

## **7.0 Implementing the Vision**

In Chapter 6, various goals and objectives were highlighted to assist in the implementation of the Downtown Design and Development Plan. In this chapter, the implementation strategies are categorized into short, medium and long term initiatives (e.g. 0 to 5 years, 6 to 10 years and 11 years plus). Of course, these prioritizations may change as different situations and opportunities arise. This listing, however, is intended to guide decision makers who are considering improvements and investments in the coming years.

### **7.1 Introduction**

The successful revitalization of downtown Oshkosh will involve a combination of public and private initiatives of the character and quality that are set forth in this section. While it can often be difficult to discern the dividing line between public and private initiatives, a comprehensive set of recommendations of the sort presented here are indicative of the types of combined effort that will be required for the ultimate success of these efforts.

A concerted, focused effort, of the sort envisioned here can create a catalytic influence on public and private investment. A forward-looking sense of momentum can thus be created through the use of strategic opportunities for immediate improvement, coupled with a longer-term plan for subsequent renewal and reinvestment.

The following three over-arching policy initiatives will help ensure the ultimate success of these efforts – Planning, Marketing and Regulation.

**Planning:** Continue to build upon the momentum created through this planning process by developing new and ongoing (broad-based) planning efforts. Integrate downtown planning efforts with those taking place in other adjacent and related sections of the city and surrounding region. One final outcome will be the formal approval of the Downtown Design and Development Plan as an update to the City's 1993 Comprehensive plan.

**Marketing:** Build on past efforts to have a renewed emphasis on integrated, coordinated downtown marketing/promotion efforts. Use that effort to develop a comprehensive marketing plan that focuses on promoting the downtown (eliminating the vacant storefronts and improving the streetscape and facades), business retention and attraction, and promoting diverse economic development. A key component of this plan is the development of a specific targeted effort to recruit new businesses to locate to the Downtown area. In developing this plan, Oshkosh may wish to consider developing a model similar to one used in Neenah to have a central business group or organization acquire the right of first refusal to acquire properties as they become vacant to help facilitate orderly business transition within the Downtown area.

**Regulation:** Create and implement design/development guidelines for the downtown and integrate appropriate provisions in the zoning ordinance to ensure that improvements are undertaken in a manner that reinforces the quality of buildings and architecture in the area. Review existing zoning requirements to promote redevelopment and improvements along the

Fox River. Review current parking regulations to help facilitate redevelopment and cooperative use of existing parking resources.