

P O R T A G E
FORWARD TOGETHER
2045 MASTER PLAN



VISION, GOALS & KEY RECOMMENDATIONS

PLANNING COMMISSION | JUNE 28, 2023

PROJECT TEAM



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AGENDA

- Planning Process Overview
- Community Engagement Summary
- Review Vision Statement
- Review Goals, Key Policies and Initiatives
- Discuss Preliminary Land Use Classifications
- Next Steps

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PLANNING PROCESS

Planning Process

Approximately **18-month** process to:

- Establish where we are today
- Define where we want to go
- Draw the roadmap to get there



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COMMUNITY ENGAGEMENT

PUBLIC PARTICIPATION

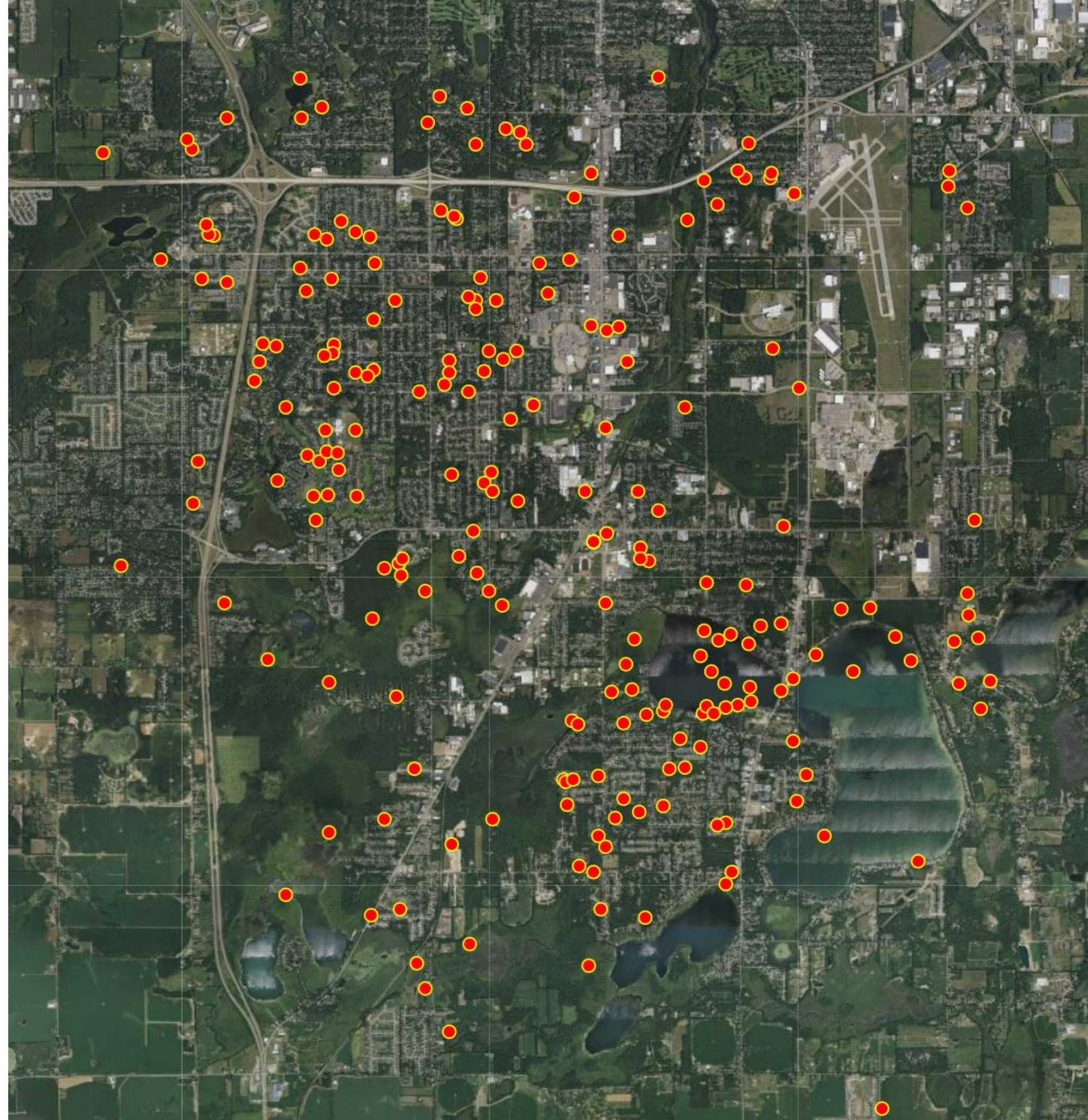
- Joint Committee Kick-Off Workshop
- Development Community Workshop
- Planning Commission Workshop
- Key Stakeholder Interviews
- Business Community Workshop
- Industry Community Workshop
- Community Visioning Workshop
- Crossroads Virtual Workshop
- Project Website
 - map.social
 - Online Survey

PUBLIC PARTICIPATION

Total Points of Engagement:
691

Total Points of In-Person Engagement:
113

Total Points of Online Engagement:
555

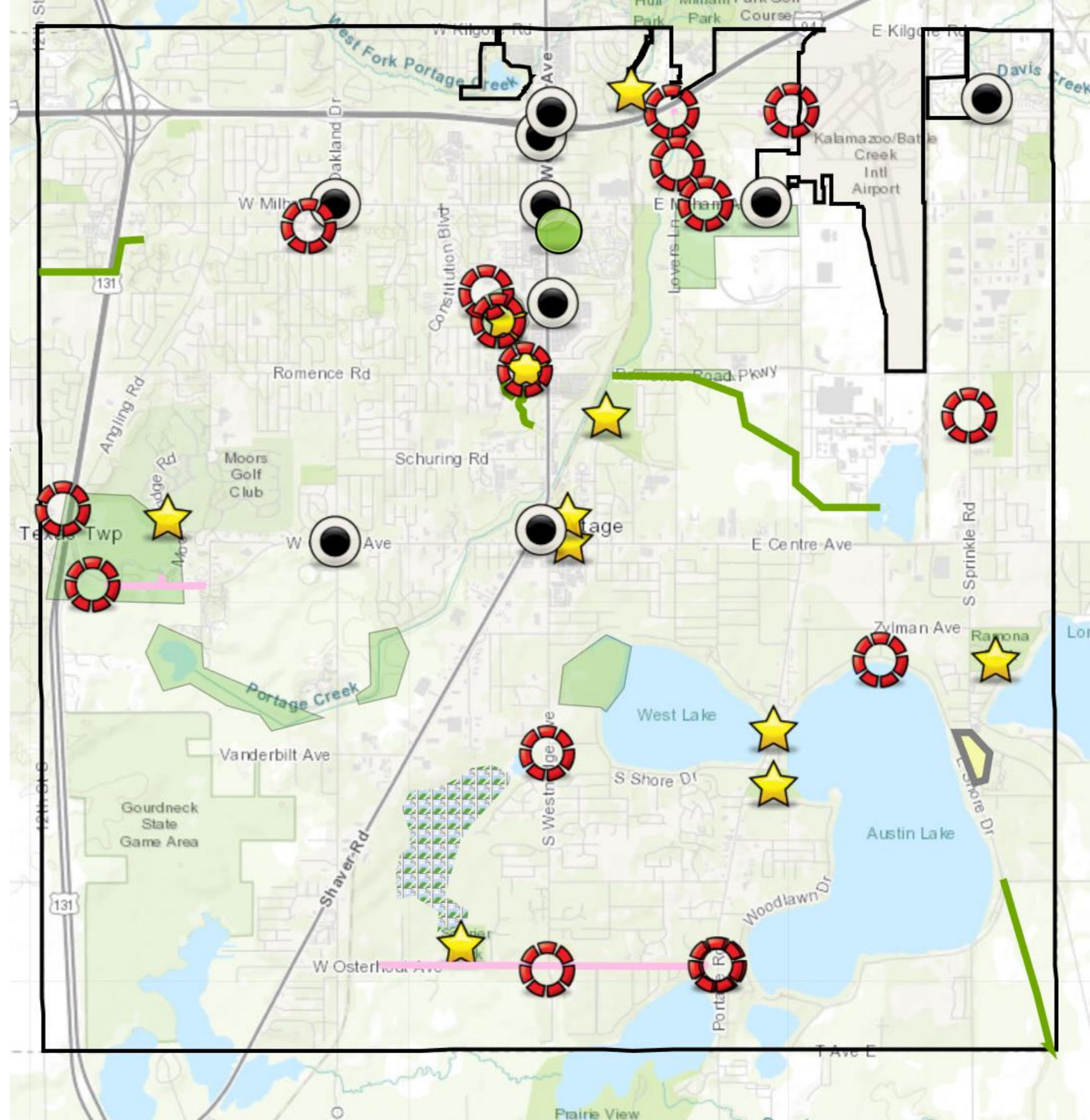


PUBLIC PARTICIPATION

Total Points of Engagement:
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VISIONIONING WORKSHOP KEY THEMES

Housing/Residential Areas

Crossroads Mall Subarea. The Crossroads Mall Subarea was identified as a potential redevelopment site that could include a mix of housing and commercial uses. Groups mentioned that this area could accommodate higher density housing compared to other areas of the City and suggested that affordable units and senior housing be provided here.

City Centre Subarea. Participants flagged areas within the City Centre Subarea as having potential to mix housing with the existing commercial.

New Housing Developments. Several groups had ideas of where to locate new housing in the City. Most of the identified locations were vacant parcels or lots that were not yet identified for development.

VISIONIONING WORKSHOP KEY THEMES

Housing/Residential Areas

Increase Density. Though Portage has well-established neighborhoods, some groups thought that residential density could be increased in certain areas of the City to promote walkability and encourage the “15-minute City” concept.

Affordable Housing. Groups wanted to see more affordable housing throughout the City and thought that if new housing was being developed in Crossroads or north of Austin Lake affordable units could be incorporated.

Code Enforcement. Participants noted a need for more code enforcement in various neighborhoods in the City. Residents thought that areas could use more beautification efforts from the property owners to maintain City standards.

VISIONIONING WORKSHOP KEY THEMES

Commercial Areas

Mixed-Use Nodes. Several groups mentioned that the City should focus housing and commercial in smaller scale, walkable neighborhoods, or nodes. These would replace big box stores with small, boutique retailers. Some of the groups thought that commercial uses should be intermingled with the existing neighborhoods rather than just focusing commercial uses on major arterials.

Focused Commercial Development. Several groups outlined areas that already have existing commercial development and areas where commercial development should be more focused. Participants thought that these areas should build upon and further expand the commercial corridors in the City.

VISIONIONING WORKSHOP KEY THEMES

Industrial Areas

Maintain Current Industrial Locations. Most groups indicated that the existing industrial and manufacturing areas in the City were sufficient. They did not want to see much expansion of industrial land use. Additionally, it was suggested that the City could accommodate more warehousing in the current industrial areas.

Parks and Open Space

Gourdneck State Game Area. Desire to utilize the game area as a public park. Participants recognized DNR ownership and that coordination would be needed to better utilize the area.

Incorporate Green Space in Development. It was mentioned that new housing developments should incorporate more open space and green spaces. It was also suggested that green space should be more of a priority for residential Planned Developments.



VISIONIONING WORKSHOP KEY THEMES

Bike/Pedestrian and Vehicular Transportation

Expand Sidewalks. Participants mentioned that the sidewalk network needs some work in the industrial areas especially because some factory workers walk to work. In addition, there was an overall desire to improve walkability in the City.

Expand Trails. Multiple groups stated that the existing trail network in the City is an asset. It was stated that people move to Portage for access to recreation. Participants expressed a desire to expand on that network throughout City. In addition, multiple groups felt that the Gourdneck State Game area could be better utilized for recreation.

VISIONIONING WORKSHOP KEY THEMES

Community Facilities and Infrastructure

City Centre Subarea. Several groups identified the City Centre Subarea as the desired civic hub for the City. This area could continue to add attractions such as a civic center, children's or art museum or concert venue. Groups also suggested moving Bandshell Park and the fire and police stations to another area to make room for this suggested civic hub. Some groups felt that this area needed residential and commercial land use in addition to serving as the civic hub.

Create Community Nodes. Community nodes were mentioned as a potential solution to create more civic and community spaces within neighborhoods rather than to only have centrally located spaces. Specific spaces were not identified but the idea was mentioned.

VISIONIONING WORKSHOP KEY THEMES

Sustainability

Mixed-Use. Groups mentioned creating mixed-use districts that would be neighborhood-scale, 15-minute neighborhoods. These would incorporate restaurants, housing, and commercial areas. It was suggested that this should be included in the sustainability section to create more “sustainable neighborhoods”. Participants thought that creating these nodes would make areas of the City more sustainable by encouraging alternative modes of transportation such as biking and walking thus reducing vehicular dependence.

Renewable Energy. Multiple groups found that the City should start to make the transition to electrify the grid using solar power. One group mapped out where they would like to see solar farms within the City.

Parking. The need to increase the EV charging stations throughout the City to support the rapidly growing EV market was discussed among workshop groups.

VISIONIONING WORKSHOP KEY THEMES

Culture, Arts, and Placemaking

Inject Placemaking. Several groups mentioned the possibility of placing art, interactive spaces, and unique elements around key sites to create a better sense of place within the City. Some of these sites included bikeway corridors and trails, near the senior center, in the City Centre Subarea and in the Lake Centre Subarea. Participants wanted to see artwork that honors history as a focus for these efforts.

Performing Arts Center. A few groups mentioned the need for a centralized, cultural arts center that would be a regional draw and could support Portage's cultural interests. One group suggested that this be a Performing Arts Center similar to the Civic Auditorium in Kalamazoo. It was recommended that this be located in the City Centre Subarea.

P O R T A G E

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2045 MASTER PLAN



VISION STATEMENT

What is a Vision Statement?

- Aspirational narrative
- Depicts the community's collective desires
- Serves as the foundation for the Plan's goals, recommendations, and actions
- Long range – looks ahead **20** years
- *Based on community feedback!*

Portage Vision Statement (pt 1)

In 2045.....

Our City continues to prove itself as an ***economic hub*** for southwest Michigan and a great community to call home.

We are known throughout the region as a place for everyone to plant their roots.

We have established our reputation as a well-rounded City with a ***thriving business community, safe and walkable neighborhoods, outstanding parks, top ranked public school system, and amenities for all.***

Portage Vision Statement (pt 2)

The *neighborhoods* of Portage are *vibrant* and *inclusive* – not just a collection of homes and streets, but *true communities* that are *attainable*, catering to the needs of existing residents and welcoming to families and young professionals new to the area.

Individuals and families in Portage can *thrive* and build their lives within the community.

Seniors and empty nesters have a *variety of housing options* to ensure they can continue to call Portage home and benefit from opportunities to actively participate in the community.

Moreover, the seamless *integration* of City *parks* and *trails* within our community stands as a *source of pride, enhancing* our overall *quality of life*.

Portage Vision Statement (pt 3)

Portage continues to *support* and *attract businesses* both large and small.

Globally recognized employers, as well as *local businesses*, *thrive* in our City and its numerous commercial districts.

Successful *partnerships* between *schools, surrounding universities, local businesses, and quality employers* in Portage are developing a *skilled workforce*.

These efforts, combined with investments in placemaking, have helped *retain* talented *workers* with quality *high-paying jobs* and desirable community amenities, ensuring a stronger and more resilient local economy.

Portage Vision Statement (pt 4)

The community is also **well regarded** for our collection of ***mixed-use, walkable districts*** that serve residents and visitors alike.

Our **commercial areas** have long **drawn crowds** from ***throughout the region*** offering unique experiences for ***shopping, gathering, and community events*** – establishing ***Portage*** as a ***destination in the Midwest***.

Our City has cultivated an environment where **everyone**, regardless of age or stage of life ***can live, work, and experience*** the best Portage has to offer.

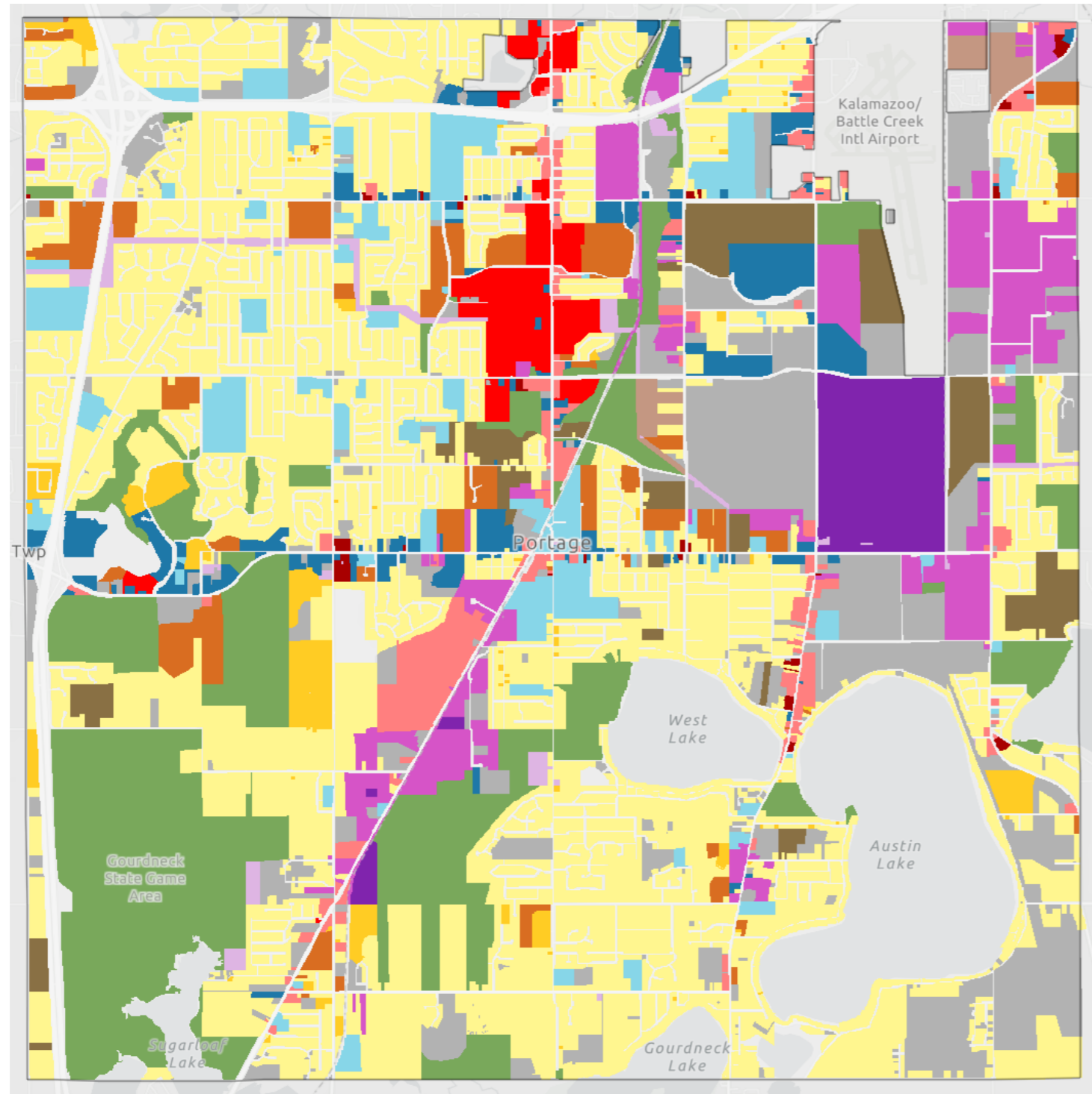
With this vision, Portage has become a ***thriving community*** where anyone can find a sense of belonging and flourish.

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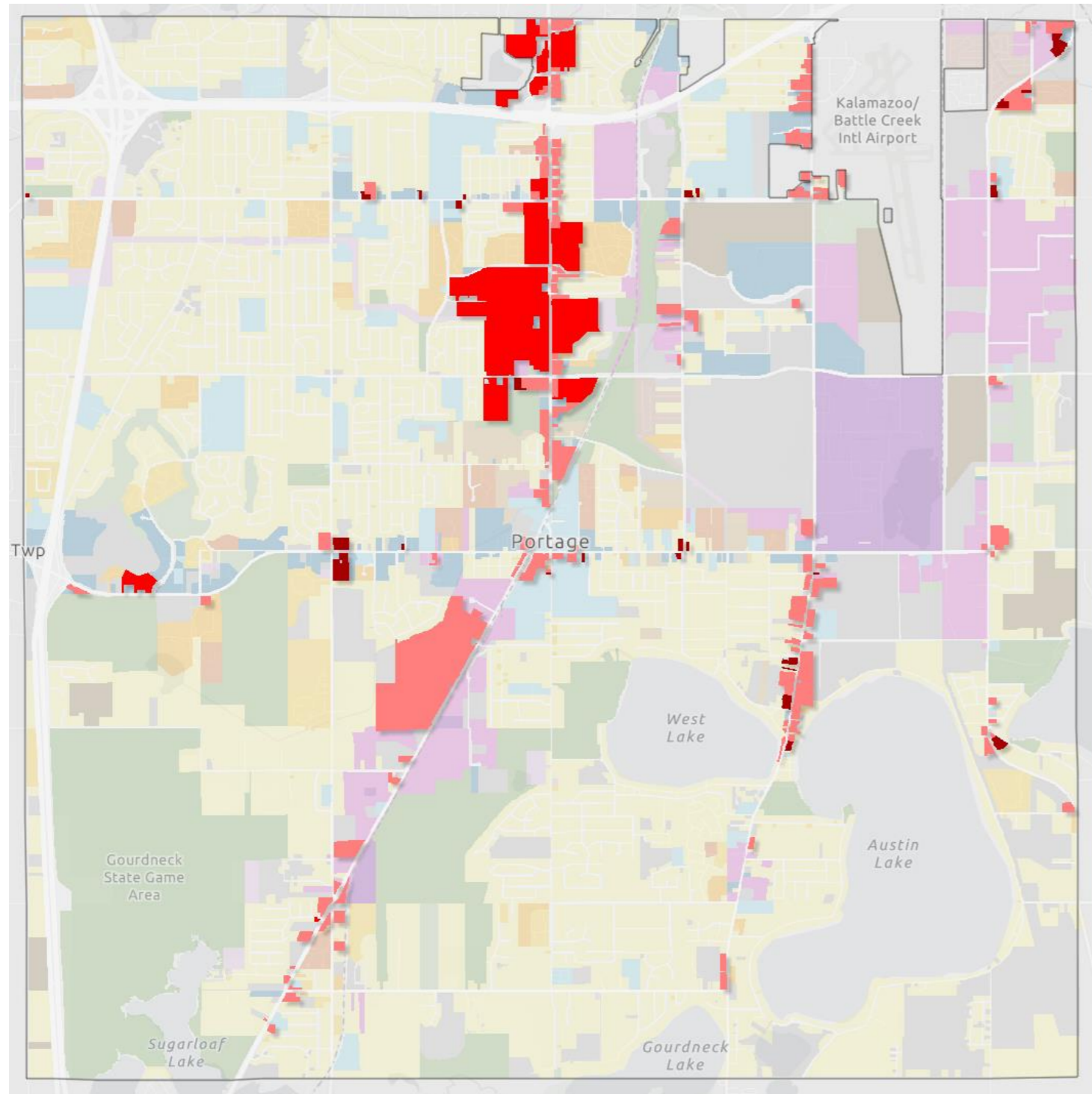
KEY RECOMMENDATIONS

Land Use and Development



Goal 1: Maintain the existing residential, commercial, and industrial land use pattern, while repositioning strategic areas as redevelopment opportunities with additional focus on creating mixed-use nodes throughout the City.

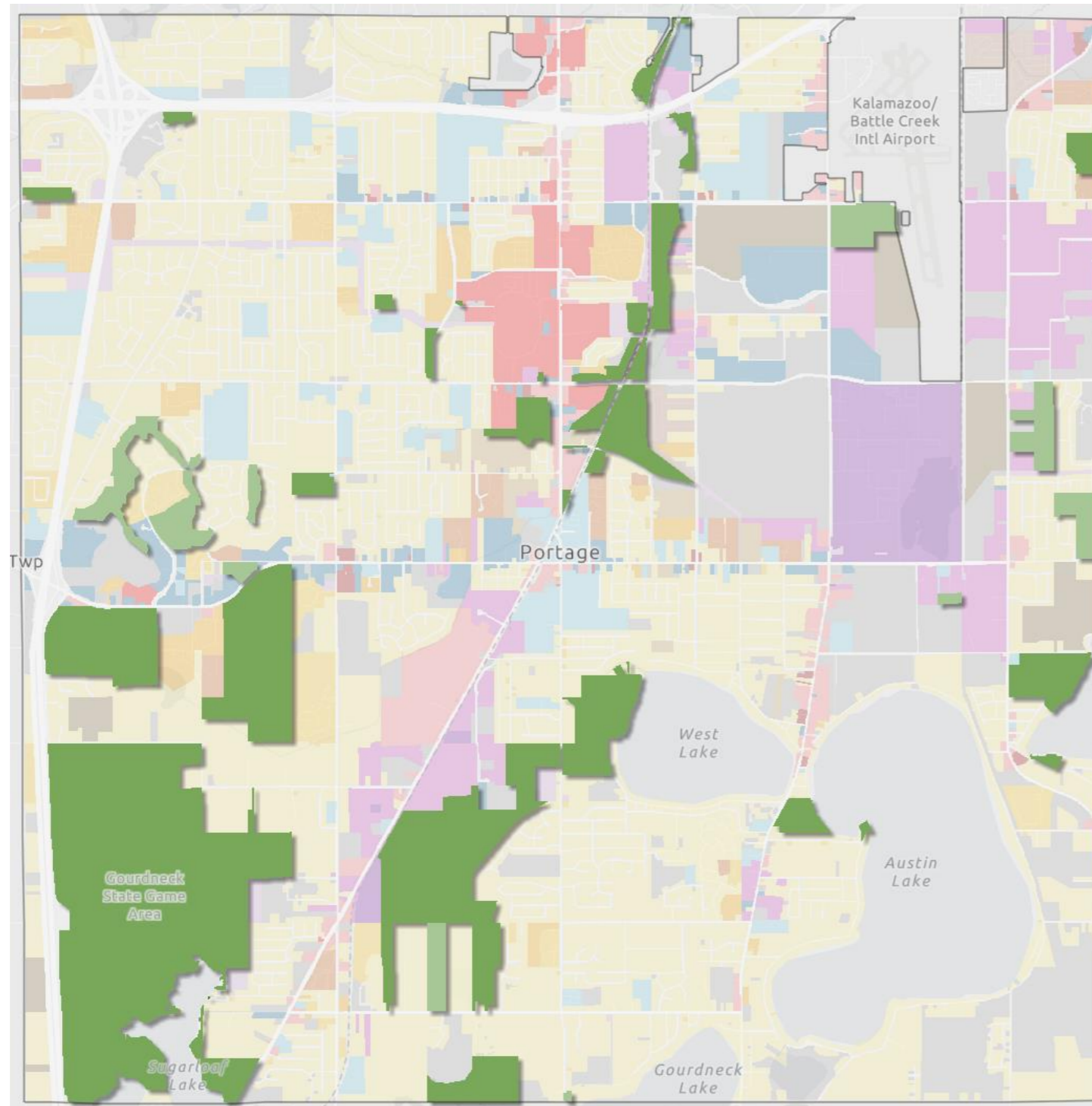
Land Use and Development



Key Policies and Recommendations

- Prioritize **redevelopment** of established places, such as the **Crossroads Subarea, Lake Center District, and Civic Centre Subarea**, with a mix of commercial and residential uses in strategic, **mixed-use nodes**.
- Promote the **reuse and redevelopment** of **underused commercial** properties, such as the commercial areas along South Westnedge Avenue to create **vibrant commercial spaces**.
- **Update zoning** regulations to allow more **diverse uses** such as **mixed-use development** and address housing needs in strategic locations.

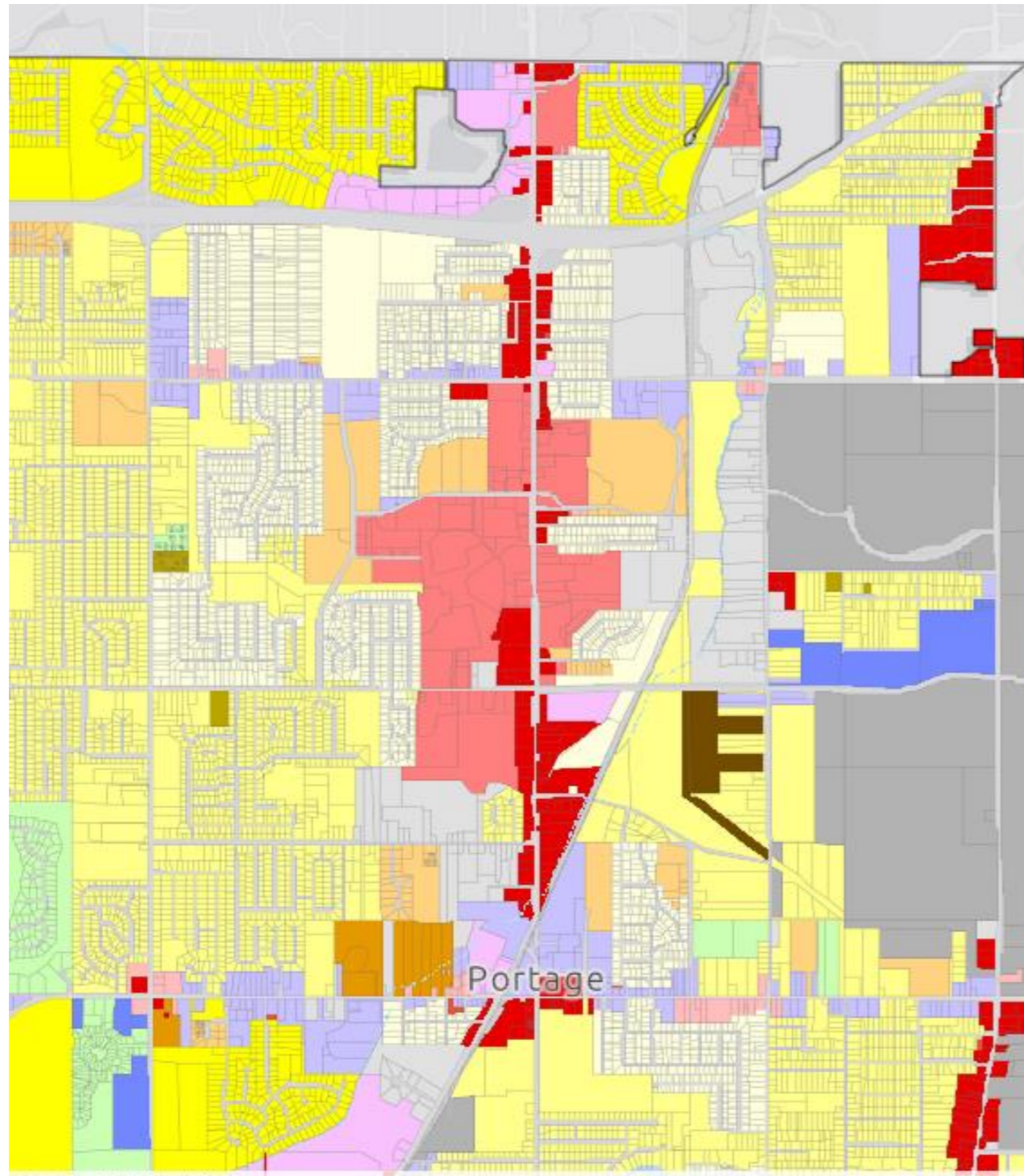
Land Use and Development



Key Policies and Recommendations

- **Preserve** and **enhance** Portage's **neighborhood parks** network and promote **conservation** of **natural areas** as part of future development.
- Encourage **collaboration** between the **City** and **property owners** to establish new parking requirements to allow for **redevelopment** in **overparked areas**.
- **Implement** the **recommendations** of the **Lake Center District Corridor and Placemaking Study** to introduce **attractive** and walkable **mixed-use** business district nodes.

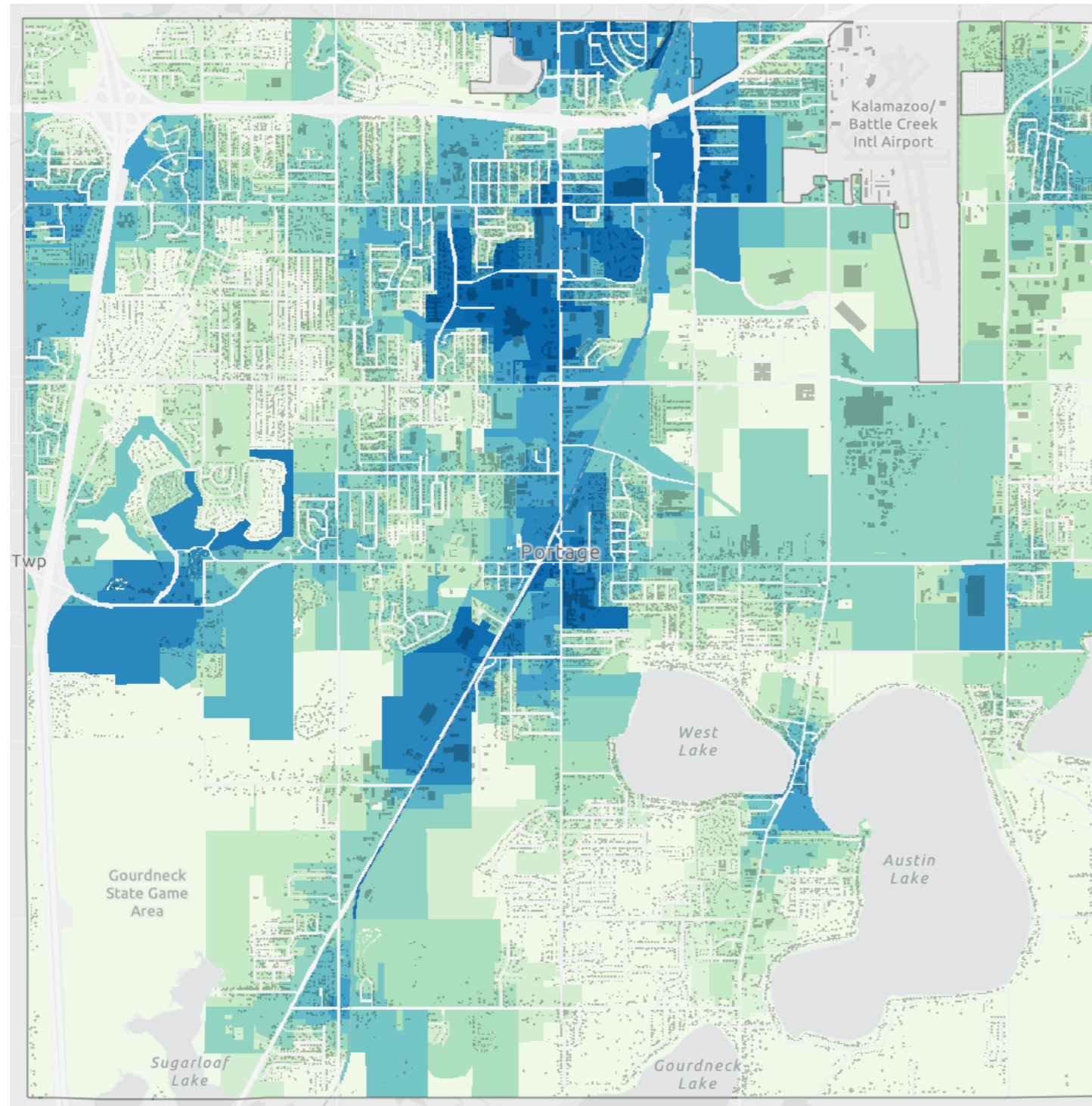
Land Use and Development



Key Policies and Recommendations

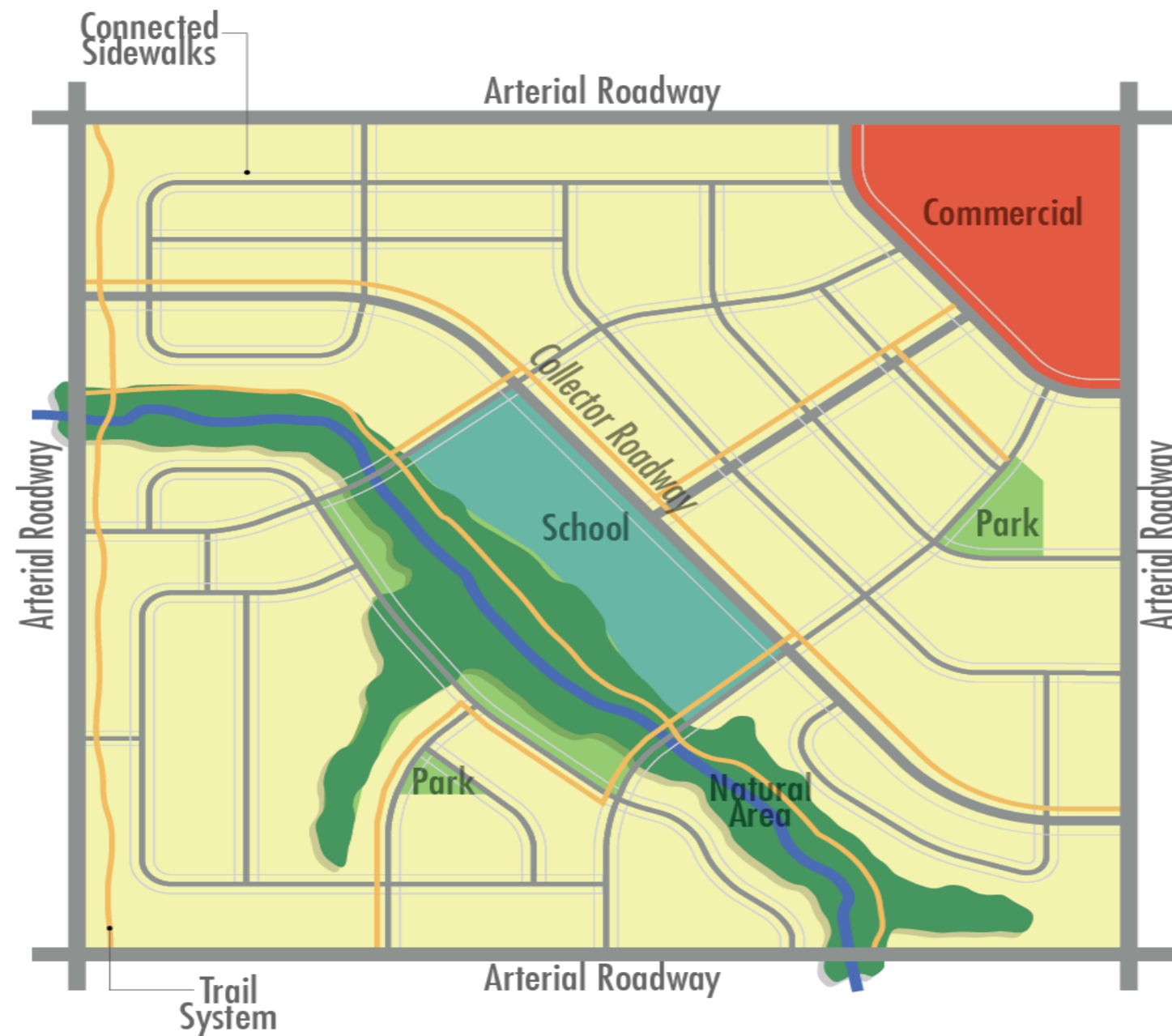
- Utilize *development regulations* and *capital improvement programming* (CIP) to guide *development* to *priority areas* and sites and foster development that reflects the *desired character* of the *Portage* community.
- *Strengthen* established *employment districts* and continue to *encourage* their *expansion* in alignment with the Land Use Plan.
- *Recommend* and *promote* planning efforts for *lakefront properties* and *evaluate strategies* to address issues related to *variance requests*, *stormwater management*, and *quality infrastructure*.

Housing & Neighborhoods



Goal 1: Foster reinvestment and rehabilitation in the City's established neighborhoods, providing for a range of housing options, and supporting a high quality-of-life for all residents, regardless of age or background.

Housing & Neighborhoods



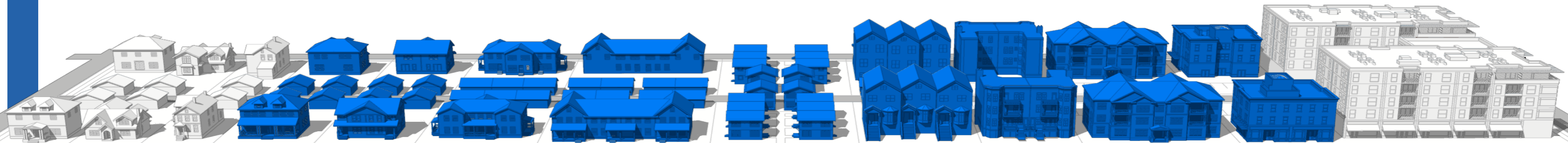
Key Policies and Recommendations

- As indicated on the Land Use Framework map, **prioritize** establishing **complete neighborhoods** which provide a **mix of housing** and **access to amenities** such as **schools, parks, grocery stores, and transit**.
- Continue to **preserve** and **reinvest** in **established single-family neighborhoods** through **code enforcement** and **property maintenance**.
- **Preserve** the **character** of **existing residential neighborhoods** by prioritizing the **preservation** of **existing housing stock**.
- **Encourage** the development of **multifamily housing** and **mixed-use development** within and **adjacent** to established **commercial areas** to strengthen businesses with a growing base of local customers.

Housing & Neighborhoods

Key Policies and Recommendations Cont.

- Amend development regulations and prioritize strategies to encourage the development of different types of housing development to support people in all stages of life and provide housing options attainable at a variety of incomes.
- Consider amending the zoning code to change the minimum lot width and sizes to promote a mix of housing choices.
- Support neighborhood planning efforts to establish more delineated boundaries.



Economic Development



Goal 1: Maximize the potential of commercial corridors throughout the City by encouraging more dense, focused development along previously established commercial corridors.

Economic Development



Key Policies and Recommendations

- *Support redevelopment of the Portage Road corridor as a cohesive district to complement the functions of the Kalamazoo/Battle Creek International Airport.*
- *Evaluate the use of creative zoning solutions such as overlay districts or form-based design to incentivize developers to reimagine commercial areas throughout the City.*

Economic Development



Key Policies and Recommendations

- *Adjust parking requirements* to maximize development potential while allowing market forces to dictate needed parking including **considering the elimination of the P-1 Vehicular Parking district** and **reducing required parking ratios**.
- Work to **consolidate** and **reposition commercial corridors** to create **mixed-use nodes** throughout the City to **increase economic activity** at a neighborhood level.

Economic Development



Goal 2: Attract and support local businesses and major employers to strengthen the local tax base and provide well-paying, high-quality employment opportunities.

Economic Development



Key Policies and Recommendations

- Gradually transform office parks to more local commercial or mixed-uses to reflect shifting trends while continuing to support small businesses looking for space within the City.
- Promote and encourage the development of more family resources for working families, including daycare, after school programs, and flexible working hours.

Economic Development



Key Policies and Recommendations

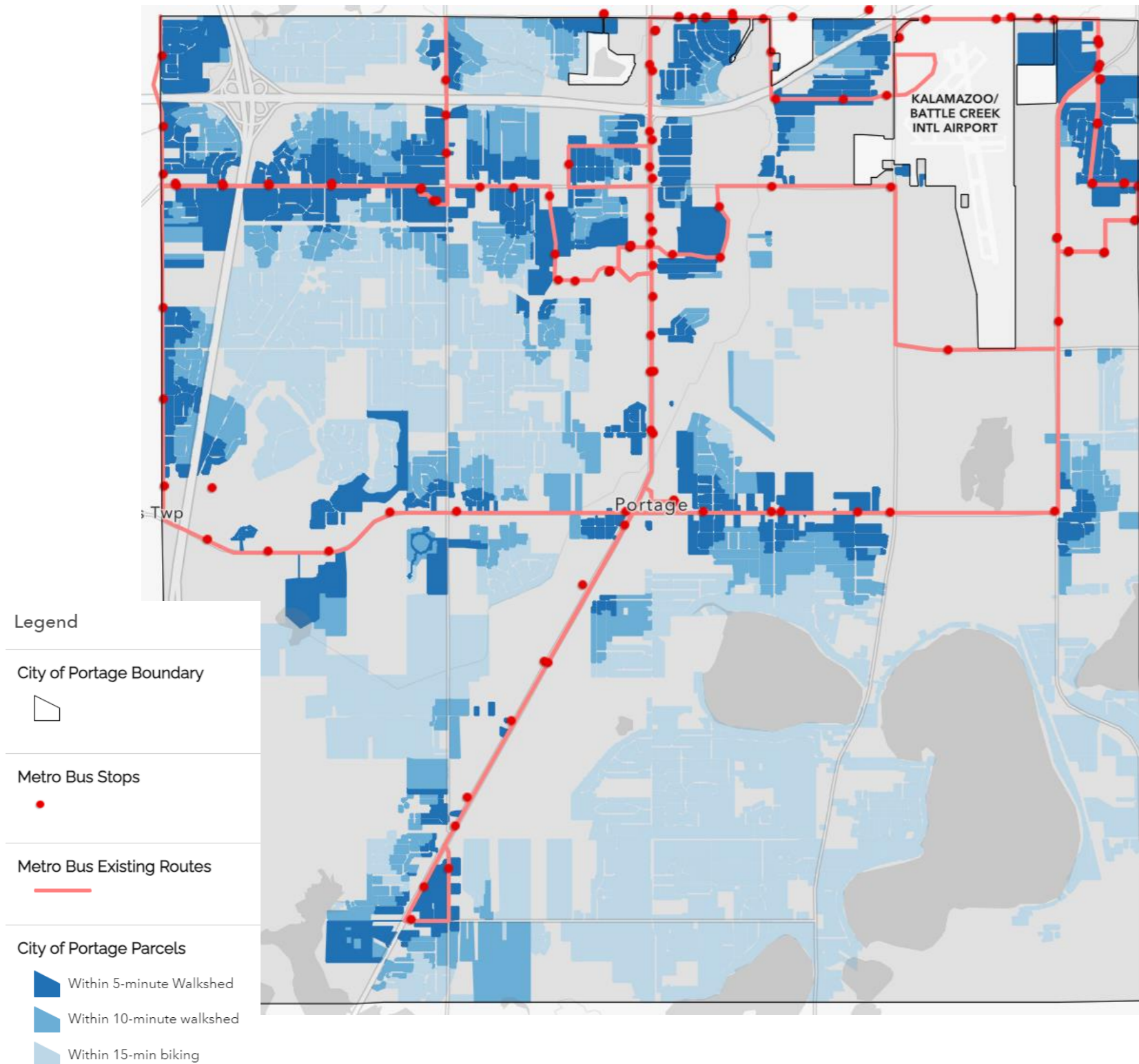
- ***Work with industrial employers and surrounding schools to create vocational training programs and internships to develop the desired future workforce.***
- ***Continue to work with the Southwest Michigan First Chamber as well as the business community to promote businesses, professionals, and organizations within the City.***

Transportation



Goal 1: Prioritize pedestrians and cyclists throughout the City by providing adequate infrastructure to ensure that they are safe.

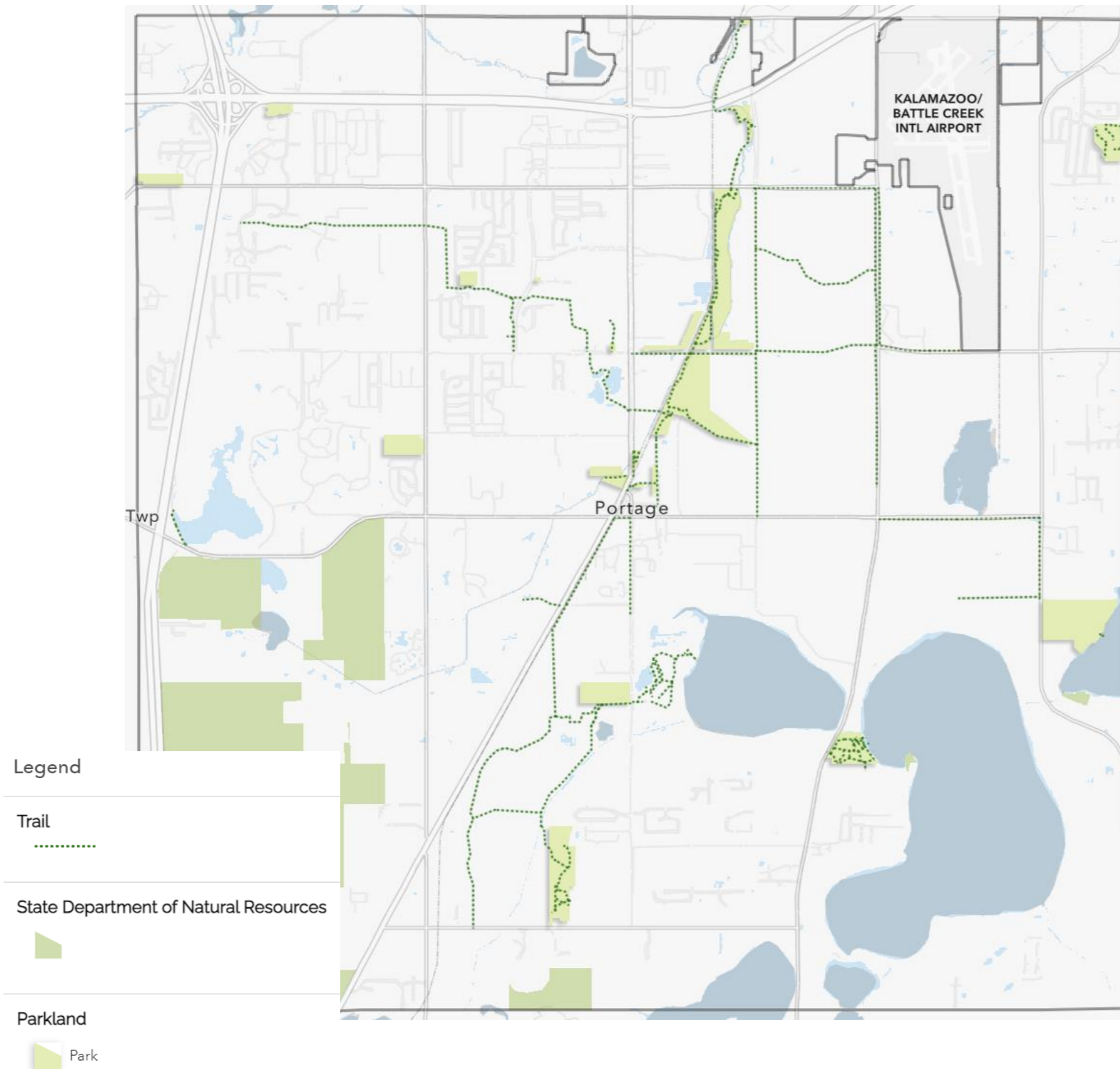
Transportation



Key Policies and Recommendations

- Build upon the **2015 Complete Streets Policy** and ensure that **new roadway** projects **integrate multimodal facilities** where feasible.
- **Continue** to use the City-wide **sidewalk inventory** to **identify sidewalk gaps** and prioritize **sidewalk improvements** as part of **future capital improvement planning**.

Transportation



Key Policies and Recommendations

- Ensure that there are safe walking and biking routes for school-age children by utilizing traffic calming techniques such as road balance, protected bike lanes, adequate signage, and accommodating sidewalks.
- Support pedestrian and cyclists goals from the City's Recreation and Open Space Plan.
- Connect park and trail system with sidewalks and bike paths.

Transportation



Goal 2: Ensure multimodal transportation connections between homes, schools, parks, public transportation, offices, and retail destinations.

Transportation



Key Policies and Recommendations

- Ensure that ***new bike trails join existing*** City and ***regional trails*** to better ***connect*** Portage's growing ***bike network***.
- ***Work*** with ***Share the Road Portage, MovePortage, KATS, and other key stakeholders*** to ***identify*** further ***steps*** that can be taken to ***encourage cycling*** within the City.
- ***Evaluate*** the success of the ***Bike Portage bike share service*** to determine the program's success and ***consider expansion***.

Transportation



Key Policies and Recommendations

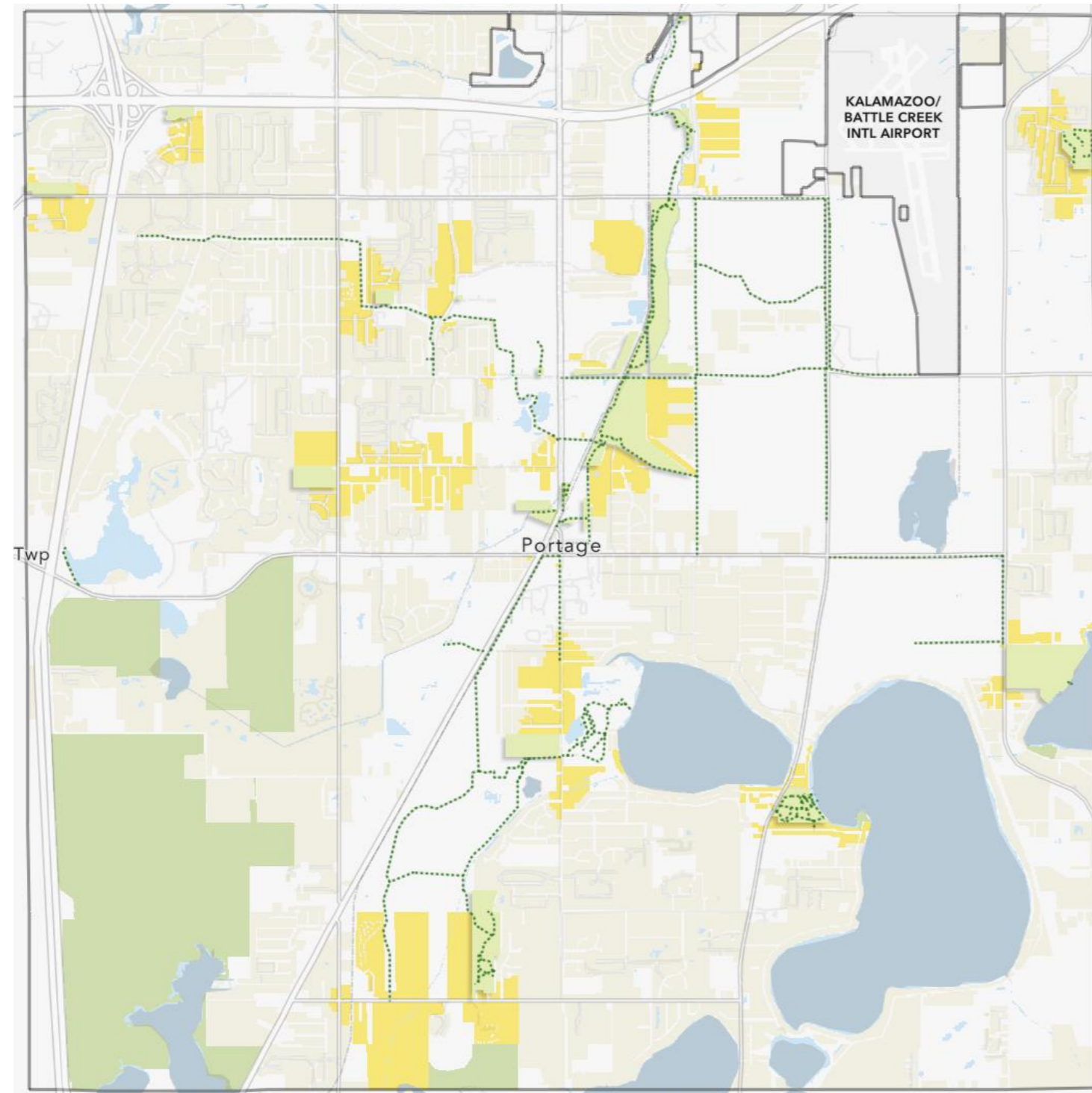
- Work with the ***Kalamazoo Metro bus service*** to ***evaluate*** current routes and determine where ***additional service*** could be provided to ***accommodate*** the ***workforce*** or ***individuals without*** access to a ***car***. This could include ***additional*** or ***alternate routes, stops, or expanded service hours***.
- ***Work*** with the ***Kalamazoo Metro bus service*** to determine levels of ***usage*** and ***feasibility*** regarding its new ***micro transit pilot program***.
- ***Promote “last mile”*** strategies to ***fill gaps*** in the transportation ***network***.

Parks, Open Space, and the Environment



Goal 1: Continue to expand and enhance recreational facility options for residents of all ages and abilities.

Parks, Open Space, and the Environment



Key Policies and Recommendations

- Incorporate open space requirements for any new residential developments to increase access to parks/recreation within neighborhoods, especially in the areas north of the Moors Golf Club and south of West Lake.
- Look for opportunities to acquire land for recreation activities in areas with no or limited access to parks as properties become available within the City.
- Connect parks and recreation areas with trails on existing rights-of-way and through neighborhoods where possible to support a more connected park system.

Parks, Open Space, and the Environment



RECREATION AND OPEN SPACE PLAN

CITY OF PORTAGE 2023 PARK MASTER PLAN UPDATE

YOUR BACKYARD
IS BIGGER
THAN YOU THINK

1,000 Acres. 20 Parks. One City.

Key Policies and Recommendations

- **Utilize** the most recent **Recreation and Open Space Plan** to determine specific **upgrades** to **existing parks** and **recreation facilities** throughout the City.
- Continue to **program** and **encourage recreation** in and around the various **lakes** within the City to **ensure** residents and visitors feel a **connection** to the **uniqueness** of the Portage community's **lakes**.

Parks, Open Space, and the Environment



Goal 2: Preserve and improve ecologically sensitive areas.

Parks, Open Space, and the Environment



Key Policies and Recommendations

- ***Balance new development and growth with the need to preserve existing and future open space and natural areas.***
- ***Promote collaboration among environmental organizations, utility providers, governmental entities, and community stakeholders to conserve wetlands and other natural areas, protect flood-prone areas, manage stormwater, and improve water quality in the community's waterways.***

Parks, Open Space, and the Environment



Key Policies and Recommendations

- ***Identify*** and ***acquire*** ecologically ***sensitive areas*** for ***conservation*** or ***preservation*** purposes.
- ***Support land development swap*** to encourage preservation of sensitive environmental lands.
- ***Prioritize*** findings from the ***Invasive Species Management Plan*** to ***remove, mitigate, and suppress invasive species*** in the City.

Livability, Infrastructure, & Sustainability



Goal 1: Establish a unique community identity using placemaking and public realm improvements and highlighting Portage's arts and culture.

Livability, Infrastructure, & Sustainability

Key Policies and Recommendations

- Incorporate **branding** and **signage** at Portage's **gateways** to establish a stronger sense of **identity**.
- Create a more **attractive** and **inviting public street realm** with elements such as **planter boxes, street trees, street furniture, improved street lighting, bike infrastructure, bioswales, and decorative permeable pavement**.
- **Establish a long-term location** for Portage's **farmers market** that provides a center for activity to complement future mixed-use development in accordance with the Land Use Plan.
- Identify locations for a **centralized, cultural arts center** that could **support events, exhibits, and performances**.
- **Expand** and develop **public art** throughout Portage by **working** with the **Arts Committee** to identify **new locations for exhibits or installations**.

Livability, Infrastructure, & Sustainability



Goal 2: Improve, modernize, and expand City infrastructure to support existing residents and businesses and prepare for future growth.

Livability, Infrastructure, & Sustainability



Key Policies and Recommendations

- Ensure that the ***City's infrastructure*** meets the ***needs*** of ***current*** and ***future residents*** and ***businesses***, including ***broadband internet, water, wastewater, and energy***, particularly in areas where density and activity may increase in the coming decades.
- ***Work*** with ***utility*** providers to proactively ***improve*** and ***expand infrastructure*** in alignment with the Land Use Plan.

Livability, Infrastructure, & Sustainability

Key Policies and Recommendations

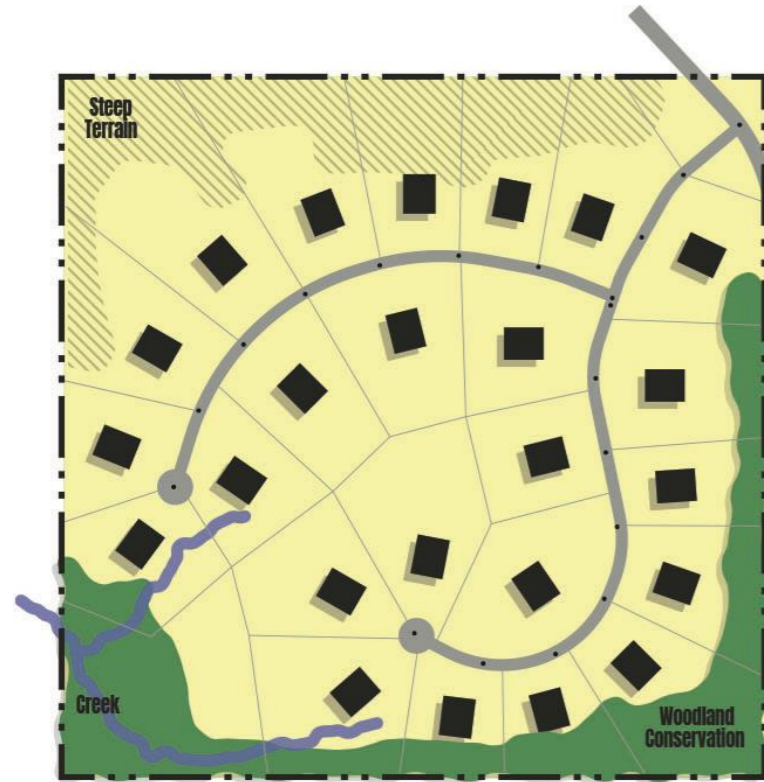
- *Improve stormwater management and water quality through sustainable development practices and the inclusion of green infrastructure low impact design in areas to the reduce environmental impacts of development.*
- *Identify and prioritize water and sewer projects that are needed to serve the growth and development anticipated in the Land Use Plan.*

Livability, Infrastructure, & Sustainability



Goal 3: Promote the use of sustainable development best practices.

Livability, Infrastructure, & Sustainability



Typical Subdivision

- 24 Lots
- Minimum Lot Size: 1 to 2 acres
- No Undivided Open Space



Conservation Design

- 24 Lots
- Lot Size Range: less than one acre
- 50% Undivided Open Space

Key Policies and Recommendations

- Consider adopting **conservation design policies** for new development to **preserve the natural features** of a site and **promote density neutral design**.
- Prioritize the **installation of green infrastructure** features on **public land**, including **parks, public rights-of-way**, and the sites of **public buildings** to encourage the use of **sustainable stormwater management** best practices.

Livability, Infrastructure, & Sustainability



Key Policies and Recommendations

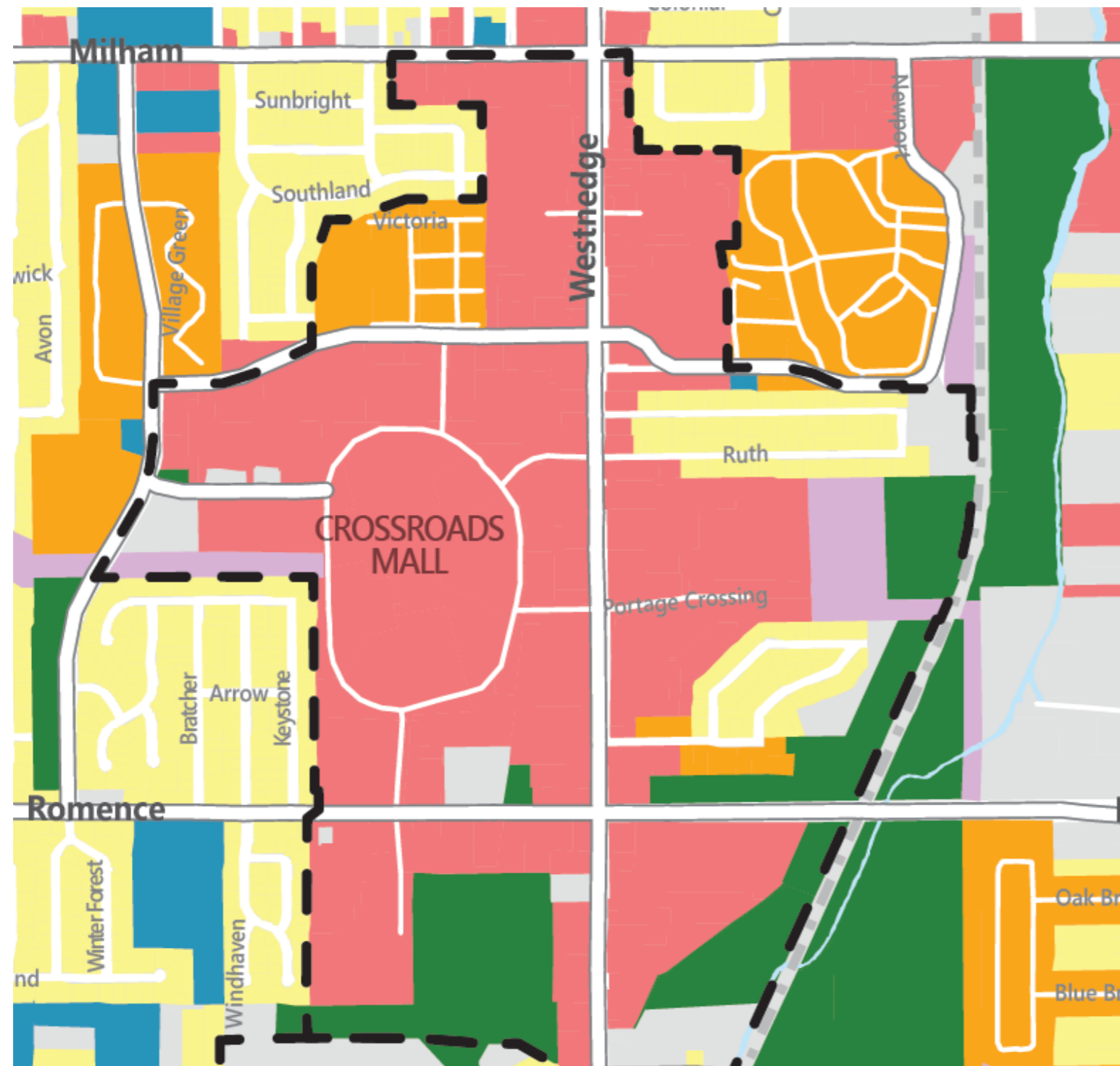
- ***Prioritize green infrastructure projects*** that are ***slated*** for ***continued commercial*** and ***residential*** development in accordance with the Land Use Plan.
- ***Promote policies*** that encourage ***environmentally responsible*** and ***energy-efficient construction techniques***, such as those promoted through the ***Leadership in Energy and Environmental Design (LEED)*** green building system or ***Energy Star*** to reduce the environmental impact of future development.

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SUBAREAS

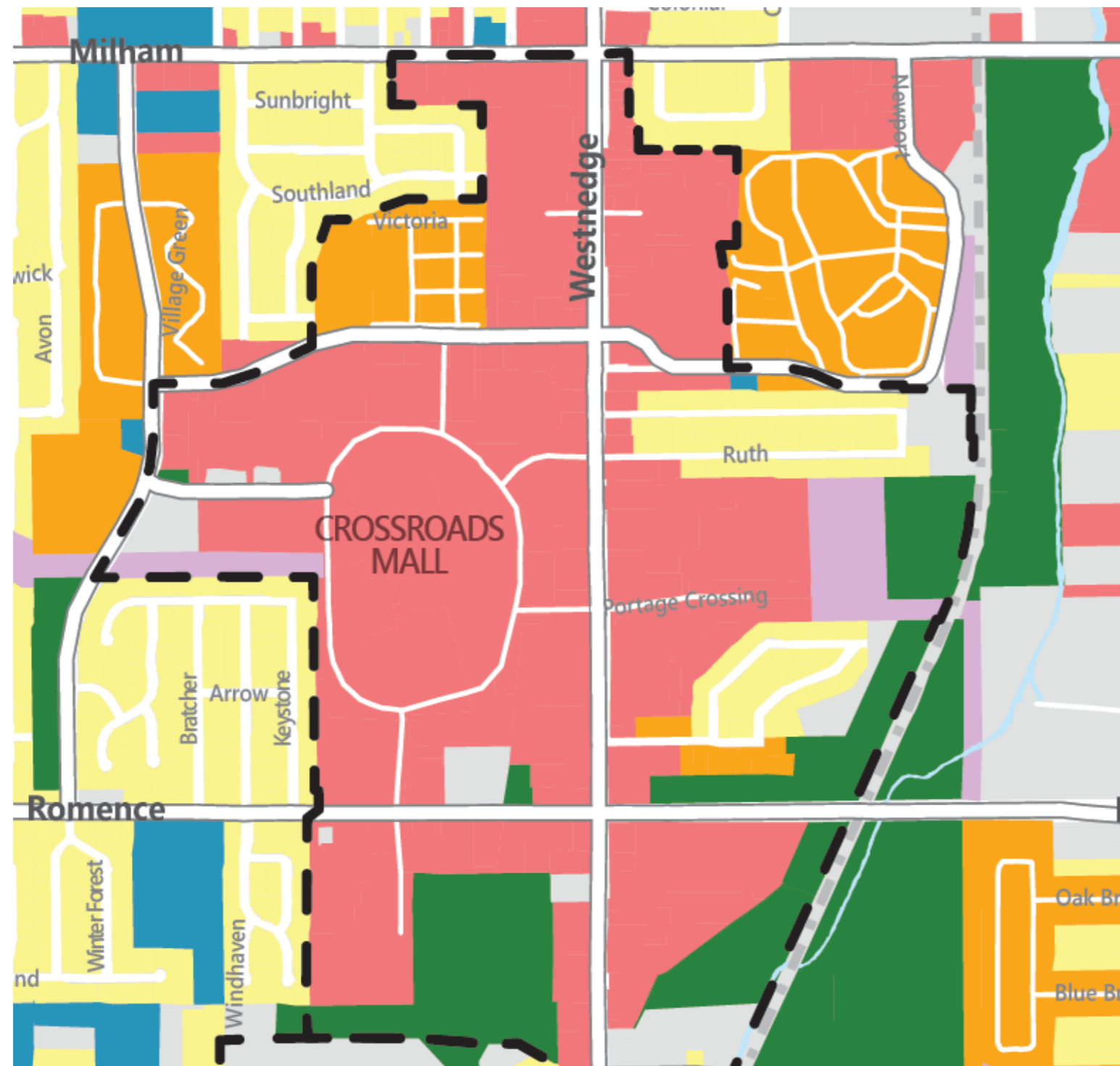
Crossroads Subarea



Key Policies and Recommendations

- To maintain the Crossroads Subarea as a key node and establish a new "Town Centre" for the City, it is important to **introduce** a greater ***mix of uses***, including ***high-density residential, healthcare facilities, hospitality venues, and parks*** that will work together to **create a pedestrian-friendly, shopping and dining** environment having a well-defined and desirable sense of place.

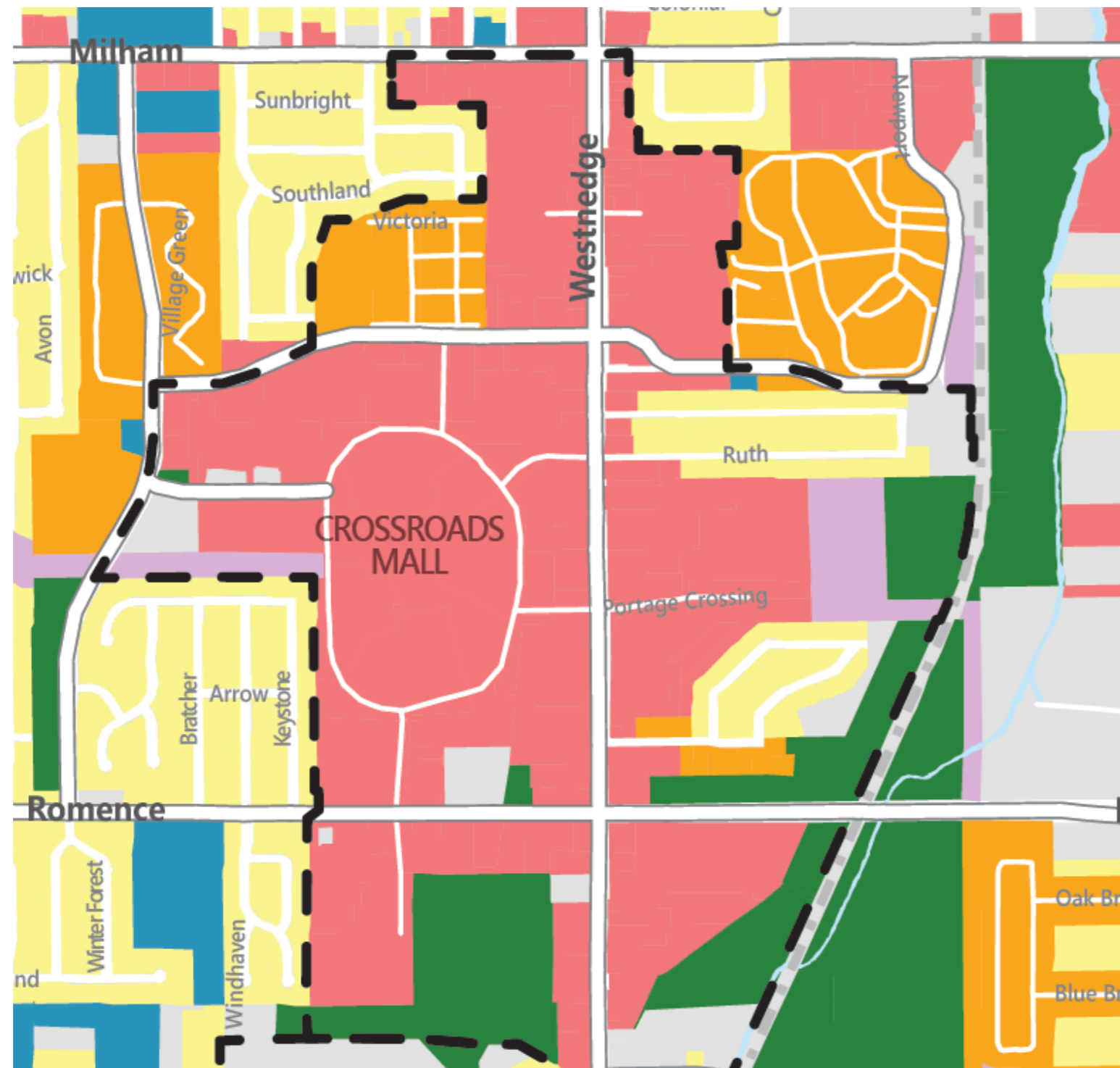
Crossroads Subarea



Key Policies and Recommendations

- *Vacant* and *surplus* parking lots represent **opportunities** for **redevelopment** and **reinvestment**. **Reducing parking requirements** and providing for greater flexibility in the range of permitted uses will help capture that potential. In exchange for expanded development potential, future **projects** should adhere to **design standards** that ensure development makes a **positive contribution** to the area's broader sense of place.

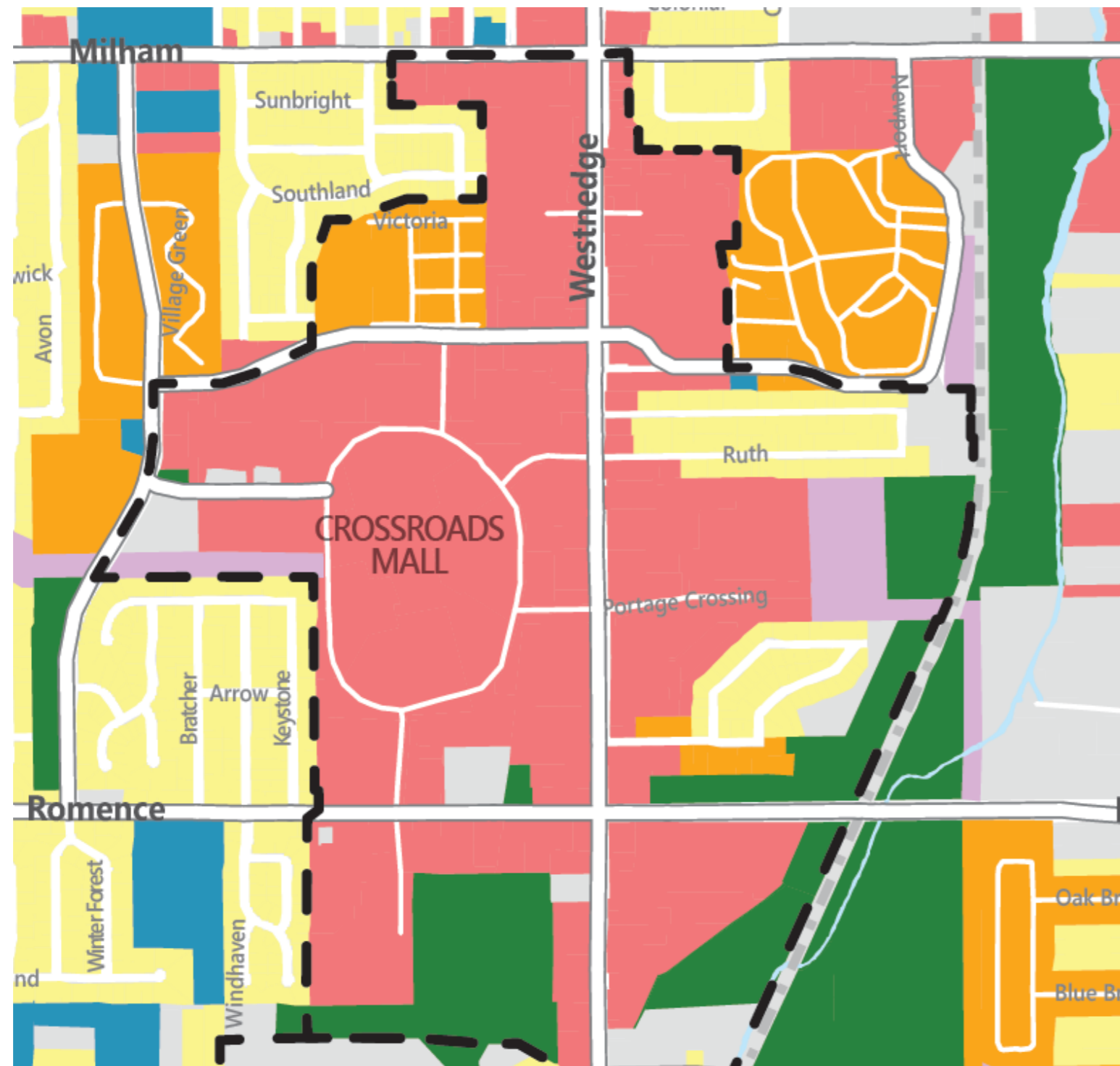
Crossroads Subarea



Key Policies and Recommendations

- *Maintain a transit hub* within the **Crossroads Subarea**, helping *tie* the district to the **broader region**. Transit should be *complemented* with *investments* in **pedestrian infrastructure** to foster a “*park once*” environment wherein visitors can *explore* the district’s many **shops** and **businesses by foot** once they arrive.

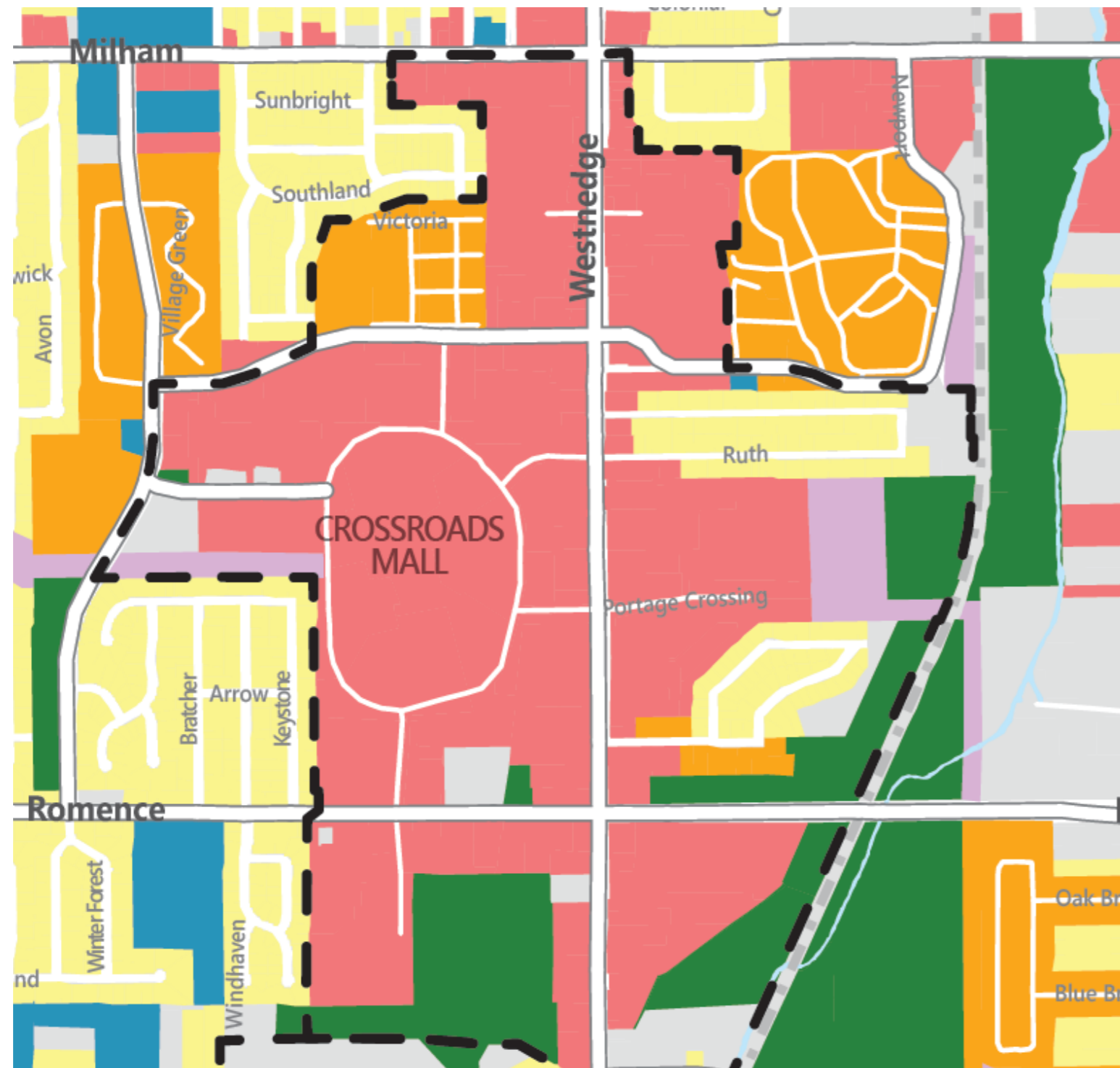
Crossroads Subarea



Key Policies and Recommendations

- The area presents numerous opportunities to ***improve bike and pedestrian connectivity*** and better ***connect commercial areas*** with the ***surrounding residential areas*** with the ***surrounding residential areas***. By prioritizing such connections, such as trail or right-of-way improvements, the City can help ***create more complete neighborhoods*** where existing homes are ***complemented by access to key community facilities, parks, retail, and services.***

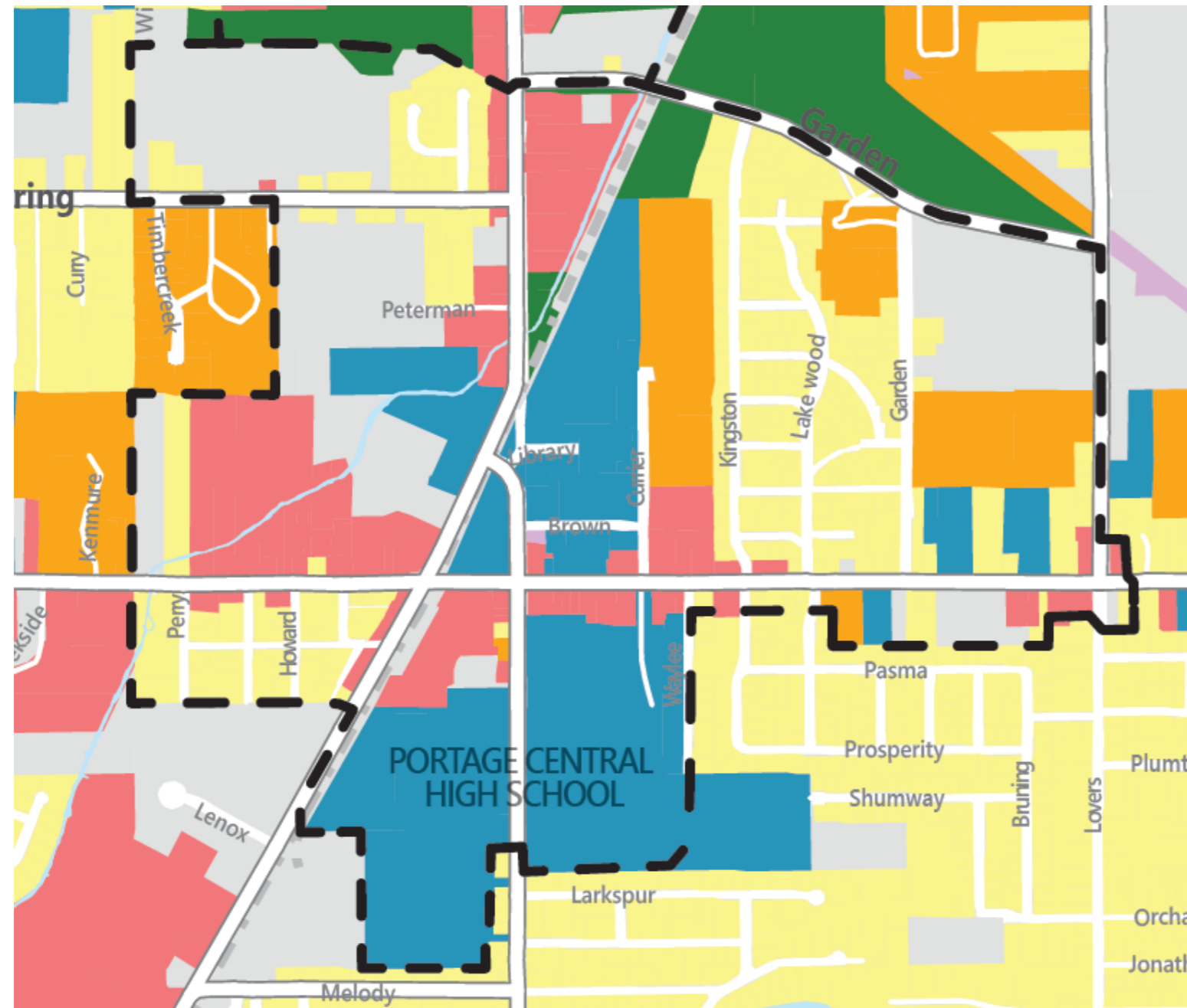
Crossroads Subarea



Key Policies and Recommendations

- As a **regional** destination, the **Crossroads Subarea** should have a welcoming **gateway** environment to both local **residents** and **visitors**. **Placemaking** improvements should be targeted **along key routes** and at **key intersections** and integrated within future development. Potential improvements include **gateway treatments** (including landscaping, signage, and pedestrian amenities), **public art installations** in high-traffic pedestrian areas, **interactive spaces** such as public plazas or parklets, **corridor signage** and **lighting**, and **landscaping** featuring elements like planters, and seating areas.

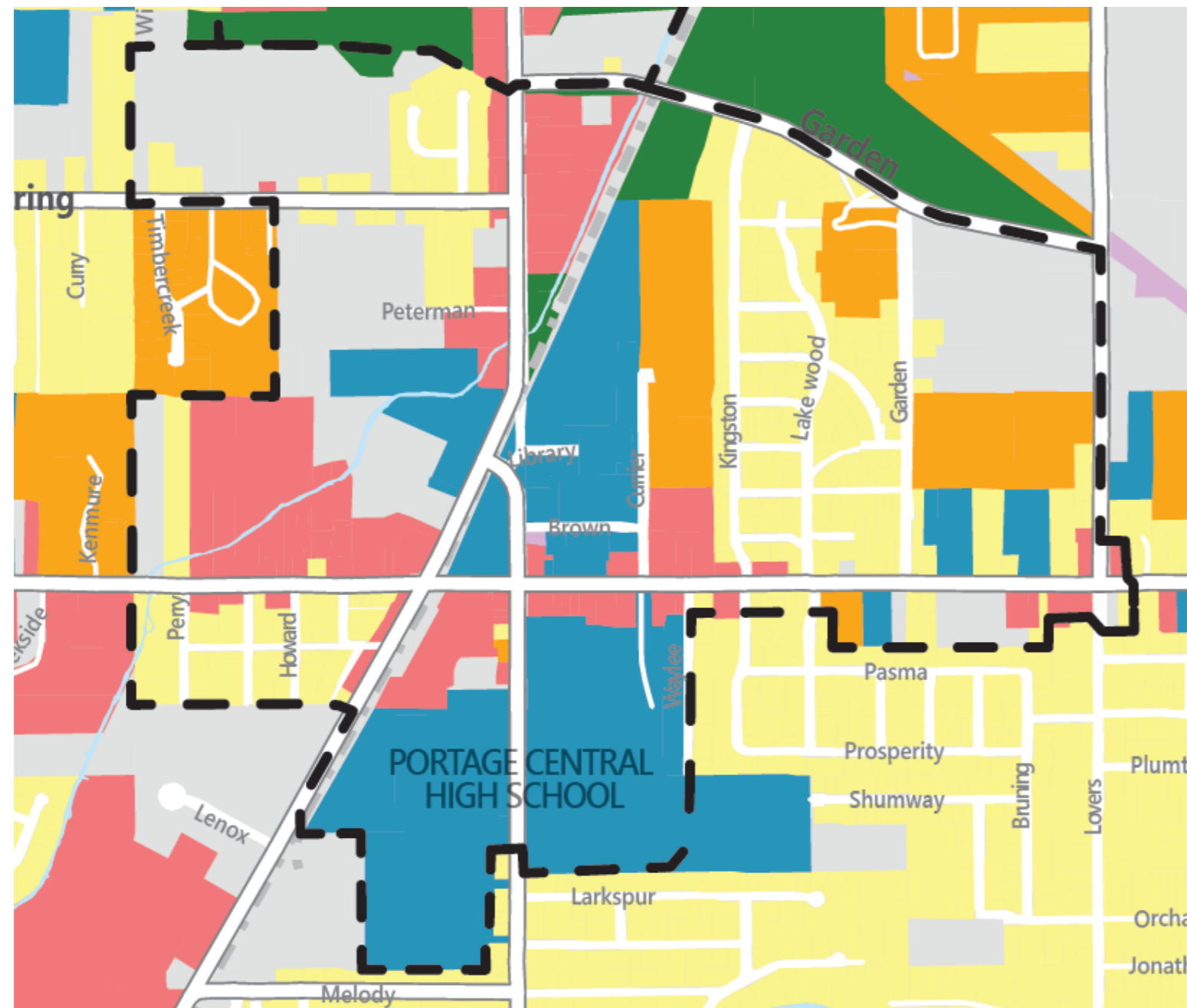
City Centre Subarea



Key Policies and Recommendations

- The **City Centre** should continue to evolve into a ***mixed-use***, civic place that is ***walkable, bikeable***, and provides with multiple spaces for ***community events*** and services.
- To encourage the location of local-serving businesses, the centre should be an area ***targeted*** for ***additional townhomes, midrise, and multifamily housing.***

City Centre Subarea



Key Policies and Recommendations

- ***Zoning changes*** should be ***encouraged*** for ***increased densities, building proportions, and a diversity*** of land uses to support and establish a ***mixed-use Civic Centre***.
- ***Connections*** to ***existing trails*** and the ***pedestrian networks*** in surrounding neighborhoods should also be ***enhanced*** to ***improve access businesses and destinations***.

Lake Centre



Key Policies and Recommendations

- **Repurposing** existing **Portage Road** between **West Lake and Austin Lake** to allow for **3 vehicular lanes**, **widened sidewalks**, a **landscaped** parkway, and **pedestrian-scale** street **lighting**. This should be complemented by **intersection** and **pedestrian** crossing **improvements**.
- **Installing** a **canal** walk in **Lakeview Park** connecting to a **bike/walkway** on Portage Road.
- Installing **gateway** features at **entrances** to the **Portage Road corridor** and installing **landscaping** along the corridor.
- **Acquiring** key **properties** to facilitate **lot assembly** and **redevelopment** that **aligns** with the **Lake Centre Study** and accommodate desired **bike** and **pedestrian connections**.

Lake Centre



Key Policies and Recommendations

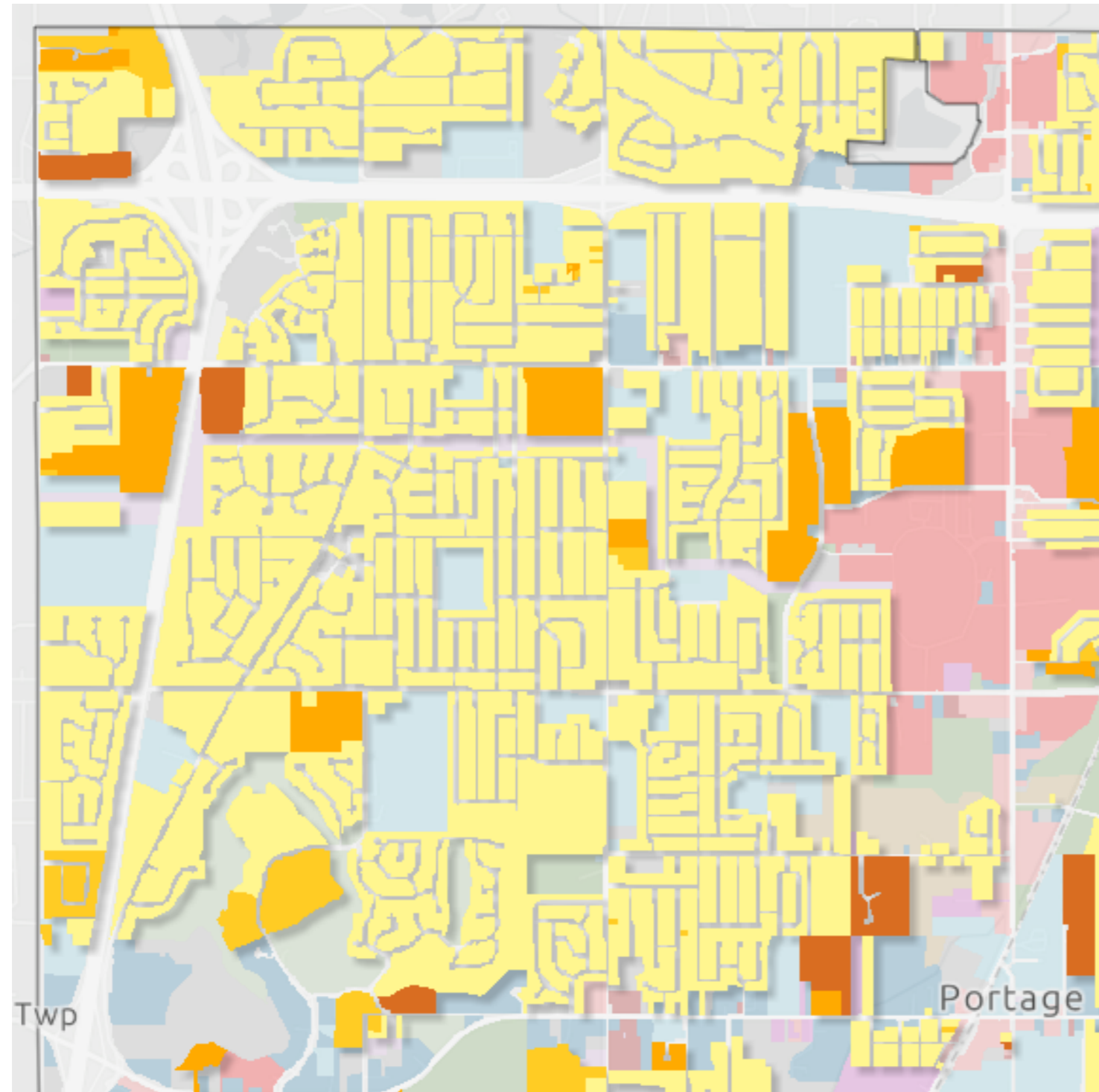
- **Updating** development *regulations* to guide **pedestrian-oriented, mixed-use development**. A **zoning code update** should **shape** the **character** of **development** as well as its relation to surrounding public realm and **provide** a **consistent** and **predictable** development **review process** from the City. This **policy** could be **realized** using a **zoning overlay** district and/or a **form-based code** rezoning.
- Establishing a **Corridor Improvement Authority or similar mechanism** as permitted under state law to help fund:
 - Building Façade and Sign Improvement Program
 - Property Acquisitions
 - Demolition
 - Public and Private Infrastructure Improvements
 - Environmental Activities, such as wildlife habitat restoration
 - Development of public spaces and facilities
 - Marketing and promotional activities

P O R T A G E
FORWARD TOGETHER
2045 MASTER PLAN



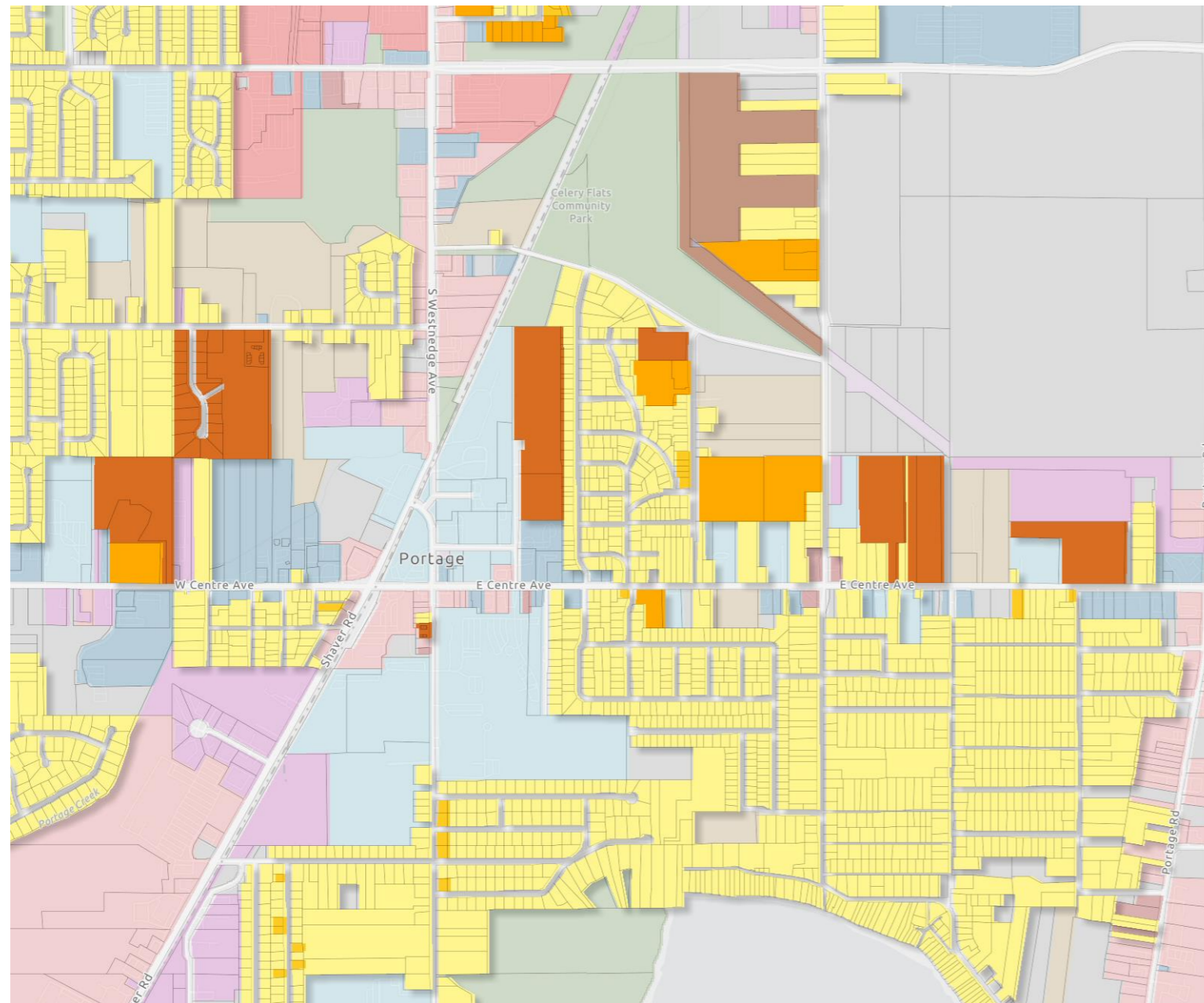
PRELIMINARY LAND USE CLASSIFICATIONS

Single-Family Neighborhood



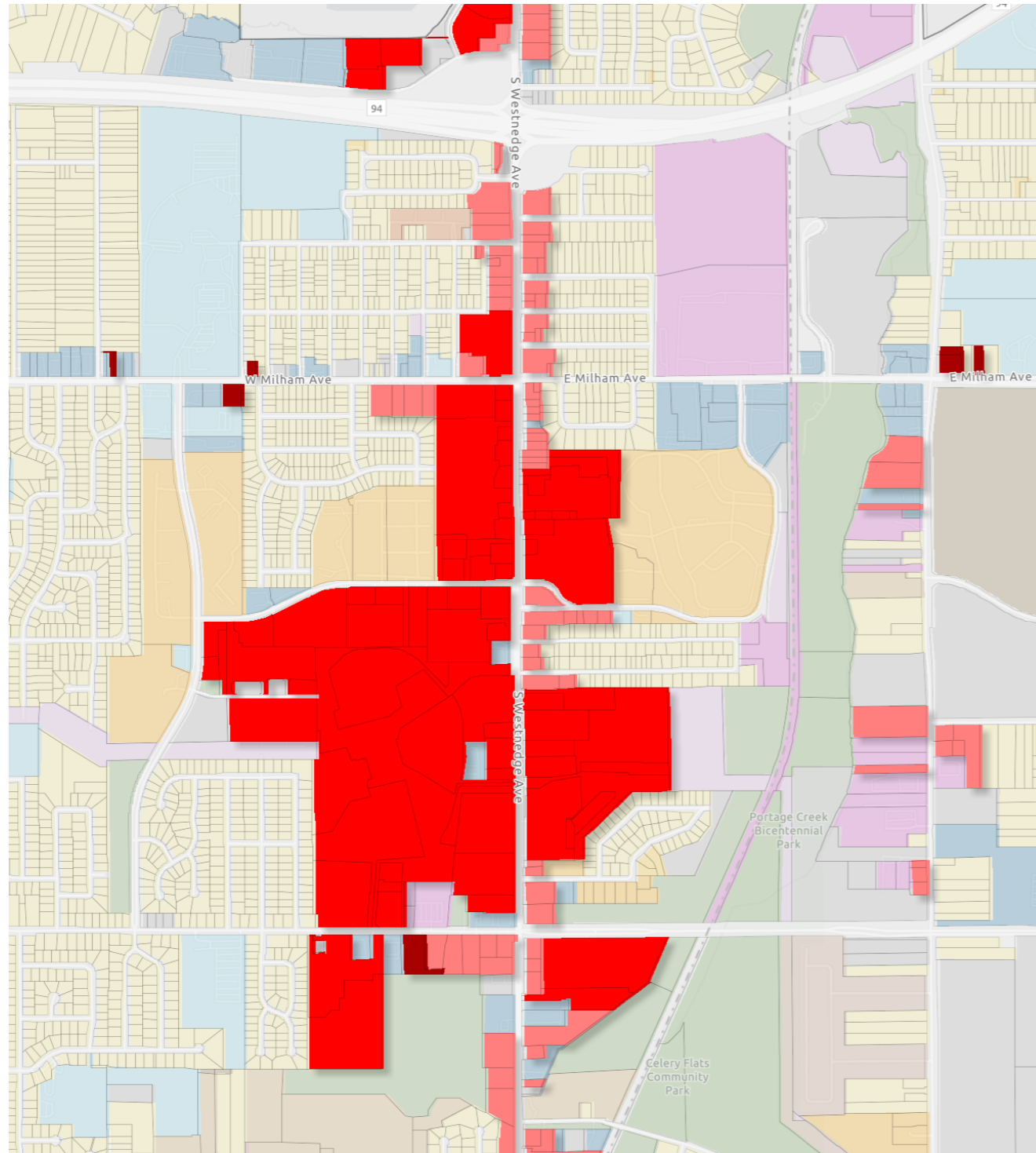
- Primarily of single-family detached homes occupying moderately sized lots
- Range of neighborhood typologies
- Should also accommodate single-family attached housing (duplexes, townhomes)
- Alternative housing options used to create mixed-use nodes

Mixed Residential



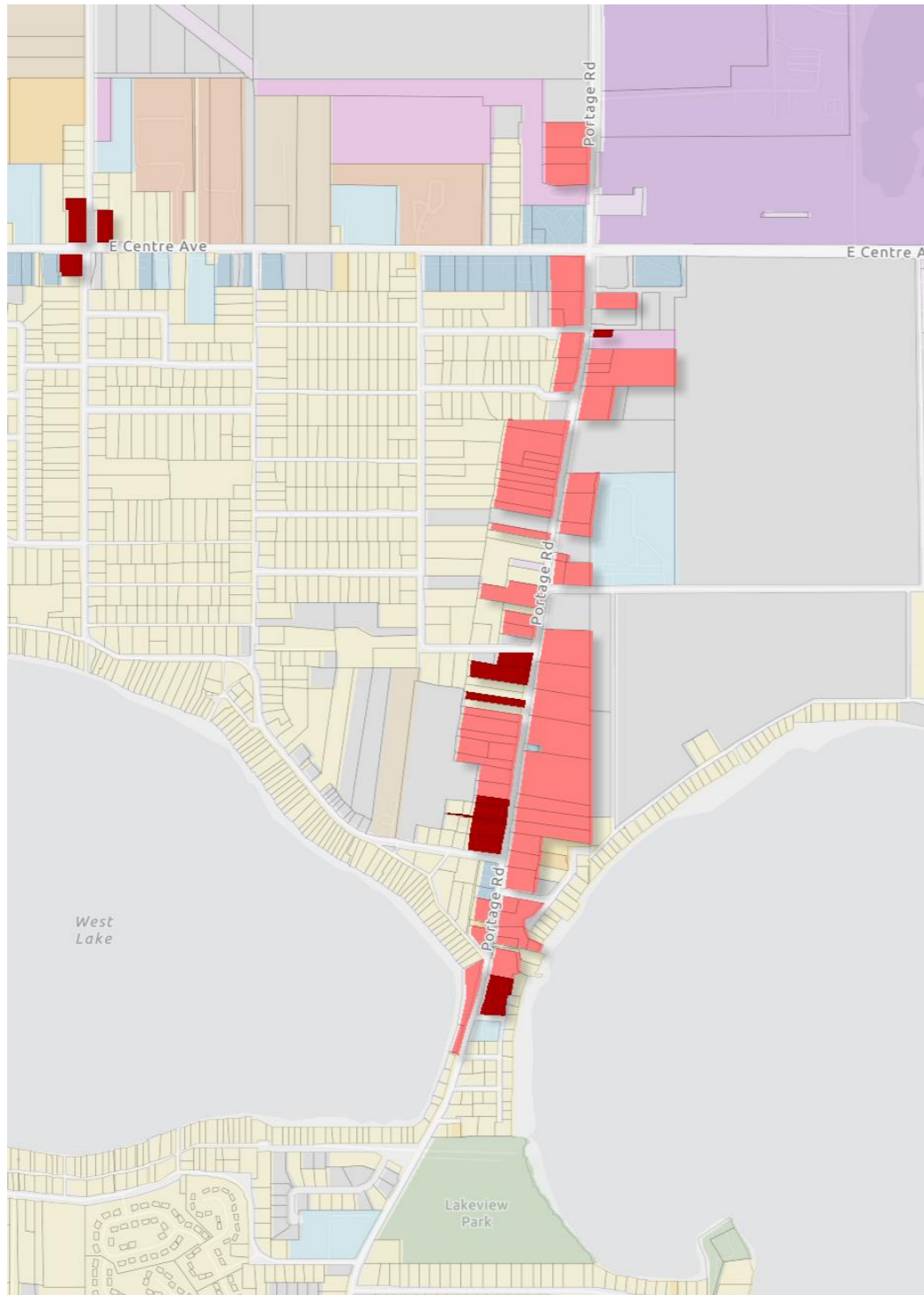
- Consist of multiple housing types including single-family detached, townhomes, duplexes, and multifamily
- Allow for more flexibility to build denser residential
- In proximity to the City's major roadways
- Could serve to create mixed-use nodes

Corridor Commercial



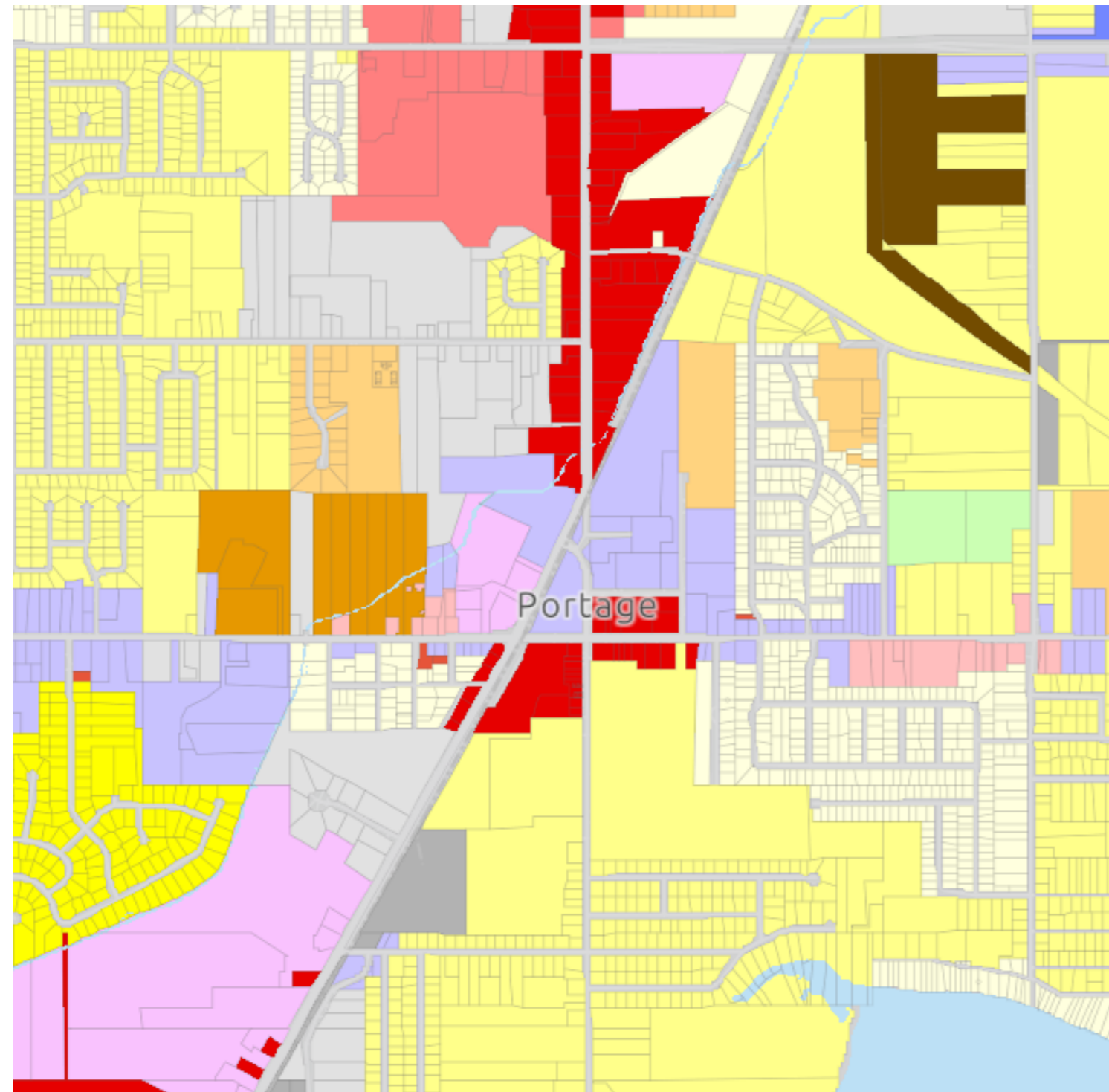
- Blend of retail, offices, and service uses along the City’s major corridors
- Can accommodate shopping centers that serve a more regional function
- Mix of big box stores, national retailers, and commercial service
- Considerations of parking as developable space

Local Commercial/Office



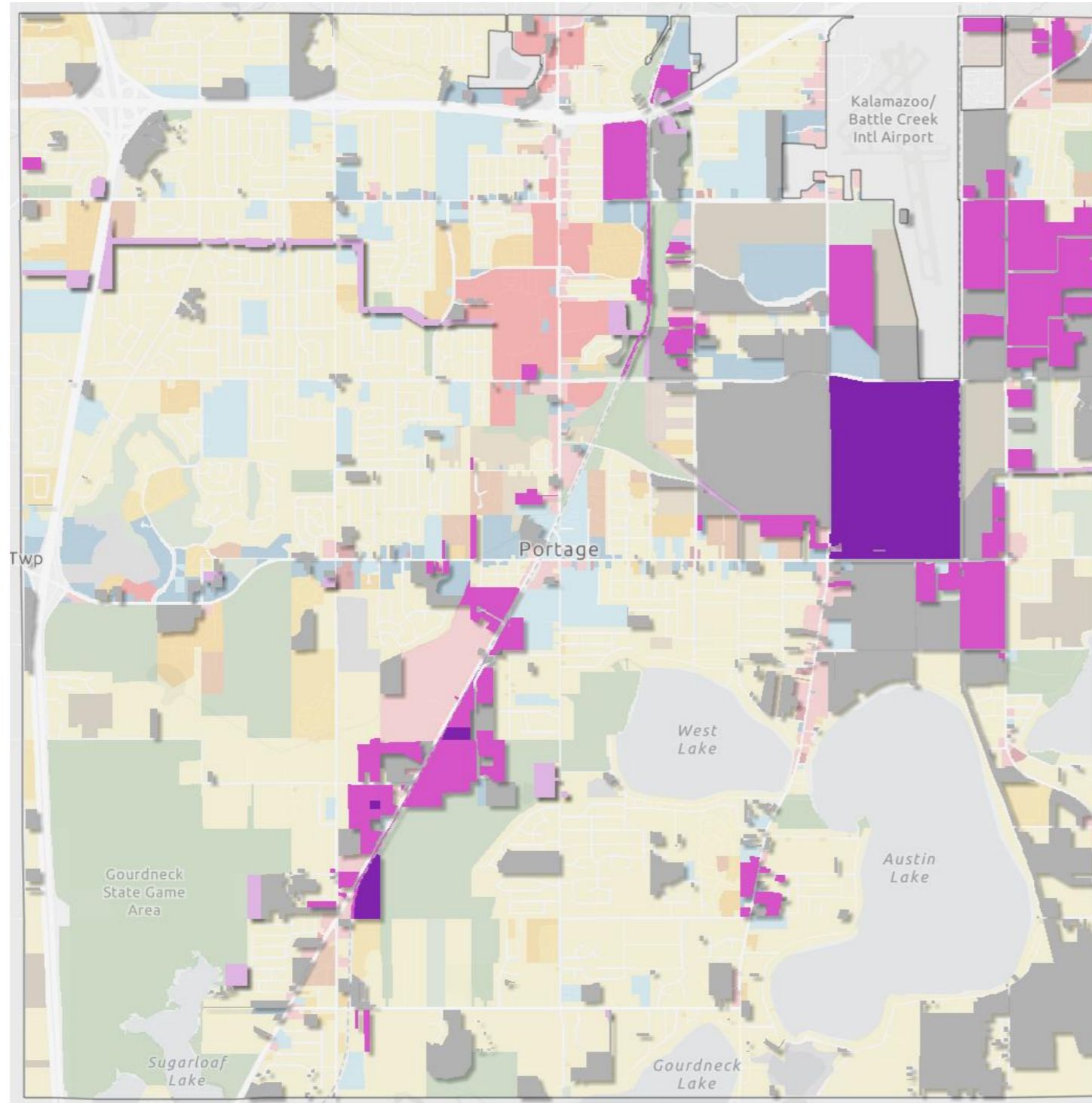
- Provide surrounding residents with daily goods and services like specialty food stores, daycares, or restaurants
- Tie into the fabric of both established and new neighborhoods
- Office uses also included to transition from low to high intensity uses
- Opportunity for space for small businesses

Mixed-Use



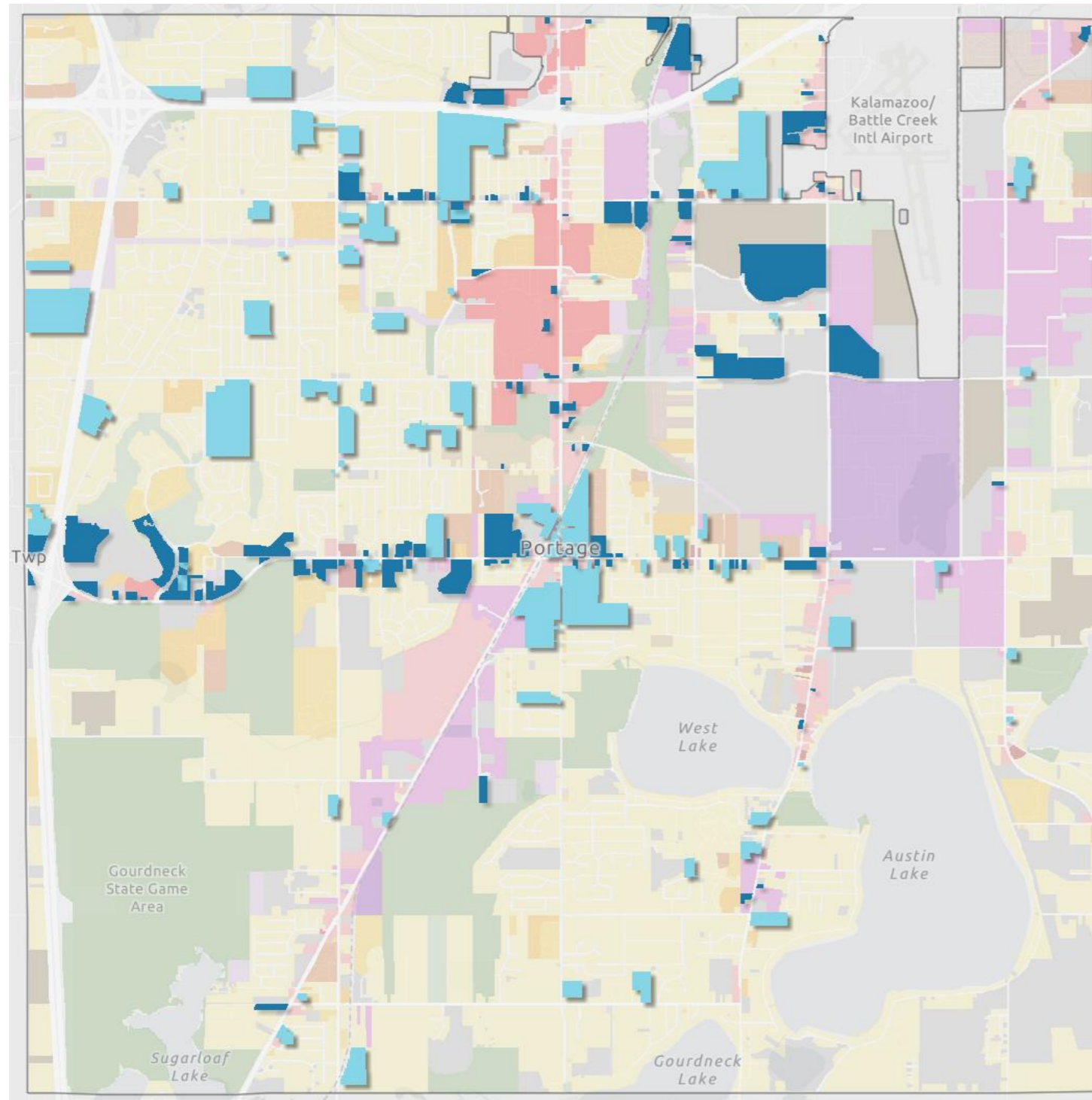
- Horizontal or vertical development
- Provides appropriate mix of uses
- Creates safe, walkable, attractive pedestrian environment
- Three primary areas for mixed-use are the Crossroads Subarea, the City Centre Subarea, and the Lake Centre Subarea

Industrial



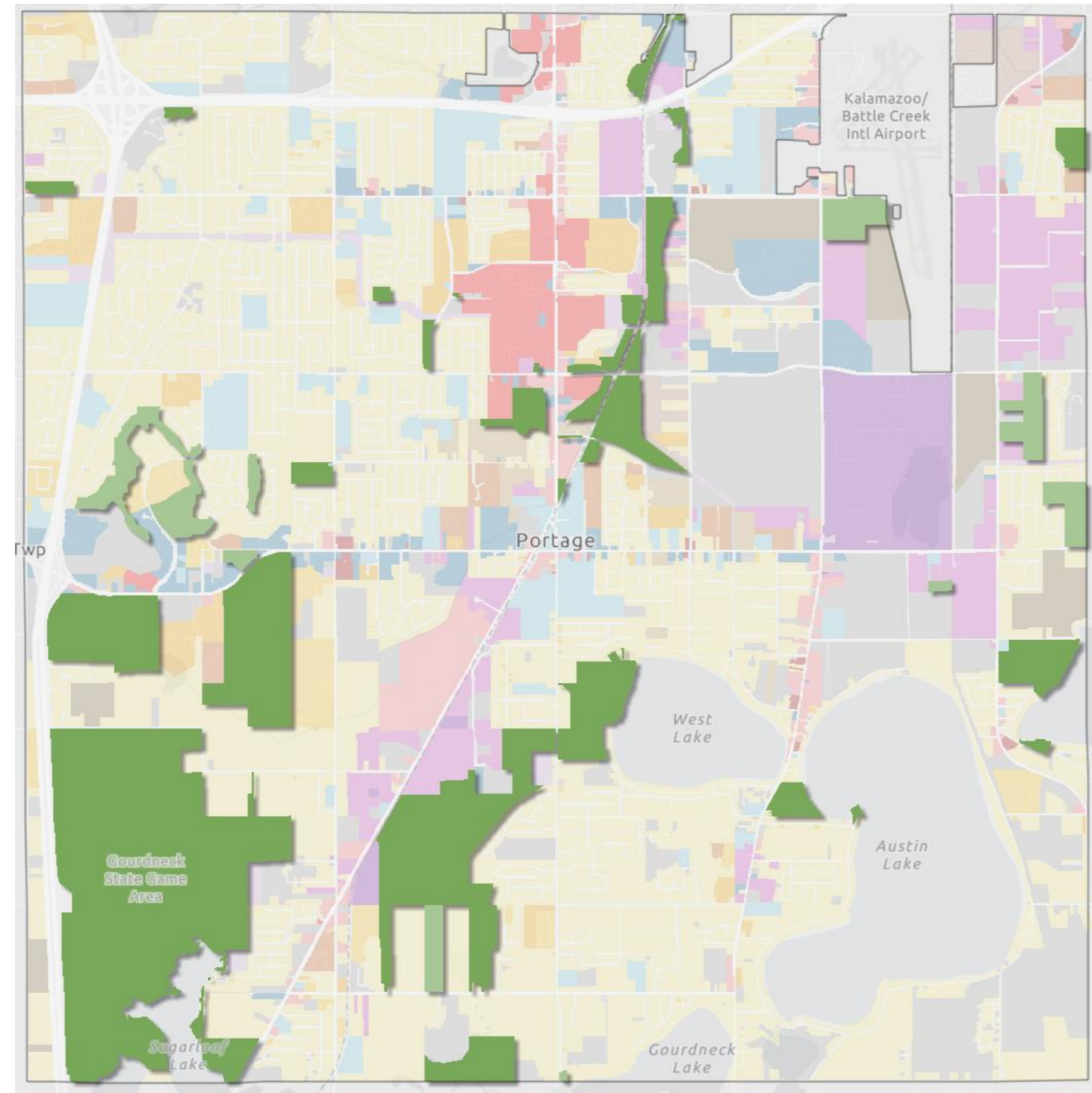
- Both heavy and light industrial businesses such as manufacturing, warehousing, and the distribution of goods and materials

Public/Semi-Public



- Government uses
- Municipal facilities
- Community service providers
- Places of worship

Parks & Open Space



- Preserved natural areas such as wetlands and wooded areas
- Detention ponds and creeks within subdivisions

Transportation/Utility



- Utility uses support local infrastructure and provide rights-of-way or easements for:
 - Gas
 - Electric
 - Water
 - Sewer
 - Other infrastructure

NEXT STEPS



NEXT STEPS

Task 5: Land Use Scenario Development

- Preliminary Land Use Scenario Modeling
- Preferred Land Use Plan
- Planning Commission Meeting

Task 6: Updated Plan Elements (Including Subarea Frameworks)

- Preliminary City-wide Plans
- Preliminary Subarea Frameworks (Crossroads and City Centre Subareas)

THANK YOU!

