

“Let’s Be Pioneers!”

City of Oshkosh Riverfront Visioning Workshops Public Input Summary Report



East Central Wisconsin
Regional Planning Commission

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December, 2014

“Let’s Be Pioneers!”
City of Oshkosh Riverfront Visioning
Workshops
Public Input Summary Report

City of Oshkosh

December 2014

Prepared by the
East Central Wisconsin Regional Planning Commission

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ABSTRACT

TITLE: “Let’s Be Pioneers!”: City of Oshkosh Riverfront Visioning Workshops - Public Input Summary Report

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This report documents the input and data derived from a series of public workshops held during the summer of 2014 in the City of Oshkosh. The interactive exercises focused on the future vision for the riverfront development / re-development within the City.

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

LET'S BE PIONEERS!

Oshkosh – a city of over 65,000 persons – is located in the east-central portion of Winnebago County and is bisected by the Fox River at its confluence with Lake Winnebago. This strategic location along the waterways served an important role in the history and development of the City, particularly with respect to its industrial base along the riverfront. Over time, the river and its shoreline areas have changed uses and functions. Old sawmills and factories gave way to other commercial, residential and recreational uses. Land use changes continue to occur as several public and private development projects have been initiated in recent years in order to provide better public access to this feature which was once cut-off from the community. Many more opportunities for land use change exist along the corridor and, as time moves on, the City leaders and staff hope to take advantage of them, but desire to do so in a well-thought out, comprehensive manner – including figuring out how to better involve the public.

As such, a call was put out to residents and users of the Fox River system in Oshkosh during the late summer of 2014 to assist in generating ideas for an overall 'vision' for the waterfront areas within the City. Promoted as "Let's be Pioneers", this title gives a nod to the spirit of those who first settled the City and affected great change, as well as to the very timely issue related to the deteriorating waterfront landmark known as the Pioneer Resort. With the assistance of the East Central Wisconsin Regional Planning Commission a series of three facilitated, interactive workshops were held in order to get 'up-front' input from the public on the future of the river corridor before significant effort is made to craft a detailed 'master plan' for these environs. The workshops used simple interactive visual techniques to get participants to respond to a series of simple, yet thought provoking questions. The responses would help provide context and insight as a future vision is established, and then used as a guide during the master planning process.

A total of 72 persons from all portions of the City attended the three workshops and tremendous amounts of 'data' were generated for further consideration by City officials as they move forward. The full report contains detailed displays of this data and a brief description and analysis of the results for each exercise. The data is not scientifically accurate in nature – nor was it meant to be – but is of sufficient quantity to lend some validity to the consensus points discussed in each exercise. A few of the major highlights are listed shown here.

EXERCISE #1: WHO / WHAT IS OSHKOSH?

Participants were provided a single page form with the main question being "What words/ideas would you use to describe Oshkosh's IDENTITY, whether it be associated with the City's history, current times, or as you'd like to see it in the future?" Over 650 individual responses were received to the three parts of the question during the three workshops. **Common themes which rose to the surface were Lumber Industry (historic identity); Event City – Lot's to**

Do (current identity); Mixed use recreational redevelopment along the river/lake corridor (future identity, or vision)

EXERCISE #2: INFLUENCE AND CONFLUENCE

This exercise consisted of drawing a boundary on a map that represents the extent of influence that the riverfront environment has on neighboring lands, and how it relates to Lake Winnebago. This exercise had 68 individual responses. A composite map begins to show a general consensus as to 'where' the riverfront area starts and stops (has less interaction with the river) as one moves further away from the river corridor. **Generally, this consensus boundary included the shoreline areas of Lake Winnebago from Menominee Park on the north, to Fugelberg Park on the south. Two additional areas (downtown and near south side properties) are highlighted for further discussion and evaluation as to their degree of current (and future?) 'connectedness' to the riverfront.**

EXERCISE #3: CONNECT THE DOTS

This group mapping exercise allowed participants to identify locations/areas away from the riverfront that should be better connected to the waterway – physically, economically, or socially. **Each map was significantly different, but did contain some common themes such as:**

- **Increased connectivity of the riverwalk along both sides of the river;**
- **An improved connection between Menominee Park and the riverfront area;**
- **Improved connections to Downtown and near south side business areas;**
- **Increased attraction of visitors to EAA and Hwy 41 shopping areas / directing them to river through wayfinding and other means;**
- **A desire to see a boardwalk path along Lake Winnebago, south of the Pioneer Resort Property.**

EXERCISE #4: PLACES AND SPACES

Participants were to identify and expound upon their favorite places along the riverfront. These were located on large maps which were placed on the table. The purpose of this question was to explore the idea of place, and even more so, what makes for a 'great place'. **The 150+ features/locations that were identified are considered to be important to a certain percentage of the people and, perhaps the community as a whole. These features contribute significantly to the overall 'sense of place' along the riverfront and should be considered for conservation, protection, and/or enhancement of their inherent qualities.**

EXERCISE #5: LET FIX THIS!

Workshop participants were asked “Are there places along the riverfront that are eyesores or underutilized properties in your mind?” Using maps, they could identify and locate the areas that need some type of small or large-scale improvement. **Based on the number of responses to individual features, several themes and sites rank highly amongst those who participated, including:**

- **Riverfront trail/riverwalk connections;**
- **Direct access to water for watercraft and recreation;**
- **Vegetation management;**
- **Redevelopment of the:**
 - ✓ **Pioneer Resort site;**
 - ✓ **Buckstaff site;**
 - ✓ **Jeld-Wen site;**
 - ✓ **AxleTech Intl. site;**
 - ✓ **Marion Road area.**

EXERCISE #6: HOW INTENSE! / BIG IDEAS!

Land use change is bound to happen on the riverfront and participants could provide thoughts on what types and how intense these changes should be using some prepared, individual worksheets. They also had a chance to tell us their ‘big ideas’ for the riverfront using large scale maps of the corridor.

Preferred Housing Option: Housing related intensities on the riverfront and surrounding properties were not very well received in general. But within the confines of this response, “Small-Multi-Family Housing” received the highest aggregate average value. The community feels that 2 to 4 story residential structures are preferred over much larger apartments or smaller single or two-family residences.

Preferred Retail/Commercial Option: Results for all three Visioning sessions were definitive, showing an ongoing preference towards street oriented commercial and mixed-uses, the community feels that future developments should complement the surrounding area and maintain consistency with the downtown Oshkosh corridor. Large scale developments and free standing convenience and retail scored very poorly and should be discouraged.

Preferred Employment Type Option: Employment related intensities received less conclusive results within the Oshkosh Riverfront Visioning sessions. The top three results were within 0.5 points of each other with “Larger Light Industrial Research Buildings” receiving the highest ranking, followed by “Office Park” type development. The data suggests that larger multi-story structures with varying levels of intensities are preferred. Small and medium scale, single-story business developments were not as well received and should be looked at with less preference.

Preferred Parking Option: With historically low levels of parking in downtown urban settings, “Off Street Structured Parking” was selected by the community as the preferred design option. Parking structures can come in several forms; the common structures are above ground multi-level structures or below ground parking directly related to the uses above.

The Big Ideas! Portion of this exercise generated numerous written responses and ideas a short categorized summary of those ideas which rose to the top include:

Transportation/Roads:

- River Taxi
- Plant trees, shrubs, flower gardens, etc. along street corridors
- Pioneer Drive needs to remain a road but relocated a little to the south. Provide docks for the fisherman and angled parking
- More parking adjacent to the downtown and river passages
- Develop skywalks and bridges to cross problem areas

Tourism:

- Find a resort which can build on the Pioneer Site
- Grand entrance into Oshkosh
- Public markets along the river and on the riverwalk
- Fountains and sculptures along the riverfront

Commercial:

- Develop Buckstaff and Pioneer properties as one parcel. Build a tunnel under or bridge over train tracks
- Sell Lakeshore Municipal Golf Course to a private developer
- Redevelop existing buildings such as the former Granary into new restaurants with roof top gardens and patios

Recreation:

- Make the old industrial areas into parks.
- Smoke/tobacco free parks. There are cigarette butts and garbage everywhere along the riverwalk and people are putting up plastic bags because there are no garbage cans for people to throw their garbage. You have this beautiful newly re-developed area and it’s always littered and covered in cigarette butts.
- More water sports on Fox River
- Youth baseball complex on the former Buckstaff property

Riverwalk:

- Riverwalk connections would go under streets like Ohio Street Bridge
- Connect riverwalk along Lake Winnebago north to Menominee Park and South to 18th Avenue
- A walkway from Congress Avenue/Oshkosh Avenue to downtown and Pioneer Island
- Paved WIOUWASH trail in Oshkosh
- Have San Antonio Riverwalk concept on both sides from Pioneer Drive to Fratello’s. Lots of seating for outside dining or to relax. Put permanent chess table areas somewhere near downtown

Patterns do emerge from the results of this public exercise and, once identified, tend to gain momentum. Momentum will be critical in making the most of this document and the participant's collective investment of their time as part of this process. Numerous ideas exist within this document to set forth the vision and context for which to conduct the formal Master Planning for the City's riverfront corridor.

This document should be viewed as a 'manual' or 'guide' and should be further studied and consulted as the Master Planning process unfolds. A cautionary point is made that dismissing ideas too early in this process could lead to lost opportunities and each idea needs to be carefully evaluated or re-evaluated as needed. The City needs to be considerate, comprehensive, and deliberate in their steps towards achieving the vision that was provided by the public. It is achievable, but has many moving parts and will require a significant undertaking and investment to accomplish. That is the challenge that this effort now lays before the community as a whole and ample opportunity to seek more input and feedback during the process should be of utmost importance.



INTRODUCTION

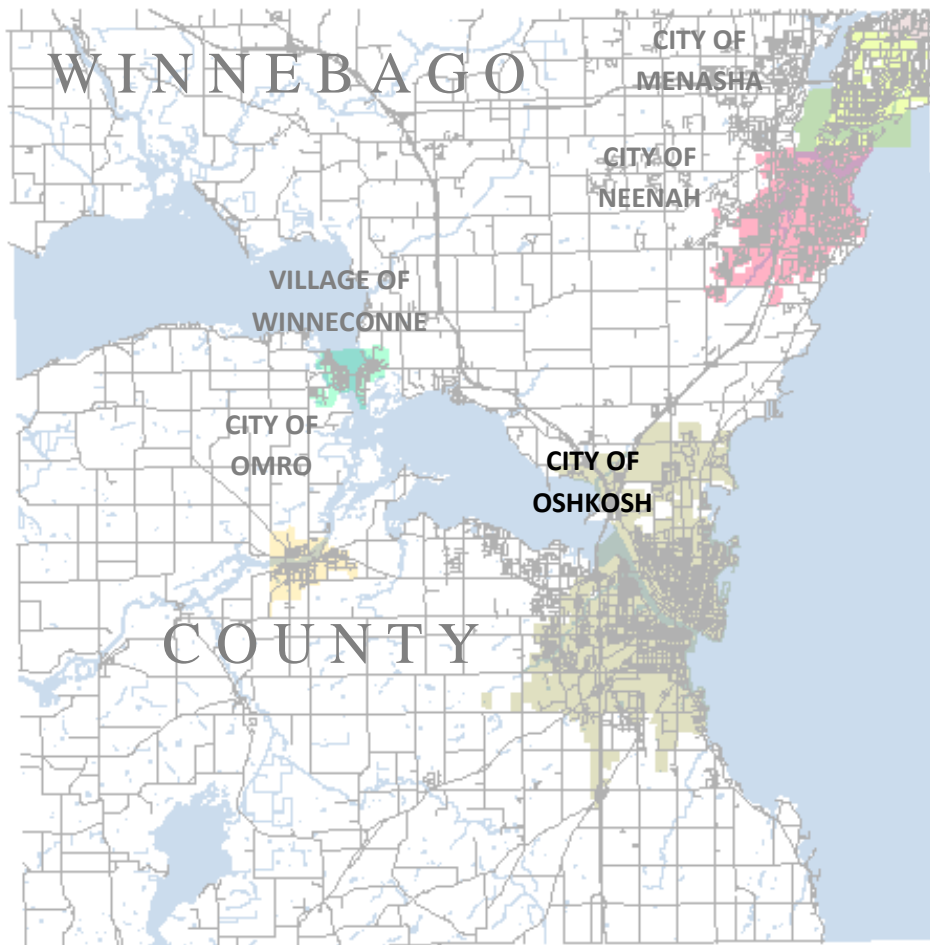
INTRODUCTION

BACKGROUND

In late 2013, the City of Oshkosh requested the assistance of the East Central Wisconsin Regional Planning Commission to prepare and facilitate a series of public visioning workshops that were focused on the riverfront environment.

Oshkosh – a city of over 65,000 persons – is located in the east-central portion of Winnebago County and is bisected by the Fox River at its confluence with Lake Winnebago (See Map 1). This strategic location along the waterways served an important role in the history and development of the City, particularly with respect to its industrial base along the riverfront. Over time, the river and its shoreline areas have changed uses and functions. Old sawmills and factories gave way to other commercial, residential and recreational uses. Land use changes continue to occur as several public and private development projects have been initiated in recent years in order to provide better public access to this feature which was once cut-off from the community.

Map 1: City of Oshkosh Location Map



WORKSHOP GOALS

Planning for the workshops started in early 2014 through discussions with City staff. The overall goal of the workshops was to seek resident and user input and feedback in order to develop a future cohesive ‘vision’ for the use and function of the entire river corridor. The workshop information would be used to generate a picture of what the future could be for the community. The vision, once developed and accepted, will be used as a guide for the preparation of a more detailed ‘master plan’ that would more specifically identify potential changes in use of properties along the waterway.

The workshops were developed using experiences that East Central staff has had in other communities whereby a very visual and creative set of questions and exercises was able to draw out thoughts, ideas, and concerns from the general public and place them in a context that will help City staff prepare the master plan for the corridor.

The series of workshops were held in the summer of 2014 at varying times and locations in order to make them more accessible to interested participants. The workshops were entitled “Let’s Be Pioneers!” in an effort to market them and make the connection that these important events could lay the groundwork for long-term, transformational change, just as early pioneers and settlers once did during Oshkosh’s industrial heyday. Promotional flyers (Figure 1) were developed and posted throughout the community; others were mailed directly to shoreline property owners, and; media coverage (Appendix A) was sought to inform the broader public and river users who may live outside the City’s boundaries.

Figure 1: Event Promotional Flyer

Let's be Pioneers!

Do you have a stake in the future of Oshkosh's Riverfront?
Here's your chance to voice your ideas!

The City is seeking input from riverfront users including residents, neighbors, businesses, recreation users, and the realty/development community to assist in the initial stages of cohesive riverfront master plan and development strategy for lands along or near the river, between USH 41 and Lake Winnebago. Just as the original settlers and pioneers of our community sought to leverage the economic value of this waterway, now it is your turn to pave the way for progress. The Riverfront is undoubtedly a great asset, but is in a state of transition. This drives the need for taking a fresh look.

By coming out to one of three fun, entertaining, and educational workshops, you can participate in short, interactive exercises which will help guide the City as it re-imagines its Riverfront. Be a "pioneer" and give us your feedback in under an hour's time at these open house sessions being hosted by the City's Community Development Department and the East Central Wisconsin Regional Planning Commission.

What areas along the riverfront do you value the most and what areas need the most help? How do we better connect nearby places to the river? Where should great places be preserved or created, and how should they look, function, and feel? What opportunities exist to build an identity for the riverfront and its residents and businesses?

NO PRE-REGISTRATION REQUIRED! PLEASE PLAN ON STAYING FOR 30 - 60 MINUTES TO PARTICIPATE IN ONE OF THE "OPEN HOUSE" WORKSHOPS.

Public Workshop Dates, Times & Locations

Wed., August 6 th , 2014	5:00 p.m. to 7:00 p.m. – Oshkosh Convention Center, 2 N. Main Street
Wed., August 13 th , 2014	11:00 a.m. to 1:00 p.m. – Becket's Restaurant (riverwalk patio), 2 Jackson Street
Wed., August 20 th , 2014	5:00 p.m. to 7:00 p.m. – Senior Center South Building (Willow Room), 200 N. Campbell Road

WORKSHOP STRUCTURE AND EXERCISE DESCRIPTIONS

The public workshops were held in a manner that increased accessibility to Oshkosh area residents. Three separate locations were chosen along the riverfront – two on the north side and one on the south – that were well known and accessible to the public as well as special needs populations. Three consecutive Wednesdays were selected during August and the times were varied in an attempt to get improved participation, particularly from the business community. The workshop schedule details are provided below:



Wed., Aug 6th – 5:00 p.m. – 7:00 p.m. at the Oshkosh convention Center, located along the Riverwalk.

Wed., Aug 13th – 11:00 a.m. – 1:00 p.m. at the outdoor patio at Becket’s Restaurant, along the Riverwalk

Wed., Aug. 20th – 5:00 p.m. – 7:00 p.m. at the Senior Center South Building, Campbell Road

Each 2-hour workshop was conducted in an ‘open house’ format, whereby participants could choose to provide input through six (6) separate exercise tables. A registration/orientation table was set up to greet participants and to identify where they lived in the community. By doing so, staff could get a better read on how effective its communication and promotion of the events were, as well as where heavier clusters of participation may have occurred. Maps 2 through 5 illustrate the location of those participants who chose to identify their location. Copies of the sign-in sheets are contained in Appendix B.

In total, 72 documented individuals attended and/or participated in the three events. The third event had the highest documented number of attendees at 28, with the first session (26 attendees) and second session (18 attendees) following in that order. It should be noted that these counts were obtained directly off of the sign-in sheets (Appendix B) and may not include all individuals who attended. For instance, a couple may have only registered as one person, not two. Based on this, it is estimated that the total number of attendees was likely to be in the 85 to 90 person range versus the 72 who actually signed in. As shown in Map 5, a composite image of attendance geography shows that the distribution of participants amongst the city and its environs was quite well scattered, thereby indicating the potential for a diverse set of resident characteristics, and hence, ideas.

Each exercise table was staffed and had materials and maps provided. Participants could spend as little or as much time as they desired on one or all of the exercises. While each person could

have spent as little as 15 minutes at the event to complete the six exercises quickly, many participants stayed for a majority of the two hours. Simple workshop engagement protocols were followed so that facilitators did not steer the conversations; but rather, encouraged and fostered creative thinking. No limits or constraints were set – such as money, politics or regulation – in order to better seek out transformational (or ‘game-changing’) ideas from the public. Every idea is a good one, was the mantra for the series of events. Short instruction sheets (Appendix B) were also distributed to guide participants through the various exercises which can briefly be described as follows:

TABLE 1: WHO/WHAT IS OSHKOSH? - A worksheet was provided to record your thoughts about the identity and image of the City of Oshkosh and its riverfront environment.

TABLE 2: INFLUENCE & CONFLUENCE - This exercise consisted of drawing a boundary on a map that represents the extent of influence that the riverfront environment has on neighboring lands, and how it relates to Lake Winnebago.

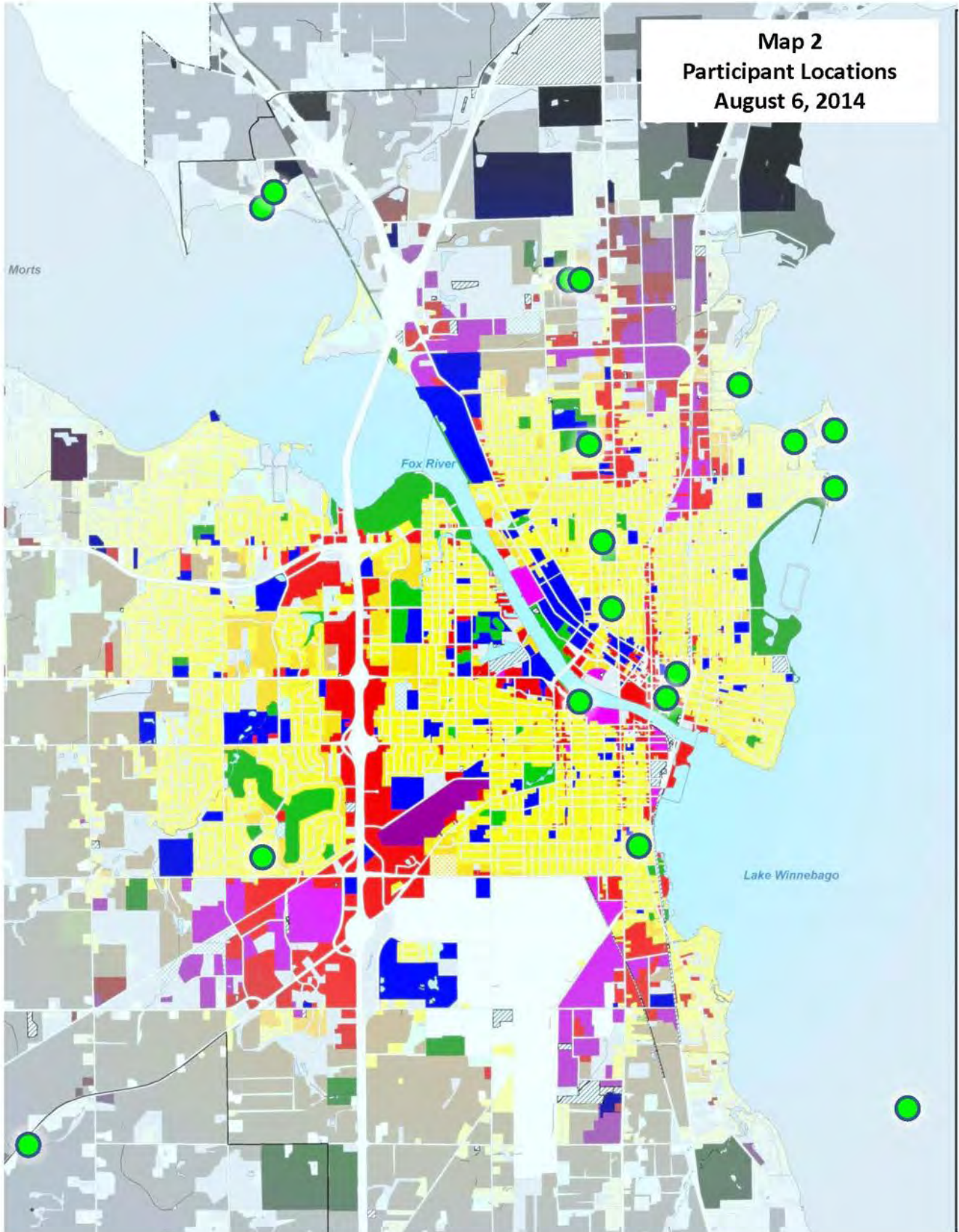
TABLE 3: CONNECT THE DOTS - This map based exercise allowed participants to identify locations/areas away from the riverfront that should be better connected to the waterway – physically, economically, or socially.

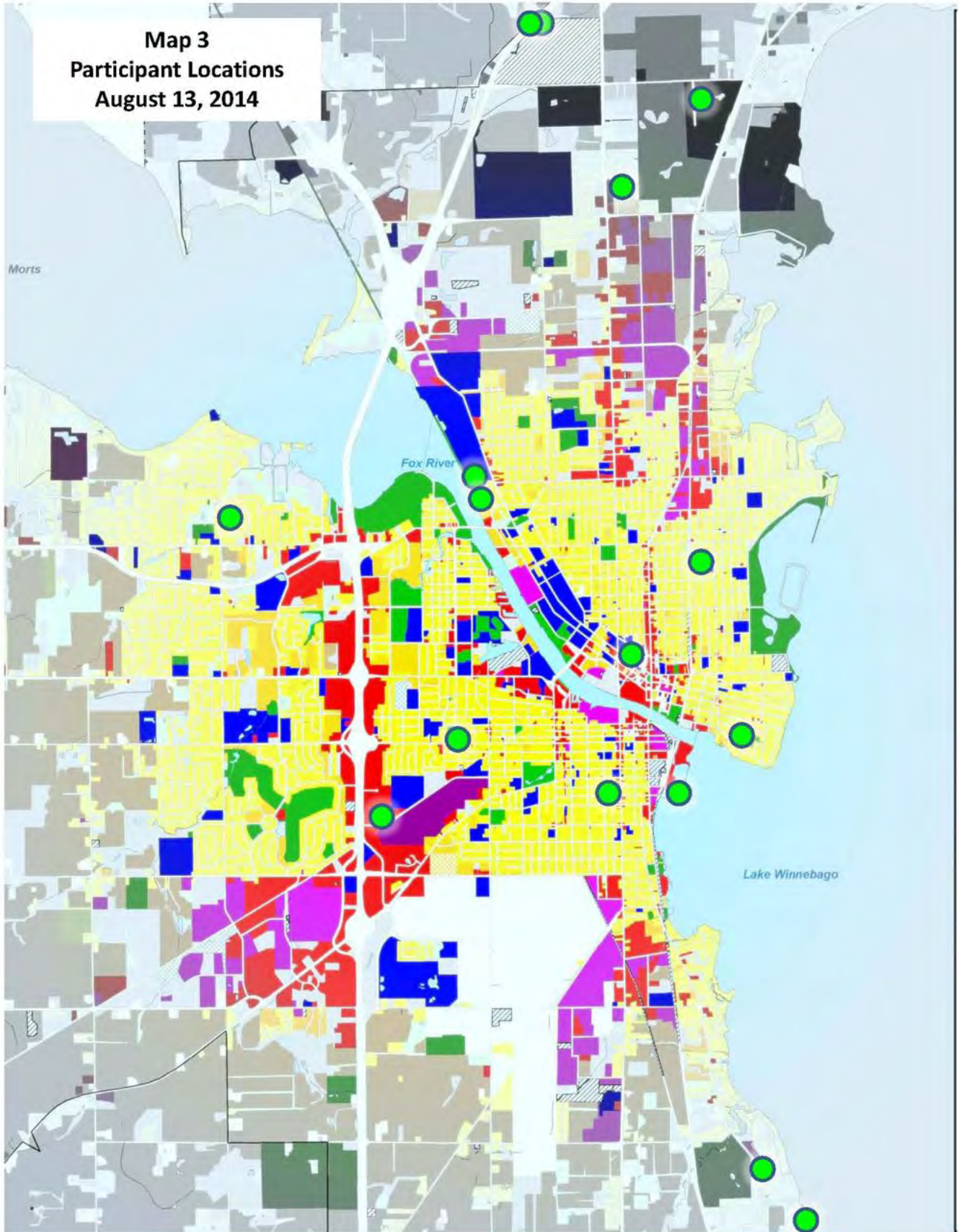
TABLE 4: PLACES & SPACES – Participants were to identify and expound upon their favorite places along the riverfront. These were located on large maps which were placed on the table.

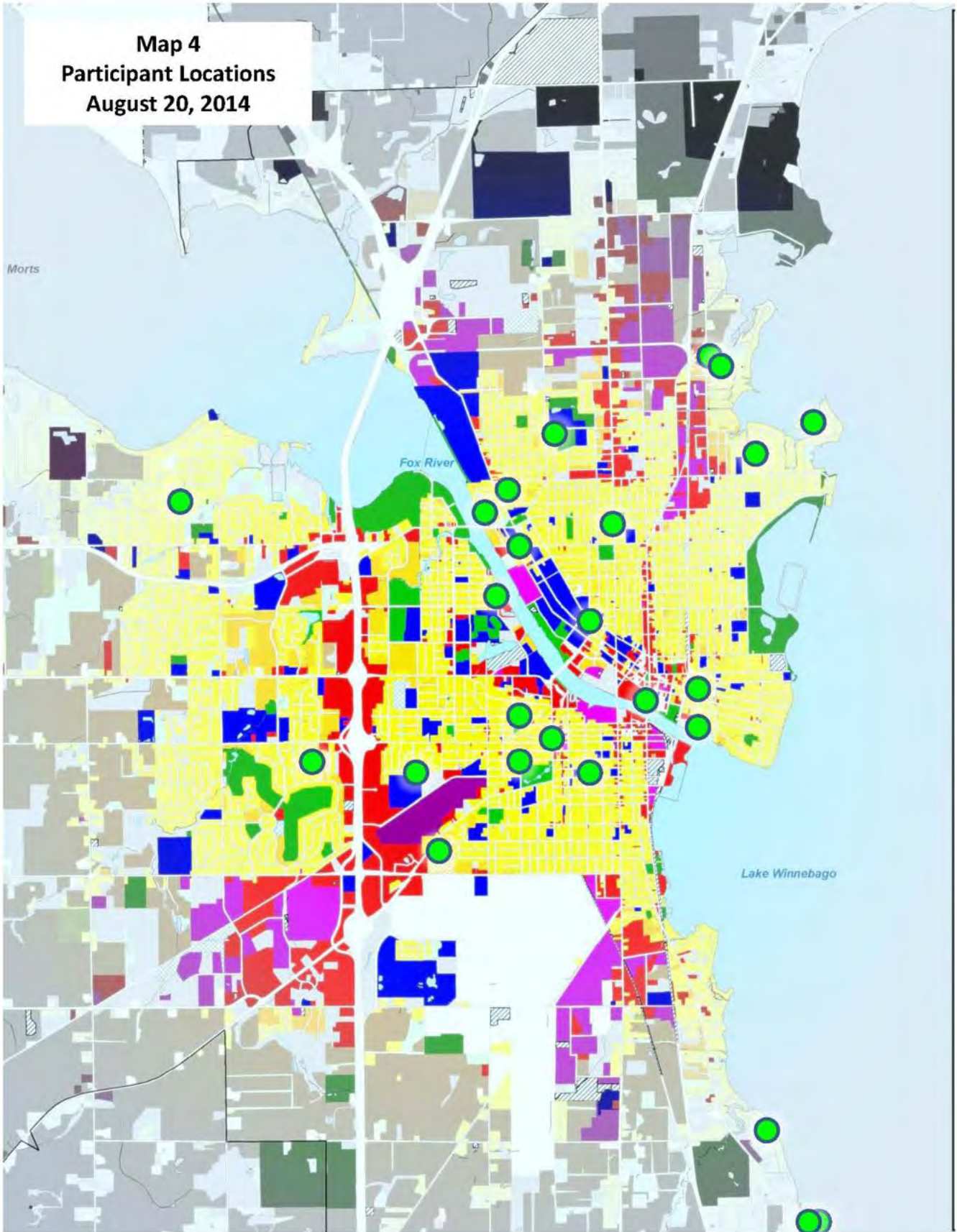
TABLE 5: LET FIX THIS! - Workshop participants were asked “Are there places along the riverfront that are eyesores or underutilized properties in your mind?” Using maps, they could identify and locate the areas that need some type of small or large-scale improvement.

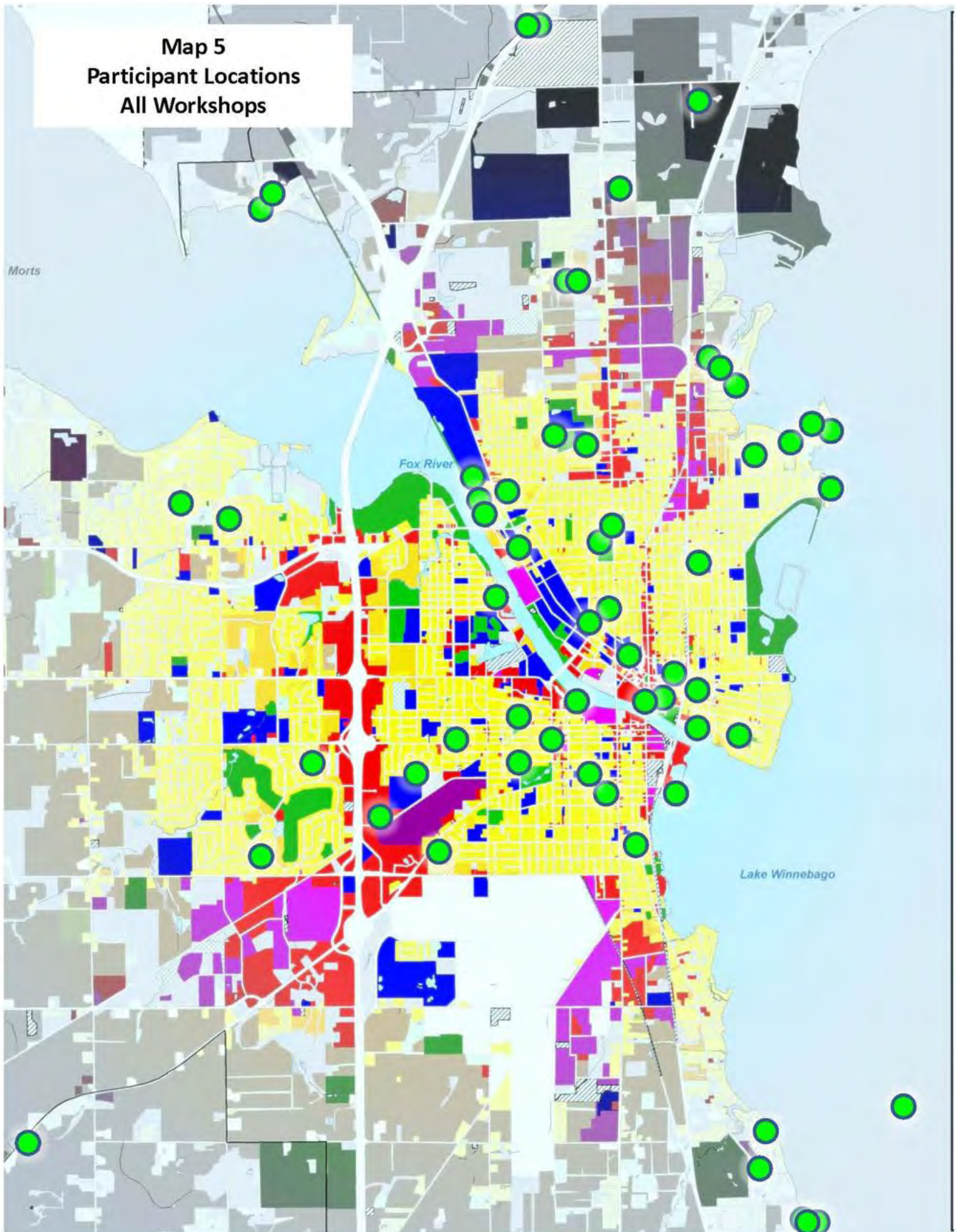
TABLE 6: HOW INTENSE! & BIG IDEAS! - Land use change is bound to happen on the riverfront and participants could provide thoughts on what types and how intense these changes should be using some prepared, individual worksheets. They also had a chance to tell us their ‘big ideas’ for the riverfront using large scale maps of the corridor.

In addition to capturing formal data that was collected through the process, facilitators were asked to listen and engage participants in order to better capture conversations, thoughts and ideas that may not have been fully documented. These ‘listener notes’ are included at the end of each workshop analysis.











**WORKSHOP SUMMARY
RESULTS**

WORKSHOP SUMMARY RESULTS

The public visioning process consisted of three separate workshops which generated significant amounts of 'data'. This data is summarized and displayed in several manners in order to best identify common themes or ideas both within a single workshop, and across all three workshops. The data takes on four distinct forms as follows:

- Tabular (lists and prioritized lists);
- Geographic (map-based);
- Anecdotal (written comments/notes); and
- Supplemental (accompanying sketches, photos – which are included in the exercise - or 'listener notes', which are contained in Appendix D)


The data is arranged by individual exercise and is summarized for each workshop, as well as for the entire exercise across all three workshops. Where applicable, the detailed (non-summarized) data is included in Appendix C.

Analysis and Observations

The results of this exercise offer insights to the overall positive or negative aspects of the community and can provide numerous ideas on how to incorporate heritage and history into the overall master plan that will be generated for the riverfront. How can these ideas/perceptions be integrated into the riverfront landscape over time? Can they provide a ‘theme’ for re-development and reuse of the riverfront? While many thoughtful and interesting comments were received (See Appendix C for full listing), only a summary of the most prominent ideas is shown and discussed here.

The visioning table had three different foci; past (historic), current (culture) and future (vision). For each section a participant was asked to identify what they felt were important features and traits. A total of 664 responses (202, 233 and 229 respectively) were given and each section was then condensed and the ten most common trends listed in Table 1 below.

Table 1: Identity Statement Common Trends

Past Identity (Historic)	Current Identity (Culture)	Future Identity (Vision)
		
1. Lumber Industry (21) 2. Industrial Factories (16) 3. Manufacturing (11) 4. Water/River History (9) 5. Sawdust City (9) 6. Oshkosh B'Gosh (8) 7. Blue Collar (8) 8. UW - Oshkosh (7) 9. Historical Buildings (4) 10. Breweries (4)	1. Events City - Lots to do! (28) 2. EAA (14) 3. River/Lakes Emerging as Major Asset (14) 4. Farmers Market (9) 5. UW - Oshkosh: Beautiful/asset (9) 6. Boating (5) 7. Pioneer/Buckstaff Are Eyesores (5) 8. Recreation (5) 9. Arts, Culture, Renaissance (5) 10. UW - Oshkosh: Concern (3)	1. Mixed Use/Recreational/Redeveloped Corridor Along River and Lake (14) 2. Green City (8) 3. Pedestrian, bicycle and Trail Friendly (8) 4. Rehabilitation of Pioneer and Buckstaff Properties (8) 5. Parks and Green Space (7) 6. Artsy and Cultural (5) 7. More Business Developments (5) 8. Revitalized Downtown (5) 9. Progressive (4) 10. Boating Hub for Lake Winnebago and Winnebago Pool Lakes (3)

In summary, it appears well-known that Oshkosh has a rich history in its lumber and manufacturing based industry; and, with 40% of the responses being industry/manufacturing based, it is quite apparent that Oshkosh area residents feel the future of the Fox River corridor is closely tied with that past. While the results for Past (Historic) lean towards factory based uses, Current (Culture) and Future (Vision) tend to focus on recreation, entertainment, mixed use and rehabilitation projects. Section two, Current (Culture) shows the importance of ongoing and long-standing events in the City such as EAA, Farmers Market and even the brand “Event

City”. Section three, Future (Vision), results show increased importance of redevelopment opportunities and how the Fox River area should focus on mixed uses along the corridor, green/sustainable practices and parks as well as more downtown revitalization. No major trends are apparent when examining results across the three workshops. **The general consensus of community members is to remember the past while continuing current trends and promoting the future with thoughtful mixed-use developments that are cultural, recreational and green in nature.**

EXERCISE #2: INFLUENCE AND CONFLUENCE

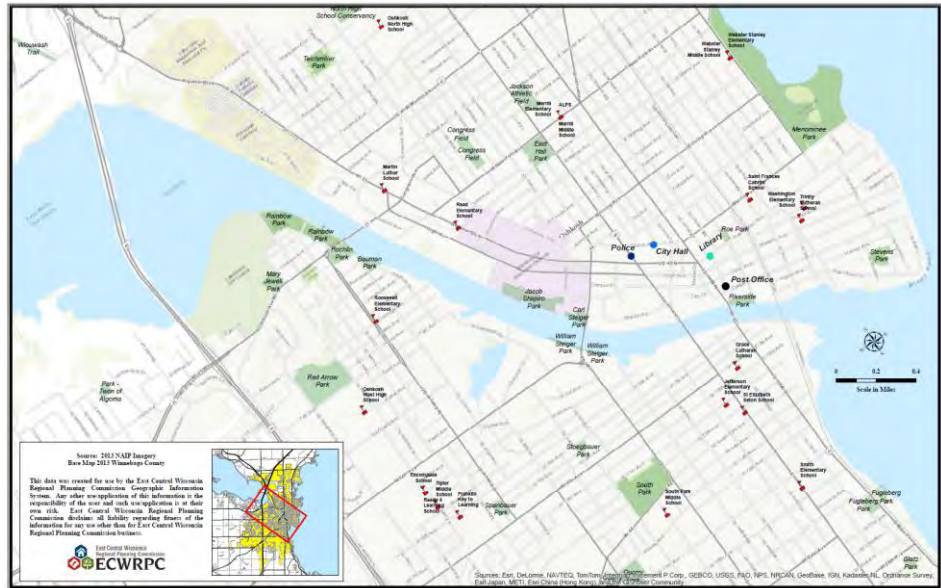
This exercise explores the relationship (influence) of the Fox River and Lake Winnebago (confluence) on the rest of the City. Participants were provided a street map of the central part of the City, focused on river corridor, (Figure 3) and were asked to ‘draw’ their answer to a simple question: *“How would you define the boundaries of Oshkosh’s ‘Riverfront’?”* Contributors were asked to explore how residents and users of the riverfront connect, or do not connect, with the lands that surround it. How far does the river extend its influence? What areas interact with it or rely on it?

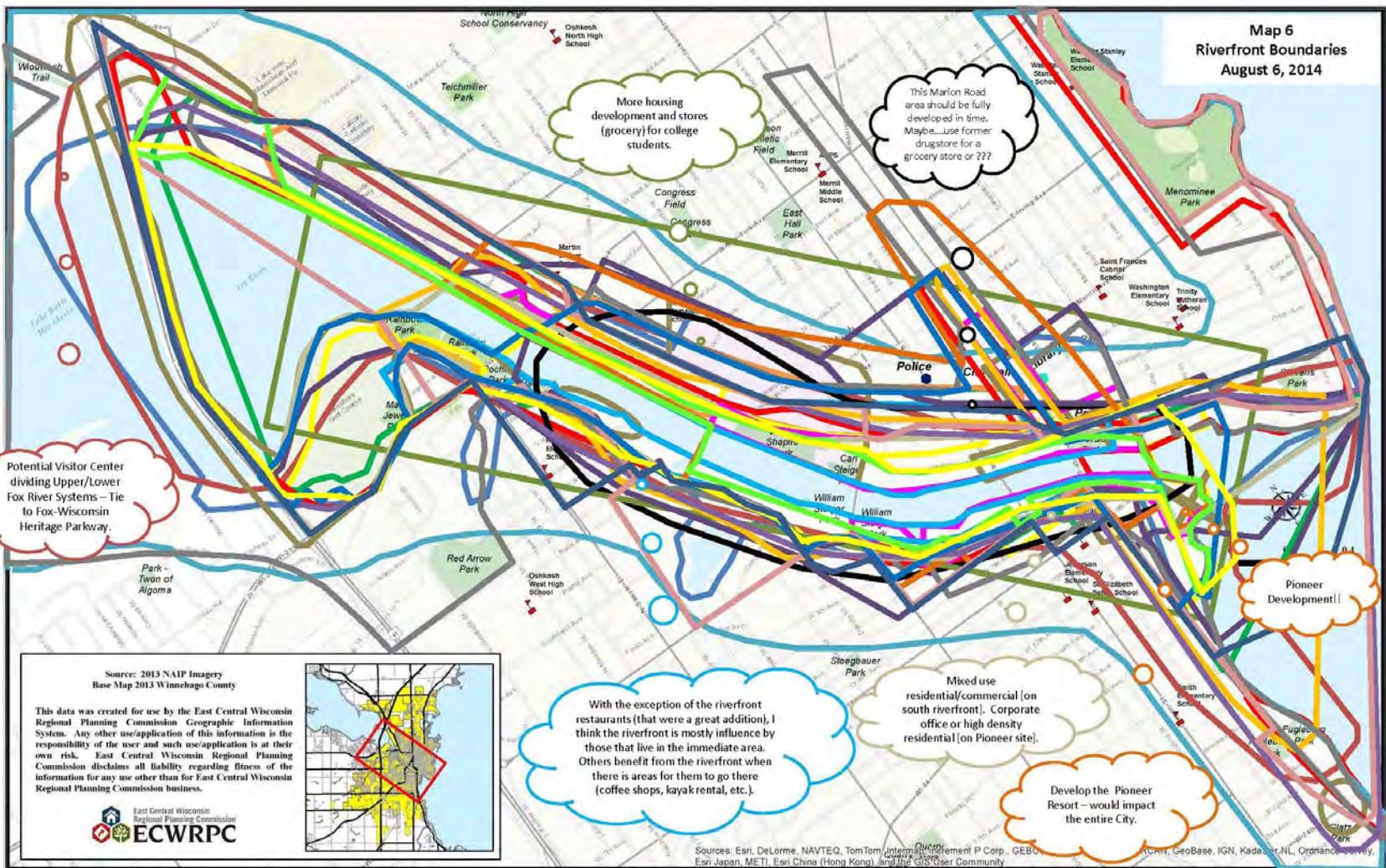


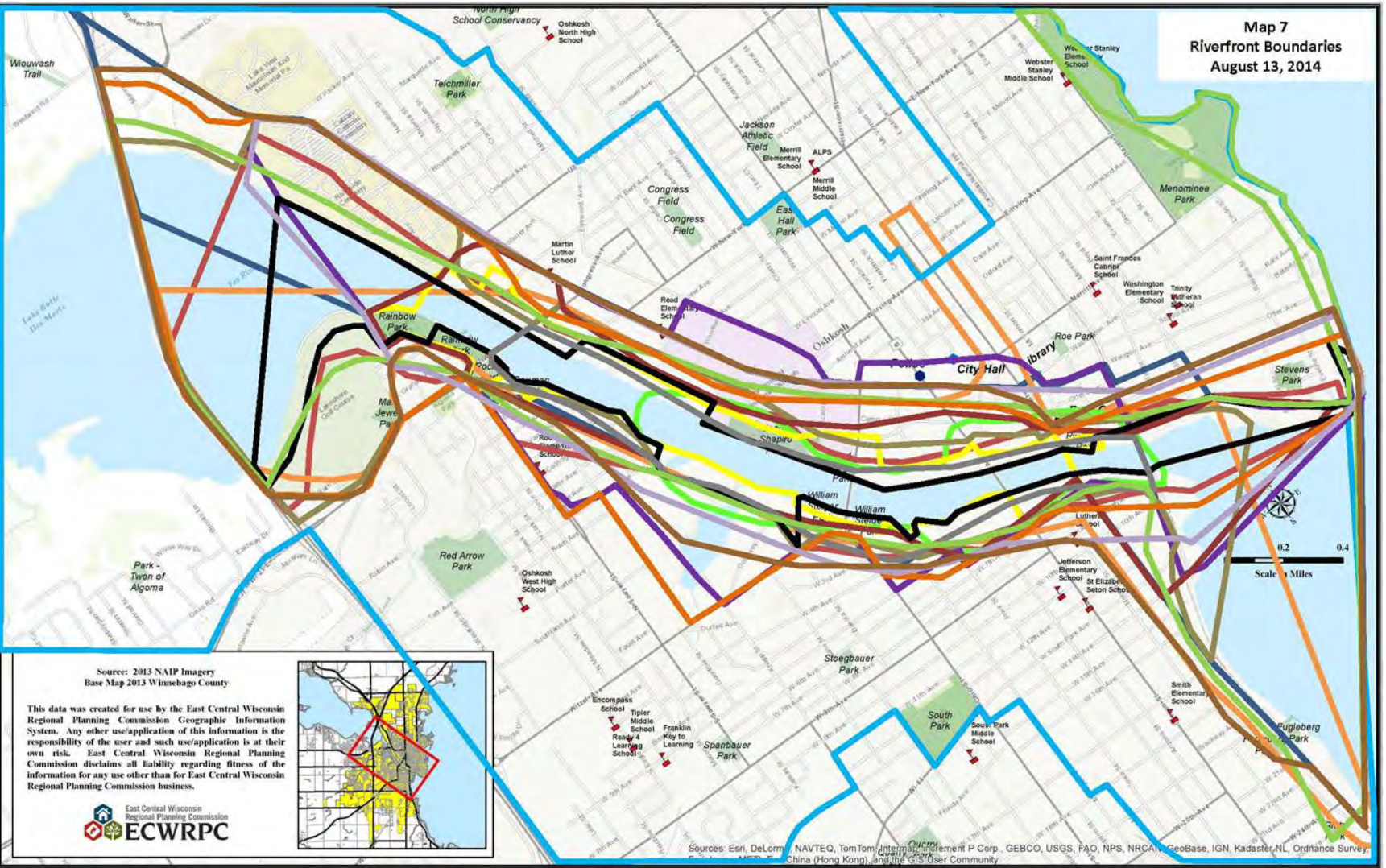
Analysis and Observations

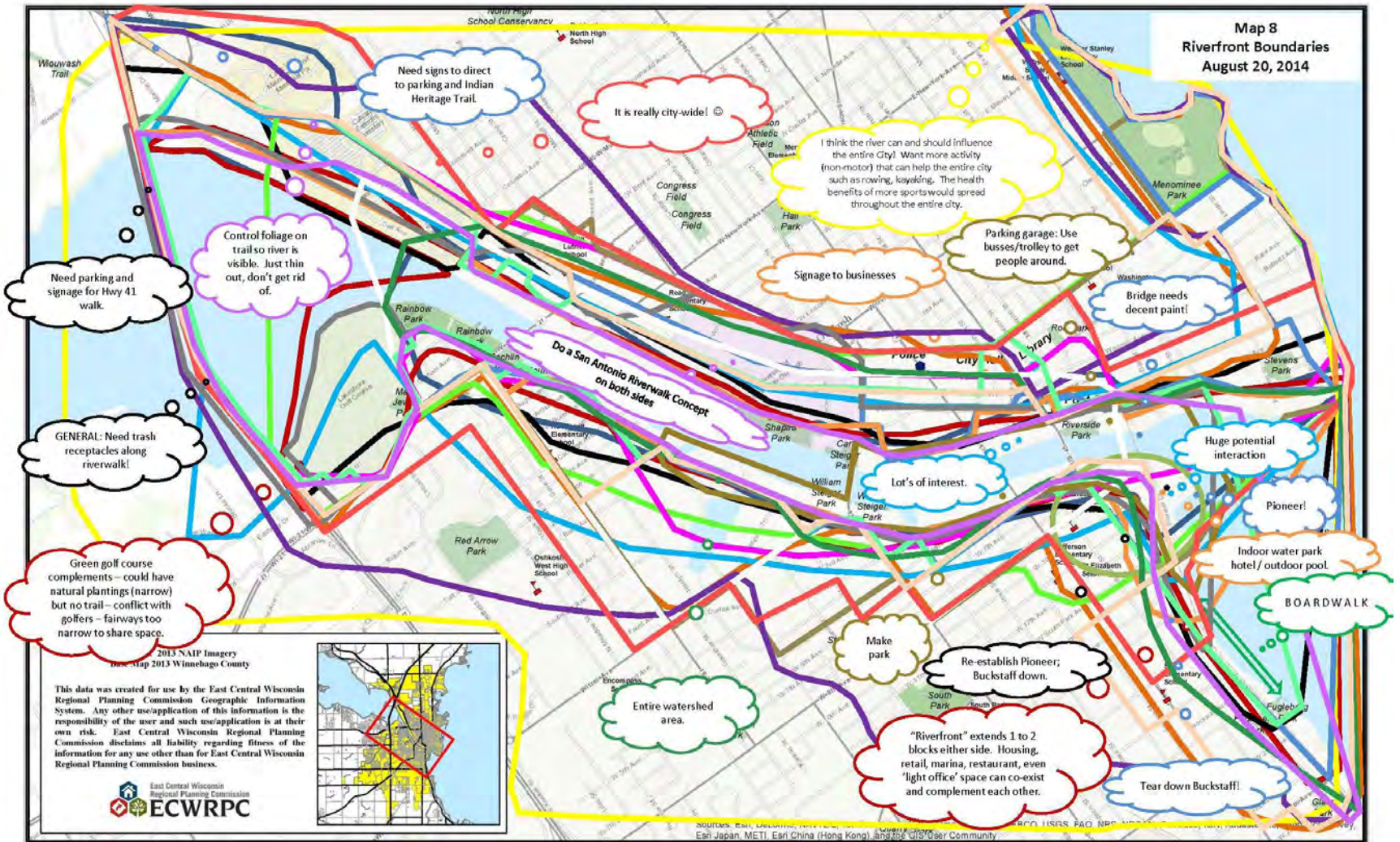
There were 68 individual responses generated at the three separate workshops, 33, 15, and 20, respectively. Each individual response was mapped (transferred from the hand drawn data) and placed on a base map (Maps 6 through 8) so that the cumulative definitions of the riverfront can be seen in comparison with one another. Map 9 contains a composite of all 68 boundaries drawn at all three workshops. Maps 10 through 12 provide a simplistic analysis of the composite map, first simplifying it, and then highlighting a ‘consensus boundary’ which aligns with some of the ‘thickest’ areas of boundary coincidence. **Generally, this consensus boundary includes the shoreline areas of Lake Winnebago from Menominee Park on the north, to Fugelberg Park on the south. Two additional areas (downtown and near south side properties) are highlighted for further discussion and evaluation as to their degree of ‘connectedness’ to the riverfront.** These areas had a lower density of boundary coincidence, but sufficiently high enough to question their inclusion within this consensus boundary.

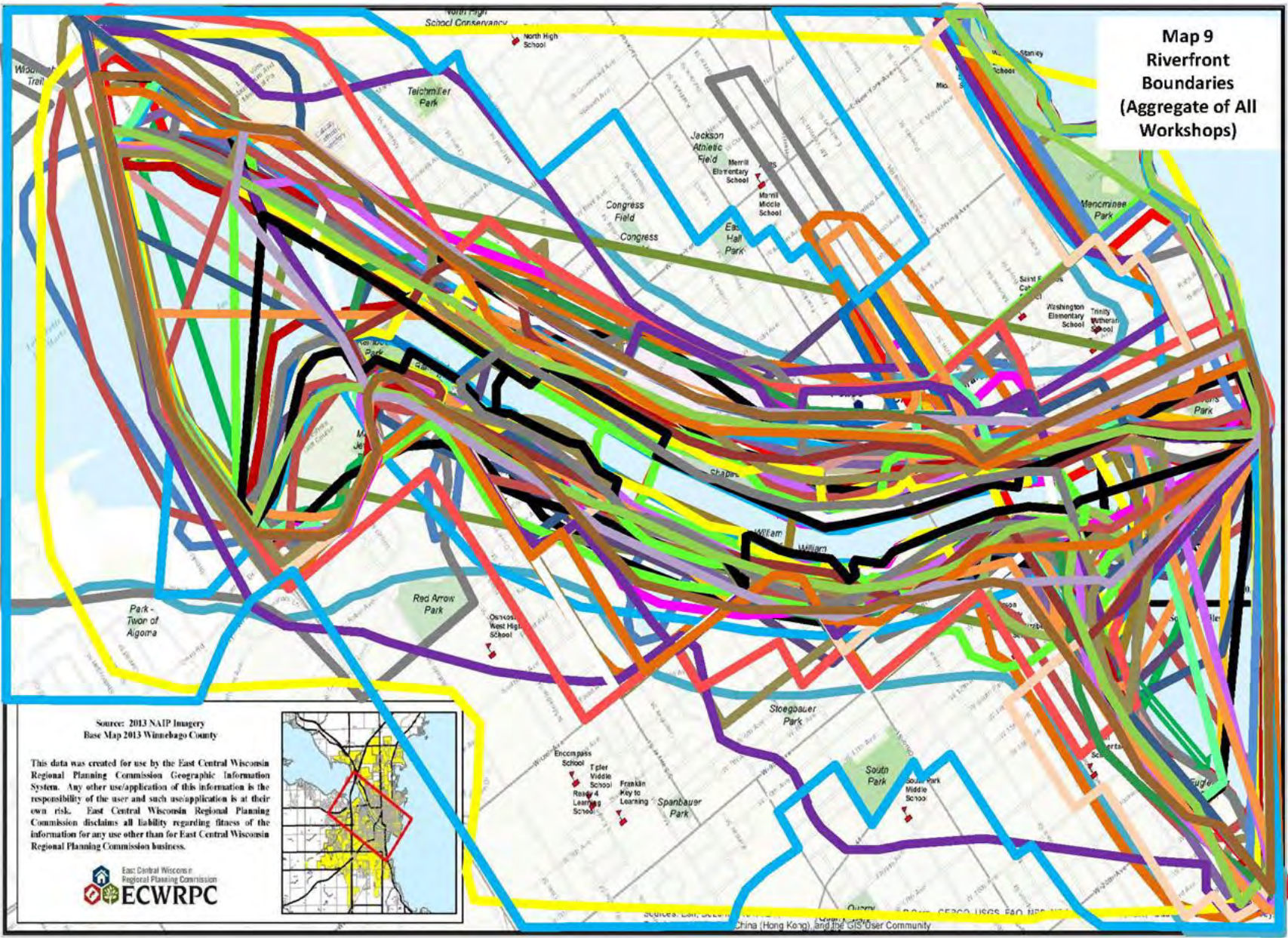
Figure 3: Sample Street Base Map

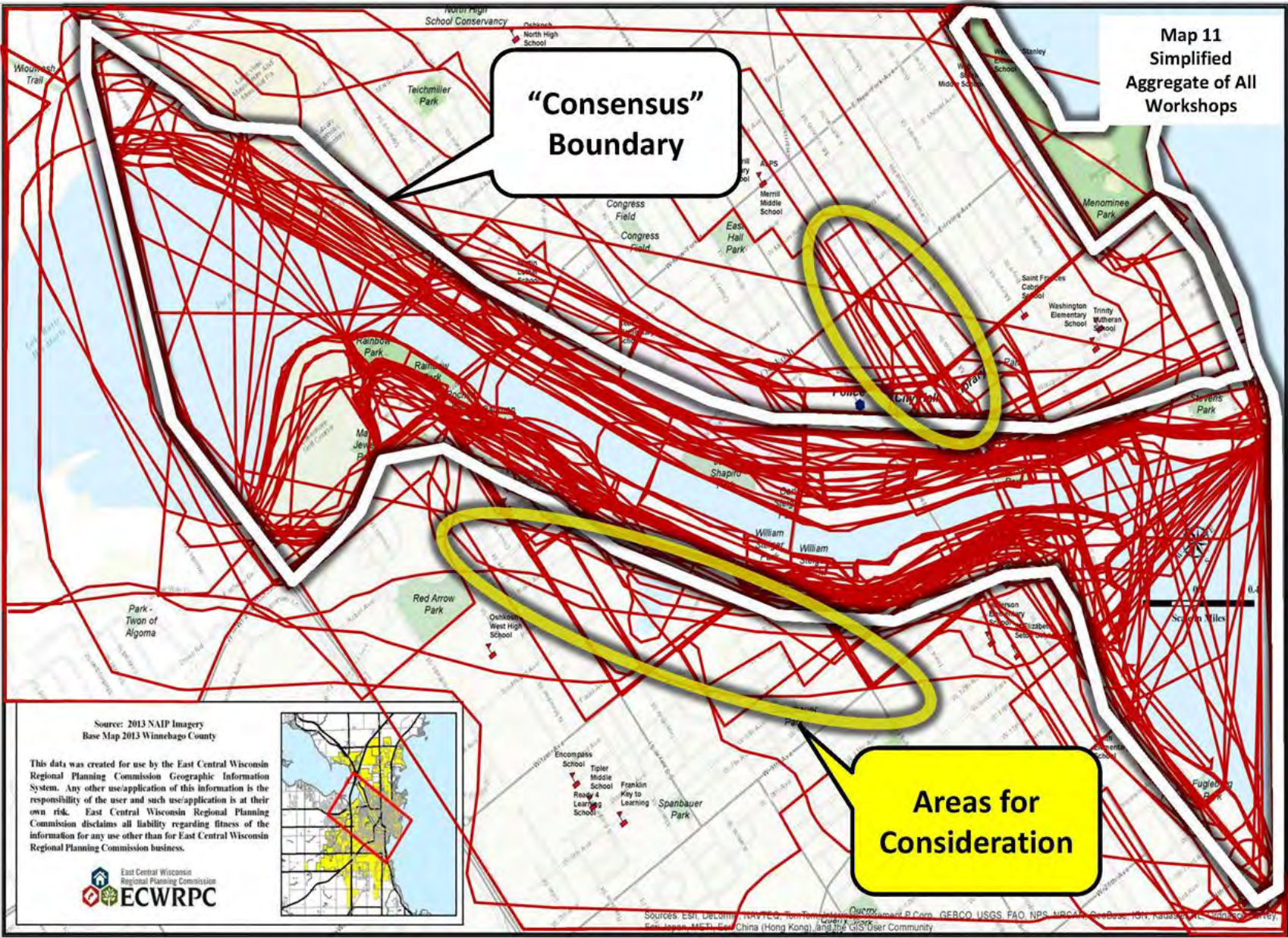


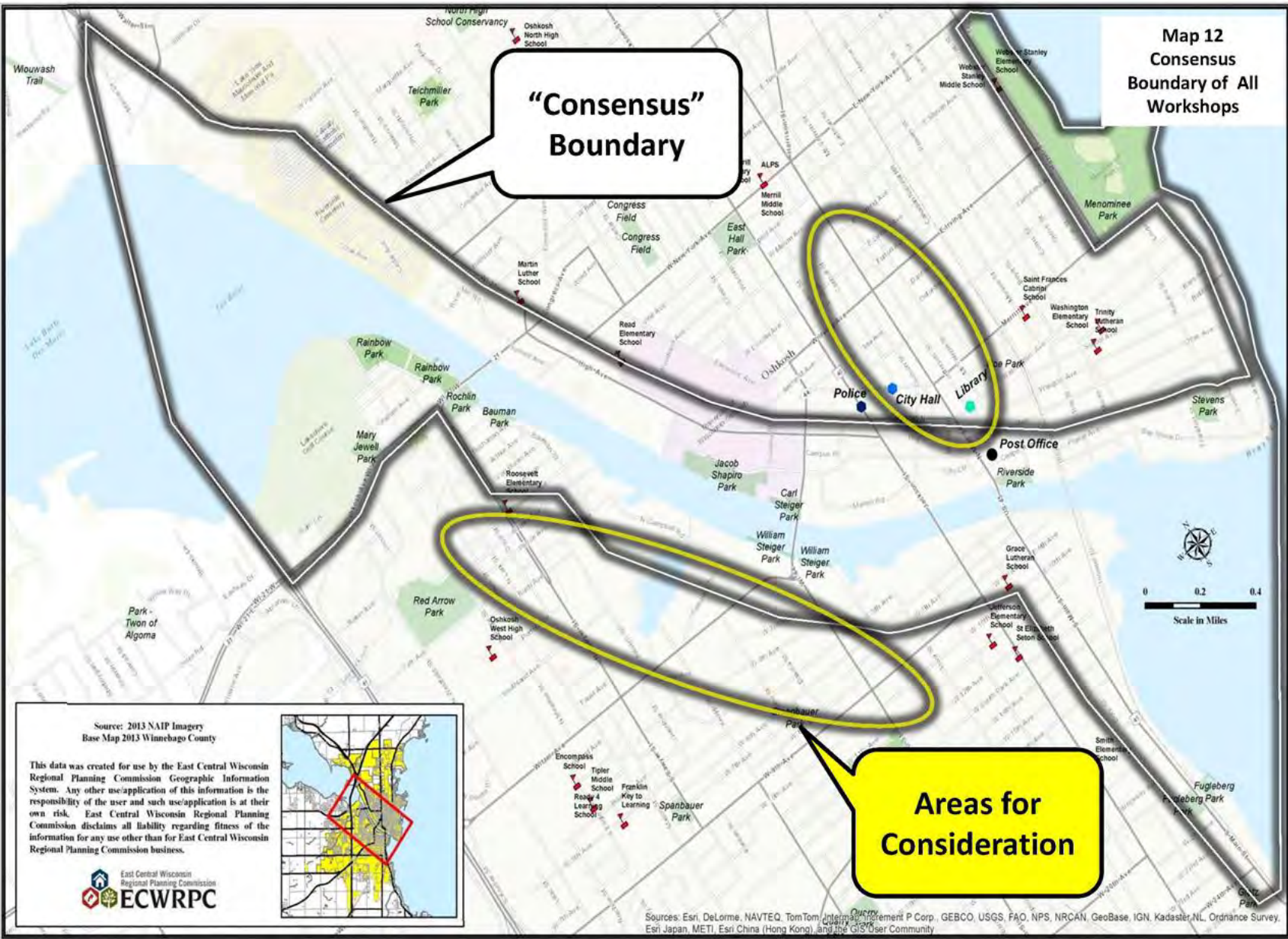












EXERCISE #3: CONNECT THE DOTS

This exercise used a large aerial photograph and markers to prompt participants into identifying areas of the City or the broader region that should be better 'connected' to the riverfront area. It was explained that 'connections' could mean one of any number of things as it relates to the geography of the river and City. The following questions were asked to better engage participants during the exercise:



1. Are there areas which have economic or social connections and/or would benefit from them?
2. What travel mode would best make the connection? Bike? Sidewalk? Street?
3. What relationships/connections already exist that could be improved?
4. Are there gaps in accessing the riverfront?
5. How can the water be made more accessible?
6. Are good visual connections or clues established to build awareness of the riverfront?

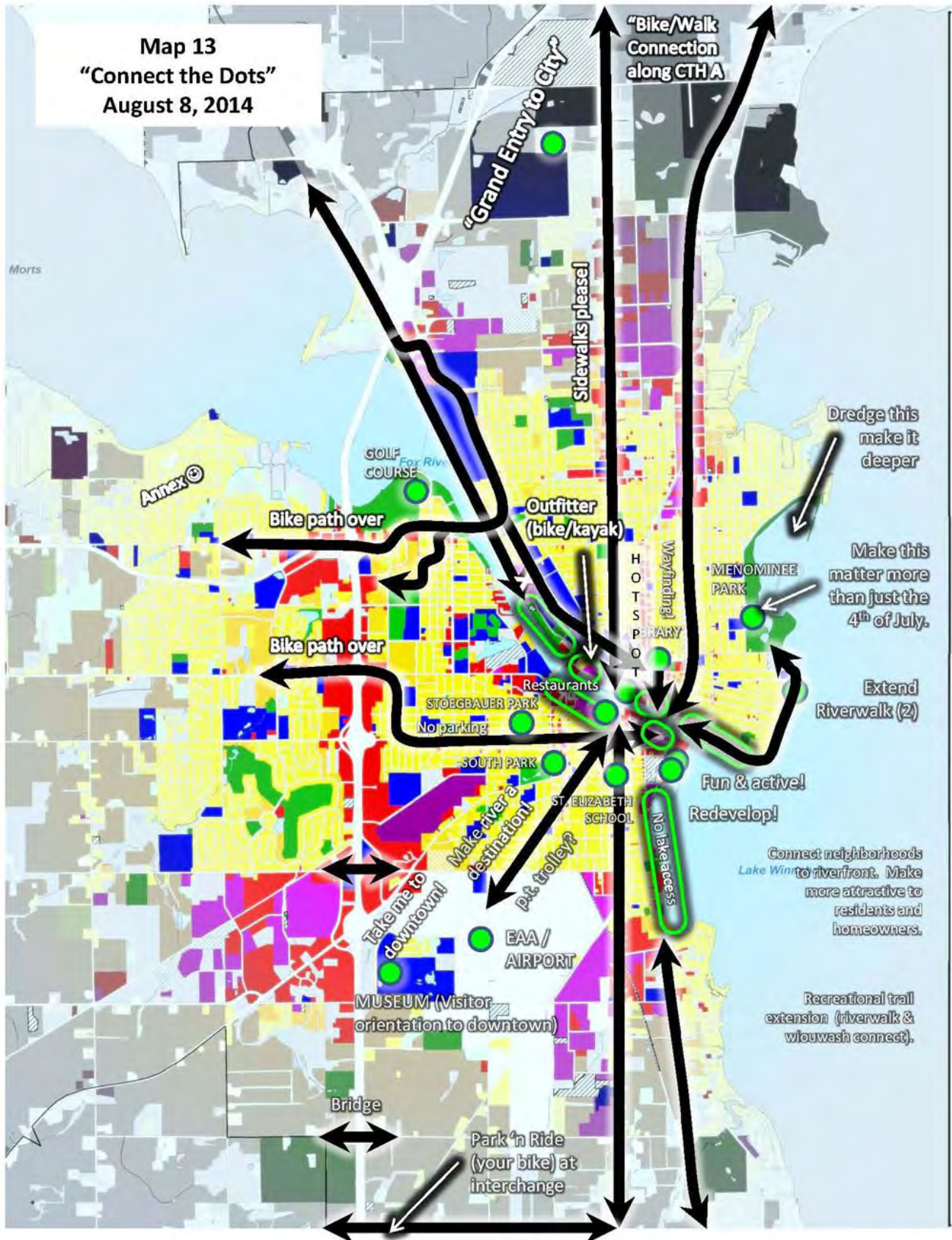
The maps generated specific locations or broader regions, sub-regions, neighborhoods, or blocks (any scale is acceptable!) Where appropriate specific routes, and/or modes of transportation were identified.

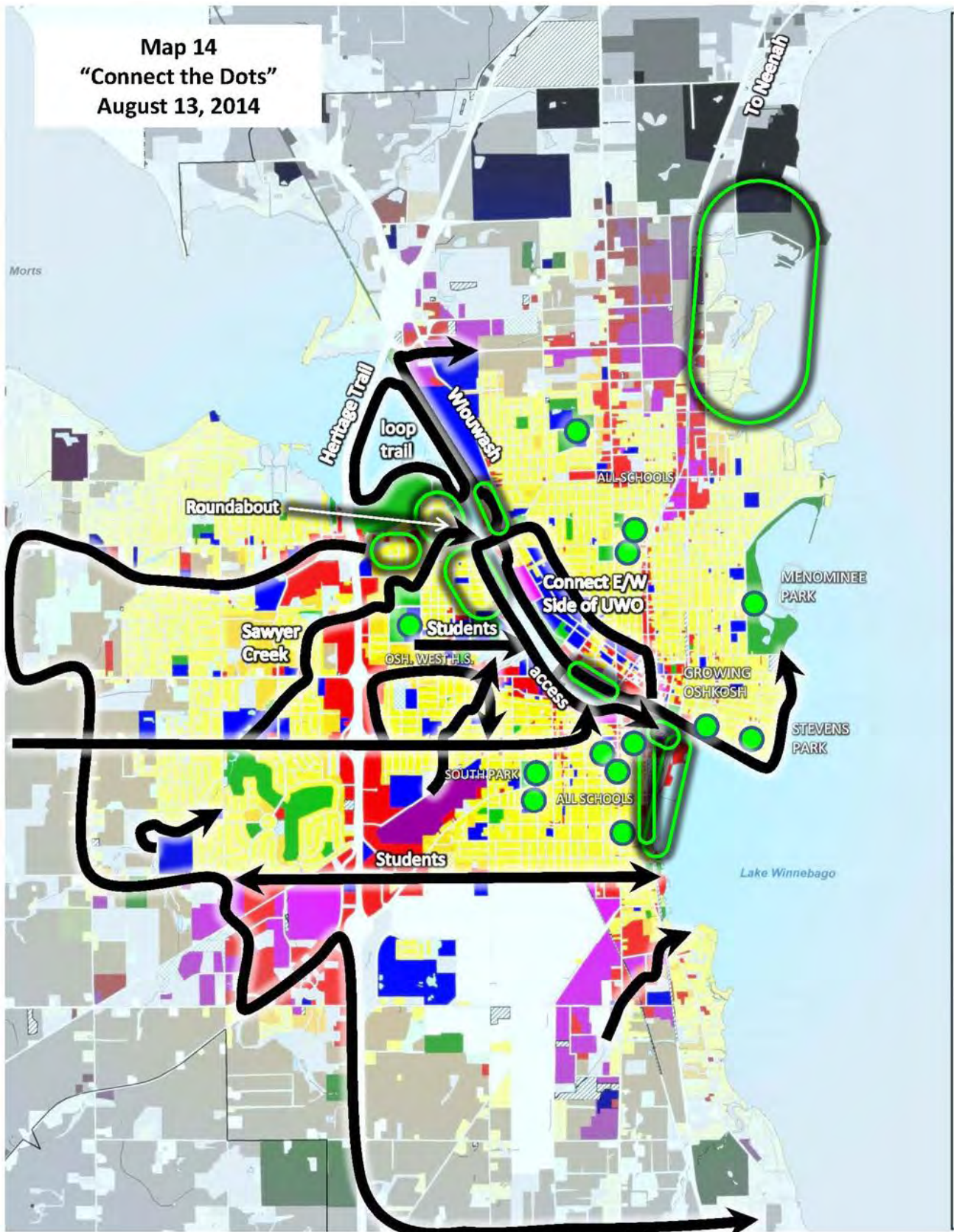
Analysis and Observations

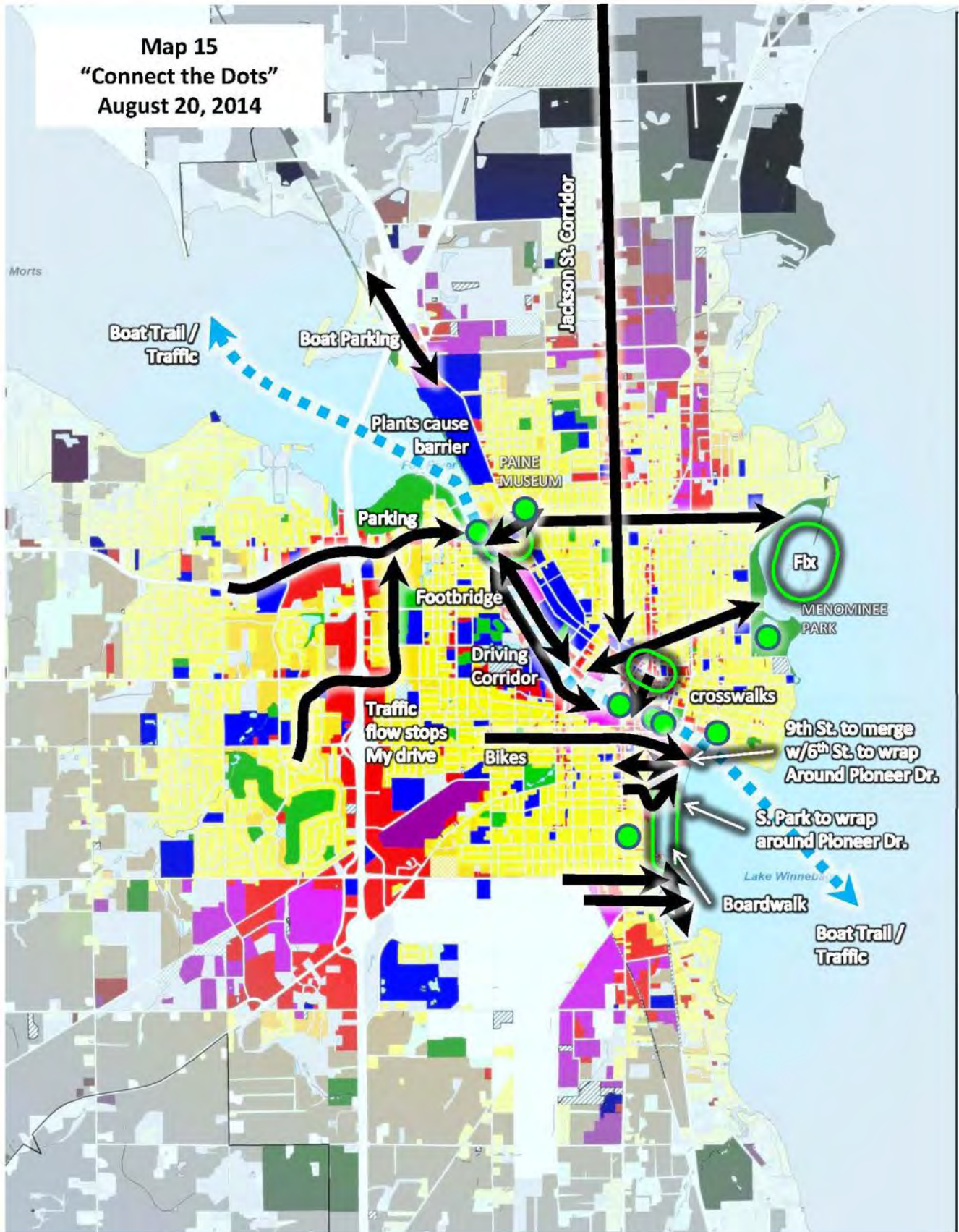
As shown in Maps 13 through 16 (which is a composite of all three workshops), a wide variety of responses were captured during the three intensive workshops. **Each map was significantly different, but did contain some common themes such as:**

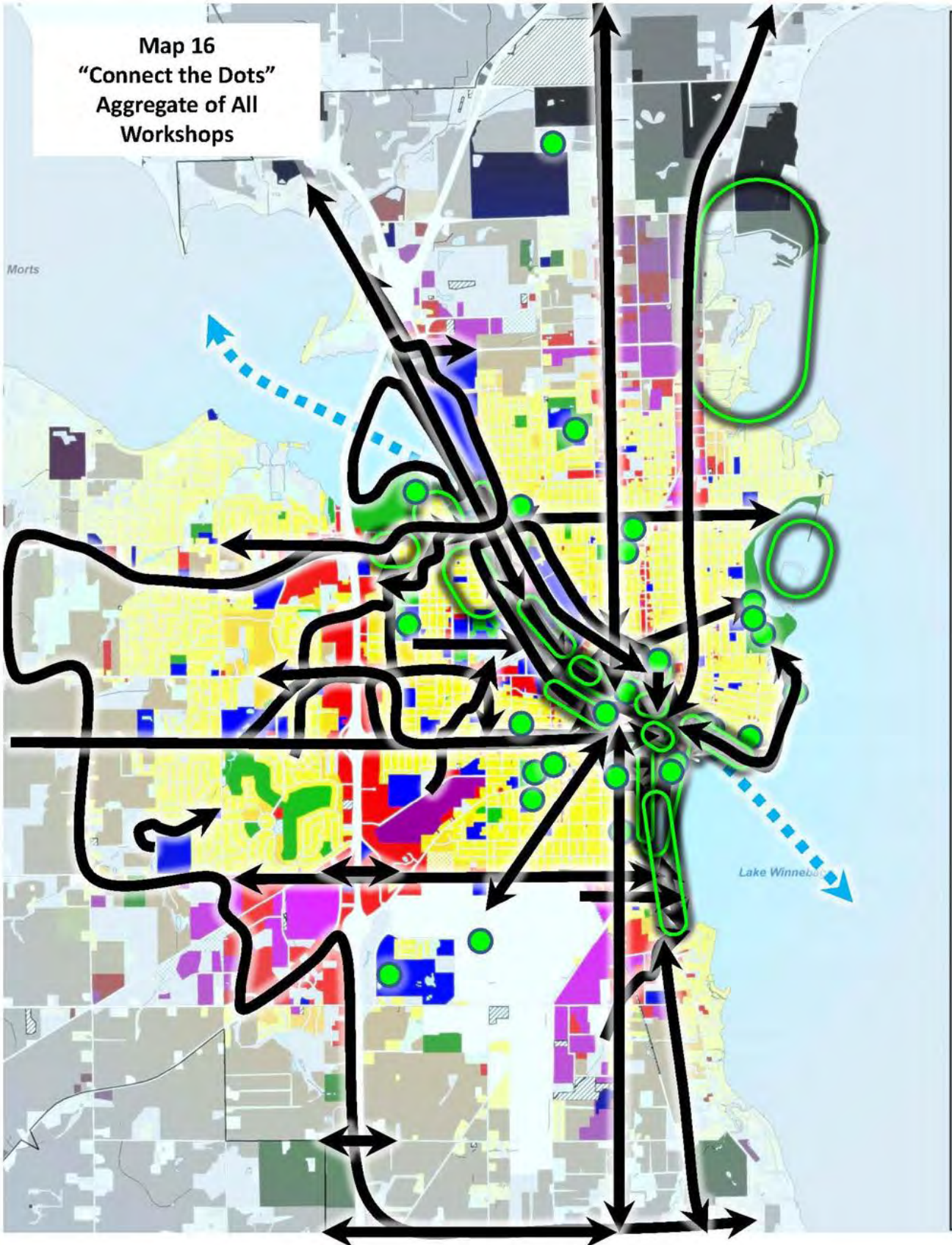
- **Increased connectivity of the riverwalk along both sides of the river;**
- **An improved connection between Menominee Park and the riverfront area;**
- **Improved connections to Downtown and near south side business areas;**
- **Increased attraction of visitors to EAA and Hwy 41 shopping areas / directing them to river through wayfinding and other means;**
- **A desire to see a boardwalk path along Lake Winnebago, south of the Pioneer Resort Property.**

These results could be considered for further exploration as more planning is done, including transportation, economic, and/or specific development studies. This input could also affect the evaluation of bike routes, pedestrian facilities, public access points, street and traffic patterns, etc.









EXERCISE #4: PLACES AND SPACES

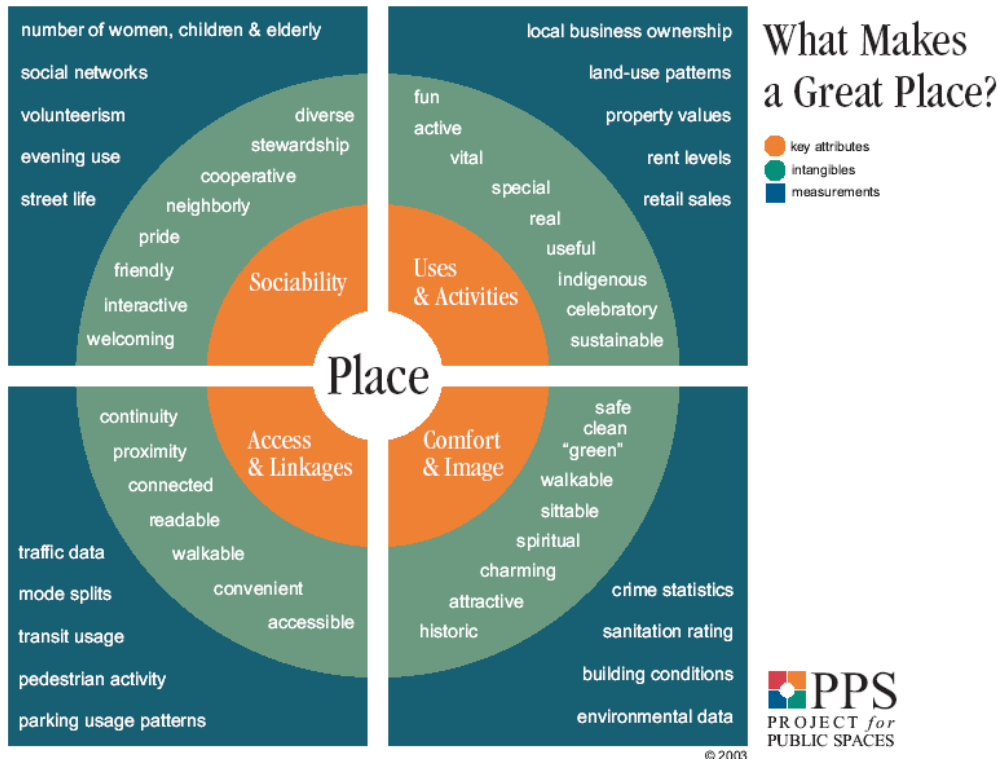
This exercise asked participants to use a large aerial photo of the riverfront to identify their favorite places or features. These places could relate to areas of high activity or entertainment, or even areas that provide peace and solitude. No further direction was provided and participants placed colored dots on the maps or drew boundaries which were then labeled. Participants could select locations more than once, thereby illustrating a site's relative importance due to the increased number of dots.



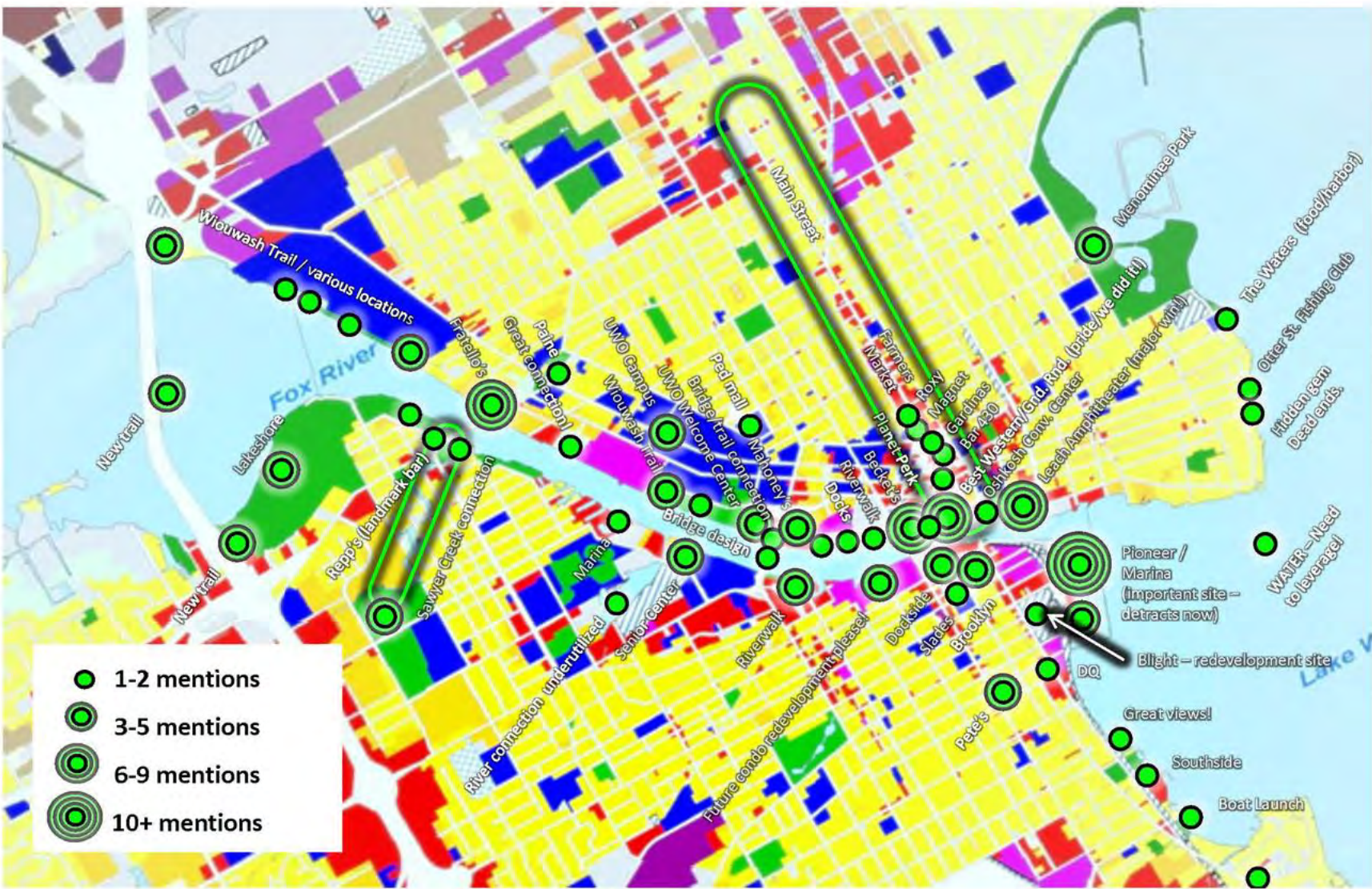
Analysis and Observations

The purpose of this question was to explore the idea of place, and even more so, what makes for a 'great place'. **The 150+ features/locations that were identified are considered to be important to a certain percentage of the people and, perhaps the community as a whole. These features contribute significantly to the overall 'sense of place' along the riverfront and should be considered for conservation, protection, and/or enhancement of their inherent qualities.** Finding out 'why' people like these places would be a logical next step so that similar conditions can be replicated in new developments that occur along the river corridor. The concept of "place" (Figure 4) is well documented and utilized in the field of urban planning and should be strongly considered as a key component of any land use change in the future. The results from the three individual workshops are shown on Maps 17 through 19, while a composite of all three workshops is shown on Map 20.

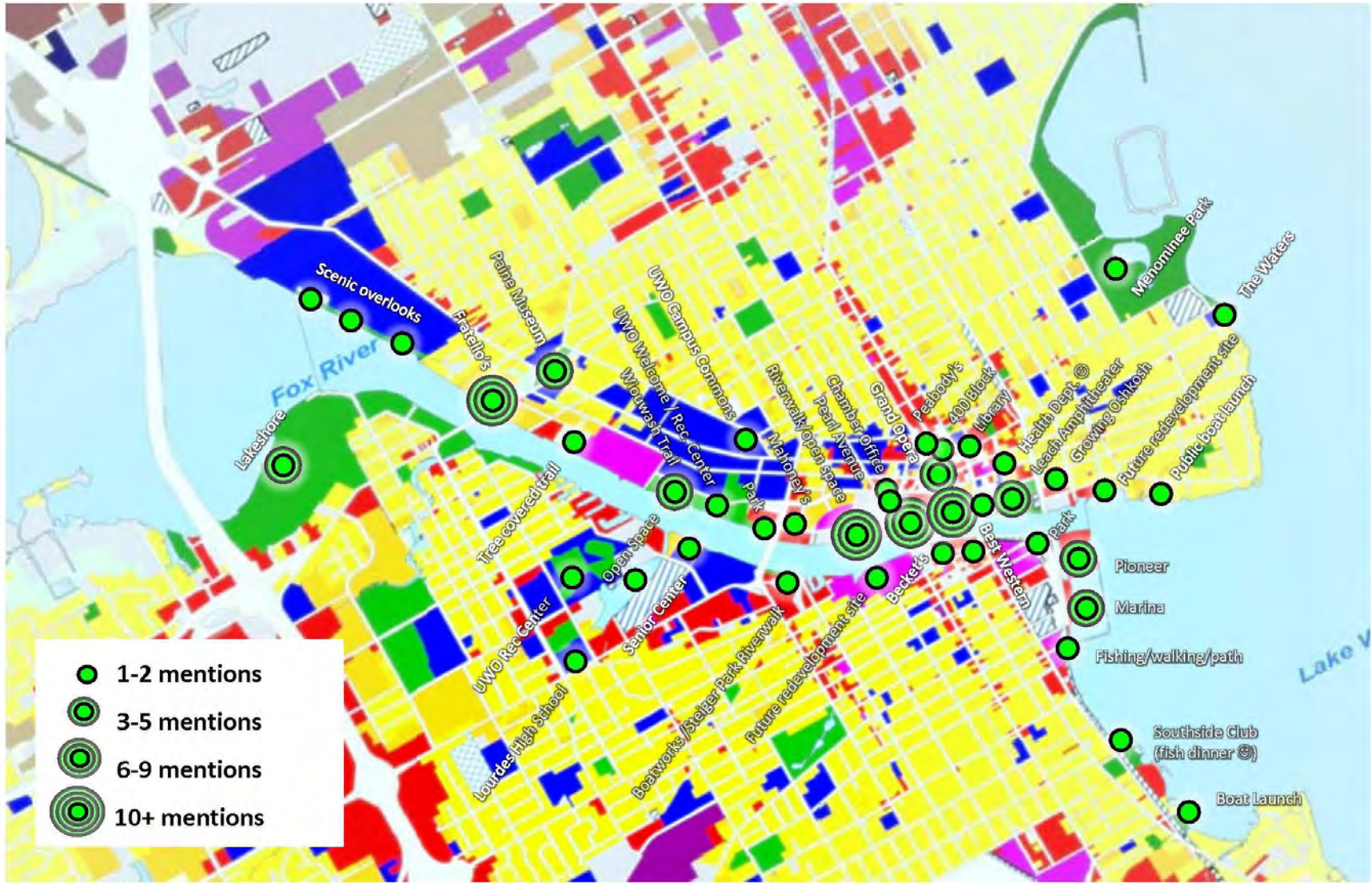
Figure 4: Placemaking Concept Diagram



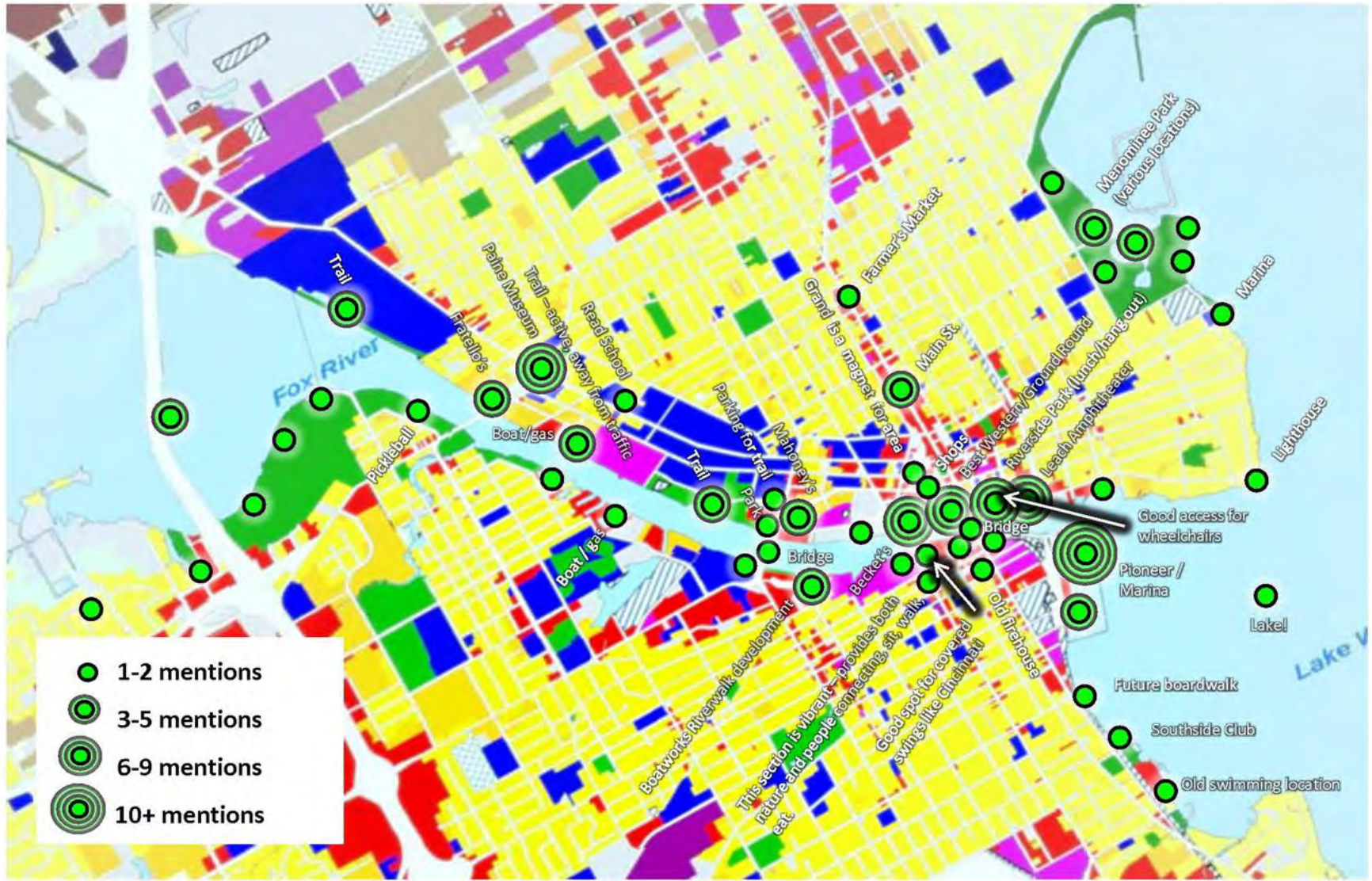
Map 17 "Favorite Places", August 6, 2014



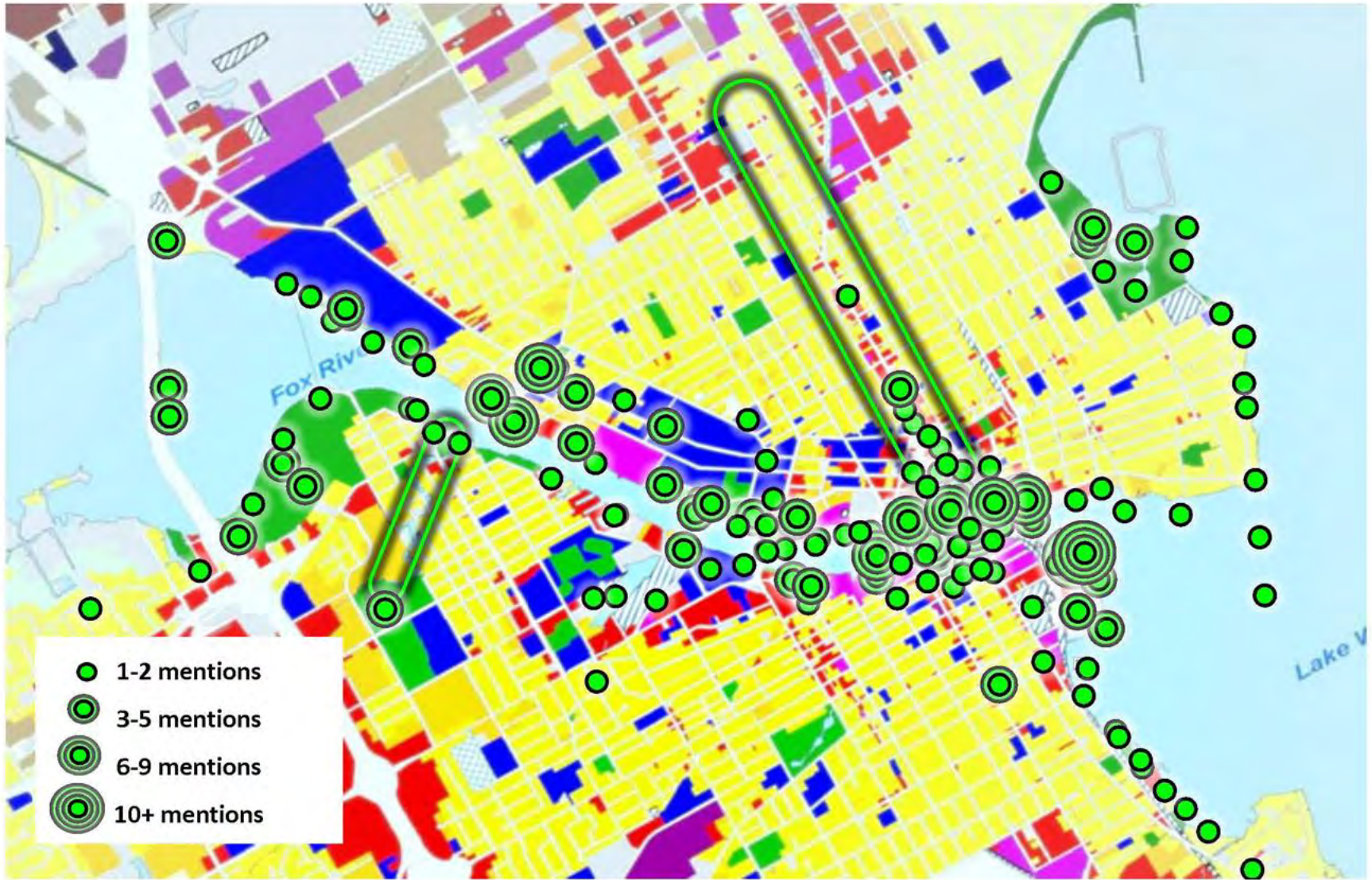
Map 18 "Favorite Places", August 13, 2014



Map 19
“Favorite Places”, August 20, 2014



Map 20
"Favorite Places", Aggregate of All Workshops



EXERCISE #5: LET'S FIX THIS!

In opposition to Exercise 4 which asked about people's favorite places, this exercise allowed participants to vent about the "bad and the ugly", so to speak. Individuals were simply asked what areas or features along the riverfront were in need of improvement.

Using colored dots and large maps, people identified specific buildings, locations, corridors, or neighborhoods (any scale is acceptable!) which, in their minds, need attention.

Facilitators encouraged contributions through engaging dialogue which was spawned by questions such as:

- Are there large-scale redevelopment opportunities?
- Where could there be improved water access?
- Are there specific property or building improvements needed in areas?
- Any necessary mobility improvements?
- Other Infrastructure improvements?
- Neighborhood or corridor improvements?
- Improvements in social, economic, or cultural issues?
- Issues and/improvement with respect to any current plans or development proposals?

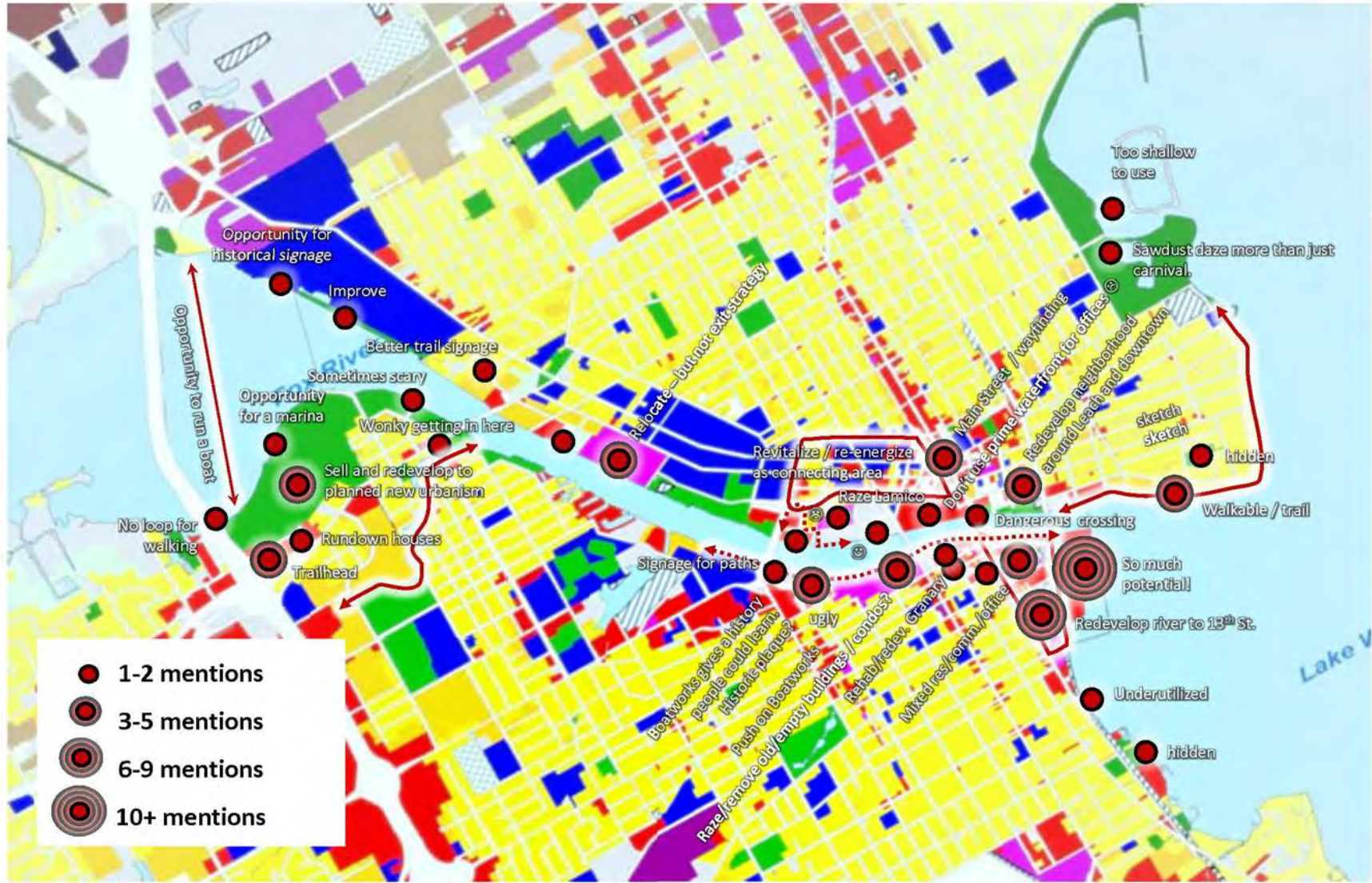
Analysis and Observations

Maps 21 through 24 (composite) illustrate dozens of locations along or near the riverfront that demand attention for the betterment of the community. **Based on the number of responses to individual features, several themes and sites rank highly amongst those who participated, including:**

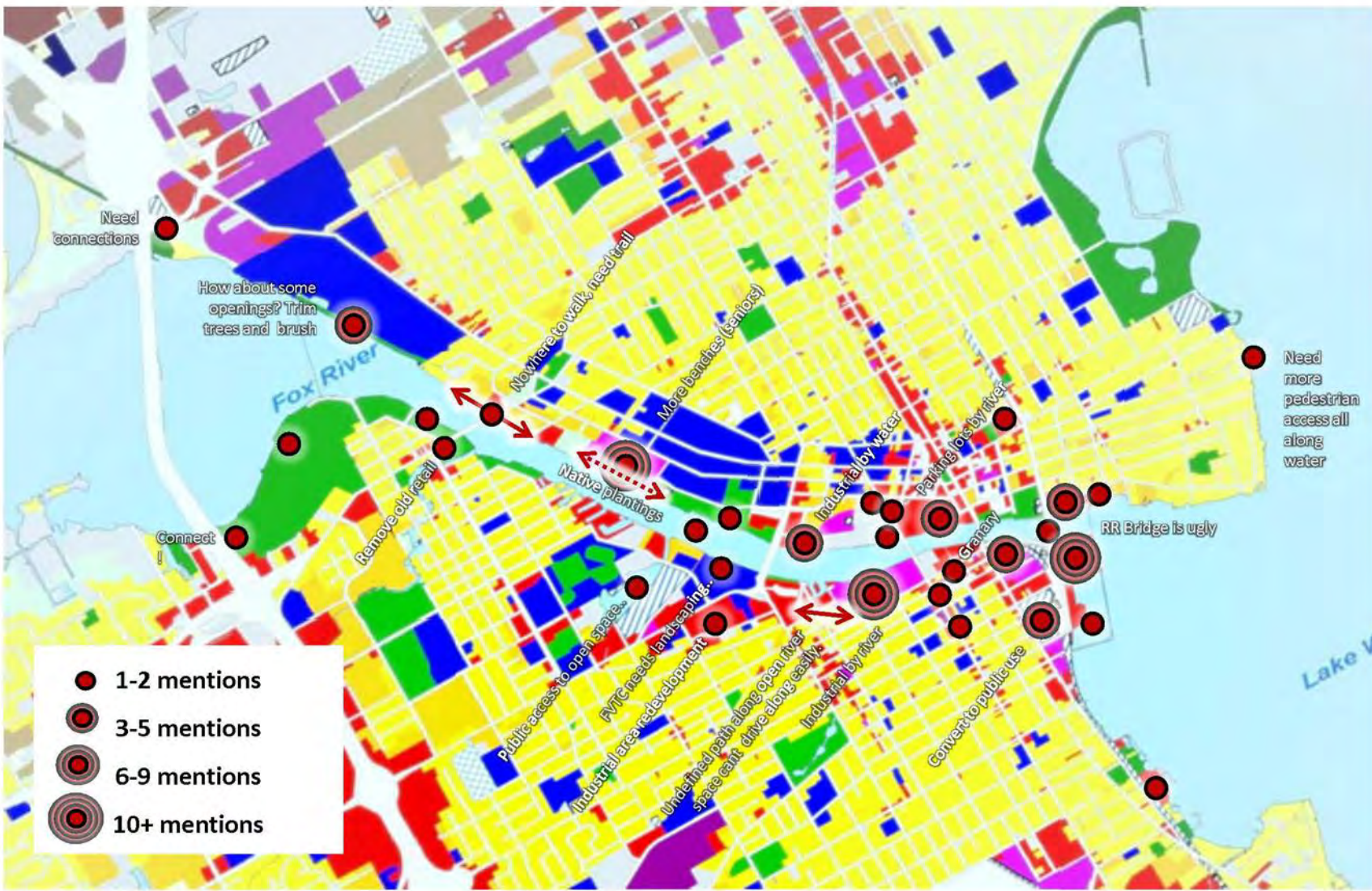
- **Riverfront trail/riverwalk connections;**
- **Direct access to water for watercraft and recreation;**
- **Vegetation management;**
- **Redevelopment of the:**
 - ✓ **Pioneer Resort site;**
 - ✓ **Buckstaff site;**
 - ✓ **Jeld-Wen site;**
 - ✓ **AxleTech Intl. site;**
 - ✓ **Marion Road area.**

These features or areas could be targeted for improvements through existing planning, budgeting/grant requests, or community-based efforts. Short-term and long-term fixes to these real or perceived issues should be determined as required.

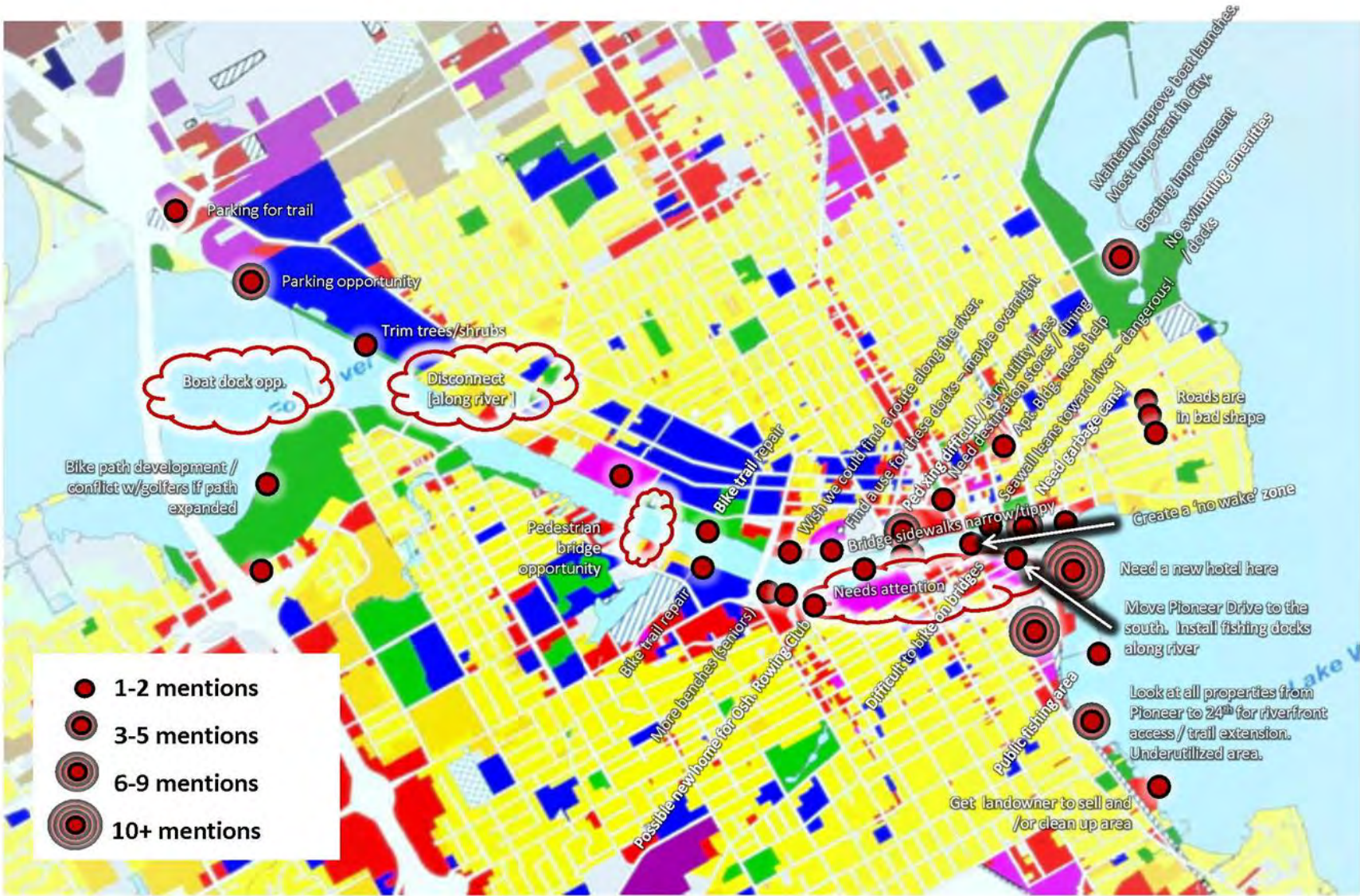
Map 21 "Let's Fix This!", August 6, 2014



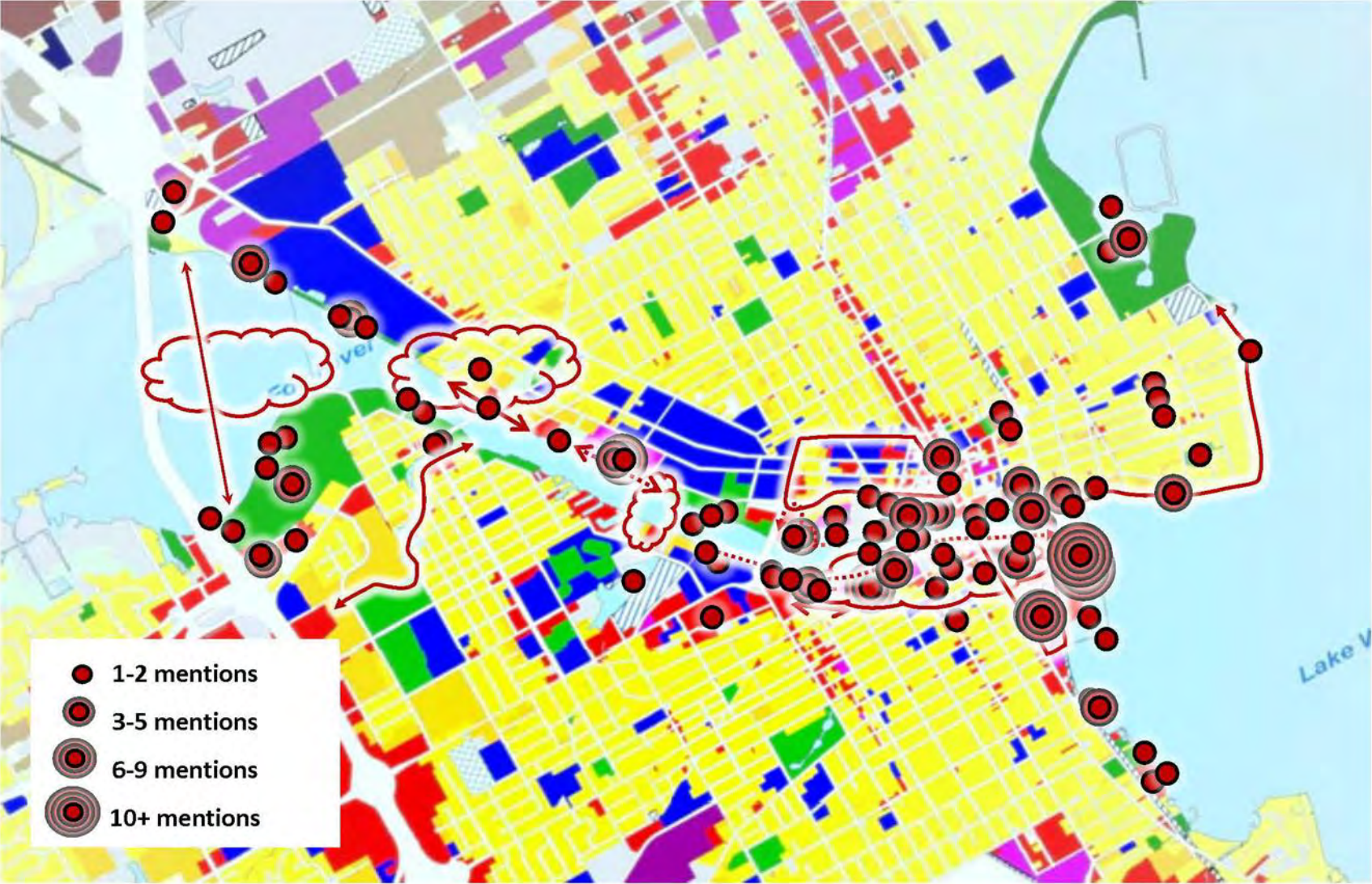
Map 22 “Let’s Fix This!”, August 13, 2014



Map 23 "Let's Fix This!", August 20, 2014



Map 24
“Let’s Fix This!”, Aggregate of All Workshops



EXERCISE #6: HOW INTENSE! / BIG IDEAS!

Exercise #6 consisted of two parts which allowed participants to explore big picture future development scenarios along the riverfront. Having an idea of land use types, style and intensity can assist with ensuring that complementary land uses are sought for the riverfront as development opportunities arise. **“How Intense!”** was an exercise designed to gauge community preferences on land-use and density ranges along the Fox River corridor. Participants were asked to complete a preference study on four different land-use categories – housing, retail, employment, and parking. Each category had four sub-groups where examples and descriptions were provided. A total of 16 options were given. The participant gauged their personal preference on a 0 to 4 scale for each option. Additional comment was encouraged and the responses were collected, and results gathered.



Analysis and Observations (How Intense!)

Housing Results

Listed below are results for the Housing aspect of the intensity study. The results are on a 0 (None of This Type) to 4 (More of this Type) scale. The results below were tabulated for each visioning session as well as an aggregate total for all sessions. The red dot for each housing intensity option denotes the total median result:

	Housing A	Housing B	Housing C	Housing D
Workshop A Median	0.99	1.96	1.92	1.68
Workshop B Median	1.042	1.588	1.779	2.485
Workshop C Median	1.359	1.793	2.228	1.435
Total Median	1.13	1.78	1.98	1.87

Housing A



Single Family Housing:

- 1 or 2 story single family houses
- Attached or detached garages accessed off of streets or alleys
- Lots sizes compatible to surrounding neighborhood
- Street widths and patterns appropriate to scale of lots with sidewalks throughout
- Housing type might be integrated with limited amount of duplexes, or townhouses in appropriate locations

4 More of this type
3
2
1 ●
0 None of this type

COMMENTS:

Housing B



Attached Single-Family Housing:

- Most buildings are 2 -3 stories
- Includes duplexes & townhouses (rowhouses)
- Garages accessed by either streets or alleys
- Building and lot configurations may be clustered to promote open space
- Buildings set closer to sidewalk
- May be mixed with single-family or small multi-family housing
- May be adjacent to commercial uses

4 More of this type
3
2 ●
1
0 None of this type

COMMENTS:

Housing C



Small Multi-Family Housing:

- 2 to 4 story buildings
- Wide variety of building designs
- Parking typically provided on surface lots, garage courts, and underground
- Garages accessed from streets, alleys or private drives
- May be mixed with townhouses or larger multi-family housing
- Some commercial uses may be found on the ground floor in some locations

4 More of this type
3
2 ●
1
0 None of this type

COMMENTS:

Housing D



Larger Multi-Family Housing:

- 3 to 8 story buildings
- Large scale buildings on large lots may include large multi-building complexes
- Parking typically provided on surface lots and underground parking
- May be mixed with small multi-family housing
- Commercial and retail uses might be found on the ground floor at some locations
- May be adjacent to and mixed with commercial and employment uses

4 More of this type
3
2 ●
1
0 None of this type

COMMENTS:

Preferred Housing Option

Housing related intensities on the riverfront and surrounding properties were not very well received. With Housing Option C (Small-Multi-Family Housing) receiving the highest aggregate average, the community feels that 2 to 4 story residential structures are preferred over smaller single or two-family residences. It is important to note that Housing Options B and D were within 0.2 of a point of the highest ranking. With all housing options getting a score below 2.0, the trend is heading away from residences along the corridor.



Additional Community Statements

“Keep it a city feel and recreational”

“A good use, take advantage of high density”

“This allows for true community/neighborhood planning, e.g. community gardens and play areas, etc.”

“Condos with shops on ground level”

“The river is relatively small; do not wish to limit the number of potential residents”

Retail / Commercial Results

Listed below are results for the Retail aspect of the intensity study. The results are on a 0 (None of This Type) to 4 (More of this Type) scale. The results below were tabulated for each visioning session as well as an aggregate total for all sessions. The red dot for each retail intensity option denotes the total median result per category:

	Retail A	Retail B	Retail C	Retail D
Workshop A Median	0.89	1.37	2.86	0.53
Workshop B Median	0.676	1.162	3.029	0.603
Workshop C Median	1.011	1.868	3.023	0.886
Total Median	0.86	1.47	2.97	0.67

Retail A



Free Standing Convenience Retail:

- Corporate and franchise architecture
- One-acre lots unrelated to surroundings
- Parking often on all sides of building
- Buildings often include a "Drive-thru"
- Often next to strip commercial retail
- Usually located on heavily traveled streets
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter, in parking lots and next to building

4 More of this type
 3
 2
 1 ●
 0 None of this type

COMMENTS:

Retail B



Single Story Strip Commercial:

- One story strip commercial development of adjoining stores
- Parking placed between building and street
- Usually located on heavily traveled streets
- Often next to free standing commercial uses
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter of parking lots and adjacent to building

4 More of this type
 3
 2 ●
 1
 0 None of this type

COMMENTS:

Retail C



Street Oriented Commercial & Mixed-Use:

- Buildings usually 2-3 stories
- More "urban" architecture
- Building materials, landscaping, sidewalks, lighting and signs all contribute to a strong sense of place, and promote pedestrian activity
- Parking typically located to the side or to the rear of development
- Easily accessible by pedestrians, bicyclists, transit riders and automobiles
- May include small office space and residential uses on upper floors
- Development may include seating areas, plazas, and other community features

4 More of this type
 3 ●
 2
 1
 0 None of this type

COMMENTS:

Retail D



Large Retail Developments:

- Large single story buildings on large lots (includes "Big Box" Retail)
- Corporate architecture and design
- Building oriented towards large surface parking lot for maximum visibility from street
- Auto-oriented design
- Serves community-wide market
- Some landscaping around perimeter, in parking lot and adjacent to building

4 More of this type
 3
 2
 1
 0 ● None of this type

COMMENTS:

Preferred Retail / Commercial Option

Results for all three Visioning sessions were definitive, with Retail Option C receiving the highest average score. The total aggregate score of 2.97 for Retail Option C ranks well above the other retail options, followed by Retail Option B (1.47). Large scale developments (Retail Option D) and Free Standing Convenience and Retail (Retail Option A) scored very poorly and should be discouraged.

With an ongoing preference towards street oriented commercial and mixed-uses, the community feels that future developments should complement the surrounding area and maintain consistency with the downtown Oshkosh corridor. Additionally, the trend towards street oriented development and mixed uses are complimentary to the Marion Road/Pearl Avenue Redevelopment Plan as well as the City of Oshkosh 2005-2025 Comprehensive Plan.

Retail C




Street Oriented Commercial & Mixed-Use:

- Buildings usually 2-3 stories
- More "urban" architecture
- Building materials, landscaping, sidewalks, lighting and signs all contribute to a strong sense of place, and promote pedestrian activity
- Parking typically located to the side or to the rear of development
- Easily accessible by pedestrians, bicyclists, transit riders and automobiles
- May include small office space and residential uses on upper floors
- Development may include seating areas, plazas, and other community features

4 More of this type

3 ● Aggregate Score (2.97)

2

1

0 None of this type

COMMENTS:

Additional Community Statements

“YES PLEASE”

“Will help incubate and encourage local businesses”

“Mixed-use that fits with the downtown area”

“Put these on both sides of river between Pioneer Avenue and Fratello’s.”

“Restaurants and hotels with good landscaping, good mixed-uses and lots or green space.”

Employment Intensity Results

Listed below are results for the employment aspect of the intensity study. The results are on a 0 (None of This Type) to 4 (More of this Type) scale. The results below were tabulated for each visioning session as well as an aggregate total for all sessions. The red dot for each employment intensity option denotes the total median result per category:

	Employment A	Employment B	Employment C	Employment D
Workshop A Median	1.22	1.90	2.39	1.88
Workshop B Median	0.971	1.426	2.250	2.083
Workshop C Median	0.800	2.000	1.917	1.821
Total Median	1.00	1.78	2.19	1.93

Employment A



Small Scale Flex Space and Business Condos:

- Typically single story buildings
- Little emphasis on architecture, urban character or building materials
- Buildings often have few windows, oversized loading doors and surface parking lots
- Developments made up of many individual buildings or may be grouped in clusters
- Buildings may house a combination of warehouse, yard storage, production, contractor space, and some office uses
- No intermixed residential development

4 More of this type
 3
 2
 1
 0 None of this type

COMMENTS:

Employment B




Medium Scale Business Offices & Incubator Buildings:

- 1-3 story buildings
- May contain a variety of office and commercial uses in one building including research, production, office, technology, and incubator businesses
- More emphasis on architecture design
- A mix of surface lots and on-street parking is typical
- May be adjacent to residential or other uses.

4 More of this type
 3
 2
 1
 0 None of this type

COMMENTS:

Employment C



Larger Light Industrial Research Buildings:

- 1-3 story buildings
- May contain a variety of uses, including research, production, office, technology, warehouse and incubator businesses
- May have a high level of character and design
- Pedestrian streetscape may be emphasized in building and site design
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.

4 More of this type
 3
 2
 1
 0 None of this type

COMMENTS:

Employment D



Office Park:

- Large buildings are a minimum of two stories
- Buildings contain primarily office uses, and similar facilities including medical, financial and high-tech research uses
- May have a high level of character and design
- Buildings are arranged in a campus like setting on larger lots
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.
- May include pedestrian amenities and public spaces such as plazas, greens and squares

4

More of this type

↑

3

2

1

0


None of this type

COMMENTS:

Preferred Employment Type Option

Employment related intensities received less conclusive results within the Oshkosh Riverfront Visioning sessions. The top three results were within 0.5 points of each other with Employment Option A being an outlier. Employment Option C: Larger Light Industrial Research Buildings, received the highest ranking of 2.19, followed by Employment Option D: Office Park. Option C suggests that larger multi-story structures with varying levels of intensities are preferred. Small and medium scale single story business developments were not as well received and should be looked at with less preference.

Employment C



Larger Light Industrial Research Buildings:

- 1-3 story buildings
- May contain a variety of uses, including research, production, office, technology, warehouse and incubator businesses
- May have a high level of character and design
- Pedestrian streetscape may be emphasized in building and site design
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.

4

More of this type

↑

3

2

1

0

None of this type

COMMENTS:

Aggregate Score (2.19)

Additional Community Statements

- “Great use to draw large amounts of residents and shoppers”*
- “In industrial parks and by airport, would like to see one or two on the river”*
- “business brings people and helps downtown shops and restaurants grow and succeed... businesses are needed to sustain retail and restaurants. Important that they are within walking distance, but not necessarily centered on the waterfront.”*
- “Could use some large office space, similar to Neenah.”*

Parking Intensity Results

Listed below are results for the Parking aspect of the intensity study. The results are on a 0 (None of This Type) to 4 (More of this Type) scale. The results below were tabulated for each visioning session as well as an aggregate total for all sessions. The red dot for each parking intensity option denotes the total median result per category:

	Parking A	Parking B	Parking C	Parking D
Workshop A Median	2.21	2.24	1.61	2.24
Workshop B Median	2.344	1.583	1.083	3.033
Workshop C Median	1.950	1.375	2.263	2.057
Total Median	2.17	1.73	1.65	2.44

Parking A



On-Street: Angled Parking

- > Requires a greater amount of right-of-way width than parallel parking, which can result in less space for sidewalks, plantings/furnishings, travel lanes, etc.
- > Perceived as easy to use.
- > Typically provides slightly more spaces per block than parallel parking.
- > Can create visibility issues as motorists back out of stall.

4 More of this type
3
2 ●
1
0 None of this type

COMMENTS:

Parking B



On-Street: Parallel Parking

- > Requires less right-of-way width than angled parking, which can result in additional space for sidewalks, plantings/furnishings, travel lanes, etc.
- > Perceived as more challenging to navigate.
- > Typically provides slightly less spaces per block than angled parking.
- > Except on one-way streets, driver side door opens into/near travel lane. But, trunk loading occurs at curb side.

4 More of this type
3
2 ●
1
0 None of this type

COMMENTS:

Parking C




Off-Street: Surface Parking Lot

- > Holds a relatively low property value, when compared to using the land for buildings.
- > Site placement is critical, as surface parking in front of buildings can detract from a "main street" atmosphere.
- > Depending on design, amount of buffering (fence, vegetation, etc.) and size, can be visually unattractive.

4 More of this type
3
2 ●
1
0 None of this type

COMMENTS:

Parking D



Off-Street: Structured Parking

- > Parking facilities located in or under buildings -- can be included in an office, residential, retail, etc. project.
- > Higher construction/maintenance costs than surface lots, but can accommodate more vehicles per acre, which allows more land to be devoted to development.
- > Often built to support a higher concentration of residents, employees, etc.


4 More of this type
3 ●
2
1
0 None of this type

COMMENTS:

Preferred Parking Option

With historically low levels of parking in downtown urban settings, Parking Option D was selected by the community as the preferred option. Parking structures can come in several forms; the common structures are above ground multi-level structures or below ground parking directly related to the uses above. Parking Option A also received a score above a 2.0 and should also be considered where appropriate. Parking Options B and C did not score high and less priority should be given.

Parking D



Off-Street: Structured Parking

- > Parking facilities located in or under buildings -- can be included in an office, residential, retail, etc. project.
- > Higher construction/maintenance costs than surface lots, but can accommodate more vehicles per acre, which allows more land to be devoted to development.
- > Often built to support a higher concentration of residents, employees, etc.

4 ▲ More of this type

3

2 ● Aggregate Score (2.44)

1

0 ▼ None of this type

COMMENTS:

Additional Community Statements

“We need at least one soon!”

“Would be great, but WHERE is tricky, it must follow or compliment other developments”

“Would be helpful downtown as it grows...on backside of buildings on Marion and just south of the river.”

Overall consensus during the individual vision sessions and the overall aggregate shows a growing desire for larger mixed-use developments along the Fox River and surrounding properties. Aggregate data shows the importance of mixed-uses where visitors, surrounding residents and businesses can equally use the riverfront. The construction of additional residential units did not receive high marks and should be carefully considered before developed. The use of storefront business and restaurants should be promoted on the first floor with medium to large scale employers on the upper floors. The increases in mixed retail and offices have shown a propensity to activate riverfront developments. The use of parking garages and on-street parking should be incorporated near the Fox River but not directly adjacent. Residents felt that the Fox River is a rare gift and careful planning should be given to all developments.

Analysis and Observations (Big Ideas!)

Big Ideas! was designed to inspire the community member to think outside of the box and bring forward any idea that they feel is important. Each idea was meant to be a grand realization of somebody's dream where money and traditional considerations like location, density, and size were not considered. The purpose of this exercise was to look at the grand ideas and how/where could they fit into the surrounding area. For the purpose of this summary, The Big Ideas! which were listed on the template worksheet (Figure 5) were broken into Transportation/Roads, Tourism, Commercial and Recreation and Riverwalk. The entire listing is contained in Appendix C.

Figure 5: Big Ideas! Worksheet Example

ANY OTHER 'BIG' IDEAS?

Please use the space below to add any other concepts and ideas you may have for the future of Oshkosh's riverfront. Remember, no idea is too mild or wild.



Transportation/Roads:

- *River Taxi*
- *Plant trees, shrubs, flower gardens, etc. along street corridors*
- *Pioneer Drive needs to remain a road but relocated a little to the south. Provide docks for the fisherman and angled parking*
- *More parking adjacent to the downtown and river passages*
- *Develop skywalks and bridges to cross problem areas*



Tourism:

- *Find a resort which can build on the Pioneer Site*
- *Grand entrance into Oshkosh*
- *Public markets along the river and on the riverwalk*
- *Fountains and sculptures along the riverfront*

Commercial:

- *Develop Buckstaff and Pioneer properties as one parcel. Build a tunnel under or bridge over train tracks*
- *Sell Lakeshore Municipal Golf Course to a private developer*
- *Redevelop existing buildings such as the former Granary into new restaurants with roof top gardens and patios*



Recreation:

- *Make the old industrial areas into parks.*
- *Smoke/tobacco free parks. There are cigarette butts and garbage everywhere along the riverwalk and people are putting up plastic bags because there are no garbage cans for people to throw their garbage. You have this beautiful newly re-developed area and it's always littered and covered in cigarette butts.*
- *More water sports on Fox River*
- *Youth baseball complex on the former Buckstaff property*



Riverwalk:

- *Riverwalk connections would go under streets like Ohio Street Bridge*
- *Connect riverwalk along Lake Winnebago north to Menominee Park and South to 18th Avenue*
- *A walkway from Congress Avenue/Oshkosh Avenue to downtown and Pioneer Island*
- *Paved WIOUWASH trail in Oshkosh*
- *Have San Antonio Riverwalk concept on both sides from Pioneer Drive to Fratello's. Lots of*



seating for outside dining or to relax. Put permanent chess table areas somewhere near downtown

Additional feedback for the “Big Ideas” exercise came in the form of geographical references on the large aerial photos that were available at the table. Participants noted specific locations and their associated ideas on Maps 25 through 27 at each workshop. A composite of all ‘big idea’ locations are shown in Map 28.

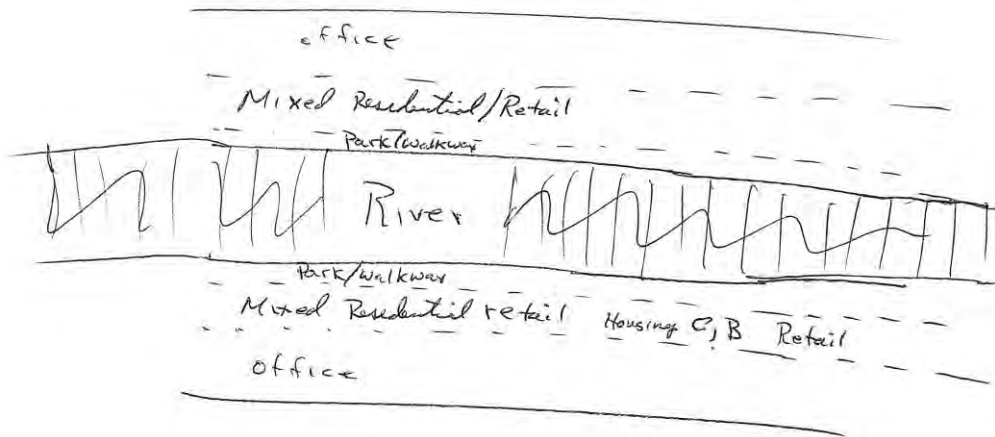
Additionally, Figures 6 and 7 contain a participant generated sketch illustrating ideas for the riverfront, as well as several pictures of Cincinnati’s waterfront as an example which may be suitable for consideration.

Map 25
"Big Ideas", August 6, 2014



Figure 6: Exercise 6, Big Ideas, Aug. 6, 2014
Participant Submitted Sketch

Table 6

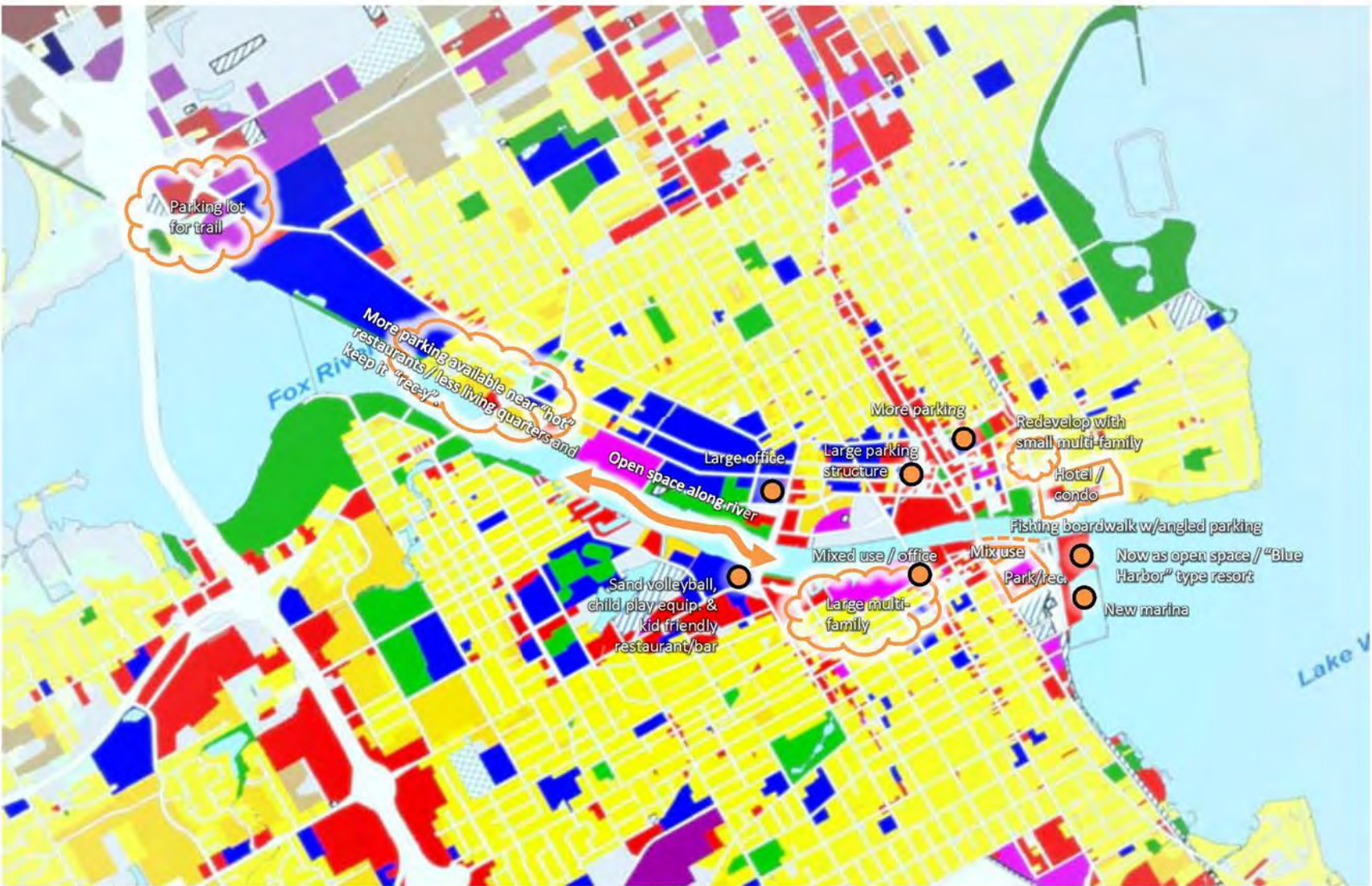


Appropriate Character for waterfront buildings - Charming lot + formost lots of character
You need good design standards that will promote charm + character that will attract the kind of people who have money to spend + would want to start a business here.

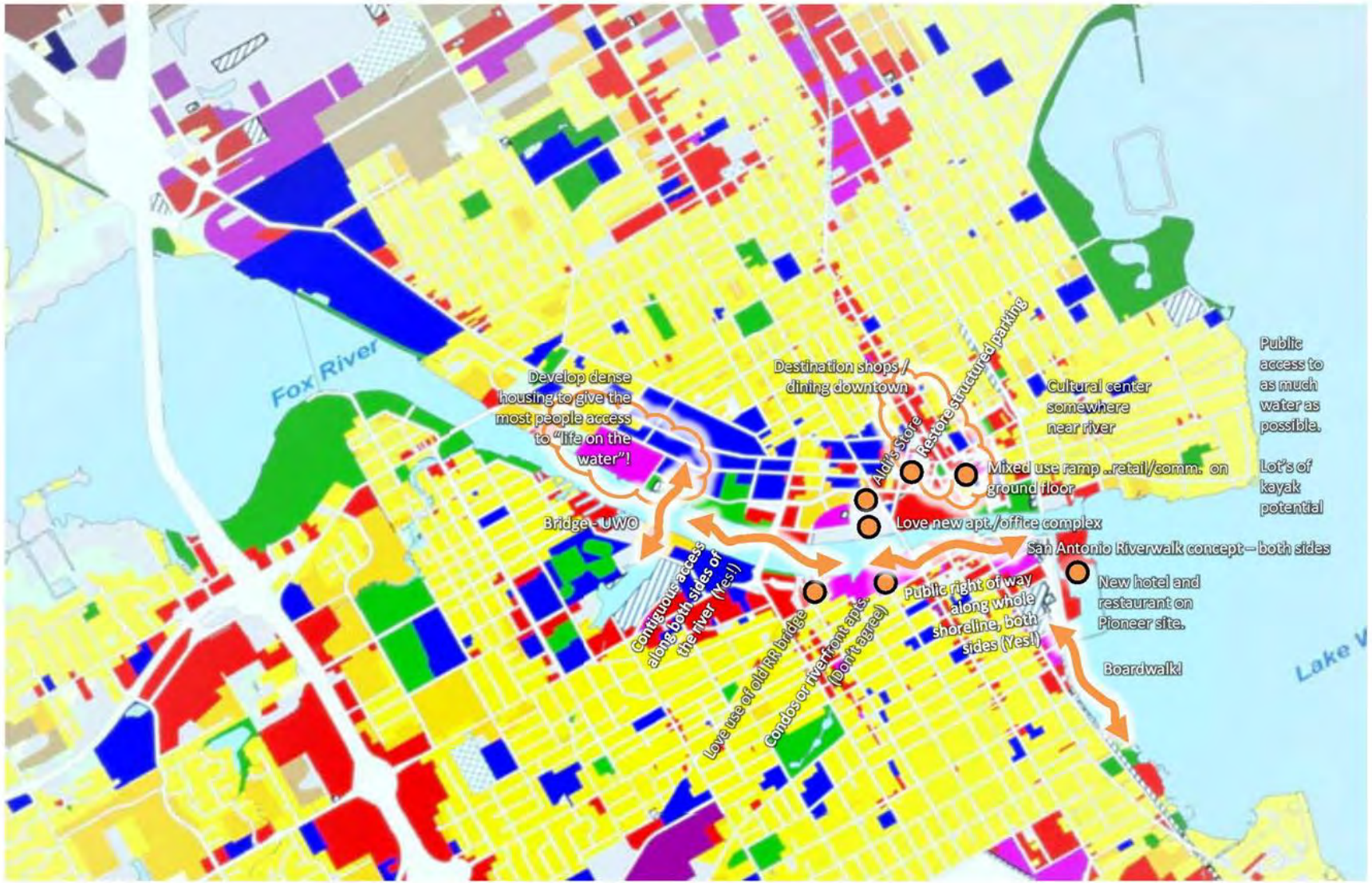
Figure 7: Participant Submitted Pictures of Cincinnati's Waterfront



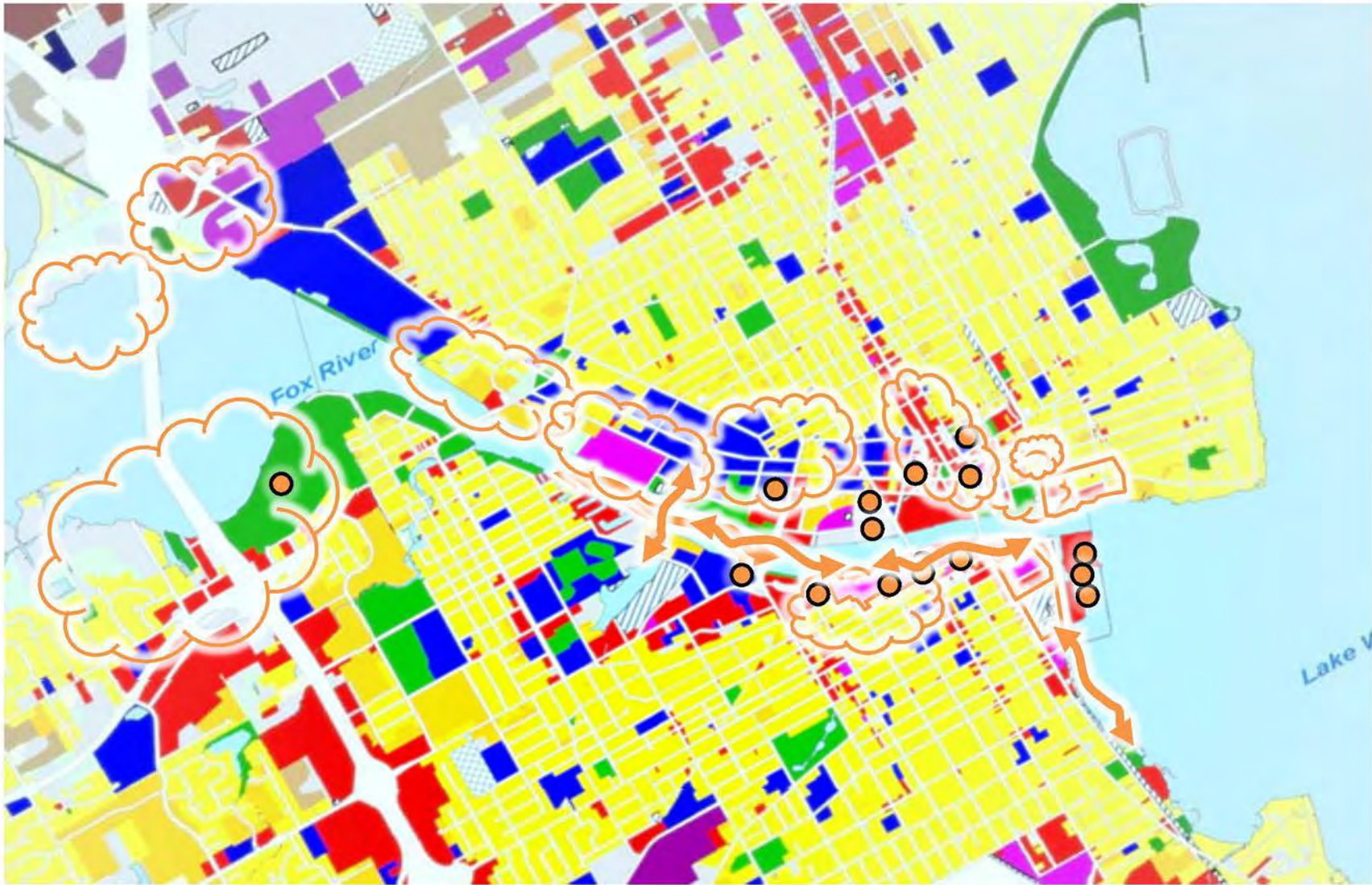
Map 26
"Big Ideas", August 13, 2014



Map 27 "Big Ideas", August 20, 2014



Map 28
“Big Ideas”, Aggregate of All Workshops





**PLAN FUNCTION & USE /
NEXT STEPS**

PLAN FUNCTION AND USE / NEXT STEPS

This report details the results of over six hours' worth of intensive public participation by over 72 members of the Oshkosh area community. This visioning process was not intended to be scientific, but more of a random reality check for the community and its decision-makers. Even though a very small portion of the community participated, it can be said with some level of confidence that the result of the public engagement represents the community as whole. Patterns do emerge from the results and, once identified, tend to gain momentum. Momentum will be critical in making the most of this document and the participant's collective investment of their time as part of this process.

To that end, it is useful to discuss and understand exactly what this effort has accomplished and how the results should or could be utilized. In reviewing each of the six exercises, East Central provides the following major recommendations regarding the document's use and the next steps to follow. These things, if done, will help to keep that all important momentum going:

1. Use the concept of 'placemaking' when preparing the Master Plan. As noted in Exercise #1, many participants feel that the 'current' identity of Oshkosh revolves closely around things to do, events, and the 'Event City' brand. By using the concept of Placemaking, special emphasis can be made to create both large and small public, quasi-public, or private spaces which are unique and attract social activity. The Master Planning process should place emphasis on this important element and should clearly identify opportunities to create new 'places' that connect to the identity themes listed.
2. Consider utilization of the "consensus boundary" developed in Exercise #2 - or variations of the boundary - for a reference point in future studies (master plan, neighborhood plans, recreation plans, etc.), or perhaps consult these findings when developing any other boundaries within the City (TIF Districts, Business Improvement Districts, other special districts, etc.).
3. Review the results of Exercise #3: Connect the Dots with all existing, adopted transportation plans. Change plans as necessary to better evaluate, accommodate or enhance the physical connections that were identified where possible. Furthermore, explore methods for increasing the social and economic connections between identified nodes and the riverfront.
4. The locations identified in Exercise #4: Places & Spaces should be evaluated further for protection, conservation, enhancement, improvement, or even replication along the riverfront. Many of these places serve as a 'social hub' and having more such places along the river will increase its overall vibrancy. This in turn can help to attract more businesses, foster business entrepreneurship and hence more residents and visitors.

5. The locations and features identified as part of Exercise #5: Let's Fix This should be considered of utmost importance when evaluating needs, projects and activities along the riverfront. Some items may simply be related to lack of maintenance, while other sites were identified that need a total makeover (i.e. re-development). The City is likely aware of these major locations and should seek opportunities to improve them over time. An evaluation of all locations/needs should be made by the various City departments and a timeframe/budget should be established for addressing them as appropriate.
6. A variety of land use preferences were indicated in Exercise #6: How Intense!. These types of uses and the overall intensity of development should be examined further during the development of Master Plan scenarios. Achieving the 'right mix' of development will be a key component to the creation of a vibrant riverfront. Furthermore, standards for development of these uses (i.e., zoning, land division, etc.) should be reviewed, modified, and/or developed in order to create quality buildings and creative places and spaces.
7. Explore feasibility of ALL ideas that were generated in Exercise #6: Big Ideas! and pare them down to those which may hold promise in the future – regardless of any current funding issues. Strategies for funding can be addressed once other aspects of feasibility are determined. First, it may be good to assess all other adopted plans for the inclusion or reference to the idea. Was this considered previously? Was it discarded and why? Should it be considered further and perhaps adopted more formally in concept as part of the City's Comprehensive Planning (or other planning) process?

This document should be viewed as a 'manual' or 'guide' and should be further studied and consulted as the Master Planning process unfolds. A cautionary point is made that dismissing ideas too early in this process could lead to lost opportunities and each idea needs to be carefully evaluated or re-evaluated as needed. The City needs to be considerate, comprehensive, and deliberate in their steps towards achieving the vision that was provided by the public. It is achievable, but has many moving parts and will require a significant undertaking and investment to accomplish. That is the challenge that this effort now lays before the community as a whole and ample opportunity to seek more input and feedback during the process should be of utmost importance.



APPENDICES



APPENDIX A

MEDIA COVERAGE

APPENDIX A: MEDIA COVERAGE

PRESS RELEASE

City of Oshkosh Seeks Input on Riverfront Development

The City of Oshkosh's Community Development Department is seeking input from riverfront users including residents, neighbors, businesses, recreation enthusiasts, and the realty/development community through a new visioning initiative called "Let's be Pioneers!" This effort is meant to assist in the initial stages of preparing a cohesive riverfront master plan and development strategy. The area of focus is broad, targeting a 3.5-mile stretch of lands along or near the river, between Highway 41's Butte des Morts Bridge and the shores of Lake Winnebago.

A series of three public workshops – two evening sessions geared toward residents and a mid-day session targeting the business community – will be held on consecutive Wednesdays in August to generate ideas on the entire riverfront and how it might look, function and feel in the short and long-term future. City Manager Mark Rohloff explained that "while a lot of planning and development activity has happened in recent years, city leaders feel that many more opportunities are bound to present themselves in this area in the near future. A lot of changes have already occurred along the shorelines and we want to take a step back to check in with the community on their thoughts about how this riverfront will be used in the future. The riverfront is in a state of transition, which drives the need for a fresh look at the corridor."

The City is working with the East Central Wisconsin Regional Planning Commission to develop a series of short, interactive and visual exercises that participants can engage with in an open-house format. This method is loosely based on some recent award-winning work that East Central performed for the former NewPage paper mill site in the Village of Kimberly, which is also located on the shores of the Fox River.

According to Allen Davis, Community Development Director, "the initiative's reference to "pioneers" is two-fold, "one being the obvious topic of waterfront conversation which begs for resolve, but also as a nod to the original settlers and pioneers of Oshkosh. They sought to leverage the economic value of this important urban waterway, and now, it's the residents' turn to pave the way for future economic progress by sharing their ideas on how to meet community needs, while drawing on the potential of this regional asset."

The public workshops will be held on the following dates and times. No pre-registration is required and participants should plan 30 to 60 minutes to fully participate in the exercises.

- Wed., August 6th, 2014 5:00 p.m. to 7:00 p.m. – Oshkosh Convention Center, 2 N. Main Street
- Wed., August 13th, 2014 11:00 a.m. to 1:00 p.m. – Becket's Restaurant (riverwalk patio), 2 Jackson Street
- Wed., August 20th, 2014 5:00 p.m. to 7:00 p.m. – Senior Center South Building (Willow Room), 200 N. Campbell Road

Oshkosh schedules public riverfront visioning workshops

Jeff Bollier, Oshkosh Northwestern Media 4:44 p.m. CDT July 16, 2014

Seeking a comprehensive approach to riverfront development, Oshkosh planners will seek public input on a vision for riverfront development with a regional planning commission's help.



(Photo: Northwestern Media file photo)

Oshkosh area residents will have three chances in August to share their thoughts about riverfront development with city and regional planners.

The Oshkosh Community Development Department and [East Central Wisconsin Regional Planning Commission \(http://www.ecwrpc.org/\)](http://www.ecwrpc.org/) have scheduled visioning workshops to generate community priorities for developing the Fox River corridor from the Butte des Morts causeway east through the city center.

Promotional material handed out to Oshkosh Plan Commission members during their Tuesday evening meeting indicates the workshops will ask participants to assess what areas of the riverfront they value most, how to better connect nearby neighborhoods with riverfront developments, what needs to be preserved, what uses should be prioritized, and what future developments should look like.

East Central Executive Director Eric Fowle said the community's input would be a key first step toward developing a master plan and general strategy toward riverfront development.

"We want to get the best ideas possible. There will be ideas on both extremes, but that's okay. It's part of the process. We can learn from those kinds of things," Fowle said. "This is not a master plan. A master plan would be the next step, done presumably by the city."

Oshkosh Principal Planner David Buck said the meetings aim to keep the discussion as broad as possible so that people feel comfortable offering up even the smallest suggestions.

"We don't want to hinder or direct anyone. We just want the public's ideas so that when we develop a riverfront plan itself, the community's desires provide the basis for that plan," Buck said. "You don't have to be a planner or a professional to have great ideas about the riverfront."

Plan Commissioners helped launch the comprehensive examination of riverfront priorities last fall when several called for a set of guidelines or standards before approving a development plan for an 80-unit, market-rate apartment building adjacent to The Rivers on Marion Road.

Oshkosh Common Councilor Steve Cummings, who serves on the Plan Commission, said he wants the visioning process to help the community think about the long-term impact it can have on the riverfront.

"We have to think very long and hard about things like architecture and aesthetics," Cummings said. "The river is a major gateway to the community, possibly the most valuable asset we have. I think we have to set the bar high."

The regional planning commission has undertaken similar visioning efforts for other communities in the past. For example, Fowle said ECWRPC staff helped Kimberly when it sought input on redeveloping a large portion of its riverfront.

"We want to get honest ideas and thoughts from people," Fowle said. "This process can generate a lot of possible ideas and themes for the riverfront area."

Jeff Bollier: (920) 426-6688 or jbollier@thenorthwestern.com.

Upcoming Oshkosh riverfront visioning sessions

- [The Oshkosh Convention Center \(https://goo.gl/maps/xcvVB\)](https://goo.gl/maps/xcvVB), 2 N. Main St., from 5-7 p.m. Wednesday, Aug. 6.
- [Becket's \(https://goo.gl/maps/gUORa\)](https://goo.gl/maps/gUORa) 2 Jackson St., from 11 a.m. to 1 p.m. Wednesday, Aug. 13. And
- [The Oshkosh Senior Center South Building \(https://goo.gl/maps/cz6TQ\)](https://goo.gl/maps/cz6TQ), 200 N. Campbell Road, from 5-7 p.m. Wednesday, Aug. 20.

Read or Share this story: <http://oshko.sh/1mfvIX1>

Oshkosh riverfront visioning sessions kick off

Jeff Bollier, Northwestern Media 8:32 p.m. CDT August 6, 2014

Riverfront visioning participants were asked for everything from what they do and don't like to how much development should occur during the first of three sessions this month.



(Photo: Jeff Bollier/Northwestern Media)

Frankie Mengling remembers the large coal piles that used to occupy Sheboygan's harbor and the coating of dust it would leave on her clothes as a girl.

The coal boats don't stop there anymore, though. Now, it's the site of the Blue Harbor Resort and ongoing revitalization efforts that draw people downtown.

"It's a huge resort with restaurants and charter fishing," she said. "If they can do it, so can Oshkosh."

No idea, suggestion or perspective was too big or too small as the city of Oshkosh and East Central Wisconsin Regional Planning Commission welcomed the public to the first of three riverfront visioning community input sessions at the convention center Wednesday night.

So Mengling and her husband, Marv, arrived in the central city ready to do their part to help Oshkosh develop a vision for its riverfront.

"I think it needs some condominiums to attract more residents downtown and stuff to attract the boating crowd," Mengling said. "We need a resort to replace the Pioneer and to tear down the Buckstaff property."

Marv thinks a charter fishing business and lodge of some sorts would do well with outdoorsmen in search of the best spots for walleye and sturgeon.

Eric Fowle, the commission's executive director, said the group has helped Kimberly, Waupaca and New Holstein with similar visioning studies. But where most of their prior work often focused on single, large parcels, the Oshkosh riverfront covers three miles of dual shorelines.

"This (process) really works on any scale," Fowle said. "We're still talking about places, but we're asking the obvious questions that might not always get asked. Citizens' input goes a long way with government."

The six-step process, which takes at least 30 minutes to complete, asks participants to:

- Define what Oshkosh is to them.
- Define the riverfront area's boundaries.
- Suggest transportation routes to better connect it to the rest of the city.
- Highlight what they don't like.
- Highlight what they do like. And
- Offer preferences on the type and density of future development.

But participants quickly stretched the scope north to Menominee Park and south to the Pioneer Resort and Buckstaff property.

"We'll look for consensus and commonalities that emerge across these meetings," Fowle said. "It's not our job to recommend specifics, but more to show what rises to the top."

Oshkosh resident Heidi Thomas hopes more projects like the Division Street townhouses and Court Tower renovation rise to the top. She said her vision includes residential development and office buildings strategically located in central city neighborhoods.

"There needs to be a balance of businesses in the downtown and riverfront area, businesses that will use the coffee shops and stores around here," Thomas said. "And there needs to be better and more public transportation to get people who don't live downtown to downtown easier."

Oshkosh Director of Planning Services Darryn Burich said the first session drew solid turnout. He said citizens' input will provide a baseline for a new, central city action plan being proposed for 2015.

"We still have a lot of opportunities to develop along the river and throughout the central city," Burich said. "We want to take a comprehensive look at the central city, but (input sessions) also help us with broader planning efforts throughout the city."

Jeff Bollier: (920) 426-6688 or jbollier@thenorthwestern.com.

Read or Share this story: <http://oshko.sh/1nu4hnM>

8/7/2014 Planning the future of the Fox River in Oshkosh | FOX 11 Online | WLJX-TV

Planning the future of the Fox River in Oshkosh

By Alex Ronallo, FOX 11 News
Published: August 6, 2014, 9:23 pm | Updated: August 6, 2014, 9:28 pm

OSHKOSH – For years the Fox River was the industrial center in Oshkosh. Now city leaders and residents are considering the next chapter.

"I think Oshkosh is doing a good job at this point. I think there's plenty of room for improvement, but they're making headway on that effort," said John Forsler.

The city's already started some riverfront projects like building a river walk, building the Leitch Amphitheater and helping renovate the waterfront hotel. But there is still a lot of room for redevelopment.

"It is probably one of our most important assets. So it's important that we get it right and in order to get it right we need to get the people from the community down here to give us ideas," explained Oshkosh's planning director Darryn Burick.

Wednesday the East Central Wisconsin Regional Planning Commission asked the community for those ideas. Instead of handing out surveys, they had people plot out suggestions on maps.

"All ideas are good. There's no right, there's not wrong. Even the strange ideas can trigger a lot of different thoughts and opportunities," explained Eric Fowle, executive director of the East Central Wisconsin Planning Commission.

"What we should be doing with the scale of the buildings, what type of usage should be in them and access along the river," continued Burick.

Forster told FOX 11 he'd like to see things like small parks, water access and most of all...

"We need businesses to start looking at the river and turning their front ends around to face the water," he said.

But Forster also told us he does not want to see houses along the river.

"Not real giant buildings right next to the river, I think you need to keep it esthetically so it looks good," he added.

(There were a lot of different ideas. The plan is to combine them into one big picture.

"When you layer them one upon another, you can start to see consensus that's built, where those lines overlap in places," explained Fowle, and use that as a filter for future projects.

<http://fox11online.com/2014/08/06/planning-the-future-of-the-fox-river-in-oshkosh/>

1/2

8/7/2014 Planning the future of the Fox River in Oshkosh | FOX 11 Online | WLJX-TV
There will be another meeting next Wednesday from eleven to one at Beckett's in Oshkosh.

Eventually, the planning commission will include the community's ideas in its report to the city council this fall.

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APPENDIX B

WORKSHOP SIGN-IN SHEETS
/ ORIENTATION PAGE

APPENDIX B: WORKSHOP SIGN-IN SHEETS / ORIENTATION PAGE

Let's Be Pioneers!

City of Oshkosh Riverfront Visioning Workshop

8/6/14

NAME	STREET ADDRESS	E-MAIL ADDRESS (To be used for follow up notifications)
GARY GRAY	815 W LINWOOD	
MARY FORSTER	APPLAZON FWHP	
MARVIN FRANKIE MENGELING	1910 S. Westhaven OSHKOSH	
Jeff & Mandy Potts	163 W. 18th	
Kare Nollenberger	734 Freedom St	
Dick CASEY	3880 Edgewood Rd	
Paul & Karen Morton	1308 Whitetail	
DEONIS Schwab	601-B Oregon St	
DAWN WATKINS	850 FREEDOM	
Wendy Hermans	850 Freedom, Ave	

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Let's Be Pioneers!

City of Oshkosh Riverfront Visioning Workshop

8/6/14

NAME	STREET ADDRESS	E-MAIL ADDRESS (To be used for follow up notifications)
Jeff Bollier	224 State St.	
Emily Dieringer	112 Otter	
Peter Dajavskis	Portage WI for Fox-Wisconsin Heritage Park	
Heidi Thomas	2100 Hickory Ct.	
Jeremy Thomas	2100 Hickory Ct	
Curt Schultz	246 Highland St.	
Alex Hummel	1235 Wisconsin St.	
Burt Jones	933 STARROAD CT	
Nancy Carey	3880 Edgewood Rd	
Amber Krumenauer	450 Grove	

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Let's Be Pioneers!

City of Oshkosh Riverfront Visioning Workshop

8/6/14

NAME	STREET ADDRESS	E-MAIL ADDRESS (To be used for follow up notifications)
DAVID BORWE	1970 CLIFFVIEW CT	
Wayne Mueller	2034 Menominee Dr	

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Let's Be Pioneers!

City of Oshkosh Riverfront Visioning Workshop

8/6/14

NAME	STREET ADDRESS	E-MAIL ADDRESS (To be used for follow up notifications)
JERRY JACKLIN	408 MONROE ST	

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8/13/14

Let's Be Pioneers!

City of Oshkosh Riverfront Visioning Workshop

NAME	STREET ADDRESS	E-MAIL ADDRESS (To be used for follow up notifications)
Rebecca Johnson	1545 Arboratum Drive 54901	
Ed Bowen	1664 RIVERMILL RD 54901	
Ken Washburn	2120 S. Gladys Ave. 54915 GENEVA Urban Council	
Catherine Neiswander	153 S. Pine ct. LWEX	
Mary Miller	Appleton WI 54914	
Hay BARRIENTES	1385 MASON ST #3 OSHKOSH WI 54902	
Caroline Panske	1069 W. 9th Oshkosh	
Oliver Panske	1069 W. 9th Oshkosh	

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8/13/14

Let's Be Pioneers!

City of Oshkosh Riverfront Visioning Workshop

NAME	STREET ADDRESS	E-MAIL ADDRESS (To be used for follow up notifications)
Jamie Orr	3899 Summeret way 54901	
STEVE HERMAN	900 MONROE ST.	
DEBBIE HERMAN	900 MONROE ST OSHKOSH	
Steve Cummings	1124 Bay Shore Dr. Osh	
Bob Beckstrom	4626 W. Sandy Beach LA	
Dani Stolley	2110 W. 15th, Osh 54902	
Jack Kelly	1 Pearl Ave 54903-0384	
KURTON BLASIN-GRAE	1010 N Westfield ST (513) Oshkosh WI 54902	
RDB KLEMAN	120 JACKSON ST. 54901	
David Johnson	1545 Arboratum Dr. 54901	

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AUG 20

Let's Be Pioneers!

City of Oshkosh Riverfront Visioning Workshop

NAME	STREET ADDRESS	E-MAIL ADDRESS (To be used for follow up notifications)
Bernard Reed	617W IRVING AVE	
Diane Abraham	175 Weylwood Dr	
Barb Muza Reed	855 Harborview Ct	
PAUL REED	855 HARBORVIEW CT	
LARRY AKSTULEWICZ	617 Baysshore Dr, ^{Baysshore} MARINA	
Jackie Bergquist	881 Adams Ave	
Michelle Fashinger	802 W. 6th Ave. Oshkosh	
Tom Kimberly	3840 Pauko Tuk Lane Osh.	
Carey Holtz	1349 Congress Ave Oshkosh	
Vicky Redlin	1050 Greenfield Trl Osh	

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AUG 20

Let's Be Pioneers!

City of Oshkosh Riverfront Visioning Workshop

NAME	STREET ADDRESS	E-MAIL ADDRESS (To be used for follow up notifications)
JOSEPH FERLO	1230 DEVONSHIRE DR. GRAND OCEAN HOUSE 100 HIGH AVE	
HAROLD E. BUCHHOLD	1165 ALGOMA BLVD	
DUANNE LA RUE	1383 W. 18 ST	
Dan Scieszinski	920 Georgia St.	
Terrie Kragerbrink	426 W 12th	
Brenna Root	1622 Algoma Blvd Apt 1A Oshkosh	
Karlen Grabner	OAKL	
Kathy Zillges	3124 Spring Valley Rd. ⁵⁴⁹⁰⁴ Oshkosh	
Jinda Oates	4664 S Sandy Beach ⁵⁴⁹⁰²	
Jim B. Oates	4664 S. Sandy Beach ⁵⁴⁹⁰²	

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Aug 20

Let's Be Pioneers!

City of Oshkosh Riverfront Visioning Workshop

NAME	STREET ADDRESS	E-MAIL ADDRESS (To be used for follow up notifications)
Mike & Margie Dewing	885 Pktside Ct	
Kathy Propp	1436 Hazel St	
Deb Allison-Aesby	1824 Mitchell St	
Shirley Brabender Mattox	1313 Jackson St	
Mark Ziemer	Seniors Center	
Jim Rohl		
Kathy Webb	543 Otter Ave Oshkosh	

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APPENDIX C

COMPLETE EXERCISE MATERIALS & DATA

Workshop 1 / Exercise #1 - August 6, 2014

Past Identity (Historic)	Current Identity (Culture)	Future Identity (Vision)
Sawdust City-Wood/Logging	Lost much industry	Revitalized central city with grocery store
River a gateway for industry	Needs face lift	More city-university cooperation
Lakes and rivers as pleasure centers	Getting better	City government-private business cooperation
Great buildings	Lost many of them (great buildings)	Keeping our heritage building safe and thriving
3rd largest city in 1900?	very slow growth	Multi-cultural
Lots of professionals/business people	Lots of lower middle class poor	Keeping small town atmosphere, unlike Appleton
Great schools	Good schools but could be better-more funding needed	Fishing, boating
Great museums/library etc.	Still good (museums etc.)	No strips of business places from 41 to central city. Appleton's long strip is an ugly mess
Lots of industry	Lost most of it (industry)	Bike lanes-more
Lumber, B'gosh, very conservative	Small town atmosphere, slower pace of life, tourism-EAA etc. events	Restoration of historical buildings
Beer and breweries and lots of taverns	"Downtown" is Highway 41 corridor	More local restaurants/stores on waterfront
UWO Teacher Training	UWO 3rd largest University in Wisconsin	Art displayed downtown/waterfront
Fishing and Boating	Good parks	More business expanding on north side
Named after Indian Chief wearing funny top hat	Grand Opera House and other cultural places (City museum, etc.)	Downtown vitality
Family	More multi-cultural	Active community-bike, walk more
Paine Lumber	Fishing, boating	Healthy use of water
University	"Oshkosh" considered a funny name in other states and cities	Do good for all-fairness
Historic Downtown	Farmers Market	Showcase city along river
Washington Ave. houses	Wiouwash Trail	Neighborhood pride
Train system	Local Concerts	Invest in infrastructure
Oshkosh-On the water	Boating	Untapped
Chief Oshkosh	Movies in the Park	Oshkosh is a green open progressive city that welcome and caters to all
Lumber barons	City of Events	Its riverfront is a highlight, accessible to all from the worker to the wealthy.
Sloshkosh	On the water	Where now sits a vacuum will be the driving

		cultural heart of a city that has revived itself
EAA	EAA	"green hub" Recycle center: "We reuse here"
education/schools	Westside sprawl	Ultra-creative
The Grand	pockets of poor	Collaboration capitol
41 corridor neglected inner city	"Cheap" don't spend money don't raise taxes	Embrace blue collar as a high culture (Bar 430 gets it)
Water!	lots of one ways (confusing)	Mover active recreation: kayaks, paddleboards
Not much	great potential	Ultra-affordable
Sawdust City-Wood/Logging	Progressive	Grand/Paine/Museums=world class
Lawless disregard	Charming	Museum possibilities
Industrial/Mills	EAA/Irish Fest/Between the Bridges	Native American, Steamboats, Manufacturing
Wood	Artwalk, Main Street, Music	Fox-Wisconsin Heritage Parkway Visitor Center
Overalls/B'gosh	Arts, Culture, Renaissance	Riverfront community meeting place for citizens
Architectural	Central City, Revitalization	Student gathering place
Pride	UWO, youth, adventure	Service city
Opportunity (100 yrs. Ago)	Experiential, Experimental	Recreational boating
William Waters	A level of international name recognition any city of our size would kill for	shops and restaurants
Inactivity/Frugality/Wasted opportunities	Resurgent; "local" and green	e-industries
Untapped potential (1950's-2000)	"Local Arts"	Expanded professional/engineering/technical programs at UWO
hardworking	"We'll figure it out."	Cooperation between campus and city and business
too-separated	River as recreation	Sustainable
"Can't be done"	Embracing cultural gems	Inter-urban public transportation
river as 'slough'	Recreation	Multi-cultural aspect
forgotten treasures	Industry (Oshkosh Truck)	Progressive
Brewing	University	Affordable-but with better compensation for young professionals
Steam Boats	Events-music	Thriving night life
Native Americans	EAA	Increased emphasis on downtown (v. frontage)
Manufacturing	UWO	No big box/corp. in downtown
Oshkosh B'gosh	EAA	Local focused downtown
Timber	Summer music festivals	Unique retail and entertainment

Industry	Grand Opera House	Young in spirit
Lumbering	Oshkosh Area S.D.	Apartments
"Sawdust" City	Good parks	Condos
Breweries	Progressive-Ideas UWO	Commercial-offices
Hard working-industrial	Affordable-living, education	Restaurants-Retail Shops
conservative	Growing downtown	Diverse industry and culture
divided city i.e. North vs. South	Event City-lots to do!	Small business in neighborhoods
Blue Collar, industrial	Lack of good economic development	Recreational corridor along river and lake
Divided (by sides of river)(University v. City)	Transitional	Children's activities (indoor)
Boring	Business moving to 41 corridor	Redevelopment of areas surrounding downtown
"On the Water"=not unique	Farmers Market	Update the downtown (make it a destination and then it helps with children's activities (indoor)
Industrial/blue collar	Events (music)	Continue the growth of paved trails
Neighborhood bars, restaurants, business	Love the movies at the Leach	Continue to support downtown/small business
Breweries	Downtown development is great, making it the "center"	River development could be a big win for the community
Oshkosh Truck	Holiday Parade	Currently the river corridor is in need of revitalization. It could be turned into a big draw for people.
Oshkosh B'gosh	Loving restaurants with outdoor dining	Need retail, dining, restaurants on the water. Use the riverwalk to move between establishments
Bucky's Foodtowne (small town grocery)	love the growth of paved trails and continue	Rebuild the Pioneer Hotel
Ice-skating by Leon's	Farmers market	Place to live/work/play
Skateworld	Neighborhood associations	Citizens proud to live here
swimming at county park	EAA	Locals shop here
Holiday Parade	EAA-big deal, positive for the community, known the world over	More owner occupied
EAA	Pioneer Marina and Resort-Big eye sore. Used to be a positive for the community, now a big negative.	River's influence flows south as well as north
Oshkosh B'gosh has a positive image from the	Mixed conservative/progressive	Aviation influence expands

past		
conservative	Emerging IT sector	More presence of history-plaques along riverwalk
place to live/work	Place to enjoy and stay here to play	More signage reflecting downtown business locations
manufacturing driven economy and education	Emerging city pride	More tie-ups for boats
River: Flowed through the city	River emerging as a major asset	Additional trails (walking and biking)
Aviation	Aviation	Better street repairs
"Sawdust City"	College town	Tearing down decaying businesses and buildings
Large Indian Population	"Event City"	Condos and businesses along river front
Heavy Riverboat history	Great boating and fishing	Strong technology with skill sets
Heavy Industrial City	Fishing tournaments	History and culture center for Oshkosh river history
Oshkosh B'gosh began	Boating events	Riverwalk with connecting bike paths
Oshkosh Corporation began	Leach events	Improved levels of employment
Industrial-Paper	Consignment shops	More businesses that could be a good fit for university graduates i.e. Tech, manufacturing
Strong Manufacturing History	Outlet mall	It is nice that the main street has been "fixed" up. Continue to enhance main street along with riverfront
History Rich Community	EAA Museum	Create a/or the river and lake areas as a "targeted tourist attraction." Make it more than a great fishing spot. Draw and attract more than locals.
River History	Paine and Oshkosh Museum	Attract corporations for meetings-create a higher end look and feel. There is more money outside Oshkosh that we need to attract.
Blue Collar City	Opera House	Develop the Pioneer and South Main. Value the area by the Pioneer the most!! Along the river we need more than cement pathways.
Woodworking	Blue collar (single family homes	Emphasize existing factory/warehouses as visual element to draw people in (look at flats in Cleveland or other industrial heritage).

Some of the properties outside of campus are allowed to be un-kempt. Mark our a historic area like Milwaukee did and set some ground rules	Sports	Give people visual experiences of neighborhoods -- take a look at East Side Tenement Museum in New York as model.
There used to be several well-kept expensive houses attracting staff and employees from the university	Few companies coming to Oshkosh	Don't let developers strip down the landscape and install modern shopping center style standards. Build on the richness of your heritage.
Lumber industry has shaped the commercial/industrial history. Immigration played a big role.	Not so much (history rich community)	
	Cleanup of eyesore land	
	Becoming more balanced with technology driving it	
	"Friendly" in that university is more involved with community	
	The "atmosphere" in Oshkosh is such that you don't feel anonymous as in large cities	
	I feel that the "personality "of Oshkosh is a 10 on a 10 scale	
	Beer Fests-Locals are spending time at the Leach instead of at great restaurants	
	Bands Great-but someplace very nearby we need more indoor opportunities that use the water as a scenic backdrop	
	Catering to festivals-we should have more to offer	
	Sell EAA Gifts over the time frame of the EAA to attract people downtown	
	Sawdust Days attracts what it does, but how can we make it better and more?	
	Unclear. Route 41 is a funnel through -- no idea of rich fabric inside city for those going north. Need a place to stop (perhaps near	

	airport with tower). No place to stop.	
Workshop 2 / Exercise #1 – August 13, 2014		
Past Identity (Historic)	Current Identity (Culture)	Future Identity (Vision)
Lumber	Airplanes	Affordable place to live-housing
Doors	Trucks	Stable jobs
Furniture	Events	UWO as a focal point
Industrial	Summer	Want to be a place to visit/tour
Low-moderate income	Event-driven	Keep our natural resources
Lumber, Paper, Matches, Wood	Big box town	Sustainable and progressive
Beer Guzzlers	Territorial (E, W, N, S sides)	More sustainable and positively growing
Maybe lumber city or university city	high rates of poverty	More emphasis on careful stewardship of our natural resources
lumber/sawdust city	socio-economically divisive	More middle class (if it exists anymore!)
lumber mills	garbage generating	UWO graduates stay in Oshkosh
factories	Event city	Vibrant, local economy
at war with UWO	All money to Walmart and chain restaurants	Less divisive and more equitable- "wicked problems are solved!"
Sprawl	Downtown vast improvement over past.	We need to show that Oshkosh is more than USH 41 corridor
lumber	UWO is looking great!	Re-use of Buckstaff to a public land use
Beer	For many recent arrivals Oshkosh is identified by USH 41	Need commitment long term encourage growing startups
manufacturing	Dilapidated Buckstaff building-a shame	Need to deepen/expand cooperation with UWO
more, better, bigger	Striving for better	Balance Urban/Suburban
downtown centric	Developing Technologies	The waterway is unique from any other city. It should be developed tactfully with emphasis on beauty and attractiveness.
neighborhood pride	City finally cooperative with UWO	The railroad bridge is ugly.
beautiful buildings	More interest in central city	No government buildings
theater/arts	Event city	Oshkosh could be great
poor city planning	status quo	Walking community
destroying local treasures	"good enough"	Bike friendly
University	lacks vision	More local restaurants and retail
University Town	Pockets of dreamers	Campus/downtown integration with riverfront

Blue Collar	farmers market/art walk	Updated mentality of "Anything is possible"
Water	drunk college kids	Greater focus on the Grand Opera House
Historic Buildings	resale/thrift shops	More activity in winter (as the city shuts down)
Conservative	tired	Revitalization of downtown
Great boating opportunities	a few risk takers	Repurpose old buildings instead of tearing them down
Pretty town	holding on to the "good old days"	Restore the Pioneer Inn
Blue Collar- Sawdust City	Riverwalk	Riverwalk
Lumber manufacturing	Political in-fighting	More trails
Blue collar	Events	City collaboration with all partners
Have/Have not	Concerts	A "signature city" with many dimensions
North side vs. South side	More restaurants	City of choice
Once second largest city in state	Low unemployment	Progressive
Large wealth created in 1880's with lumber boom	Lots of new business	Dynamic
Sawmills	Event city-positive	First class
Industrial	Enduring-friendly	Great place to live, work and play
Oshkosh B'gosh	Citizens view as second class city compared to Appleton	Water is a major asset
blue collar	Blue image remains though not true.	Capitalize of history
"it's just fine"	Frugal "cheap"	A community that strives to be better and is successful at it
Chief Oshkosh	Accept second best in development	Mobilized/unleashed
Sawdust City	Lots of pride	Doesn't talk about the past negatively anymore
Scenic/Run down	Frustration with past image, desire to change	Dynamic economic development
Industrial	Entrepreneurial attitude & passion for making Oshkosh a better place	Exiting, moving foresight
Industrial	Forward moving council	Progressive
Allowing deterioration of the Pioneer	Tourism/active waterfront	Walking/Biking riverfront
Railroad	Moving ahead/diversified	Boating Tie-ups
	Progressive	Revitalized Pioneer property
	Revitalization riverfront under utilized	Boating Destination
	Great farmers market	
	Community is embracing the revitalization	

	EAA	
Workshop 3 / Exercise #1 – August 20, 2014		
Past Identity (Historic)	Current Identity (Culture)	Future Identity (Vision)
Lumber	Family Friendly	Family Friendly
Plantation	Growing	Growing
Oshkosh B'Gosh	"City of Events" (but most are focused on alcohol. We could do well to move times of events earlier so the people who come to visit and leave right after events could still visit downtown places of business, bringing business to downtown and restaurants. If Waterfest went from 6-9 pm instead of 8-11 pm, people would stay. Oshkosh is known to some, as "sloshkosh" because our events promote drinking. Let's do more health promoting events vs. pub crawl, etc.)	Green
Sawdust Days	College town	Sustainable
Industry	Oshkosh Truck	health first
Green space and river banks	Not as progressive as neighboring towns/cities	Building historical value of riverfront and river history into future of riverwalk/riverfront
Low	Fantastic university on water	Progressive
Lumber businesses	Great downtown	Value education
Blue collar	Pioneer is an eyesore	Parks and greenspace
frugal	Gateway from Winnebago, bad image	Pedestrian/mobility focus
Closed minded	Getting to be a great riverwalk community	Historical value and keep the vintage feel of historical downtown buildings
Hard to get "help"	Festivals in summer	Artsy and cultural
Lumber	Currently there are many people working to change and are focusing on different progressive changes	Multicultural
Trade	I think many are changing the way the city is seen. It will be a long road and we all need to work together	Embracing of other cultures
Industry	Fishing	Utilize sustainable practices into planning

		(solar, etc.)
Manufacture	Events	Great water gateways
River	Active	Pioneer island is for everyone's use
Trains	Parks	Pioneer inn needs to be upgraded
Wood	Farmers market	Year-round destination
Can't cross the river	EAA	We need to build Oshkosh, the event city on the water
Rich sections on Algoma, then rich section on east side	Boating	Build EAA - meaning let's become the aviation place in the United States. Maybe need to work on airport opening
Industrial river use	Oshkosh B'Gosh	Airport to get fly-ins for people staying/coming or performing.
Cheap/provincial	EAA	Family
Second class	Event City	Walking
Lumber	Rich section on west side	Outdoors
Tent sales	Pioneer, Buckstaff areas are a big mess	Parks
EAA	Farmers market	Art and gallery crafts
River fishing shanties (they represent heritage, they are cool!)	Progressive	Farmers market
Sawdust City	Forward thinking	Water and boating
Historic mill city	"events"<LOUD>	Fishing
Parks	Not bike/pedestrian friendly	Good schools
Lake Winnebago	Struggling for creativity	Green city
Pioneer	Leverage events - Rock USA, County USA, EAA, Life Fest, quarter horse show	Good restaurants
Family	Improved waterfront	Recreational opportunities
Great buildings downtown	Bike trail	Top 10 city to live in USA (like Minneapolis or Indianapolis)
Entertainment and activities in center city	Riverwalk	Mixed riverfront use (public/private, no industrial)
Pioneer was great	Progressive	Art center like Spring Green
Lumber	More condos on river geared to middle class, not just low income	Leadership
Industrial	Bike trails and active connections	People friendly-are we gracious hosts?

Proud of river heritage	Farmers market	Green - do we tend our resources?
Paine Arts Center	Pioneer is a negative identity	Artistic
EAA	EAA	Culture
Preserved downtown with historic buildings	Life fest	Green space - always a park close by, no matter where you are
Beautiful old homes	Event City	City on the water
Blue collar	Known for the lake and all its activities	Menominee Park for boating
Industrial	Really nice Parks	Huge growing industry
River/lake not clean, wouldn't use	Entertainment	More development
Old	Too many roadblocks, people got very frustrated when trying to start something new (business, club, etc.)	Convenience goods/restaurants in downtown
Dirty	Transforming	Active river activities
Mall closed	New attitudes	Connect downtown to university
No pride	Attention Getting	Upper scale/high quality developments in center city
Love our sawdust city past and history and we need to celebrate where we have been	Farmers markets	Casino development, other entertainment venues (music, night club, restaurants)
Sawdust city	Shops downtown	Places for baby boomers to enjoy themselves
logging and lumber	Art and gallery walk	***Would love to see it like San Antonio Riverwalk (commerce, retail, entertainment)
Industrial riverfront	neighborhood Associations starting up and revitalizing where we live	Use both sides of the river
Strong architectural heritage	Love the energy happening	Solve problems for the old Pioneer Inn and re-open that
UW Oshkosh	University a key factor	More bike lanes
Water	"Museum city" - Paine Arts Center, EAA, Public Museum)	Love the WIOUWASH Trail - so versatile
	Music and culture city	Don't use riverfront for more condos/apartments, make it public accessible and appealing
	Grand Opera House	Would love the city to be more active!
	Leach Amphitheater and outdoor concerts	More non-motor sports on the river - rowing, kayaking, etc.

	Main Street and central city historic core	Would love more unique restaurants, stores, no more big box stores
	Strong residential historic core	Incubators and new business models
	Riverfront becoming public and green	Financial District
	Pollock Water Park	Historic Pride
	Maintain key elements of architectural heritage	Always something going on - so many choices - now in 2014 and more in future
	Family	Rehabilitation of Buckstaff area and Pioneer Inn
	Water	Finish south side riverwalk
	Quantity of Historic Buildings still maintained	Family friendly and safe environment to raise a family
	History as an identifier	Safe place to retire
	Active river	Safe place to be a young professional
	River and lake no a cut-through...a destination and amenity	Parks all over the city to accommodate all interests
		Boating hub for Lake Winnebago and Winnebago pool lakes
		Marinas - for small and large craft
		Hotels
		Restaurants
		Rentals
		Bait Shops
		Pocket green spaces and parks along the riverwalk, trees in mini parks
		Diversified employment- several sectors (light industry, manufacturing, amplify Oshkosh high tech, university, corporate headquarters, airplane oriented)
		Water = destination
		Views are important... high quality buildings and docks
		Oshkosh is still us, but need to spend some more money

		Reuse what we have rather than tear down and make new... Lost high quality stuff like the old rail bridge
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DESIGN PREFERENCE SURVEY:
Residential Types

Table # _____

Please indicate your preference for each building type by placing an 'X' on a ranking from 0 - 4. Also, feel free to add explanations/comments in the space provided.

Housing A



Single Family Housing:

- 1 or 2 story single family houses
- Attached or detached garages accessed off of streets or alleys
- Lots sizes compatible to surrounding neighborhood
- Street widths and patterns appropriate to scale of lots with sidewalks throughout
- Housing type might be integrated with limited amount of duplexes, or townhouses in appropriate locations

4 More of this type
3
2
1
0 None of this type

COMMENTS:

Housing B



Attached Single-Family Housing:

- Most buildings are 2 -3 stories
- Includes duplexes & townhouses (rowhouses)
- Garages accessed by either streets or alleys
- Building and lot configurations may be clustered to promote open space
- Buildings set closer to sidewalk
- May be mixed with single-family or small multi-family housing
- May be adjacent to commercial uses

4 More of this type
3
2
1
0 None of this type

COMMENTS:

Housing C



Small Multi-Family Housing:

- 2 to 4 story buildings
- Wide variety of building designs
- Parking typically provided on surface lots, garage courts, and underground
- Garages accessed from streets, alleys or private drives
- May be mixed with townhouses or larger multi-family housing
- Some commercial uses may be found on the ground floor in some locations

4 More of this type
3
2
1
0 None of this type

COMMENTS:

Housing D



Larger Multi-Family Housing:

- 3 to 8 story buildings
- Large scale buildings on large lots may include large multi-building complexes
- Parking typically provided on surface lots and underground parking
- May be mixed with small multi-family housing
- Commercial and retail uses might be found on the ground floor at some locations
- May be adjacent to and mixed with commercial and employment uses

4 More of this type
3
2
1
0 None of this type

COMMENTS:

Source: City of Madison Planning Division

DESIGN PREFERENCE SURVEY: Retail / Commercial Types

Table # _____

Please indicate your preference for each building type by placing an 'X' on a ranking from 0 - 4. Also, feel free to add explanations/comments in the space provided.

Retail A



Free Standing Convenience Retail:

- Corporate and franchise architecture
- One-acre lots unrelated to surroundings
- Parking often on all sides of building
- Buildings often include a "Drive-thru"
- Often next to strip commercial retail
- Usually located on heavily traveled streets
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter, in parking lots and next to building

4 More of this type
3
2
1
0 None of this type

COMMENTS:

Retail B



Single Story Strip Commercial:

- One story strip commercial development of adjoining stores
- Parking placed between building and street
- Usually located on heavily traveled streets
- Often next to free standing commercial uses
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter of parking lots and adjacent to building

4 More of this type
3
2
1
0 None of this type

COMMENTS:

Retail C



Street Oriented Commercial & Mixed-Use:

- Buildings usually 2-3 stories
- More "urban" architecture
- Building materials, landscaping, sidewalks, lighting and signs all contribute to a strong sense of place, and promote pedestrian activity
- Parking typically located to the side or to the rear of development
- Easily accessible by pedestrians, bicyclists, transit riders and automobiles
- May include small office space and residential uses on upper floors
- Development may include seating areas, plazas, and other community features

4 More of this type
3
2
1
0 None of this type

COMMENTS:

Retail D



Large Retail Developments:

- Large single story buildings on large lots (includes "Big Box" Retail)
- Corporate architecture and design
- Building oriented towards large surface parking lot for maximum visibility from street
- Auto-oriented design
- Serves community-wide market
- Some landscaping around perimeter, in parking lot and adjacent to building

4 More of this type
3
2
1
0 None of this type

COMMENTS:

Source: City of Madison Planning Division

DESIGN PREFERENCE SURVEY:
Employment Types

Table # _____

Please indicate your preference for each building type by placing an 'X' on a ranking from 0 - 4. Also, feel free to add explanations/comments in the space provided.

Employment A



Small Scale Flex Space and Business Condos:

- Typically single story buildings
- Little emphasis on architecture, urban character or building materials
- Buildings often have few windows, oversized loading doors and surface parking lots
- Developments made up of many individual buildings or may be grouped in clusters
- Buildings may house a combination of warehouse, yard storage, production, contractor space, and some office uses
- No intermixed residential development

4 **More of this type**
3
2
1
0 **None of this type**

COMMENTS:

Employment B



Medium Scale Business Offices & Incubator Buildings:

- 1-3 story buildings
- May contain a variety of office and commercial uses in one building including research, production, office, technology, and incubator businesses
- More emphasis on architecture design
- A mix of surface lots and on-street parking is typical
- May be adjacent to residential or other uses.

4 **More of this type**
3
2
1
0 **None of this type**

COMMENTS:

Employment C



Larger Light Industrial Research Buildings:

- 1-3 story buildings
- May contain a variety of uses, including research, production, office, technology, warehouse and incubator businesses
- May have a high level of character and design
- Pedestrian streetscape may be emphasized in building and site design
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.

4 **More of this type**
3
2
1
0 **None of this type**

COMMENTS:

Employment D



Office Park:

- Large buildings are a minimum of two stories
- Buildings contain primarily office uses, and similar facilities including medical, financial and high-tech research uses
- May have a high level of character and design
- Buildings are arranged in a campus like setting on larger lots
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.
- May include pedestrian amenities and public spaces such as plazas, greens and squares

4 **More of this type**
3
2
1
0 **None of this type**

COMMENTS:

Source: City of Madison Planning Division

DESIGN PREFERENCE SURVEY:

Parking Types

Table # _____

Please indicate your preference for each parking type by placing an 'X' on a ranking from 0 - 4. Also, feel free to add explanations/comments in the space provided.

Parking A



On-Street: Angled Parking

- > Requires a greater amount of right-of-way width than parallel parking, which can result in less space for sidewalks, plantings/furnishings, travel lanes, etc.
- > Perceived as easy to use.
- > Typically provides slightly more spaces per block than parallel parking.
- > Can create visibility issues as motorists back out of stall.

4 **More of this type**

3

2

1

0 **None of this type**

COMMENTS:

Parking B



On-Street: Parallel Parking

- > Requires less right-of-way width than angled parking, which can result in additional space for sidewalks, plantings/furnishings, travel lanes, etc.
- > Perceived as more challenging to navigate.
- > Typically provides slightly less spaces per block than angled parking.
- > Except on one-way streets, driver side door opens into/near travel lane. But, trunk loading occurs at curb side.

4 **More of this type**

3

2

1

0 **None of this type**

COMMENTS:

Parking C



Off-Street: Surface Parking Lot

- > Holds a relatively low property value, when compared to using the land for buildings.
- > Site placement is critical, as surface parking in front of buildings can detract from a "main street" atmosphere.
- > Depending on design, amount of buffering (fence, vegetation, etc.) and size, can be visually unattractive.

4 **More of this type**

3


2

1

0 **None of this type**

COMMENTS:

Parking D



Off-Street: Structured Parking

- > Parking facilities located in or under buildings -- can be included in an office, residential, retail, etc. project.
- > Higher construction/maintenance costs than surface lots, but can accommodate more vehicles per acre, which allows more land to be devoted to development.
- > Often built to support a higher concentration of residents, employees, etc.

4 **More of this type**

3

2

1

0 **None of this type**

COMMENTS:

Workshop 1																	
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Workshop 2																
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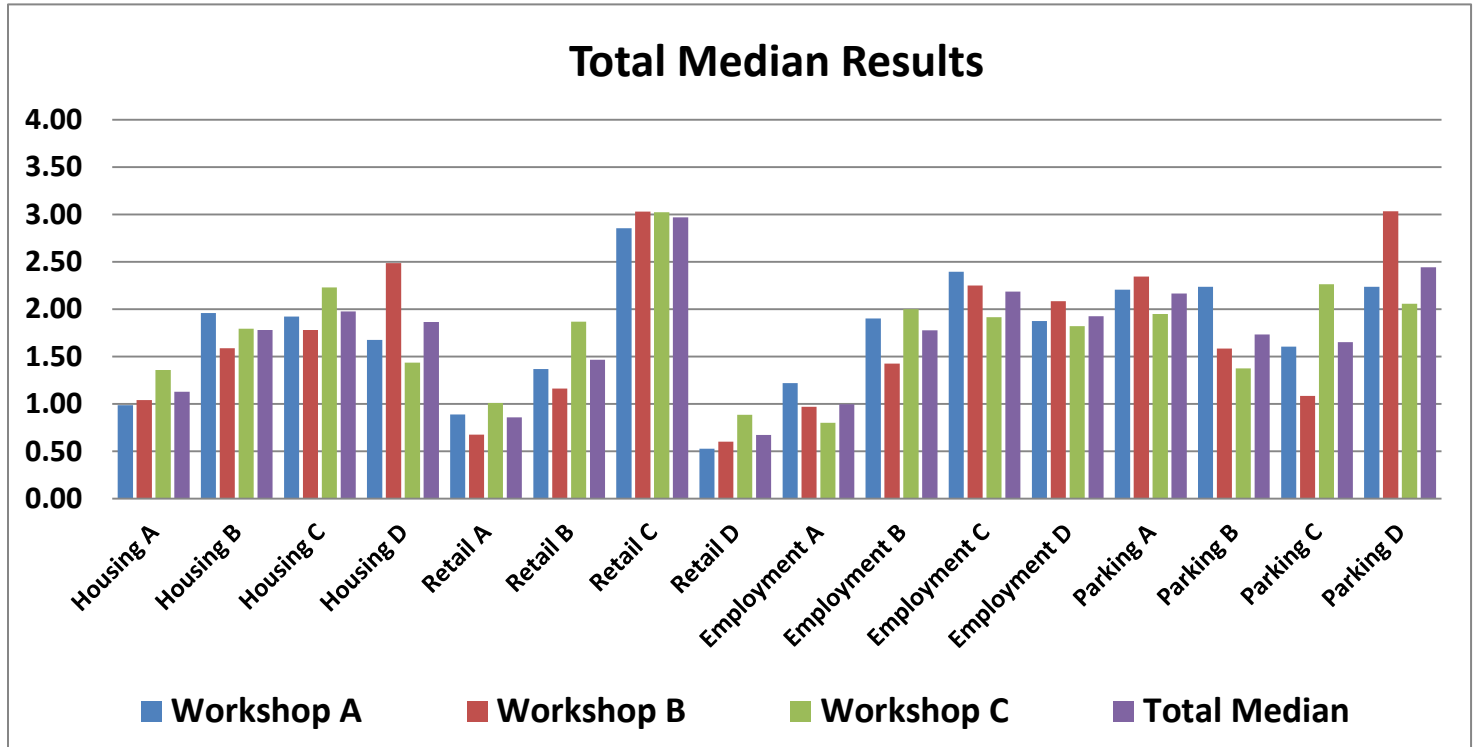
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Workshop 3																
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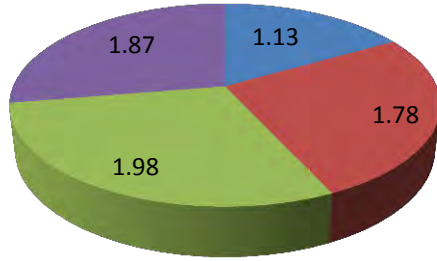
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Average	1.359	1.793	2.228	1.435	011	868	023	886	0.800	2.000	1.917	1.821	1.950	1.375	2.263	2.057

Total Average	1.13	1.78	1.98	1.87	0.86	1.47	2.97	0.67	1.00	1.78	2.19	1.93	2.17	1.73	1.65	2.44
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	Ho usi ng A	Ho usi ng B	Ho usi ng C	Ho usi ng D	R et ail A	R et ail B	R et ail C	R et ail D	Em ploy men t A	Em ploy men t B	Em ploy men t C	Em ploy men t D	Pa rki ng A	Pa rki ng B	Pa rki ng C	Pa rki ng D
Wor ksh op A	0.99	1.96	1.92	1.68	0.89	1.37	2.86	0.53	1.22	1.90	2.39	1.88	2.21	2.24	1.61	2.24
Wor ksh op B	1.042	1.588	1.779	2.485	0.676	1.162	3.029	0.603	0.971	1.426	2.250	2.083	2.344	1.583	1.083	3.033
Wor ksh op C	1.359	1.793	2.228	1.435	011	868	023	886	0.800	2.000	1.917	1.821	1.950	1.375	2.263	2.057
Total Median	1.13	1.78	1.98	1.87	0.86	1.47	2.97	0.67	1.00	1.78	2.19	1.93	2.17	1.73	1.65	2.44

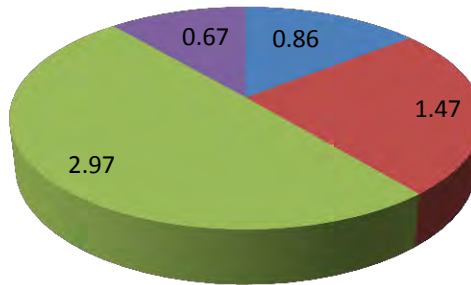


Housing Land-Use



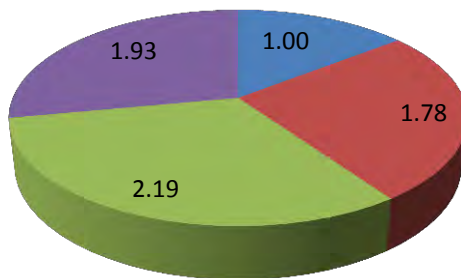
■ Housing A ■ Housing B ■ Housing C ■ Housing D

Retail Land-Use



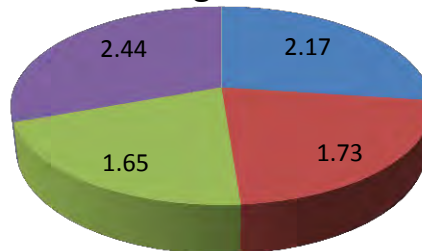
■ Retail A ■ Retail B ■ Retail C ■ Retail D

Employment Land-Use



■ Employment A ■ Employment B ■ Employment C ■ Employment D

Parking Land-Use



■ Parking A ■ Parking B ■ Parking C ■ Parking D

Exercise #6 – Big Ideas! Workshop 1 – August 6, 2014
Need upscale condos
Need good restaurants
Pioneer-what is best use-not lead with heart
Investment to create tax base
Bike paths-put on less traveled streets to reduce conflict (Algoma Blvd.)
Emphasis on completing the "Marion" Rd. riverfront area. Possibly some sort of "sports" activity-indoor-that students from UW-Oshkosh could partake in
Try to "maneuver" the nice (former Morgan's Drug Store) into another business. It is a shame to not have this building being used. Possibly grocery store or maybe grocery store with a "target market" of specialty foods, higher quality foods.
Keep up the good work!!!
There could be a grand entrance into the city-build up "Jackson" because of the adjacent UWO-Main St.-city buildings-Jackson from 41-into the city-(draw to river)
Focus on the city buildings. They represent our city. Trimmed-lighted-the job center building needs to become something significant downtown. It's large and blight right now.
Connect Menominee Park to Buttes Des Mort Bridge to Pioneer Drive.
Put a watch tower in that lets you look out over the city (see airport) boats on water.
Put a sky walk in.
Get the YMCA to be along the river.
Get a riverboat-dining-music-etc.
Get dining back in granary-set up rooftop dining on that building.
In some areas-Oregon St. Southside-multi use building would be best-retail, office and residential.
All along riverwalk you need signage of historical significance.
Riverwalk connection would go under streets such as the south side of the Ohio St. bridge.
It would be best to move industrial factories-Ohio Steel, Axed Tech, out of river/lake area.
Find a resort catering to fishing and lake use to build on the Pioneer site
Plant trees, shrubs, flower gardens etc. along street.
Have an outdoor art fair on the riverwalk.
Have canoe and kayak rentals and tours along the waterway.
River taxi?
Aggressively co-market the (?) of Granary property. -microbrewery? -Distillery? -restaurant?
When and if possible, the Pioneer property would be a good spot to encourage development of a large lodge/hotel that emphasizes water sport and fishing experiences for the entire family.
Underpasses at all bridges for bikes and pedestrians
Zip line crossing the river to exciting feature.
Continue South Shore Riverwalk through Morgan Property.
Continue North shore walk through Mercury Property.
Connect Northshore riverwalk to Menominee Park.
Paved North Shore Path to the Butte Des Morts Bridge path.
Connection of river to lake. Walking trail or boating rentals or someway to link neighborhoods not on the riverfront to the riverfront.
More or better taxis (or other public transportation) to bring people to and from the downtown/riverfront!

A walkway from Congress all the way to the old Pioneer on both sides of the river.
Removal of all industrial uses along the river.
Exercise #6 – Big Ideas! Workshop 1 – August 13, 2014
Revitalize the Pioneer Resort and Marina. This is the gateway to the river and Oshkosh from Lake Winnebago.
Pioneer drive needs to remain a road, relocated a little to the south. Provide docks for the fishermen and angled parking. Make that industrial area a park.
Connect the north side businesses more/better with the south side businesses (support, marketing, etc.)
I suggest our council members and planner visit other waterfront development to see what worked and what didn't. We may not need to reinvent the wheel. An impressive waterfront development is South Haven, Michigan. This has been tastefully done and I'm sure they would be willing to entertain such a (?)
Devote "x" feet from the shore along river for greenspace, parks, and community structures- restaurants for example. All development behind green space. Riverfront should be for the citizens and visitors of Oshkosh.
Develop Buckstaff and Pioneer properties as one parcel. Build a tunnel over train tracks.
Youth baseball complex on Buckstaff site!
Exercise #6 – Big Ideas! Workshop 1 – August 20, 2014
Lunch events sponsored by businesses for gathering music/food
More destination shops/dining downtown. We need more places like Great Harvest Bread Company, Fox Valley Cheesecake, coffee shops, specialty fun, unique shops
Have San Antonio Riverwalk concept on both sides from Pioneer Drive to Fratello's. Lots of seating for outside dining or to relax. Put permanent chess table areas somewhere near downtown
<u>Connect</u> trails and walkways throughout and along the riverwalk so its accessible by bike, pedestrian, handicap, etc.
Mixed-use with businesses, housing and recreation
Smoke/tobacco free parks. There are cigarette butts and garbage everywhere along the riverwalk and people are putting up plastic bags because there are no garbage cans for people to throw their garbage. You have this beautiful newly re-developed area and it's always littered and covered in cigarette butts.
Utilize and emphasize " <u>green</u> " areas, before re-development with business.
Put <u>health first</u> in policy decisions and have accessibility for pedestrians and mixed mobility available and connected
Keep doing things like this. Public input is always good to get ideas from those who use these areas!! Thank you.
Need signage direction people to parking lot for Tribal Heritage Trail
Possible boat docking so person in boat can tie-up and get out and go along/above trail
Restore/rebuild the Pioneer
Raze Buckstaff
Oshkosh/Fox Valley- we have a heritage. Would like to incorporate past w/future
Reuse and repurpose
Would love a home for the Oshkosh Rowing Club. Could also house a spot for kayaks, canoes, etc. - anything non-motor.
Would love to work with the Parks Department, Recreation Department or even the YMCA on having more water activities and sports

Connect bike trails to other communities
Boaters love new riverfront- if you build it, they will come
Farmers Market has also tied in downtown excitement and we can bike and boat to it.
No residential condos/apartment buildings along riverfront
More retail, shops to bring people downtown and along the riverwalk
Get control of Pioneer <u>ASAP</u>
Need parking in the area
have a mini farm market on riverwalk with vendors, food cards, street performers, etc.
Sell the golf course to a developer
Boardwalk extended to 18th Avenue
"swings" (wave pattern) sponsored by business or individuals "Cincinnati" riverwalk
fountain- sponsored by business or individuals
The Grand has great plans for phase 3 and phase 4 projects which would create an artist's co-op and expand the art/music/performance identity of downtown/riverfront.



APPENDIX D

SUPPLEMENTAL WORKSHOP NOTES

**Oshkosh Riverfront Vision Session
Supplemental Exercise Notes
(Facilitator's notes documenting conversations and ideas)**

Workshop 1

8/6/2014

Exercise 1 Who/What is Oshkosh

Must include our history and culture in current and future identity
Recreation and tourism is key to Oshkosh health (not just for Boaters)
Always use positive images to promote the city
Integrate the University identity and city identity
City as generally gotten poorer with less investment by individuals and poor quality new construction

Exercise 3 Connect the Dots

River Connections along Mercury Marine and south side
Sunset/Westwind area: central hub near Butte des Morts Bridge
Tourist connections, resident
Ethnic neighborhood connections
Visual Connections, Tourist connections
Kayaking/Boating
Corridor signs on HWY 41
Bike Routes
Main Street River Crossing
Sidewalk along River from Oshkosh Ave to Downtown
Mercury Marine
Railroad
Alternative transportation routes
Asset: HWY 41 away from river
Connections to Park
River/Park Programming
"Grand Entry"
Connection to tourist destinations
Way finding signage to assets
Commercial geared to water
Campus to river connection/programming
Roads-healthy corridors (Jackson Street and Ninth: no parking)
Easy Access
Bike Routes in carefully chosen spots
Work in downtown, travel downtown, spend downtown
Get the assets to connect the river to area
Park n Ride: River to downtown to airport to tourism

Continuation of the riverfront down to the lake. It ends at Leach (likely due to private properties), but a connection to the lake opens up access for many additional neighborhoods

Continuation of the riverwalk at Mercury Marine
South Shore riverwalk at former Morgan Doors property
South Shore
Parts that can be easily biked from the river

Exercise 4 Places and Spaces

Future visitor center near HWY 41 to allow for info/travel planning (Fox River Heritage Parkway)
Riverwalk added activity to the area
Love little Oshkosh as a playground, but tends to have too many big kids for the young ones to enjoy safely
Emmeline Cook playground is a favorite
Channels near Northside with access to the lake
Restaurants with boat access desirable
Energy on riverwalk makes you feel more connected

Look at spending more money and the city investing in new developments

Establish a standard for future development to ensure quality development
Pioneer Marina Fees- the fees go up approximately \$50 a year. Unsafe, no security

Exercise 5 Fix This!

Mercury Marine blocks pedestrian access
Tunnel under Main Street bridge by Ground Round
Boaters don't know where to dock
Underpasses for walk/bike under all bridges
Wayfinding signage for boats to get people downtown
Historical markers, especially along WIOUWASH Trail
Opportunity for art work, swinging benches, trees
walking around downtown

Workshop 2

8/13/2014

Exercise 2 Influence and Confluence

Includes Menominee Park
Cuts off at railroad tracks east of riverside park
Cuts off at residential areas
Includes Downtown area
Includes entire campus
Neighborhoods are connected to waterfront-residential areas: important that there is good access to water
Ends once you get west of campus

Exercise 3 Connect the Dots

Roundabout at Sawyer Street and Oshkosh Avenue Intersection

Pioneer Trail
Complete Southside
Municipal Golf Course Trail
Connectivity between west and east side of HWY 41
Loop northside trail encompassing UWO and downtown
Pedestrian bridge crossing Fox River

What about winter connectivity? Use of water (other than river) when froze over
Campbell Creek trail near sewage treatment plant to Senior Center

Looped trail - Heritage Tribal Trail - Riverside Cemetery - Municipal Golf Course

Exercise 4 Places and Spaces

400 block of North Main Street in developed and provides all amenities desired
Lakeshore should be used for more than golf

Workshop 3

8/20/2014

Exercise 3 Connect the Dots

Create boardwalk south of 16th Avenue
Enhance and promote rail corridor to promote riverwalk and lake
Parking on riverwalk
Activating the riverwalk
Sign identification
Food carts
Programming
Crossings inhibit flow
Smaller Businesses on Fox River
Menominee Park to Fox River
Route safety
Locations for future Oshkosh Rowers
Open space and parks and rivers
Driving corridor separation
20th Avenue and Oregon Street to the lake (continue 20th Avenue)
Foot bridge
connections to trail system
Connect Riverwalk with Main Street bridge (new path over or under Main Street)
The bike/sidewalk is a good start, Bridges need help (Ohio Street bridge is great)
Boat taxis along the river and foot access to the taxi stop

Why would people go to the river (nice walk? Commerce? Entertainment?)

Are we trying to make the river a corridor?

Include Menominee Park - for biking and improve boat dock areas

Senior Center as a social place/location for walking and running groups to gather and leave from. Make it a place to socialize after.

Exercise 4 Places and Spaces

Leach is cut off/can't use from Riverwalk - only access is off riverwalk

Grand Opera is regional draw

Greenspace important

Section of Riverwalk between Wisconsin Street and Jackson Street is a wake zone so it prevents boaters from tying up to docks

Indoor waterpark needed at Pioneer

Boat rental needed

Public art on Riverwalk (EAA plane sculptures on Riverwalk to draw crowd, Historic Oshkosh landmarks, people for "Chief Oshkosh")

Old candle factory site is a great redevelopment opportunity

San Antonio-riverwalk concept from Main Street/Pioneer to Fratello's- needs to be both sides.

more benches on riverwalk

need for more wayfinding signage for trails and Riverwalk

Exercise 5 Fix This!

Extend Boardwalk

Lack of river front parking

WIOUWASH Trail: all gravel, trees and brush block view, amount of dogs

Parking by cemetery

Parking and signage by WIOUWASH

Swings along waterfront, fountains

Bowen and Harrison needs work

No access to WIOUWASH Trail from city

San Antonio Riverwalk

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