



# DOWNTOWN REDEVELOPMENT PLAN

Oshkosh, Wisconsin – May 28, 2024

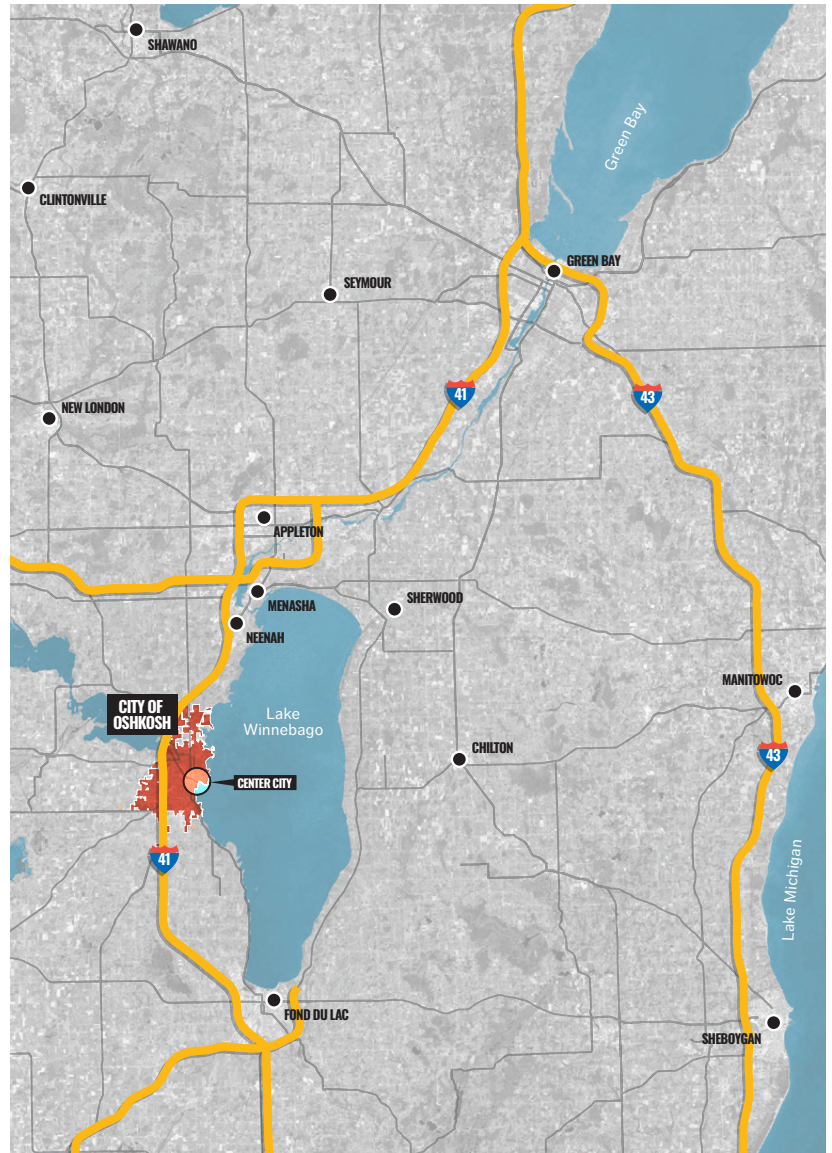
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# DOWNTOWN CONTEXT

The City of Oshkosh is in the heart of Wisconsin's Fox River Valley, along the I-41 corridor, and within the triangle of Green Bay, Madison, and Milwaukee. This "triangle" region contains more than 2 million people. Oshkosh is 24 square miles with an estimated population of 65,948 residents (2022 American Community Survey population estimates).

The Downtown study area includes Oshkosh's downtown and historic core. The main spine of the study area is North Main Street, which spans from Irving Avenue on the north to the Fox River on the south. The study area extends west to Jackson Street and east to Broad Street. The boundaries of the study area were designed to focus on mixed-use, commercial, and employment districts within the heart of the community. Surrounding residential neighborhoods, while critical to the health of the Downtown, have their own unique set of investment challenges and are being addressed through separate but complementary neighborhood planning efforts.





FOX RIVER

City of Oshkosh

# DOWNTOWN REDEVELOPMENT PLAN

1. Mixed-use development along North Main Street with infill residential development along Jefferson Street.

2. Improve parking lot landscaping.

3. Mixed-use development.

4. Parking lot improvements with flex space for expanded Farmers' market and outdoor events (see pg 9).

5. Consolidate properties to expand YMCA parking lot and accommodate open area.

6. Explore residential infill including townhomes, duplexes, and apartments.

7. Remove parking spaces to include a Main Street pocket park (see pg 10).

8. Convert surface parking lot to mixed-use development with a shared parking deck.

9. Consolidate existing parking lots, incorporate landscape improvements, and reduce redundant access points.

10. Remove outdated bank canopy/kiosk to expand parking options and improve perimeter landscaping.

11. Consider substantial improvements to under-performing building and/or consider consolidating block to create a larger redevelopment opportunity.

12. Consolidate three blocks to create a significant central gathering area in the heart of Downtown (see pg 12).

13. Explore multiple options for this site. 1) Retrofit current building to accommodate more flex spaces including office, commercial, restaurant, residential, etc. 2) Demo existing mall building to set the stage for redevelopment (see pg 14).

14. Incorporate planned Transit Depot improvements.

15. Consolidate parcels to reconstruct City-owned parking lot and incorporate outdoor dining. Parking here can be used to support the expanding Downtown plaza/open space.

16. 6-Story multi-family infill development.

17. Improve perimeter landscaping adjacent to Algoma Boulevard and High Avenue.

18. Multi-family infill development.

19. Town Motel infill residential and commercial redevelopment. Maintain recently improved gas station at the corner of Jackson Street/Pearl Avenue (see pg 8).

20. Consolidate parcels based on Oregon/Jackson Street bridge and intersection improvements. Infill residential and commercial development.





# IMPROVEMENT TYPES

## DOWNTOWN IMPROVEMENT RECOMMENDATIONS

### Redevelopment Sites

See pages 2-3

Redevelopment sites consist of vacant parcels, underutilized properties, and/or surface parking lots where redevelopment would have a significant positive effect on the appearance and functionality of the surrounding area. The City should actively work with property owners and developers to position these identified sites for new development.



### Landscape Improvements

See pages 6-7

Landscape improvements can transform existing parking lots into inviting spaces that are visually appealing. Strategically located landscape improvements act as natural buffers, enhance privacy for adjacent properties, and minimize noise pollution and visual clutter. Beyond beautify parking lots, these improvements will reduce driveway access points to reduce pedestrian conflict zones, ensure safer sidewalks connections, and promote a more pedestrian-friendly environment in Downtown parking lots.



### Catalyst Sites

See pages 8-14

Catalyst site opportunities can stimulate economic growth, attract new businesses, and provide opportunities for additional housing to support the growing demand for residents in the Oshkosh area. Recommendations and improvements provided on pages 8-14 support the desire to create a more vibrant and attractive Downtown, establish focal points for community gatherings, events, and cultural activities, and attract more visitors to increase foot traffic and sales for local businesses.



# LANDSCAPE IMPROVEMENTS

## DOWNTOWN IMPROVEMENT RECOMMENDATIONS

### 600 N Main Street

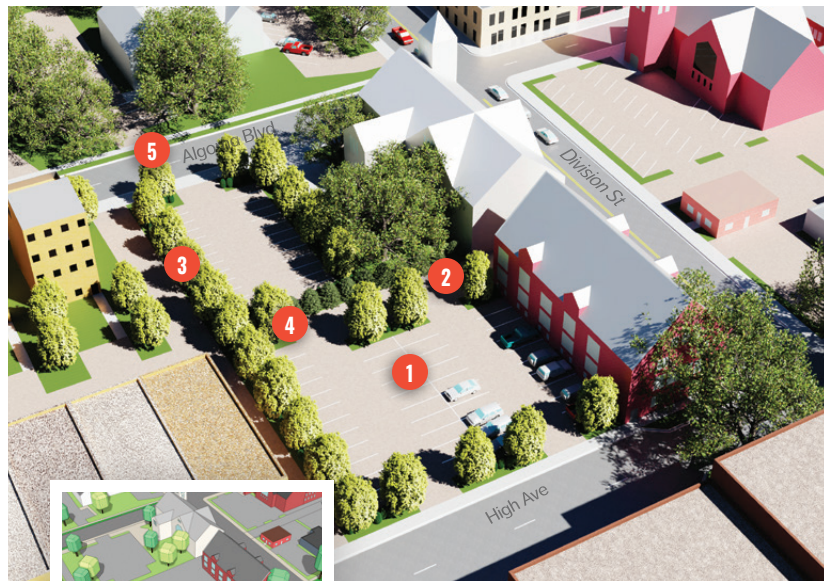
- 1 5' perimeter landscaping that includes canopy trees and shrubs
- 2 Reduce driveway width to improve pedestrian experience
- 3 5' perimeter landscaping with evergreens to provide a screen between the parking lot and the residential neighborhood east of Jefferson Street
- 4 Additional access point to Parkway Avenue to improve parking lot functionality and connectivity



Existing Conditions

### 311 Division St

- 1 Repave deteriorating parking lot and improve parking lot circulation
- 2 Maintain existing alley access to Division Street
- 3 5' perimeter landscaping that includes canopy trees and shrubs to buffer adjacent property
- 4 Incorporate parking lot landscape lot island
- 5 Additional canopy trees in landscape beds along Algoma Boulevard



Existing Conditions

## 300 N Main Street/318 N Main Street

- 1 Remove outdated bank canopy/kiosk and reconfigure parking lot
- 2 Eliminate redundant curb cut access to accommodate more additional landscaping and connected sidewalk
- 3 Incorporate parking lot landscape lot island
- 4 Additional canopy trees in landscape beds along State Street and Washington Avenue



Existing Conditions

## 200 Waugoo Ave/204 Waugoo Ave/219 Washington Ave/216 Waugoo Ave

- 1 Repave deteriorating parking lot and improve parking lot circulation
- 2 Eliminate excessive driveway widths
- 3 Incorporate interior parking lot landscape lot island
- 4 Consolidate multiple parking lots to create a more cohesive and functional parking lot
- 5 5' perimeter landscaping that includes canopy trees and shrubs
- 6 Additional perimeter landscape areas with canopy trees along Waugoo Avenue and Court Street



Existing Conditions

# TOWN MOTEL REDEVELOPMENT BLOCK

DOWNTOWN IMPROVEMENT RECOMMENDATIONS - CATALYST SITE



- 1 Maintain recently improved gas station at the corner of Jackson Street/ Pearl Avenue
- 2 Infill Multi-family redevelopment
- 3 Remove Town Motel and consolidate adjacent properties for potential mixed-use development – Buildings should be brought to the street with parking in the rear supported by surface parking or parking decks (*the City is open to renovating or rehabbing the Town Motel building*)
- 4 Infill office/flex space
- 5 Recently renovated Rhyme office building



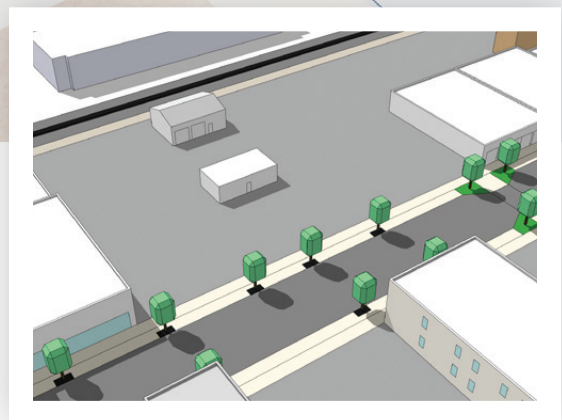
Existing Conditions

# FLEXIBLE PARKING/EVENT SPACE

DOWNTOWN IMPROVEMENT RECOMMENDATIONS - CATALYST SITE



- 1 Multiple purpose shelters for events and public gatherings
- 2 Reconfigured parking lot dedicated to local restaurants and businesses that can be used for potential events (85 existing parking spaces vs. 81 proposed parking spaces)
- 3 Perimeter landscape areas with canopy trees along Main Street and Division Street
- 4 Incorporate parking lot landscape lot island
- 5 Flexible parking options for potential food truck parking
- 6 Formalize "Greetings from Oshkosh Mural" photo destination area
- 7 Install landscape edge along sidewalk to buffer private parking lot



Existing Conditions

# NORTH MAIN STREET PUBLIC GATHERING SPACE

DOWNTOWN IMPROVEMENT RECOMMENDATIONS - CATALYST SITE



- 1 Convert existing parking to North Main Street gathering space
- 2 Expanded hardscape area for outdoor dining and seating
- 3 Dedicate sidewalk for access to parking in the rear of the buildings
- 4 Canopy trees in open planting beds
- 5 Shrubs and evergreens to screen adjacent parking area
- 6 Raised planters with small-scale landscaping surrounded by seatwalls
- 7 Maintain existing floral mural



Existing Conditions

# NORTH MAIN STREET PUBLIC GATHERING SPACE

DOWNTOWN IMPROVEMENT RECOMMENDATIONS - INSPIRATION



# OPERA HOUSE SQUARE EXPANSION

DOWNTOWN IMPROVEMENT RECOMMENDATIONS - CATALYST SITE



- 1 Amphitheater for concerts and events with existing sundial (an overhead shelter should be incorporated into the amphitheater for performers)
- 2 Fountain and/or splash pad
- 3 Canopy tree-lined paths surrounded by open lawn area
- 4 Flex surface for winter ice skating and summer skating - Consider incorporating temporary ramps and structures during summer months
- 5 Outdoor venue space for on-premise rentals - could support a local café
- 6 Relocate Bull Run statue
- 7 Enhance street design along Market Street - Ideal location for temporary food truck parking during events/public gatherings
- 8 Strengthen connection to existing property to the south - This is the primary access point to the Fox River



Existing Conditions

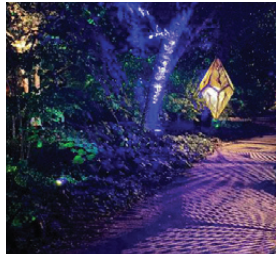
# OPERA HOUSE SQUARE EXPANSION

## DOWNTOWN IMPROVEMENT RECOMMENDATIONS - INSPIRATION

Expanding Opera Square plaza by consolidating three City blocks can stimulate economic growth by attracting visitors, creating business opportunities, and fostering a vibrant, inclusive environment in Downtown Oshkosh. A larger public plaza provides a focal point for community events. It becomes a versatile space for gatherings, festivals, markets, and cultural activities, encouraging social interaction and community engagement. A well-designed and active public plaza becomes an iconic element of the city. It can serve as a significant destination that residents and visitors associate with Downtown Oshkosh, enhancing its attractiveness and cultural significance.

An inviting plaza with diverse programming options attracts more visitors, benefiting nearby businesses by increasing foot traffic. Events such as farmers' markets, art exhibitions, concerts, or food festivals can draw crowds and support local businesses stimulating economic growth. Programming options for the public plaza can vary widely including the following:

- o **Live Performances.** Concerts, theater productions, dance performances, or open mic nights can entertain and draw diverse audiences.
- o **Cultural Festivals.** Celebrations of diverse cultures, food festivals, or art exhibitions can showcase local talent and promote inclusivity.
- o **Fitness and Recreation.** Yoga sessions, fitness classes, or recreational activities cater to health-conscious individuals and families, promoting an active lifestyle.
- o **Seasonal Events.** Holiday markets, seasonal fairs, and/or themed events can capitalize on specific times of the year.
- o **Food Trucks and Vendor Opportunities.** Encouraging food trucks or providing space for local vendors during events can create business opportunities and a diverse culinary experience.
- o **Retail Pop-ups and Artisan Markets.** Temporary retail spaces or markets can showcase local artisans and small businesses, fostering a vibrant marketplace atmosphere.

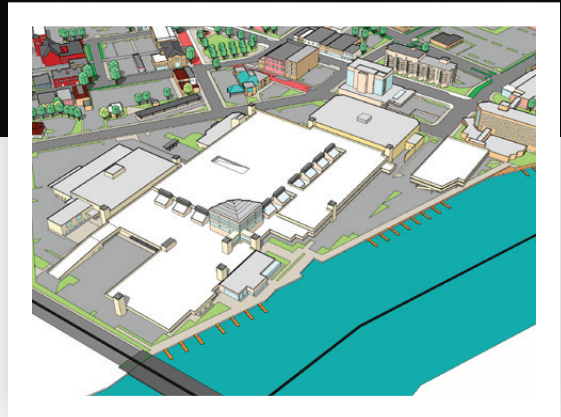


# CITY CENTER REDEVELOPMENT BLOCK

DOWNTOWN IMPROVEMENT RECOMMENDATIONS - CATALYST SITE



- 1 Mixed-use development with commercial/service uses fronting the riverfront and public plaza areas
- 2 Provide outdoor dining opportunities along the Fox River
- 3 Consolidate parking (surface or parking decks) and screen from public roads where possible
- 4 Incorporate public green space and open lawn areas
- 5 Provide clear and easy access from Opera Square Plaza (and all of Downtown) to the riverfront
- 6 Maintain existing building (4imprint)
- 7 Strengthen connection to existing property to the south – This is the primary access point to the Fox River



Existing Conditions

# CITY CENTER REDEVELOPMENT BLOCK

## DOWNTOWN IMPROVEMENT RECOMMENDATIONS - INSPIRATION

The following factors should be considered as the City continues to evaluate the best approach for the City Center property:

- Demolition could set the stage for future redevelopment projects that can better suit the needs of the community (i.e. mixed-use, green space/public gathering areas, and/or riverfront redevelopment).
- Removing the outdated and underutilized mall can improve the overall visual appeal of the property.
- Redeveloping the mall property can attract new businesses, create new job opportunities, and potentially increase property values in the surrounding area.
- Demolition could displace existing businesses within the mall. The City should consider efforts to mitigate these impacts through relocation or support programs, if feasible.
- The process of demolishing and redeveloping a site can be costly and time-consuming. There might be challenges in securing funding, navigating regulatory hurdles, and adhering to timelines.
- Some community members may have sentimental attachments or historical connections to the mall. Demolition could face opposition from those who value its history or significance, requiring careful community engagement and communication.

Below are three options the City should consider:

- **Option 1.** Maintain current building and parking configuration. A key challenge with this approach is retrofitting the current building to meet current build-out requirements for retail/commercial, restaurant, office, and residential uses.
- **Option 2.** Conduct a thorough assessment of the City Center Mall and parking deck to identify portions of the building/parking that should remain. This “phased” approach for partial redevelopment will allow more time for the property owner and/or City to generate interest in investment opportunities for future infill opportunities. The City is interested in preserving the City Center Tower if possible.
- **Option 3.** Remove the City Center building and parking to set the stage for a larger redevelopment opportunity. In this option, all existing buildings, surface parking and parking decks, and hardscape areas have been removed. The only two components to remain are the 4imprint building along Commerce Street and the City-maintained parking deck along the Fox River. This option is visualized on page 14.