

City Center Survey Results

Rebecca Grill, City Manager



Background & Methodology

The survey gave respondents an opportunity to answer questions about the possible redevelopment of City Center and provide written feedback on specific topics.

The survey was open for one month and received **1,646 responses**, making it the highest-response survey we have posted to date.



Site Familiarity

Question 1: How familiar are you with the City Center property along Oshkosh's riverfront?

Response	# of Responses	Percentage
Very Familiar	1,130	69%
Somewhat Familiar	440	27%
Heard of it but don't know much	66	4%
Not Familiar	10	1%



Takeaway: 95% of respondents are very or somewhat familiar with the site

- Feedback reflects direct familiarity as City Center is a highly visible and well-known property.



Possible Site Uses

Question 2: What types of uses would you most like to see on this waterfront site?

Takeaway: Residents strongly favor small business type destination-oriented uses such as dining and shops over housing or lodging development.

Response	# of Responses	Percentage
Restaurants and dining	1,078	24%
Retail shops	654	15%
Public waterfront spaces or plazas	777	17%
Parks and green space	627	14%
Entertainment venues	462	10%
Cultural or arts uses	336	8%
Office or employment space	119	3%
Hotel or lodging	70	2%
Housing	197	4%
Other	121	3%





Public Access to Waterfront

Question 3: How important is it that redevelopment includes public access to the waterfront?

Response	# of Responses	Percentage
Very important	1,211	74%
Somewhat important	288	17%
Not very important	123	7%
Not sure	24	1%

Takeaway: 92% say public access is important



Site Benefits

Question 4: What potential benefits are most important to you?

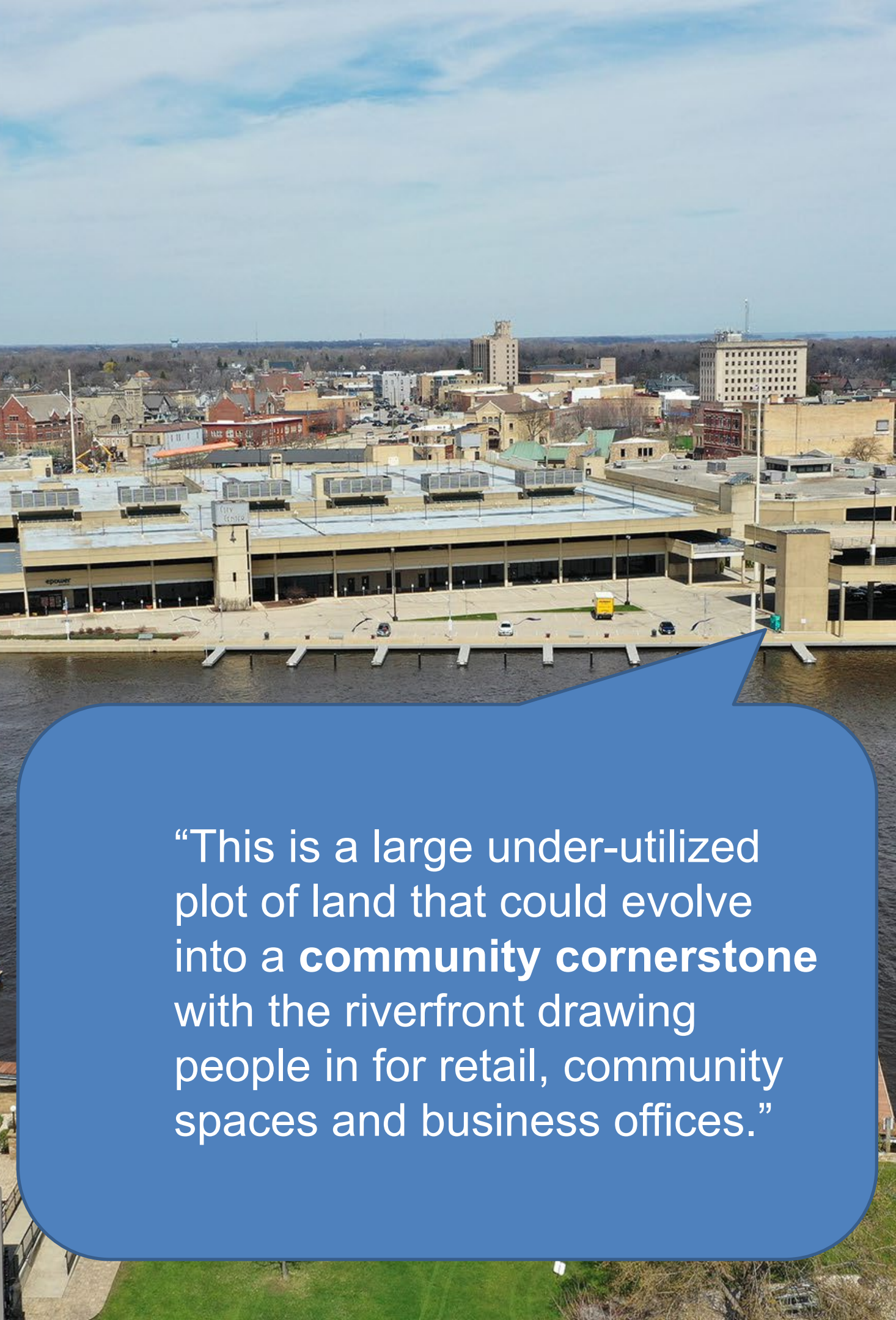
78%

want downtown investment with strengthening businesses, event creation opportunities and visitor attractions

Response	# of Responses	Percentage
Strengthening downtown businesses	856	28%
New housing options	129	4%
More activity and events downtown	989	33%
Better public access to the river	529	18%
Attracting visitors and investment	518	17%

Takeaway: Residents are prioritizing activation, business growth, and community gathering over housing expansion.





“This is a large under-utilized plot of land that could evolve into a **community cornerstone** with the riverfront drawing people in for retail, community spaces and business offices.”

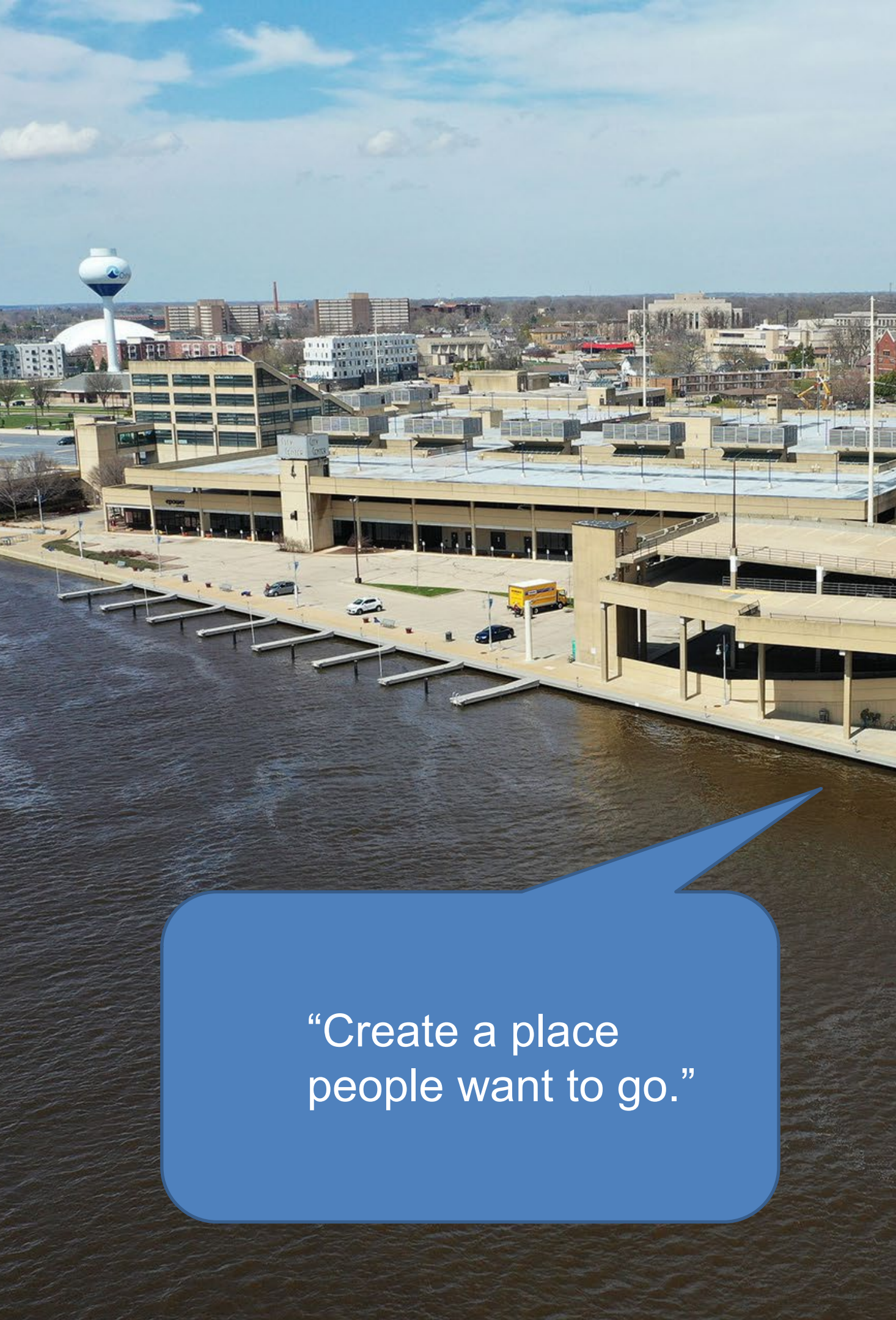
Survey Ideas & Comments

Question 5: What ideas or comments do you have about the future of this riverfront property?

Respondents most Supported:

- Restaurants and waterfront dining
- Public market / food hall concepts
- Expanded Riverwalk access
- Family-friendly attractions
- Entertainment and event spaces
- Green space and public gathering areas
- Stronger downtown business activity





Survey Ideas & Comments

Question 5: What ideas or comments do you have about the future of this riverfront property?

Most common concerns:

- Minimize taxpayer cost while prioritizing redevelopment that generates tax base instead of removing property from the tax roll
- Keep City Hall in its current location rather than relocating it to this site
- Potential displacement of current businesses
- Prioritization of community based uses other than additional apartments or housing

“Create a place people want to go.”



What would redevelopment look like?

- **Create a distinctive downtown destination** that rivals, but does not replicate, nearby cities.
- **Connect Oshkosh's downtown with the riverfront** through improved access, walkability, and visual cohesion.
- **Increase traffic** to the site and surrounding area through a mix of uses and year-round activity.
- **Generate new employment opportunities** by attracting diverse range of employers, supporting small business growth, and creating both temporary construction and long-term operational jobs within the redeveloped space.
- **Increase property value, expand the tax base,** and catalyze reinvestment in adjacent opportunity sites.
- **Develop a mix of housing, commercial, and public spaces** that attract residents and new business, supports existing businesses, and stimulates continued development throughout the downtown area.

What are next steps?

April 22 Council Meeting:

- Open Session discussion concerning Offer to Purchase

May 5 Plan Commission / May 12 Council Meeting:

- Open Session discussion concerning Offer to Purchase

Future Site Redevelopment:

- Initiate conversations with current tenants
- Prioritize public input with all future steps





**Questions?
Thank you!**

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