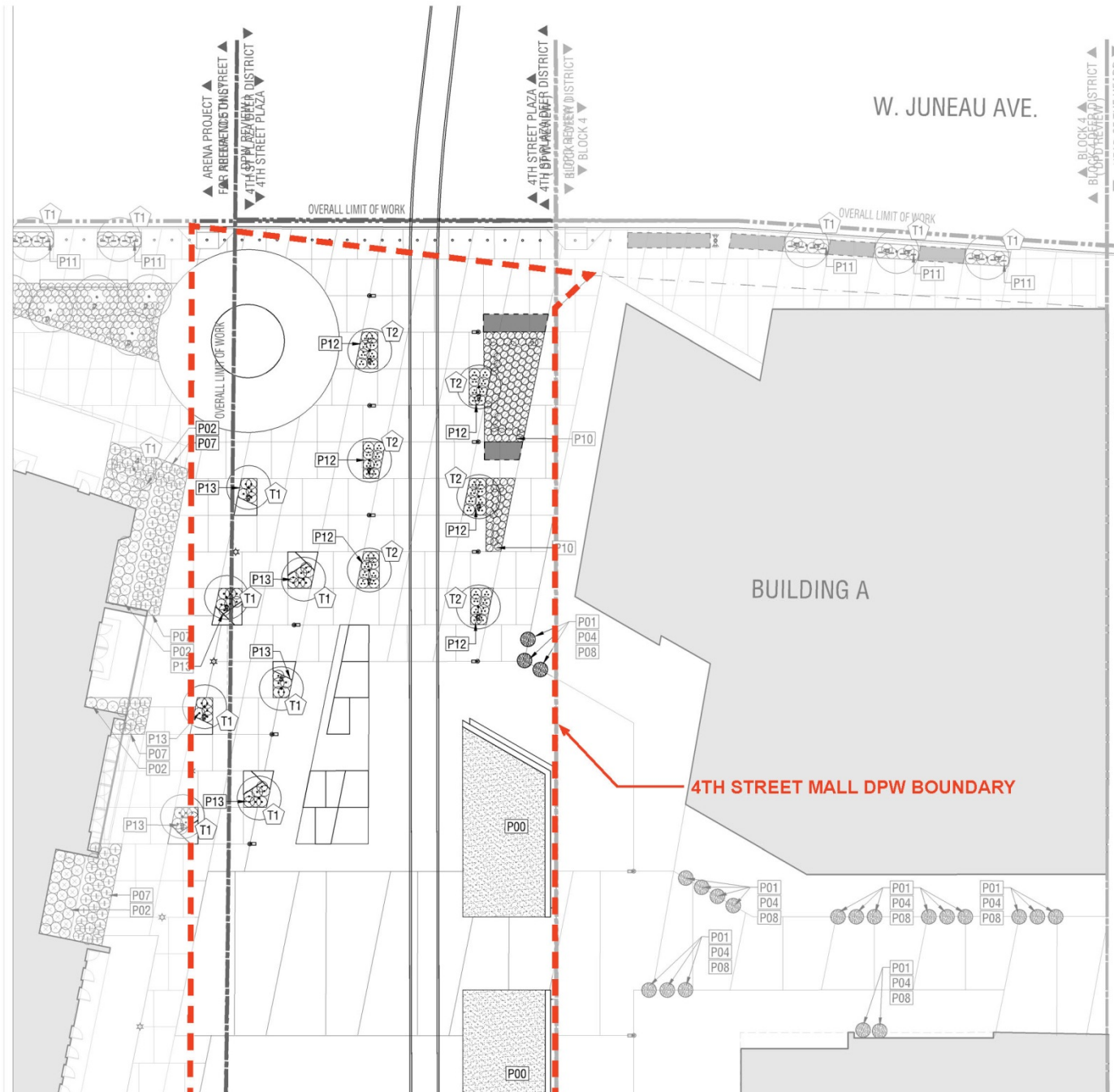
**4TH STREET MALL DPW BOUNDARY
W. HIGHLAND AVE.**

A16
PROPOSED POTENTIAL BIKE RACK AREA. FINAL QUANTITY OF BIKE RACKS TO BE DETERMINED IN CONJUNCTION WITH THE CITY OF MILWAUKEE BASED ON THE APPROVED GPD STANDARDS FOR THE USES THAT WILL OCCUPY THE SPACES, ONCE THEY ARE KNOWN. AREA NOTED HERE CAN ACCOMMODATE UP TO APPROXIMATELY 46 BIKE PARKING SPACES.

SITE PLANTING PLAN



ENLARGED NORTH PLANTING PLAN



PLANTING SCHEDULE

* REFERENCE A1-80 FOR FULL PLANTING SCHEDULE *

TREES			
CODE	SYMBOL	BOTANICAL NAME / COMMON NAME	MATURITY
T1	(Symbol)	ACER RUBRUM / RED MAPLE	30 - 40' H 30 - 40' W
T2	(Symbol)	QUERCUS RUBRA / RED OAK	40 - 50' H 30 - 40' W
T3	(Symbol)	QUERCUS TRINCANTHOS / THORNLESS HONEYLOCUST	30 - 50' H 30 - 40' W
ORNAMENTAL PLANTING: SOO & SEED			
CODE	SYMBOL	BOTANICAL NAME / COMMON NAME	MATURITY
P00	(Symbol)	SOLID SOO SPECIES TO BE DETERMINED	N/A
P01	(Symbol)	CORNUS SERICEA 'ARCTIC FIRE' / WINTER FLAME RED TWIG DOGWOOD	3' - 4' H 3' - 4' W
P04	(Symbol)	HELIOPSIS HELIANTHOIDES 'SUMMER SUN' / FALSE SUNFLOWER	2' - 3' H 2' W
P05	(Symbol)	ILEX GLABRA 'COMPACTA' / HOBERRY	3' - 4' H 3' W
P07	(Symbol)	JUNIPERUS SQUAMATA 'BLUE STAR' / BLUE STAR JUNIPER	2' - 3' H 3' W
P08	(Symbol)	NEPETA X FASSENII 'WALKERS LOW' / WALKERS LOW CATMINT	2' H 3' W
P10	(Symbol)	PENNISETUM ALOPECUROIDES / FOUNTAIN GRASS	2' - 4' H 5' W
P11	(Symbol)	PHYLIS ARGENTIC 'GRO-LOW' / GRO-LOW SUMAC	2' H 6' W
P12	(Symbol)	TEXAS CUSPIDATA 'MONLOO' / EMERALD SPREADER JAPANESE YEW	6' - 10' H 4' - 6' W
P13	(Symbol)	EUGENYMIUS FORTUNEI 'COLORATUS' / PURPLE WINTER CREEPER	6' H 1' W
BED EDGING			
PLANT NUMBER (FOR GRAPHIC PURPOSES ONLY)			

ENLARGED SOUTH PLANTING PLAN

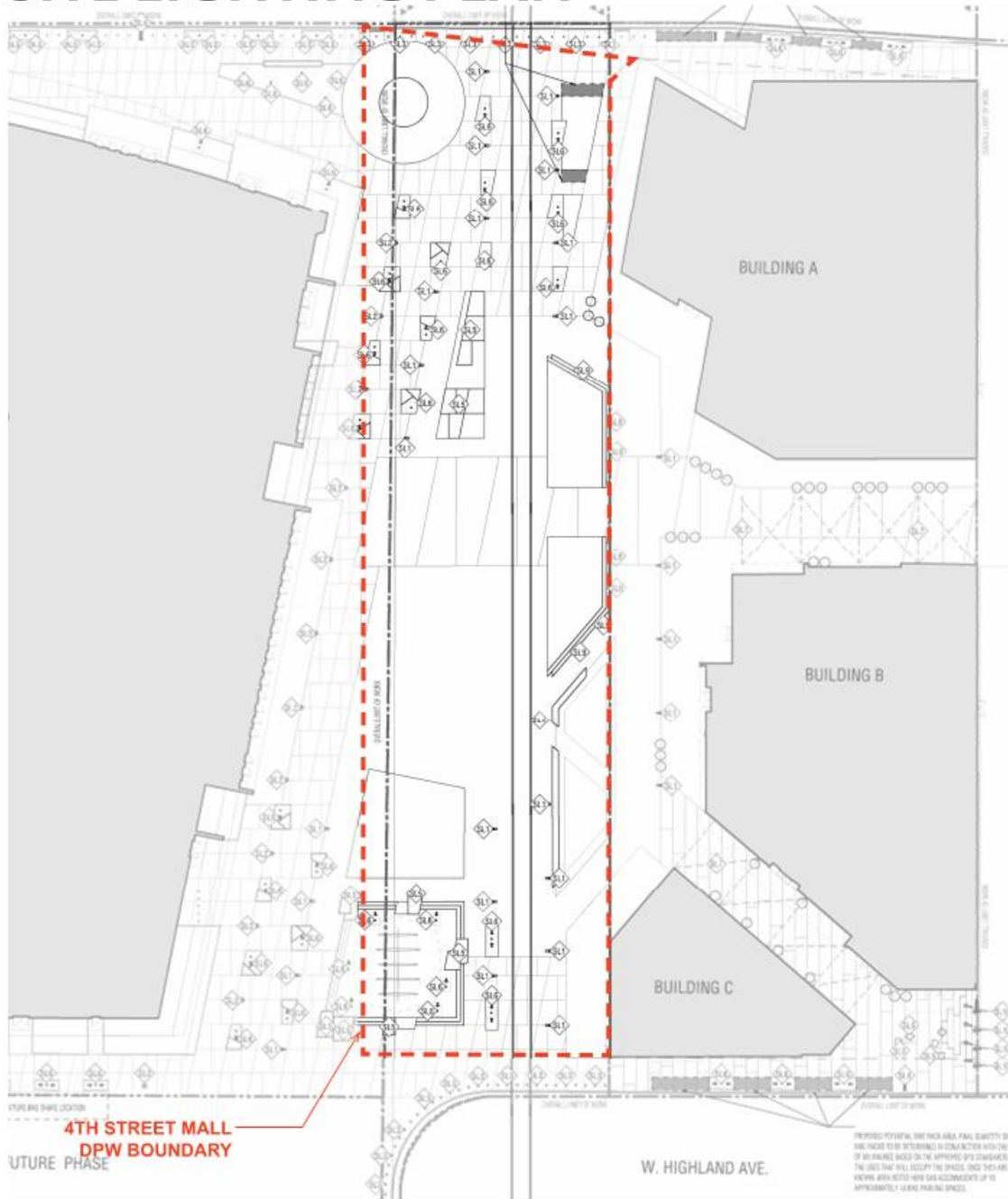


PLANTING SCHEDULE

* REFERENCE A1-B3 FOR FULL PLANTING SCHEDULE *

TREES			
CODE	SYMBOL	BOTANICAL NAME / COMMON NAME	MATURITY
T1	○	ACER RUBRUM / RED MAPLE	30 - 40' H 30 - 40' W
T2	○	QUERCUS RUBRA / RED OAK	40 - 50' H 30 - 40' W
T3	○	QUEDDIA TRIMACANTHOS L. / THORNLESS HONEYLOCUST	30 - 50' H 30 - 40' W
ORNAMENTAL PLANTING: SOO & SEED			
CODE	SYMBOL	BOTANICAL NAME / COMMON NAME	MATURITY
P00	■	SOLID SOO SPECIES TO BE DETERMINED	N/A
P01	■	CORNUS SERICEA 'ARCTIC FIRE' / WINTER FLAME RED TWIG DOGWOOD	3' - 4' H 3' - 4' W
P04	■	HELIOPSIS HELIANTHOIDES 'SUMMER SUN' / FALSE SUNFLOWER	2' - 3' H 2' W
P05	⊕	ILEX GLABRA 'COMPACTA' / HOBERRY	3' - 4' H 3' W
P07	⊕	JUNIPERUS SQUAMATA 'BLUE STAR' / BLUE STAR JUNIPER	2' - 3' H 3' W
P08	■	NEPETA X FASSENII 'WALKERS LOW' / WALKERS LOW CATMINT	2' H 3' W
P10	○	PENNISETUM ALOPECUROIDES / FOUNTAIN GRASS	2' - 4' H 5' W
P11	○	PHUS ARGENTIC 'GRO-LOW' / GRO-LOW SUMAC	2' H 6' W
P12	⊙	TEXAS CUSPIDATA 'EMERALD' / EMERALD SPREADER JAPANESE YEW	6' - 10' H 4' - 6' W
P13	○	EUGYNOMIS FORTUNEI 'COLORATUS' / PURPLE WINTER CREEPER	6' H 1' W
BED EDGING			
PLANT: ○ NUMBER (FOR GRAPHIC PURPOSES ONLY)			

SITE LIGHTING PLAN



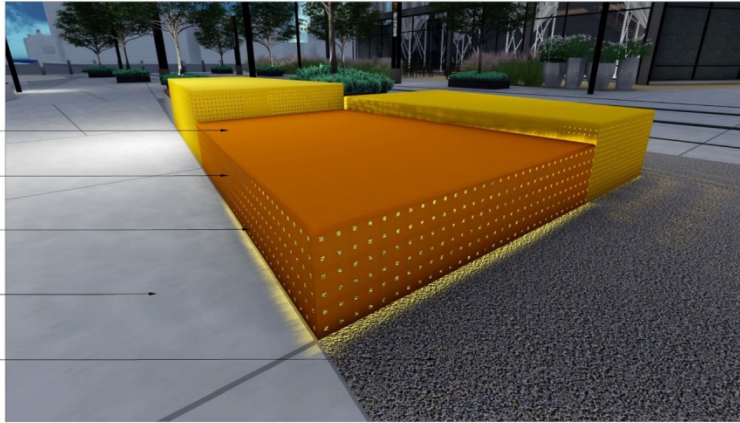
SITE LIGHTING SCHEDULE

KEY	SYMBOL	DESCRIPTION	DETAIL	MANUFACTURER/ SUPPLIER	MATERIAL/ MODEL
SL1		POLE TOP LUMINAIRE	RE: A1-12	LANDSCAPE FORMS	RAMA
SL2		LIGHT COLUMN	RE: A1-12	BEGA	MODEL # 88997
SL3		ROW AND LUMINAIRE	RF: A1-12	BFGA	MODEL # 90670
SL4		POLE TOP LUMINAIRES - STREET	-	TBD	-
SL5		SEATING ELEMENT LIGHTING	RE: A1-12	TBD	TBD
SL6		TREE UPLIGHTS	RE: A1-12	LUMIERE	096 BOCA LED
SL7		FESTOON LIGHTING	RE: A1-12	TOKISTAR LIGHTING	EXHIBITOR, GLOBE SHAPE G-19 WARM WHITE PAR #EX-WW
SL8		LANDSCAPE	N/A	TRU	TRU
		POLE MOUNT		TBD	TBD
SL9		LINEAR STEP LIGHTING	RE: A1-12	INTERLUX	THING6
SL10		LIGHT COLUMN - TYPE 2	RE: A1-12	BEGA	MODEL # 88 905

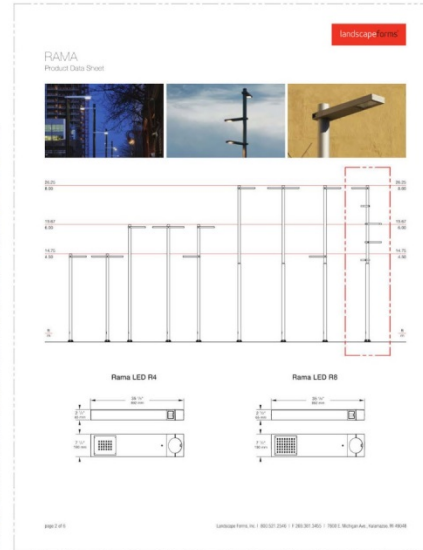
SITE LIGHTING DETAILS

NOTE : RENDERINGS FOR REFERENCE ONLY

- SOLID STEEL TOP
- FABRICATED STEEL PANES
- LED LIGHTING CONCEALED INTERNALLY
- CONCRETE PAVING, ADJACENT
- DECOMPOSED GRANITE, ADJACENT



PERSPECTIVE - LIGHTED SEATING ELEMENT 00



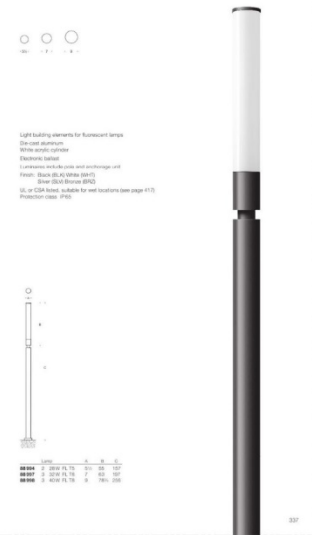
CUTSHEET - POLE TOP LUMINAIRE 00



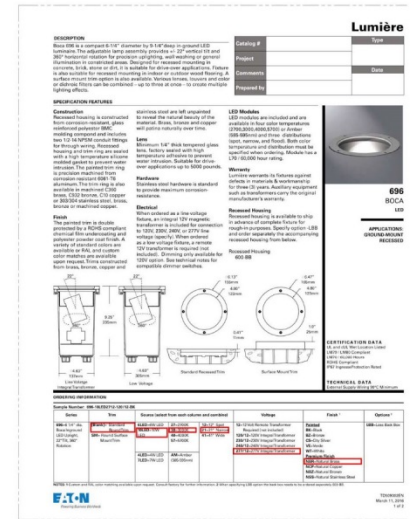
CUTSHEET - RECESSED LINEAR STEP LIGHT 00



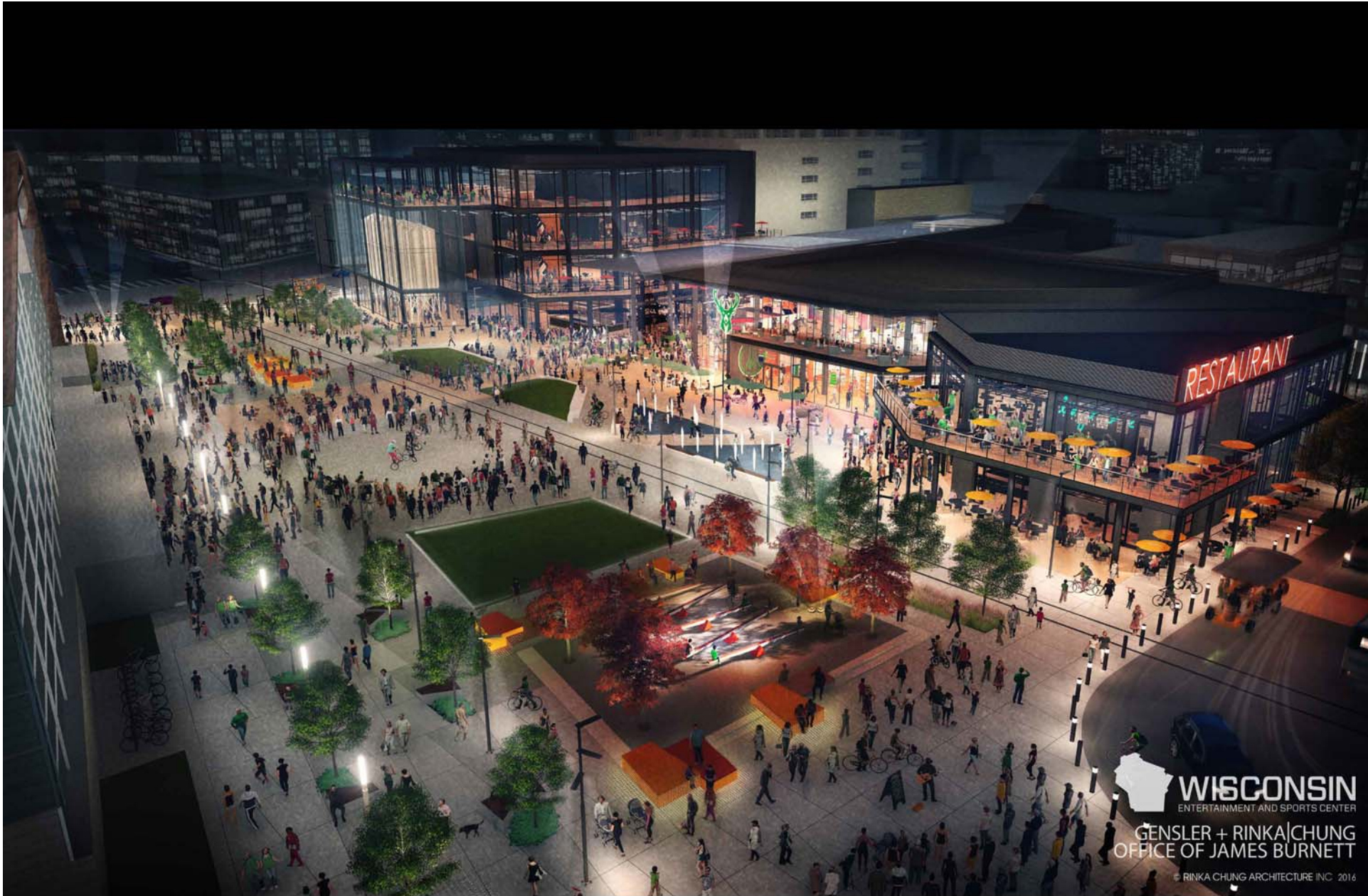
CUTSHEET - LIGHT COLUMN 00



CUT SHEET - LED BOLLARDS 00



CUTSHEET - TREE UPLIGHTS 00



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AERIAL VIEW LOOKING NORTHEAST



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AERIAL VIEW LOOKING EAST



VIEW LOOKING SOUTH FROM JUNEAU



VIEW LOOKING EAST TOWARD BUILDING A, BEER GARDEN CONNECTOR AND BUILDING B



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VIEW LOOKING SOUTHEAST AT BEER GARDEN CONNECTOR, BUILDING B AND BUILDING C

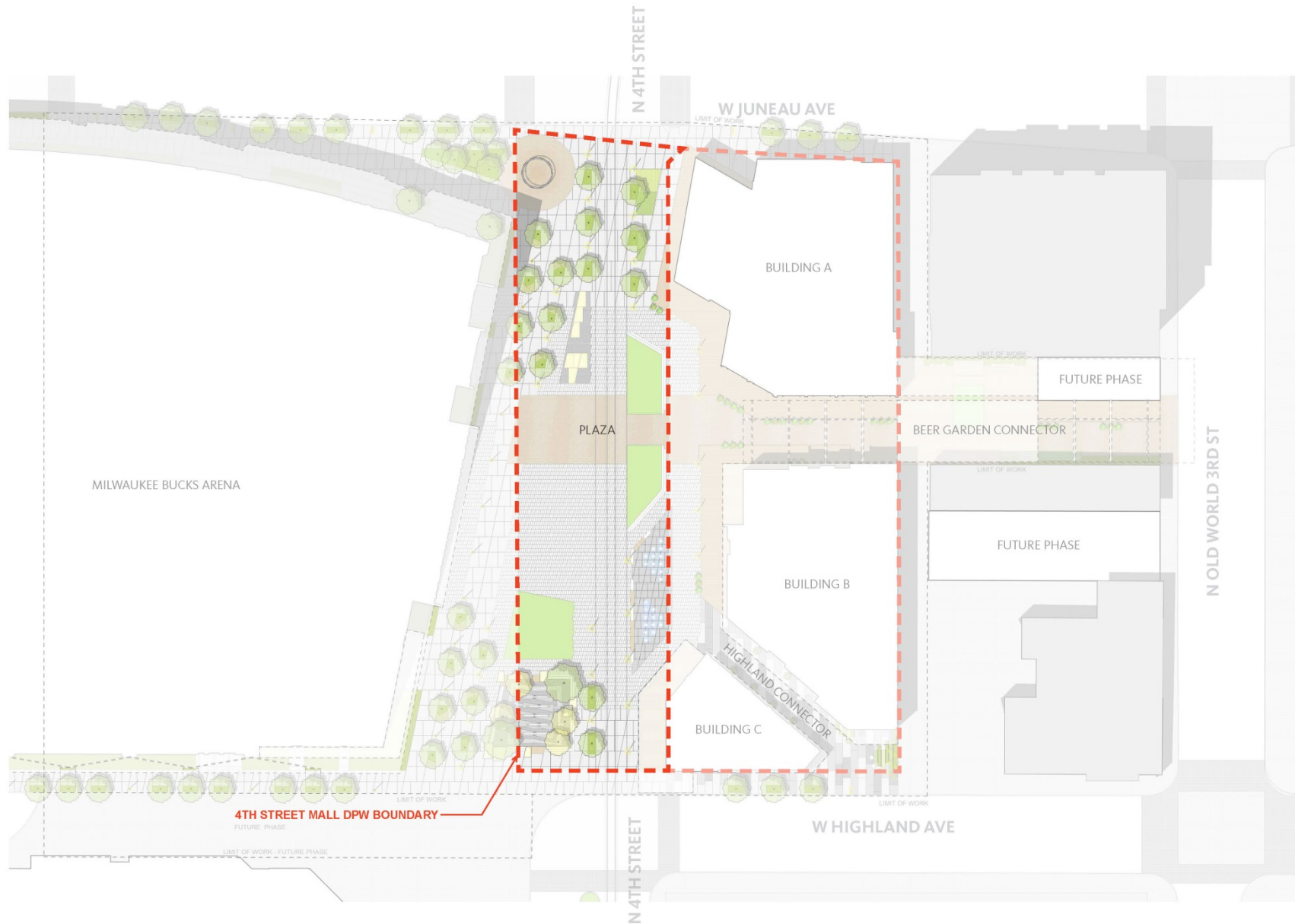


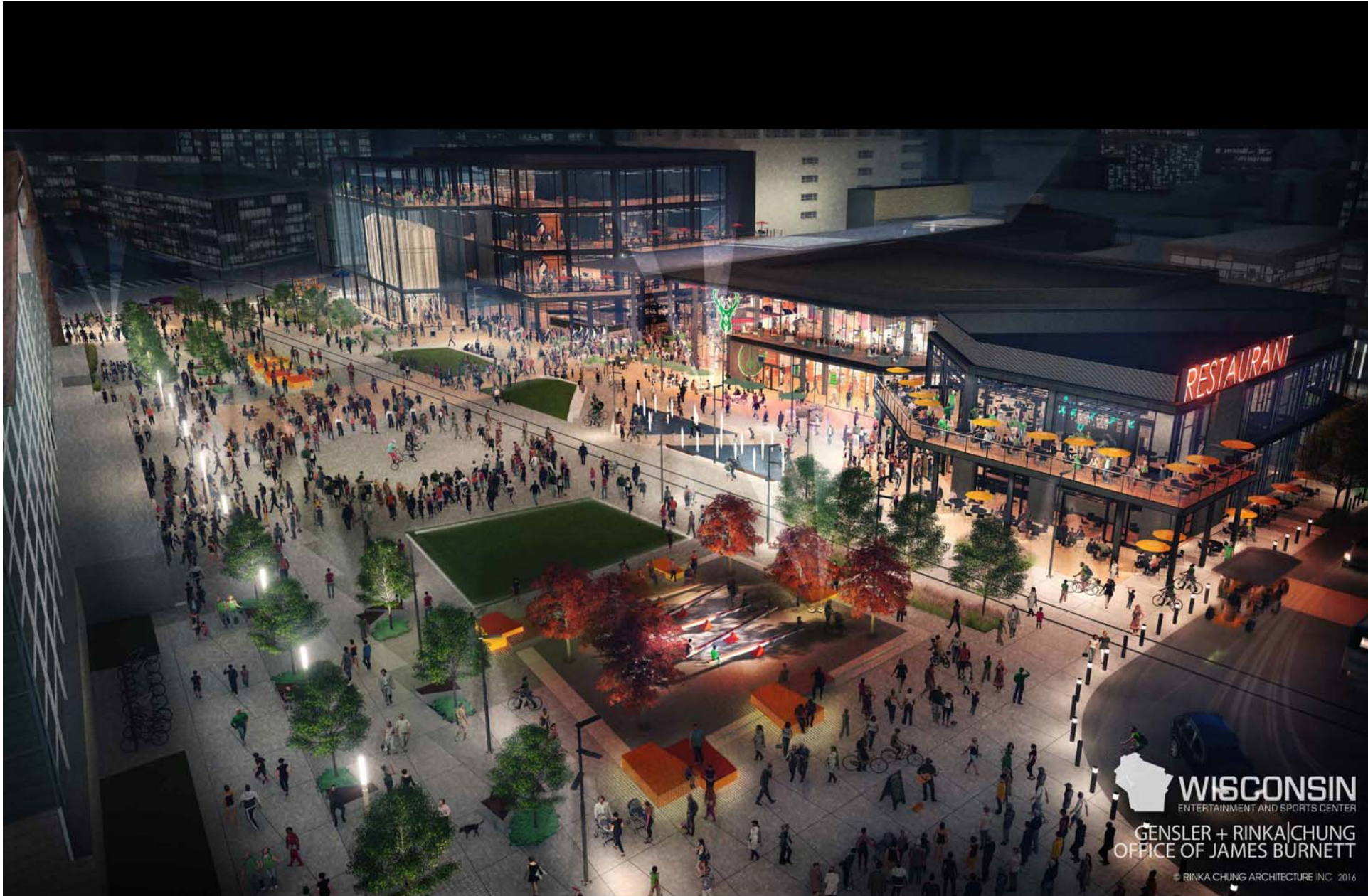
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VIEW LOOKING NORTHEAST TOWARD 4TH STREET PLAZA

SITE PLAN: 4TH STREET PEDESTRIAN MALL





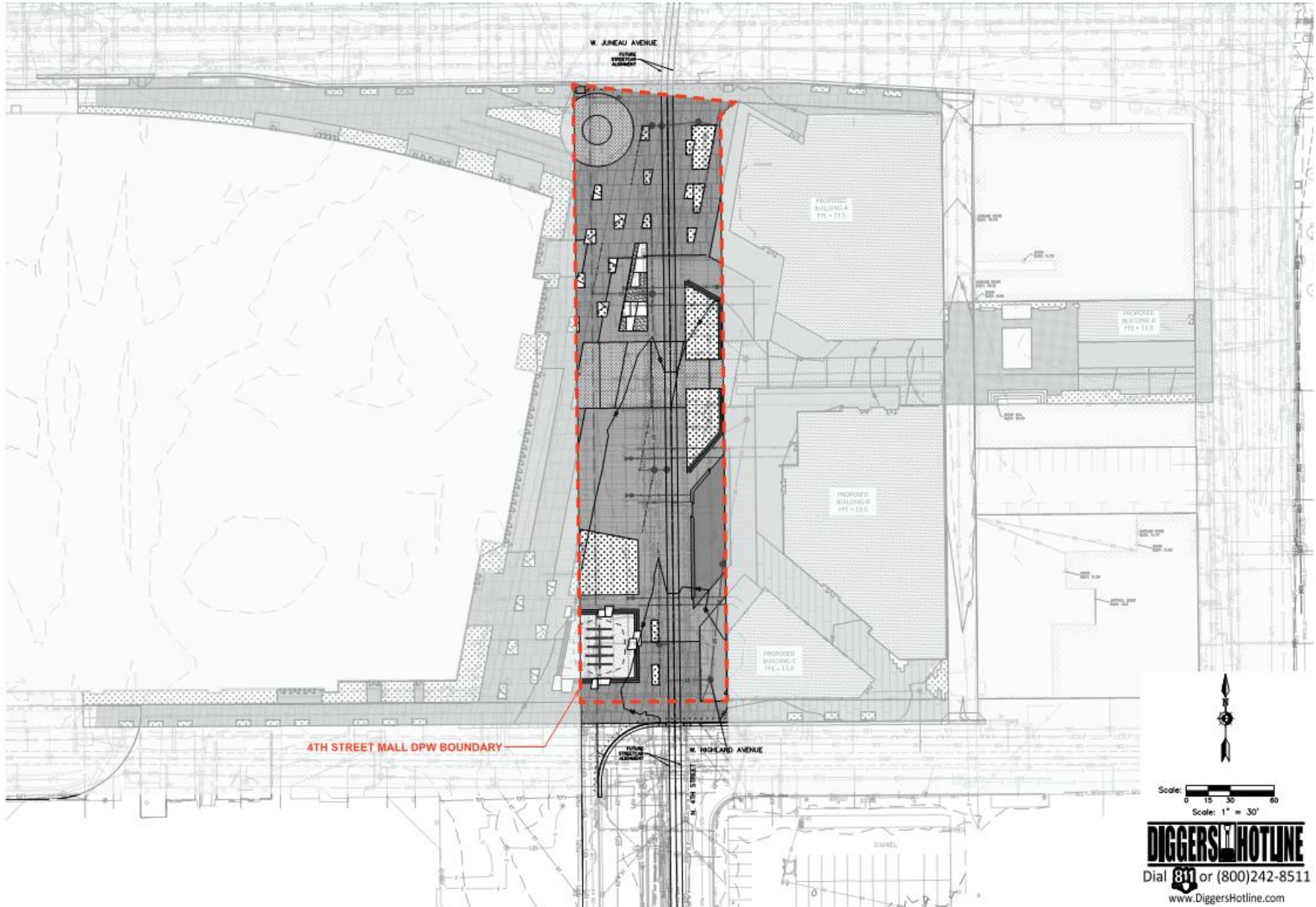
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AERIAL VIEW LOOKING NORTHEAST

THANK YOU

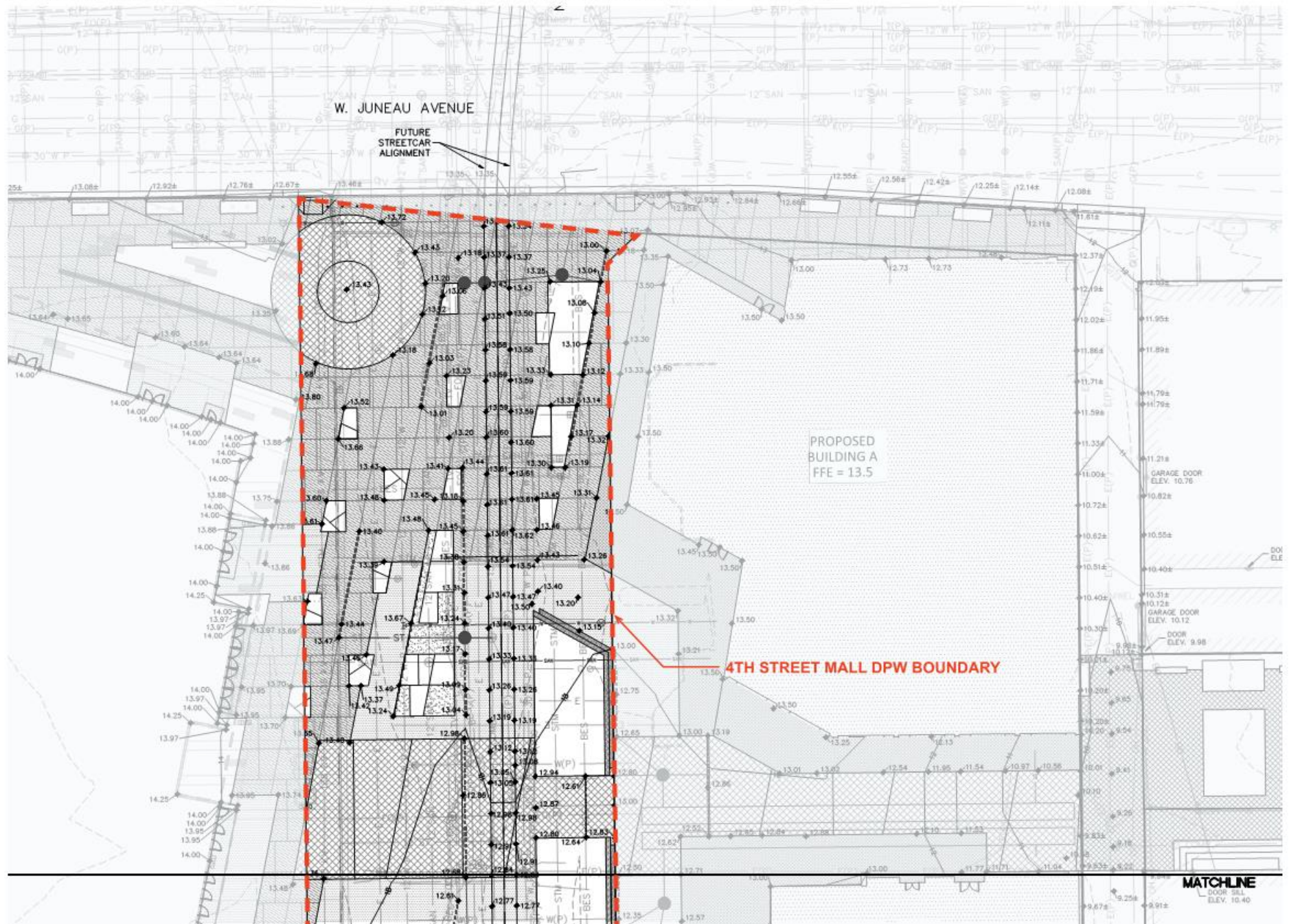
TECHNICAL APPENDIX

SITE GRADING PLAN

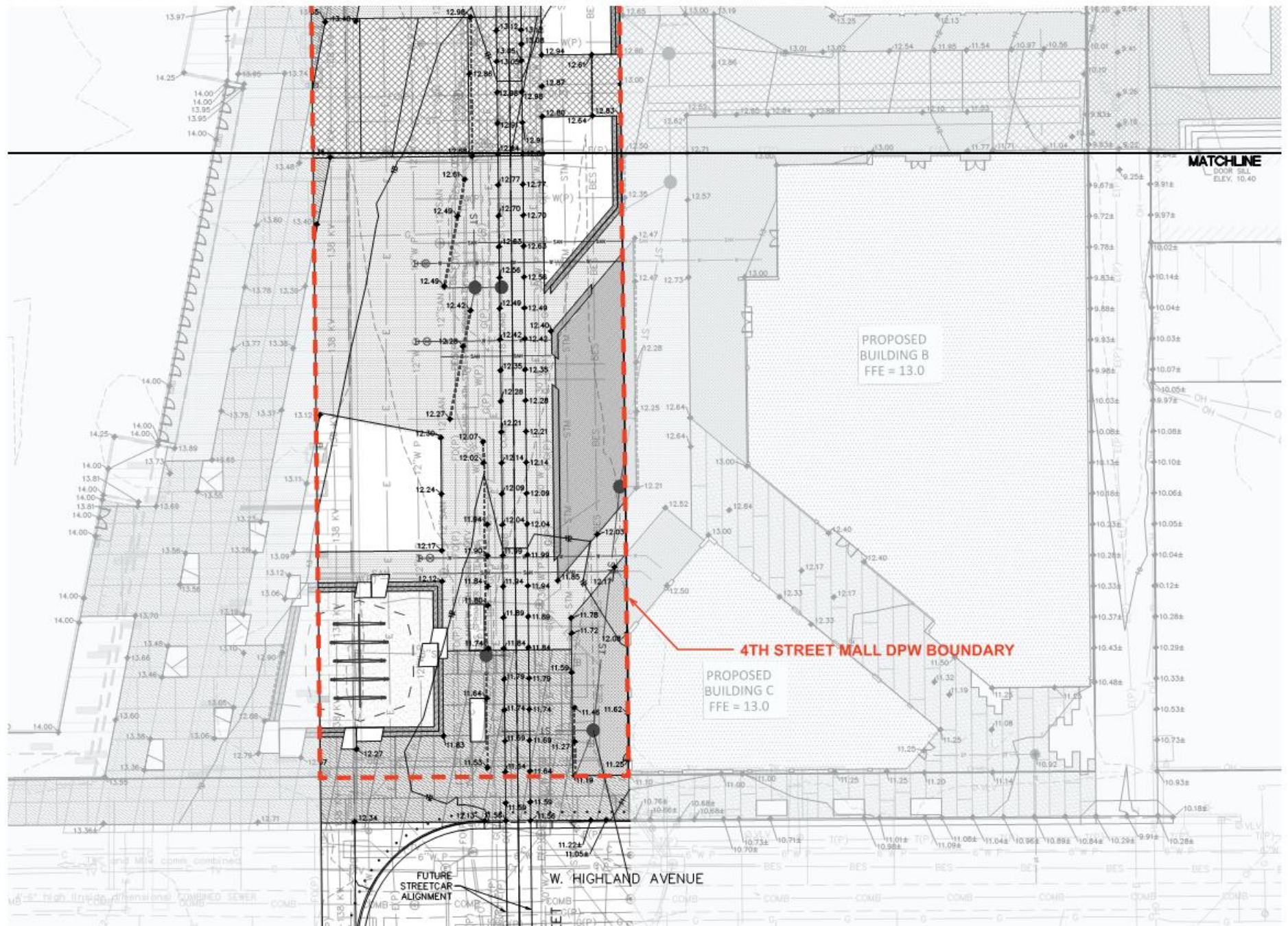


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www.DiggersHotline.com

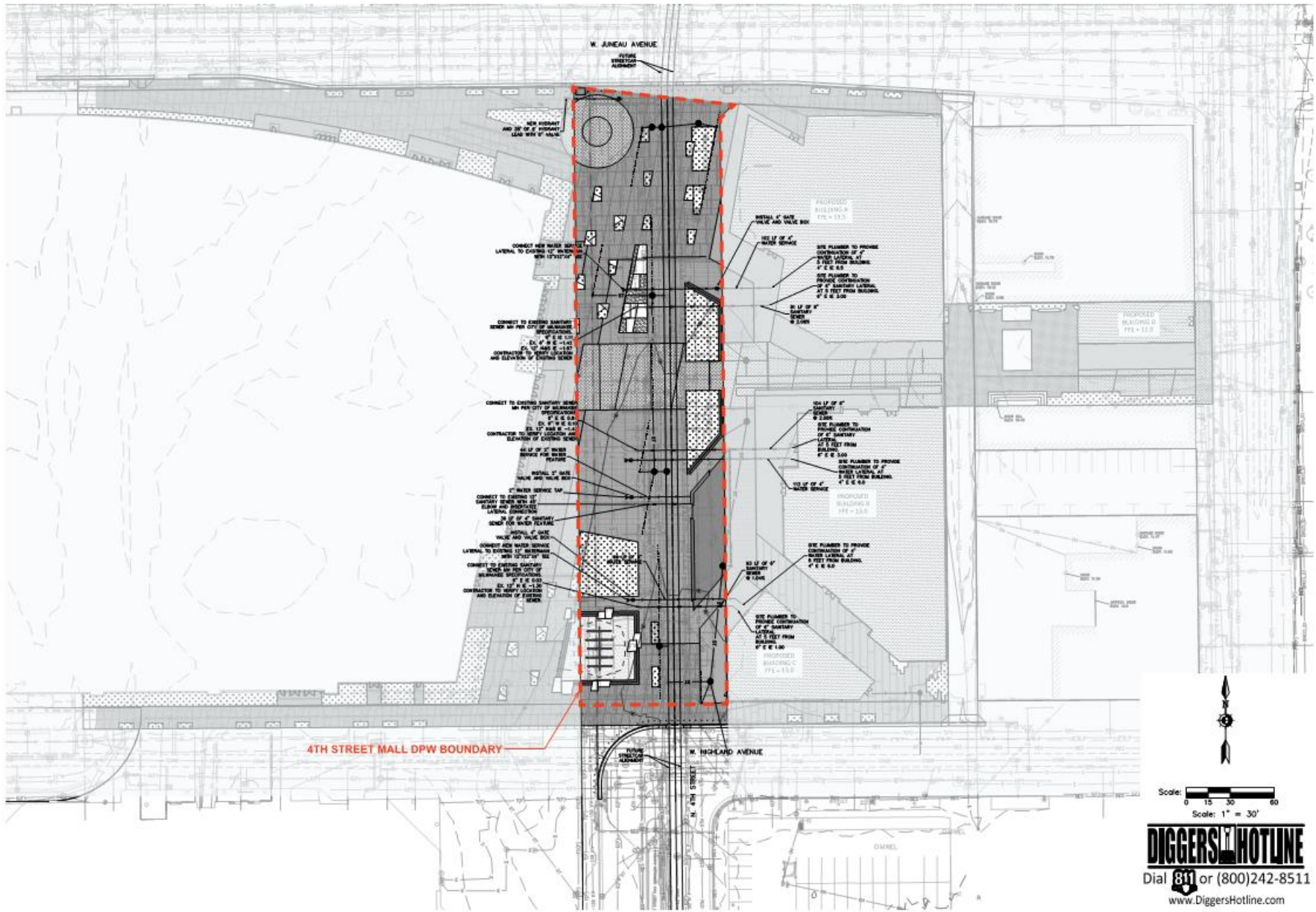
ENLARGED NORTH SITE GRADING PLAN



ENLARGED SOUTH SITE GRADING PLAN



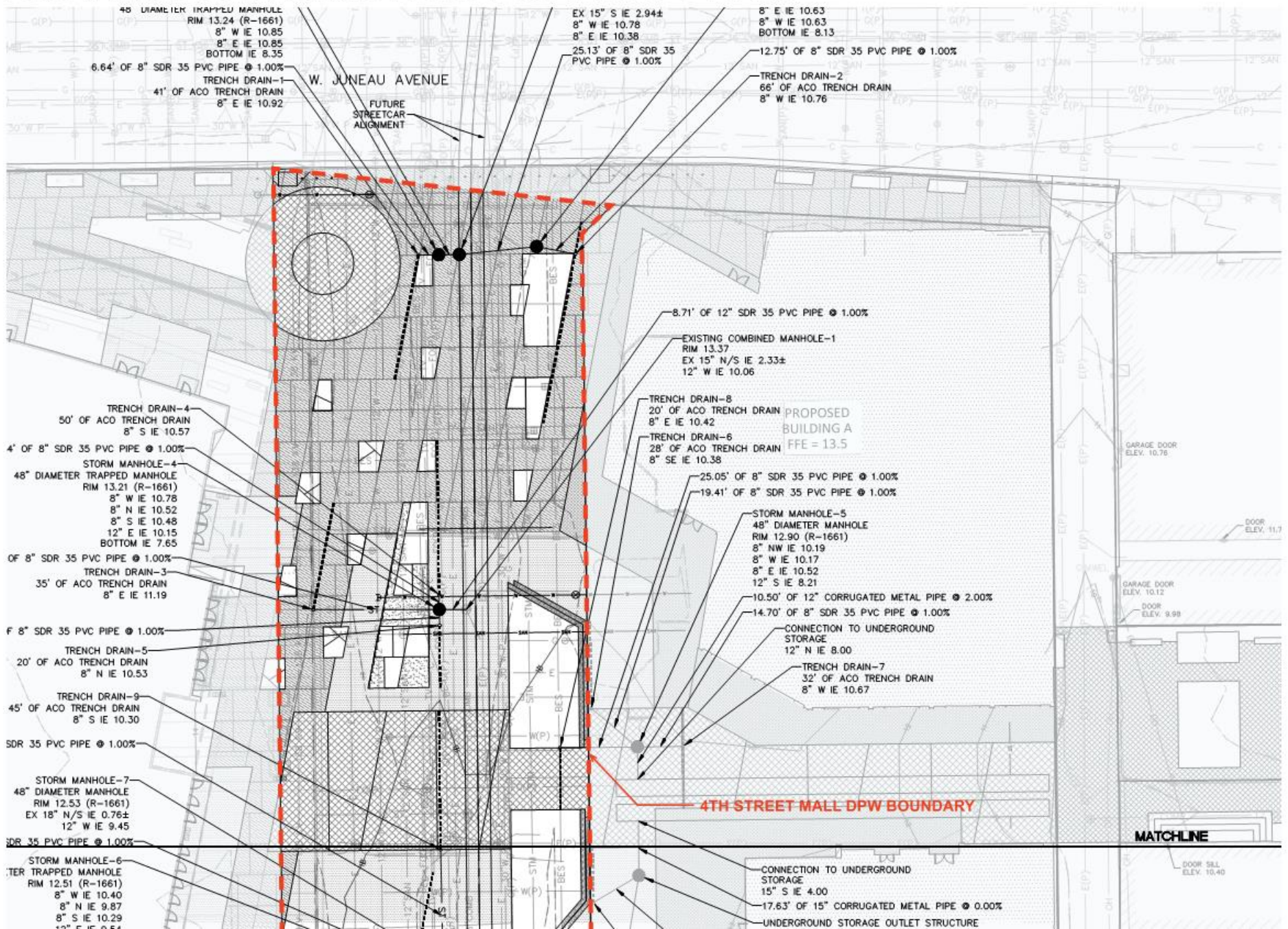
SITE UTILITY PLAN



Scale: 0 15 30 60
Scale: 1" = 30'

DIGGER'S HOTLINE
Dial 811 or (800)242-8511
www.DiggersHotline.com

ENLARGED NORTH SITE UTILITY PLAN



ENLARGED SOUTH SITE UTILITY PLAN

