

### 3.7 Citywide Framework

The Citywide Framework identifies the redevelopment potential for the corridors within Downtown Oshkosh. The corridors are North Main Street, Algoma Boulevard, Washington Avenue, Division Street, Oregon Street, and the Fox River.

**N. Main Street:** This corridor is the heart of the historic downtown. Development and redevelopment efforts should be prioritized here to encourage spin-off economic activity on adjacent properties.



*Citywide Framework Diagram*

**Algoma Boulevard and High Avenue:** Vacating a portion of these streets through the University's campus, as proposed, will allow for the creation of a 'true' campus quadrangle and a more cohesive, 'traffic-free' pedestrian core to the center of campus. Algoma Boulevard, as it is proposed to terminate in a central cul-de-sac at the quadrangle, will be the portal access towards Main Street. Thus, this street should be reinforced as the primary, pedestrian-friendly linkage to downtown, stimulating a stronger linkage between the student critical mass and downtown amenities.

**Washington Avenue:** Washington Avenue provides the main residential link for the neighborhoods located east of downtown. It is also the signature residential block for historic homes.

**Division Street:** This short corridor provides the link between Jackson Street and Algoma Boulevard with the Chamber of Commerce building located at its southern terminus. The Chamber building provides visitor information and welcomes residents and visitors to the downtown.

**Oregon Street:** The city should continue to promote development and redevelopment opportunities within the Oregon Street area.

**Fox River:** Of all the corridors, the Fox River corridor is the most underutilized. The potential development and redevelopment opportunities are limitless. Unfortunately, there are three major issues to be addressed. First, seventy-percent of the land adjacent to the Fox River is currently industrial. Second, environmental contamination may become an issue for these properties if existing industrial users were to relocate to new industrial parks. Lastly, Park Plaza backs up to the Fox River with massive concrete structures – thus blocking access to a view of the river and serving as an obstacle to redevelopment efforts that should focus on and linking to the waterfront amenity.

The diagram also highlights the following:

- Downtown Oshkosh district
- Significant attractions
- Primary pedestrian priority
- Secondary pedestrian priority
- Fox River opportunities
- Open space opportunities
- Primary redevelopment opportunities
- Longer-term redevelopment opportunities