

Central District Future Land Use Subcategories

The following future land use subcategories are located within the Village’s Central District and acknowledge the varying land uses and development character that are present. By identifying the desired development character and future land uses for different subareas, this Plan takes a first step toward identifying and developing a detailed land use vision. Recognizing the need to provide detailed development standards that are tailored to surrounding context (building heights, uses, density, character of development, etc.), this Plan recommends that the Village pursue a form-based planning process with significant public participation to craft a detailed vision for the Central District. Because the detailed form-based standards have not yet been developed, suggested maximum building heights for new buildings are provided as ranges for each of the Central District categories. Using height ranges recognizes that an appropriate building height will depend on the surrounding context and adjacent building heights. Additionally, this approach also minimizes the need to amend the Comprehensive Plan if a proposed building meets other goals of this Plan but does not fall within the recommended height range.

All Central District areas should provide a highly walkable, pedestrian-oriented environment with pedestrian amenities such as seating, planters, intensive landscaping, pedestrian-scale light fixtures, pocket parks/plazas, etc. See Section 8.12 for recommendations relating to pedestrian-oriented design.

Central Core Mixed Use

The Central Core Mixed Use (CCMU) subcategory represents the most intensely developed part of the Village and accommodates a blend of commercial, office, institutional, residential, and other uses in large scale buildings. The CCMU area is located in the southeast quadrant of the intersection of Capitol Drive and Oakland Avenue. The area extends south to Shorewood Boulevard and east to Murray Avenue. Considering that the area is currently home to existing buildings up to eleven stories, future development in this area should have an “urban downtown” character, characterized by taller buildings, higher density development, zero/minimal setbacks, and walkable, pedestrian-oriented environment with many pedestrian amenities. New development in the CCMU area is generally intended to include buildings six to eight stories in height, but appropriate building height will be determined by the height, bulk, and form of surrounding buildings. ~~Ground floor nonresidential development is required in this area.~~ As redevelopment and infill occurs, this Plan encourages increased nonresidential first floor uses and infill development within surface parking areas.

Recommended Zoning:

Changes to existing zoning districts and/or form-based standards envisioned.

Main Street Mixed Use

The Main Street Mixed Use (MSMU subcategory is intended for a carefully designed, but flexible, mix of commercial, office, institutional, and residential uses serving Shorewood residents and visitors. MSMU areas are generally located along Oakland Avenue North and Capitol Drive East, outside of the central core. Development in this area should have a “Village Main Street” character, typified by narrower street widths and development that is sensitive to surrounding residential areas. For example, mixed use development adjacent to lower density residential development could utilize setbacks and architectural features such as stepbacks (a design element applied to the upper-stories of development where a portion of a building is pushed in towards the center of the property to create compatible transitions. MSMU areas are generally intended to include buildings up to four to five stories in height, as current zoning permits, but appropriate building height will be determined by the height, bulk, and form of surrounding buildings. ~~Ground floor nonresidential development is required in this area.~~

Recommended Zoning:

Changes to existing zoning districts and/or form-based standards envisioned.

Suburban Mixed Use

The Suburban Mixed Use (SMU area is located along Capitol Drive, west of Oakland Avenue and excluding the Shorewood High School campus. Like other subcategories in the central core, this subcategory is intended for a carefully designed, but flexible, mix of commercial, office, institutional, and residential uses serving Shorewood residents and visitors; however, it is somewhat more auto-oriented, allowing Capitol Drive to transition to the City of Milwaukee, where it becomes a traditional auto-oriented commercial corridor. Development in this area should have a “mature suburban” character, typified by wider street widths and development that is more accommodating to people arriving by car as compared to other areas of the central core. Specifically, this area will accommodate more vehicle traffic, parking, drive-through uses, and somewhat deeper setbacks, while still maintaining a high quality pedestrian experience. SMU areas are generally intended to include buildings four to five stories in height, as current zoning permits, but appropriate building height will be determined by the height, bulk, and form of surrounding buildings. ~~Ground floor nonresidential development is required in this area.~~

Recommended Zoning:

Changes to existing zoning districts and/or form-based standards envisioned.

Residential Mixed Use

The Residential Mixed Use (RMU) area is located along both sides of Oakland Avenue, south of Shorewood Boulevard. The land use category is intended for a carefully designed, but flexible, mix of commercial, office, institutional, and residential uses serving Shorewood residents and visitors; however, the many established residential uses along Oakland Avenue do not allow for a continuous, uninterrupted band of ground-floor commercial development needed to create a cohesive commercial district. For this reason, this category is more residential-focused. Future development in this area should result in a blended mixed use and residential character. ~~Ground floor nonresidential development, while greatly encouraged, is not required in this area.~~ The RMU area is generally intended to include buildings four to five stories in height, as current zoning permits, but appropriate building height will be determined by the height, bulk, and form of surrounding buildings. Development here should be sensitive to surrounding residential areas. For example, mixed use development adjacent to lower density residential development could utilize setbacks and architectural features such as stepbacks to create compatible transitions.

Recommended Zoning:

Changes to existing zoning districts and/or form-based standards envisioned.

Institutional

This land use designation is intended to permit public buildings, schools, places of worship and clubs. The Future Land Use map generally shows existing locations of such facilities. Community facilities may also be located in areas planned for mixed-use, residential, or business uses, where appropriate.

Recommended Zoning:

The Village's current P-1 and P-3 zoning districts are appropriate for this land use designation.

Park and Open Space

This land use designation is intended to permit public playgrounds, play fields, play courts, trails, picnic areas, and related recreational activities and other publicly-owned lands that have been preserved for their environmental significance or sensitivity or for flood protection and stormwater management. Public Parks and Open Spaces are planned for areas throughout the Village. (For more detailed recommendations related to these land uses, see [Chapter Four: Utilities and Community Facilities](#), [Chapter Five: Natural and Cultural Resources](#), and the Village's [Comprehensive Outdoor Recreation Plan](#).)

Recommended Zoning:

The Village's current P-1 and P-3 zoning districts are appropriate for this land use designation.