

6.8 Increase Downtown Residential Development

Downtown Oshkosh already has a rich fabric of residential development directly adjacent to downtown. This fabric should be maintained and enhanced around downtown to further embrace the small-town character of the community while providing living opportunities in a variety of housing types.

- a. Increase the variety of downtown housing alternatives (e.g., inclusion of apartments, townhouses, and small-lot single family detached homes, etc.)
- b. Promote residential development on the upper floors above commercial/retail uses to encourage 24 hour activity on the streets
- c. Revitalize Downtown Oshkosh neighborhoods to attract new residents
- d. Encourage the development of multi-family housing in areas convenient to employment centers, shopping, services, bus routes, and recreational amenities
- e. Encourage "market rate" riverfront housing in Downtown Oshkosh
- f. Promote residential infill
- g. Stabilize neighborhoods in Downtown Oshkosh by continuing housing code enforcement, blight removal, and housing rehabilitation programs

6.9 Establish Mechanisms to Make Plans Happen

Oshkosh is fortunate to have an active, concerned group of citizens working to improve the community; long-time business owners who have committed to downtown; and downtown pioneers paving the way for a new era of downtown investment. Coordination and focus will be a key to future success.

- a. Research, apply and obtain local, county, state and federal funding resources to assist in the implementation of the Downtown Design and Development Plan
- b. Work with local institutions on funding strategies such as a low interest loan pool
- c. Designate personnel to handle downtown and community development
- d. Educate public and private leadership
- e. Establish a lead organization and clearly define groups' roles and responsibilities

6.10 Conclusion

These nine strategies become the rallying call for economic development recruitment efforts. These are all essentially physical improvements to Downtown Oshkosh. Implementing the concept requires significant policy and programmatic commitments beyond the physical changes that will be essential to the success of the plan. These are discussed in the following sections of the report.