

## **6.1 Maximize Economic Development and Land Use Opportunities Within Downtown Oshkosh and Along the Fox River**

This economic development goal for Oshkosh is twofold. Existing Downtown Oshkosh businesses are important to the future of the community and have been a mainstay to the success of the downtown for many years. Retaining these businesses as they grow and expand becomes particularly important as Oshkosh continues to develop. Attracting new businesses is also an important goal to encourage the continued growth of the downtown.

- a. Create and strengthen public/private partnerships to facilitate development
- b. Strengthen existing/emerging activity anchors
- c. Develop specific plans and market evaluations for target redevelopment sites in the Downtown Oshkosh
- d. Initiate and/or provide assistance for the redevelopment of target sites
- e. Provide assistance to older industries and heavier commercial businesses in areas proposed for redevelopment to relocate into planned industrial and business parks
- f. Work with individual industries in Downtown Oshkosh and in residential neighborhoods, to investigate opportunities for the phased relocation of industries from older outdated facilities to new plants in industrial parks
- g. Continue to stabilize and fill in both existing sub-commercial corridors along Oregon and Ohio Streets in the south downtown area
- h. Promote development efforts that maximize the waterfront amenity and create linkages within the community connecting the waterfront to downtown, surrounding neighborhoods and the region
- i. Preserve ground-floors along North Main Street for predominately commercial and retail uses
- j. Create a marketing plan that focuses on marketing the downtown, business retention and attraction, and promoting diverse economic development