

3.2 FUTURE LAND USE CATEGORIES

Downtown Mixed Use

The Downtown Mixed-Use (DMU) area is intended to provide a unique mix of commercial, residential, public and related uses in a pedestrian-friendly environment. It is expected that the downtown area will continue to include a mix of retail and service commercial, office, institutional, higher density residential, public uses and/or park and recreation uses. Uses in the DMU area are expected to be integrated both vertically and horizontally.

Suitable Zoning Districts:

Areas identified as Downtown Mixed Use are regulated by the City of Tomah Zoning Code. Generally acceptable zoning districts within DMU areas include: Business (B), Multi-Family Residential (R-3), and Zero Lot Line Residential (R-6). In addition, those properties between McLean Ave and the alley running parallel to Superior Ave., and between Kilbourn Ave. and the alley running parallel to Superior Ave., may be zoned for One- and Two-Family Residential (R-2).

Land Use Strategies:

1. Urban services will be required for all new development, including municipal water, wastewater, and stormwater management systems.
2. The City encourages all new development, or exterior site and building renovations, in the downtown area to maintain the urban fabric and character. New buildings should fit their context by including the following techniques.

Design Context and Architectural Character:

New buildings should fit their context. Consider the following techniques:

A) The surrounding context, especially adjacent buildings, should always be documented and considered before design begins. City reviewers should require photos of this context during the review process.

B) Buildings should incorporate architectural elements that provide visual interest and human scale, such as differentiation of the ground floor level, awnings or canopies over entrances, etc.

C) It is not necessary to replicate historic architectural styles with new buildings, but there should be some consistency of the scale and rhythm of design features, such as windows and floor heights, that help fit a new building within a block of older buildings

D) Building materials should be consistent with other nearby buildings. Brick and stone are strongly encouraged in most parts of downtown, but other quality, long-lasting materials may be appropriate in some places.

D) Building design and signage should incorporate small accents that celebrate the City's history (e.g. Gasoline Alley), culture, and industries (e.g. Cranberry Country).

Building Height: Multi-story buildings are strongly encouraged on all downtown sites.

Relationship to the Street: Buildings and sites should be designed to establish visual and physical connections between the public realm of the street and the private realm of the building. Consider the following techniques (see Figure 3.4):

A) In most cases there should be no setback from the sidewalk, though occasional partial setbacks to create usable space, as for an outdoor seating area, are acceptable. Shallow setbacks may be permissible for properties that do not face Superior Ave.

B) The front door should face the primary street.

C) There should be clear vision windows on the street facade. Retail and service spaces should have large, clear windows that provide good visual connection between the building interior and the sidewalk.