

## 7.2 Part One: Public Improvement Initiatives

### A. Short-Term Public Improvement Initiatives (0 to 5 years)

1. Market Plaza – Establish a new major public greenspace to unify the center of downtown by purchasing and converting the former Walgreen’s site into a public plaza/park. This plaza will be designed for alternative uses and will incorporate the existing statute and sundial.
2. Main Street Environment – Enhance the streetscape environment of N. Main Street. This can be done by calming the traffic, reducing the scale of the street (with expanded pedestrian sidewalks and improved crossings at major intersections), tree planting and by adding an 8-10 foot median with trees (in selected sections from the Fox River to Algoma Boulevard). Another important aspect will be the establishment of a façade improvement program to assist business with renovations that comply with the new downtown design guidelines.
3. Riverside Park & Promenade – Increase public access to the Fox River through an expansion of the existing Riverside Park (eastward to Broad Street) and through the construction of a band shell and other improvements to be used for the Waterfest Concert series and other similar public events. Facilitate riverfront pedestrian access (thus encouraging other associated redevelopment, including the possible addition of restaurants and other shops) through the development of plans for the construction of a public promenade alongside the river, eventually from the UW Oshkosh campus to the expanded Riverside Park. (During the 0-5 year period, the promenade from Main Street to the expanded Riverside Park should be constructed; the rest of the promenade from Main Street to the UW Oshkosh campus should be built over a 6-10 year period.) Part of this plan includes the acquisition of the Hooper Building for redevelopment.
4. Convention Center – Encourage enhanced convention and trade show business through the design and implementation of a significant expansion to the Convention Center. This new investment must be consistent with other goals to improve public access to the river and an expanded Riverside Park.
5. Pioneer Inn Access/South River Promenade – Abandon that portion of Pioneer Drive immediately adjacent to the Fox River to facilitate redevelopment, expanded public access to the river, and the creation of a riverfront pedestrian promenade on the south side of the River to compliment the development on the north side. Provide alternative access to the Pioneer Inn (perhaps through an extension of Ninth Avenue east to reconnect with a remaining portion of the existing Pioneer Drive). In developing the promenade, the initial effort should be focused on creating an attractive walkway from the bridge at South S. Main Street to the Pioneer Inn.
6. Signage – Encourage more visitors to the downtown area through improved signage.

7. Downtown Maps – Help individuals locate businesses within the downtown area through the development of maps and signage for vehicular and pedestrian use.
8. Marion Road/Pearl Avenue – A sense of momentum and visible public improvement can be established by successful efforts to redevelop the former Radford/Universal Foundry sites. As part of these efforts, the City should continue to purchase the targeted residential properties in the Redevelopment Project area and solidify commercial and recreation oriented uses for the area.
9. Parking – Develop additional public parking on the westside of the 500 block of N. Main Street, north of Church Avenue.
10. Division Street – Continue implementation of redevelopment project activities.
11. Re-Examine/Remove One Way Roads – Improve traffic flow, access to downtown and visibility of commercial enterprises by carefully re-examining all downtown traffic flow patterns with the goal of seeking to remove all of the existing one-way matched pair streets.

***B. Medium-Term Public Improvement Initiatives (6 to 10 years)***

12. Mercury Marine – Improve riverfront access and appearance by undertaking the redevelopment of the Mercury Marine properties into residential, recreational or other uses, as consistent with the redevelopment plans for the Marion Road Redevelopment Project (i.e., the former Universal Foundry and Radford sites).
13. Parking – Develop additional public parking on the 200 block of Ceape Avenue and west of State Street.
14. North Riverfront Promenade – Develop the pedestrian promenade along the river from Main Street to the UW Oshkosh campus. (This completes the promenade from the campus to the expanded Riverside Park.)
15. Fox River Heritage Center and Recreational Boating Museum – Fox River Assess the feasibility of constructing a major public-access facility adjacent to the Fox River.
16. City Hall – Maintain a downtown location for City Hall.
17. Pedestrian Access to Main Street – Improve pedestrian access to parking and Main Street commerce by developing new walk-throughs along N. Main Street.
18. Old WG&R Building – Acquire and remove the old WG&R building to expand surface parking areas to meet the needs of downtown businesses.
19. Boat Traffic – Increase the number of finger piers and parallel boat berthing spaces along both banks of the Fox River. This shall be an incremental and ongoing process that will follow new development/redevelopment adjacent to the riverfront. (Note: This effort will require a combination of public and private investment.)

***C. Long-Term Public Improvement Initiatives (more than ten years)***

21. Develop Northside Trail – Develop a trail from an expanded Riverside Park at the south end of Broad Street to Winnebago County Park north of Snell Road. The trail to follow Broad Street and the Wisconsin Central Railroad corridor.

22. Parking – Raze the residential buildings on the west side of Jefferson Street to expand surface parking behind the commercial buildings. Relocate J&R Auto Service and remove the existing building in order to increase the surface parking spaces that are needed behind the buildings to the west of the 400 block of N. Main Street
23. Pedestrian Crossing – Improve the pedestrian connection across the Wisconsin, Jackson and N. Main Street bridges.
24. Access – To increase accessibility to the downtown area.