

6.2 Create a Special Place to Celebrate Community Life.

Public gathering places become the heart of activity for Downtown Oshkosh. These places are where people congregate and socialize creating a lively atmosphere for the downtown. They are complemented by recreational opportunities for more active participation in events and concerts in the community.

- a. Convert the Walgreen's site into a public plaza/park to create a public gathering space in the heart of downtown
- b. Extend the park behind the convention center to the east allowing for more recreational facilities along the river and to expand the Waterfest Concert series seating capacity
- c. Coordinate efforts with the University of Wisconsin-Oshkosh to link the Downtown Plans with the University's master plan to expand public access to the riverfront
- d. Promote the expansion of marinas and riverfront boat berthing areas

6.3 Celebrate the City's Cultural Heritage and Enhance its Civic Image

Celebrating the city's cultural heritage and enhancing its community image involves the sense of pride that a community feels for itself. The image is also how a community portrays itself to the outside world of visitors and potential investors. Oshkosh is fortunate in that its rich heritage lends itself to crafting a themed community image.

- a. Preserve and enhance the historic buildings to attract quality tenants and customers
- b. Promote civic, cultural and heritage attractions
- c. Create a Pleasure Craft/Recreational Boating and Fox River Heritage Corridor Museum
- d. Develop historic preservation design-development guidelines/ordinance
- e. Educate the community on the importance of Oshkosh's heritage
- f. Work with the City of Oshkosh and Winnebago County to support ongoing efforts to enhance public accessibility to governmental services in the central downtown area