

FUTURE LAND USE

All parcels within the City have been assigned to one of nine land use designations. These land use designations cover the full range of Portage development types and should serve as the basis for development review and approval and future zoning amendments and regional/neighborhood plans, which may be needed to realize the full implementation of the Master Plan's recommendations. However, deviations from the Future Land Use Plan may be appropriate when justified by more detailed information, changes to conditions, or in cases where a deviation is not contrary to the overall intent and purpose of the Plan.

Single Family Residential

Single-family residential includes the City's residential areas consisting of single-family detached housing units. A variety of single-family attached and detached residential formats exist such as traditional 1960s ranch-style homes in the north, modern 1980 and 1990s two-story suburban homes situated in curvilinear subdivisions primarily in the south and west, and updated larger, luxury homes surrounding the lakes.

Single-family detached homes are expected to remain the main housing type in Portage. However, it is also important to introduce other low-intensity options like duplexes and accessory dwelling units that offer more variety. These can be developed on infill lots for those looking for alternatives to large single-family homes but wishing to stay in single-family neighborhoods. These areas could be paired with neighborhood-scale commercial/retail at key intersections to create mixed-use nodes providing residents easy access to goods and services near their own neighborhoods. Within these nodes, efforts to enhance the aesthetic quality of neighborhoods and ensure the visual quality of properties should be a focus. The zoning code could be amended to encourage different neighborhood scales and densities throughout the City.

Mixed Residential

Mixed Residential consists of multiple housing types including townhomes, duplexes, and multifamily buildings. These areas encourage greater variety within Portage housing stock and allow for greater flexibility to build denser residential development in proximity to the City's major roadways, including South Westnedge Avenue, Centre Avenue, Oakland Drive, Lovers Lane, and Portage Road. Mixed Residential areas may provide a transition between the major corridors and the single-family neighborhoods. Multifamily and single-family attached residences should be sited and designed to create a cohesive neighborhood setting that allows for walking and biking, and promotes an overall sense of place and identity. These areas would also serve as desirable locations for mixed-use nodes.

As the three subareas evolve, potential locations for local-serving mixed-use development should also be considered. These nodes can be strategically placed around the community to create more complete neighborhoods where current services and amenities may be lacking. Opportunities in the northwest and southern parts of Portage exist to implement this approach as these areas have been identified as missing parks, grocery stores, public transit, and schools.

Local Commercial

Local Commercial includes small commercial businesses, typically along major and minor routes near residential neighborhoods and throughout the City which provide goods and services to residents in nearby neighborhoods. These areas provide local shopping options and eliminate long trips to larger commercial corridors for everyday needs. These areas should be accessible by car, walking, biking, and transit. As development and redevelopment occurs opportunities for adaptive reuse should be prioritized to create more sustainable building practices

Community Commercial

Community Commercial includes a mix of retail, service, dining, and professional office uses along the City's major vehicular corridors, such as South Westnedge Avenue, Centre Avenue, Shaver Road, and Portage Road. These areas encompass a mix of scales including large retailers that attract patronage from outside the City. A flexible range of formats are encouraged including plazas and visually appealing multi-tenant developments. Special attention to site aesthetics, landscaping, building design, and signage is recommended to ensure visually appealing development that enhances the community's aesthetic quality. Underutilized parking areas on larger sites should be considered for outlot development to improve the relationship between older commercial properties and the public realm and provide opportunities to grow retail environments. As development and redevelopment occurs, opportunities for adaptive reuse should be prioritized to create more sustainable building practices.

Mixed-Use

Mixed-use areas consist of either vertical or horizontal developments. Vertical mixed-use developments consists of commercial/retail uses on the ground floor with residential and/or office uses located on the upper floors while horizontal mixed-use developments consist of commercial/retail uses located adjacent to residential and/or office uses. The intent is to provide an appropriate mix of land uses by locating higher trafficked businesses on the ground floor with sidewalk frontage to create a more inviting and interesting pedestrian experience, while still accommodating service-oriented and residential uses to complement the development. These areas should be designed in a way that provides a safe, attractive, and walkable pedestrian environment. The three primary areas for mixed-use are the Crossroads Subarea, the City Centre Subarea, and the Lake Center Subarea.