



Oshkosh

Improve

- Why a vision?
 - To make the future of Oshkosh as promising as possible
 - To take better advantage of our natural, cultural and recreational resources



Improve

- Partners
 - City of Oshkosh
 - Oshkosh Area Community Foundation
 - Oshkosh Chamber of Commerce
 - Oshkosh Convention and Visitors Bureau
 - Oshkosh Northwestern
 - University of Wisconsin Oshkosh
 - PROPEL
 - Lutheran Homes of Oshkosh
 - Mercy Medical Center – Affinity Health Systems

Improve

- A. Nelessen and Associates
 - Based in New Jersey
 - Trademarked approach to community visioning
 - Engage and involve entire community
 - Emphasis on public participation
 - Clients throughout nation, world
 - Milwaukee Downtown Redevelopment Plan
 - St. Paul, Minn. Vision Planning

Voice

- Methods
 - Online, image-based survey
 - Community workshops
- Over 2,300 surveys completed



- Who participated
 - 59% female, 41% male
 - 30% ages 29-43, 30% ages 44-55, 22% ages 56-67
 - 80% live in City of Oshkosh or Town of Algoma
 - Nearly 75% work in City of Oshkosh
 - 44% intend to live in or near City of Oshkosh for rest of their lives

Lifestyle

- Results

- 81% want bike lanes/
pedestrian walkways
- 98% want riverfront walkway
 - Includes restaurants and resort
- 97% want to incorporate sustainable
design practices into future development
 - E.g. Solar panels, green roofs, wind turbines



Lifestyle

- Recommendations
 - Develop a bicycle network connecting neighborhoods and surrounding communities



Lifestyle

- Recommendations
 - Complete a waterfront walkway on both sides of the river



Lifestyle

- Recommendations
 - Embrace Oshkosh as a green, environmentally-friendly community



- Results

- 94% want to bury utilities when areas are being redeveloped, streets repaved
- 90% want to improve existing corridors leading from Hwy 41 to City of Oshkosh
 - E.g. Jackson Street, Ninth Street
- 92% want to expand city park system



Pride

- Recommendations
 - Improve city gateways and streets
 - Bury utilities whenever possible



Before



After

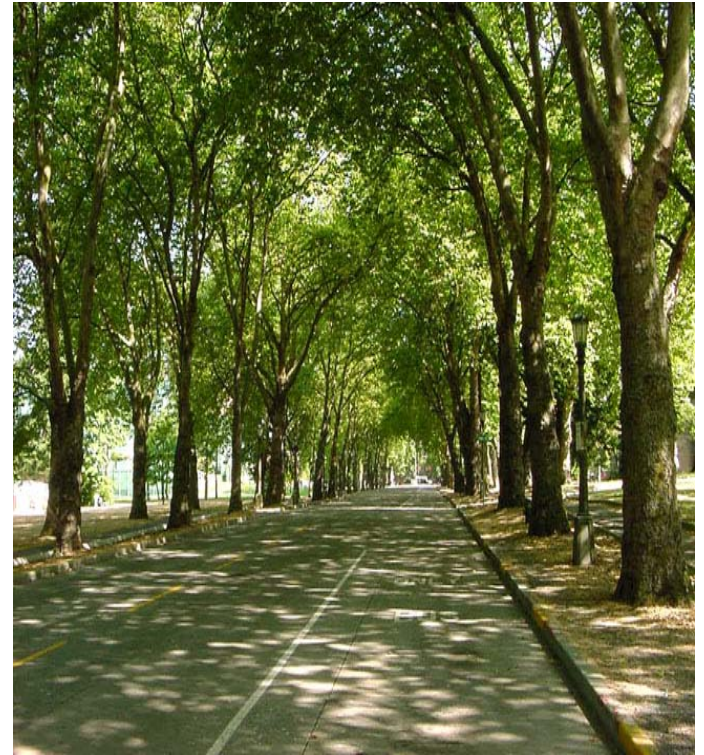
Pride

- Recommendations
 - Enhance city signage



Pride

- Recommendations
 - Plant more trees!



- Results

- 99% want coordinated planning throughout the Hwy 41 corridor
 - Fond du Lac to Green Bay
- 97% want continued collaboration between City of Oshkosh and Chamber of Commerce (economic development)
- 94% want continued collaboration between City of Oshkosh and UW Oshkosh (redevelopment)



- Recommendations
 - Local collaboration
 - City of Oshkosh (Comprehensive Plan)
 - UW Oshkosh, Chamber of Commerce (Redevelopment)
 - Regional collaboration
 - NEW North (Identity and branding)



Prosper

- Moving forward
 - Continue to make your voice heard!
 - Take ownership of the vision survey, recommendations
 - Keep a “can do” attitude
- Two-step process
 - Branding begins this fall



Prosper

“Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.”

Joel A. Barker





Oshkosh