As with prior options for this subarea, Option 3 presumes a direct or indirect subsidy offered to the private sector (in terms of TIF funding and/or parking access) in return for increased public use and activity. The intent is to create a strong public-private partnership with a greater return on investment for private development as well as a greater public value and experience for the community.

**North River Bank East – Option 4**

This fourth option (Figure 46) provides a variation on Option 3. This design shows more intense development integrating public activity and access between buildings along the river’s edge. The pedestrian link from Five Corners to the Transit Center is relocated along Brook Street. Building configurations create smaller, well-defined public places that will become more intimate places within a more intriguing and interesting cityscape.

Given the tight configurations, a precise alignment of building footprints is critical to the success of the concepts in Option 4. Specific building footprints and street-level activities should be “required” rather than treated as a general guidelines. This design approach can be accomplished through a “regulating plan” for a “form-based code” (or similar device) that ensures integrated urban design features as described below.

1. Option 4 depicts a more intense private development with more building footprints than any other option for this subarea. While built footprint increases, the combined length of building facades with a direct view of the river’s edge decreases. Nevertheless the increase in total built area should lead to higher activity levels and higher tax base. The increase in building intensity may require some below grade parking (for residential or commercial property). This suggests that developers will request a subsidy, probably through Tax Incremental Financing. Such subsidies should be given strong positive consideration, but only in return for an effective
pattern of public access, public places, and street level activity as envisioned in the design.

2. On the easternmost block, a new structure has been added much closer to the river’s edge (but still on private property). This structure might be a higher value residential building. Other market options are feasible. The added building is consistent with the intention of creating more activity by increasing occupied uses along the river’s edge. The new riverfront building still allows movement from the vehicular path to the pedestrian edge of the river.

3. Option 4 (like Option 3) maintains a well-marked pedestrian walkway from Five Corners to the Transit Center, but reconfigures this path in tandem with Brook Street, leading to the street crossing at St. Paul. This street-oriented pedestrian connection seems more public and might have more activity than the comparable mid-block connection in the Option 3. By relocating the pedestrian path to the west, the mid-block area becomes a more intimate garden or courtyard (which might still offer some semi-public activity).

4. Option 4 also uses the south side of the river to for more attractive parking with streetscape and landscape. As in Option 3, intense development on the north side of the river increases the need for parking and event space on the south side.

**NORTH RIVER BANK – WEST (FROM BROADWAY TO WISCONSIN)**

The western section of the north bank of the Fox River (Figure 47) should continue the pattern of development from the east. However, different constraints and opportunities suggest a more moderate pattern of development in this area with smaller structures.

Along Broadway, a new mixed use structure would complement the development to the east and help...