

3.0 *Analysis/Framework of Downtown Oshkosh's Conditions*

The assets, liabilities, and ideas about Oshkosh and its downtown expressed during the public interaction process were aggregated into broad categories. This information was augmented by a thorough analysis of the study area, both through field and document research. Among the items examined were the downtown's context in relation to the region, the numerous districts within the study area, land use, and existing conditions. The project team then began synthesizing the information from the interview and public interaction process to produce a Summary Analysis, Citywide Framework and Downtown Framework diagrams.

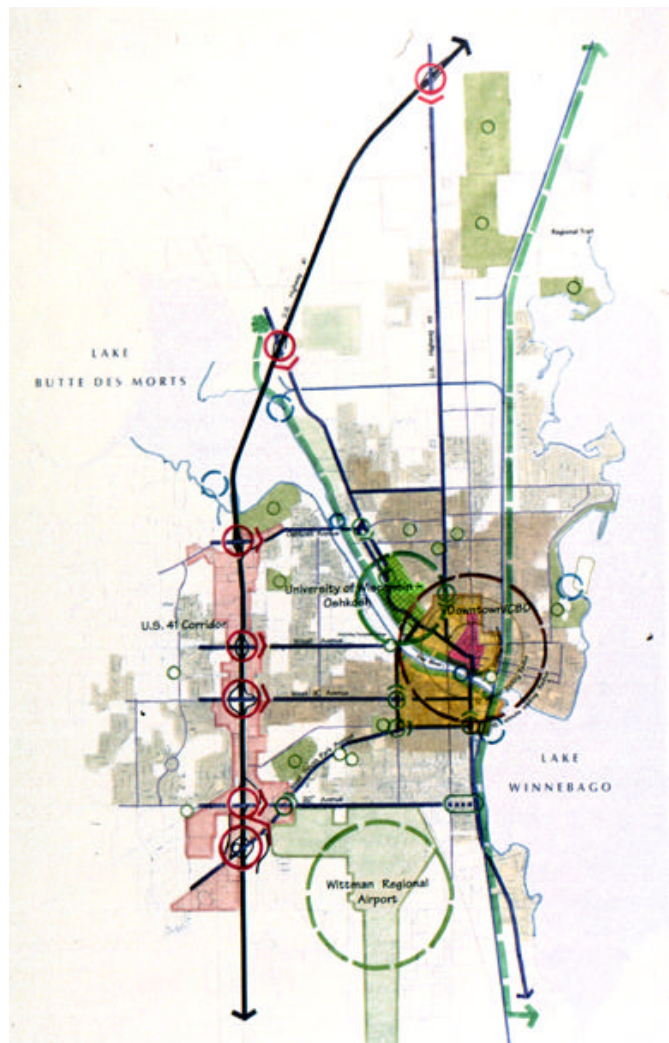
3.1 **Regional Context**

The city's municipal boundaries are approximately 10 miles long in the north/south direction and 5 miles wide in the east/west direction. The city has an approximate population of 62,000. The Downtown Oshkosh study area is approximately 700 acres with emphasis on the area located along N. Main Street and portions of the downtown along the Fox River.

The Regional Context diagram places the Downtown Oshkosh study area in context within the City of Oshkosh. It highlights the primary and secondary vehicular routes, primary gateways from Highway 41 to Downtown Oshkosh, secondary gateways adjacent to the study area, park and recreational sites, potential heritage trail linkages, and proximity of Wittman Regional Airport. It also highlights the competing strip commercial along Highway 41.

The development of Highway 41 led to a shift off commercial activity and growth to the west of the historic downtown. This development refocused the primary commercial and business activity to that highway corridor area. Once these development activities to the west got underway, residential construction followed. This shift has had a detrimental impact on the downtown's development and redevelopment potential.

With the recent renewed interest in



Regional Context Map

the downtown and the creation of the Downtown Design and Development Plan, the city is hoping to re-energize Downtown Oshkosh by boosting the economy, maximizing development along the Fox River, improving linkages to the riverfront, and enhancing the public realm within the downtown area.