

5.2 Riverfront Park

The Riverfront Park sub-area is located within the downtown along the Fox River. The northern and southern boundaries are defined by Otter Avenue and the Fox River and the eastern and western boundaries are defined by Broad and N. Main Streets, respectively. This is the area where the community comes together to enjoy the natural beauty of the Fox River and to celebrate community activities such as the Waterfest concert series. To build upon these riverfront activities, the project team has recommended the following enhancements:

- Enhance riverfront pedestrian accessibility by constructing a public promenade along the river's edge.
- Expand the existing riverfront park eastward to Board Street and create recreational and development opportunities by constructing a band shell and by attracting restaurants and other shops.
- Expand the convention center to attract larger venues and integrate the expansion into the riverfront park.
- Relocate the surface parking lot behind the convention center to the Wisconsin Public Service site. Also, expand the proposed new surface parking lot to accommodate new development and visitors coming to the new riverfront park.
- Increase boat berthing along the river's edge.
- Create a development opportunity on the south side of the 200 block of Ceape Avenue.
- Expand the existing surface parking lot on the north side of the 200 block of Ceape Avenue.
- Provide pedestrian linkages across the N. Main Street bridge.
- Provide streetscape enhancements throughout the riverfront park area.



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