

6.0 Organizing for the Future

The Downtown Design and Development Plan illustrates the vision for the future of Downtown Oshkosh. It should be looked upon as a long-term development strategy that involves an incremental approach and a key partnership between the public and private sectors. The public sector should be the initial investor, providing seed projects to “jump start” the private development. The private sector, however, becomes the economic engine in Oshkosh. As infrastructure is upgraded and installed, the reliance on the public sector seed money becomes less important as the economy of the private sector takes over.

Before the Oshkosh Partnership Committee and the consultants initiated the goal setting process, the project team established the following mission statement: **Establish Downtown Oshkosh as a great place for all visitors by making it a great place for community residents first.** The mission statement is the baseline for the Downtown Action Plan and capitalizes on the opportunities that became evident throughout the process. The needs of Downtown Oshkosh are addressed in nine critical focus areas:

- a. Maximize economic development and land use opportunities within Downtown Oshkosh and along the Fox River
- b. Create a special place to celebrate community life
- c. Celebrate the city’s cultural heritage and enhance its civic image
- d. Provide safe, efficient and convenient vehicle and pedestrian transportation and circulation throughout the City and make downtown user-friendly
- e. Maximize riverfront linkages and pedestrian connectivity to the downtown and surrounding community
- f. Create open spaces and recreational activities and promote environmental preservation
- g. Enhance and maintain the public realm
- h. Increase downtown residential development
- i. Establish mechanisms to make plans happen