

6.4 Provide Safe, Efficient and Convenient Vehicle and Pedestrian Transportation and Circulation Throughout the City and Make Downtown User Friendly

This planning endeavor originated with an effort to better understand the parking and circulation implications of Downtown Oshkosh. These strategic initiatives relate to both the addition of new parking and the enhancement of vehicle and pedestrian circulation in the downtown. Other initiatives focus on making Downtown Oshkosh a place people enjoy visiting. Simple improvements can contribute to the success of downtown and make it a place people want to live, work, and play.

- a. Expand the downtown's parking resources by increasing surface parking, creating structured parking, and promoting shared parking
- b. Implement a wayfinding signage system that directs motorists and pedestrians to parking resources and attractions from Highway 41 to Downtown Oshkosh and throughout the downtown. This can be achieved through a variety of ways such as a trail blazer system, signage, and maps.
- c. Create a people-friendly, traffic-calmed Main Street to stimulate investment
- d. Enhance crosswalks at key intersections
- e. Provide downtown directories
- f. Encourage business owners and employees to park behind businesses
- g. Provide public restrooms
- h. Continue to improve parking resources behind existing buildings through a cooperative partnership with private property owners for joint development and management of these resources
- i. Promote transportation accessibility to Downtown Oshkosh
- j. Create pedestrian linkages between N. Main Street and the parking lots located behind the buildings that flank N. Main Street
- k. Study the one-way street system to see if they can be converted back to a two-way system. This will increase accessibility to businesses and calm traffic

6.5 Maximize Riverfront Linkages and Pedestrian Connectivity to the Downtown and Surrounding Community

In order to open the Fox River to the community, development and pedestrian linkages need to be created. These linkages should also be extended throughout the community linking downtown with adjacent neighborhoods, activity centers and attractions.

- a. Create opportunities for pedestrian linkages to the riverfront to provide greater access to this community amenity
- b. Extend the WIOUWASH Recreation Trail into Downtown Oshkosh
- c. Develop a system of local trails, pedestrian ways and bicycle routes that will connect downtown into the regional trail system
- d. Negotiate public access to the riverfront as part of joint public/private development agreements
- e. Integrate the proposed UW-Oshkosh master plan with the downtown action plan