

5.3 N. Main Street

N. Main Street is the historic center of Oshkosh rich in architectural character. It contains 62 contributing buildings, 10 noncontributing buildings, and one contributing object (Soldiers' Monument). The earliest buildings date back to the 1870's. The recommendations highlighted below build on the history of N. Main Street, reinforce the enhancement and maintenance of the public realm, and focus on retaining existing business and attracting new business to downtown.

- Maximize riverfront linkages and pedestrian connectivity to the downtown, riverfront, and surrounding community.
- Create development and redevelopment opportunities.
- Increase downtown residential development by adding more apartments and/or town homes along the western side of Division Street between W. Parkway Avenue and IDA Avenue. Also, by creating residential development opportunities on the upper floors above retail / commercial uses.
- Enhance the streetscape environment by introducing traffic calming measures, reducing the scale of the street (with expanded pedestrian sidewalks and improved crossings at major intersections, and tree planting.
- Establish a façade improvement program to assist business with renovations that comply with the new downtown design guidelines.
- Create addition surface parking areas behind the buildings located along 400 and 500 blocks of N. Main Street.
- Create pedestrian connections between surface parking lots located behind buildings along N. Main Street.
- Explore the feasibility of attracting a grocery store to the downtown.
- Create a new major public plaza/park on the Walgreens' site.
- Promote the redevelopment of the 100 block. The new development should reinforce the character of N. Main Street.
- Improve pedestrian accessibility along the N. Street Bridge.



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