

Sawdust District Advisory Group Planning Meeting

March 20th, 2018

Agenda

1. Introductions and purpose of why we are here.
2. Expectations and timeframe
3. Go over background materials
4. Discuss Imagine Oshkosh Plan and South Shore Central
5. What will the Sawdust District Plan Look Like?
6. Existing Conditions
7. Proposed Boundary exercise

Why are we here? Input

- Sounding board to help staff develop a plan for the Sawdust District
- Once a draft plan developed we will start the public process of adopting the plan.
 - Open House(s)
 - Workshops with various boards and commissions
 - Workshop with Council
 - Plan Adoption
 - Plan Implementation
 - Zoning Changes
 - Capital Improvement Programming

SAWDUST DISTRICT REDEVELOPMENT PLAN

Conceptual Visualization



- 1. Pedestrian gathering area
- 2. Boardwalk at breakfast
- 3. Green space
- 4. Parking area
- 5. Parking area
- 6. Marina
- 7. Waterfront access
- 8. Parking area
- 9. Green space
- 10. Parking area
- 11. Temporary stadium (potential recreational facility)
- 12. Parking area
- 13. Parking area
- 14. Large yellow stadium
- 15. Green space
- 16. Large white building complex
- 17. Parking area
- 18. Small buildings
- 19. Restored native planting area, trails, and waterfront access
- 20. Green space
- 21. Blue building
- 22. Parking area
- 23. Green space
- 24. Parking area
- 25. Green space
- 26. Green space
- 27. Green space
- 28. Green space
- 29. Parking area
- 30. Parking area

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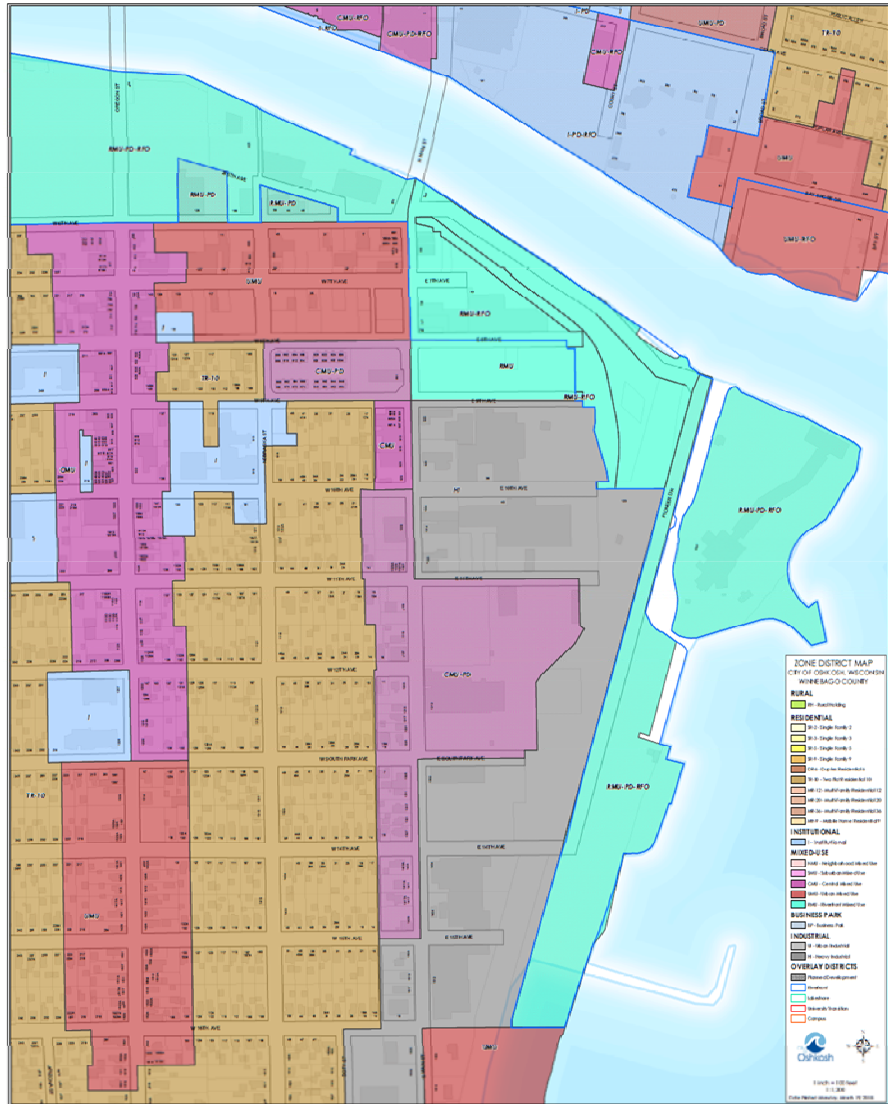
- 1. Pedestrian gathering area
- 2. Riverwalk at breakwall
- 3. Pedestrian gathering area
- 4. Temporary stadium (potential recreational facility)
- 5. Riverwalk
- 6. Boat slips
- 7. Pedestrian gathering area
- 8. Temporary stadium (potential recreational facility)
- 9. Railway line
- 10. Parking for the permanent recreational facilities
- 11. Temporary stadium (potential recreational facility)
- 12. Parking for the permanent recreational facilities
- 13. Parking for the permanent recreational facilities
- 14. Pedestrian gathering area
- 15. Temporary stadium (potential recreational facility)
- 16. Parking for the permanent recreational facilities
- 17. Pedestrian gathering area
- 18. Temporary stadium (potential recreational facility)
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- 25. Parking for the permanent recreational facilities
- 26. Pedestrian gathering area
- 27. Temporary stadium (potential recreational facility)
- 28. Parking for the permanent recreational facilities



City of Oshkosh Sawdust District
2015 Aerial

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1 in = 0.02 mi
1 in = 100 ft
Printing Date: 3/19/2018
Prepared by: City of Oshkosh, WI





**City of Oshkosh Sawdust District
Zone Districts**

1 in = 0.02 mi
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Prepared by: City of Oshkosh, WI



Background Plans

- Imagine Oshkosh 2017 and Existing Conditions Report
- City Center Corridors Plan 2018
- Let's Be Pioneers! 2014
- Comp Plan 2005
- Fox River Corridor Plan 2005
- Downtown Action 2000

***Oshkosh Downtown Design and Development Plan
Oshkosh, Wisconsin***

Downtown Action Plan



Prepared for:

***The City of Oshkosh
The Oshkosh Commercial Development Corporation /
Oshkosh Chamber of Commerce
The Oshkosh Community Foundation***

Submitted by:

LDR International, Inc.

10 October 2000

5.4 E. 9th Avenue and Pioneer Drive Development Zone

The E. 9th Avenue/Pioneer Drive area is one of the primary development/redevelopment sites within the study area. The site's boundaries are defined by S. Main Street, Fox River, Pioneer Drive, and E. 10th Avenue. Its proximity to downtown and its adjacency to the Fox River create an ideal setting for residential, commercial, and office development opportunities. Due to this development/redevelopment potential, the "Oshkosh Partnership Committee" and the consultant team created the following development recommendations:

- Maximize development along the riverfront by abandoning that portion of Pioneer Drive immediately adjacent to the Fox River to facilitate development and redevelopment opportunities (e.g. a mix of residential, commercial and office uses).
- Enhance riverfront pedestrian accessibility by constructing a public promenade along the river's edge. The promenade should serve as a link between the N. Main Street bridge and Pioneer Inn.
- Enhance pedestrian access along the N. Main Street Bridge to link south side development / redevelopment to downtown.
- Provide alternative access to the Pioneer Inn (perhaps through an extension of Ninth Avenue east to reconnect with a remaining portion of the existing Pioneer Drive).
- Explore the feasibility of expanding the Pioneer Resort Marina to attract more boaters to downtown Oshkosh.



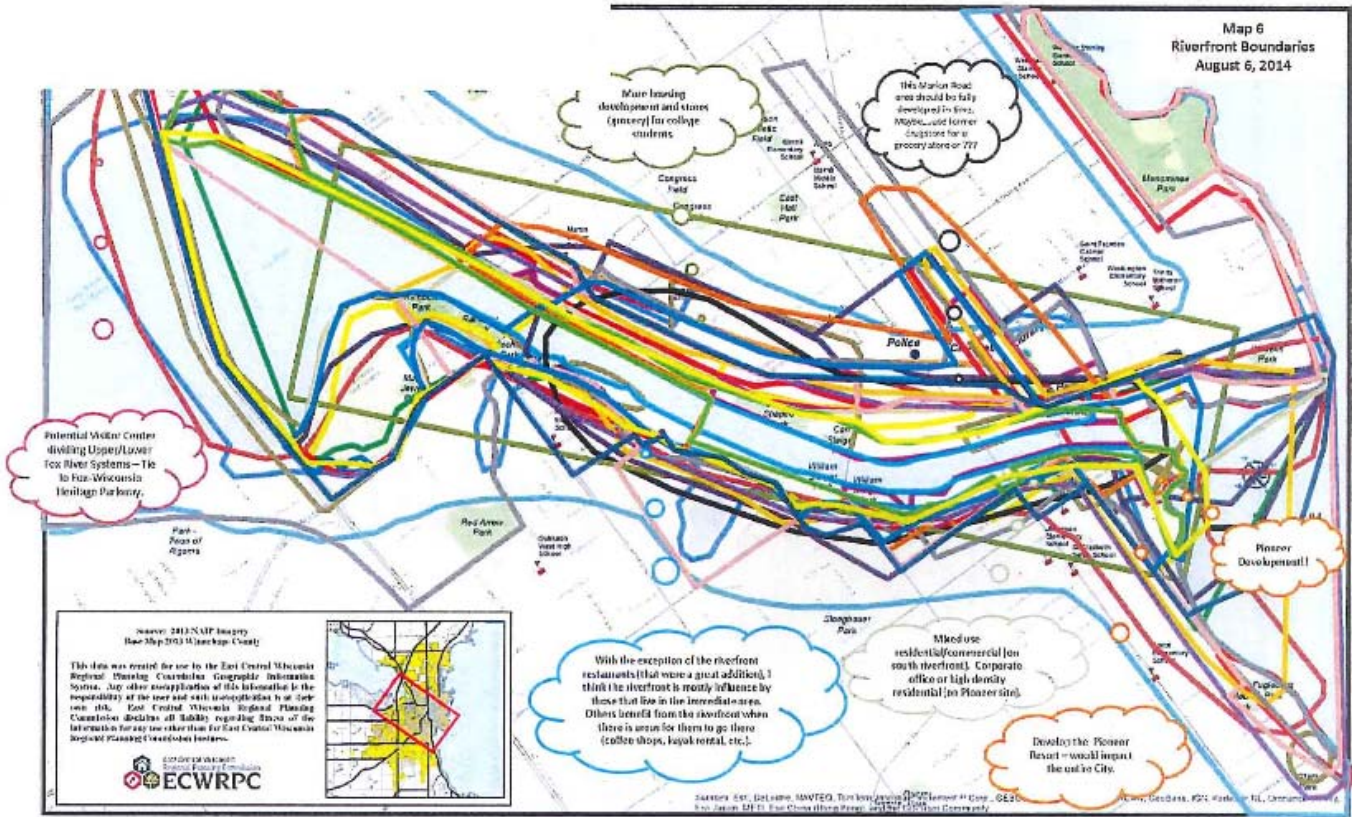
*E. 9th Avenue and Pioneer Drive
Development Zone*

“Let’s Be Pioneers!”

City of Oshkosh Riverfront Visioning Workshops
Public Input Summary Report



December, 2014



City of Oshkosh

Fox River Corridor Riverwalk Plan and Design Guidelines

November 2005



JJR



Oshkosh Riverwalk at South Shore East

Oshkosh, Wisconsin

September, 2005
0' 50' 100'

JJR
landscape architecture
planning
urban design
civil engineering
environmental science



Oshkosh Riverwalk at Pioneer Island

Oshkosh, Wisconsin

September, 2005
 0' 50' 100'
JJR landscape architecture
 planning
 urban design
 civil engineering
 environmental science



IMAGINE

— A MASTER PLAN FOR OUR CENTER CITY —

OSHKOSH



PREPARED BY HOUSEAL LAVIGNE ASSOCIATES • ADOPTED NOVEMBER, 2017

CENTER CITY FUNCTIONAL SUBAREAS



8. SOUTH SHORE EAST

A mixed-use, pedestrian-oriented district bringing together corporate tenants, entertainment venues, and regional hospitality.

The South Shore East Subarea is largely industrial, with some auto-oriented commercial and single family detached homes. The subarea also includes several light industrial properties on the north shore of the Fox River, east of the Downtown Outer Core subarea. The existing industrial character of this subarea is out-of-place with its surrounding districts and uses are undesired. Two of the most notable sites within the subarea are underutilized and contain vacant structures: Pioneer Island and the Buckstaff Company site. Given the size and prominence of these properties, redevelopment will likely have a significant impact on the subarea.

The City should pursue execution of the Sawdust District Redevelopment Plan, converting South Shore East into an exciting, mixed-use district. As per the redevelopment plan, this would include a stadium, hotel and resort, condominiums, office space, parking deck, and variety of open spaces. Wholesale redevelopment of the area will require parcel consolidation and clearing of vacant industrial facilities. The City should also coordinate with industrial businesses still operating in the area to seek long-term relocation to designated industrial parks within Oshkosh. Redevelopment within the subarea should include pedestrian connections and thoughtful roadways design which provides mobility while minimizing pedestrian-automobile conflicts. To the extent possible, buildings with historic characteristics should be integrated into new development scenarios or moved to a new location within the community.

DESIGN/DEVELOPMENT GUIDELINES

- Historic buildings and vacant industrial facilities preserved and enhanced for adaptive reuse where appropriate and feasible
- Development features careful site design to provide a pedestrian-oriented urban environment
- Buildings built to the property line, with little or no front and side yard setbacks
- 1 to 4 story buildings, with ground floors oriented toward the street
- Mixed-use buildings include retail/commercial on the ground floor with residential and office uses on the upper floors
- Inviting storefronts, prominent entrances and entryways, with ample fenestration providing interest along the street and supporting walkability
- Parking located at the rear of buildings, accessed by side streets and rear alley and screened from public right-of-way by a low masonry wall, decorative fencing, and landscaping



DESIRED LAND USE

- Corporate/Employment uses
- Commercial retail and service businesses
- Multi-family residential
- Entertainment and cultural uses
- Hotels and other hospitality uses
- Banks, professional offices, and medical practices
- Riverfront public spaces

RELATION TO SURROUNDING DISTRICTS

The South Shore East borders the following other subareas:

- **South Shore Central.** The South Shore Subareas should feature similar types of land use but vary in their character and built form. Consideration should be given to ensuring the edges of these two subareas and complimentary and compatible with one another.
- **Supporting Neighborhoods.** The supporting neighborhood directly southwest of the South Shore Central subarea should be protected from the impact of industrial uses and more intense development.

7. SOUTH SHORE CENTRAL

Incorporating Oshkosh's industrial history into a mixed-use district that acts as a gateway to the south shore area of Center City.

The South Shore Central Subarea is located between the South Shore West and South Shore East Subareas. It contains an eclectic mix of light industrial, and commercial, and vacant properties which give the area an edge and gritty look and feel. Unlike its neighboring Subareas, the South Shore Central subarea is not expected to see large-scale development and redevelopment.

The City should build upon this area's industrial past and draw from its 'Sawdust City' history by preserving the existing industrial feel and warehouse "vibe" by accommodating commercial and residential uses by adaptively reusing historic industrial complimented by thoughtful infill development. This Subarea is also best positioned to catalyze, kick start and unify all of Center City's south shore.

DESIGN/DEVELOPMENT GUIDELINES

- Historic buildings and vacant industrial facilities preserved and enhanced for adaptive reuse
- Development features careful site design to provide a pedestrian-oriented urban environment
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- Parking located at the rear of buildings, accessed by side streets and rear alley and screened from public right-of-way by a low masonry wall, decorative fencing, and landscaping

DESIRED LAND USE

- Restaurants, cafes, and bars
- Commercial retail and service businesses
- Multi-family residential
- Entertainment and cultural uses
- Hotels and other hospitality uses
- Banks, professional offices, and medical practices
- Marina related storage and service facilities
- Compatible "light" industrial/commercial services uses
- Riverfront public spaces



RELATION TO SURROUNDING DISTRICTS

The South Shore Central borders the following other subareas:

- South Shore West & East.** The South Shore Subareas should feature similar types of land use but vary in their character and built form. Consideration should be given to ensuring the edges of these two subareas are complimentary and compatible with one another.
- Oregon Street.** Both the Oregon Street and South Shore Central subareas should feature similar types of land use but vary in their character and built form. Development within the blocks bounded by 7th Avenue, Nebraska Street, 8th Avenue, and Oregon Street should be considerate of adjacent properties, with the aim of creating a seam which visually connects the two areas.
- Supporting Neighborhoods.** The supporting neighborhood directly southwest of the South Shore Central subarea should be protected from the impact of industrial uses and more intense development.

Goals of the Plan

- Establish Vision for the Sawdust District
 - Entertainment District? Office District? Mixed Use?
 - “A mixed-use pedestrian-oriented district bringing together corporate tenants, entertainment venues, and regional hospitality”
- Develop Land Use Plan
- Create a Regulating Zoning Ordinance for the Area
 - What uses will be allowed? What uses will be prohibited?
- Establish an Urban Design Framework
 - Develop specific design standards for the District
 - Block by Block
- Detail what the Streetscape and Public Spaces should look like and function.
- Catalyst / Redevelopment site
 - What is the city’s roll in the redevelopment process?
- Identify areas for Capital Improvement Programming

What will the Sawdust District Plan look like?

- Land Use and Development Framework
 - Relationship to adjacent neighborhoods
- Transportation and Mobility Framework
- Urban Design and Public Spaces Framework

9TH AVENUE CORRIDOR 7

 LAND USE & DEVELOPMENT FRAMEWORK 9

 MULTI-MODAL TRANSPORTATION FRAMEWORK 13

 URBAN DESIGN FRAMEWORK 19

SOUTH PARK AVENUE CORRIDOR 23

 LAND USE & DEVELOPMENT FRAMEWORK 25

 MULTI-MODAL TRANSPORTATION FRAMEWORK 31

 URBAN DESIGN FRAMEWORK 37

IMPLEMENTATION 41

TABLE OF CONTENTS

1: INTRODUCTION	1	7: CIVIC & INSTITUTIONAL RESOURCES	83
IMAGINE OSHKOSH	1	CIVIC USES	84
PLANNING PROCESS	2	CHALLENGES AND BENEFITS	84
ORGANIZATION OF IMAGINE OSHKOSH	3	RECOMMENDATIONS	85
REGIONAL SETTING	4	UNIVERSITY IMPACT	80
CENTER CITY STUDY AREA	4	TRANSITION ZONE	80
ROLES OF CENTER CITY	4	STREETSCAPING & WAYFINDING	87
		RECOMMENDATIONS	87
2: COMMUNITY OUTREACH	9	8: ARTS & CULTURAL RESOURCES	89
OUTREACH METHODS	9	EXISTING PROTECTIONS	90
KEY THEMES	10	RECOMMENDATIONS	93
		ESTABLISH AN ARTS & CULTURE COALITION	94
3: LAND USE & DEVELOPMENT	15	ATTRACT NEW USES WHICH FOSTER LOCAL CULTURE	94
EXISTING LAND USE	16	PROMOTE PUBLIC ART	95
FUNCTIONAL SUBAREAS	18	INTERACTIVE ART PRECEDENTS	96
DOWNTOWN CORE	20	INCORPORATE OSHKOSH'S UNIQUE FEATURES	98
DOWNTOWN OUTER CORE	21	SUPPORT GRASS ROOTS INITIATIVES	98
NORTH COMMERCIAL CORRIDOR	22	BOLSTER YEAR-ROUND EVENTS &	
NORTHWEST TRANSITION	23	ACTIVITIES IN THE CENTER CITY	99
MARION ROAD WATERFRONT	24		
SOUTH SHORE WEST	25	9: URBAN DESIGN & PUBLIC SPACES	101
SOUTH SHORE CENTRAL	26	ARCHITECTURAL STYLE	103
SOUTH SHORE EAST	27	BUILDING HEIGHT, BULK & PROPORTION	104
OREGON STREET	28	BUILDING PLACEMENT & ORIENTATION	105
SUPPORTING NEIGHBORHOODS	29	PARKING AREAS	106
OPPORTUNITY SITES	30	BUILDING MATERIALS	107
REDEVELOPMENT CATALYSTS	36	DOORS & ENTRANCES	108
		WINDOWS	109
4: ECONOMIC DEVELOPMENT & COMMERCIAL AREAS	41	ROOFLINES & PARAPETS	110
RETAIL MARKET OVERVIEW	42	AWNINGS & CANOPIES	111
CENTER CITY VACANCY	46	BUILDING SIGNAGE	112
CRITICAL MASS PRIORITY AREAS	47	BUILDING LIGHTING	113
PREFERRED USES TO BUILD CRITICAL MASS	49	REAR YARDS & REAR FACADES	113
ACTIVATING MIXED-USE BUILDINGS	50	SENSE OF ENCLOSURE	114
CENTER CITY ECONOMY	52	STREET WALLS	114
RECOMMENDATIONS	54	BLANK FACADES	114
		RECOMMENDATIONS	115
5: HOUSING & RESIDENTIAL AREAS	57	STREETSCAPE IMPROVEMENTS	116
ACTIVATING EXISTING UPPER FLOOR SPACES	61	STREETSCAPING PRIORITIZATION	117
NEW MULTI-FAMILY DEVELOPMENT	61	SIDEWALK ZONES & FUNCTION	117
RESIDENTIAL DEMAND & MARKET SHARE	62	OTHER STREETSCAPE IMPROVEMENTS	117
MARKET IMPLICATIONS	63	BEST PRACTICES & NEW INNOVATIONS	119
RECOMMENDATIONS	64	PARKS AND OPEN SPACES	122
		WATERFRONTS	124
6: TRANSPORTATION & MOBILITY	69	IMPROVED PROGRAMMING	125
ON-GOING & PLANNED CAPITAL IMPROVEMENTS	70		
TRUCKS ROUTES	72	10: IMPLEMENTATION	127
ROAD CONDITIONS	73	INCENTIVES & TOOLS	127
CENTER CITY PARKING	74	PARTNERING CENTER CITY	130
PEDESTRIAN & BIKE MOBILITY	76		
BICYCLE INFRASTRUCTURE	78		
RIVER CROSSINGS	78		
PUBLIC TRANSIT	78		
RAILROADS	80		

Timeframe and process

- Frequency of meetings?
- Length of meetings?
- Meeting structure?

- **Upcoming Meeting Topics**
- Visioning Meeting 1 meeting
- Land Use and Development – Permitted and Prohibited 2 meetings
- Economic Development 1 meeting
- Urban Design and Public Spaces Framework 2 meetings
- Transportation and Mobility 1 meeting
- Implementation 1 meeting

How to Establish Boundaries of a District

- Should coincide with an area that you are trying to change or preserve.
 - Transitions between uses.
 - Natural and physical separations and barriers
 - Streets
-
- Take 5 minutes to draw up some boundaries for what you think the District should look like.

Exercise

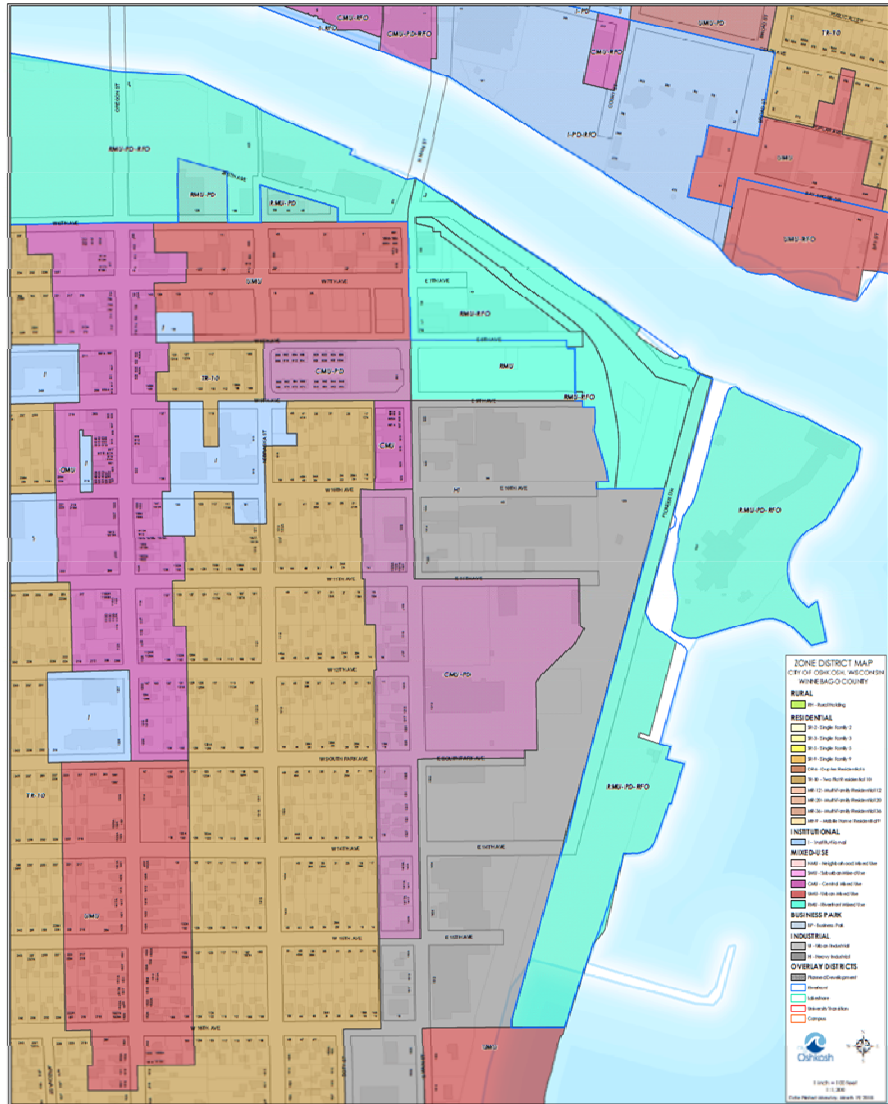
- Divide into three groups
 - Propose boundaries for the Sawdust District



City of Oshkosh Sawdust District
2015 Aerial

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