

# JERRY MURPHY, NEW NORTH REGION

Mid-America Economic Developers Association  
Best Practices Session

The logo for New North is a square divided into two horizontal sections. The top section is a vibrant yellow-green color, and the bottom section is a light grey color. The word "new" is written in white lowercase letters across the bottom of the yellow-green section. The word "north" is written in white lowercase letters across the top of the grey section. A small registered trademark symbol (®) is located at the top right of the word "north".

new north<sup>®</sup>

# MENOMINEE NATION ARENA – OSHKOSH, WI.



# Opportunity Knocks



WINDWARD  
WEALTH STRATEGIES, INC.

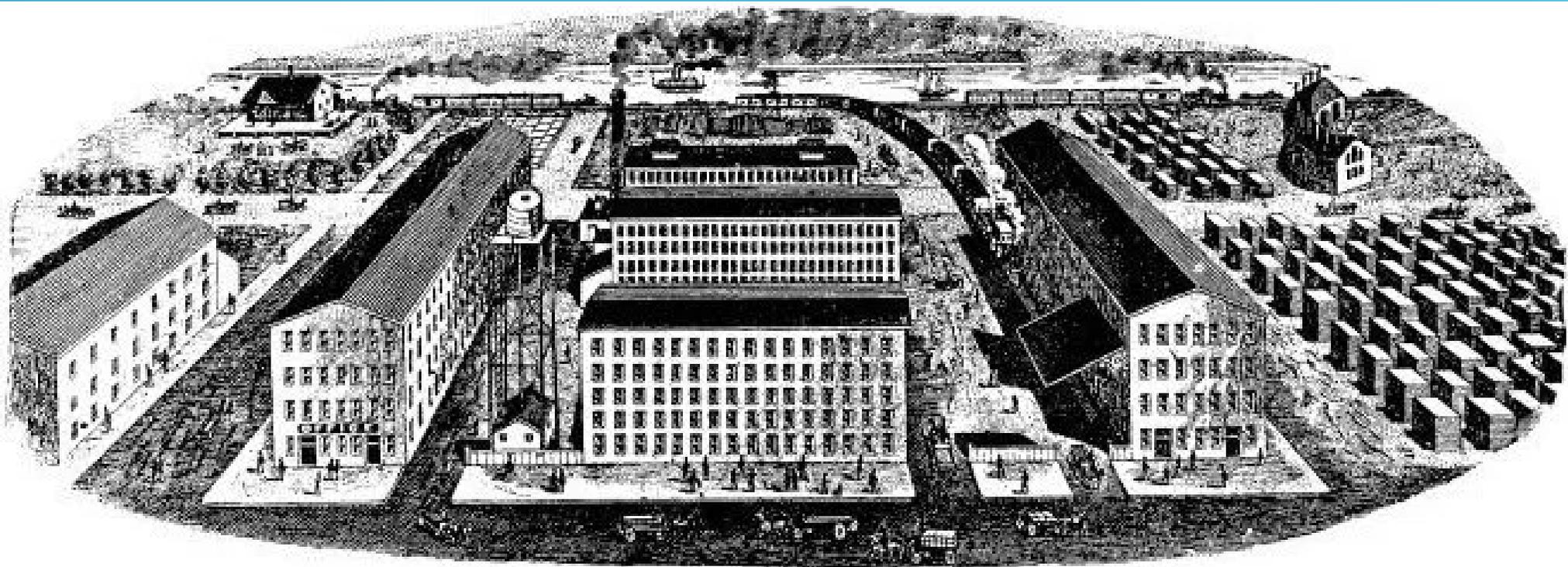
FOX VALLEY PRO.  
**BASKETBALL** INC.

Milwaukee Bucks LLC®  
**DEVELOPMENT LEAGUE  
PROPOSAL**

#bringthebucks [BRINGTHEBUCKS.COM](http://BRINGTHEBUCKS.COM)



# PROJECT BACKGROUND



BUCKSTAFF-EDWARDS COMPANY.







# PROJECT BACKGROUND

- ▶ Right after the City signed the settlement, a local developer approached the City about working together on an economic development opportunity.
- ▶ The developer was attempting to attract the Milwaukee Bucks D-League (now G-League) team to Oshkosh and needed a location for a multi-purpose arena.
- ▶ A proposal was submitted to the Milwaukee Bucks in August 2016 and the Buck's decision was anticipated by late November 2016.
- ▶ The developer promised that the Buck's G-League team could play games at the new arena in November 2017.
- ▶ The City eagerly awaited the Buck's decision knowing there was a lot of work to do in a short amount of time and had already completed site tasks in the fall knowing we'd be unable to complete them in the winter when the bulk of the planning and design would occur.

# PROJECT BACKGROUND

- ▶ The City worked with Houseal Lavigne Associates, who were already working on the City's Central City Investment Strategy, to develop a vision of redevelopment including an arena in the south shore area where Buckstaff was located.
- ▶ The Sawdust District was born.

# REDEVELOPMENT OF THE SAWDUST DISTRICT



# PROJECT BACKGROUND

- ▶ The City did not hear from the Bucks by the end of the year but decided to start working on the site.
- ▶ In order to keep costs down, the City rejected multiple bids from contractors to remove the foundation on site and the City's Street Division crew rented equipment and started working on the project.
- ▶ City engineers started preliminary infrastructure design in order to prepare should the Buck's make their announcement.

# PLANNING AND DESIGN

- ▶ The Milwaukee Bucks made an announcement in February 2017 that their G-League team will be located in Oshkosh.
- ▶ The developer was still committed to opening the arena in November 2017.
- ▶ The arena's contractor, Bayland, needed to be on site by the end of February 2017.
- ▶ The City had to coordinate the work on site as the previous owner's contractor was still demoing the building, the city crews were still removing the foundations, and Bayland needed to start prepping the site for construction.

# PROJECT BACKGROUND

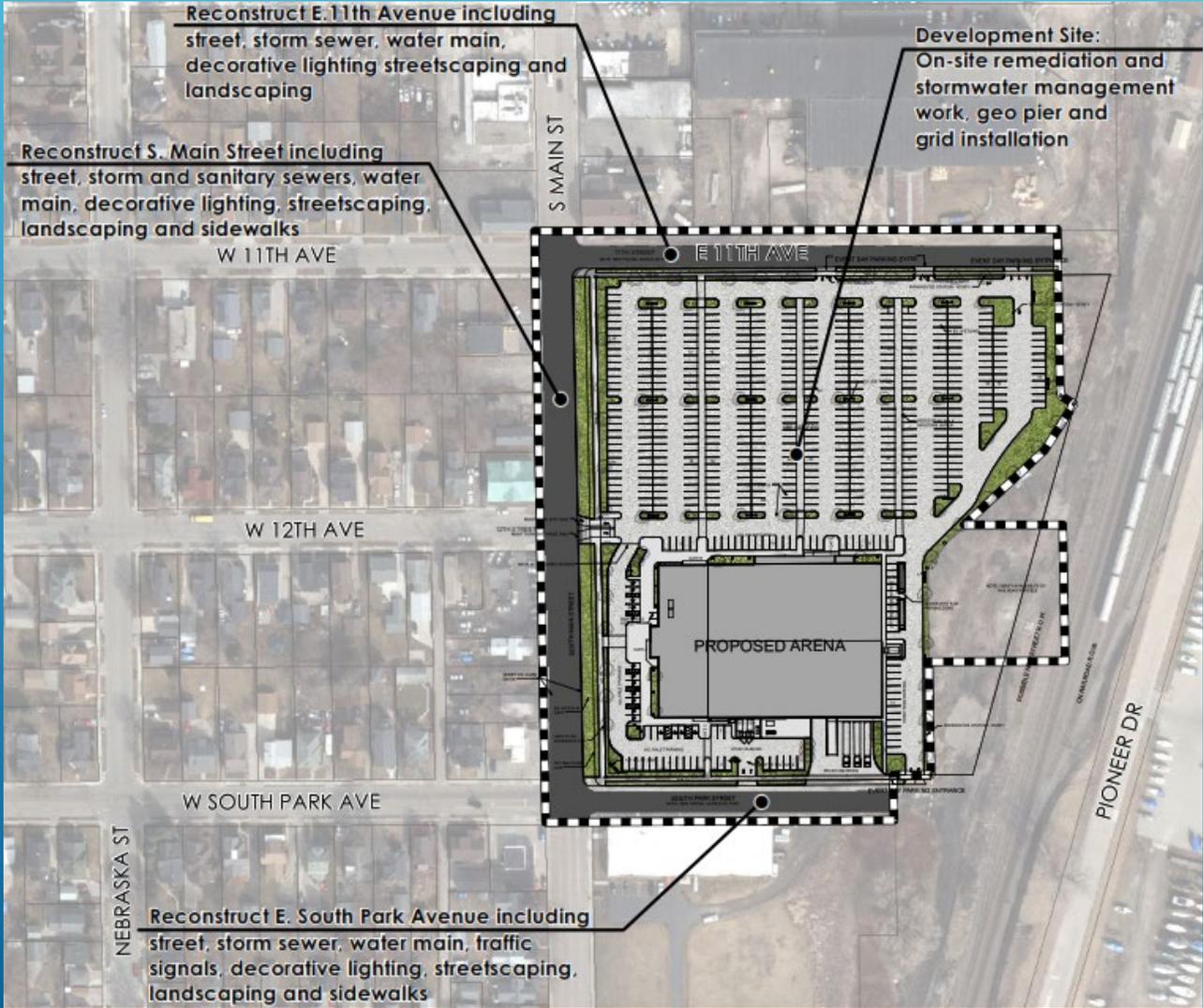


# PLANNING AND DESIGN

- ▶ In addition to coordinating three crews on site, the City also had to coordinate the site design process which included remediation requirements, storm water management challenges, wetlands, site fill, and a high water table.
- ▶ Low ground elevation in relation to Lake Winnebago Water elevation created interesting design challenges onsite and in the public ROW.



# PLANNING AND DESIGN



# REDEVELOPMENT OF THE SAWDUST DISTRICT

- ▶ The construction of the arena was seen as a catalyst to additional redevelopment within the Sawdust District.
- ▶ Since the completion of the arena, discussions have moved forward on redeveloping the Pioneer Island.
- ▶ Additional conversations and plans are moving forward for more redevelopment within the District.



# REDEVELOPMENT OF THE SAWDUST DISTRICT

- ▶ City of Oshkosh Redevelopment Authority has been acquiring land within the area to help rehabilitate and redevelop the southshore area.
- ▶ Plans are proceeding for the construction of a Riverwalk along Pioneer Drive. A WDNR Grant application was submitted on May 1, 2019.

# REDEVELOPMENT OF THE SAWDUST DISTRICT

