



CITY CENTER CORRIDORS PLAN

9TH AVENUE & SOUTH PARK AVENUE

TABLE OF CONTENTS

INTRODUCTION	1
9TH AVENUE EXISTING LAND USE	4
9TH AVENUE ZONING DISTRICTS.....	5
SOUTH PARK AVENUE EXISTING LAND USE	6
SOUTH PARK AVENUE ZONING DISTRICTS.....	7
9TH AVENUE CORRIDOR	9
LAND USE & DEVELOPMENT FRAMEWORK.....	11
MULTI-MODAL TRANSPORTATION FRAMEWORK.....	15
URBAN DESIGN FRAMEWORK	21
SOUTH PARK AVENUE CORRIDOR	25
LAND USE & DEVELOPMENT FRAMEWORK.....	27
MULTI-MODAL TRANSPORTATION FRAMEWORK.....	33
URBAN DESIGN FRAMEWORK	39
IMPLEMENTATION	43

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INTRODUCTION

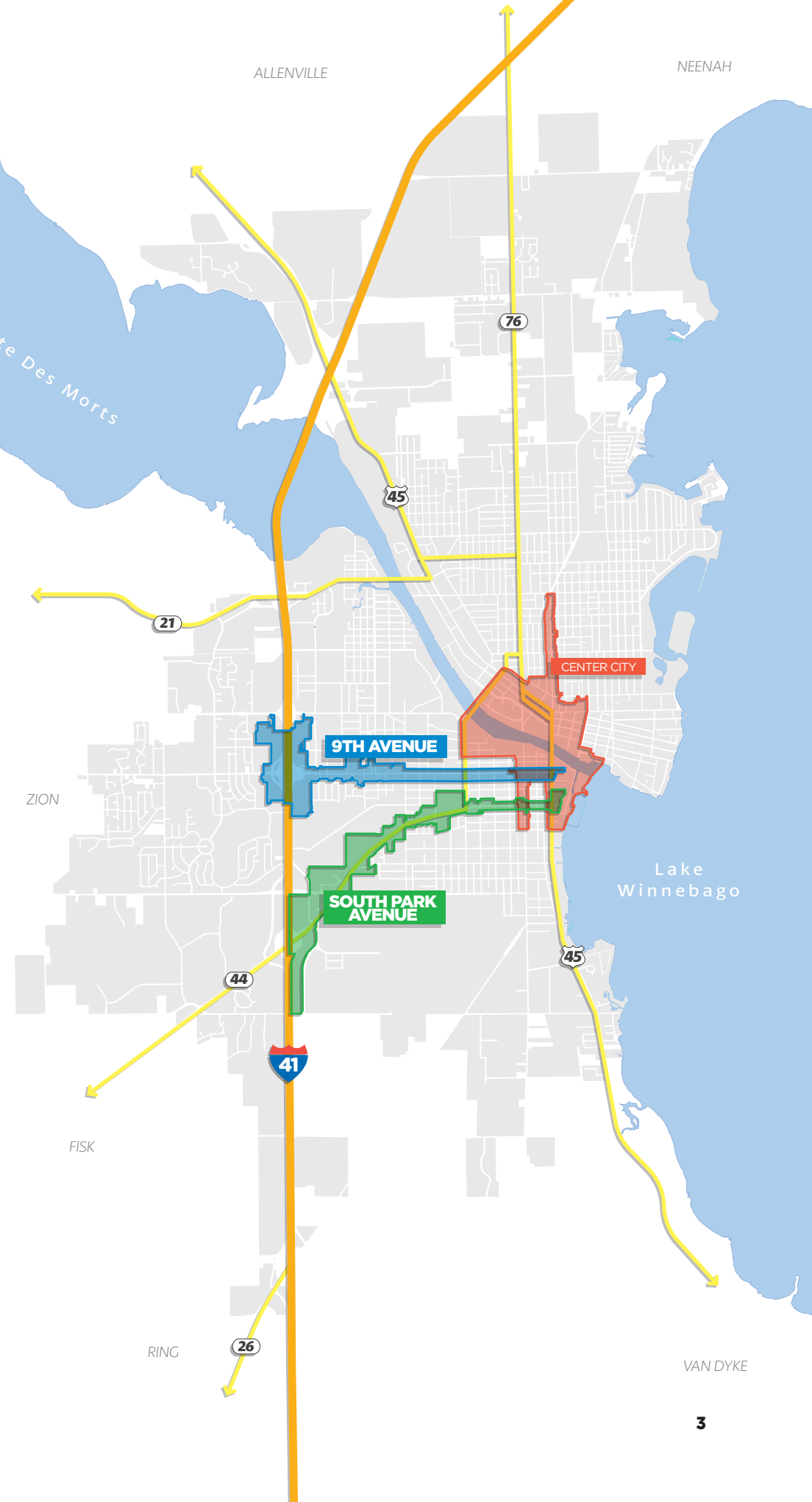




SOUTH PARK

**POLLOCK WATERPARK
OPEN FOR SUMMER
236-5086**

CITY OF OSHKOSH PARKS



In 2015, the City of Oshkosh initiated Imagine Oshkosh, a planning process to address issues and opportunities within the Downtown and surrounding area, dubbed the Center City. A key concern identified through the process was the corridors which provide access to the Center City. These routes are essential to guiding visitors to the community's core and supporting the Center City as a regional destination for business and culture. Recognizing the need to address local corridors, the City initiated a secondary planning process to analyze and develop policies and recommendations for two prominent routes to the Center City: 9th Avenue and South Park Avenue.

THE PURPOSE OF THE CITY CENTER CORRIDORS PLAN

The purpose of the corridors plan is to guide planning and policy decisions for future improvements to 9th Avenue and South Park Avenue. This includes issues related to land use, multi-modal transportation, and urban design. This plan should be adopted as an addendum to the Oshkosh Comprehensive Plan.

ORGANIZATION OF THE PLAN

Both corridors have very similar issues and potential; however, each is addressed individually to provide recommendations which are context specific. The Plan is organized into the following sections:

- 9th Avenue Corridor
 - Land Use & Development Framework
 - Multi-Modal Transportation Framework
 - Urban Design Framework
- South Park Avenue Corridor
 - Land Use & Development Framework
 - Multi-Modal Transportation Framework
 - Urban Design Framework
- Plan Implementation

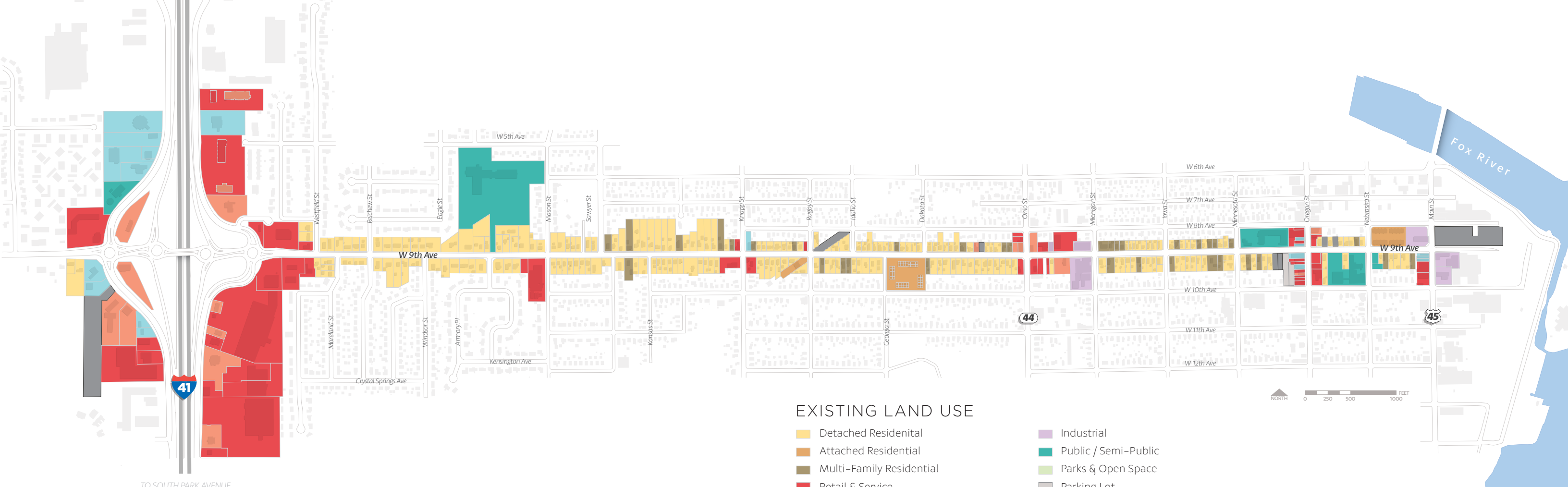
CORRIDOR PLANNING PROCESS

The Corridors Plan was developed through a 5-step planning process intended to respond to the issues, opportunities, and unique conditions of 9th Avenue and South Park Avenue. This included the following steps:

- **Step 1:** Project Initiation
- **Step 2:** Existing Conditions Inventory and Analysis
- **Step 3:** Plans & Recommendations
- **Step 4:** Development Corridor Plan Toolbox
- **Step 5:** Final Plan

REGIONAL SETTING

Oshkosh is located in the heart of Wisconsin's Fox River Valley, along the Interstate 41 corridor and within the triangle of Green Bay, Madison, and Milwaukee. This region contains more than 2 million people. The City of Oshkosh has a population of 66,033 residents (2010 Census) contained within 24-square miles. The corridors of 9th Avenue and South Park Avenue are both located south of the Fox River and intersect with the southern-most sections of the Center City.



EXISTING LAND USE

- Detached Residential
- Attached Residential
- Multi-Family Residential
- Retail & Service
- Entertainment & Hospitality
- Office
- Industrial
- Public / Semi-Public
- Parks & Open Space
- Parking Lot
- Partially / Full Vacant

STUDY AREAS

9TH AVENUE

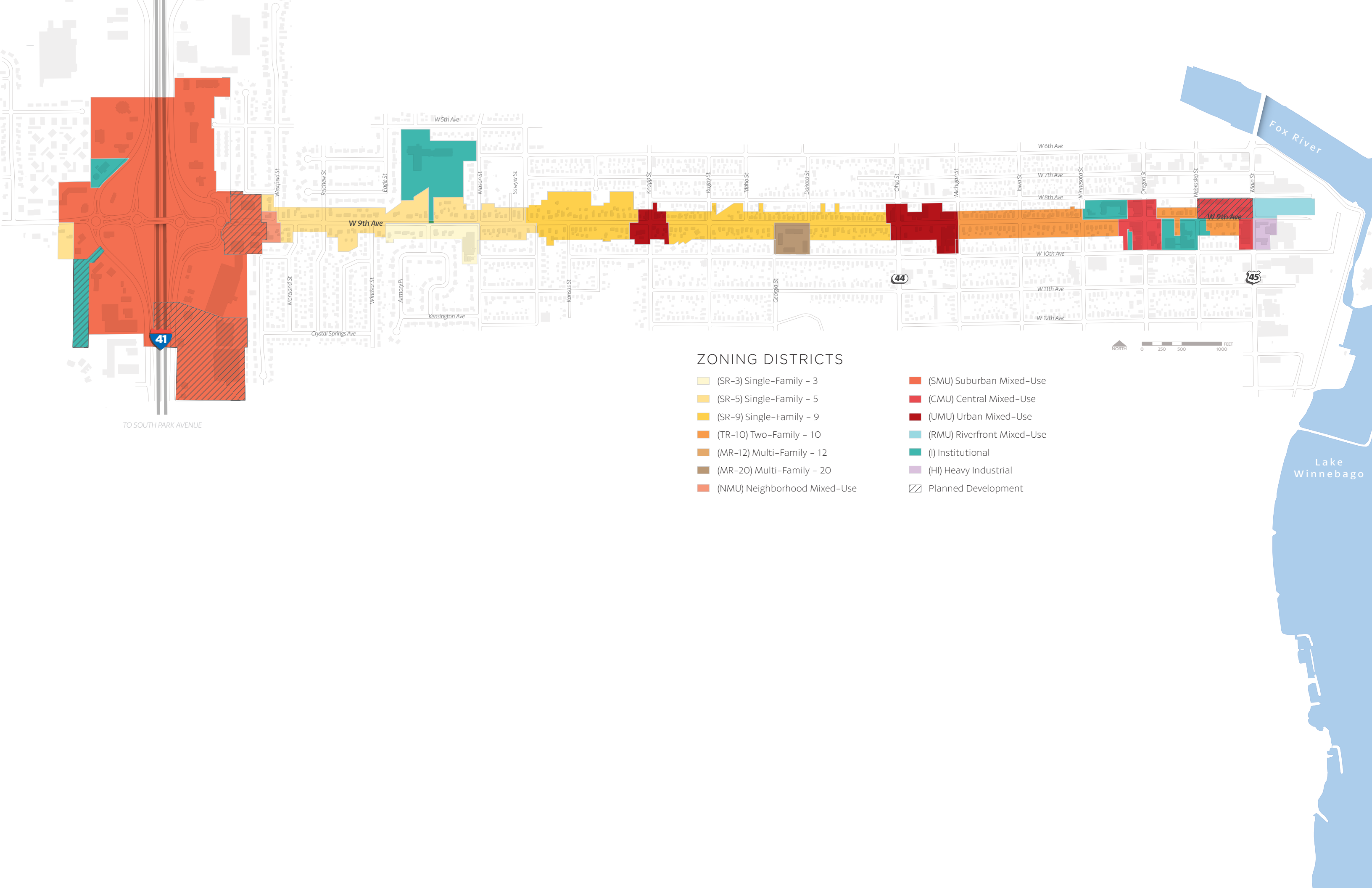
The study area for the 9th Avenue Corridor includes properties along 9th Avenue between I-41 on the west and S. Main Street on the east. It is a "straight shot" between the interstate and the southern portion of the center city. The study area is largely residential in nature, however, the west end of the corridor along I-41 contains a sizable concentration of regional commercial and the east end of the corridor features small businesses and industry. Unique landmarks along or near the corridor include Franklin Elementary School, Spanbauer Field, and Franklin Park.

TO SOUTH PARK AVENUE



Lake Winnebago

Fox River



ZONING DISTRICTS

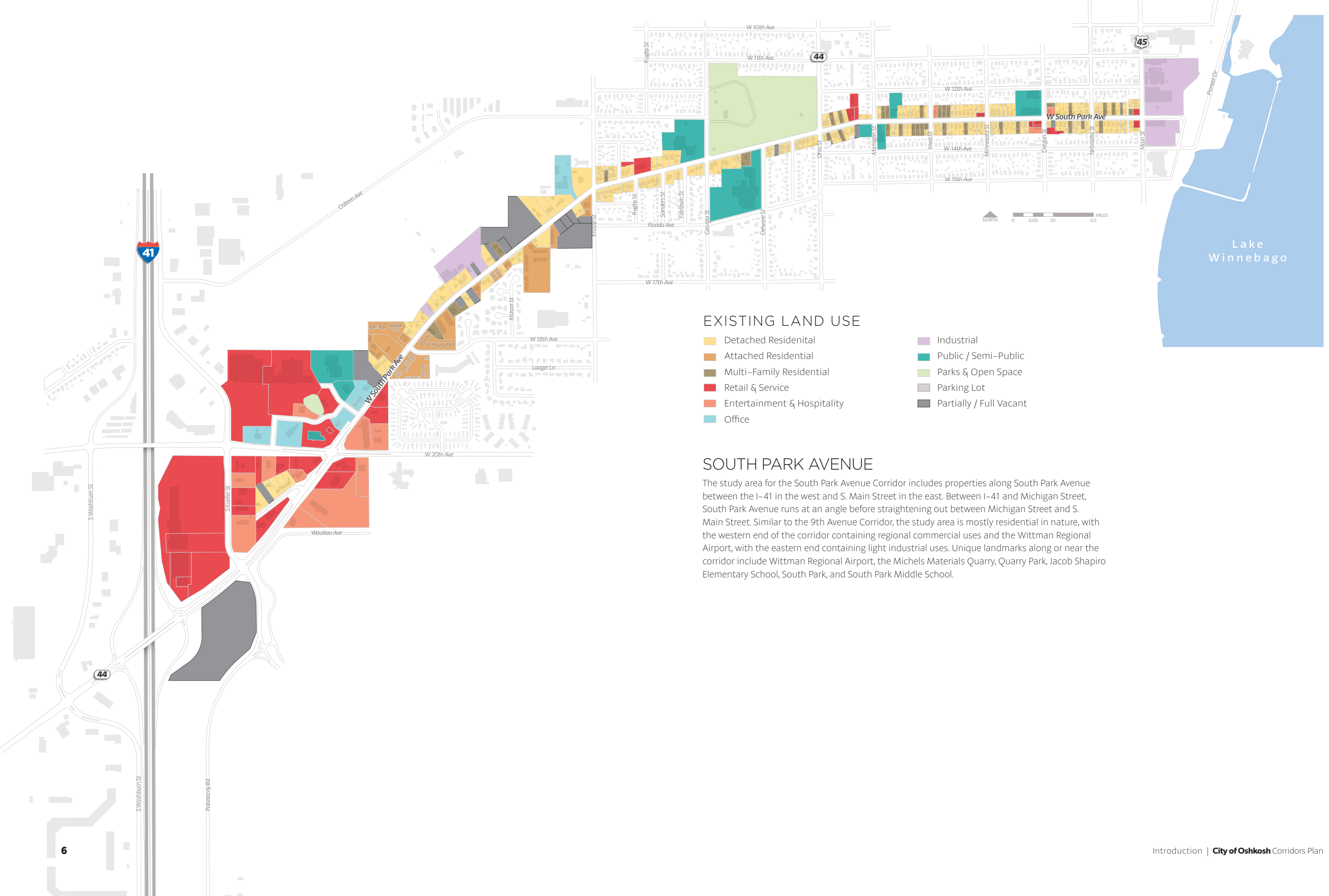
- (SR-3) Single-Family - 3
- (SR-5) Single-Family - 5
- (SR-9) Single-Family - 9
- (TR-10) Two-Family - 10
- (MR-12) Multi-Family - 12
- (MR-20) Multi-Family - 20
- (NMU) Neighborhood Mixed-Use
- (SMU) Suburban Mixed-Use
- (CMU) Central Mixed-Use
- (UMU) Urban Mixed-Use
- (RMU) Riverfront Mixed-Use
- (I) Institutional
- (HI) Heavy Industrial
- Planned Development



TO SOUTH PARK AVENUE

Fox River

Lake Winnebago

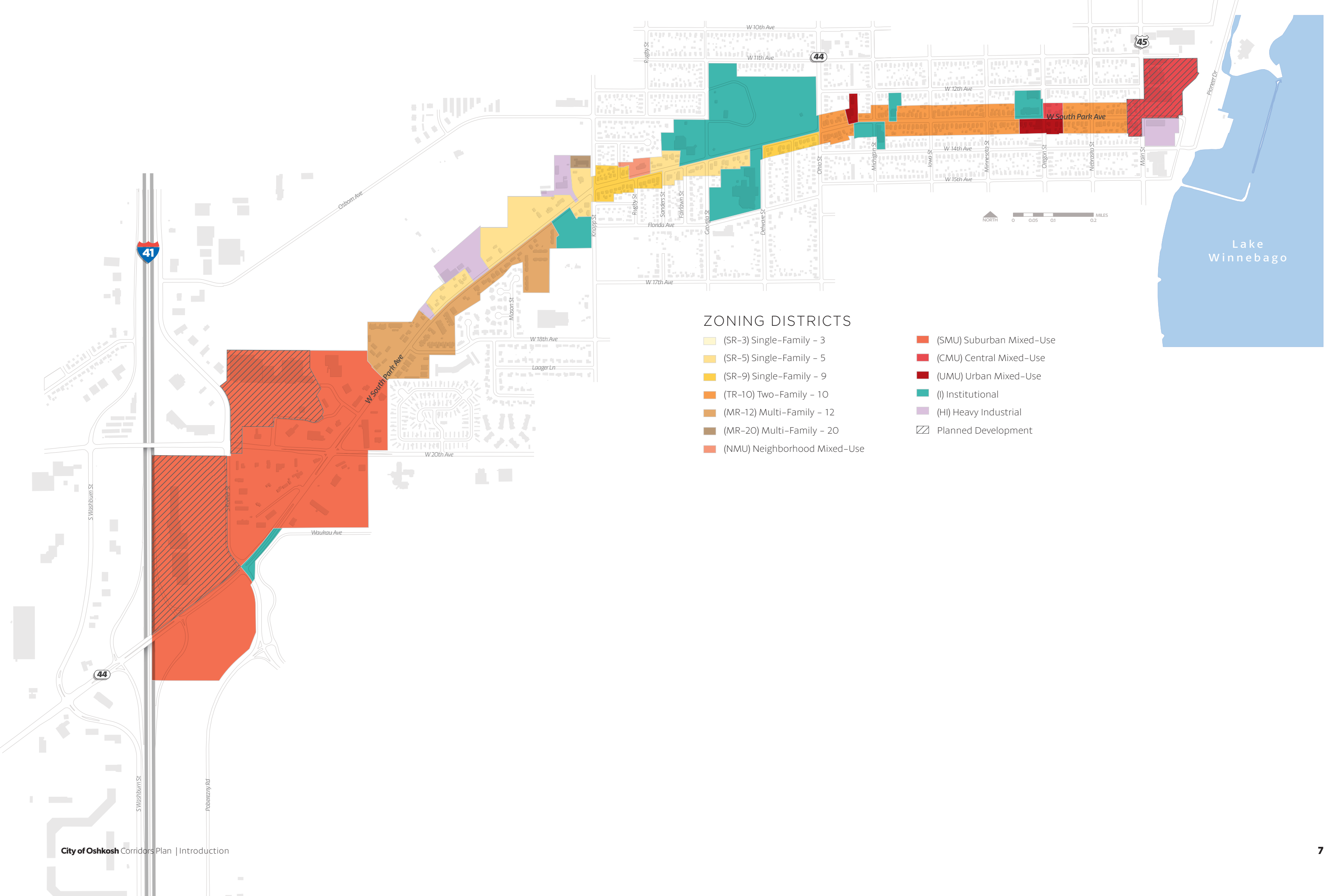


EXISTING LAND USE

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SOUTH PARK AVENUE

The study area for the South Park Avenue Corridor includes properties along South Park Avenue between the I-41 in the west and S. Main Street in the east. Between I-41 and Michigan Street, South Park Avenue runs at an angle before straightening out between Michigan Street and S. Main Street. Similar to the 9th Avenue Corridor, the study area is mostly residential in nature, with the western end of the corridor containing regional commercial uses and the Wittman Regional Airport, with the eastern end containing light industrial uses. Unique landmarks along or near the corridor include Wittman Regional Airport, the Michels Materials Quarry, Quarry Park, Jacob Shapiro Elementary School, South Park, and South Park Middle School.



ZONING DISTRICTS

- (SR-3) Single-Family - 3
- (SR-5) Single-Family - 5
- (SR-9) Single-Family - 9
- (TR-10) Two-Family - 10
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2

9TH AVENUE CORRIDOR





9TH AVENUE LAND USE & DEVELOPMENT FRAMEWORK

The 9th Avenue Corridor is comprised of a diverse range of land uses which transition as one moves along the corridor. While most parcels along 9th Avenue are residential, other uses are interspersed throughout. The corridor is capped by commercial districts with the highest concentration of commercial uses found on the west end near the I-41 intersection. The Land Use and Development Framework builds upon existing land use patterns and is intended to strengthen non-residential uses, while being sensitive to the surrounding neighborhoods.

RESIDENTIAL NEIGHBORHOODS

Residential uses will remain a prominent feature of the 9th Avenue Corridor. The City should work with developers and property owners to maintain and enhance these neighborhoods, with the aim of elevating the appearance of the corridor and providing a full range of housing options. As a route between I-41 and the Center City, residences along 9th Avenue should give a sense of Oshkosh's quality neighborhoods and local community. Through careful management of existing properties and future infill, residential areas of 9th Avenue should contribute to a welcoming atmosphere that invites individuals into Oshkosh and the Center City.

DENSITY

The density of residential uses should be sensitive to adjacent land uses, with higher density residential located nearest to commercial areas and intersections with greater traffic. This allows higher density residential products to act as a buffer between single-family detached and more intense commercial uses. In addition, higher density units support a more walkable lifestyle which benefits from adjacency to commercial properties and businesses.

In general, lower density residential, including single-family detached and attached, should be located toward the western end of the corridor, while high density residential, including multi-family and single-family attached developments, should be located toward the eastern end of the corridor. Higher density options should also be used as buffers for smaller commercial nodes along the corridor, including those around the Ohio Street intersection. This can include standalone multi-family or single-family attached that are not part of a larger development.

SITE DESIGN

Similar to residential density, site design for properties along 9th Avenue should be considerate of adjacent land uses along the corridor. Properties toward the western end of the corridor should be more suburban in their design, with buildings located centrally within their lot. Side and front yard setbacks should be consistent to create a suburban streetwall, reflecting adjacent neighborhoods.

Residential properties toward the eastern end of the corridor should be pedestrian oriented, with minimized lot depths. Where appropriate, buildings should be oriented to the street and placed at the front of the parcel with parking in the rear, contributing to a consistent streetwall. This site design should be similarly applied to higher density residential units used as buffers between commercial nodes and lower density residential units.

APPEARANCE

The 9th Avenue corridor includes residential areas of various qualities, including many homes that show signs of deterioration. As the City prepares the corridor to be a more prominent entrance to the Center City, improvements to the appearance of residential properties will elevate the character of the area. These homes will influence first impressions for many individuals visiting the City and should positively reflect the Oshkosh community.

Working with property owners and tenants, the City should improve the appearance of residential properties along 9th Avenue. This should include the development of tools that will enable individuals to complete desired improvements and allow for regular maintenance on their property, including home improvement loans and residential façade improvement grants. In addition, the City should review and update zoning codes to ensure maintenance requirements meet a desired standard. All ordinances should be strictly enforced to ensure properties are properly maintained. Cooperation between property owners and the City should always be sought as a primary step in addressing issues regarding deterioration of structures and properties within the study area.

SINGLE FAMILY CONVERSIONS

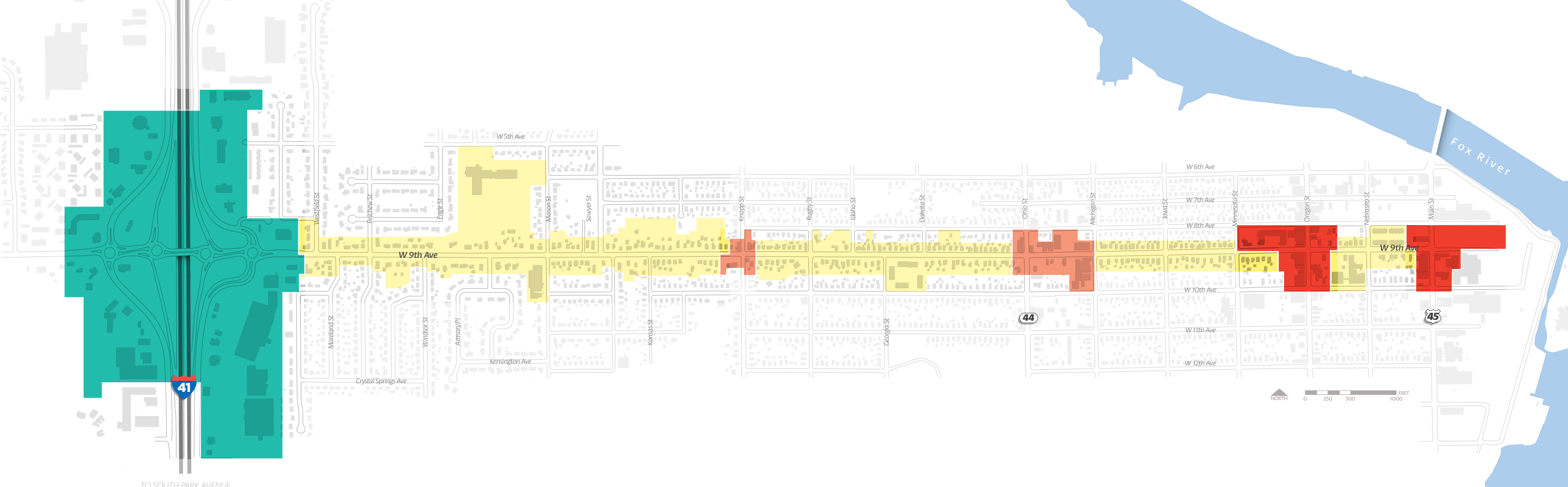
Most residential structures along the corridor are single-family detached homes, however, some of these structures have been converted to single-family attached or multi-family uses. This is most common toward the eastern end of 9th Avenue but can also be found scattered throughout the central section of study area.

Single-family conversions should be limited west of Knapp Street where most residential properties are lower density single-unit homes. While conversions do not immediately change the character of a neighborhood, they can result in shifts over time, particularly where properties are not designed for multiple tenants.

East of Knapp Street, the conversion of single-family homes should be allowed to help provide greater residential density. However, should the corridor become more urbanized, single-family conversions should not be favored over new development of multi-family products.

SUPPORTING USES

Appropriate supporting uses should be allowed within the residential neighborhoods located along 9th Avenue. This includes non-residential uses such as schools, parks and open space, churches, and community centers.



TO SOUTH PARK AVENUE

COMMERCIAL AREAS

Commercial uses should continue to define important nodes and intersections along the 9th Avenue corridor. The City should encourage business growth that will generate greater activity and support adjacent neighborhoods with necessary goods and services. Based upon the nature of distinct uses, developments, and target consumers, commercial areas can be broken into two sub-groups, interstate commercial and neighborhood commercial.

INTERSTATE COMMERCIAL

Interstate Commercial includes properties surrounding or adjacent to Interstate 41 at the western end of the study area. These businesses cater to both Oshkosh residents as well as interstate travelers and a larger regional consumer base. As such, commercial uses include big box stores and national retailers, businesses located in strip malls and small retail centers, professional offices such as banks, hotels and other hospitality uses, and restaurants and fast food chains.

All uses are supported by considerable surface parking areas, which are occasionally shared by multiple users.

The City should continue to support interstate commercial while containing it to properties directly adjacent to the interstate. Eastward expansion of commercial uses should be restricted to preserve adjacent neighborhoods and limit the impacts of incompatible uses. Primary users should be located at the back of the lot, with front lot parking and considerations for truck access related to shipping and receiving.

Where appropriate, out lot development, such as smaller retail businesses and restaurants, should be encouraged as secondary uses. These uses should be placed at the front of the lot and share parking with primary users.

NEIGHBORHOOD COMMERCIAL

Neighborhood Commercial includes clusters of commercial businesses located at high traffic intersections along 9th Avenue. These businesses cater to a smaller, local consumer base, providing basic daily goods and services.

The City should continue to support neighborhood commercial at the intersections of 9th Avenue with Knapp Street and Ohio Street. Growth and investment should be guided toward infill development rather than outward expansion. This will limit commercial encroachment on adjacent residential uses and help to strengthen neighborhood commercial as centers for local activity.

Site design should be pedestrian oriented, with buildings located at the front of the lot to create a consistent streetwall that reflects the character of Oshkosh's Center City. Parking should be in the rear of the parcel or supported by on-street parking. Where possible, parking can be consolidated to shared lots that support multiple nearby businesses, including the parking lot located between 9th Avenue and 10th Avenue, west of Oregon Street.

CENTER CITY MIXED USE

Center City Mixed Use includes properties adjacent to the intersection of 9th Avenue with Oregon Street and Main Street. These properties are included within functional subareas as identified within Imagine Oshkosh, the master plan for the Center City. Generally, these areas are mixed use with a focus on ground-floor commercial uses and upper-floor residential units. For more detail regarding permitted uses, site design, and accessibility, see the Imagine Oshkosh document.

LAND USE PLAN

- Interstate Commercial
- Residential Neighborhood
- Neighborhood Commercial
- Center City Mixed Use



TO SOUTH PARK AVENUE

OPPORTUNITY SITES

Opportunity sites are properties that have been identified for long-term redevelopment based upon their location, existing use, current conditions, and the potential to positively impact the 9th Avenue Corridor. This includes both vacant and underutilized properties, as well as those that are incompatible with surrounding uses. The City should work with property owners, existing businesses, and developers to explore long-term reinvestment on these sites in accordance with the Land Use and Development Framework.

A1 Site A1: This site contains Hrnak Flowers & Gifts, a gardening store and nursery. While not a significantly high intensity use, the commercial nature of the site is incompatible with the adjacent residential neighborhoods. Should the opportunity arise, the City should encourage relocation of Hrnak Flower & Gifts and redevelopment of the property for residential use.

A2 Site A2: This site includes a vacant commercial property that fronts to 9th Avenue. The City should work with the property owner to fill the vacancy or redevelop the property. The site should be used for neighborhood commercial and contribute to the small commercial node located at the Knapp Street intersection.

A3 Site A3: This site includes a vacant auto-oriented business which has since been purchased by the used-car company located directly across Ohio Street. As such, the site is being used as a display for cars, but the building remains unoccupied. The City should prohibit off-site displays such as this and work with the property owners to seek reuse of the structure or consider a broader redevelopment of the property.

A4 Site A4: These industrial properties house operations of Duo Safety Ladder Corporation, acting as a small campus for the business. Given the industrial nature of this use, and the corporation's recent growth, the City should encourage relocation to a more appropriate site within Oshkosh. Redevelopment of these sites should be neighborhood commercial that contributes to the commercial node located between Ohio Street and Michigan Street.

A5 A6 Sites A5-A6: These sites were identified as opportunity sites through the Imagine Oshkosh planning process for the Center City. For more information about these and other sites, see the Imagine Oshkosh plan document.

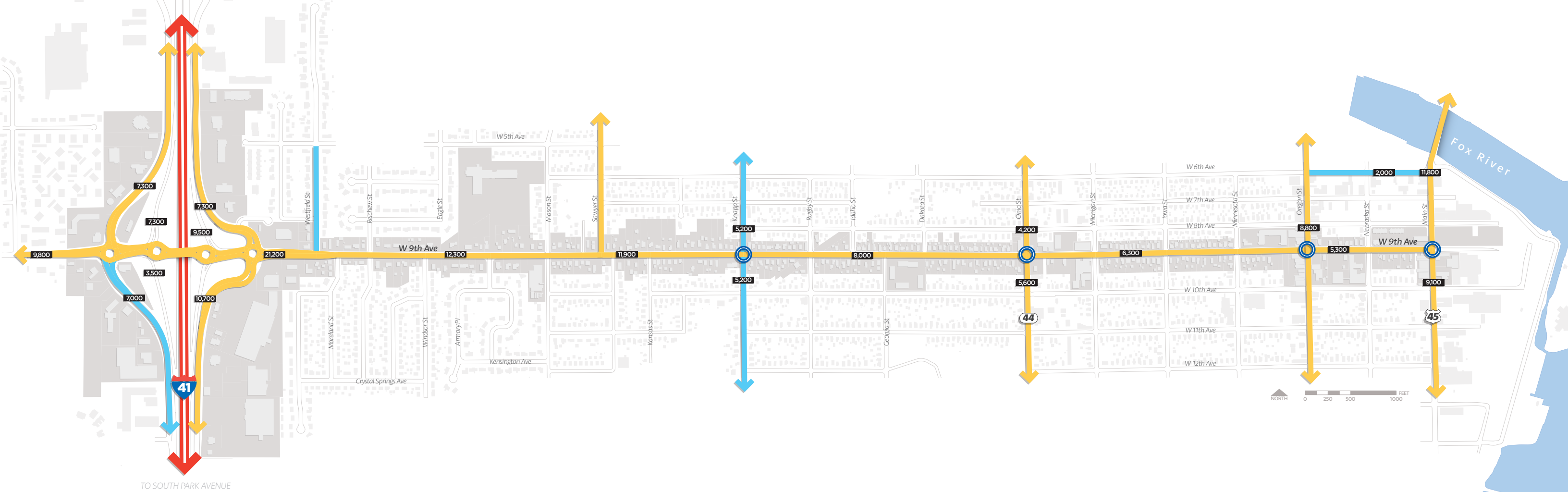
A7 Site A7: This site was identified as an opportunity site through the Imagine Oshkosh planning process for the Center City. To support redevelopment, the site was then the focus of the Sawdust District Redevelopment Plan. For more information, see the Imagine Oshkosh Plan document and the Sawdust District Redevelopment Plan.

The proposed mixed-use Sawdust District project, anchored by a new sports arena, includes a walking bridge over the Fox River, restaurants, shops, and apartments along the waterfront. The proposed development engages the water by providing scenic vistas and public spaces that will enhance the lives of its residents and workers, and it is within a leisurely walking distance of the excitement of Downtown Oshkosh.



Sawdust Development Concept





9TH AVENUE MULTI-MODAL TRANSPORTATION FRAMEWORK

The Multi-Modal Transportation Framework details recommendations to the right-of-way to improve traffic flow on the corridor and enhance, circulation, access, parking, and pedestrian and bicycle amenities.

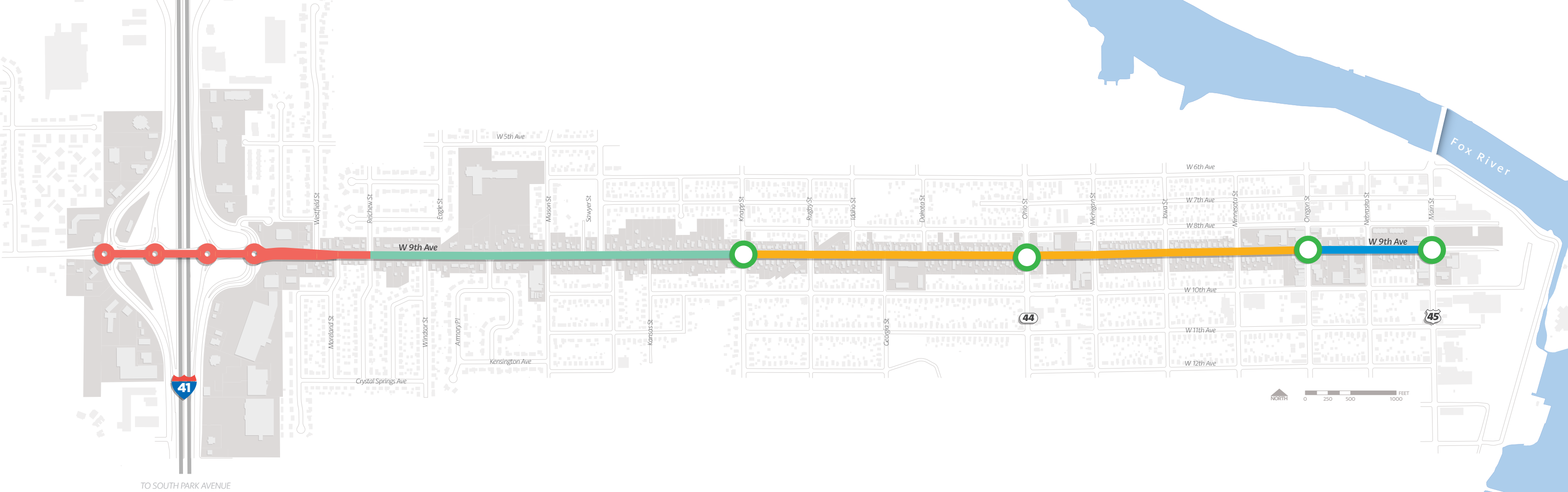
VEHICULAR TRANSPORTATION

ROADWAY CLASSIFICATIONS

9th Avenue is a major collector roadway, which serves local residential traffic and allows for movement between Interstate 41 and Oshkosh's Center City. At the I-41 interchange, traffic is estimated around 21,000 vehicles per day. As the roadway moves east into more residential areas, traffic counts drop to 8,000 vehicles per day near Ohio Street/ WI Truck Route 44, and falls to 5,300 vehicles near Oregon Street. This is significantly lower than counts found in the Center City, which generally range between 18,000 and 15,000 vehicles per day. Comparing these differences in traffic, 9th Avenue is largely operating as a disseminator for local traffic.

CLASSIFICATIONS

- Interstate
- Arterial
- Collector
- Local
- Traffic Signal
- Average Daily Traffic



TO SOUTH PARK AVENUE



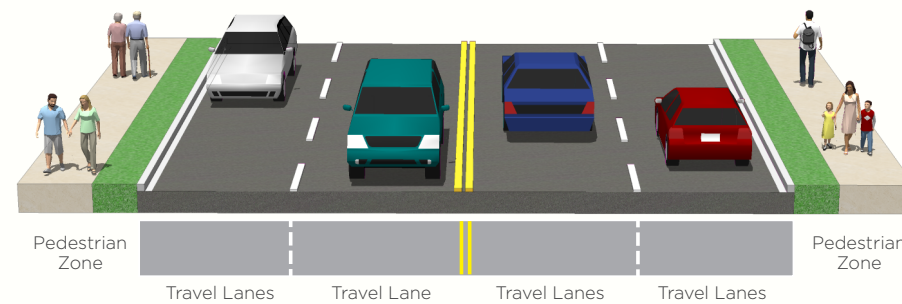
ROADWAY CONFIGURATION

9th Avenue ranges from 46 feet wide east of Knapp and 42 feet wide west of Knapp and includes a few different roadway configurations. Changes between these different configurations can often result in unusual or confusing traffic patterns and congestion. Based on existing roadway configurations, the following improvements are recommended:

Roadway Segment 1

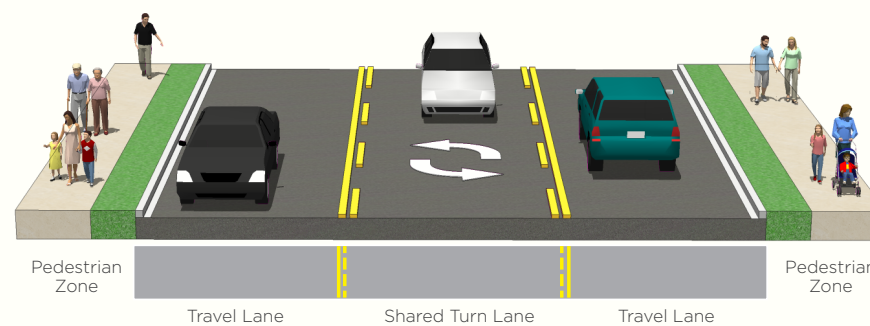
This segment of 9th Avenue is configured as four travel lanes, two heading in each direction, with no on-street parking. Traffic lanes, however, are not properly defined, and the center line is striped to allow for passing. The City should re-stripe this segment to more clearly define the travel lanes and prohibit passing. Additional 'No Parking' signs should be installed to more clearly indicate traffic patterns.

Roadway Segment 1



Graphics representation not to scale

Roadway Segment 2

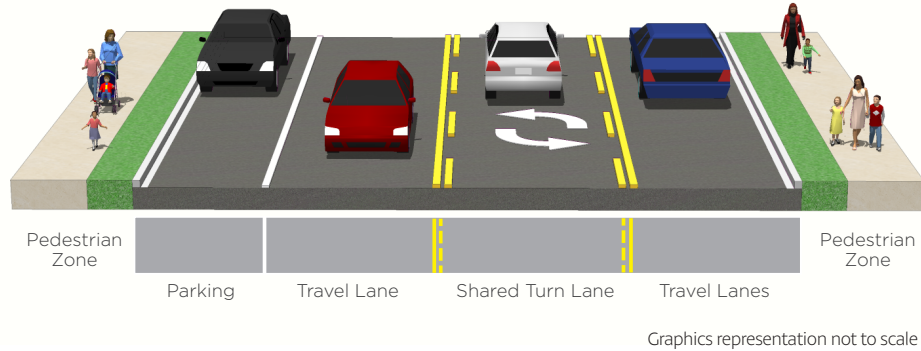


Graphics representation not to scale

ROADWAY IMPROVEMENT PLAN

- ▬ Roadway Segment 1
- ▬ Roadway Segment 2
- ▬ Roadway Segment 3
- ▬ Roadway Segment 4
- Intersection Reconfiguration

Roadway Segment 3



Roadway Segment 2

This segment of 9th Avenue is configured with two travel lanes and two on-street parking lanes. On-street parking ends near signalized intersections and is prohibited between closely-placed residential driveways. Travel lanes and parking lanes, however, are not properly defined or differentiated, and the center lane is striped to allow for passing. This can lead to dangerous traffic patterns and congestion as drivers often use the parking lane as a travel lane. This is particularly confusing moving east along 9th Avenue as the transition across Knapp Street is poorly marked.

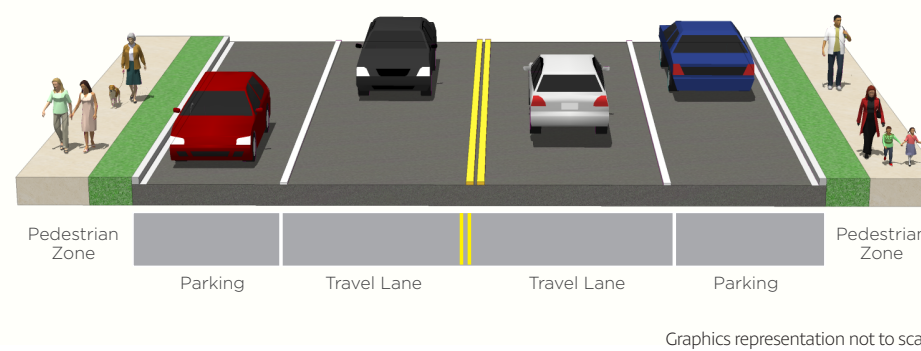
The City should complete a "road diet" for this section of 9th Avenue, that would consist of one travel lane in each direction with a center shared turn lane. This will accommodate left turns for drivers traveling in either direction. No on-street parking would be provided.

Roadway Segment 3

This segment of 9th Avenue is configured with two travel lanes and two on-street parking lanes. Generally, the configuration, on-street parking, and conditions are similar to that of the segment identified for Roadway Segment 2.

The City should complete a "road diet" for this section of 9th Avenue similar to that completed within Roadway Segment 2, but with the addition of a parking lane on one side of the roadway. As a result, the roadway would be configured with one travel lane in each direction, a center shared turn lane to accommodate left turns for drivers traveling in either direction, and one lane of parking.

Roadway Segment 4



Roadway Segment 4

This segment of 9th Avenue is configured with two travel lanes and two on-street parking lanes. Generally, the configuration, on-street parking, and conditions are similar to that of the segment identified for Roadway Segment 2.

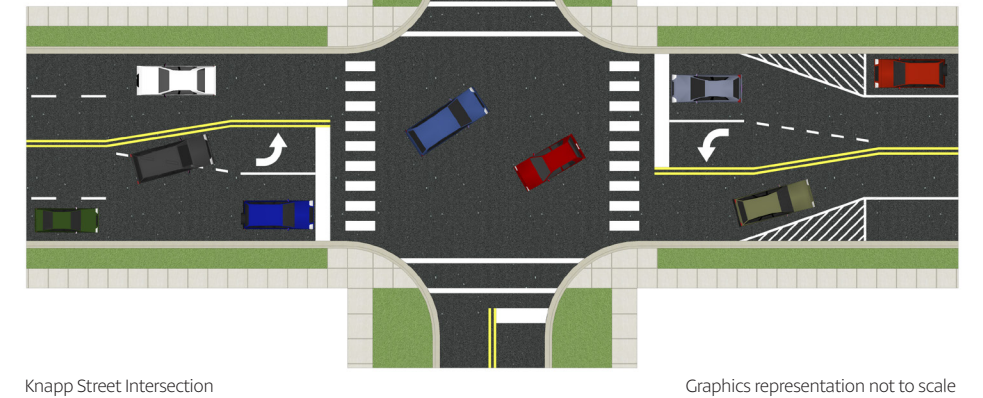
The City should re-stripe travel lanes within this area to more clearly define travel lanes and prohibit passing. Parking areas should be boldly striped to indicate where parking is prohibited, based on placement of residential driveways. As appropriate, tapering of the parking lanes should be used to indicate a transition between this and other configurations near intersections. The City should also update or replace the signage that indicates parking is prohibited between closely-placed driveways. The current signage is similar in appearance to the 'No Parking' signs elsewhere on 9th Avenue and can be confusing to drivers.

Intersection Reconfigurations

Signalized intersections should be clearly marked to indicate changes in roadway configurations and accommodate turn lanes and other traffic patterns. Currently, intersections along the corridor fail to highlight transitions in roadway configuration, which can result in unusual or dangerous traffic patterns. When traveling eastbound, 9th Avenue decreases from four to two travel lanes through the Knapp Street intersection (see above graphic). Because the transition is not well marked, drivers are often unaware of the change and use the parking lanes as travel lanes east of Knapp Street.

The City should reconfigure signalized intersections to more clearly mark lane transitions to drivers. Entering intersections, roadways should taper to a three-lane configuration, with two travel lanes and a center turn lane. Exiting the intersection, tapering and signage should clearly mark the appropriate traffic pattern for the next roadway segment. Where applicable, tapering and signage should clearly mark the beginning of on-street parking and transition to a single travel lane. All intersection improvements should ensure a smooth transition of automobiles between different roadway configurations.

Intersection Reconfiguration



PARKING

Parking along 9th Avenue is provided in three ways:

- Off-street surface parking lots that support commercial and institutional uses, as well as higher density residential developments;
- Off-street private residential parking for single-family homes, usually in the form of driveways and garages; and
- On-street parking.

While existing parking appears to adequately accommodate car volume, the City should include a parking study with the traffic study as previously discussed. This study should help to quantify parking demand and identify potential locations for reduction of excess parking. East of Knapp Street, the parking study should assist with identifying a preferable roadway configuration and determining whether any on-street parking can be eliminated.

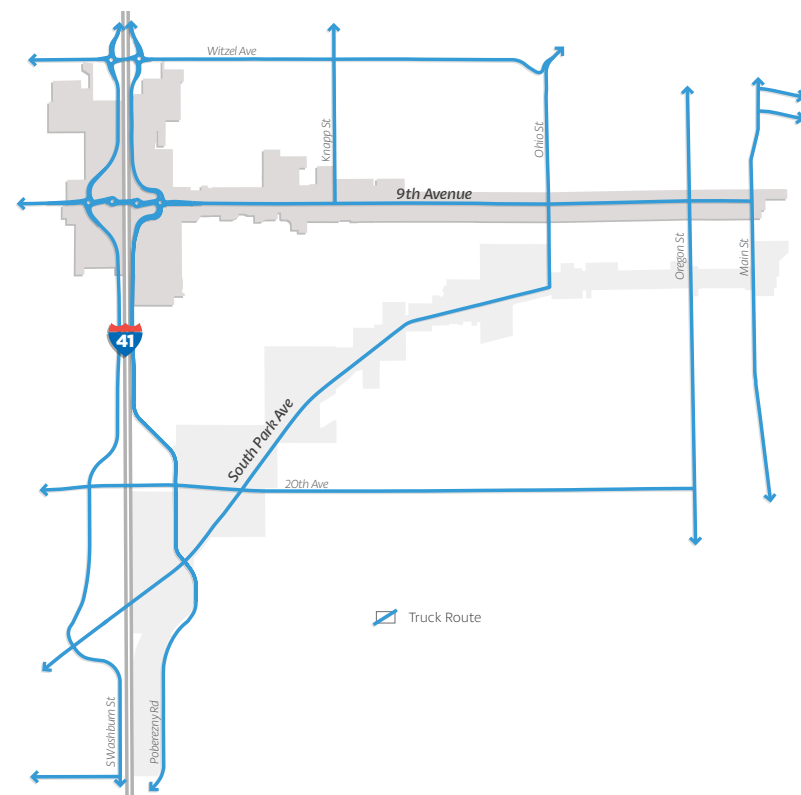
Off-street surface parking is largely concentrated on the western end of the study area to support interstate commercial uses. The City should incentivize out lot development for interstate commercial uses with surplus parking. In addition, the City should work with property owners to encourage cross-access between adjacent retail properties along 9th Avenue and Koeller Street. Currently, neighboring properties are often disconnected, including the Old National Bank that is separated from the strip mall to the south by a landscaped barrier. Cross access between these properties would help improve circulation and allow for the reduction of unnecessary curb cuts.

Within pedestrian-oriented areas dominated by neighborhood commercial and Center City mixed use, the City should discourage surface parking at the front of properties. As opportunities occur, the City should encourage redevelopment of larger surface parking and work with developers to configure parking areas to the rear of parcels.

TRUCK ROUTES

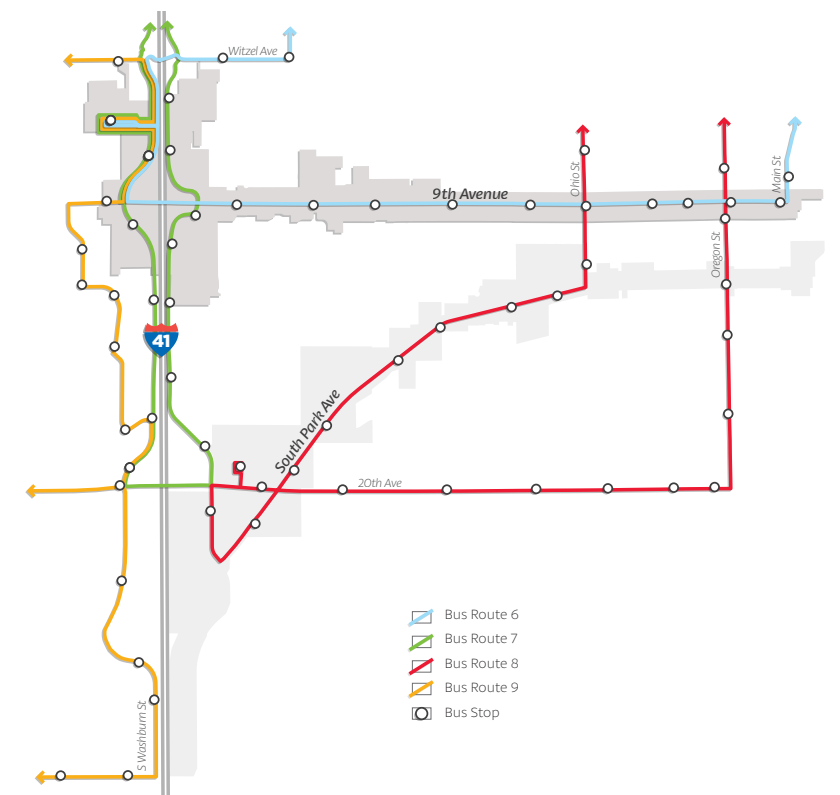
9th Avenue is a designated truck route for the full length of the study area. This generates greater traffic along the roadway, connecting trucks to the Center City and industrial properties at the eastern end of 9th Avenue. As a predominantly residential corridor that plays a key role in disseminating local traffic to adjacent neighborhoods, high intensity truck traffic is not complementary with the character of 9th Avenue. In addition, industrial land uses at the eastern end of the corridor are in transition. Imagine Oshkosh, the City's downtown plan, suggests long-term relocation of industrial users, which will likely reduce truck traffic.

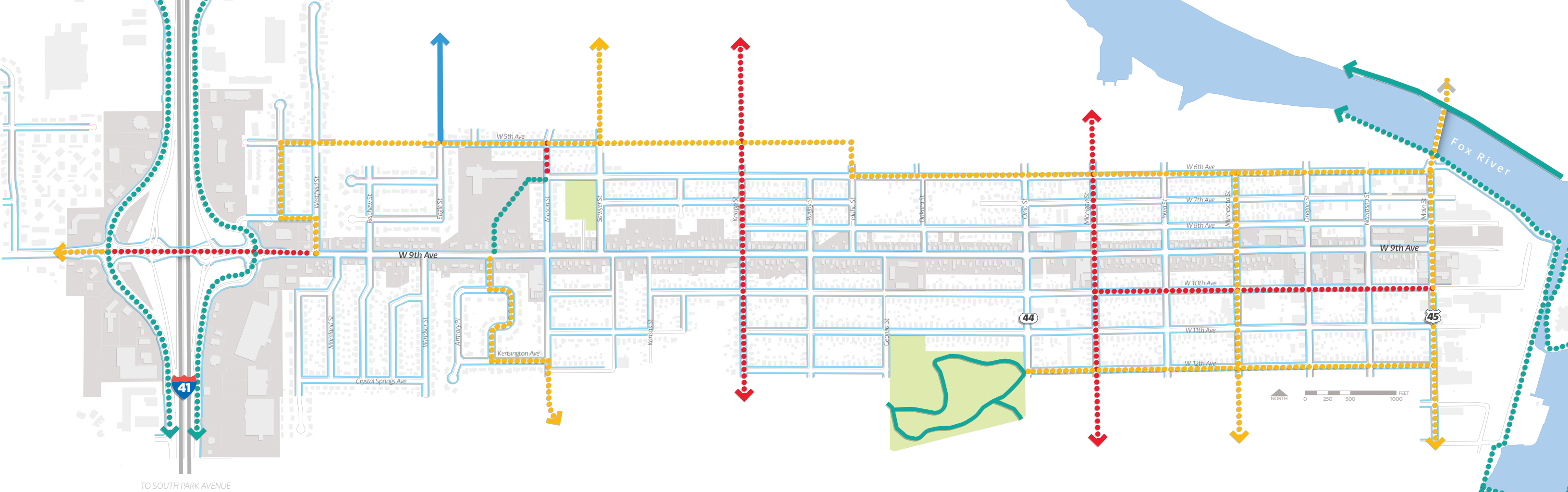
In the future, the City should complete a full analysis to determine the impact of truck traffic on 9th Avenue and the potential of removing the truck route designation. This should consider the frequency of truck traffic on 9th Avenue and whether other routes within the community can accommodate necessary truck movement. In addition, truck movement through the roundabouts at the I-41 Interchange should be considered.



PUBLIC TRANSPORTATION

The 9th Avenue corridor is serviced by four GO Transit bus routes. The primary route is Route 6, which runs the full length of 9th Avenue within the study area, from Main Street to Washburn Street. Three additional routes cross 9th Avenue within the study area: 1) Route 7 (which intersects at Ohio Street and Oregon Street), 2) Route 8 (which runs along Koeller Street and Washburn Street), and 3) Route 9 (which runs along Washburn Street and east along 9th Street). These routes provide sufficient transit options to connect the corridor with Center City and other destinations throughout Oshkosh.





TO SOUTH PARK AVENUE

BICYCLE & PEDESTRIAN

SIDEWALKS

9th Avenue is served by continuous sidewalks that run the full length of the corridor on both sides of the roadway. Sidewalks along the corridor typically have a width of five feet, which adequately accommodates pedestrian movement.

Most interstate commercial areas are incorporated within the sidewalk network, however, many properties lack effective access between the street and building, limiting accessibility between interstate commercial and adjacent residential areas. Many interstate commercial uses require that pedestrians cross extensive parking lots in the automobile right-of-way. Hobby Lobby along Koeller Street, for instance, has no designated route for pedestrians between the store entrance and sidewalks along the roadway. The City should work with property owners and specific businesses to extend sidewalks and infrastructure to create safe pedestrian routes.

CROSSWALKS

While sidewalks run the length of the corridor, most major intersections either lack crosswalks or have inadequate crosswalk infrastructure. Crosswalks should be installed or improved as necessary to provide continuous east-west movement along 9th Avenue. In addition, north-south movement across 9th Avenue should be provided at all major intersections to provide convenient access for pedestrians.

Crosswalks at intersections with stop lights should be improved with walk signals and ADA-compliant curb cuts. Other intersections should be improved with highly visible signage indicating pedestrian right-of-way and can include pedestrian-activated lights where appropriate.

BICYCLES

9th Avenue has no bicycle infrastructure, such as bike lanes or routes. Given the speed and frequency of traffic along the corridor, bicycle infrastructure is not recommended. Instead, cyclists should be guided toward recommended bike routes which intersect and run parallel to 9th Avenue. Multi-use trails are recommended for Washburn Street and Koeller Street, and through the Franklin Elementary School property. Signed and striped routes are recommended for Huntington Place, Knapp Street, Michigan Street, Minnesota Street, and across the I-41 intersection. In addition, signed and shared routes run parallel to the corridor on 12th Street, 6th Street, and 5th Street.

These routes should provide adequate mobility for cyclists within the area.

PEDESTRIAN & BIKE TRANSIT

- Existing Multi-Use Trail
- Planned Multi-Use Trail
- Planned Signed & Striped Bike Route
- Planned Signed & Shared Bike Route
- Sidewalk
- Park & Open Space



9TH AVENUE URBAN DESIGN FRAMEWORK

The Urban Design Framework provides recommendations to create an inviting atmosphere and unique sense of place for the 9th Avenue Corridor. This includes both right-of-way improvements and on-site enhancements intended to elevate the pedestrian experience and establish 9th Avenue as a gateway to the Center City and Oshkosh community. Improvements range in cost and complexity, including projects that can be quickly completed, and others that will require further analysis and time to implement.

In general, urban design improvements should be coordinated to maximize the cohesiveness and unification of the corridor. Gateways, furnishings, streetlights, and other improvements should share similar designs, materials, colors, and other branding elements. This will help reduce the piecemeal appearance of infrastructure along the corridor, in favor of a cleaner, more attractive, and coordinated appearance.

GATEWAYS

Gateway signage provides an opportunity to announce entry into the community and control initial impressions of Oshkosh. The City already has an existing gateway feature located in the center of the roundabout at 9th Avenue and Koeller Street, however, the impact of this feature is limited by its location.

In addition to gateways for the community, the City should install local gateway signs to mark entrance into the Center City area. This signage would be best situated along 9th Avenue in the blocks immediately west of Oregon Street, and would provide a visual cue marking the approach to the Center City for those moving along the corridor.



Example of Local Gateway Signage

WAYFINDING

The City should update and expand the existing wayfinding signage to establish a more comprehensive system that results in greater visual unification. This should include wayfinding throughout the corridor, marking routes to major destinations, with an emphasis on the Center City and Interstate 41. Wayfinding signage should be designed to mimic materials used within the Center City, but should be specific to 9th Avenue.

All wayfinding along the corridor outside of the Center City should include branding elements for 9th Avenue, such as a signage that reads "9th Avenue Corridor." Wayfinding signs should be located at the approach to major intersections or where designated routes connect to specific destinations. Where appropriate, wayfinding elements can be tied to larger gateway features. The City should coordinate with WisDOT to add wayfinding signage along I-41, and within the 9th Avenue interchange, that marks the corridor as a route to Oshkosh's Center City.

CROSSWALKS

Crosswalk improvements along the corridor should incorporate urban design elements that heighten awareness of pedestrian right-of-way. Crosswalk and intersection improvements provide an opportunity to emphasize important nodes. Projects to install or improve crosswalks on 9th Avenue should incorporate the following design considerations:

PRIMARY INTERSECTIONS

These intersections serve as important nodes for the 9th Avenue corridor, supporting both automobile traffic and pedestrian movement. As such, they should be improved with complete, four-way crosswalks, supported by pedestrian-activated walk signals and ADA-compliant curb cuts.

The City should also consider other improvements that would help distinguish these intersections, mark pedestrian-oriented districts and important routes, and establish a unique character along the corridor. This could include decorative intersection pavement treatments, landscaping and planters, public art, and traffic calming measures such as sidewalk bump outs. In addition, the City should consider updating stops lights and traffic signals to match streetlights, wayfinding signage, and other infrastructure elements along the corridor.

SECONDARY INTERSECTIONS

Given their position along 9th Avenue, these intersections should be used to accommodate pedestrian movement crossing the corridor from north to south. Four of these intersections are west of Knapp Street (Reichow, Mason, Rugby, and Georgia), providing pedestrian crossing points for more suburban residential areas. Four are east of Knapp Street (Michigan, Iowa, Minnesota, and Nebraska), providing more regular crossing points within higher density neighborhoods and around Center City Mixed Use areas.

All secondary intersections should be improved with crosswalks marked by high visibility signage that indicates pedestrian right-of-way. East of Knapp Street, secondary intersections should include crosswalks to support north-south movement on both sides of the intersection. This may be limited to one side for intersections in more suburban areas west of Knapp Street.

HUNTINGTON PLACE CROSSWALK

This crosswalk supports Franklin Elementary School by providing a dedicated crossing point for students who live south of 9th Avenue. The crosswalk includes a dedicated traffic signal that is pedestrian activated. The City should consider improvements like those recommended for Secondary Intersections, to more clearly define the crosswalk and indicate its location to drivers. This could include decorative pavement treatments to mark pedestrian right-of-way, sidewalk bump outs, and updated traffic signals and signage.

OTHER INTERSECTIONS

All other intersections along the corridor should be improved with crosswalks to support east-west pedestrian movement. These should be supported by clearly marked striping, signage as necessary, and ADA-compliant curb cuts.

PEDESTRIAN AMENITIES

9th Avenue lacks street furnishings and other amenities that support walkability and foster a pedestrian-oriented atmosphere. The City should install furnishings such as benches, trash receptacles, bus shelters, and bike racks along the full length of the corridor. Priority should be given to Center City mixed use areas, neighborhood commercial nodes, and higher density neighborhoods at the eastern end of the corridor. Other amenities such as parkway trees, pedestrian lighting, and landscape buffers can ensure pedestrian safety.

BUS STOPS

While the Corridor is well serviced by public transit, many bus stops along 9th Avenue are not easily identifiable. This lack of prominence make it unclear where to wait for the bus and may lead to lack of use by residents. Most are marked by a small white and green sign, however, many lack other features to call attention to their location. The City should enhance bus stops with more significant signage, benches, shelters, and route information to heighten their visibility and improve the experience of transit riders. This should include both improvements to existing facilities and installation of new facilities for unmarked bus stops. In areas of the corridor where bus stops are separated from the roadway by a terrace, the City should install waiting areas within the public right-of-way to allow access between the sidewalk and bus.

SCREENING & BUFFERING

Screening and buffering enables the City to control what is visible from the public right-of-way. While compatible with the Land Use and Development Framework, some uses result in negative impacts to the appearance of the corridor and adjacent properties. Examples include parking lots, high intensity commercial properties, industrial uses, and service areas and maintenance areas. Efforts to ensure these areas are not visible from the public right-of-way will help improve the character of the corridor and provide an opportunity to facilitate a more positive experience.

The City should work with property owners and businesses to properly screen or buffer uses that negatively impact the appearance of the corridor. Screening should include fences, hedges, rows of trees or other vegetation, and decorative walls to block views. Buffering should include setbacks and landscaped berms to push unsightly areas further back from the right-of-way. The City should encourage the use of high quality materials and innovative design to ensure screening and buffering contributes to a positive appearance. This could include public art and branding elements that create greater unity along the corridor.

INTERSTATE SCREENING

Interstate 41, as well as adjacent roadways, including Koeller Street and Washburn Street, are separated by a chain-link fence and small landscaped buffer. While the buffer is well maintained, the chain-link fence has a temporary, industrial appearance and results in the growth of weeds and vegetation between the fence and interstate barrier. The City should coordinate with WisDOT to replace the chain-link fence with more permanent screening. This could utilize the same style and design as the 9th Avenue bridge over the interstate, contributing to a more unified character.

SURFACE PARKING IMPROVEMENTS

Surface parking can be found throughout the commercial areas of 9th Avenue, particularly within Interstate Commercial uses near the I-41 interchange. Poorly designed parking can result in large expanses of pavement that result in an empty appearance, have harsh environmental impacts, and can be dangerous for pedestrians. To limit these negative impacts, the City should review and update standards for surface parking lots within the zoning code. The following requirements should be considered:

- Surface parking should be fully curbed and outfitted with necessary infrastructure to accommodate stormwater runoff.
- Surface parking should have perimeter screening, such as hedges, landscaped berms, or decorative fencing, between parking areas and the public right-of-way.
- Surface parking should have appropriate screening or buffering between adjacent residential uses.
- Internally, surface parking should include landscape islands to break up extensive pavement and assist with stormwater management.
- Surface parking landscaping should include shade trees, evergreens, shrubs, grasses, and flowers that contribute to beautification efforts along the corridor.
- Efforts should be made to reduce stormwater runoff and flooding by increasing the amount of pervious area on a site, reducing oversized parking lots, and incorporating sustainable best management practices, such as:

- Bioswales/Bioretenation;
 - Filter strips;
 - Rain water harvesting;
 - Level spreaders;
 - Native planting;
 - Naturalized buffers, parking lot islands, and retention/detention basins; and
 - Porous surfaces/permeable pavers.
- Surface parking should include designated routes for pedestrians between the public right-of-way and primary structure. Preferred design would incorporate curbed sidewalks and clearly marked pedestrian crosswalks.

These standards should be required for all surface parking along the corridor. In addition, the City should incentivize and coordinate with owners of properties with existing surface parking to make improvements that meet these standards. Interstate commercial uses should be the focus of this effort, however, parking for neighborhood commercial and Center City mixed use should also be addressed. Parking lots for higher density residential developments, such as the single family attached homes near 9th Avenue and Georgia Street, should also be considered.

PUBLIC ART

The City should work with the Oshkosh Public Art and Beautification Committee to identify opportunities for sculptures, murals, installations, and other forms of public art along the corridor. Public art will have a significant impact on the character of 9th Avenue, creating unique destinations and points of interests. In addition, public art can contribute to a greater sense of place in commercial nodes and pedestrian-oriented area.

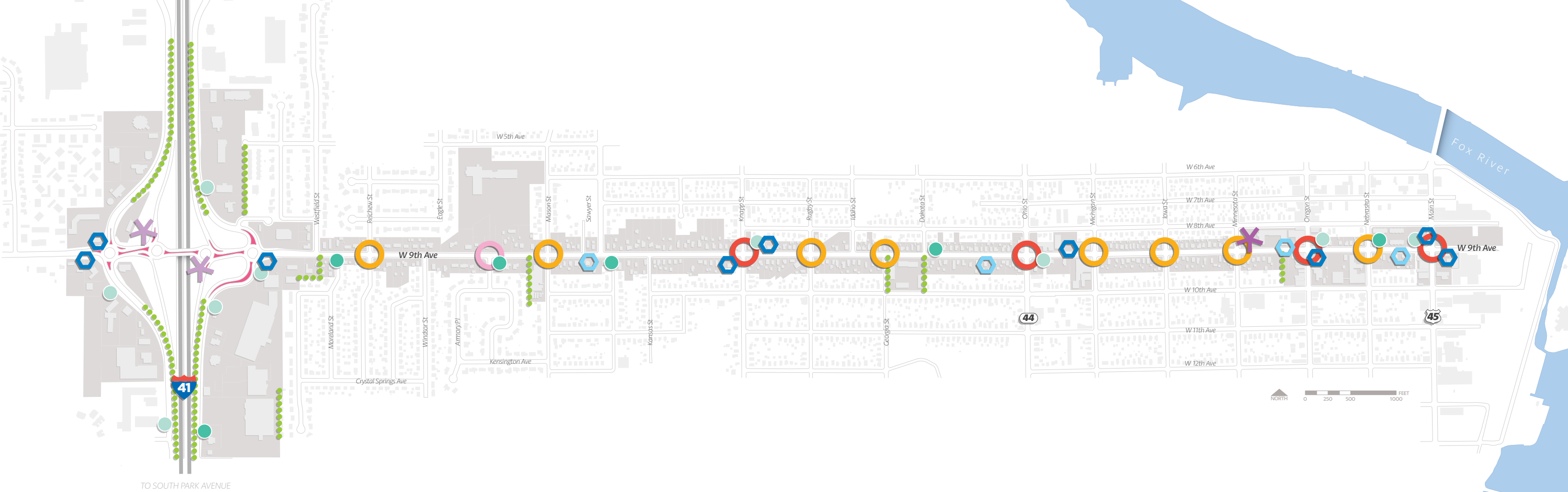
The City should incorporate public art as appropriate within improvement projects along the corridor. This can include the creation of designated spaces for public art, the installation of sculptures or other works, and the integration of art within infrastructure. For example, local artists could help design crosswalk pavement treatments, or art students from Oshkosh schools could help paint sidewalk furnishings with unique designs. Where possible, the City should collaborate with local groups to support public art along the corridor, including the Paine Art Center, The University of Wisconsin – Oshkosh's Art Department, Fox Valley Technical College, and local school districts.

While art should be interspersed across the corridor, the following areas would best benefit from public art:

- Center City Mixed Use areas;
- Higher density neighborhoods on the eastern end of the corridor;
- Neighborhood commercial centers, such as the Knapp Street or Ohio Street intersection;
- Gateway features near I-41, including within the landscaped areas of all 4 roundabouts; and
- Local gateway features for the Center City.

Existing Bus Stop Conditions





TO SOUTH PARK AVENUE

MEDIANS

Medians within and around the I-41 interchange provide an opportunity for beautification. Most of these medians are curbed and filled with a simple brick pattern. While not unattractive, the addition of vegetation, public art, and other decorative or branding elements, could create a more visually appealing entrance to the community. These improvements could be coordinated with gateway features and other branding efforts across the corridor.

In addition to curbed medians, the I-41 interchange has two yellow-striped medians. These mark the traffic patterns entering and exiting the roundabouts, while still allowing access to adjacent properties. The yellow stripes indicate that they can be crossed. Compared with other medians and materials used in the area, however, these medians appear unattractive and temporary. While these medians must be maintained to ensure accessibility, the City should explore the possibility of beautification efforts to improve their appearance, such as decorative paving treatments and repainting. Improvements must continue to convey that they are crossable.

OVERHEAD UTILITIES

Utility poles and overhead lines run the full length of the 9th Avenue Corridor on the north side, and in many locations, overhead lines cross the roadway to provide service to homes on the south side of the roadway. These overhead utilities contribute to a visual clutter and detract from the appearance and character of the corridor. As opportunities arise, the City should explore the costs and feasibility of burying overhead utilities. This is best accomplished as part of other roadway projects, including repaving. The busy intersection at 9th Avenue and Sawyer Street presents an opportunity to establish a "pilot area" for utility undergrounding.

As future investment occurs, the City should encourage the installation of underground utilities or, at a minimum, require new utility lines to run parallel to 9th Avenue to reduce the number of lines that cut across the street. The City should also consider working with Wisconsin Public Services to identify priority areas for undergrounding utilities.

STREETLIGHTS

Appropriate lighting is necessary to improve the aesthetic of an area, contributing to a more inviting atmosphere and providing a greater sense of safety. Streetlights vary across the length of the 9th Avenue Corridor. While the interstate commercial area around I-41 has adequate lighting, no streetlights existing between Westfield Street and Rugby Street, and east of Rugby Street, lighting is accommodated by typical "cobra-head" lights attached to utility poles. Between Nebraska Street and Main Street, however, lighting is provided using decorative lamp posts.

The City should install streetlighting along the full length of the corridor either replicating the established lighting between Nebraska Street and Main Street or introducing a new lighting design. Lamp posts should be evenly spaced to provide lighting at regular intervals. In addition, areas of Neighborhood Commercial and Center City Mixed Use should be improved with pedestrian-scaled lighting and additional streetlighting to establish safe, well-lit pedestrian nodes. As appropriate, all lighting should incorporate dark sky principles to reduce glare, light clutter, trespass, energy waste, and light pollution.



Example of Pedestrian Scale Streetlighting

FAÇADE IMPROVEMENTS

Efforts to improve both residential and commercial façades along 9th Avenue will have a significant impact on the character of the corridor. While the City cannot directly initiate façade improvements, efforts to provide incentives will help facilitate projects along the corridor. The City should establish programs to encourage façade improvements and other rehabilitation projects, such as façade improvement grants and home improvement loans. As an element of these programs, the City should consider the establishment of architectural guidelines for both residential and commercial properties along the 9th Avenue Corridor. These could help offer property owners an idea of the City's vision for the character of the corridor and guide façade improvements and other architectural projects.

URBAN DESIGN RECOMMENDATIONS

- Screening
- Community Gateway Signage
- Local Gateway Signage
- Wayfinding Signage
- Existing Wayfinding Signage
- Install Bus Stop Signage & Facilities
- Enhance Bus Stop Facility
- Primary Intersections
- Secondary Intersections
- Huntington Place Crosswalk
- Median Improvement



3

**SOUTH PARK AVENUE
CORRIDOR**



SOUTH PARK AVENUE LAND USE & DEVELOPMENT FRAMEWORK

The South Park Avenue corridor includes a diverse range of land uses. While much of the area is residential in nature, no single existing land use accounts for more than 20 percent of the total area. Commercial uses are predominant nearest Interstate 41, transitioning to residential neighborhoods moving east along the corridor. The Land Use and Development Framework seeks to reinforce existing land use patterns and ensure that future growth and investment is best positioned throughout the corridor.

INTERSTATE COMMERCIAL

Interstate Commercial is comprised of properties adjacent to Interstate 41, between Venture Drive and the South Park Avenue/I-41 interchange. This also includes commercial uses west of South Park Avenue on 20th Avenue and Koeller Street. Businesses within this area cater to both Oshkosh residents, interstate travelers, and the larger regional consumer base. Uses include big box stores and national retailers, businesses located in strip malls and small shopping centers, stand-alone commercial business, professional offices, hotels and other hospitality uses, and restaurants and fast food establishments. All uses are supported by considerable surface parking that are, in some instances, shared by multiple users.

The City should continue to support Interstate Commercial and encourage reinvestment in vacant and underutilized properties to generate greater activity within the area. Expansion of commercial uses moving northeast should be limited, so that investment can be guided toward infill sites. A particularly important infill site is the partially vacant Aviation Plaza, located west of Koeller Street between South Park Avenue and 20th Avenue. The City should work with property owners and investors to initiate redevelopment of this lot. New development should generate greater activity and act as an inviting and attractive destination that welcomes travelers into the community.

Interstate Commercial uses should be located at the back of the lot, with parking located in the front, and considerations for truck access related to shipping and receiving at the rear of buildings. Where appropriate, out lot development, such as smaller retail businesses and restaurants, should be encouraged. These uses should be placed at the front of the lot and utilize shared parking with primary users. While automobiles will remain the primary form of access, considerations should be given to pedestrian and cyclist access from adjacent residential areas. The City should work with property owners and developers to consider on-site improvements related to pedestrian accessibility.

RESIDENTIAL NEIGHBORHOODS

In the future, residential neighborhoods will remain a prominent feature of South Park Avenue east of Knapp Street. These neighborhoods should be well maintained to create an inviting atmosphere. Residential properties along the corridor should help establish positive impressions that reflect Oshkosh's quality neighborhoods for those traveling into the Center City.

DENSITY

Higher density residential should be concentrated near commercial areas, with lower density residential uses, including single-family detached homes located primarily between Knapp and Michigan streets. East of Michigan Street, as the corridor approaches Center City Mixed-Use areas, residential uses should be higher in density, including multi-family and single-family attached product types. Directly adjacent to Center City Mixed-Use areas, multi-family developments would ideally act as buffers for more intense uses and support a more walkable environment that supports commercial businesses.

SITE DESIGN

Site design along South Park Avenue should mimic patterns for residential density. As such, properties between Knapp Street and Michigan Street should be more suburban in their design, with buildings located centrally within their lots. Side and front yard setbacks

should be consistent throughout to create a suburban streetwall that reflects adjacent neighborhoods.

Properties east of Michigan Street should be more pedestrian oriented, particularly closest to Center City Mixed-Use areas. Buildings should be oriented toward the street and located toward the front of parcels, with parking in the rear. Multi-family uses adjacent to commercial areas should be pedestrian oriented and have minimal to no side and front yard setbacks.

APPEARANCE

Residential properties along South Park Avenue are generally well maintained, however, some areas show early signs of deterioration and age which can detract from the appearance of the corridor. Working with property owners and tenants, the City can improve the appearance of residential properties along South Park Avenue through the use of home improvement loans and residential façade improvement grants.

In addition, the City should review and update zoning codes along the corridor to ensure maintenance requirements are met. All ordinances should then be strictly enforced to ensure a high standard of maintenance. Cooperation between property owners and the City should always be sought as the intervention in addressing issues related to deterioration of properties within the study area.

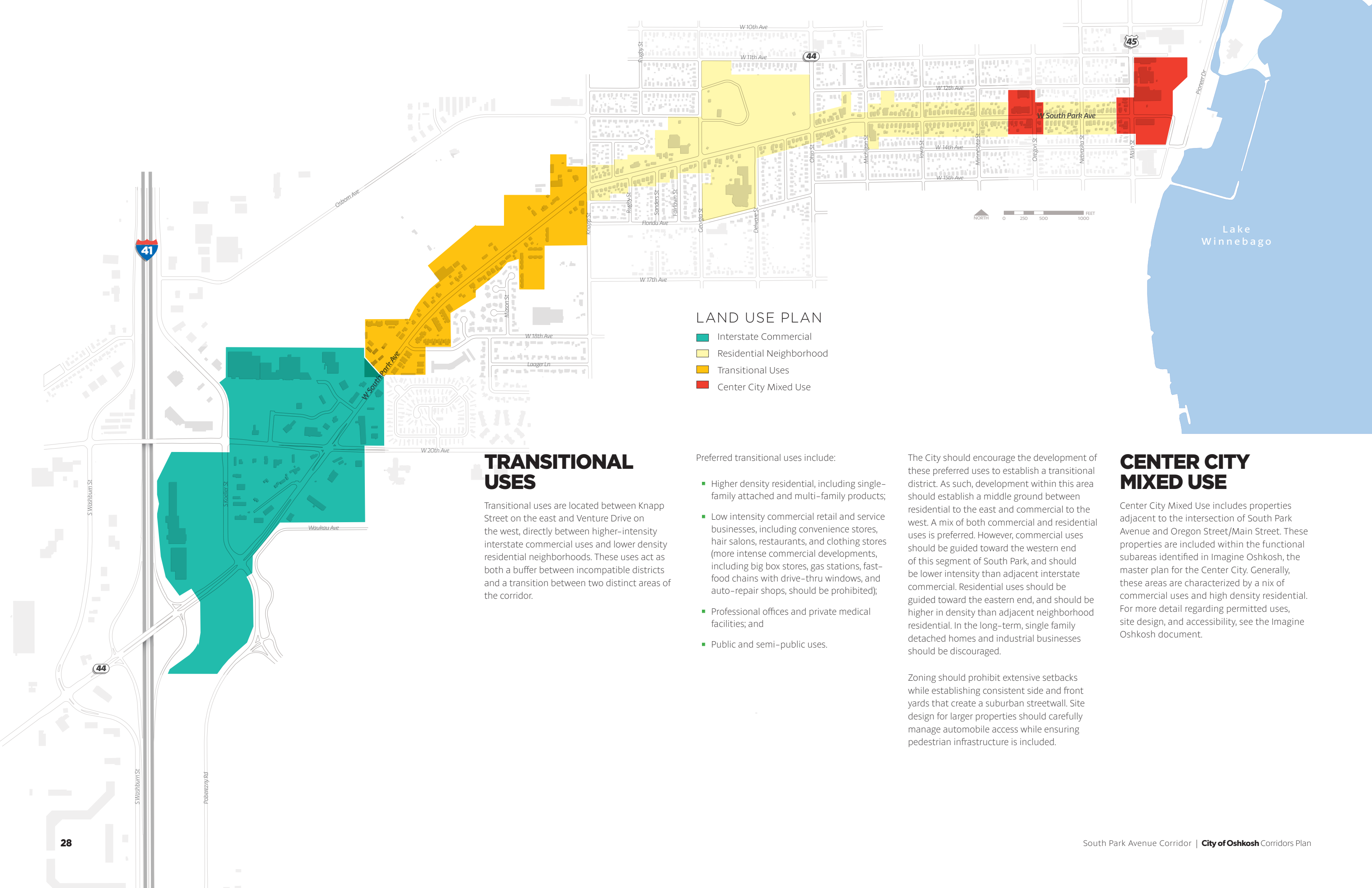
SINGLE-FAMILY CONVERSIONS

Most residential structures along South park Avenue are single-family detached, however, east of Ohio Street, some buildings have begun to convert to single-family attached and multi-family uses. Within this area, single-family conversions help to provide greater residential density without requiring redevelopment. The City should work with property owners to establish an inventory of all single-family conversions, including information related to property ownership. This will assist in managing these properties and ensuring accountability for their maintenance.

Single-family conversions should be limited west of Ohio Street, where most properties are lower-density, single-family homes. While conversions do not immediately change the character of a neighborhood, they can result in shifts over time, particularly for properties not originally designed for multiple, separate tenants.

SUPPORTING USES

Appropriate supporting uses should be allowed within the residential neighborhoods located along 9th Avenue. This includes non-residential uses such as schools, parks and open space, churches, and community centers.



LAND USE PLAN

- Interstate Commercial
- Residential Neighborhood
- Transitional Uses
- Center City Mixed Use

TRANSITIONAL USES

Transitional uses are located between Knapp Street on the east and Venture Drive on the west, directly between higher-intensity interstate commercial uses and lower density residential neighborhoods. These uses act as both a buffer between incompatible districts and a transition between two distinct areas of the corridor.

Preferred transitional uses include:

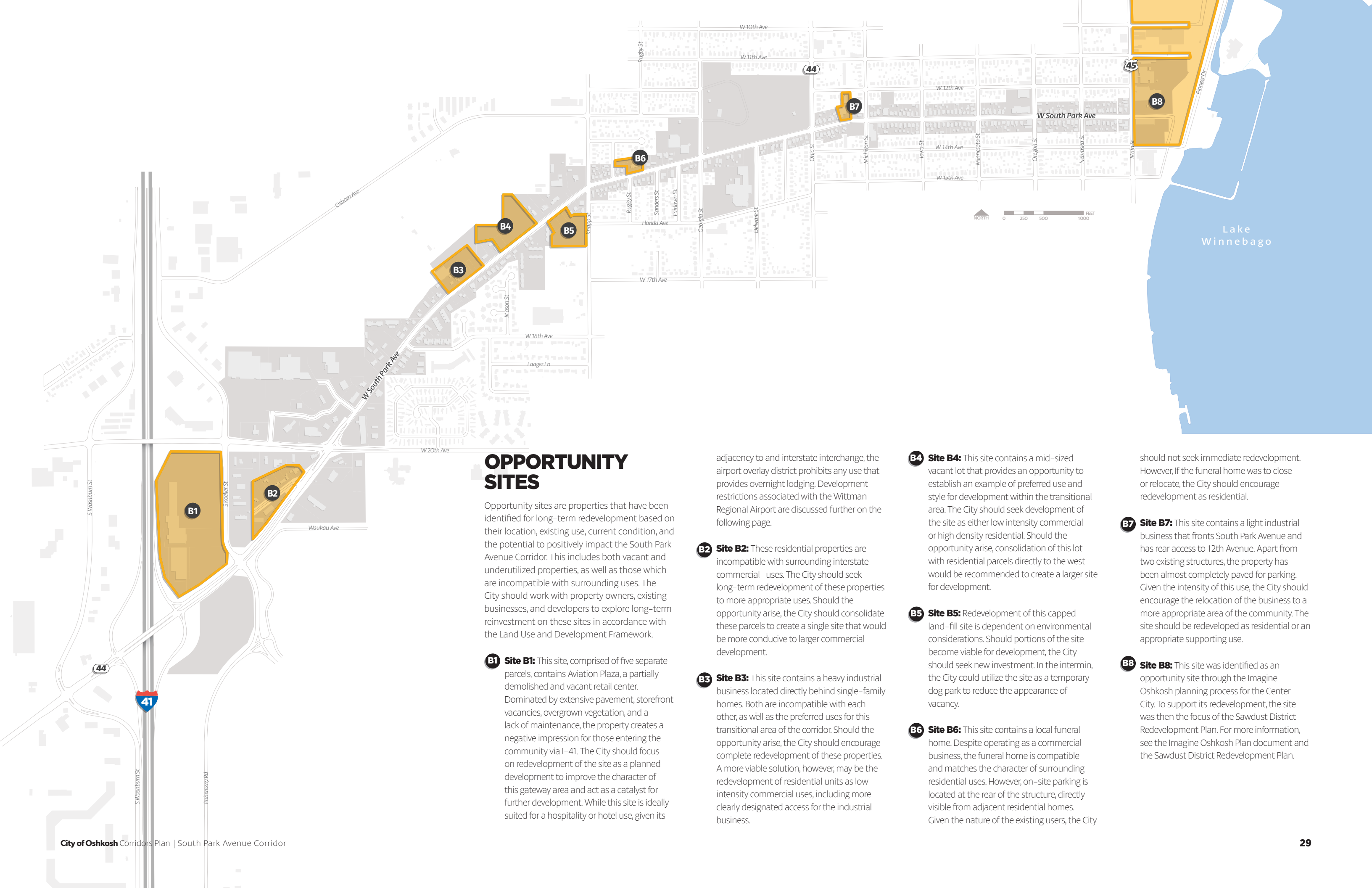
- Higher density residential, including single-family attached and multi-family products;
- Low intensity commercial retail and service businesses, including convenience stores, hair salons, restaurants, and clothing stores (more intense commercial developments, including big box stores, gas stations, fast-food chains with drive-thru windows, and auto-repair shops, should be prohibited);
- Professional offices and private medical facilities; and
- Public and semi-public uses.

The City should encourage the development of these preferred uses to establish a transitional district. As such, development within this area should establish a middle ground between residential to the east and commercial to the west. A mix of both commercial and residential uses is preferred. However, commercial uses should be guided toward the western end of this segment of South Park, and should be lower intensity than adjacent interstate commercial. Residential uses should be guided toward the eastern end, and should be higher in density than adjacent neighborhood residential. In the long-term, single family detached homes and industrial businesses should be discouraged.

Zoning should prohibit extensive setbacks while establishing consistent side and front yards that create a suburban streetwall. Site design for larger properties should carefully manage automobile access while ensuring pedestrian infrastructure is included.

CENTER CITY MIXED USE

Center City Mixed Use includes properties adjacent to the intersection of South Park Avenue and Oregon Street/Main Street. These properties are included within the functional subareas identified in Imagine Oshkosh, the master plan for the Center City. Generally, these areas are characterized by a mix of commercial uses and high density residential. For more detail regarding permitted uses, site design, and accessibility, see the Imagine Oshkosh document.



OPPORTUNITY SITES

Opportunity sites are properties that have been identified for long-term redevelopment based on their location, existing use, current condition, and the potential to positively impact the South Park Avenue Corridor. This includes both vacant and underutilized properties, as well as those which are incompatible with surrounding uses. The City should work with property owners, existing businesses, and developers to explore long-term reinvestment on these sites in accordance with the Land Use and Development Framework.

B1 Site B1: This site, comprised of five separate parcels, contains Aviation Plaza, a partially demolished and vacant retail center. Dominated by extensive pavement, storefront vacancies, overgrown vegetation, and a lack of maintenance, the property creates a negative impression for those entering the community via I-41. The City should focus on redevelopment of the site as a planned development to improve the character of this gateway area and act as a catalyst for further development. While this site is ideally suited for a hospitality or hotel use, given its

adjacency to and interstate interchange, the airport overlay district prohibits any use that provides overnight lodging. Development restrictions associated with the Wittman Regional Airport are discussed further on the following page.

B2 Site B2: These residential properties are incompatible with surrounding interstate commercial uses. The City should seek long-term redevelopment of these properties to more appropriate uses. Should the opportunity arise, the City should consolidate these parcels to create a single site that would be more conducive to larger commercial development.

B3 Site B3: This site contains a heavy industrial business located directly behind single-family homes. Both are incompatible with each other, as well as the preferred uses for this transitional area of the corridor. Should the opportunity arise, the City should encourage complete redevelopment of these properties. A more viable solution, however, may be the redevelopment of residential units as low intensity commercial uses, including more clearly designated access for the industrial business.

B4 Site B4: This site contains a mid-sized vacant lot that provides an opportunity to establish an example of preferred use and style for development within the transitional area. The City should seek development of the site as either low intensity commercial or high density residential. Should the opportunity arise, consolidation of this lot with residential parcels directly to the west would be recommended to create a larger site for development.

B5 Site B5: Redevelopment of this capped land-fill site is dependent on environmental considerations. Should portions of the site become viable for development, the City should seek new investment. In the interim, the City could utilize the site as a temporary dog park to reduce the appearance of vacancy.

B6 Site B6: This site contains a local funeral home. Despite operating as a commercial business, the funeral home is compatible and matches the character of surrounding residential uses. However, on-site parking is located at the rear of the structure, directly visible from adjacent residential homes. Given the nature of the existing users, the City

should not seek immediate redevelopment. However, if the funeral home was to close or relocate, the City should encourage redevelopment as residential.

B7 Site B7: This site contains a light industrial business that fronts South Park Avenue and has rear access to 12th Avenue. Apart from two existing structures, the property has been almost completely paved for parking. Given the intensity of this use, the City should encourage the relocation of the business to a more appropriate area of the community. The site should be redeveloped as residential or an appropriate supporting use.

B8 Site B8: This site was identified as an opportunity site through the Imagine Oshkosh planning process for the Center City. To support its redevelopment, the site was then the focus of the Sawdust District Redevelopment Plan. For more information, see the Imagine Oshkosh Plan document and the Sawdust District Redevelopment Plan.

WITTMAN REGIONAL AIRPORT

The Wittman Regional Airport poses a unique challenge to the southwestern end of South Park Avenue. This part of the corridor falls within the Runway Protection Zone (AIR-1), Airport Noise Zone (AIR-2), and Aerial Approach/Departure Zone (AIR-3), which restrict development because of proximity to the airport. Development within these zones have additional restrictions related to building height, use types, and the abatement of aircraft noise. Building height, however, is not an issue within the study area, as the underlying zoning height restriction of 45 feet is under the limit of the airport's overlay district.

The AIR-1 district prohibits all uses apart from agricultural uses. Additionally, the AIR-2 and AIR-3 overlay districts prohibits the following:

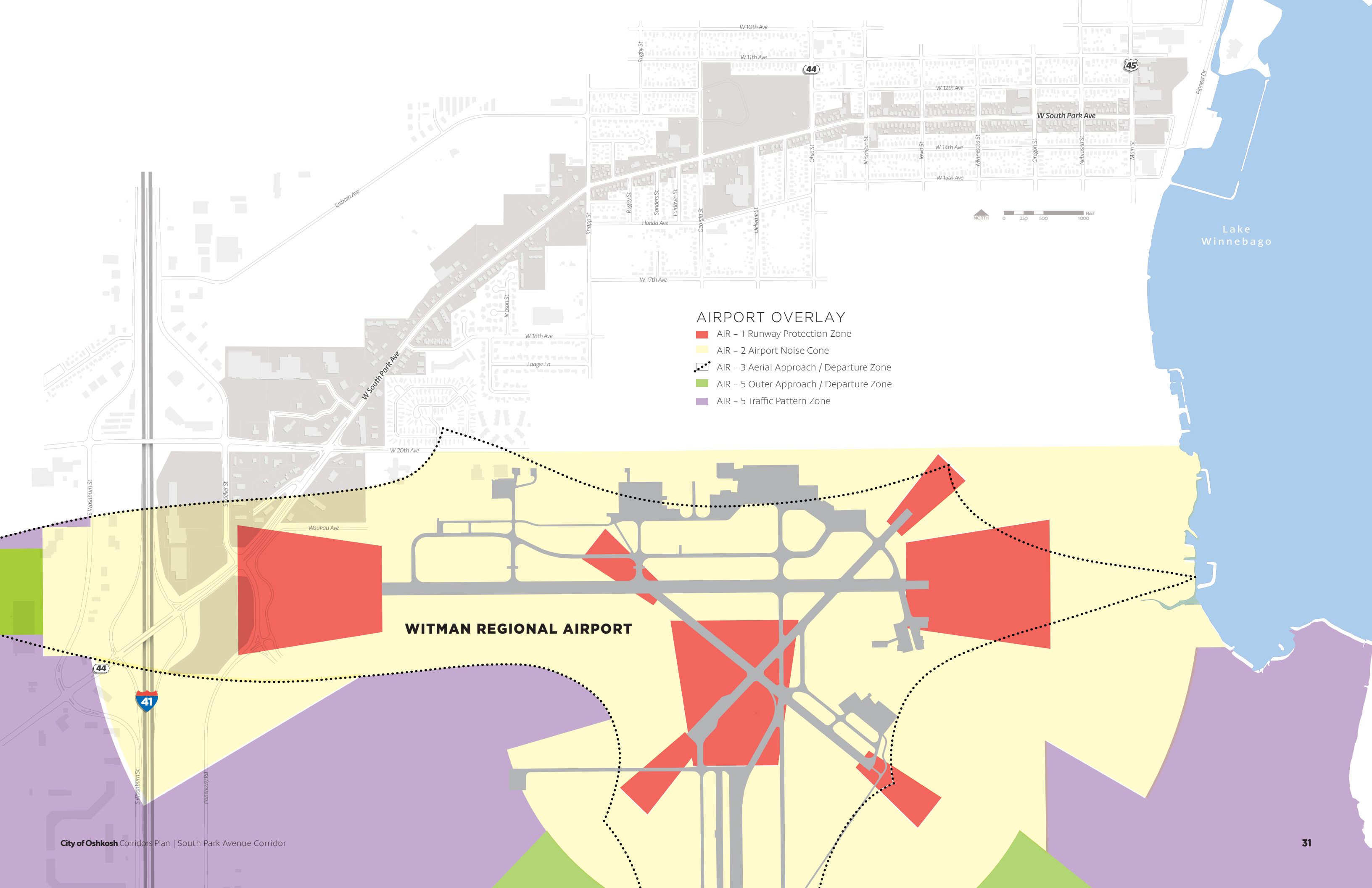
- All residential uses,
- Any use that provides overnight lodging,
- Hospitals,
- Nursing homes,
- Group day care centers, and
- Places of assembly (religious).

Given the development potential around the Interstate 41 exit onto South Park Avenue, sites like B1 have the potential for hospitality uses that would cater to travelers on the interstate and those flying to Oshkosh. While this is not allowed under the AIR-2 and AIR-3, this site's proximity to both the airport and Interstate 41 presents an economic opportunity. The City should work with Winnebago County to redraw the boundaries of the AIR-2 and AIR-3 districts, which could remove these restrictions on uses for some of the opportunity sites. If the restrictions do not change, this site would be best served as a mix of office uses and some commercial or restaurants.

WITTMAN REGIONAL AIRPORT AREA ALLOWED USES SOUTH PARK AVENUE CORRIDOR

ALLOWED USE	PERMITTED	CONDITIONAL
Cultivation		X
Community Garden		X
Market Garden		X
Office	X	
Personal or Professional Service	X	
Indoor Sales or Service	X	X
Outdoor Display		
Artisan Production Shop	X	
Commercial Kitchen	X	
Restaurant, Taverns, & Indoor Commercial Entertainment	X	
Outdoor Commercial Entertainment		X
Drive-Through & In-Vehicle Sales or Service	X	
Indoor Maintenance Service	X	
Vehicle Sales	X	
Vehicle Service & Repair		X
Water-Related Recreation		X
Light Industrial		X
Indoor Food Production or Production Greenhouse		X
Indoor Storage & Wholesaling		X
Personal Storage Facility		X
Transit Center		X
Off-Site Parking Lot		X
Off-Site Structured Parking		X

Source: Houseal Lavigne Associates; City of Oshkosh 2017



AIRPORT OVERLAY

- AIR - 1 Runway Protection Zone
- AIR - 2 Airport Noise Cone
- AIR - 3 Aerial Approach / Departure Zone
- AIR - 5 Outer Approach / Departure Zone
- AIR - 5 Traffic Pattern Zone



WITMAN REGIONAL AIRPORT



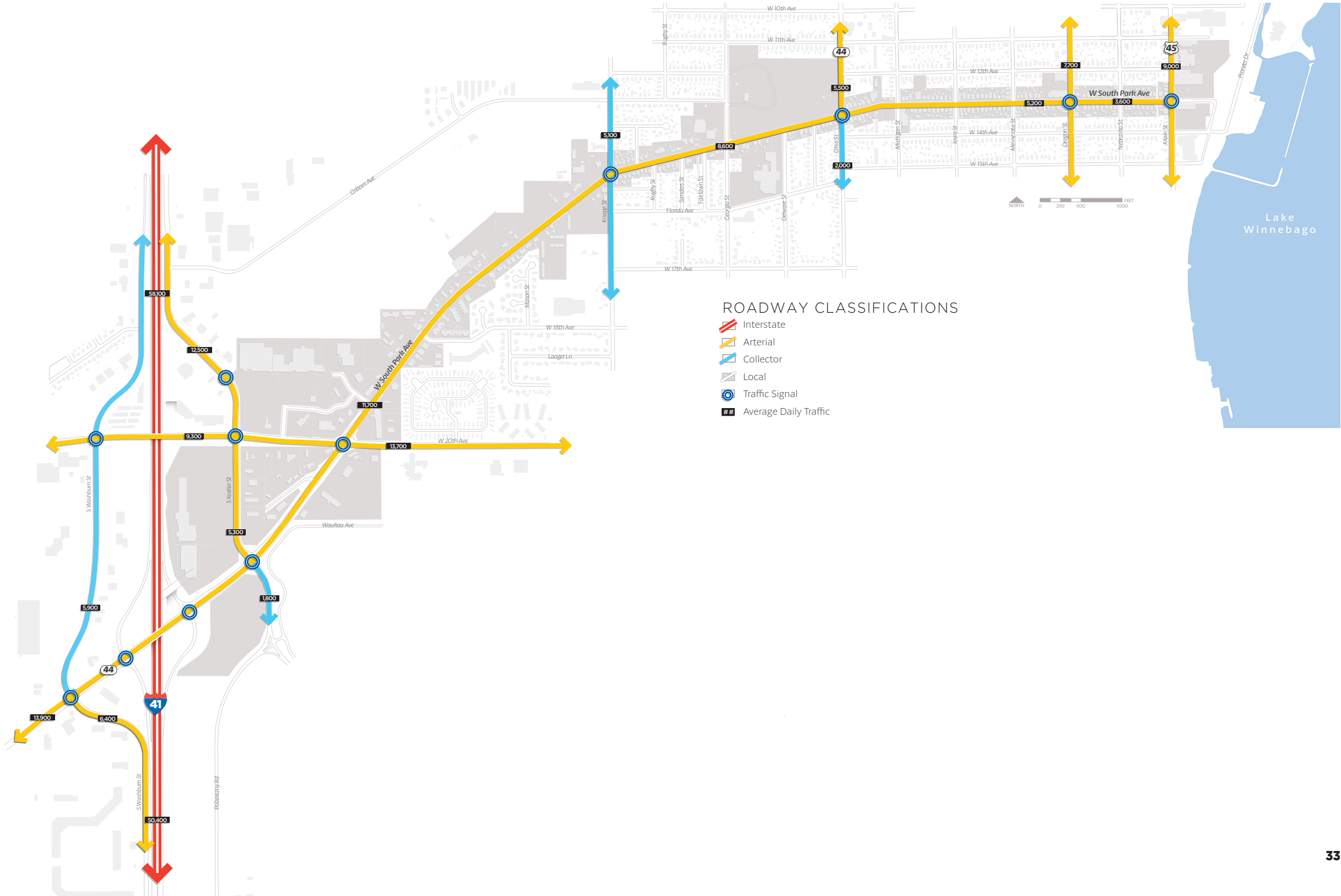
SOUTH PARK AVENUE MULTI-MODAL TRANSPORTATION FRAMEWORK

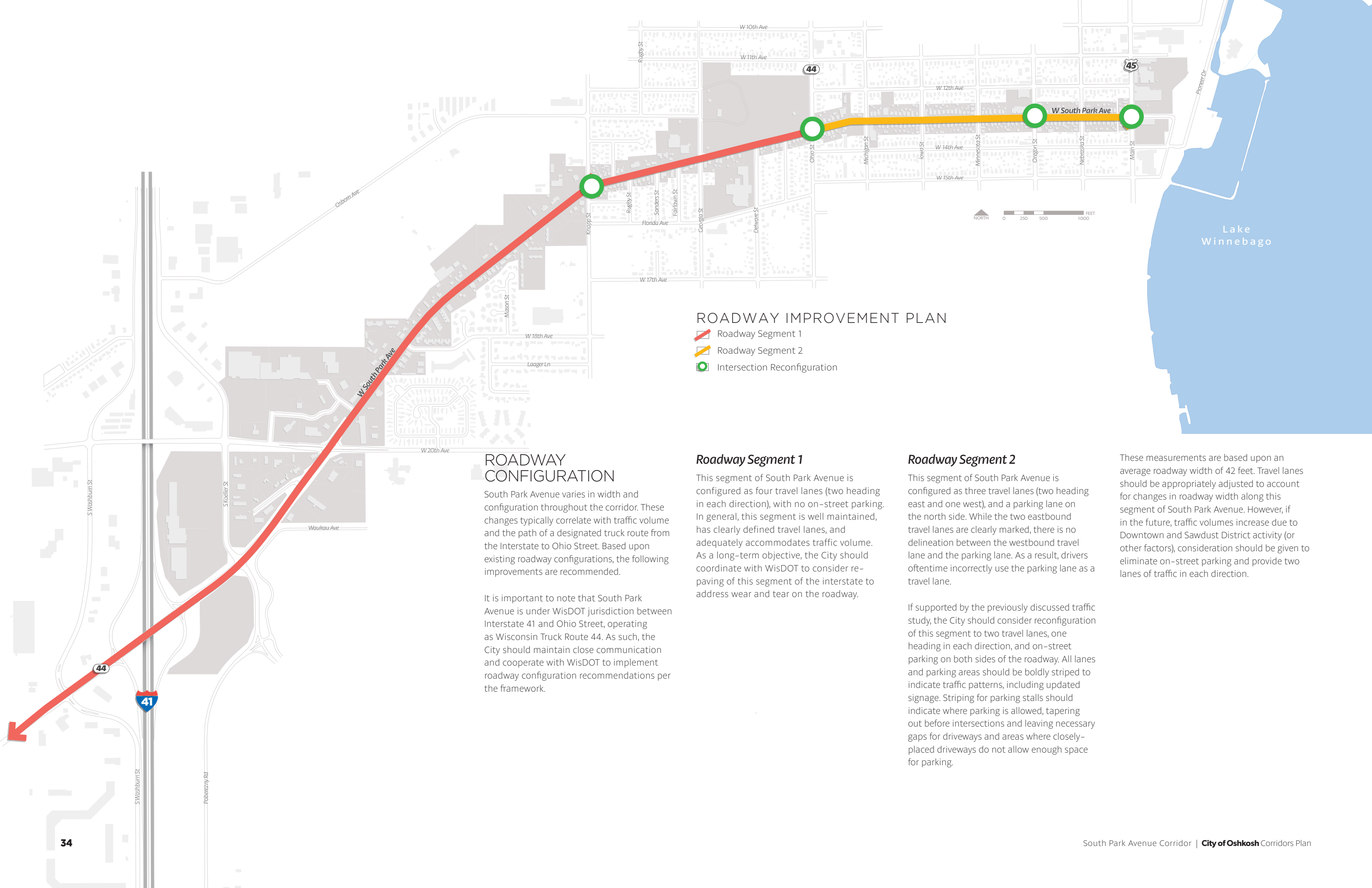
The Multi-Modal Transportation Framework details recommendations to improve vehicular traffic flow, circulation and access, and enhancements to pedestrian and bicycle amenities.

VEHICULAR TRANSPORTATION

ROADWAY CLASSIFICATIONS

South Park Avenue is a principal arterial from Interstate 41 to Ohio Street, transitioning to a minor arterial from Ohio Street to Main Street. As the roadway moves east away from Interstate 41 into more residential areas, traffic counts decrease. At the I-41 interchange, the average daily traffic count is 12,100 vehicles per day. Traffic counts decrease to 8,600 vehicles near Ohio Street and are as low as 3,600 vehicles east of Oregon Street. Given this decreased level of traffic, South Park Avenue is operating as a disseminator of local residential traffic.





ROADWAY IMPROVEMENT PLAN

- █ Roadway Segment 1
- █ Roadway Segment 2
- Intersection Reconfiguration

ROADWAY CONFIGURATION

South Park Avenue varies in width and configuration throughout the corridor. These changes typically correlate with traffic volume and the path of a designated truck route from the Interstate to Ohio Street. Based upon existing roadway configurations, the following improvements are recommended.

It is important to note that South Park Avenue is under WisDOT jurisdiction between Interstate 41 and Ohio Street, operating as Wisconsin Truck Route 44. As such, the City should maintain close communication and cooperate with WisDOT to implement roadway configuration recommendations per the framework.

Roadway Segment 1

This segment of South Park Avenue is configured as four travel lanes (two heading in each direction), with no on-street parking. In general, this segment is well maintained, has clearly defined travel lanes, and adequately accommodates traffic volume. As a long-term objective, the City should coordinate with WisDOT to consider re-paving of this segment of the interstate to address wear and tear on the roadway.

Roadway Segment 2

This segment of South Park Avenue is configured as three travel lanes (two heading east and one west), and a parking lane on the north side. While the two eastbound travel lanes are clearly marked, there is no delineation between the westbound travel lane and the parking lane. As a result, drivers oftentimes incorrectly use the parking lane as a travel lane.

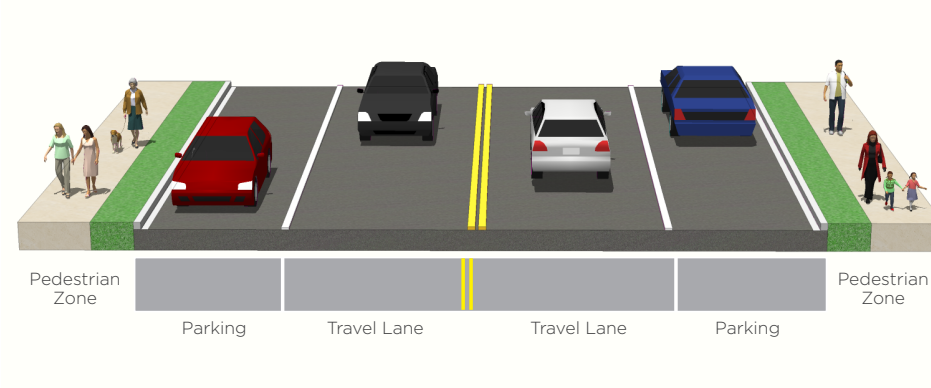
If supported by the previously discussed traffic study, the City should consider reconfiguration of this segment to two travel lanes, one heading in each direction, and on-street parking on both sides of the roadway. All lanes and parking areas should be boldly striped to indicate traffic patterns, including updated signage. Striping for parking stalls should indicate where parking is allowed, tapering out before intersections and leaving necessary gaps for driveways and areas where closely-placed driveways do not allow enough space for parking.

These measurements are based upon an average roadway width of 42 feet. Travel lanes should be appropriately adjusted to account for changes in roadway width along this segment of South Park Avenue. However, if in the future, traffic volumes increase due to Downtown and Sawdust District activity (or other factors), consideration should be given to eliminate on-street parking and provide two lanes of traffic in each direction.

Intersection Reconfiguration

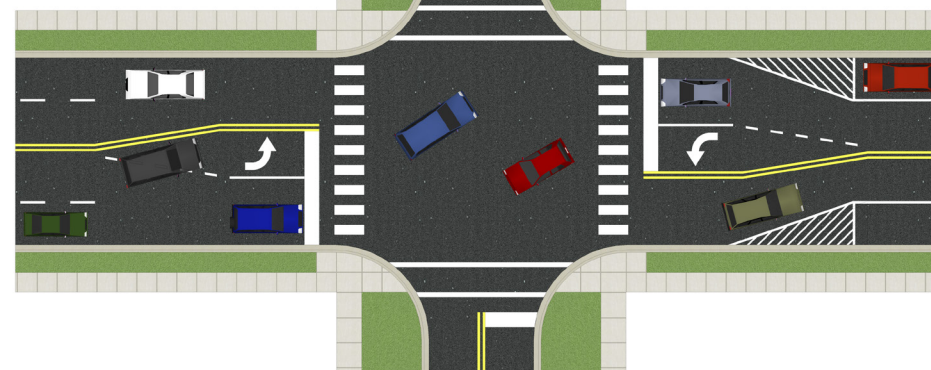
Improvements to signalized intersections from Knapp Street east should be responsive to roadway reconfigurations of adjacent segments of South Park Avenue. Entering intersections, roadways should taper to a three-lane configuration, comprised of two travel lanes and a center turn lane. Exiting the intersection, tapering and signage should clearly mark the appropriate traffic pattern for the next roadway segment. Tapering and signage should also clearly delineate the beginning of on-street parking and transition to a single travel lane. All intersection improvements should ensure smooth transition of automobiles between different roadway configurations.

Roadway Segment 2



Graphics representation not to scale

Intersection Reconfiguration



Graphics representation not to scale

PARKING

Parking along South Park Avenue is provided in three ways:

- Off-street surface parking lots that support commercial and institutional uses;
- Off-street private residential parking for single-family homes, usually in the form of driveways and garages; and
- On-street parking.

While existing parking appears to adequately accommodate demand, the City should complete a parking study in addition to the traffic study as previously discussed. This study should quantify parking demand and identify potential locations for reduction of excess parking. Areas east of Knapp Street should be the focus of the study to explore the feasibility of roadway improvements as previously discussed.

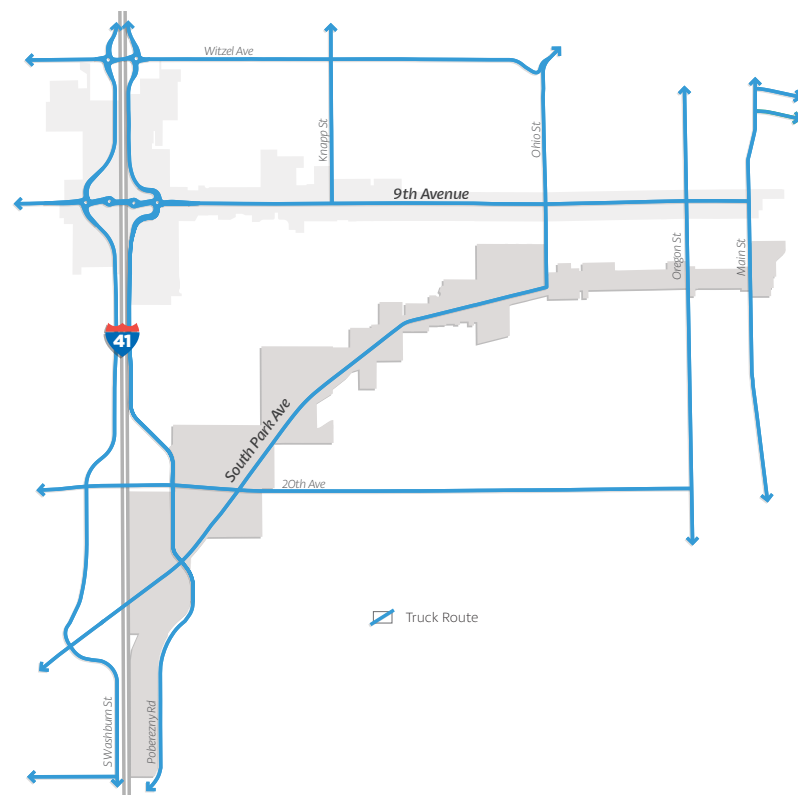
Off-street surface parking is largely concentrated on the western end of the study area to support interstate commercial uses. The City should incentivize out lot development for interstate commercial uses with surplus parking. In addition, the City should work with property owners to encourage cross-access between adjacent retail properties along South Park Avenue, 20th Avenue, and Koeller Street. This can help improve circulation and reduce unnecessary curb cuts.

The City should also explore opportunities for removal of curb cuts within the transitional area between Knapp Street and Venture Drive. Existing residential properties within this area, particularly single-family detached homes, exhibit a high number of curb cuts along a designated truck route. As appropriate, the City should encourage similar adjacent uses to provide cross access that will improve circulation and allow for the removal of unnecessary curb cuts. This should be a focus as new investment or redevelopment occur.

TRUCK TRANSPORTATION

South Park Avenue is a designated state truck route west from Ohio Street. At the Ohio Street intersection, the route heads north toward the Center City, providing an important connection for trucks between the interstate, as well as local businesses and industrial uses. Given the width and roadway configurations of South Park Avenue, truck traffic does not have a significant impact on the corridor.

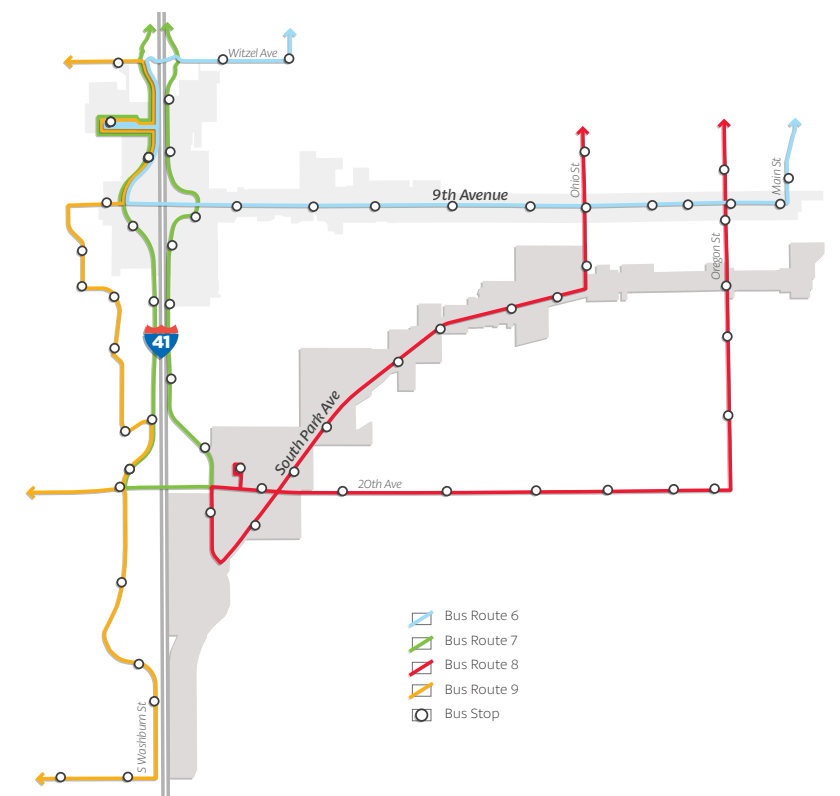
The City should continue to monitor truck traffic and key destinations served by the route. Should businesses that utilize the truck route relocate or close in the future, the City may want to consider the impact of removing or relocating the route. Truck traffic should also be included within the previously discussed traffic study to analyze the impact on roadway reconfigurations on the truck route.

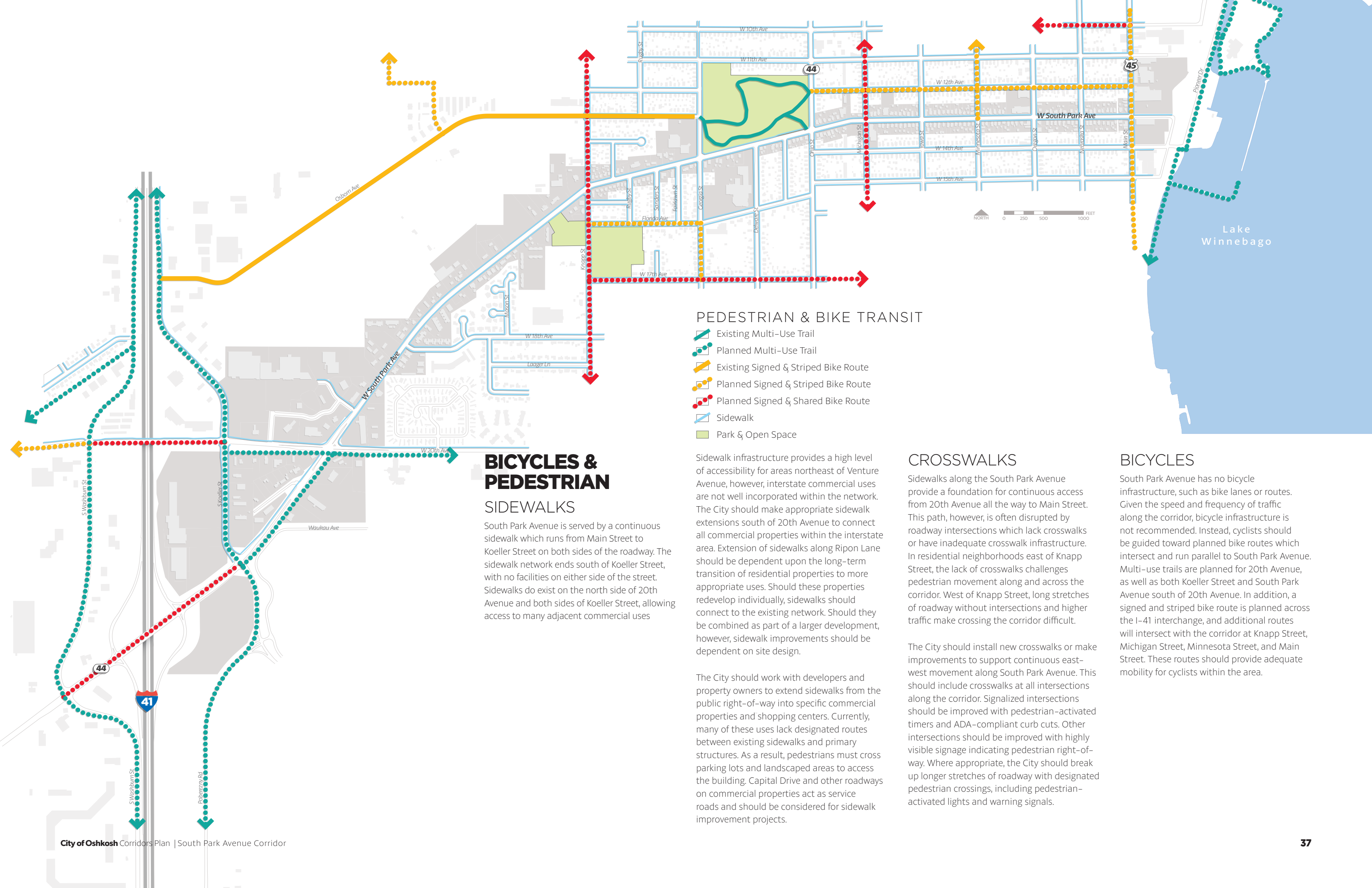


PUBLIC TRANSPORTATION

The South Park Avenue corridor is serviced by one GO Transit bus route 8, which runs along South Park Avenue between Ohio Street and the interstate commercial area adjacent to Interstate 41. The Route includes a stop in the Target shopping center and then runs east along 20th Avenue. Route 8 provides sufficient transit options that connect the corridor with Center City and other destinations throughout Oshkosh.

If areas near the interstate should see investment in the future, particularly the Aviation Plaza site, the City should consider redirecting Route 7, which does not currently make stops within the study area. A revised route could potentially run south from the intersection of Koeller Street and 20th Avenue, northeast along South Park Avenue, and west along 20th Avenue, rejoining its current route. This reroute would bring Route 7 and Route 8 to the same bus stops, allowing riders to change busses and allow for greater transit accessibility.





BICYCLES & PEDESTRIAN

SIDEWALKS

South Park Avenue is served by a continuous sidewalk which runs from Main Street to Koeller Street on both sides of the roadway. The sidewalk network ends south of Koeller Street, with no facilities on either side of the street. Sidewalks do exist on the north side of 20th Avenue and both sides of Koeller Street, allowing access to many adjacent commercial uses

PEDESTRIAN & BIKE TRANSIT

- Existing Multi-Use Trail
- Planned Multi-Use Trail
- Existing Signed & Striped Bike Route
- Planned Signed & Striped Bike Route
- Planned Signed & Shared Bike Route
- Sidewalk
- Park & Open Space

Sidewalk infrastructure provides a high level of accessibility for areas northeast of Venture Avenue, however, interstate commercial uses are not well incorporated within the network. The City should make appropriate sidewalk extensions south of 20th Avenue to connect all commercial properties within the interstate area. Extension of sidewalks along Ripon Lane should be dependent upon the long-term transition of residential properties to more appropriate uses. Should these properties redevelop individually, sidewalks should connect to the existing network. Should they be combined as part of a larger development, however, sidewalk improvements should be dependent on site design.

The City should work with developers and property owners to extend sidewalks from the public right-of-way into specific commercial properties and shopping centers. Currently, many of these uses lack designated routes between existing sidewalks and primary structures. As a result, pedestrians must cross parking lots and landscaped areas to access the building. Capital Drive and other roadways on commercial properties act as service roads and should be considered for sidewalk improvement projects.

CROSSWALKS

Sidewalks along the South Park Avenue provide a foundation for continuous access from 20th Avenue all the way to Main Street. This path, however, is often disrupted by roadway intersections which lack crosswalks or have inadequate crosswalk infrastructure. In residential neighborhoods east of Knapp Street, the lack of crosswalks challenges pedestrian movement along and across the corridor. West of Knapp Street, long stretches of roadway without intersections and higher traffic make crossing the corridor difficult.

The City should install new crosswalks or make improvements to support continuous east-west movement along South Park Avenue. This should include crosswalks at all intersections along the corridor. Signalized intersections should be improved with pedestrian-activated timers and ADA-compliant curb cuts. Other intersections should be improved with highly visible signage indicating pedestrian right-of-way. Where appropriate, the City should break up longer stretches of roadway with designated pedestrian crossings, including pedestrian-activated lights and warning signals.

BICYCLES

South Park Avenue has no bicycle infrastructure, such as bike lanes or routes. Given the speed and frequency of traffic along the corridor, bicycle infrastructure is not recommended. Instead, cyclists should be guided toward planned bike routes which intersect and run parallel to South Park Avenue. Multi-use trails are planned for 20th Avenue, as well as both Koeller Street and South Park Avenue south of 20th Avenue. In addition, a signed and striped bike route is planned across the I-41 interchange, and additional routes will intersect with the corridor at Knapp Street, Michigan Street, Minnesota Street, and Main Street. These routes should provide adequate mobility for cyclists within the area.



SOUTH PARK AVENUE URBAN DESIGN FRAMEWORK

The Urban Design Framework provides recommendations to create an inviting atmosphere and unique sense of place for the South Park Avenue Corridor. This route should act as a thoroughfare between I-41 and shopping centers on the southwest edge of Oshkosh to the Center City at the heart of the community. This includes both right-of-way improvements and on-site enhancements intended to elevate the pedestrian experience and establish South Park Avenue as a gateway to the Center City and the larger Oshkosh community. Improvements range in cost and complexity, including projects that can be completed quickly as well as others which will require further analysis before they can be implemented.

Urban design improvements should be coordinated to maximize the cohesiveness of the corridor. Gateways, furnishings, streetlights, and other improvements should share similar designs, materials, colors, and other branding elements. This will help reduce the piecemeal appearance of infrastructure along the corridor result in a more clean and attractive appearance.

GATEWAYS

Gateway signage provides an opportunity to announce entry into the community and control first impressions of Oshkosh. Currently, the I-41 interchange lacks such gateway signage and other features that welcome drivers into Oshkosh, and drivers often exit onto South Park Avenue without even knowing they have entered Oshkosh.

The City should develop prominent gateway features near the I-41 interchange. These should be carefully located to ensure the greatest level of visibility for divers entering the community both from the north and south. This may require coordination with WisDOT to explore the possibility of adding gateway features and signage along exit ramps.

In addition to gateways for the community at large, the City should install local gateway signs to mark entrance into the Center City. This signage would be best situated along South Park Avenue in the blocks immediately west of Oregon Street. This would provide a visual que marking the approach to the Center City for those traveling through the corridor.

WAYFINDING

The City should update and expand the existing wayfinding signage to establish a more comprehensive and cohesive system. This should include wayfinding along both sides of the corridor, marking routes to major destinations, with an emphasis on the Center City and Interstate 41. Wayfinding signage should be specific to South Park Avenue, and employ design elements and materials like those used in the Center City. Wayfinding signs should be located at the approach to major intersections or where designated routes connect to specific destinations. Where appropriate, wayfinding elements can be tied into larger gateway features. The City should coordinate with WisDOT to add wayfinding signage along I-41 and within the South Park Avenue interchange, marking the corridor as a route to Oshkosh's Center City.

CROSSWALKS

Crosswalk improvements along the corridor should incorporate urban design elements which heighten awareness of pedestrian right-of-way. Further, cross walk and intersection improvements provide an opportunity to emphasize important nodes and foster a unique sense of place. Projects to install or improve crosswalks on South Park Avenue should include the following design considerations:

PRIMARY INTERSECTIONS

These intersections serve as important nodes for the South Park Avenue corridor, supporting both automobile traffic and pedestrian movement. As such, they should be improved with complete, four-way crosswalks, supported by pedestrian activated walk signals and ADA-compliant curb cuts.

The City should also consider other improvements that would help distinguish these intersections, mark pedestrian-oriented districts and important routes, and establish a unique character along the corridor. This could include decorative intersection pavement treatments, landscaping and planters, public art, and traffic calming measures such as sidewalk bump outs. In addition, the City should consider updating traffic signals to match streetlights, wayfinding signage, and other infrastructure along the corridor.

SECONDARY INTERSECTIONS

Given their position along South Park Avenue, these intersections should be used to accommodate pedestrian movement crossing the corridor from north to south. All secondary intersections should be improved with complete, four-way crosswalks marked by high visibility signage that indicates pedestrian right-of-ways. This should include crosswalks to support north-south movement on both sides of the intersection. In addition, the City should consider other improvements to further emphasize the position of the crosswalk and indicate that cars must yield to pedestrians. This could include decorative pavement treatments to mark the location of crosswalks, landscaping or planters, and sidewalk bump outs.

TRANSITIONAL AREA CROSSWALKS

The transitional uses area between 20th Avenue and Knapp Street has only one intersection at 18th Avenue, which does not support pedestrian movement across the roadway. As this area develops, higher density residential will result in a greater demand for pedestrian mobility, including ways to safely cross busier intersections along South Park Avenue.

As growth occurs, the City should identify two or three locations between 20th Avenue and Knapp Street to develop dedicated pedestrian crosswalks. Given the speed and volume of traffic through this area, crosswalks should be

signalized pedestrian-activated walk signals. This could be accomplished through the creation of new, fully signalized intersections or by installing traffic signals which only activate to allow pedestrians to cross at a specific location. As such, the 18th Avenue intersection should be updated to provide crossing with walk signals. Sidewalk improvements within this area should include similar design considerations as Secondary Intersections.

OTHER INTERSECTIONS

All other intersections along the corridor should be improved with crosswalks to support east-west pedestrian movement. These should be supported by clearly marked striping, signage as necessary, and ADA-compliant curb cuts.



Example of Wayfinding Signage

PEDESTRIAN AMENITIES

South Park Avenue lacks street furnishings and other amenities that support a pedestrian-oriented atmosphere. The City should install furnishings such as benches, trash receptacles, bus shelters, and bike racks along the full length of the corridor, as deemed appropriate. Priority should be given to Center City mixed use areas and higher density neighborhoods at the eastern end of the corridor. Other amenities such as parkway trees, pedestrian lighting, and landscape buffers can enhance pedestrian safety.

BUS STOPS

While the Corridor is well serviced by public transit, many bus stops along South Park Avenue are not easily identifiable. This lack of prominence can make it unclear where to wait for the bus and contribute to lack of use by residents. Most are marked by a small white and green sign, however, many lack other features to call attention to their location. The City should enhance bus stops with more significant signage, benches, shelters, and route information to heighten their visibility and improve the experience of riders. This should include both improvements to existing facilities and installation of new facilities for unmarked bus stops. In areas of the corridor where bus stops are separated from the roadway by a parkway, the City should install waiting areas within the public right-of-way to allow access between the sidewalk and bus.



Existing Bus Stop Conditions

SURFACE PARKING IMPROVEMENTS

Surface parking can be found throughout commercial areas of South Park Avenue, particularly within Interstate Commercial uses near the I-41 interchange. Poorly designed parking can result in large expanses of pavement that create an empty appearance, have harsh environmental impacts, and can be dangerous for pedestrians. To limit these negative impacts, the City should review and update standards for surface parking lots within the zoning code. The following requirements should be considered:

- Surface parking should be fully curbed and outfitted with necessary infrastructure to accommodate stormwater runoff.
- Surface parking should have perimeter screening, such as hedges, landscaped berms, and decorative fencing between parking areas and the public right-of-way.
- Surface parking should have appropriate screening or buffering between adjacent residential uses.
- Internally, surface parking should include landscape islands to break up extensive pavement and assist with stormwater management.
- Surface parking landscaping should include shade trees, evergreens, shrubs, grasses, and flowers that contribute to beautification efforts along the corridor.

- As appropriate, efforts should be made to reduce stormwater runoff and flooding by increasing the amount of pervious area on a site, reducing oversized parking lots, and incorporating sustainable best management practices, including:
 - Bioswales/Bioretenation;
 - Filter strips;
 - Rain water harvesting;
 - Native planting;
 - Naturalized buffers, parking lot islands, and retention/detention basins; and
 - Porous surfaces/permeable pavers.
- Surface parking should include designated routes for pedestrians between the public right-of-way and primary structure. Preferred design would incorporate curbed sidewalks and clearly marked pedestrian crosswalks.

These standards should be required for all surface parking along the corridor. In addition, the City should incentivize and coordinate with property owners to make parking improvements that meet these standards. Interstate commercial uses should be the focus of this effort, however, parking for Center City mixed use should also be addressed.

FAÇADE IMPROVEMENTS

Efforts to improve both residential and commercial façades along South Park Avenue will have a significant impact on the character of the corridor. While the City cannot directly initiate façade improvements, efforts to provide incentives will help facilitate projects along the corridor. The City should establish programs to encourage façade improvements and other rehabilitation projects, such as façade improvement grants or home improvement loans. As an element of these programs, the City should consider the establishment of architectural guidelines for both residential and commercial properties along the South Park Avenue Corridor. These could help offer property owners an idea of the City's vision for the character of the corridor and guide façade improvements and other architectural projects.

SCREENING & BUFFERING

Screening and buffering enables the City to control what is visible from the public right-of-way. While compatible with the Land Use and Development Framework, some uses have a negative impact on the appearance of the corridor and adjacent properties. Examples include parking lots, high intensity commercial properties, industrial uses, and service and maintenance areas. Efforts to ensure that these areas are not visible from the public right-of-way will help improve the character of the corridor and provide an opportunity to facilitate a more positive experience.

The City should work with property owners and businesses to properly screen and buffer uses which negatively impact the appearance of the corridor. Screening should include fences, hedges, rows of trees or other vegetation, and decorative walls intended to block views. Buffering should include setbacks and landscaped berms intended to push unsightly areas further back from the right-of-way. The City should encourage the use of high quality materials and innovative design to ensure that screening and buffering contribute to a positive appearance. This could include public art and branding elements to create greater unity along the corridor.

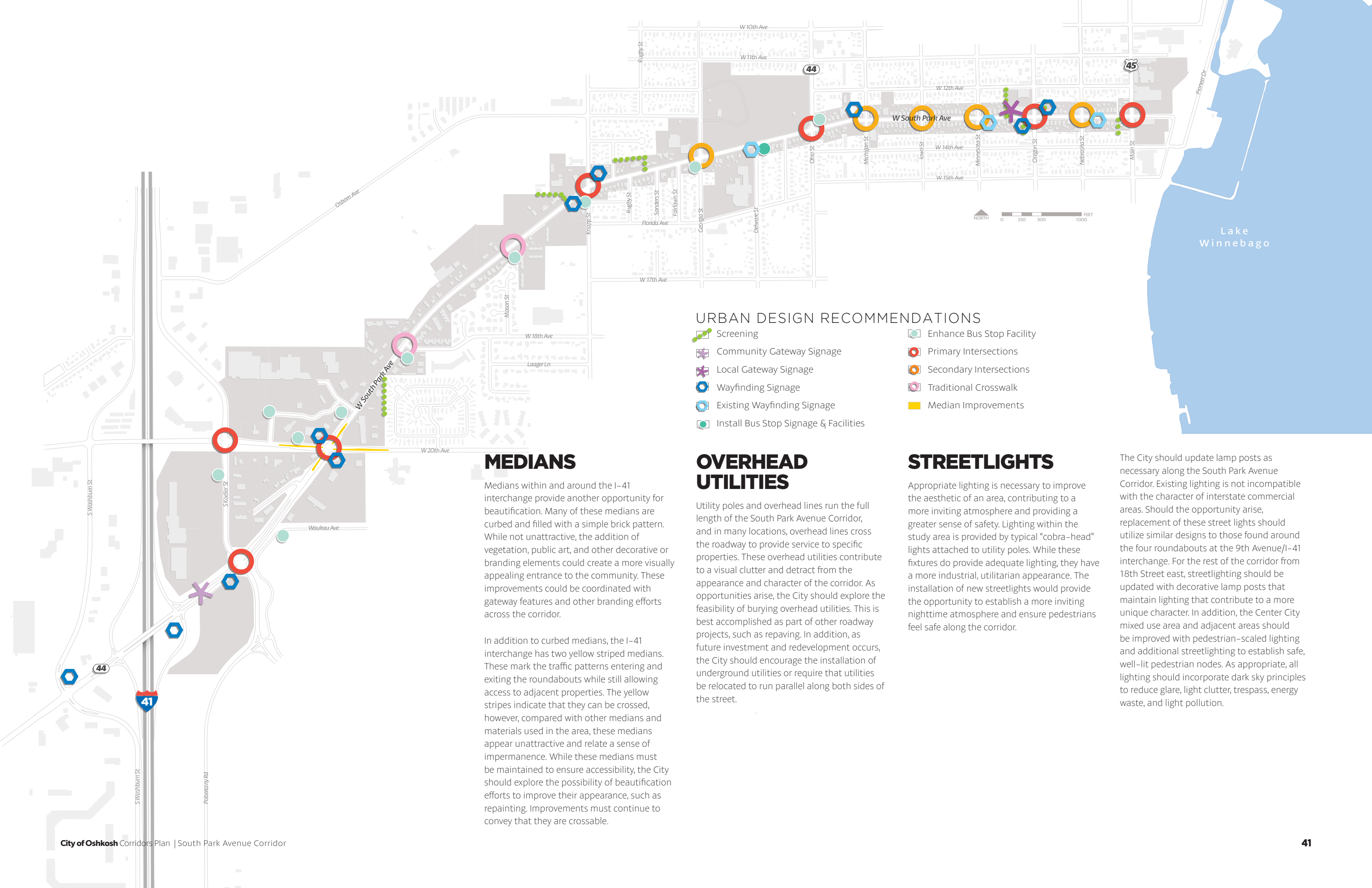
PUBLIC ART

The City should work with the Public Arts and Beautification Committee to identify opportunities for sculptures, murals, installations, and other forms of public art along the corridor. Public art will have a significant impact on the character of South Park Avenue, creating unique destinations and points of interests.

The City should incorporate public art where appropriate within improvement projects along the corridor. This can include the creation of designated spaces for public art, the installation of sculptures, and the integration of art within infrastructure. Local artists could help design crosswalk pavement treatments or art students from Oshkosh schools could help paint sidewalk furnishings with creative designs. Where possible, the City should collaborate with local groups to support public art along the corridor, such as the Paine Art Center or the University of Wisconsin – Oshkosh's Art Department.

While art should be interspersed across the corridor, the following areas would benefit most from public art:

- Center City Mixed Use areas;
- Higher density neighborhoods on the eastern end of the corridor;
- Neighborhood commercial centers, such as the Knapp Street or Ohio Street intersection;
- Gateway features near I-41, including within the landscaped areas of all 4 roundabouts; and
- Local gateway features for the Center City.



URBAN DESIGN RECOMMENDATIONS

- Screening
- Community Gateway Signage
- Local Gateway Signage
- Wayfinding Signage
- Existing Wayfinding Signage
- Install Bus Stop Signage & Facilities
- Enhance Bus Stop Facility
- Primary Intersections
- Secondary Intersections
- Traditional Crosswalk
- Median Improvements

MEDIANS

Medians within and around the I-41 interchange provide another opportunity for beautification. Many of these medians are curbed and filled with a simple brick pattern. While not unattractive, the addition of vegetation, public art, and other decorative or branding elements could create a more visually appealing entrance to the community. These improvements could be coordinated with gateway features and other branding efforts across the corridor.

In addition to curbed medians, the I-41 interchange has two yellow striped medians. These mark the traffic patterns entering and exiting the roundabouts while still allowing access to adjacent properties. The yellow stripes indicate that they can be crossed, however, compared with other medians and materials used in the area, these medians appear unattractive and relate a sense of impermanence. While these medians must be maintained to ensure accessibility, the City should explore the possibility of beautification efforts to improve their appearance, such as repainting. Improvements must continue to convey that they are crossable.

OVERHEAD UTILITIES

Utility poles and overhead lines run the full length of the South Park Avenue Corridor, and in many locations, overhead lines cross the roadway to provide service to specific properties. These overhead utilities contribute to a visual clutter and detract from the appearance and character of the corridor. As opportunities arise, the City should explore the feasibility of burying overhead utilities. This is best accomplished as part of other roadway projects, such as repaving. In addition, as future investment and redevelopment occurs, the City should encourage the installation of underground utilities or require that utilities be relocated to run parallel along both sides of the street.

STREETLIGHTS

Appropriate lighting is necessary to improve the aesthetic of an area, contributing to a more inviting atmosphere and providing a greater sense of safety. Lighting within the study area is provided by typical "cobra-head" lights attached to utility poles. While these fixtures do provide adequate lighting, they have a more industrial, utilitarian appearance. The installation of new streetlights would provide the opportunity to establish a more inviting nighttime atmosphere and ensure pedestrians feel safe along the corridor.

The City should update lamp posts as necessary along the South Park Avenue Corridor. Existing lighting is not incompatible with the character of interstate commercial areas. Should the opportunity arise, replacement of these street lights should utilize similar designs to those found around the four roundabouts at the 9th Avenue/I-41 interchange. For the rest of the corridor from 18th Street east, streetlighting should be updated with decorative lamp posts that maintain lighting that contribute to a more unique character. In addition, the Center City mixed use area and adjacent areas should be improved with pedestrian-scaled lighting and additional streetlighting to establish safe, well-lit pedestrian nodes. As appropriate, all lighting should incorporate dark sky principles to reduce glare, light clutter, trespass, energy waste, and light pollution.

4

IMPLEMENTATION





This section presents an implementation framework that the City can use to initiate and undertake key recommendations provided in the Corridors Implementation Plan. The actions and strategies identified in this section set forth the next steps to be taken in continuing the process of planning and enhancement of the corridors.

For the Corridors Implementation Plan to be successful, it must be based on support and participation between the City, other public agencies, various neighborhood groups and organizations, the local business community, property owners, developers, and residents. The City should be the leader in promoting cooperation and collaboration between these and other community stakeholders to implement the Plan.

This chapter briefly highlights several steps that should be undertaken to initiate and sustain the plan implementation process. These include:

- Adopt and use the 9th Avenue and South Park Avenue Corridors Plan on a day-to-day basis;
- Review and update the Capital Improvement Program (CIP);
- Annually, prepare a five-year action plan to prioritize objectives for the future and list accomplishments of preceding years;
- Promote cooperation among various agencies, organizations, community groups, and individuals;
- Enhance public communication;
- Update the Implementation Plan on a regular basis; and
- Explore possible funding sources and implementation techniques.

PLAN ADOPTION & APPLICATION

The Corridors Plan should become the City's official policy guide for land use, development, and community improvement. It is essential that the Plan be adopted by the City Council and then be used on a regular basis by City staff, boards, and commissions to review and evaluate all proposals for improvement and development within the community in the years ahead.

City planning staff should meet with other City Department heads to explain the purpose and benefits of the Implementation Plan. To further educate the community about the Plan, the City should:

- Make copies of the Plan available online for free, provide hard copies at City Hall for purchase, and have a copy on file at the public library for reference;
- Assist the public in understanding the Plan and its relationship to private and public development projects and other proposals;
- Assist the City Council in the day-to-day administration, interpretation, and application of the Plan; and
- Maintain a list of current possible amendments, issues, and needs which may be a subject of change, addition, or deletion from the Implementation Plan.

REVIEW OF ZONING & DEVELOPMENT CONTROLS

Zoning is an important tool in implementing planning policy. It establishes the types of uses allowed on specific properties and prescribes the overall character and intensity of development to be permitted. Adoption of the new Implementation Plan should be followed by a review and update of the City's various development controls that apply to the Corridors including portions of the zoning ordinance, the subdivision ordinance, and other related codes and ordinances. It is essential that all development controls be consistent with and complements the new Implementation Plan.

CAPITAL IMPROVEMENT PROGRAM (CIP)

Another tool for taking action on the Implementation Plan is a Capital Improvement Plan (CIP). The CIP addresses the procurement, construction, and maintenance of capital assets, including buildings, infrastructure, technology, and major equipment. The CIP is critical to water, sewer, transportation, and other essential public services. The CIP establishes schedules, priorities, cost projections and funding options for public improvement projects within a five-year period.

The CIP typically schedules the implementation of a range of specific projects related to the Plan, particularly the restoration and upgrading of existing utilities and infrastructure facilities, expansion of infrastructure into developing areas, construction and development of new facilities (e.g., fire stations, police station, and public works facilities) and can include such items as the water system, sanitary sewers, stormwater facilities, the street system, and streetscape enhancements.

The CIP aims to reflect and help implement the City Council's goals, of which the recommendations of the Implementation Plan should be a part. Financial resources should always be used wisely, and the City should continue to use the CIP to provide the most desirable public improvements while managing budget constraints.

COOPERATION

The City of Oshkosh should assume the leadership role in taking action on the new Plan. In addition to carrying out the administrative actions and many of the public improvement projects called for in the Plan, the City may choose to administer a variety of programs available to local residents, businesses, and property owners.

For the Implementation Plan to be successful, however, it must be based on a strong partnership between the City, other public agencies, various neighborhood groups and organizations, the local business community, and the private sector.

The City should be the leader in promoting the cooperation and collaboration needed to implement the new Implementation Plan. The City's partners should include:

- Other governmental and service districts such as the school district, park district, Winnebago County, utility companies, and the Wisconsin Department of Transportation;
- Builders and developers, who should be encouraged to undertake improvements and new construction that conform to the Plan and enhance the overall quality and character of the community; and
- The Oshkosh community, since all residents and neighborhood groups should be encouraged to participate in the on-going planning process, and all should be given the opportunity to voice their opinions on improvement and development decisions within the community.

PUBLIC COMMUNICATION

Taking action on the recommendations of the Implementation Plan will require the support and extensive participation of the community. Successfully communicating with local residents, businesses, and property owners should be a priority of the City.

The City should prepare a brief summary version of the new Implementation Plan and distribute it widely throughout the community. It is important that all residents, businesses, and property owners be familiar with the Plan's major recommendations and its vision for the future.

The City should also consider additional techniques for responding quickly to public questions and concerns regarding planning and development. For example, the City might consider a special newsletter or website feature that focus on frequently-raised questions and concerns regarding planning and development or new City projects.

REGULAR UPDATES

It is important to emphasize that the Implementation Plan is not a static document. If community attitudes change or new issues arise which are beyond the scope of the current Plan, the Plan should be revised and updated accordingly.

Although a proposal to amend the Plan can be brought forth at any time, the City should regularly undertake a systematic review of the Plan. The City should initiate review of the Plan at least every three to five years. Ideally, this review should coincide with the preparation of the City's budget and Capital Improvement Plan and the preparation of an annual action agenda.

In this manner, recommendations or changes relating to capital improvements or other programs can be considered as part of the commitments for the upcoming fiscal year. Routine examination of the Plan will help ensure that the planning program remains relevant to community needs and aspirations.

POTENTIAL FUNDING SOURCES

A description of potential funding sources currently available is summarized below. It is important to note that because the following sources are subject to change, the City should continue to research and monitor grants, funding agencies, and programs to identify new opportunities as they become available.

TAX INCREMENT FINANCING (TIF)

Tax Increment Financing (TIF) is the most common economic development tool utilized by Wisconsin cities to spur development. Authorized by the state legislature in 1975, TIF allows municipalities to fund infrastructure and other improvements within a designated area by capturing increased property tax revenue resulting from new development. Approval of TIF districts falls to a Joint Review Board consisting of the City, County, School District, and Fox Valley Technical College. For a TIF to be approved, among other factors, the developer must meet the "but for" test (i.e., new development could not be feasible but for the use of a TIF).

TIF districts must fall under one of four district types: Blighted District, Rehabilitation or Conservation District, Industrial District, and Mixed-Use District. The declaration is based on the type of land that makes up 50 percent or more of the area in the TID, or which of the four is predominant with regard to the TID area. The TID is terminated at the end of the expenditure period (15-22 years, dependent upon the district type), following receipt of tax increment that totals more than the project costs, or due to voluntary termination. Eligible project must be consistent with the Comprehensive Plan and meet seven basic objectives:

- Stimulate and continued revitalization of the central city and downtown area;
- Promote efficient usage of land through redevelopment of blighted areas;
- Strengthen the economic base of the City and support Economic Development;
- Stabilize and upgrade targeted neighborhoods;
- Create and retain family supporting jobs in the City;
- Increase property values and tax revenues; and
- Leveraging the maximum amount of non-city funds into a development and back into the community.

Currently, there are no TID districts in either corridor.

COMMUNITY DEVELOPMENT CORPORATIONS

Many communities use Tax Increment Financing to fund the start-up and/or operation of a Community Development Corporation (CDC) to oversee a range of redevelopment activities for a specific geographic area, particularly commercial areas and central business districts. A CDC is typically an independently chartered organization, often with not-for-profit status, that is governed by a board of directors. The directors typically bring expertise in real estate or business development along with a demonstrated commitment to the community.

CDCs are often funded through public-private partnerships with financial commitments from local financial institutions or businesses, and a public funding source (e.g., TIF and other funding sources) to provide for both operating expenses and programs. CDCs may undertake traditional chamber of commerce-like activities such as marketing, promotion, workforce development, information management, and technical assistance to small businesses, but may also administer loan programs or acquire and redevelop property in the community.

Many communities create CDCs under the umbrella structure of an established chamber of commerce in the community so that missions are complementary and do not overlap. An example of a distinctive CDC activity is the facilitation or administration of a revolving loan fund or a community lending pool capitalized by commitments from local financial institutions to provide low-interest/low-cost loans. Such funds typically target both new and expanding businesses for such redevelopment activities as interior improvements, façade and exterior improvements, building additions, and site improvements.

Some state and federal small business assistance programs are structured to work in combination with CDC administered loan programs. Another distinctive activity of a CDC is property acquisition and redevelopment, which is most successful when the organization is mature in both expertise and capacity (particularly if the CDC intends to manage property after redevelopment).

COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM (CDBG)

The Community Development Block Grant (CDBG) program is a flexible program that provides communities with resources to address a wide range of unique community development needs. Oshkosh is an entitlement community and can receive funds directly. The CDBG Program provides annual grants on a formula basis to general units of local governments and states. A grantee must develop and follow a detailed plan that provides for and encourages citizen participation. This integral process emphasizes participation by persons of low or moderate income, particularly residents of predominantly low- and moderate-income neighborhoods, blighted areas, and areas in which the grantee proposes to use CDBG funds. Over a one-, two- or three-year period, as selected by the grantee, not less than 70 percent of the funds must be used for activities that benefit low- and moderate-income persons.

ON-SITE & FAÇADE IMPROVEMENT PROGRAMS

The purpose of an On-Site Improvement Program would be targeted at assisting current property owners in upgrade their existing parking lots and installing onsite landscaping. The program would apply to such things as improvements to surface parking areas, privately owned open space, and other areas not directly related to façade features. This could function separately or in conjunction with a façade improvement program.

The purpose of a Façade Improvement Program is to encourage projects that contribute to the economic revitalization and character of an area by providing financial and technical assistance for facade improvements. Building façades, both individually and collectively, create a strong first impression of an area. Redevelopment is not the only opportunity to establish an architectural tone for 9th Avenue and South Park Avenue. By implementing a Façade Improvement Program, current property owners are provided an opportunity to improve their outdated or failing structures without having to relocate.

FAÇADE IMPROVEMENT PROGRAM CRITERIA

- Need to evaluate visual preference to establish desirable features, styles, and elements (use a visual preference survey to gauge)
- Funding methods: direct grants, reimbursement loans at zero percent or low interest, matching grants, permit rebates
- Main components
- Identify desired outcomes
- Structure of program
- Program guidelines
- Outline of eligible improvements
- Funding for the program
- Disbursement (loans or grants)
- Application process
- Implementation (identification of roles, responsibilities)
- Eligible Projects/Activities/Costs
- Design professional fees
- Actual construction costs
- Architectural or structural engineering services for façade improvements (reimbursed after construction of the project is complete)
- Removal of inappropriate features (such as removal of vertical siding, synthetic siding, modern awnings)
- Restoration of missing or altered features (such as restoring original bricked over openings, storefront details)
- Installation/restoration of upper story historically appropriate architectural features (such as cornices and windows)
- Masonry restoration or repair
- Painting, in conjunction with restoration/ other rehabilitation
- Maintenance and preservation of historic signs
- Construction of accessibility improvements to the exterior of the building
- Only costs incurred after the execution of the façade improvement funding agreement are eligible for reimbursement. Any costs incurred and/or work performed prior to an approved agreement are ineligible
- Ineligible Projects/Activities/Costs
- Building permit fees and related costs
- Extermination of insects, rodents, vermin and other pests
- Replacement of private sidewalks
- Title reports and legal fees
- Repair or installation of elevators
- Interior floor or ceiling replacement and repair
- Plumbing and electrical equipment
- Working capital for business
- Landscaping
- Mechanical equipment
- Painting masonry that was not previously painted
- Façade improvements, flat roofs, or other work not visible from public spaces
- Parking lot improvements
- Refinancing existing debt
- Sweat equity
- Acquisition of land and/or buildings

CURB APPEAL PROGRAM

The City of Oshkosh operates a Curb Appeal Program that was created to encourage improvements to the exterior façade of residential properties in participating neighborhoods where qualifying homeowners will receive a 10-year loan of up to \$10,000 for improvements. Currently, 9th Avenue and South Park Avenue are not located within a participating neighborhood. The City should designate both corridors as participating neighborhoods and promote this program to homeowners.

PAYMENT IN LIEU OF TAXES (PILOT)

Payment in Lieu of Taxes (PILOT) is a tool similar to tax abatement. The City can use PILOT to reduce the property tax burden of a desired business for a predetermined period. In this instance, a local taxing body and a property owner will agree to the annual payment of a set fee in place of the property taxes. Payments are typically made in the form of a fixed sum, but they may also be paid as a percentage of the income generated by a property.

In addition, PILOT can also be a means of reducing the fiscal impact on the City of a nonprofit, institutional use, or other non-taxpaying entity locating to a key site. While such uses can be desirable as activity generators, they can also negatively impact municipal services. Provisions can be made to offset that negative impact by allowing taxing bodies to be compensated for at least a portion of the revenue that would otherwise be collected in the form of property tax.

FOUNDATION & SPECIALIZED GRANTS

The successful implementation of the Plan requires realization of projects that range in scale and scope. One type of funding source that becomes increasingly significant when issue-specific projects or programs (e.g., tourism, performing arts, historic preservation, and small business assistance) are considered is the foundation grant. The City should dedicate resources to monitoring and exploring foundation grants as a funding tool.

REVOLVING LOAN FUND PROGRAM (CITY/EDC)

In 2014, the City established the Revolving Loan Fund Program in partnership with the Greater Oshkosh Economic Development Corporation. The \$2.4 million program provides a flexible gap financing tool for businesses involving high-income and job growth projects through expansion and/or relocation in the City. Eligible businesses may receive a loan minimum of \$50,000 to a maximum of \$200,000 to acquire land, buildings, and equipment; for site preparation, construction, and rehabilitation; clearance and demolition; and several other activities.

BUSINESS DEVELOPMENT TAX CREDITS (STATE)

Businesses seeking to locate or expand on the corridors may be eligible for Business Development Tax Credits through the Wisconsin Economic Development Corporation. Eligible businesses must demonstrate an increase in net employment in the state each year for which the business claims tax credits. Ineligible businesses include payday loan and title loan companies; telemarketing, other than inbound call centers; pawn shops; media outlets; retail; farms; primary care medical facilities; financial institutions; and businesses in the hospitality industry.

ENTERPRISE ZONE TAX CREDIT (STATE)

Enterprise Zone Tax Credits are available through the Wisconsin Economic Development Corporation to assist Wisconsin businesses that have major expansion projects or are relocating major business operations from other states to Wisconsin. Refundable tax credits can be earned through job creation, job retention, capital investment, employee training and supply chain purchases from Wisconsin vendors. Ineligible businesses include payday loan and title loan companies; telemarketing; pawn shops; media outlets such as newspapers and radio, unless the job creation is significant; businesses in the tourism industry, unless the job creation is significant; retail; farms; primary care medical facilities; and financial institutions.

NEIGHBORHOOD BUSINESS REVITALIZATION GUARANTEE (STATE)

The Wisconsin Housing and Economic Development Authority (WHEDA) provides financial assistance to small businesses. The organization's Neighborhood Business Revitalization Guarantee (NBRG) gives access to financing that allows qualified small businesses to develop or rehabilitate commercial real estate in urban areas.

AFFORDABLE HOUSING PROGRAMMING (STATE)

The Wisconsin Housing and Economic Development Authority (WHEDA) provides several financing options for affordable housing developers and property managers to construct and maintain affordable housing. Financing includes tax-exempt bond financing, stand-alone bond financing, and flex financing, among others.

SPECIAL PROJECT LOAN FUND (STATE)

The Special Project Loan Fund is administered through the Wisconsin Economic Development Corporation. Loan amounts range from \$50,000 to \$250,000, and can be used by businesses for working capital, equipment purchases, brownfield remediation, or new product development. Loans require at least a 50 percent match by the recipient, and loan guarantees require a 20 percent match.

HISTORIC PRESERVATION TAX CREDIT (STATE)

The State's Historic Preservation Tax Credit (HTC) program provides transferable state income tax credits to eligible entities rehabilitating certified historic buildings. The HTC provides an uncapped, 20 percent credit for qualified rehabilitation expenses. Eligible buildings must be recommended by the State Historic Preservation Officer (SHPO) as a certified historic property. Properties that are not eligible because they are not certified historic buildings may also qualify for the credit if the building was placed in service before 1936 and has not been relocated.

HISTORIC PRESERVATION TAX CREDITS (FEDERAL)

The U.S. government offers two federal income tax credits that can facilitate restoration and rehabilitation of historic and/or old buildings. The credits are:

- **20% Federal Tax Credit.** A 20% income tax credit is available for the rehabilitation of historic, income-producing buildings that are determined by the Secretary of the Interior, through the National Park Service, to be "certified historic structures." The State Historic Preservation Offices and the National Park Service review the rehabilitation work to ensure that it complies with the Secretary's Standards for Rehabilitation. The Internal Revenue Service defines qualified rehabilitation expenses on which the credit may be taken. Owner-occupied residential properties do not qualify for the federal rehabilitation tax credit.
- **10% Federal Tax Credit.** The 10% tax credit is available for the rehabilitation of non-historic buildings placed in service before 1936. The building must be rehabilitated for non-residential use. In order to qualify for the tax credit, the rehabilitation must meet three criteria: at least 50% of the existing external walls must remain in place as external walls, at least 75% of the existing external walls must remain in place as either external or internal walls, and at least 75% of the internal structural framework must remain in place. There is no formal review process for rehabilitations of non-historic buildings.

FIXING AMERICAN'S SURFACE TRANSPORTATION (FAST) ACT

The FAST Act, a five-year transportation reauthorization bill, was established in December 2015 as a replacement for the Moving Ahead for Progress in the 21st Century (MAP-21) Act. The FAST Act, which is implemented and administered by the Federal Highway Administration (FHWA), aims to improve infrastructure, provide long-term certainty and increased flexibility for states and local governments, streamline project approval processes, and encourage innovation to make the surface transportation system safer and more efficient. It authorizes \$305 billion through 2020 for highway, highway and motor vehicle safety, motor carrier safety, rail, public transportation, hazardous materials safety, and technology, research, and statistics programs. The City should monitor the FAST Act as application occurs to determine the full extent of funding changes and implementation.

SAFE ROUTES TO SCHOOL (SRTS)

The SRTS program has provided funding for the planning, design, and construction of infrastructure-related projects that will substantially improve the ability of students to walk and bicycle to school, including:

- Sidewalk improvements;
- Traffic calming and speed reduction improvements;
- Pedestrian and bicycle crossing improvements;
- On-street bicycle facilities;
- Off-street bicycle and pedestrian facilities;
- Secure bicycle parking facilities; and
- Traffic diversion improvements in the vicinity of schools.

9TH AVENUE & SOUTH PARK AVENUE IMPLEMENTATION ACTION MATRIX

The Implementation Action Matrix offers a comprehensive list of all implementation strategies, and key policies and recommendations found in the City of Oshkosh Corridors Plan. From this Implementation Action Matrix, City staff will be able to prioritize implementation activities to be completed over the next five years. This approach will provide the City with the ability to approve specific "actionable" items on an annual basis and evaluate progress on completed implementation strategies.

The Implementation Action Matrix is presented in a table format and offers a brief description of each project and indicates the following:

- Priority level;
- Lead responsibility;
- Public cost estimate (if applicable);
- Tools, techniques, and funding resources;
- Planning category; and
- Ease of implementation.

Priority level. Priority is assigned considering the cost, ease of implementation and importance. Each strategy in the Implementation Action Matrix is indicated with one of the following:

- **Priority 1:** Near-term, low-cost, ease of implementation, critical
- **Priority 2:** Mid-term, essential
- **Priority 3:** Long-term, desirable

Lead responsibility. Lead responsibility refers to that stakeholder group that will oversee and facilitate completion of each identified implementation strategy.

Public cost estimate. Public cost estimates are represented by a scale ranging from \$ to \$\$\$\$\$. The costs in this column refer only to public costs. Below is a description of the cost scale:

- **\$** Primarily internal staff time with limited outside funding required
- **\$\$** Outside consulting services assistance is expected or capital expenditures are to be more than \$25,000 but less than \$100,000
- **\$\$\$** Capital improvements greater than \$100,000 but less than \$1,000,000
- **\$\$\$\$** Multi-million-dollar capital project investment

Tools, techniques, and funding resources.

When applicable, tools, techniques, and funding resources have been identified for each implementation strategy.

Planning framework. Implementation strategies and project correspond to the framework plan chapters for each corridor:

- **LU&D** – Land Use & Development Framework Plan
- **MMT** – Multi-Modal Transportation Framework Plan
- **UD** – Urban Design Framework Plan

Ease of implementation. The ease of implementation is indicated by a traditional grade scale from **A** to **F**, with **A** being easiest to implement and **F** being most difficult to implement. This category is a collective indicator of the anticipated level of effort by responsible parties, estimated cost, budget opportunities, and general stakeholder interest.

NO.	IMPLEMENTATION STRATEGY	PRIORITY	PUBLIC COST	EASE	PLANNING FRAMEWORK	TOOLS, TECHNIQUES & RESOURCES	LEAD RESPONSIBILITY
A. CIRCULATION, ACCESS & PARKING STRATEGIES							
A1	Establish a "Complete Streets" policy to ensure that roadways within the City accommodate all modes of travel, including vehicles, transit, cyclists, and pedestrians.	2	\$	D	MMT	CIP; grants	Department of Community Development; WisDOT; SRTS
A2	Conduct a traffic flow and parking demand study for South Park Avenue, particularly between Knapp Street and Ohio Street, to examine the potential for decreasing travel lanes.	3	\$\$	C	MMT	CIP	Department of Community Development; WisDOT
A3	Extend medians along 9th Avenue to align with the reduced access locations and curb-cut reductions.	3	\$\$\$\$	F	MMT	CIP	Department of Community Development; Department of Public Works; WisDOT
A4	Coordinate with property owners and developers to consolidate and eliminate excessive access locations and curb cuts along both corridors.	3	\$\$\$	C	MMT	Regulatory; private investment	Department of Community Development
A5	Require all new development proposals to eliminate duplicate access points, provide one (1) full access point, and allow right-ins/-outs to discourage excessive left turn movements.	3	\$	B	MMT	Regulatory; private investment	Department of Community Development; developers
A6	Review parking requirements and investigate opportunities to reduce parking ratios and to improve shared parking provisions (to address loss of parking caused by new cross-access points).	3	\$	B	MMT	Regulatory	Department of Community Development
A7	Promote and educate property owners about opportunities and methods to implement shared parking arrangements to make more efficient use of land available for parking.	2	\$	A	LU&D	Regulatory; private investment	Department of Community Development; property owners; businesses
A8	Install 'No Parking' signs to more clearly indicate traffic patterns along 9th Avenue between I-41 and Knapp Street.	2	\$\$	B	MMT	CIP	Department of Public Works; Transportation Department
A9	Re-stripe travel lanes on 9th Avenue between Knapp Street and Main Street to more clearly define travel lanes and prohibit passing.	2	\$\$\$	C	MMT	CIP; FAST Act	Department of Public Works; Transportation Department WisDOT
B. INTERSECTION STRATEGIES							
B1	Study signalized intersections along 9th and South Park avenues. Pending the results of the study, implement intersection improvements.	3	\$\$\$	C	MMT	CIP	Department of Community Development; Transportation Department; WisDOT
B2	Reconfigure signalized intersections to more clearly mark lane transitions to drivers.	3	\$\$\$	D	MMT	CIP; FAST Act	Department of Public Works; WisDOT
C. ALTERNATIVE TRANSPORTATION STRATEGIES							
C1	Coordinate with existing property owners, who may not otherwise be considering property improvements or changes, about opportunities to consolidate driveways.	3	\$	B	MMT	Private investment; grants	Department of Community Development; property owners
C2	Coordinate with property owners and developers to gain cross access easements between properties as redevelopment occurs to provide more efficient customer access between businesses.	2	\$	B	MMT	Private investment; grants	Department of Community Development; developers; property owners
C3	Coordinate with property owners and developers to make on-site parking lot improvements such as installing landscape islands, pedestrian walkways and striping.	2	\$	C	LU&D	Regulatory; private investment	Department of Community Development; developers; property owners
C4	Update site improvement regulations to require clear on-site pedestrian sidewalk connections from the public walk to the primary business entrances. Wherever possible, the connections should not cross drive aisles and parking lots.	2	\$\$	B	MMT	Regulatory; private investment	Department of Community Development; property owners; businesses
C5	Create crosswalks at designated intersections enhancements to provide passage for pedestrians.	2	\$\$\$	C	MMT	CIP; grants	Department of Community Development; Department of Public Works; Transportation Department
C6	Require sidewalk installation across all newly installed, renovated or improved driveways to highlight pedestrian priority.	2	\$	A	MMT	Regulatory; private investment	Department of Community Development; Department of Public Works; developers
C7	Install sidewalk where gaps exist. In some cases, the City will need to work with private property owners to obtain easements or acquire the land needed to fill in the sidewalk gaps.	1	\$\$\$	D	MMT	CIP; private investment	Department of Community Development; Department of Public Works; property owners
C8	Work with local cyclists and organizations to identify improvements for bicycle infrastructure, including improved signage and multi-use trails.	3	\$\$	B	MMT	CIP; private investment	Department of Community Development; SRTS
C9	Design, engineer, and install pedestrian countdown crossing signals at intersections with highspeed traffic.	2	\$\$\$	C	MMT	CIP	Department of Community Development; Department of Public Works; Transportation Department; WisDOT
C10	Update existing crosswalks at primary intersections with pedestrian-activated walk signals and ADA-compliant curb cuts.	2	\$\$	B	MMT	CIP	Department of Community Development; Department of Public Works; WisDOT
C11	Identify locations for new pedestrian crosswalks at non-signalized intersections along South Park Avenue.	2	\$\$	C	MMT	CIP	Department of Community Development; Department of Public Works
C12	Enhance bus stops with more significant signage, benches, shelters, and route information.	3	\$\$\$	B	MMT	CIP; grants	Department of Community Development; GO Transit
C13	Make appropriate sidewalk extensions along South Park Avenue south of 20th Avenue to connect all commercial areas within the interstate area.	3	\$\$	C	MMT	CIP	Department of Community Development; Department of Public Works
D. STREETScape & AESTHETIC STRATEGIES							
D1	Ensure that ordinances regulating setbacks, screening, landscaping, height, light, and noise preserve the character of adjacent neighborhoods.	2	\$	B	UD	Regulatory; private investment; grants	Department of Community Development
D2	Develop and implement a streetscape plan.	2	\$\$\$\$	C	UD	CIP; SSA	Department of Community Development
D3	Install strategic parkway treatments as "early indicators" of the City's commitment to beautification of the corridor.	2	\$\$	A	UD	CIP; private investment	Department of Community Development; Department of Public Works; Parks Department; property owners; businesses
D4	Amend regulations to require appropriate landscape improvements on private property to coordinate with public streetscape improvements. Requirements may include a plant palette and for larger sites, planters, irrigation, and a maintenance plan.	2	\$	B	UD	Regulatory; private investment	Department of Community Development; property owners; businesses
D5	Consider establishing an on-site improvement program to improve private properties as they are viewed from the right-of-way and to assist in enhancing parking lot landscaping and circulation.	3	\$	B	UD	Private investment; grants	Department of Community Development; property owners; businesses

NO.	IMPLEMENTATION STRATEGY	PRIORITY	PUBLIC COST	EASE	PLANNING FRAMEWORK	TOOLS, TECHNIQUES & RESOURCES	LEAD RESPONSIBILITY
D6	Establish a façade improvement program to enhance outdated structures as they are viewed from the right-of-way.	1	\$\$\$	B	UD	Private investment; façade improvement program	Department of Community Development; property owners; businesses
D7	Develop City-wide architectural design guidelines as a tool for reviewing and approving architectural character and other site improvements for new development.	2	\$\$	C	UD	Regulatory	Department of Community Development; property owners and other stakeholders
D8	Amend regulations to require decorative building and site lighting as a requirement for new construction and exterior renovations. A standard should be chosen to coordinate with the public streetscape improvements.	2	\$	C	UD	Regulatory; private investment	Department of Community Development; property owners; businesses
D9	Work with businesses and property owners to properly screen and buffer uses that negatively impact the appearance of the corridors (such as outdoor storage and dumpsters).	2	\$\$	C	UD	Regulatory; private investment	Department of Community Development; property owners; businesses
D10	Work with the Oshkosh Public Art and Beautification Committee to identify opportunities for the placement of sculptures, murals, installations, and other forms of public art throughout both corridors.	3	\$	B	UD	Private investment; grants	Department of Community Development; Oshkosh Public Art and Beautification Committee
D11	Install street furniture, including benches, trash receptacles, and bike racks along both corridors.	2	\$\$\$	D	MMT	CIP; grants	Department of Community Development; Department of Public Works; GO Transit
D12	Include neighborhoods along both corridors in City's Curb Appeal Program	1	\$	A	UD	n/a	Department of Community Development

E. LAND USE STRATEGIES

E1	Develop a program designed to acquire vacant, underperforming parcels. As development occurs, the City can assemble multiple parcels to create larger-scale development opportunities.	3	\$\$\$\$	D	LU&D	Private investment; TIF	Department of Community Development; TIF; tax credits
E2	Evaluate permitted uses and amend the current zoning ordinance to include the recommended land use districts as identified in the Plan.	1	\$	A	LU&D	Regulatory	Department of Community Development
E3	Reexamine the City's current development process to find ways to expedite the permitting and review process to encourage new investment/development.	2	\$	B	LU&D	Regulatory	Department of Community Development
E4	Work with Winnebago County to amend the permitted uses in the AIR-2 and AIR-3 Districts to allow greater development and use flexibility near the airport.	1	\$	A	LU&D	Regulatory	Department of Community Development; Winnebago County

F. SIGNAGE STRATEGIES

F1	Install gateways and wayfinding for areas within the public right-of-way to enhance the public realm, establish a corridor/branding, simplify navigation, and highlight access to the waterfront.	1	\$\$\$	B	UD	CIP	Department of Community Development; Department of Public Works; Transportation Department
F2	Enforce existing sign regulations for both permanent and temporary signage to improve appearance and indicate commitment to enhancing the City's corridors.	3	\$\$	A	UD	Regulatory; private investment	Department of Community Development; property owners; businesses
F3	Review and approve signage as part of site plan review to ensure that building-mounted and free-standing monument signs are incorporated with building design, and that layout does not conflict with vehicle site lines or detract from the appearance of the corridor.	2	\$	B	UD	Regulatory; private investment	Department of Community Development; businesses
F4	Adopt regulations for outgoing tenants and owners. Within 30 days of business closure, business names should be removed from the premises. In the case of interchangeable panels, a blank black or white panel must be inserted.	3	\$	C	UD	Regulatory; private investment	Department of Community Development; property owners; businesses
F5	Install gateway signage at key entrances to neighborhoods and commercial areas. Incorporate design elements reflecting individual character of each corridor.	1	\$\$	B	UD	n/a	Department of Community Development
F6	Update and expand wayfinding signage along both corridors.	1	\$\$	B	MMT	n/a	Department of Community Development; Transportation Department

G. COMMUNICATION STRATEGIES

G1	Encourage the creation of a business/property owner's association to meet regularly and serve as a liaison to the City to coordinate plans and improvements along each corridor.	1	\$	C	LU&D	Private investment	Department of Community Development; property owners; businesses
G2	Undertake marketing activities and outreach to advertise available commercial sites and opportunities.	1	\$	A	LU&D	n/a	Department of Community Development; Chamber of Commerce
G3	Seek input from the corporate offices, public institutions, and hospitality business regarding specific needs that could be met along each corridor.	2	\$	B	LU&D	n/a	Department of Community Development; stakeholders

H. INFRASTRUCTURE STRATEGIES

H1	Coordinate with WisDOT about opportunities to replace existing lighting standards with fixtures that reflect the character the City seeks.	3	\$	C	LU&D	CIP	Department of Community Development; Transportation Department; WisDOT
H2	Install public utilities and laterals on Ripon Lane at South Park Avenue.	1	\$\$\$	B	LU&D	CIP	Department of Community Development; Department of Public Works
H3	Consider installing new street lights along both corridors.	2	\$\$\$	C	LU&D	CIP	Department of Community Development; Transportation Department; WisDOT

I. IMPLEMENTATION SUCCESS TRACKING

I1	Conduct an on-site review of newly completed projects to find areas of improvement and evaluate the effectiveness of implementation of the Plan and its recommendations.	2	\$	B	LU&D	n/a	Department of Community Development; developers
I2	Consider implementing a visual database, including photographs of properties along both corridors.	3	\$	B	UD	n/a	Department of Community Development
I3	Review and update the zoning code, as it relates to surface parking improvements, to be consistent with the recommendations outlined in the Plan.	1	\$\$	B	LU&D	Regulatory; private investment	Department of Community Development; property owners; businesses