

# TOWN OF MORRISON 2045

## Comprehensive Plan

A 20 YEAR GUIDE FOR THE FUTURE

ADOPTED XX

DRAFT





# ACKNOWLEDGMENTS

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# TABLE OF CONTENTS

<b>1</b>	<b>INTRODUCTION</b>	<b>41</b>	<b>INTERGOVERNMENTAL COOPERATION</b>
<b>8</b>	<b>PUBLIC ENGAGEMENT</b>	<b>45</b>	<b>LAND USE</b>
<b>13</b>	<b>AGRICULTURAL, NATURAL &amp; CULTURAL RESOURCES</b>	<b>61</b>	<b>IMPLEMENTATION</b>
<b>22</b>	<b>UTILITIES &amp; COMMUNITY FACILITIES</b>	<b>A</b>	<b>APPENDIX A: PLAN ADOPTION &amp; AMENDMENTS</b>
<b>27</b>	<b>ECONOMIC DEVELOPMENT</b>	<b>B</b>	<b>APPENDIX B: ACTION PLAN</b>
<b>32</b>	<b>HOUSING</b>	<b>C</b>	<b>APPENDIX C: PUBLIC ENGAGEMENT RESULTS</b>
<b>37</b>	<b>TRANSPORTATION &amp; MOBILITY</b>	<b>D</b>	<b>APPENDIX D: MAPS</b>

# 1 INTRODUCTION

The Introduction chapter features an overview of the comprehensive plan structure as well as an introduction to the community planning area and relevant data and information used in this plan.

## WELCOME TO THE TOWN OF MORRISON'S COMPREHENSIVE PLAN!

The Comprehensive Plan is intended to guide decisions and actions affecting town budgets, ordinances, and growth. The Plan looks 20 years into the future to describe what the town wants but offers policies and actions for implementation now in order to realize that long-term vision. As a broad-based plan, it sometimes relies on other more detailed plans or budget processes to determine when or how implementation will occur.

## OVERALL VISION

Morrison's vision statement is intended to set the general tone for the rest of the plan. It encapsulates the major themes woven throughout the plan.

### 2045 VISION:

"By 2045, the Town of Morrison will be a community that balances sustainable growth with preserving the rural, friendly, secure, and agricultural atmosphere that defines Morrison.

We aim to increase housing and land availability to allow young families to stay in the community and older residents to age in place. Infrastructure improvements will enhance sewer and water systems, bolster internet connectivity, maintain local and farm roads, enhance park areas, and promote non-motorized connectivity through paths and sidewalks.

Morrison will continue its commitment to clean water, air, and soil through responsible agricultural and natural resource management. Strategic support for the local and regional economy will include expanding agritourism and recreational opportunities, promotion of local products and attractions, and collaboration with other jurisdictions. We will also attract and assist businesses that align with community needs. This vision builds on Morrison's tradition of a strong, community-oriented environment, providing an excellent quality of life and a place to stay and grow for all residents."



### **The Plan's recommendations are intended to:**

- Create a collective vision for the future of Morrison.
- Establish priorities for public investment, including the town's Capital and Operating Budgets.
- Provide or inform policies that guide town decision-making.
- Align the work of town staff around the issues that matter most to our residents and stakeholders.
- Create a framework for topic-specific plans and initiatives that will expand on the Comprehensive Plan's recommendations.
- Guide private development through the Future Land Use map and policies.
- Foster partnerships with other entities to address shared goals.

### **Plan Adoption and the Consistency Requirement**

Under Wisconsin's comprehensive planning statute, a comprehensive plan must receive a public hearing prior to adoption, be recommended for adoption by the Plan Commission and be adopted by ordinance by the Town Board.

Wisconsin's Comprehensive Planning law requires that if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with the comprehensive plan:

- Official maps
- Local subdivision regulations
- General zoning ordinances
- Shoreland/wetland zoning ordinance

Though adopted by ordinance, the plan itself is not an ordinance. This plan is not intended to be a literal "road map" for the town that provides a clear path from the present to a point twenty years into the future. Rather, it is intended to guide decision making in the years to come toward a unified vision expressed in this plan. Over the course of time many factors will arise that will significantly influence local decisions. This plan should continue to be consulted to ensure that such decisions contribute to the vision established in this plan.

### **Plan Organization**

This plan is organized around the nine required plan elements as outlined in state statutes:

1. Introduction
2. Public Engagement
3. Agricultural, Natural & Cultural Resources
4. Utilities & Community Facilities
5. Economic Development
6. Housing
7. Transportation & Mobility
8. Intergovernmental Cooperation
9. Land Use
10. Implementation

Each section includes Issues and Opportunities (identified during the process), Voices from the Community (public input gathered), 2025 Snapshot (of existing conditions), and Goals, Strategies, and Actions.

**Appendix A:** Plan Adoption & Amendments

**Appendix B:** Action Plan

**Appendix C:** Community Engagement

**Appendix D:** Maps



## WHY PLAN

The purpose of this plan is to establish a shared vision for Morrison that will guide future actions and decisions. This guidance improves the town's ability to work cohesively and consistently over time.

## PURPOSE & INTENT

The Comprehensive Plan is a resource for managing the growth of the Town of Morrison. It is designed to be a working document used by town officials to direct community development decisions, to assist with capital and operational budgeting, and as a tool to focus and stimulate private housing, business and industrial investment.

A Comprehensive Plan functions as an umbrella document that considers most issues affected by town government, and it is to be used in coordination with other documents and ordinances. The plan refers to other plans and studies that address specific topics in greater detail.

The plan is implemented through the use of ordinances, especially the zoning and subdivision ordinances. This plan is intended to help the Planning Commission and Town Board apply those ordinances; in fact, State statutes require that certain decisions must be consistent with this Plan.

## PLAN MAINTENANCE

The plan represents the town's best effort to address current issues and anticipate future needs, but it can and should be amended as conditions warrant reconsideration of policies. The plan can and should be amended from time to time to adjust to changing conditions, and it should be fully updated with new data every 10 years.

## GOALS, STRATEGIES & ACTIONS

The policy content of this plan is organized into Goals, Strategies, and Actions.

### Goals

A goal is a general statement about a desired future outcome. Goals provide the big idea and direction but do not indicate how they will be achieved.

### Strategies

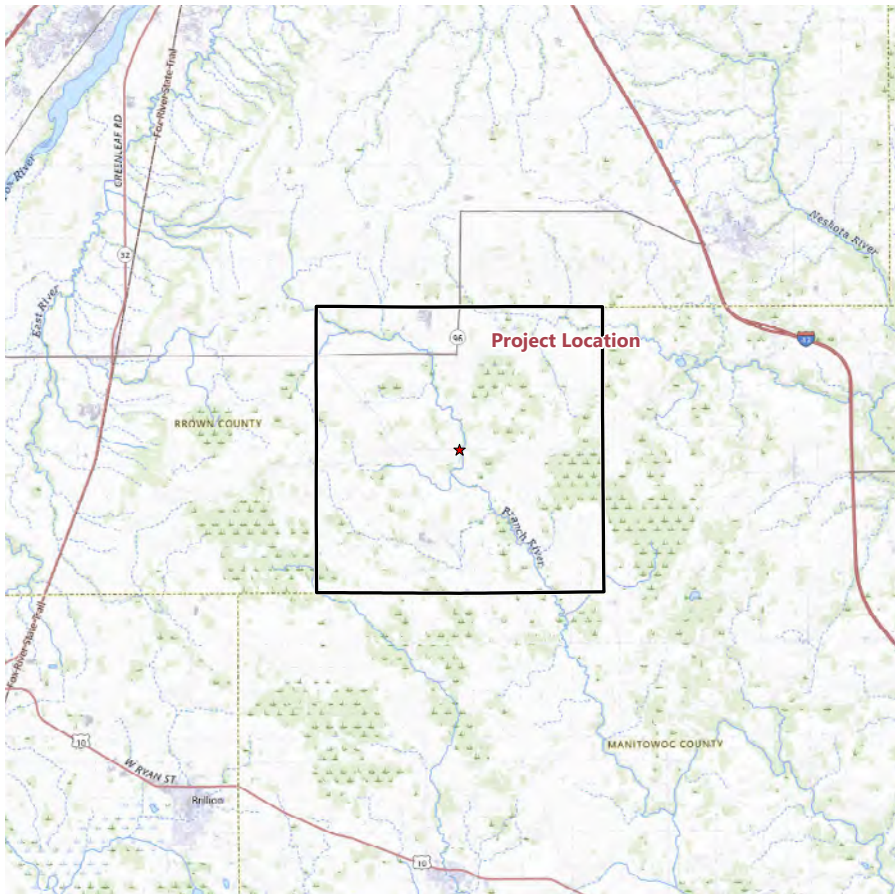
Strategies are the methods by which the goals are achieved and intended to guide policy decisions.

### Actions

Actions are specific activities that an identified group or individual within the town government needs to actively pursue.



## PLANNING JURISDICTION MAP



## PLANNING JURISDICTION

The study area for this plan includes all lands in which the town has both a short-and long-term interest in planning and development activity.

Wisconsin law divides cities into four classes relating to government administration and local governmental power. Morrison is a town, which means Morrison does not have extraterritorial power over other jurisdictions, as Cities and Villages in Wisconsin would.

## REGIONAL CONTEXT

The Town of Morrison is located in southern Brown County, Wisconsin, covering approximately 36.43 square miles, with 36.30 square miles being land and 0.14 square miles being water. It is bordered by Manitowoc County to the south and east and includes the hamlets of Lark, Morrison, and Wayside. Prominent natural features include the Branch River, areas of large wetlands, the Niagara Escarpment, and quality agricultural land. The town has multiple parks and recreational areas, most prominently, Way-Morr County Park, providing residents with outdoor activities and green spaces.

The town's government is active in maintaining community services and infrastructure, including a recycling center, snow plowing services, and town road maintenance. The Town Hall, built in 2004, serves as a home for community meetings and governance. Morrison was established in 1855 by early settlers who were primarily of European descent. The town has a rich history rooted in agriculture, which continues to define the community today. Morrison is a close-knit community with a strong sense of local identity and pride, evident in their 2005 celebration of their 150th anniversary as a town.

## 2020 Total Population

1,689

## Population Growth and Projections

The most significant increase in town population in recent years was during the period of 1990-2000 when the population grew from 1,493 to 1,651. Population growth is anticipated to be stagnant through 2040 based on Wisconsin Department of Administration projections.

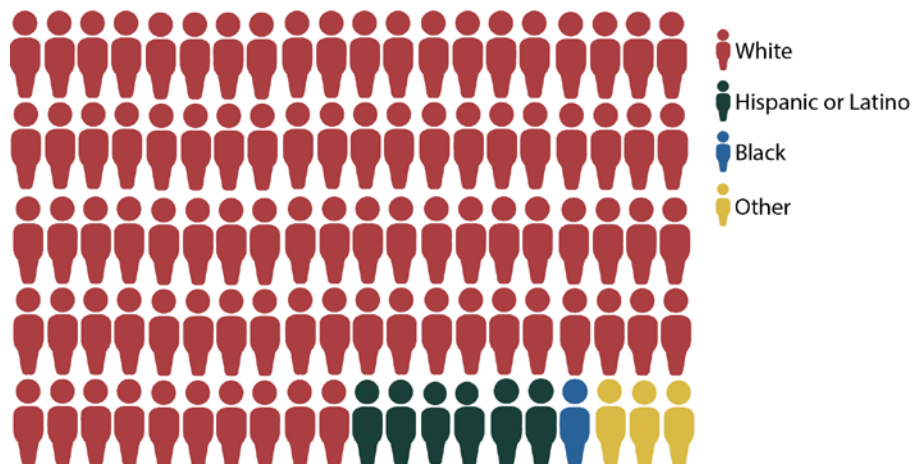
### Population and Household Projections

	TOWN OF MORRISON	BROWN COUNTY	STATE OF WISCONSIN
1980	1,565	175,280	4,705,642
1990	1,493	194,594	4,891,769
2000	1,651	226,778	5,363,675
2010	1,599	248,007	5,686,986
2020	1,689	268,740	5,893,718
2025*	1,725	285,650	6,203,850
2030*	1,751	299,540	6,375,910
2035*	1,751	308,730	6,476,270
2040*	1,720	312,320	6,491,635

## Race and Ethnicity

In 2020, about 6% of the total population identified as Hispanic or Latino. Black residents made up 1% of the population; Asian residents and two or more race residents represented 3% of the town. The majority of the population identified as White alone (91%). For comparison, Waukesha County as a whole is 78% White, 10% Hispanic or Latino, under 3% Black, about 3% Asian, 2% American Indian, and 2% two or more races.

### Race and Ethnicity (2020)



## SNAPSHOT OVERVIEW

Data used for the Town of Morrison Comprehensive Plan includes sources of the 2022 American Community Survey (ACS), 2000 & 2020 Decennial Census, Wisconsin Department of Administration (DOA) 2010-2040 household and population projections, WisConomy economic and demographic data, the US Department of Agriculture (USDA), Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP), and the US Department of Housing and Urban Development (HUD).

## EXISTING PLANS REVIEWED

- Town of Morrison 2016 Comprehensive Plan
- Town of Morrison 2006 Comprehensive Plan
- Brown County Comprehensive Plan
- Brown County Farm Preservation Plan

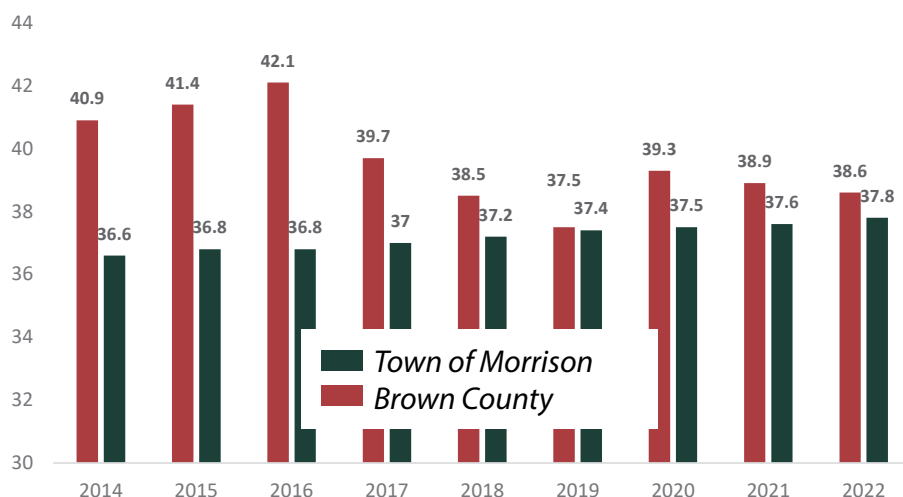


## Community Age

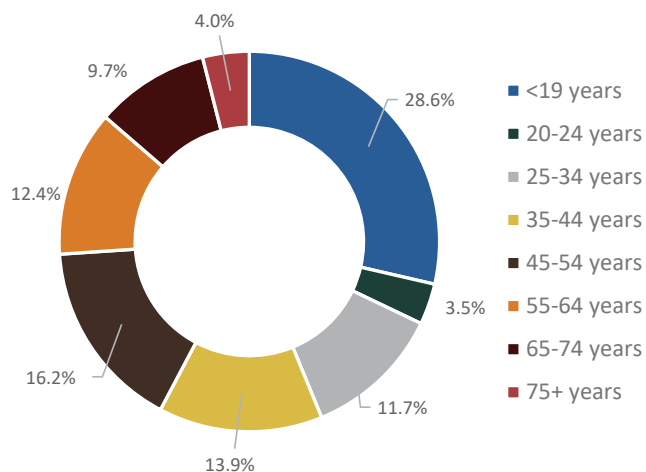
The median age within the town has decreased over the last 8 years to its current level of 38.6 years old. This is still higher than county levels but indicates a general increase in younger families into the community over time.

Residents aged 19 and under represent 29% of the total population, while elderly residents (65+ years old) represent 14% of the population.

### Median Age 2014-2022



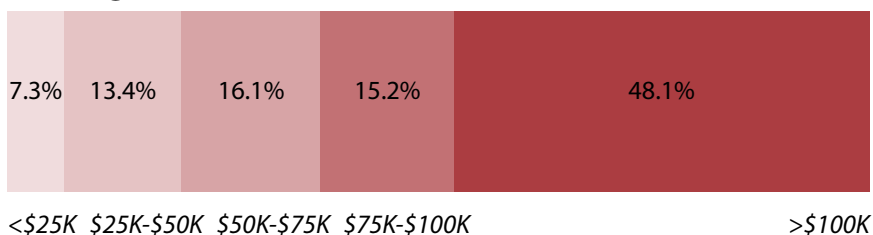
## Age Cohorts



## Household Income Distribution

48% of households earned over \$100,000, while over 20% earned less than \$50,000. The median household income was \$98,421 as of 2022.

### Housing Income Distribution



## Educational Attainment

Over 5 out of 10 residents over 25 (55%) have at least some college education, including associate, bachelor's, or master's degrees; 95% are high school graduates. County-wide, 63% of the population over 25 has at least some college education, and 93% are high school graduates.

### Full Time Occupation by Industry

The most common occupational industry among town residents is Manufacturing. The trends within the town largely follow those seen in Brown County as a whole, with small variations. The greatest difference is manufacturing, which represents 24% of occupational industry among town residents, compared to 17% in the county. Agriculture continues to be a prominent industry within the town even as within Brown County, agriculture occupations have become 1% of total employment.

### Household Growth and Projections

Based on State of Wisconsin projections, the town will experience slow growth of 20 additional households by 2040. The average household size is expected to decrease over that same period. This trend matches the overall County, State, and Nation-wide decrease in household size attributed to a decrease of number children in families and an increase in single households.

### Occupation by Industry

INDUSTRY	TOWN OF MORRISON	BROWN COUNTY
Agriculture, forestry, fishing, hunting, & mining	8%	1%
Construction	11%	6%
Manufacturing	24%	17%
Wholesale trade	2%	3%
Retail trade	5%	11%
Transportation, warehousing, & utilities	7%	6%
Information	0%	1%
Finance, insurance, real estate, rental & leasing	4%	7%
Professional, scientific, management, administrative, & waste management services	9%	9%
Educational services, health care & social assistance	18%	22%
Arts, entertainment, recreation, accommodation & food services	2%	9%
Other services, except public administration	3%	4%
Public administration	7%	3%

### Household Growth and Projections

	TOWN OF MORRISON		BROWN COUNTY		WISCONSIN	
	NUMBER OF HOUSEHOLDS	PERSONS PER HOUSEHOLD	NUMBER OF HOUSEHOLDS	PERSONS PER HOUSEHOLD	NUMBER OF HOUSEHOLDS	PERSONS PER HOUSEHOLD
2000	592	2.92	87,295	2.60	2,084,544	2.57
2010	592	2.70	98,383	2.45	2,274,611	2.41
2015	607	2.63	103,650	2.39	2,299,107	2.43
2020	621	2.60	111,329	2.37	2,377,935	2.38
2025*	648	2.58	118,407	2.35	2,600,538	2.32
2030*	665	2.55	125,165	2.33	2,697,884	2.30
2035*	673	2.52	130,268	2.30	2,764,498	2.28
2040*	669	2.49	132,984	2.28	2,790,322	2.26



## 2 PUBLIC ENGAGEMENT

The Public Engagement chapter details the efforts to engage community members throughout the comprehensive planning process.

### PUBLIC INCLUSION PLAN

The public inclusion plan was broken down as follows:

1. Project Kick-off | Issues & Opportunities
2. Community Survey | Collect Community Feedback
3. Policy Review | Topics and Initial Land Use Drafts
4. Full Plan Review | Review Land Use Maps and Implementation Plan
5. Public Open House | Public Comment Opportunity



### PROJECT KICK-OFF

The project kick-off meeting was held jointly with the community visioning workshop on November 14th at the Morrison Town Hall. The discussion focused on identifying issues and opportunities in Morrison to be addressed by the Comprehensive Plan through multiple activities to engage community members in attendance.

The results of the discussion included:

#### ISSUES:

- **Loss of agricultural land:** There is concern for the loss of agricultural land and the traditional farm lifestyle of the community by encroaching development.
- **Availability of housing:** Housing is in short supply for younger families and seniors who would like to stay in the community. Current land use and zoning policy is prohibitive in allowing more affordable, smaller lot, clustered residential development on the non-productive land within the sanitary district.
- **Growth to sustain town services:** New residents and families are needed to reduce the costs of services provided to community members and keep schools and local businesses open.
- **Lack of economic opportunity:** There is limited opportunity for finding employment in Morrison. This often leads to younger members of the community leaving to find work elsewhere.
- **Maintenance of rural and farm roads:** Keeping the road network in good condition is a top priority for residents and local businesses.
- **Internet connectivity:** Improved access to internet provides economic opportunities for residents and can be attractive for those looking to relocate to a rural area and work remotely.
- **Limited entertainment and amenities:** The town has few eating establishments or stores. Additional community spaces that provide space for both youth and adults are needed.

## OPPORTUNITIES:

- **Balanced residential development:**

Responsible residential growth in the existing sanitary sewer districts of Morrison and Wayside can bring much needed tax base to support town services and sanitary districts, relieve the housing shortage for existing community members, and allow additional families to enjoy the rural life of Morrison. Workforce and entry level homes, farm residences, and senior housing represent housing types in demand.

- **Support for rural economy:** There is strong desire for more businesses such as an ice cream shop, café, a small convenience store, or restaurant. Businesses like this could be supported by residential development within the sanitary sewer districts and visitors traveling through town, possibly to agritourism spaces.

- **Agricultural hub:** Morrison can continue to build on its agricultural tradition by promoting itself as an agricultural hub. Farmers and town and County officials can establish the community as an Agricultural Enterprise Area (AEA) to support farmers through additional tax credits and attract new agricultural related operations.

- **Recreational and agritourism:** Many rural areas are looking to recreational and agritourism opportunities to attract visitors to their community and support the local economy. These opportunities could include farm tours, wineries, natural space and recreation activities, seasonal events and festivals, and much more.

- **Rural lifestyle:** Morrison is cherished for its rural feel. This is an attractive quality for those looking to retreat from more urbanized areas.

- **Strong community organizations:** Tightly knit community groups and organizations are a measure of community health. These groups provide a social space and support system for many community members and sustainment of these groups is crucial for a strong future in Morrison.

- **Proximity to the Fox Cities:** Morrison, despite its small size, is a very short distance from the Fox Cities where job opportunities are abundant.



## COMMUNITY SURVEY

The online community survey was active between November and December and received 127 responses. A total of 33 questions with some open-ended responses were included to inform a range of policies relevant to the Comprehensive Plan. A link to the survey was provided on the town's website and shared to community members through other forms of media. Ninety-six percent (96%) of survey responses came from Morrison residents; as compared to the community overall, respondents were generally more female, older, and mostly homeowners. Overall, the responses reflect an appreciation of the town's rural atmosphere and strong commitment to community with strong desire for preservation of agricultural and natural resources, while increasing the housing supply to support town services and help retain families and older residents in the community.

### Living in Morrison

Most respondents identified that they live in Morrison because of proximity to family and friends, an agricultural/rural lifestyle, small-town community character, and sense of safety provided.

This table highlights survey responses in agreement or disagreement with the provided statements. Overall, responses agreed that Morrison is a safe and affordable place to live and has desirable small-town character and access to good schools. Respondents do not feel there is adequate access to jobs or shopping and entertainment opportunities in town.

### Housing

Ninety-six percent (96%) of survey respondents identified as homeowners. Considering options for future housing development in Morrison, responses show support for detached single family homes in large lot, small lot, and conservation subdivisions, primary and secondary farm residences, senior housing, and some small multi-family housing such as duplexes. Nearly a quarter of respondents rated rental and ownership housing availability as "Poor," indicating need for additional supply.

### Development Needs

Survey respondents would like to see a variety of businesses in Morrison, including breakfast restaurants and coffee shops, grocery stores, and small retail shopping. Responses further emphasize a need for additional internet services, gas stations, and recreational facilities. There is also some interest in community spaces and childcare services. Currently, nearly 40% of respondents said they visited Morrison businesses at least 1-2 times per week.

#### Survey Responses

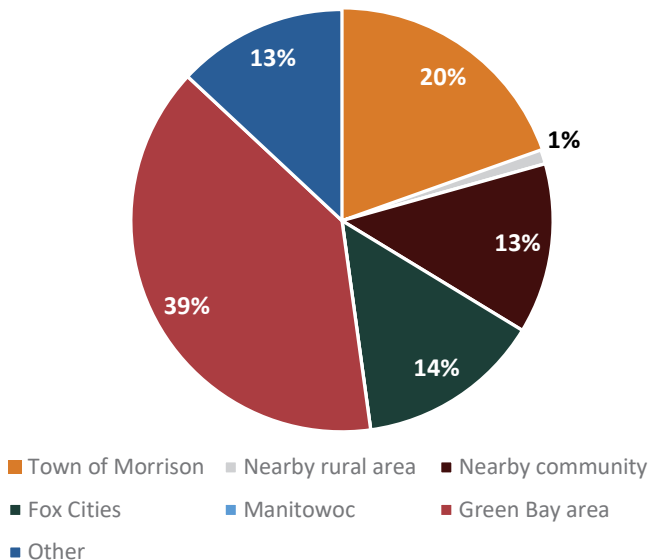
	AGREE	DISAGREE	NOT SURE/ NO OPINION
Morrison is a SAFE place to live	90%	3%	7%
Morrison has an ADEQUATE number of places to live	58%	24%	18%
Morrison is an AFFORDABLE place to live	75%	11%	14%
There are adequate JOB OPPORTUNITIES in Morrison	15%	52%	33%
Morrison has a desirable SMALL-TOWN CHARACTER	83%	9%	8%
I feel CONNECTED TO OTHERS in Morrison	72%	12%	16%
Morrison has access to GOOD SCHOOLS	88%	3%	8%
Morrison has adequate RECREATIONAL OPPORTUNITIES	41%	38%	21%
Morrison has adequate SHOPPING AND ENTERTAINMENT OPPORTUNITIES	13%	68%	19%



## Employment

The majority of survey respondents (62%) report full-time employment status; retirees made up the second-largest group (18%). The employment share response indicates 39% work in the Green Bay area, 20% work in the Town of Morrison, 14% work in the Fox Cities, and 13% within a nearby community. Of those who work, over one-third of survey respondents work remotely at least twice a week. This aligns with the national trend in shifting towards a hybrid work environment. Responses identify better internet connectivity as essential to improving the ability to work from home.

**Survey Question: Where do you work?**



## Town Services and Priorities

Sixty-six percent (66%) of respondents consider a town park for recreation to be a favorable land use; fifty percent (50%) indicate support for bike paths. Most frequent modes of transportation for residents are automobiles (99%) and UTV/ATVs (25%).

When ranking the importance of community services and features, 37% of respondents identified preserving agricultural land as their highest priority. Other priorities included street repair and maintenance, parks and natural resources,

utility resources, and housing availability/affordability. Town services (hours of operation, code enforcement, website accessibility, etc.) were all identified as “Satisfactory” by at least 50% of respondents; snowplow services received the highest number of “Unsatisfactory” responses (28%). Survey respondents highly rate the town’s safety and parks/natural resources, with some room for improvement for transportation infrastructure and the cost of public utilities.

## Agricultural Economy

Eighty-one percent (81%) of those who took the survey feel that it is important to preserve agricultural land in town. 36% of survey respondents actively worked in the agriculture industry. Survey responses identify market prices (54%) as the biggest challenge to agricultural production; respondents supported strategies for the town to support local agribusiness including farmland preservation tools such as zoning and enterprise areas (58%), Right to Farm Acknowledgements (58%), and improving infrastructure via roads and utilities (48%).

## Community Vision

When asked to describe a vision for Morrison’s future, respondents aspire to balance growth, preservation of agricultural roots, and strong community values. There is notable desire for more recreation opportunities, small local businesses and restaurants, housing options, and modern amenities. Some respondents envision enhancing agritourism with activities like wineries, camping, and festivals to support the local economy while maintaining the rural charm. Respondents also emphasize maintaining clean water, air, and soil, and reducing the impact of corporate farming practices. Improved infrastructure with controlled growth will maintain the community’s rural character and neighborly atmosphere.

## STAKEHOLDER INTERVIEWS

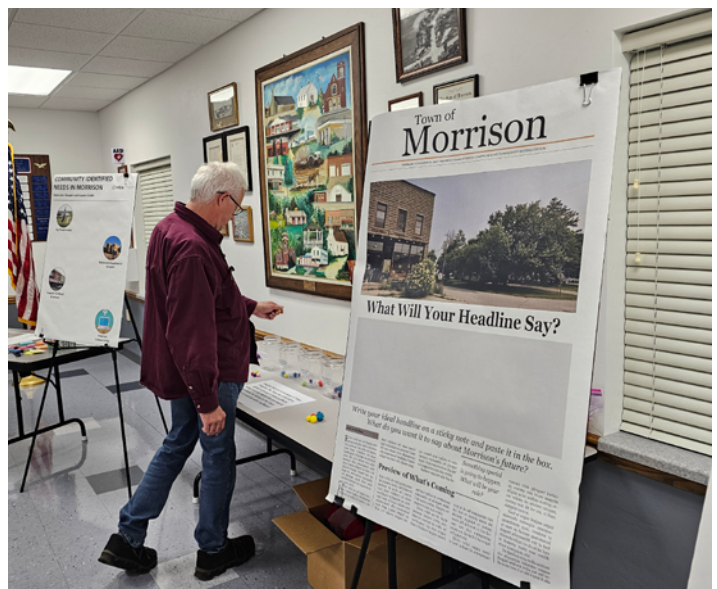
Over the course of the planning process, 3 stakeholders (awaiting 2 interviews) were contacted to give their input on the issues, opportunities, and vision of the community. These stakeholders included representatives from the Morrison Lions Club, the Morrison Town Supervisor, and Wander Springs Golf Course. Feedback was collected through 30-minute interviews and is summarized through the key themes below.

**Strengths** – Morrison benefits from a strong sense of community spirit, with high levels of volunteerism in local clubs and the fire department. Stakeholders feel that the town government is generally easy to work with, and existing services such as the recycling center and snow plowing receive positive feedback from residents.

**Challenges** – A lack of available property and housing options creates a deterrence for younger residents and new families to stay in Morrison, which in turn creates challenges for rural school districts. Development is restricted by current ordinances and zoning codes, limiting new housing types. The sanitary district has high bills and a complex billing formula that does not align well with actual usage. Modern amenities such as internet service are lacking in quality and expensive.

**Opportunities** – Stakeholders would like to see new development and growth while maintaining Morrison's rural, small-town feel. Allowing for different types of housing, such as accessory dwelling units (ADUs), mobile homes, and smaller lot homes, could address housing shortages. Opportunities for recreational tourism compatible with the agricultural community and seasonal shops would support the local economy. The community is open to new amenities such as cafes, restaurants, and convenience stores. As similarly expressed in the online survey results, stakeholders identified improved internet services and access to modern technology as a significant potential for growth.

**Recommendations** – Stakeholders recommend that ordinances should be updated to allow for more diverse housing options and reduced lot sizes; expanding available amenities (such high-speed internet) and housing will be vital to retaining younger residents and attracting new families. The cost distribution formula for the sanitary district should be reevaluated to become more affordable and aligned with usage. Access to town services and information can be improved through updated technology and extended hours at the Town Hall. Promoting collaboration among local businesses and supporting rural tourism initiatives could further strengthen the local economy.



# 3 AGRICULTURAL, NATURAL, & CULTURAL RESOURCES

The Agricultural, Natural & Cultural Resources chapter of the town's comprehensive plan focuses on preserving and enhancing the town's valuable resources. It addresses key aspects such as agriculture, natural resource conservation, and cultural heritage preservation. By prioritizing these areas, the town aims to ensure the long-term sustainability and enjoyment of its resources for generations to come.

## IN MORRISON, WE ENVISION...

### AGRICULTURAL, NATURAL & CULTURAL RESOURCES GOAL #1

**The preservation of productive agricultural lands in balance with residential development of the town.**

#### Strategies

1. Promote housing and commercial development within the sanitary sewer districts to help reduce the pressure to expand into surrounding agricultural areas.
2. Discourage large scale farming operations that pose a nuisance to a residential subdivision within the Sanitary Sewer Districts of Morrison and Wayside.
3. Protect wetlands and streams, surface and groundwater resources and other existing natural features in the town.
4. Encourage all existing, expanding, or new farming operations to incorporate the most current and sustainable "Best Management Practices" (BMPs) or "Generally Accepted Agricultural and Management Practices" (GAAMPS) as identified by but not limited to the following agencies:
  - Brown County
  - University of Wisconsin Extension
  - Wisconsin Department of Agriculture, Trade and Consumer Protection
  - Wisconsin Department of Natural Resources
  - National Resource Conservation Service

## ISSUES & OPPORTUNITIES

### COMMUNITY EVENTS

Residents value the existing local events and how they engage the larger Morrison community. There is a strong community-oriented focus and commitment to volunteerism within town.

### AMPLE NATURAL RESOURCES



The town is home to natural assets like the portion of the Niagara Escarpment, located in Way-Morr County Park, which represents an opportunity to attract visitors and provide recreation activities for the community.

### FARMLAND PRESERVATION



Morrison has a long agricultural tradition that must be preserved and enhanced.



## VOICES FROM THE COMMUNITY



- **71%** of respondents say they choose to live in Morrison because of the rural and agricultural lifestyle the community provides.



- Respondents would like to see improvements to build upon the already existing pool of cultural and natural assets in the town including more community and family friendly events and promotion of natural resources and facilities.

5. Limit conversion of farmland to other uses in Farmland Preservation Areas that are identified in the Brown County Farmland Preservation Plan.
6. Allow for on-farm and near-farm residences in a manner that minimizes the loss of farmland.
7. Support and promote the agricultural economy in the Town of Morrison.

### Actions

- A. Promote conservation by design development.
- B. Encourage property owners to register on the Water Quality Trading Clearinghouse. Consider collaborating with municipal stormwater or wastewater management facilities and/or private industries that are required to meet water quality standards.
- C. Incorporate as part of the permitting process when building a non-farm residence and as part of the rezoning process from an agricultural district, a requirement that owners sign and record a right-to-farm acknowledgement.
- D. Initiate discussion with Brown County, adjacent towns, and/or clusters of farmers to develop an Agricultural Enterprise Area to attract agri-businesses to locate in the town.
- E. Initiate discussion with Brown County to establish a Purchase of Agriculture Conservation Easements (PACE) program as identified in the Brown County Farmland Preservation Plan.
- F. Initiate discussion with Brown County to establish a Transfer of Development Rights (TDR) program as identified in the Brown County Farmland Preservation Plan.
- G. Review and amend zoning map and ordinances as detailed in the Land Use and Housing chapters.

## **AGRICULTURAL, NATURAL & CULTURAL RESOURCES GOAL #2**

**The effective management of agricultural water drainage.**

### **Strategies**

- 8.** Implement regulations requiring farmers to obtain permits for installing or modifying drain tiles.
- 9.** Establish clear guidelines for the design and installation of drain tiles to prevent water from being directed onto adjacent properties or into water bodies.
- 10.** Develop a monitoring system to regularly inspect drain tile installations and ensure compliance with regulations, enforcing penalties for non-compliance, including fines and mandatory corrective actions.
- 11.** Provide educational resources and workshops for farmers on best practices for water drainage management.
- 12.** Promote awareness of the environmental impacts of improper water drainage and the benefits of sustainable practices.
- 13.** Encourage collaboration between farmers, local government, and environmental organizations to develop and implement effective water management strategies.
- 14.** Offer technical assistance and financial incentives for farmers to adopt sustainable drainage practices.

### **Actions**

- H.** Amend the zoning ordinance in the Agricultural districts to allow drain tiling by right only if the drain tiles and water remain completely on the landowner's property; and as a conditional use subject to review if not completely contained within the installing landowner's property.
- I.** Contact the Brown County Drainage Board to consider establishing a drainage district in the Town of Morrison.

## **AGRICULTURAL, NATURAL & CULTURAL RESOURCES GOAL #3**

**The preservation of sensitive environmental areas, natural resources, wildlife habitat, rural vistas, and local cultural resources to reinforce the rural character of the town.**

### **Strategies**

- 15.** Prioritize access to natural resource amenities through a community trail network, accessible facilities, and engaging the public through natural resource and recreational facilities planning.
- 16.** Preserve and protect key environmental corridors, native vegetation, and wildlife species consistent with the Natural Resources Overlay (refer to Land Use chapter).
- 17.** Coordinate local efforts with Brown County, the Wisconsin DNR, Northeast Wisconsin Stormwater Consortium, and other organizations that protect natural areas around Morrison.
- 18.** Ensure Way-Morr County Park continues to be maintained and under ownership of Brown County.
- 19.** Ensure site development and infrastructure improvements occur in areas with least possible impact to natural environments.
- 20.** Encourage landscaping practices on public and private property that help to filter and infiltrate rainwater.

### **Actions**

- J.** Initiate discussion with municipal stormwater or wastewater management facilities and/or private industries that are required to meet water quality standards to collaborate with Morrison farmers to meet their water quality standards.

## AGRICULTURAL, NATURAL & CULTURAL RESOURCES GOAL #4

**The preservation and celebration of cultural heritage and arts.**

### Strategies

- 21.** Reinforce the historic character of the Town of Morrison, with a particular focus on the hamlets of Morrison and Wayside.
- 22.** Coordinate historical and cultural activities with local historical groups, the School Districts, town officials, Lions Club, and other stakeholders as needed.
- 23.** Support community groups in coordination and promotion of community events and gatherings that bring people together.
- 24.** Support local businesses and potential agritourism opportunities that attract visitors to the community.

### Actions

- K.** Encourage farmers and agribusinesses to become members of Wisconsin Agricultural Tourism Association and be listed as an “Ag-Venture” and identified on the Farm Trail.

#### WHAT IS A CAFO?

The State of Wisconsin through the Wisconsin Department of Natural Resources (DNR) regulates manure management for all farms that have 1,000 or more animal units. A concentrated animal feeding operations (CAFO) permit must be received from the DNR for farms exceeding 1,000 animal units.

Once the permit is issued, the farm operators must comply with the terms of the permit by following approved construction specifications and manure spreading plans, conducting a monitoring and inspection program, and providing annual reports. The purpose of the implementation of the permit requirements is to ensure that no discharge of pollutants to navigable waters or groundwater occurs.

## 2025 SNAPSHOT

### AGRICULTURAL RESOURCES

#### Productive Agricultural Land:

This plan reaffirms the commitment to the agricultural tradition and land management that has been a pinpoint in the history and local economy of the Town of Morrison. Like many of the surrounding municipalities, Morrison still retains much of their agricultural lands. As of 2024, there are approximately 15,162 acres of farmland remaining within the town limits. This totals 65% of total land cover. These farms are a mixture of dairy and beef cattle farms and crop farming operations. The preservation of these agricultural lands and uses as well as continuation of the rural lifestyle in town is a top priority for Morrison residents.

#### Concentrated Animal Feeding Operations:

According to the WDNR website, there are currently four farms within Morrison that qualify as CAFOs, while in all of Brown County there are a total of 21 CAFOs, which is ranked second in the State. Each of these CAFOs are for large dairy operations. The nearby counties of Manitowoc and Kewaunee are ranked 1st and 3rd in the state with 25 and 17 CAFOs, respectively.

#### Soils:

According to the Soil Survey of Brown County, Wisconsin, the soils in the Town of Morrison consist primarily of Waymor silt loam with scattered silt loams, silty clay loams, and organic soils. Large wet areas are located in the eastern portion of the town, and a complex array of different soil types are found in the east central portion of the town.



### **Brown County Farmland Preservation Plan:**

The 2017 Brown County Farmland Preservation Plan highlights importance of agriculture to the county with the central goal to “Balance the development of agricultural lands with the long-term sustainability of agricultural production in Brown County.” The plan sets out objectives and policies to achieve this goal through preservation techniques, encouraging development in areas that already have existing utilities and infrastructure, supporting economic activities of the agricultural sector, coordinating agricultural and economic development planning among Brown County municipalities, and encouraging sustainable agricultural practices to protect natural resources. These are just a few of the tools Brown County can utilize to stem the loss of agricultural land being converted to non-agricultural uses. This plan, certified by the Wisconsin Department of Commerce, Agriculture, Trade, and Consumer Protection (DATCP), allows eligible farmers to obtain the state farmland preservation tax credit to reduce their state income tax liability.

The plan identifies the creation of Agricultural Enterprise Areas (AEAs) as an opportunity for farmers to earn a premium state income tax credit for keeping their land in agriculture. Brown County does not have any AEAs currently; however, local communities and/or farmer landowners can voluntarily petition the Wisconsin Department of DATCP to designate an AEA.

An AEA can be established by a group of at least five landowners that petition the state to designate the area an AEA. Property owners with property within the AEA may then enter into a voluntary contract with the state to earn tax credits for keeping their land in agricultural use for a defined period of time. AEAs are a way to maintain large areas of contiguous land primarily for agricultural use, encourage farmers and local governments to invest in agriculture, protect soil and water quality through meeting or exceeding state soil and water conservation standards, and attract agribusinesses.

## **PHYSICAL CHARACTERISTICS**

### **Geology:**

The geology of Morrison is shaped by its glacial history and underlying bedrock. The town sits on a foundation of Precambrian crystalline basement rock, which is over a billion years old.

### **Topography:**

Morrison showcases a diverse landscape shaped by glacial activity. The town features a mix of hills and swales, formed by glacial till deposits. A notable band of hilly end moraine runs east-west through the center of Morrison, while the southwestern part of the town is characterized by an extensive drumlin field. The highest points in Morrison, reaching around 950 feet, are located just north of the Wayside and Morrison hamlets. In contrast, the lowest areas, approximately 820 feet, are found in the southeastern part of the town along the Branch River. The flattest regions are in the eastern wetlands.

### **Minerals:**

There are no active mines within the town. Brown County contains multiple active nonmetallic quarries that mine dolomite, sandstone, limestone, or crushed stone.

## **WATER RESOURCES**

### **Regulations:**

Water Resources in the Town of Morrison are protected by the following regulations:

Town of Morrison Code of Ordinances:

- **Chapter 8:** Transportation, disposal, storage, and treatment of solid waste
- **Chapter 30:** Ordinance requiring permits for land spreading

Brown County ordinances that protect water resources and are applicable in the Town of Morrison:

- **Chapter 11:** Private Sewage System Ordinance (where public sewer is not available).
- **Chapter 14:** Non-Metallic Mining Reclamation Ordinance
- **Chapter 22:** Shorelands and Wetlands Ordinance
- **Chapter 23:** Floodplains Ordinance

Other local, state, and federal laws and regulations may apply.

### Groundwater:

Groundwater is currently the only source of the Town of Morrison's drinking water. Drinking water for individual homes is drawn from the groundwater through private wells that vary in depth depending on location, soil characteristics, and depth to bedrock. In addition to providing a source of drinking water, groundwater provides base flows for some of the rivers and streams within the town. As with many rural, agricultural communities, the most common sources of contamination include naturally occurring metals such as arsenic, pathogens such as bacteria or viruses, and pesticides or fertilizers.

Morrison wells are particularly susceptible to groundwater contamination due to the many deep fractures (karst features) in the limestone bedrock that lie just below the surface. These fractures can provide direct conduits for contaminants to enter the groundwater. In addition to fractured bedrock, improperly sealed and abandoned wells also provide conduits to the town's groundwater. Deep wells with proper casings, and when wells are abandoned, properly sealing them, are the primary means to prevent the contamination of groundwater. The Wisconsin Department of Natural Resources recommends testing private wells for coliform bacteria at least once a year or immediately any time there is a change in how the water looks, tastes, or smells.

### Surface Water:

The Town of Morrison contains both the Branch River and Devils River, as well as their tributaries. The Branch River flows southeast from the northwest of the town. It eventually joins with the Manitowoc River and runs to Lake Michigan. The Devils River flows west to east through the northwestern portion of the town. Both rivers are rather turbid and sluggish due to the stormwater run off that is fed through their tributaries that extend into many of the agricultural fields. These negative impacts of agricultural runoff can be mitigated through restoration efforts such as increasing wetland and forested vegetation along these rivers to improve filtration, as well as stemming the pollution from agricultural fields through incentives like water quality permit trading or direct payments to farmers.

The Branch River and Devils River make up the primary watersheds located in the Town of Morrison. The Branch River watershed encompasses much of the center of the town, while the Devils River watershed includes the northeastern part of the town. The Mud Creek watershed just extends into the far southwestern corner of the Town of Morrison.

### Floodplains:

Within Brown County, floodplains in the unincorporated parts of the County, including the Town of Morrison, are regulated under Chapter 23, Floodplains Ordinance for Brown County, Wisconsin, of the Brown County Code of Ordinances. Whenever development is proposed near a stream, river, lake, or pond, it is the property owner's responsibility to ensure the proposed development is in compliance with local, county, and state requirements and that the appropriate permits are obtained prior to beginning construction.

### **Wetlands:**

There are several areas of wetlands within the town limits. The WDNR digital wetlands inventory identifies approximately 4,600 acres of wetlands within the Town of Morrison. The identified wetlands are located throughout the town with specific locations including the Branch River corridor and two extensive wetlands complexes located in the eastern part of the town.

## **CULTURAL RESOURCES**

### **Historic Assets:**

The Town of Morrison has a rich history and culture. Much has already been done within the town to maintain its small town and historic character. In 2005, the Town of Morrison celebrated the 150th birthday of the community. As part of the celebration, the committee prepared a document of the town history which can be found on the town website.

The Wisconsin Architecture & History Inventory (AHI) is an official inventory maintained by the Wisconsin Historical Society (WHS) for tracking historically significant structures, sites, or objects. These structures collectively display Wisconsin's unique culture and history and, therefore, should be noted and protected/preserved when feasible. Although a building or place may be listed within the AHI, it does not afford them any protection such as would be provided on the state or national register of historic place.

There are 61 records listed in the Wisconsin Architecture & History Inventory (AHI) for the Town of Morrison. This inventory is maintained by the Wisconsin Historical Society (WHS) for tracking historically significant structures, sites, or objects. Buildings listed include homes, agricultural structures, and commercial or governmental buildings. AHI listed structures are generally scattered throughout the town with small concentrations of buildings in the communities of Wayside and Morrison. Currently, none of these buildings are listed on the state or national register of historic places.

Funding options should be explored for restoring historic buildings within the community. State level historic preservation programs that may apply to these buildings include:

- The Wisconsin Economic Development Corporation in conjunction with the Wisconsin Historical Society's State Historic Preservation Office provides Historic Tax Credits to income producing historic buildings to assist in renovation costs. If approved, the program provides 20% of rehabilitation costs as a state tax credit.
- The Wisconsin Historical Society's State Historic Preservation Office administers a Historic Homeowners' Tax Credit program that returns 25% of approved renovation costs of historic homes deemed eligible as an income tax credit. Homeowners must apply to the program through a tax credit application with the Historical Society.

### **Major Community Events:**

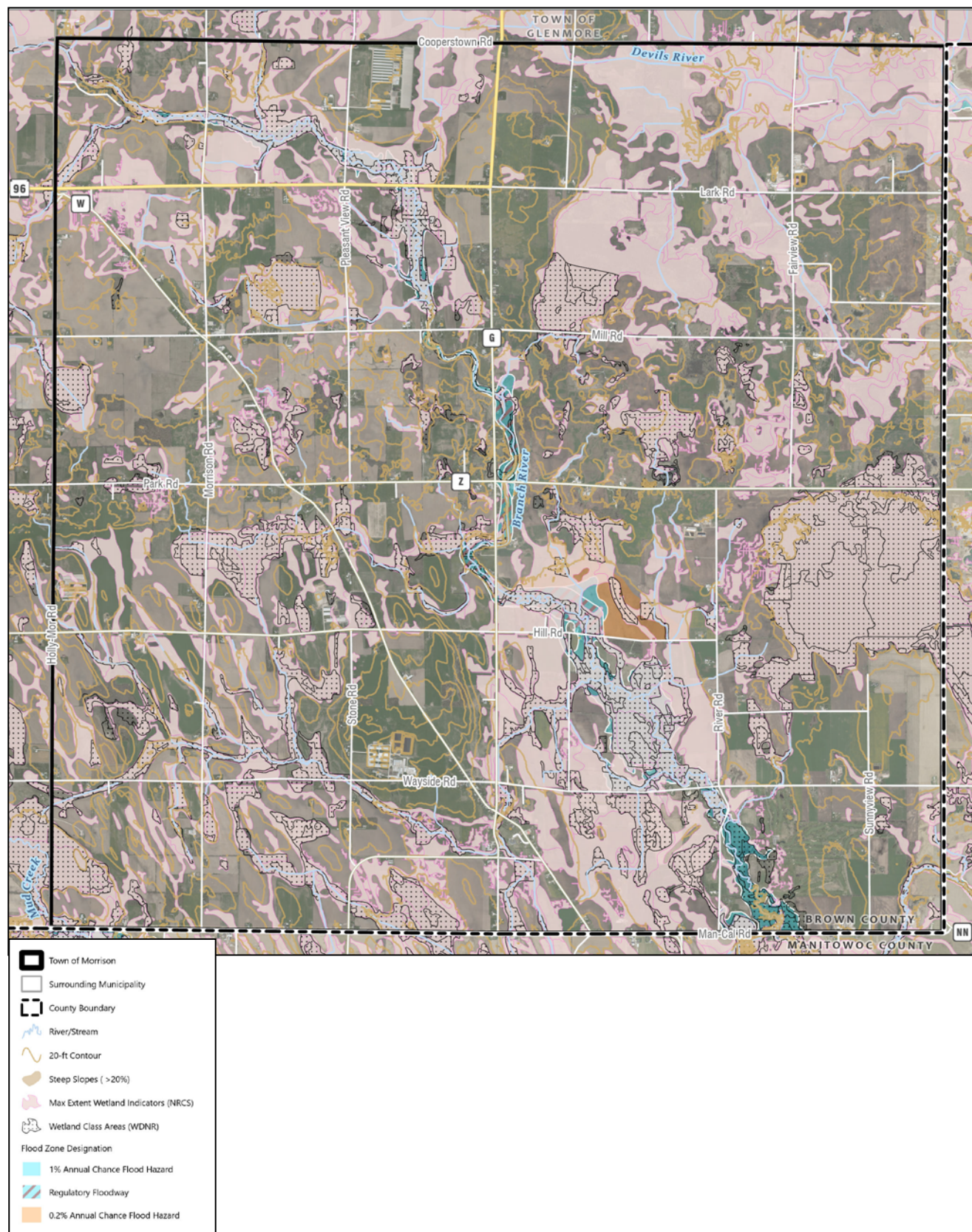
Summer Concert Series at Way-Morr County Park  
Lions Club Youth Sports



*Historic photo of threshing crew on John Saenger Sr. Farm, about 1890.*

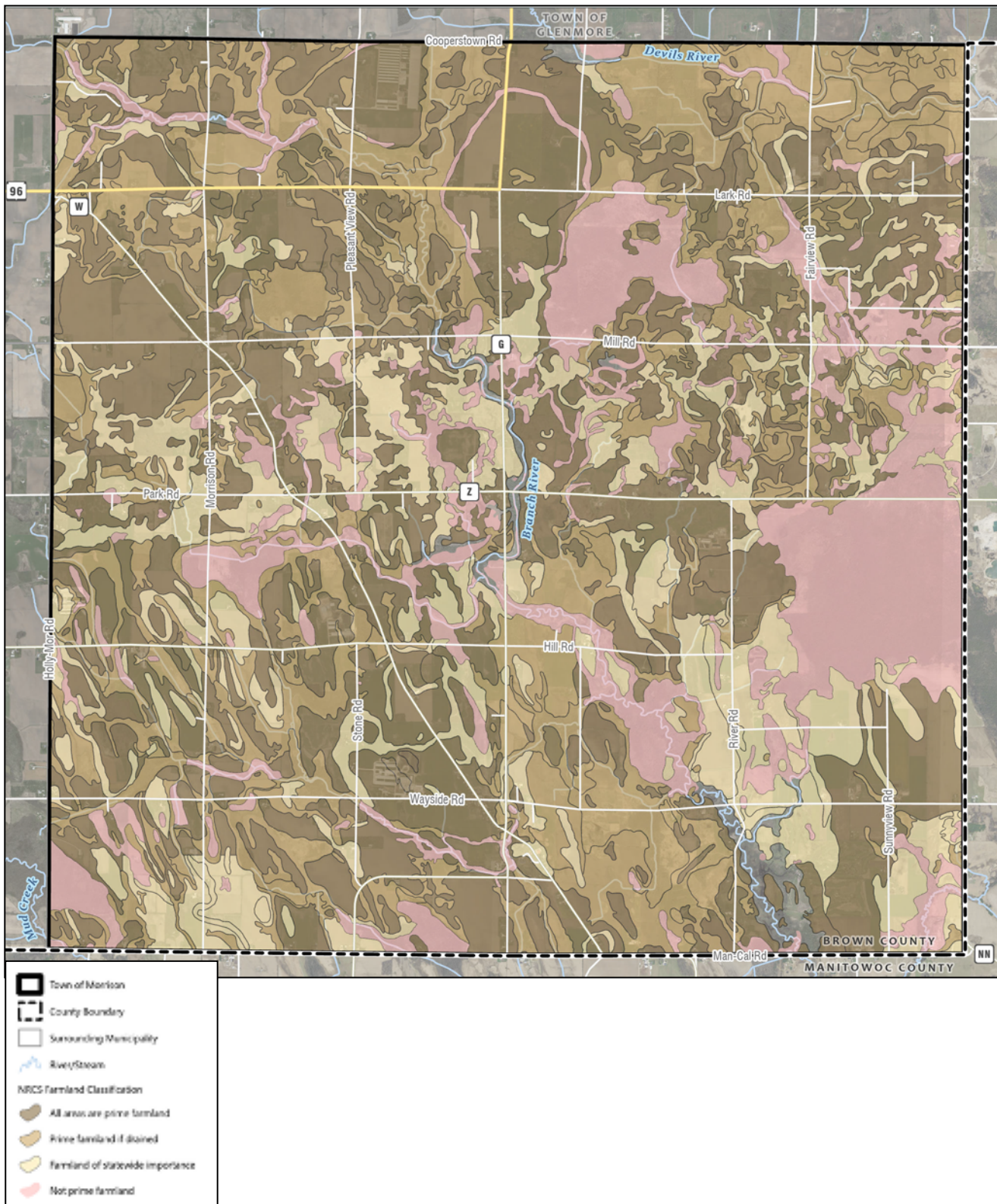


## DEVELOPMENT LIMITATIONS





## SOILS



## 4 UTILITIES & COMMUNITY FACILITIES

The Utilities and Community Facilities chapter of the comprehensive plan focuses on ensuring the efficient provision of essential services and the development of necessary infrastructure to support the needs of the Town of Morrison. It addresses a wide range of utilities and community facilities, including water supply, wastewater management, solid waste disposal, energy systems, telecommunications, and public facilities.

### UTILITIES & COMMUNITY FACILITIES GOAL #1

#### *IN MORRISON, WE ENVISION...*

**Modern, affordable, and reliable public services that promote health, safety, and welfare.**

#### **Strategies**

1. Ensure the maintenance and enhancement of utility infrastructure to meet the needs of both current and future residents and businesses. Emphasis will be placed on preserving the reliability of existing systems while also planning for necessary upgrades to accommodate future growth and expansion.
2. Conduct regular inspections and maintenance of existing utility systems, including water, sewer, and stormwater management, to ensure their integrity and reliability.
3. Discourage inefficient “leap frog” development that results in infrastructure constructed before there is adequate customer base in place to support its maintenance.
4. Continue sustaining existing services and facilities (Fire Department, snow plowing, recycling center, etc) in balance with budget constraints through regional partnerships with neighboring jurisdictions.
5. Explore opportunities to improve internet connectivity through state and federal grant programs as awarded by the Public Service Commission of Wisconsin.

## ISSUES & OPPORTUNITIES

### **INTERNET & BROADBAND**

The town lacks competitive internet and broadband services. In order to attract new residents and businesses, the town should seek improvements to services and expansion to provider options. Planning is currently underway for expanded rural broadband in Brown County.

### **IMPROVE TRANSIT FACILITIES**



An opportunity exists to improve road, trail, and sidewalks conditions to allow for greater safety and connectivity.

### **SANITARY SEWER DISTRICTS**

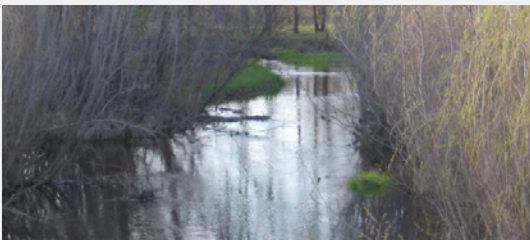
Growth in residential, commercial, or industrial uses should take place within the sanitary districts of Morrison or Wayside. This is necessary for incremental infrastructure development and keeping costs lower for current properties within the districts.



## VOICES FROM THE COMMUNITY



- **57%** of survey respondents indicated that improved internet service would improve their ability to work remotely from Morrison. Respondents indicated a number of service providers are entirely unavailable within the town boundaries.



- When asked to rank priorities for the town, **40%** of respondents placed utility services in the top 3 priorities.
- When asked to rate community services, almost **50%** of respondents rated public utility services as good, however public utility cost was rated slightly lower.
- Survey respondents routinely noted that lack of trash pick-up is not favorable.

## Actions

- A.** Meet with Brown County staff to discuss broadband expansion tools and resources available to the town in preparation of the Brown County Broadband Expansion project.
- B.** Discuss options for expanding natural gas service to residents with Wisconsin Public Service.
- C.** Coordinate with the sanitary district to ensure the wastewater treatment plant remains adequately sized for any anticipated growth and development.
- D.** Work closely with the Wisconsin Department of Natural Resources and Brown County to ensure stormwater runoff is adequately addressed during construction activity.
- E.** Prioritize future development to take place within the sanitary sewer districts.
- F.** Avoid permitting homes on private onsite wastewater treatment systems in areas planned for public sewer service.
- G.** Share information on well testing, maintenance for private sewage systems, and resources available to repair failing systems on the town website.
- H.** Seek cost-efficiency measures in operation of the joint recycling and solid waste drop-off site.
- I.** Create a five-year capital improvement plan to prioritize maintenance and replacement projects and minimize disruptions in service.
- J.** Promote the Morrison and Wayside Fire Department on the town website and social media to recruit new members.
- K.** Evaluate the feasibility of extended staffing hours of the Town Hall to help assist residents.

## UTILITIES & COMMUNITY FACILITIES GOAL #2

### Enhancing community wellbeing through access to excellent community facilities.

#### Strategies

6. Support partnerships with nearby municipalities and community organizations to provide parks, recreational facilities, public buildings, public spaces, and programming for use by all who wish to take part.
7. Encourage developers to dedicate community trails and paths in new developments that connect residents to amenities like schools, businesses, parks, and other community trails.
8. Continuously maintain and improve parks and recreational spaces, ensuring they remain safe, attractive, and accessible for leisure activities and community gatherings.
9. Evaluate the need for future parks and recreation space.

#### Actions

- L. Discuss park and trail planning with Brown County staff as needed. Ensure that Way-Morr County Park remains under Brown County ownership.
- M. Support and participate in project of renovating the Way-Morr County Park parking lot as noted in the 2023-2028 Brown County Comprehensive Outdoor Recreation Plan.
- N. Seek funding for park and trail improvements through Brown County, WDNR, WEDC, WisDOT, etc.
- O. Consider adoption of an impact fee or park land dedication ordinance to support new development.
- P. Consider the adoption of a Comprehensive Outdoor Recreation Plan if future development necessitates additional park and recreation space.



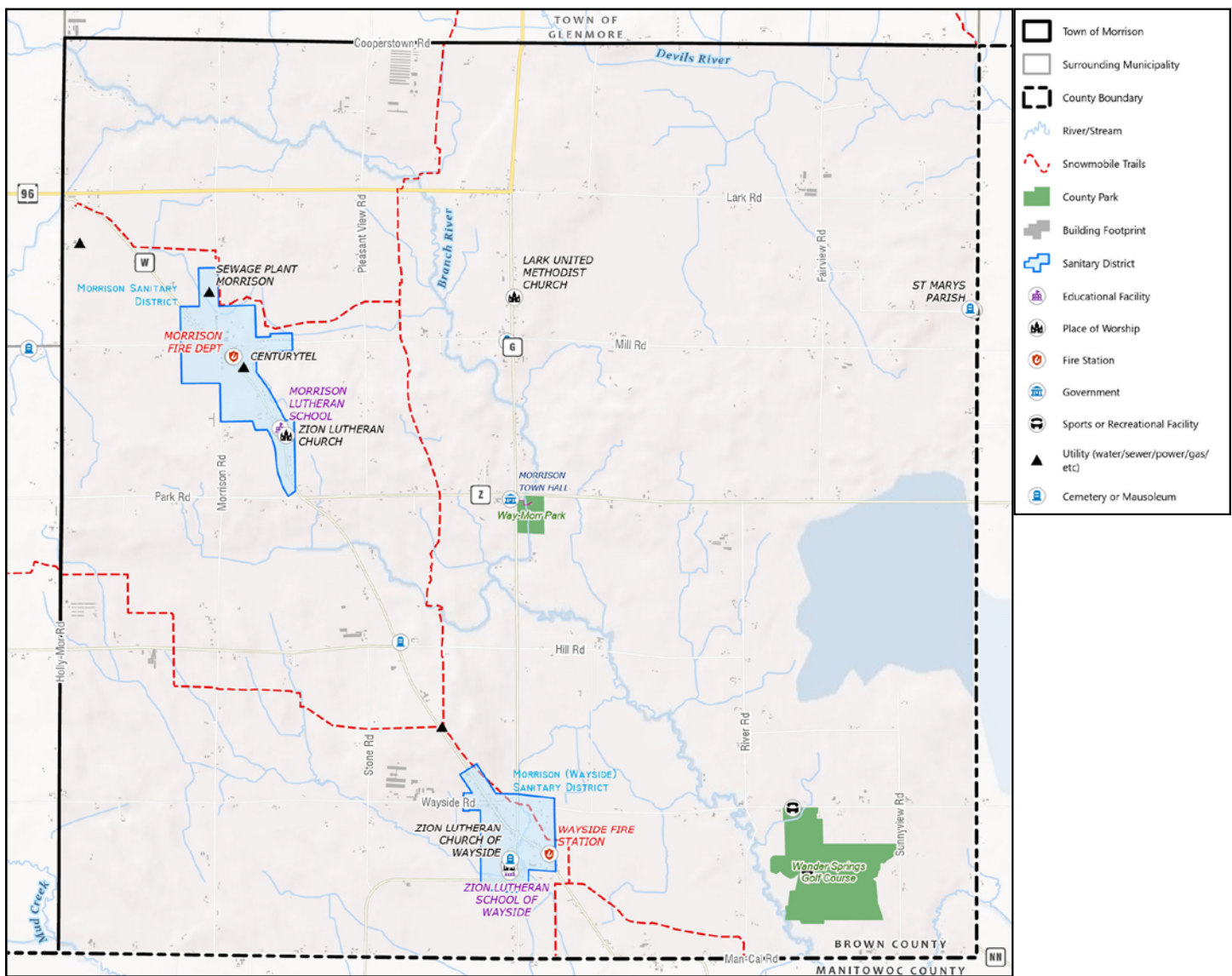
## 2025 SNAPSHOT

### SCHOOLS & EDUCATION

#### Public Schools

The town is split between the Denmark School District, Unified School District of De Pere, Reedsville School District, Wrightstown Community School District, and the Brillion School District. There are two private schools in the town.

### COMMUNITY FACILITIES





## **PARKS & RECREATION**

### **Parks and Recreation Areas:**

- Wayside Fireman's Park
- Way-Morr County Park
- Morrison Zion Lutheran Church and School
- Zion Lutheran Church and School of Wayside
- Wander Springs Golf Course

### **Trails:**

- Various Snowmobile Trails

### **Recreation Programs and Organizations:**

- Youth sport programs are offered at Wayside Fireman's Park

## **PUBLIC SAFETY, HEALTH, & WELFARE**

**Police:** Brown County Sheriff's Department

**EMS:** Brown County Rescue Services

**Fire:** Wayside Volunteer Fire Department and Morrison Volunteer Fire Department

### **Healthcare Facilities:**

Morrison is reliant upon private and non-profit healthcare providers in Green Bay, Fox Cities, or Manitowoc. Smaller clinics are located in Wrightstown, Denmark, De Pere, Brillion, and Reedville.

### **Senior Care**

- Wayside Parkview Estates – Senior Living
- Brown County Aging and Disability Resource Centers

## **UTILITIES**

**Electric & Natural Gas:** Wisconsin Public Service Corporation (WPS)

**Refuse/Recycling Collection:** Recycling and waste drop-off site located in town. There are currently no trash collection services.

**Telecommunications:** Cellular and mobile service is available to residents throughout the town by Verizon, AT&T, US Cellular, and T-Mobile. Internet service can be obtained through AT&T, Brightspeed, Bertram, Bug Tussel, US Cellular, T-Mobile, and Viasat Satellite service.

**Water:** The Town of Morrison does not currently have a public water supply. Therefore, every home and business in the town currently obtains potable (drinking) water from private wells.

**Stormwater:** The Town of Morrison's current stormwater system is an informal system comprised of a conveyance system consisting of swales, roadside ditches, culverts, channels, and a storage system consisting of wetlands and wetland remnants. This system transports stormwater runoff to the Branch River, and eventually Lake Michigan.

**Wastewater:** The Morrison Sanitary Sewer District and Wayside Sanitary Sewer District are located in the hamlets of Morrison and Wayside, serving properties in the Morrison Sewer Service Areas (SSA) with waste being treated at the Morrison Wastewater Treatment Plant (WWTP). The WWTP is an activated sludge-type treatment facility, discharges its treated effluent to a tributary of the Branch River, and disposes its treated sludge on nearby farmlands. Properties outside the SSAs utilize private onsite wastewater treatment systems (POWTS) that store, treat, or dispose of wastewater (or perform a combination of these functions) on the site at which the wastewater is generated.

## **OTHER GOVERNMENT FACILITIES**

**Library:** Brown County Library System and Brillion Public Library

**Town Hall:** The Morrison Town Hall was built in 2004 and located at 3792 Park Road. In addition to serving as the site for town governmental meetings and offices, it may be rented for private functions as well.

**Brown County Historical Society:** Based in Green Bay, the Brown County Historical Society serves to preserve, present and share the history of Brown County.

## 5 ECONOMIC DEVELOPMENT

The Economic Development chapter focuses on fostering a vibrant local economy. It outlines strategies to support entrepreneurship, attract investments, and create a favorable business environment. The town aims to stimulate economic growth, job creation, and enhance residents' well-being through targeted initiatives and collaboration with stakeholders.

### IN MORRISON, WE ENVISION...

#### ECONOMIC DEVELOPMENT GOAL #1

**A broadened tax base to strengthen the Town of Morrison's economy and employment base through agricultural, commercial, and industrial activity.**

##### Strategies

1. Communicate with local businesses regularly to show interest in their success and identify any needs with which the town may be able to assist.
2. Support and promote the agricultural producers and agri-businesses located within town.
3. Identify appropriate locations for future businesses to locate in the town and support location of residential and commercial uses within the Morrison and Wayside Sanitary Sewer Districts.
4. Determine if there are barriers in the process of establishing a new business. Simplify and expedite the permitting and licensing processes for businesses, as feasible.
5. Encourage the use of local, state, and federal programs to aid in the retention of existing businesses and attraction or promotion of industrial and commercial activities.
6. Encourage development and redevelopment of the Morrison and Wayside hamlet areas to help foster community identity, strengthen the local tax base, and serve as focal points for development.

## ISSUES & OPPORTUNITIES

### AGRITOURISM



*Source: Wisconsin Agricultural Tourism Association*

Many smaller rural communities are turning to agritourism, an economic strategy encompassing all agricultural-based activities that bring visitors to local farms and ranches, such as wineries, petting farms, farm stays, and event venues. Recreational activities such as biking, fishing, or golf typically fit into this category as well.

### LACK OF EMPLOYMENT OPPORTUNITIES

There are very limited employment opportunities located within Morrison. This has led many members of the community to move from Morrison to where employment is closer and more plentiful. Greater access to high-speed internet may allow for more remote work to take place in Morrison.

### LOCAL ECONOMY

The agricultural producers and related agri-businesses remain as the backbone of the local economy. There is an opportunity to grow the agricultural economy by promoting the existing cluster of farms and businesses in the community. Additional opportunities to provide a smaller convenience store, café or restaurant, or service business can complement the existing businesses.

## VOICES FROM THE COMMUNITY



- **52%** of survey respondents believe that Morrison has inadequate job opportunities.
- **57%** of respondents responded that better home internet would make it easier to work remotely. 38% of respondents who are employed already work in a hybrid environment at least twice a week.



- A small grocery, coffee shop or café, or convenience store are businesses most desired by survey respondents.

*"It would be nice to see future enhancement for agritourism in this township. Agritourism is what it sounds like. People from the city are looking for rural activities such as wineries, overnight camping, petting farms, mazes, fall festivals, and music festivals. The township could promote and support these and similar activities without compromising the rural mystic of the area."*

*- Morrison Resident*

7. Facilitate partnerships between local businesses, Greater Green Bay Chamber, Town and County government to leverage resources and expertise. Collaborate with businesses to identify opportunities for joint initiatives, such as infrastructure development, marketing campaigns, or community programs, that benefit both the business community and the town as a whole.
8. Support proactive communication between educational institutions (local UW-Extension, tech colleges, UW-Green Bay, school districts, etc.) and area employers in determining and filling appropriate local skills and needs. Offer training and programs for skill development through various methods.
9. Complete review of ordinances pertaining to economic development. Enforce property maintenance ordinances to ensure aesthetically pleasing business corridors and commercial areas.
10. Promote and encourage a mixture of housing options to attract a variety of businesses and ensure there is sufficient housing to support the workforce.

### Actions

- A. Approve future development in consistency with the adopted Future Land Use map of this plan.
- B. Conduct a meeting with local business owners at least annually to discuss their needs and priorities in relation to town development.
- C. Update the town website to outline the steps for starting a business in Morrison, including simplified permitting and licensing processes.
- D. Organize workshops to inform local businesses about available local, state, and federal programs that can aid in business retention and growth.



- E.** Encourage sustainable and entrepreneurial agriculture through town policies and sharing resources with agricultural producers. Support efforts for direct farm-to-market sales and farm-based value-added business activities, among others
- F.** Create a town TID (tax incremental district) around the Morrison and Wayside hamlets to support agriculture, forestry, manufacturing, or tourism projects.
- G.** Seek funding through WEDC, WHEDA, Brown County Revolving Loan Fund, USDA, and other sources to support planning and economic development initiatives.
- H.** Communicate interest with Brown County and UW-Green Bay about partnerships to promote the Brown County STEM Innovation Center on the UW-Green Bay campus.
- I.** Solicit the development of a community bank to locate within the town.
- J.** Follow the actions outlined in the Housing chapter to reduce zoning barriers to building housing in the community.

## **ECONOMIC DEVELOPMENT GOAL #2**

### **Promotion of the town as a tourist destination.**

#### **Strategies**

- 11.** Collaborate with the local businesses, Brown County, Travel Wisconsin, and other stakeholders around tourism activities.
- 12.** Actively support businesses, festivals, and recreational and community events that attract visitors and spending in town.
- 13.** Promote the town's natural resource advantages and strong agricultural tradition to promote tourist spending and business attractions within the region.

#### **Actions**

- K.** Develop a comprehensive marketing plan in collaboration with local businesses, Brown County, Greater Green Bay Chamber, and Travel Wisconsin to attract tourists.
- L.** Update the town website and social media to include information on community events and tourism activities.
- M.** Create a fund to support local festivals, recreational activities, and community events that draw visitors to the town.
- N.** Create marketing materials that highlight local agricultural products and businesses.
- O.** Establish a farm and recreational festival within the town to draw visitors into the community.
- P.** Discuss and participate in efforts to connect to existing trail systems through town with Brown County and neighboring communities.



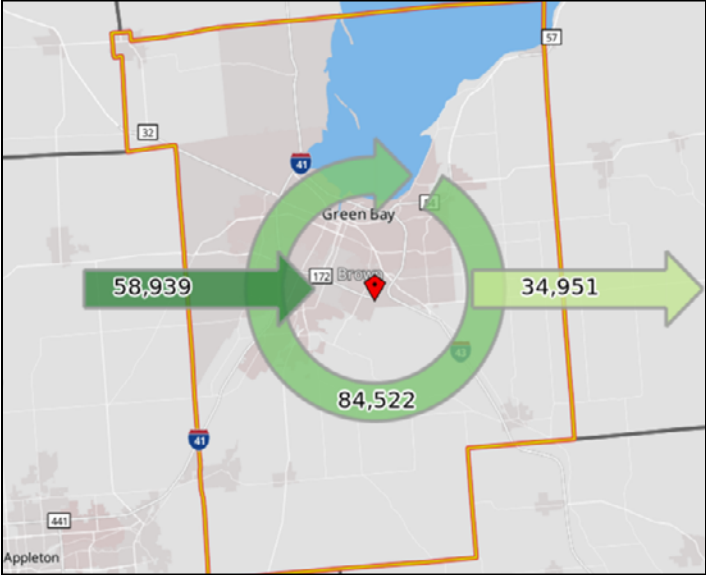
2025 SNAPSHOT

Economic development activities play a key role in the quality of life of the community and the long-term viability of the town. This economic development snapshot explores the town’s current environment, and inventories efforts that support economic development in the community.

Top Five Growth Industries

The following table shows the change in employment from 2010 to 2022. Public administration employment grew 700%, but the actual number of employees in this category went from 8 in 2010 to 64 in 2022. The manufacturing industry has the highest number of employees in the community at 217 but has not seen any growth since 2010. Agriculture, forestry, fishing and hunting, and mining employment lost the most employees over that same period, with a total loss of 50 employees and a 2022 count of 69 remaining.

Commuting Patterns



**58,939** people work in Brown County but live outside of Brown County.

**84,522** people work and live in Brown County.

**34,951** people live in Brown County but work outside of Brown County.

INDUSTRY*	% INCREASE
Public administration	700%
Construction	106%
Professional, scientific, and management, and administrative and waste management services	60%
Transportation and warehousing, and utilities	23%
Finance and insurance, and real estate and rental and leasing	16%

\* Industry classification titles are based on the North American Industry Classification System (NAICS)

## Employment by Industry

Compared to the rest of the county, Morrison has a higher share of agriculture, construction, and manufacturing, but a lower share of retail trade. Both the county and the town have a high share of educational services, health care, and social assistance employment.

INDUSTRY	TOWN OF MORRISON	BROWN COUNTY
Agriculture, forestry, fishing and hunting, and mining	8%	1%
Construction	11%	6%
Manufacturing	24%	17%
Wholesale trade	2%	3%
Retail trade	5%	11%
Transportation and warehousing, and utilities	7%	6%
Information	0%	1%
Finance and insurance, and real estate and rental and leasing	4%	7%
Professional, scientific, and management, and administrative and waste management services	9%	9%
Educational services, and health care and social assistance	18%	22%
Arts, entertainment, and recreation, and accommodation and food services	2%	9%
Other services, except public administration	3%	4%
Public administration	7%	3%

\* Industry classification titles are based on the North American Industry Classification System (NAICS)

TOP 10 COUNTY EMPLOYERS	NUMBER OF EMPLOYEES
Schneider National Inc.	1,000 - 4,999
HSHS St Vincent's Childrens Hospital	1,000 - 4,999
Bellin Health	1,000 - 4,999
SNC Human Resources Office	1,000 - 4,999
JBS	1,000 - 4,999
Aurora Baycare Medical Center	1,000 - 4,999
Ki Inc.	1,000 - 4,999
Real Wisconsin Website Design	1,000 - 4,999
Belmark Inc.	500 - 999
RR Donnelley	500 - 999



## 6 HOUSING

The Housing chapter focuses on ensuring accessible and diverse housing options for town residents.

It addresses challenges and strategies to promote affordability, availability, and quality. By encouraging a range of housing types and revitalizing older properties, the town aims to meet the needs of its residents while preserving its unique character. Through partnerships and community engagement, the town seeks to create a vibrant and sustainable housing environment for all.

### *IN MORRISON, WE ENVISION...*

#### **HOUSING GOAL #1**

**A variety of quality housing options that meet the various needs of current and future town residents while ensuring minimal disruption to active farming operations and preserving its safe and healthy rural character.**

#### **Strategies**

1. Require the placement of new homes in areas that will not adversely affect farming operations. Site locations that should be considered include along fence-lines, in wooded or other non-farmed areas, and close to the road. Homes should not be placed in the middle of active farm fields or have long driveways that cross through an actively farmed field.
2. Promote infill residential development in existing residential areas, especially within the sanitary sewer districts of Morrison and Wayside. Infill development should respect the scale, proportion and architectural style of nearby homes to a reasonable extent.
3. Implement policies, processes, and procedures that reduce the cost of housing development.
4. Provide opportunities for limited on-farm and near-farm residential development in a manner that minimizes farmland conversion.
5. Encourage location of any multi-family, senior and/or group housing development within the sanitary sewer districts of Morrison and Wayside.

## **ISSUES & OPPORTUNITIES**

### **LACK OF SUPPLY**



There is a very limited supply of both rental and ownership housing across the town. Barriers to increasing housing supply include land availability, zoning policy restrictions, and infrastructure to service new housing. For example, there is currently no location in town where a multi-family building (larger than 2 units) is allowed by right.

### **RETAINING COMMUNITY**

Due to limited housing options, younger families often must look to other communities to find housing that meets their needs, typically finding more affordable and diverse housing types. Farmers passing the family farm to the next generation are forced to leave the farmstead for housing to allow the next generation to live on the farm. Older residents who need additional care also find themselves seeking housing outside of Morrison. Zoning policies can be refined to provide opportunity for community members with varying needs to stay in Morrison.

### **ALLOW HOUSING FLEXIBILITY**

Housing built on smaller lots, reduced setbacks, and reduced road frontages accomplishes the joint goals of community members to increase availability of housing, while preserving agricultural areas. Smaller lots, reduced setbacks, and/or reduced road frontages take up less space, are more cost effective, increase flexibility of locating housing, and generate a greater tax base.

## VOICES FROM THE COMMUNITY

- **25%** of respondents rate the supply of ownership and rental housing as “Poor”.



- There is support for a variety of housing types including small-lot and large-lot single family homes, primary and secondary farm residences, senior housing, and small multi-family housing such as duplexes.
- Many community members feel that lack of housing is driving young families away from the town.

**6.** Ensure developments are carefully designed to accommodate traffic and stormwater management.

**7.** Support programs that maintain or rehabilitate the town’s existing housing stock. Encourage voluntary efforts by private homeowners to maintain, rehabilitate, update or otherwise make improvements to their homes. Discourage the use of residential properties for the accumulation of “junk” materials.

**“JUNK”** – Any worn out or discarded materials including but not necessarily limited to scrap metal, inoperable motor vehicles and parts, construction material, household wastes, including garbage and discarded appliances.

**8.** Promote the use of conservation subdivisions to minimize the impact of subdivisions on agricultural and natural resources.

**9.** Encourage development and/or redevelopment of properties for residential uses to meet the needs of seniors and residents in need of additional care. Include senior or group housing in any future discussions with developers regarding new residential developments.

**10.** Continue to assess and collaborate on housing needs and issues within the community and region, including the need for affordable housing.

### Actions

**A.** Review and update zoning and land use regulations to accommodate a range of housing options:

- Allow accessory dwelling units (ADU), secondary farm residences, and small multi-family housing like duplexes. Consider allowing as a use by right where appropriate rather than conditional use to reduce administrative burden.
- Allow smaller lot sizes where appropriate, especially in conservation subdivisions and planned residential developments and planned residential developments. Consider incentivizing smaller lot sizes by reduced permit fees.
- Allow reduced lot setbacks and road frontage requirements where appropriate, especially in conservation subdivisions.
- Establish maximum lot sizes, especially when removing farmland from active farming.

- v.** Consider revising or creating a residential district that allows multi-family (>2) as a permitted use.
- B.** Review and update zoning district locations:
  - i.** Amend map to reflect correct terminology (ordinance uses Conservancy, map uses Conservation).
  - ii.** Consider rezoning additional areas to conservancy.
  - iii.** Within residential districts in/around the sanitary districts, allow multi-family (>2 units) use.
- C.** Apply for grants through State and Federal Programs including HOME Investment Partnership Program and WHEDA programs to support community development projects, including housing rehabilitation.
- D.** Encourage developers and homeowners to apply for grants through State and Federal Programs including WHEDA and DNR to acquire financing for upkeep on properties, drinking water and sanitary waste disposal systems, or energy efficiency.
- E.** Review and approve housing development proposals based on consistency with the Land Use chapter of this Plan, including the Future Land Use Map and associated policies
- F.** Update the town website to promote local events in support of community groups.
- G.** Enforce the town's Public Nuisance Ordinance (07-02).

## 2025 SNAPSHOT

The following numbers illustrate those conditions in Morrison most relevant to the formation of housing goals and policies for the next 10 years.

**643** - The total number of housing units as of 2022.

**93%** - The percentage of units that are single-family detached housing, compared to 64% for Brown County.

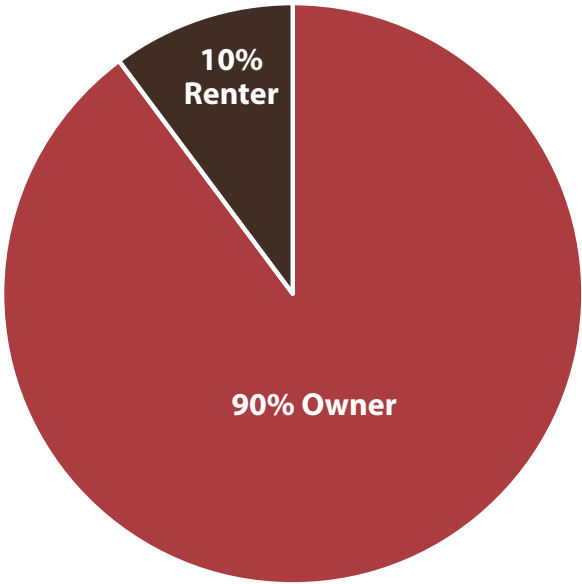
**90%** - The percentage of all units that are owner-occupied, based on the American Community Survey (ACS), compared to 65% for Brown County.

**<1%** - The percentage of all units that are attached units (e.g. townhomes, twinhomes), based on ACS surveys.

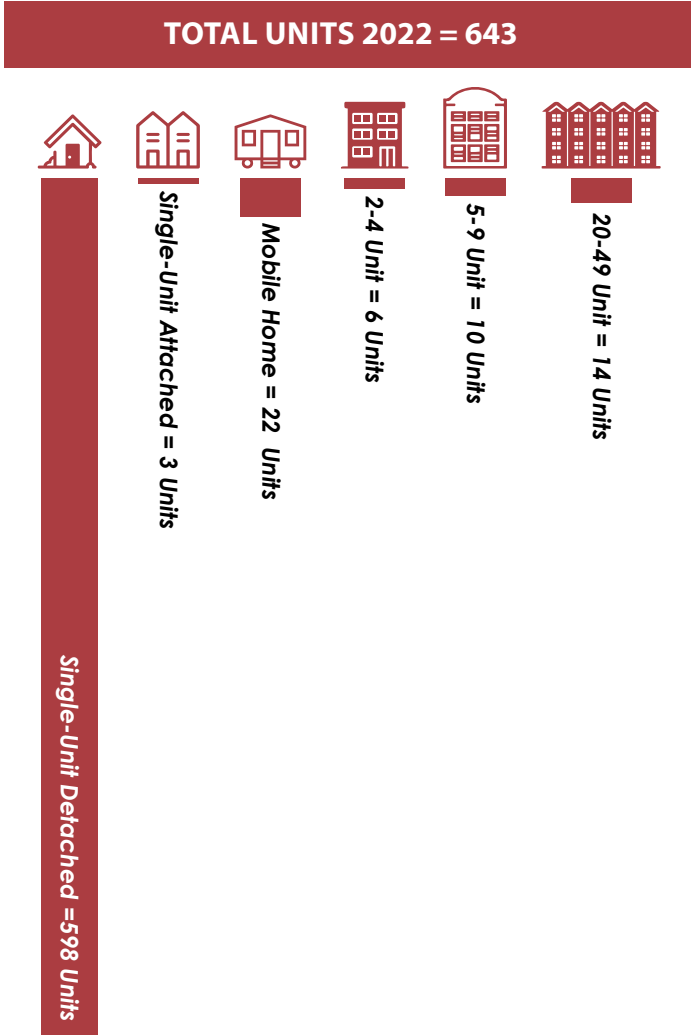
**<1%** - The rental vacancy rate in 2022, compared to 3% for Brown County. Healthy rental vacancy rates are around 5-7% for a community. This is an extremely tight rental market. While owner-occupied housing is seeing tighter markets and less available units, increasing desirable rental choices is important to offer options within the housing market.

**27%** - The percentage of renters who are spending more than 1/3 of their income on housing costs as of 2022 ACS data. Only 14% of owners are spending more than 1/3 of their monthly income on housing costs. Both owners and renters in Town of Morrison have a higher proportion of housing burden than Brown County.

Households by Tenure

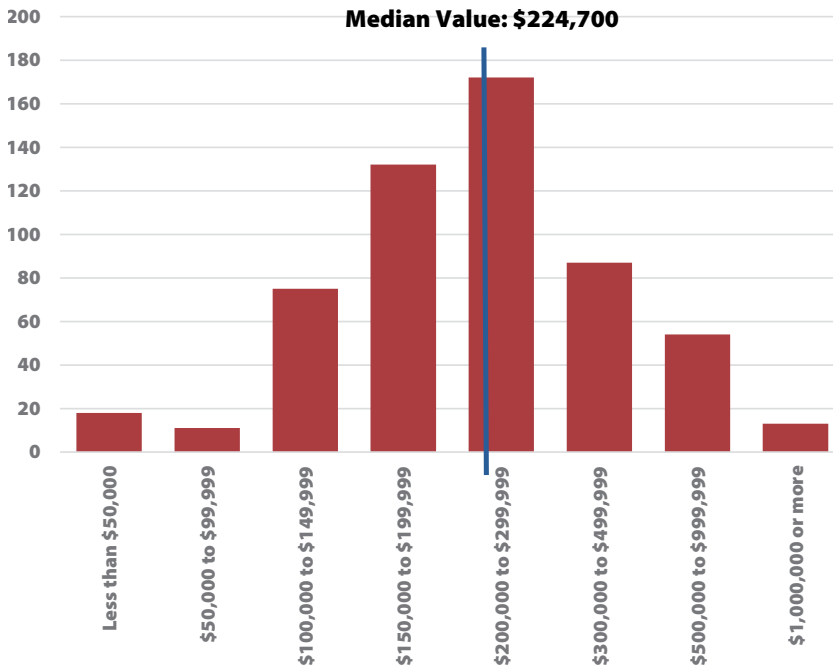


Total Units by Structure





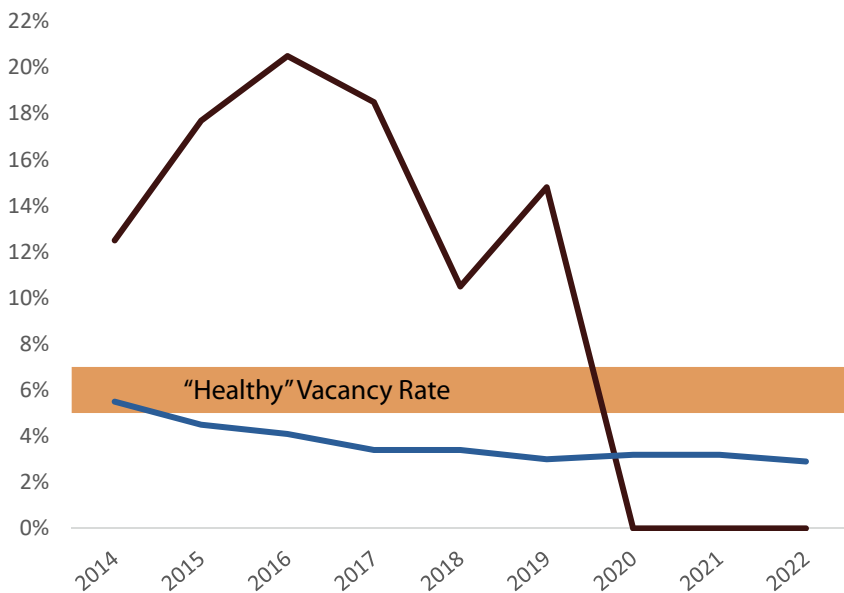
**Median Home Value**



**Rental Vacancy Rate**

YEAR BUILT	MEDIAN VALUE
Built 2020 or later	-
Built 2010 to 2019	\$ 416,700
Built 2000 to 2009	\$ 305,600
Built 1990 to 1999	\$ 277,600
Built 1980 to 1989	\$ 199,600
Built 1970 to 1979	\$ 234,500
Built 1960 to 1969	-
Built 1950 to 1959	\$ 160,700
Built 1940 to 1949	-
Built 1939 or earlier	\$ 193,100

**Rental Vacancy Rate**



**Rental Vacancy Rate**

NUMBER OF BEDROOMS	MEDIAN GROSS RENT	NUMBER OF UNITS
No bedroom	\$727	-
1 bedroom	\$762	10
2 bedrooms	\$965	41
3 bedrooms	\$1,193	316
4 bedrooms	\$1,331	192
5 or more bedrooms	-	6

Target Vacancy Rate Town of Morrison Brown County

# 7 TRANSPORTATION & MOBILITY

The Mobility & Transportation chapter focuses on the importance of having a safe, accessible, and cost-effective transportation system in the Town of Morrison for residents and visitors.

## IN MORRISON, WE ENVISION...

### TRANSPORTATION & MOBILITY GOAL #1

**Safe and efficient transportation infrastructure that meets the needs of all users.**

#### Strategies

1. Move toward implementation of a complete streets network that is safe, convenient, and accessible for everyone regardless of age, ability or mode of transportation.
2. Monitor the quality of sidewalk infrastructure and provide assistance to property owners for maintenance and replacement.
3. Collaborate with the various school districts serving town residents on safe transportation for students.

#### WHAT IS UNIVERSAL DESIGN?

Universal Design (UD) is the practice of creating spaces, products, and services that are accessible and usable by everyone, regardless of age, ability, or other factors. Like the Americans with Disabilities Act (ADA) standards and guidelines, the practice of UD enhances a user's ability to more easily access a variety of public places. However, the goal stretches beyond the basics of providing the legal minimum of 'accessible' entrances and facilities to ensure that all community members can participate fully in everyday activities without needing special adaptations. This approach promotes inclusivity and enhances the quality of life for all residents, not just those with disabilities. For example, UD can include streetscape features such as wider sidewalks, ramps incorporated into stairs, additional respite areas, clearly designated/unobstructed pathways and traffic calming measures.

## ISSUES & OPPORTUNITIES

### RURAL FARM ROADS



Well-maintained rural roads are critical to the movement of agricultural products and the success of the local economy.

### RECREATION TRAILS



Source: Brown County, WI

The Devil's River and Fox River State Trails to the east and west of the Town provide an opportunity to increase connectivity and capture recreational tourism traffic if a trail were to be developed to connect to these existing trails. The previous Comprehensive Plan notes potential paved shoulder infrastructure along STH 96 and CTHs W, G, and Z.

## VOICES FROM THE COMMUNITY

- Over half (**51%**) of respondents rated transportation infrastructure as 'Fair', compared to **37%** who rated the infrastructure as 'Good' and **9%** who rated it as 'Poor'.
- Street Repair/Maintenance received the average overall highest ranking for respondents town improvement priorities.
- Over **25%** of survey respondents travel regularly with ATV/UTVs compared to **15%** who bike and **13%** who walk regularly within town.

**4.** Promote a Universal Design approach by ensuring that pedestrian infrastructure is accessible for all users of varying ages and abilities.

### Actions

- A.** Maintain an inventory of public infrastructure such as local streets, any town-owned parking areas or trails and develop a regular inspection schedule.
- B.** Extend and replace sidewalks and curb ramps that are not ADA compliant within the hamlets of Morrison and Wayside
- C.** Initiate meetings with the school districts to discuss programs for safe transportation, including walking, biking, and busing.
- D.** Apply to Safe Routes to School and Transportation Alternatives Program (TAP) grant funding sources through WisDOT to make improvements to multi-modal and safety elements of transportation infrastructure.
- E.** Track and share progress of annual capital improvement projects to build public support.
- F.** Perform an annual evaluation of road pavement conditions, drainage and ditch maintenance requirements, the suitability of existing driveways and culverts for safe access, and the adequacy of sight triangles at road intersections.
- G.** Evaluate the need for appropriate traffic controls (e.g., turning lanes, signage, pedestrian lanes, frontage roads) near businesses and community points of interest.

## TRANSPORTATION & MOBILITY GOAL #2

**A well-maintained and connected road system that supports the local economy and active recreation opportunities.**

### Strategies

**5.** Discourage cul-de-sac streets in favor of connected streets that provide transportation flexibility and increased safety in case of an obstructed street. Additionally consider mid-block sidewalks/multi-use trail connections for pedestrians for interior streets/cul-de-sacs.

- 6.** Ensure roads are designed to safely accommodate farmers transporting equipment, feed, and livestock.
- 7.** Collaborate with responsible jurisdictions to ensure roadway improvements (including County and State highways) have multi-modal aspects integrated where appropriate.
- 8.** Prepare a conceptual plan in areas slated for growth prior to any development in that area in order to ensure good street connectivity and any critical bike or pedestrian routes through the area.
- 9.** Participate in regional park/trail planning initiatives, including those led by Brown County, the Wisconsin Department of Transportation, and the Wisconsin Department of Natural Resources.

### **Actions**

- H.** Maintain an inventory of ATV/UTV, snowmobile, and bike and pedestrian trails in coordination with Brown County officials.
- I.** Apply to the WisDOT Transportation Alternatives Program (TAP), Surface Transportation Program – Local (STP-L), Local Roads Improvement Program (LRIP), Agricultural Road Improvement Program (ARIP), and Local Bridge Improvement Assistance grant programs to fund road improvements and alternative transportation projects.
- J.** Develop and maintain annually a capital improvement plan to manage the town’s streets, sidewalks, and potential trails. Integrate new and planned infrastructure into the improvement plan, annual budget and inspection schedule.

## **2025 SNAPSHOT**

### **EXISTING TRANSPORTATION SYSTEM**

#### **Road Network**

Streets and highways are typically divided into three categories: arterial, collector, and local facilities. This designation is mainly relative to the function of the street and to the land uses it serves. Morrison currently contains many town roads, four county roads (CTH G, CTH W, CTH Z, CTH NN), and one state highway (STH 96).

The Brown County Highway Department keeps a Capital Improvement Plan for the next 6 years of highway and bridge improvement projects. The following projects are listed within Town of Morrison:

- CTH Z – Surface maintenance (2029), Bridge over the Branch River (2025)
- CTH G – Surface maintenance (2028), Bridge over the Branch River (2028)

#### **Air Transportation**

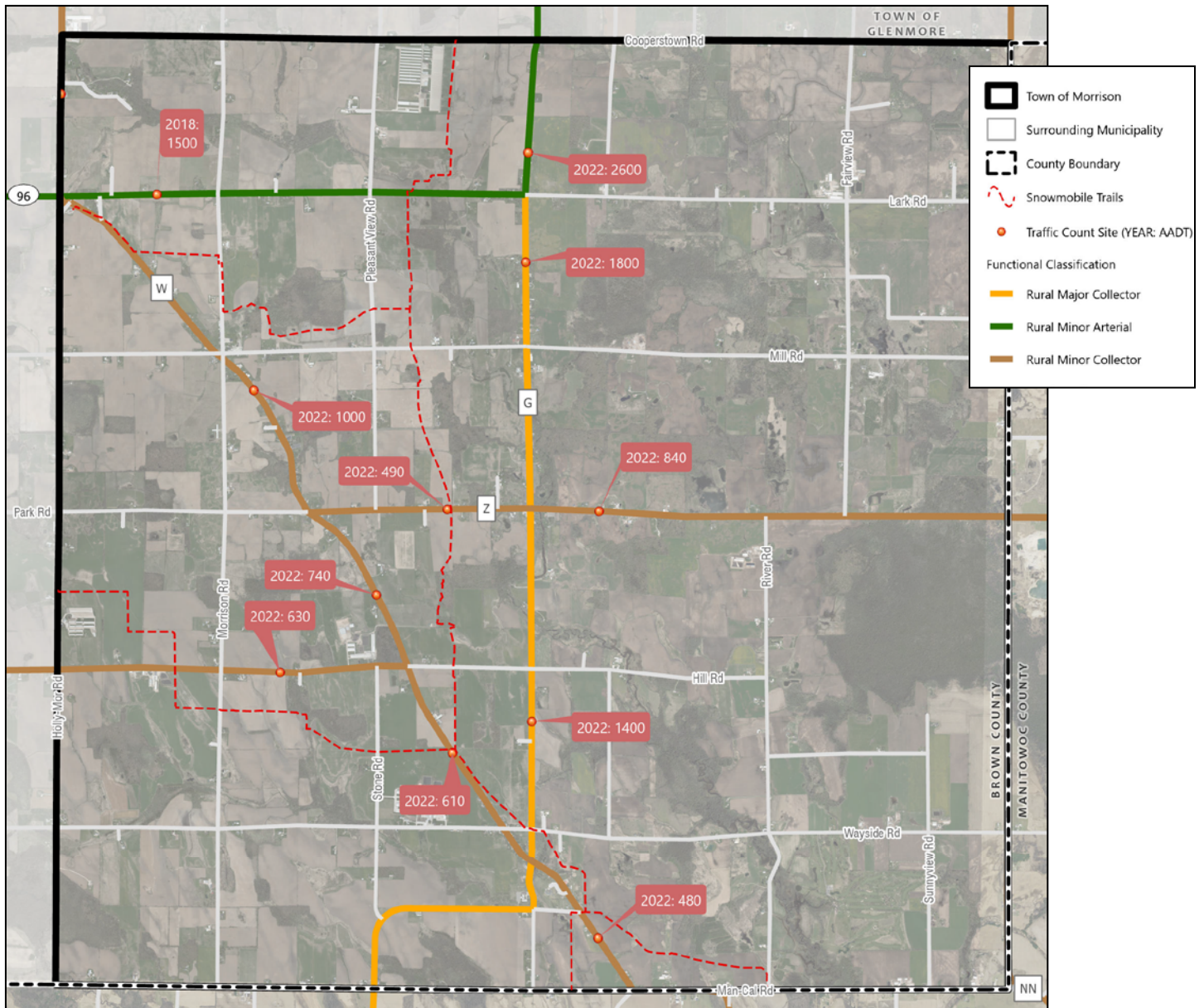
Freight and passenger air service is available to Morrison residents at Austin Straubel International Airport in Green Bay, WI, located approximately 17 miles northwest of the town.

#### **Bicycle Pedestrian Network**

The closest bicycle trail to the town is the Fox River State Trail, which is located to the west of the town, which runs from Green Bay south through Askeaton and Greenleaf. To the east of town is the Devil’s River State Trail that runs south from Denmark into Maribel and Rockwood.



## TRANSPORTATION NETWORK



## 8 INTERGOVERNMENTAL COOPERATION

This chapter emphasizes the vital role of collaboration and partnership between the Town of Morrison and other government entities. By fostering effective intergovernmental relationships with neighboring municipalities, county agencies, and state authorities, the town aims to maximize resources, coordinate planning efforts, and pursue shared goals.

### *IN MORRISON, WE ENVISION...*

#### **INTERGOVERNMENTAL COOPERATION GOAL #1**

**Coordination and collaboration with local, regional and statewide governmental organizations to promote town interests.**

#### **Strategies**

1. Enforce, abide by and maintain existing intergovernmental/cooperative agreements with neighboring jurisdictions to provide predictability for property owners, avoid municipal boundary disputes, and plan for efficient provision of public facilities and services.
2. Convene with neighboring officials to discuss intersecting community development goals and future cooperation on planning efforts.
3. Work closely with the area school districts and other community stakeholders to foster communication, relationships, and knowledge about facility planning and other activities/efforts that impact Morrison residents.
4. Work with other governmental entities (e.g. Brown County, Bay Lake RPC, Wisconsin Department of Transportation, and Department of Natural Resources, etc.) to advance town interests as identified in town plans.

## **ISSUES & OPPORTUNITIES**

### **NEIGHBORING JURISDICTIONS**

The town utilizes partnerships and shared service agreements to ensure quality public services at a lower cost.

### **SCHOOL DISTRICT FUTURE**



*Source: Denmark School District*

Declining enrollment is common among rural school districts. Attention is needed for planning of the future of the school districts that serve Morrison including conversations about consolidation or expansion of facilities.

## VOICES FROM THE COMMUNITY

- Transportation infrastructure, high speed internet, and agricultural preservation are three issues of top concern for residents that will require intergovernmental cooperation.
- **88%** of survey respondents are satisfied with the operation of the Recycling Center.
- Survey respondents would like to see the County retaining ownership and maintenance of Way-Morr County Park.

**5.** Coordinate with all adjoining jurisdictions during outdoor recreation planning to identify complementary recreation investments where service areas overlap and work to avoid duplication of unique amenities.

**6.** Work with neighboring jurisdictions to identify and resolve conflicts and inconsistencies between local plans and resolve key countywide issues affecting the town.

**7.** Ensure information access to residents and potential residents and businesses regarding community events, engagement opportunities, and other town developments.

### Actions

**A.** Engage Brown County staff on the Brown County Broadband Expansion project as detailed in the Utilities & Community Facilities chapter.

**B.** Coordinate and participate in the Brown County Highway Department projects of:

**i.** CTH Z – Surface maintenance (2029), Bridge over the Branch River (2025)

**ii.** CTH G – Surface maintenance (2028), Bridge over the Branch River (2028)

**C.** Schedule a working session with area school districts, involving elected officials and key staff for the town and neighboring jurisdictions within the school districts no less than annually to discuss issues of concern and opportunities for collaboration.

**D.** Meet with representatives from each adjacent jurisdiction during the annual process to update the town's Capital Improvement Plan and to coordinate projects as appropriate.

**E.** Apply to Safe Routes to School and Transportation Alternatives Program (TAP) grant funding sources through WisDOT to make improvements to multi-modal and safety elements of transportation infrastructure.

**F.** Coordinate with the Brown County Public Works Department to consider the inclusion of bicycle lanes on county highways consistent with the Brown County Bicycle and Pedestrian Plan, and pedestrian facilities as identified in the Transportation Chapter.

**G.** Ensure that Brown County Planning and Land Services enforces the Brown County Land Division and Subdivision Ordinance, Floodplains Ordinance, and Shorelands and Wetlands Ordinance within the town to ensure adequate protection for environmentally sensitive areas.

**H.** Update the town website to include most up to date information from local, County, and State sources.

**I.** Discuss with Brown County the implementation of agricultural preservation and management tools including:

- i.** Agricultural Enterprise Areas (AEA)
- ii.** Purchase of Agriculture Conservation Easements (PACE) program
- iii.** Transfer of Development Rights (TDR)
- iv.** Establishing a drainage district in the Town of Morrison

## **2025 SNAPSHOT**

### **Local Jurisdictions**

Town of Holland  
Town of Wrightstown  
Town of Glenmore  
Town of Cooperstown  
Town of Franklin  
Town of Maple Grove  
Town of Denmark  
Town of Greenleaf  
City of Brillion

### **County Jurisdictions**

Brown County  
Central Brown County Water Authority (CBCWA)

### **Regional Jurisdiction**

Bay-Lake Regional Planning Commission

### **School District**

The Town of Morrison is split between the Denmark School District, Unified School District of Depere, Reedsville School District, Wrightstown Community School District, and the Brillion School District.

### **Cooperative Agreements**

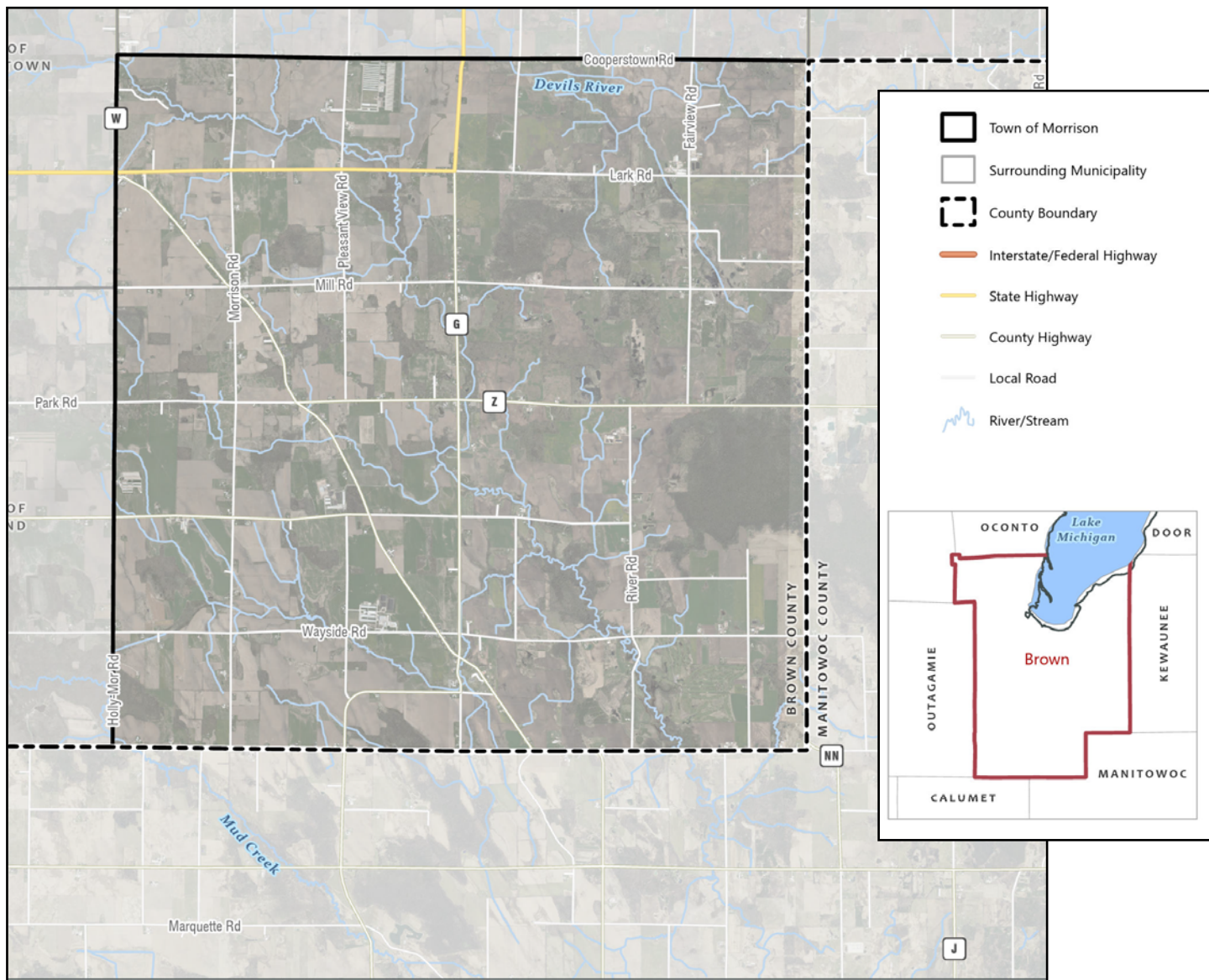
- Aging & Disability Resource Center (ADRC) of Brown County
- Brown County Planning Commission (BCPC)
- Brown County Public Works
- Brown County Emergency Management
- Brown County Health & Human Services
- Brown County Land and Water Conservation
- Brown County Library System
- Brown County Planning and Land Services (PALS)
- Brown County Port & Resource Recovery Department
- Brown County Joint Municipal Court



Photo Source: UW-Extension Brown County



## TOWN EXTRATERRITORIAL JURISDICTION (PLANNING AREA)



## 9 LAND USE

The Land Use chapter outlines the Town of Morrison vision for sustainable development and community well-being through effective land use planning. It aims to protect its agricultural base and rural character, while providing recommendations for the town to implement in order to attain its desired future residential, commercial, industrial, and recreational land uses and development patterns.

### *IN MORRISON, WE ENVISION...*

#### LAND USE #1

**A small-town rural atmosphere with balanced development to maintain and improve quality of life, maximize the efficient provision of services, and promote integrated development.**

#### Strategies

1. Provide a mix of housing types that accommodate every stage of life (see also Housing goals and strategies), while minimizing impact of development on town's rural character.
2. Use the town development review processes to promote land use compatibility.
3. Concentrate growth into the sanitary district and encourage preservation of economically viable agricultural lands.
4. Larger commercial or industrial businesses that cater to the local residents or agricultural community should be located at nodes at or near intersections on County Highways G, W, and Z or State Highway 96.
5. Develop and implement design standards that encourage efficient development patterns, interconnected streets, and limited use of cul-de-sac streets.
6. Explore opportunities to develop more housing through public-private partnerships, TIF funds, and other state and federal housing incentives.

## ISSUES & OPPORTUNITIES

### **ENCOURAGE DEVELOPMENT IN THE SEWER DISTRICTS**

Development within the sewer districts can accommodate growth in residential, commercial, and industrial uses in Morrison. The benefits of benefitting within these districts include ability to develop on small lot sizes, greater tax base, housing affordability due to reduced land costs, and financial stability of sewer and municipal services.

### **MAINTAIN AGRICULTURAL IDENTITY**

The quiet, and predominantly agricultural environment of Morrison is a valuable asset to the makeup of the community. Market prices, government regulations, and farm consolidation all pose threats to the future of productive agricultural lands in Morrison and beyond. New developments and land uses within the town should be compatible and be supportive of this agricultural and rural identity.

## VOICES FROM THE COMMUNITY

- **37%** of survey respondents ranked preserving agricultural land as their top priority.
- Interviewees noted that there must be changes to zoning ordinance to allow farmland to accommodate additional housing, and more diverse housing types to be built. New housing and other land uses should be prioritized within the sanitary sewer districts of Morrison and Wayside.
- When asked about specific land uses, survey respondents were most supportive of sustainable agriculture (**74%** encouraged), Town park for recreation (**66%** encouraged), single family residences (**50%** encouraged), senior housing (**48%** encouraged) and commercial/retail clusters (**43%** encouraged).

### Actions

- A.** Promote developable areas available within the sanitary districts on the town website and through creative marketing materials.
- B.** Encourage developers and homeowners to apply for grants through State and Federal Programs including WHEDA and DNR to acquire financing for upkeep on properties, drinking water and sanitary waste disposal systems, or energy efficiency.

### LAND USE GOAL #2

**Effective collaboration and efficient development review for appropriate supply and mix of future residential, commercial, and industrial development.**

### Strategies

- 7.** Foster collaboration between property owners and developers to encourage successful property development and investment. Provide support and resources when necessary to ensure sustainable and beneficial outcomes for both the community and developers.
- 8.** Ensure the development review process for new land uses complies with design standards and safety standards for all modes of transportation. Streamline the process to enhance efficiency, effectiveness, and consistency in reviewing and approving new development proposals.
- 9.** Provide up-to-date online guidance materials outlining the town's development and application process for residents and developers.
- 10.** Simplify application procedures, reduce processing timeframes, and enhance clarity in design standards and traffic safety requirements.
- 11.** Remove zoning barriers to the development of housing and smaller commercial businesses.

### Actions

- C.** Develop a review process for new land uses to comply with design standards and safety standards for all modes of transportation.

**D.** Develop guidance materials outlining the town's development and application process for residents and developers and make it available on the town's website.

**E.** At zoning the administrator's discretion, complete a full review and update of the town's zoning code. Consider establishing an online accessible zoning code and map, as well as an interactive online GIS database to track zoning districts and parcel information via the town's existing website or in coordination with Brown County.

**F.** Amend zoning map:

**i.** Expand conservancy zoning district in current farming areas. It is more restrictive of buildings while allowing farming.

**ii.** Rezone a buffer area surrounding the sanitary districts to a zoning district that does not allow livestock facilities to reduce farm/non-farm conflicts.

**iii.** Rezone a buffer area surrounding the sanitary districts to a zoning district that limits the size of livestock facilities to reduce farm/non-farm conflicts.

**iv.** Expand Farmland Preservation Zoning District boundaries.

**G.** Amend zoning ordinance:

**i.** Allow accessory dwelling units (aka "granny flats" and "in-law suites") in agricultural zoning districts to enable farm owner/operator succession to next generation while allowing both generations to remain on the farm.

**ii.** Allow secondary farm residences (actively engaged in farming such as sibling co-owners, partnerships, farm manager, other farm employee) in agricultural zoning districts.

**iii.** Revise the rezoning policy to restrict the amount of land converted (i.e. % of land holdings) rather than the number of land divisions to allow multi-generational farm families to live on/near the family farm.

**iv.** Change from a minimum lot size to a maximum lot size to reduce the amount of land converted from farmland to unnecessarily large residential lawns.

**v.** Reduce setback requirements to allow maximum use of smaller lots.

**vi.** Reduce and/or providing exceptions to minimum road frontage requirements to allow for maximum development of non-conforming sized and shaped developments such as along streams, topographic features, transition areas, and marginal farmland, etc.

### **LAND USE GOAL #3**

**New development is consistent with community character and vision and protects important agricultural, natural, and cultural resources.**

#### **Strategies**

**12.** Adopt policies to promote a safe and efficient network of pedestrian routes between new developments and existing town amenities.

**13.** Ensure new development within the town efficiently use public services and infrastructure.

**14.** Encourage development formats and building designs that support adaptive reuse as markets shift and demand changes.

**15.** When new roads are dedicated to the Town of Morrison, ensure the road will be constructed to town standards within a certain timeframe through the requirement of a bond, escrow, or letter of credit as described in a developer's agreement.

**16.** Protect and respect agricultural and natural resources and systems in all development decisions.



**17.** Work cooperatively with surrounding jurisdictions to manage future growth along the town's fringe.

**18.** Small-scale subdivisions, if approved, must be in the form of conservation subdivisions to minimize the impact on the town's rural character as required under Chapter XXVI of the town code of ordinances.

**19.** Place new individual homes or businesses in non-agricultural areas, or minimize their impact on agriculture by locating along fence lines, in woodlands, or otherwise unproductive agricultural land.

**20.** Encourage entrepreneurial agriculture efforts in the town as a means for small-scale farms to diversify their operations.

## **Actions**

**H.** Create landscaping and stormwater management guidelines for future development that responsibly considers natural resources.

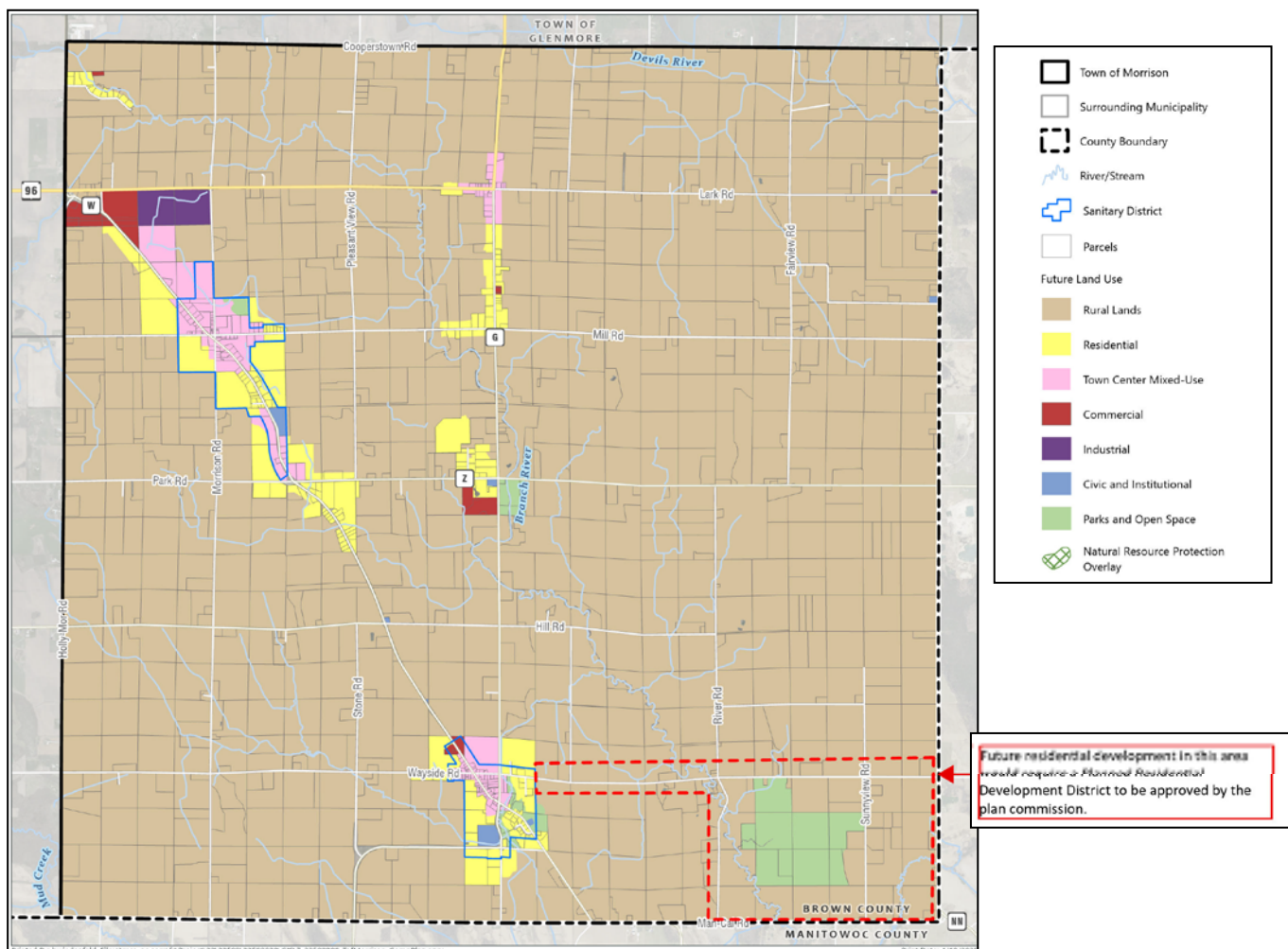
**I.** Incorporate Natural Resource Protection Overlay areas (see FLU map) into the green space areas of conservation subdivisions.

**J.** Identify, adopt, and implement adequate regulations to address large-scale livestock facilities to minimize their impacts on the town and its residents.

**K.** Remove the 35,000 square foot minimum lot size requirement for new parcels in the town's subdivision ordinance to avoid conflicts with the town's zoning ordinance.

**L.** Incorporate as part of the permitting process when building a non-farm residence and as part of the rezoning process from an agricultural district, a requirement that owners sign and record a right-to-farm acknowledgement.

## FUTURE LAND USE MAP



### USING THE FUTURE LAND USE MAP

The Future Land Use Map contains different land use categories that together illustrate the town's land use vision. These categories, including explanation of the town's intent, zoning, design, and development strategies for each, are described in this section.

This map and the associated policies form the basis for land development decisions and are to be consulted whenever development is proposed, especially when a zoning change or land division is requested. Zoning changes and development shall be consistent with the future land use category shown on the map and the corresponding plan text.

### Statement of Intent & Typical Use

The future land use categories identify areas by their primary intended uses, character, and densities (herein described as "Statement of Intent & Typical Uses"). These classifications are not zoning districts they do not establish binding performance criteria for land uses (i.e. setbacks, height restrictions, etc.) nor are they intended to list every possible use that may be permitted within the future land use class classification. Parcels on the Future Land Use Map are identified by their primary intended uses; however, some of the parcels on the map have yet to be platted or subdivided. The town recognizes that detailed site planning to identify precisely how larger unplatted parent parcels (herein referred to as "unplatted new development areas") may be subdivided, zoned, and developed is outside of the scope of this plan.

The town may create neighborhood plans for these areas as part of future amendments to this Comprehensive Plan to further illustrate and guide development with-in these areas. The town may also require that developers create neighborhood plans and parks for these areas prior to submitting requests for rezonings or preliminary plats.

### **Potentially Acceptable Zoning Districts**

The future land use classifications identify those existing Town of Morrison Zoning Districts that are “consistent” within each future land use category (herein described as “Potentially Acceptable Zoning Districts”). The list of potentially acceptable zoning districts will be used by the town to confirm whether requests for rezoning of property are generally consistent with this plan.

### **Effect on Zoning**

Land use and design policies in this plan should be considered during all development processes, especially in land division and rezoning or zoning ordinance amendment processes when consistency with the plan is a statutory requirement. Where development is proposed under existing zoning regulations, the regulations of existing zoning supersede policies in this plan.

### **Best Practice Design Strategies**

The Best Practice Design Strategies listed within each category are provided to help developers and town officials make design decisions during the development process consistent with the intent of the future land use category and the general desire for high quality site and building design. These strategies may be used to help determine whether to approve rezoning, conditional use permit, site plan, or planned unit developments. The illustrations and photos are not an exhaustive list of best planning practice and do not constitute the whole means by which high quality site and building design can occur.

The identification of future land use categories and potentially acceptable zoning districts does not compel the town to approve development or rezoning petitions consistent with the future land use category or map. Other factors will have to be considered, such as the quality of the proposed development, its potential effect on adjacent properties, its potential effect on town transportation infrastructure, town resources and ability to provide services to the site, and the phasing of development, before any development applications are approved. In addition, it is not anticipated that all areas suggested for future redevelopment on the Future Land Use Map will develop or be rezoned for development immediately following adoption of this Comprehensive Plan. In some cases it may be years or decades before redevelopment envisioned in the plan occurs due to market conditions, property owner intentions, and town capability to serve new redevelopment.

### **AMENDING THE FUTURE LAND USE MAP**

It may, from time to time, be appropriate to consider amendments to the Future Land Use Map, usually in response to a type of development not originally envisioned for an area when this plan was adopted. The following criteria should be considered before amending the map.

### **Compatibility**

The proposed amendment/development will not have a substantial adverse effect upon adjacent property or the character of the area, with a particular emphasis on existing residential neighborhoods.

### **Natural Resources**

The land does not include natural features such as wetlands, floodplains, steep slopes, scenic vistas or mature woodlands (1 or more acres, especially those consisting of heritage trees), which will be adversely affected by the proposed amendment/development. The proposed development will not result in undue water, air, light, noise pollution or soil erosion.

## Transportation

The proposed amendment/development will not create a significant detriment to the condition of adjacent transportation facilities or cause significant safety concerns for motorists, bicyclists, or pedestrians.

## Ability to Provide Services

The provision of public facilities and services will not place an unreasonable financial burden on the town.

## Public Need

- There is a clear public need for the proposed change or unanticipated circumstances have resulted in a need for the change.
- The proposed development is likely to have a positive social and fiscal impact on the town.
- The town may require that the property owner, or their agent, fund the preparation of a fiscal impact analysis by an independent professional.

## Adherence to Other Portions of this Plan

The proposed amendment/development is consistent with the general vision for the town, and the other goals and strategies of this plan.

## FUTURE LAND USE CATEGORIES

This section includes a description of each of the Future Land Use Plan categories. These categories include recommended land uses (e.g. residential, commercial, industrial), and land use densities (i.e. dwelling units per net acre). All zoning decisions, land divisions, utility extensions, capital improvement projects, and related land development activities and decisions should be consistent with the recommendations of the Future Land Use Plan.

## FLU Categories:

- Rural Lands (RL)
- Residential (R)
- Town Center Mixed-Use (TCMU)
- Commercial (C)
- Industrial (I)
- Civic and Institutional (CI)
- Parks and Open Space (POS)
- Natural Resource Protection Overlay (NRP)



*Town Center Mixed Use Example*



*Way-Morr County Park, Source: Brown County*



## RL

## RURAL LANDS

### Potentially Acceptable Zoning Districts:

Farmland Preservation Agriculture Districts (AG-FP and AG-FP2), Estate Agriculture District (E-A), Estate Residential District (E-R), and Conservancy District (C-1).

**RL** are designated areas in the town that likely will not develop into more intensive uses in the present 20-year planning period. Typical uses in these areas include open space, farming, farmsteads, agricultural businesses, recreation and tourism-oriented businesses, forestry, quarries, and limited rural residential on well and septic systems. Premature exurban development and premature utility extensions should not be promoted in these areas. Even if urban development eventually reaches these areas, some of the land in this designation may be appropriate for consideration as permanent agricultural-related uses.

### Strategies:

1. Recommended land uses in this district utilize private, on-site septic systems.
2. Farmers should adopt best practices to prevent any harm on environmentally sensitive areas, such as ground and surface water, wetlands, and floodplains.
3. When possible, it is important to include natural buffer areas between agricultural land and other uses to minimize any potential conflict.
4. The development of residential subdivisions is prohibited in areas designated as RL. Proposals for residential subdivisions require an amendment to the Future Land Use Map.

## R

## RESIDENTIAL

### Potentially Acceptable Zoning Districts:

Residential District (R), Estate Residential District (E-R), Planned Residential Development District (P-R), Conservancy District (C-1), and Community Business District (B-1).

**R** areas provide a mix of housing types, civic uses (e.g., place of worship, social service clubs, etc.), existing neighborhood commercial, Community-Based Residential Facilities (CBRF), and daycare facilities. Most of the area designated as **R** is or will be used for single family homes, but a variety of other housing types are appropriate within this designation, including duplex, town home, and small multi-unit apartments/condos. The purpose of the **R** designation is to achieve balanced housing styles while also ensuring compatibility between differing housing types and forms.

### Strategies:

1. Housing should be one to two-and-a-half stories in height with residential densities in most places of up to 8 units per net acre (excluding streets, parks, outlots, etc.).
2. In new residential developments, the creation of a detailed neighborhood plan and/or Planned Residential Development District Zoning is strongly encouraged to identify specific locations for various housing types and densities.
3. When integrating housing forms other than single-family detached, whether in new or existing developed areas, the following policies should inform neighborhood design and/or infill redevelopment design and approval. If more detailed neighborhood plans are prepared and adopted for specific areas (either new or existing), additional site-specific designations in those plans may supersede these policies.



*Accessory Dwelling Unit*

**A. Accessory dwelling units** should be permitted in any single-family housing district.



*Duplex Units*

**B. Duplex units** are appropriate under the following conditions:

- i.** On any corner lot, if each unit faces and is addressed to a separate street and meets the standard setback requirements and pattern typical along the street.
- ii.** Between single family detached homes, if substantially similar to other homes along the street in massing, architectural character, total garage doors, and driveway width.
- iii.** As a transitional use when facing or next to a more intensive institutional, residential or commercial use. In this case there should be some general consistency of form and style with other homes, but also more flexibility in design as compared to sites surrounded by single family homes.



*Townhomes*

**C. Townhomes or rowhouses with up to 3 contiguous units** are appropriate as follows:

- i.** When facing or adjacent to a commercial use, large institutional use, or residential use of equal or greater intensity.
- ii.** When facing a public park or permanent green space.

**D. Small multi-unit buildings with up to 4 units per building or Cottage Cluster** may be appropriate, evaluated on a case-by-case basis, if ALL the following apply:

- i.** As a transitional use, if any of the facing or adjacent uses are commercial, large institutional, or residential of equal or greater intensity.
- ii.** Where facing or adjacent to single-family homes along the same street, the setbacks will be no less than the minimum allowed in the facing or adjacent single-family zoning district and the buildings will employ architectural techniques to reduce the apparent size of the building.
- iii.** If approved either through the Planned Unit Development (PUD) zoning process or Conditional Use Permit (CUP) process.

## TCMU TOWN CENTER MIXED-USE

### Potentially Acceptable Zoning Districts:

Residential District (R), Estate Residential District (E-R), Planned Residential Development District (P-R), Conservancy District (C-1), Community Business District (B-1), and General Industrial District (I-1).

The **TCMU** category accommodates a wide variety of employment, service, retail, agribusiness, civic, places of worship, entertainment, and residential uses. The general intent of the TCMU area is to preserve and promote the traditional town center and architectural character of the Morrison and Wayside hamlets, while providing higher intensity and density of uses to develop a strong central commercial and residential district.

### Strategies:

1. Includes a variety of residential uses such as:
  - i. Single Family Home (attached or detached)
  - ii. Duplex
  - iii. Town Home
  - iv. Accessory Dwelling Unit
  - v. Small Multi-Family Building/Condo
  - vi. CBRF
2. Typically, residential densities in TCMU areas will be up to 16 units per net acre (excluding streets, parks, outlots, etc.), and building heights ranging from one to three stories tall.
3. As part of the zoning approval process, the appropriate mix of land uses, densities, and intensities will be determined with consideration of market conditions and compatibility with adjacent neighborhoods.

4. While both residential and non-residential uses are accommodated within this mixed-use district, not every building in a mixed-use district needs to include both residential and non-residential uses. Non-residential development within these areas should be service, retail, civic, agribusiness, and employment to support surrounding residential use.

5. Uses requiring heavy semi-truck deliveries or those that would generate significant traffic or noise nuisances for surrounding properties, particularly during early mornings, evenings or weekends, should be prohibited.

6. Buildings in these areas should be oriented towards streets with minimal setback from the public sidewalks.

7. Private off-street parking should be located primarily behind buildings or shielded from public streets by liner buildings or substantially landscaped.

8. Outdoor storage of raw materials should be prohibited, and outdoor display of retail merchandise should be minimized.

9. It is encouraged to preserve existing natural assets in these areas, as they will serve as natural buffers from surrounding uses, as well as generate a unique character for the Town Centers.

## C COMMERCIAL

### Potentially Acceptable Zoning Districts:

Community Business District (B-1) and General Industrial District (I-1).

**C** areas provide the town's population with a wide range of retail goods and services, including professional offices and daycare facilities. Commercial areas can also include highway-

oriented uses and “heavy” commercial uses with appearance or operational characteristics not generally compatible with residential or small-scale commercial activities. The type and size of use will be determined by location and business characteristics (e.g. size, hours of operation, traffic impacts, etc.).

**Strategies:**

1. Commercial areas are not generally recommended for residential uses, though such uses may be considered as part of a conditional use under relevant zoning districts.
2. While commercial areas tend to be auto-oriented, changes to commercial development that improve walking, biking, and transit access are encouraged.
3. Outdoor storage of raw materials is discouraged particularly if materials are not screened by a solid wall fence or landscaping.
4. There is no limit on the size of establishments that may be constructed within a Commercial area, but all uses should be compatible with the density and scale of the surrounding development.
  - i. For example, areas along an arterial roadway or near a highway intersection are generally better suited for larger retail uses. Those areas located along local streets or adjacent to residential neighborhoods are better suited for smaller commercial uses that serve neighborhood needs. Such uses typically require smaller building footprints and parking lots and are less likely to have intensive truck and delivery needs.



**CIVIC AND  
INSTITUTIONAL**

**Potentially Acceptable Zoning Districts:**

Permitted or Conditional use in most of the town’s zoning districts.

**CI** areas include schools, community centers, cemeteries, government facilities, railroads, utilities, and other parcels that are owned by a public, quasi-public, utility, or religious entity. Park and recreational uses are sometimes a primary or secondary use on these sites.

**Strategies:**

1. Larger uses should be located on or near an arterial or collector street and be designed so that high volumes of traffic will not be drawn through local streets.
2. Streets, sidewalks, and multi-use paths and trails should provide strong pedestrian and bicycle linkages adjacent to larger public & institutional areas.
3. If a parcel planned for Institutional use is vacated by that use and another use is proposed, the town may approve an alternative use without amending this plan if the proposed use is similar to and compatible with adjacent uses.



# I

## INDUSTRIAL

### Potentially Acceptable Zoning Districts:

General Industrial District (I-1), Estate Agriculture District (E-A), Farmland Preservation Agriculture Districts (AG-FP and AG-FP2).

**I** areas accommodate manufacturing, wholesale, storage, distribution, transportation, more intense agribusinesses and repair/ maintenance uses. Industrial areas can include “nuisance” uses that should not be located in proximity to residential or some other types of non-residential uses due to noise, appearance, traffic, or other impacts. The Industrial designation is not intended for retail or office uses not related to an industrial use, except for limited retail goods and services provided primarily to employees and users of businesses within the area.

### Strategies

1. Areas may provide a variety of flexible sites for small, local, or startup businesses and sites for large regional or national businesses.
2. Architectural, site design, and landscaping features within I areas may be less extensive than in BP areas, though properties should be well-buffered and screened from adjacent land uses that may not be compatible and parking/storage areas should be screened from public streets.

# POS

## PARKS & OPEN SPACE

### Potentially Acceptable Zoning Districts:

Conservancy District (C-1), Farmland Preservation Agriculture Districts (AG-FP and AG-FP2), Estate Agriculture District (E-A), and Estate Residential District (E-R).

**POS** category includes public parks, conservation areas, recreation areas, private recreation uses (e.g., golf courses), stormwater management facilities, greenways, major public trails, and other natural features and lands with a park-like character that are recommended for preservation.

### Strategies:

1. **POS** areas are allowed uses in all other land use categories, regardless of whether the area is mapped as Parks and Open Space. As the Future Land Use Map is general in nature, smaller parks may be shown as an adjoining land use.
2. Parks often serve as important community gathering places and should be designed to have frontages on public streets that make them both visible and accessible by local residents.
3. Greenways and stormwater conveyances provide opportunities to link otherwise separate open spaces with both habitat corridors and bicycle and pedestrian connections.

## NRP

### NATURAL RESOURCE PROTECTION OVERLAY

**NRP** overlay classification identifies sensitive lands that may be subject to development restrictions enforced by local, County, State, or Federal agencies. Mapped **NRP** areas include lands that meet one or more of the following conditions: Water bodies and wetlands mapped as part of the WDNR Wetland Inventory, 100-Year Floodplains based on FEMA maps, and areas with slopes averaging 20% or more based on USDA-NRCS Soils data.

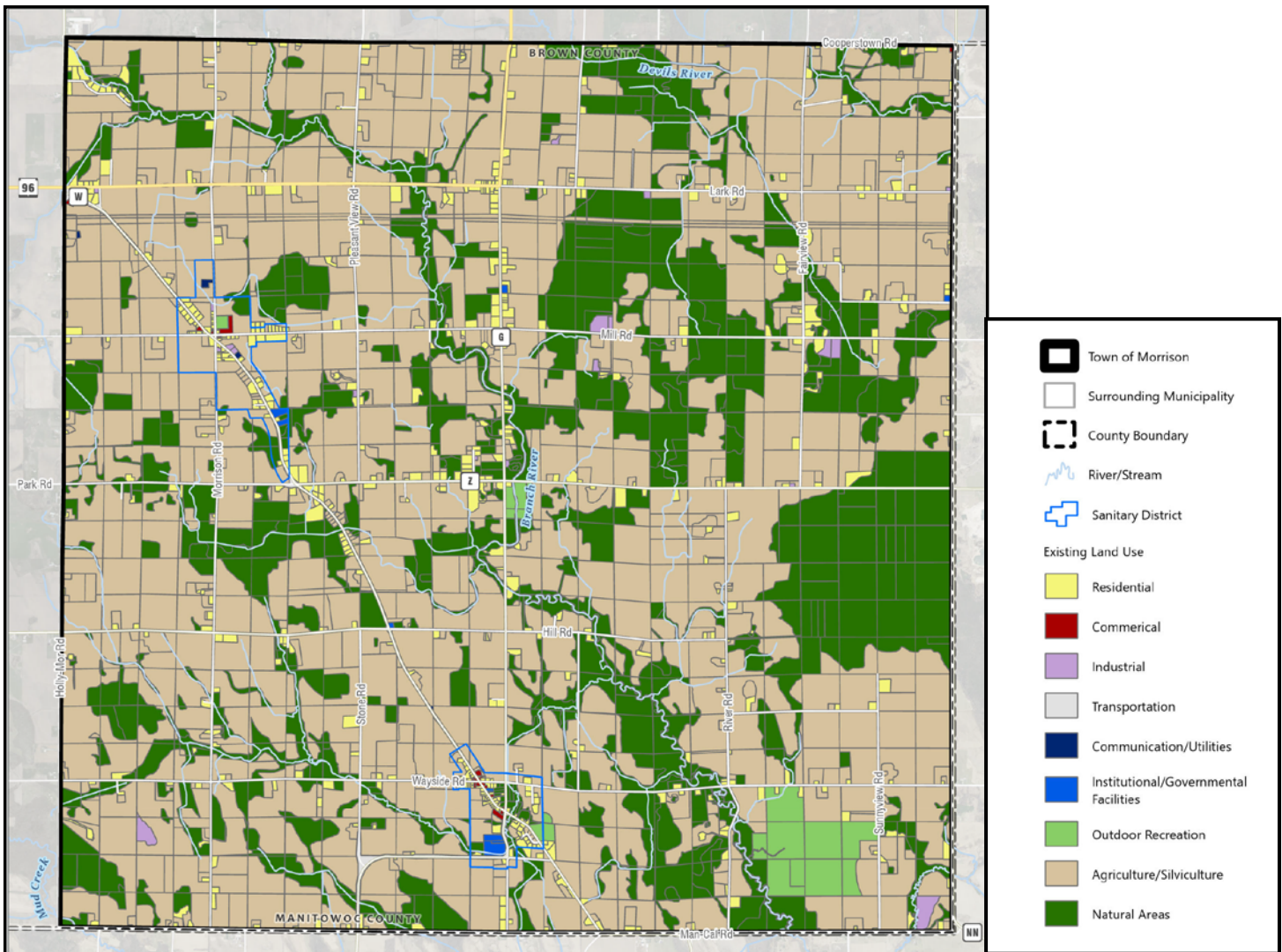
Areas shown as **NRP** on the Future Land Use Map do not constitute the limits of all wetlands, floodplains, or steep slopes that may be present within the town area. Mapped **NRP** areas are derived from third party sources and are generally considered accurate enough to identify the possible presence and approximate location of those features. They are not a substitute for field or site level delineations that may be required by local, county, state, or federal agencies prior to development approval. The **NRP** areas illustrated on the Future Land Use Map are not a substitute for official Shoreland-Wetland and Floodplain zoning maps.

The primary intent of these areas is to retain sensitive natural areas in either public or private ownership for the benefit of maintaining fish and wildlife habitat, preventing, and controlling water pollution, preventing erosion and sedimentation, preventing property damage caused by flooding, preserving areas of natural beauty, and providing areas for outdoor recreation. A majority of the **NRP** represents areas that are vital to the region's ecosystem and are key ingredients of the rural character and image in Morrison. Thus, development in areas designated **NRP** shall be limited based on underlying local, county, state or federal environmental regulations.

#### Strategies:

1. This classification is intended to function as an overlay district, such that the underlying future land use classification (e.g., Town Center Mixed-Use) remains in place, but the overlay classification indicates the possibility of additional restrictions on development.
2. Landowners and developers are advised that land within NRP areas may be restricted from building development, site grading, or vegetation clearing under local, county, state, or federal regulations. Where building development is permissible additional building setbacks and buffer yards beyond the minimum requirements are encouraged.
3. Recreational uses, agricultural and silviculture operations may be permitted in accordance with local, county, state, and federal laws. Best Management Practices are highly encouraged in these areas.

## 2025 SNAPSHOT EXISTING LAND USE MAP



## EXISTING LAND USES

LAND USE	ACRES	%
Agriculture/ Silviculture	15,162	65.0%
Commercial	14	0.1%
Communication/ Utilities	4	0.0%
Industrial	61	0.3%
Institutional/ Governmental Facilities	25	0.1%
Natural Areas	6,260	26.8%
Outdoor Recreation	300	1.3%
Residential	784	3.4%
Transportation	709	3.0%
<b>TOTALS</b>	<b>23,320</b>	<b>100%</b>

*\*The official area of the town is approximately 36.43 sq. miles. There is some discrepancy due to limitations within the available parcel layers in GIS.*

## KEY STATISTICS

- **31** - The adjusted projection of population growth between 2020 and 2040.
- **79%** - The percentage of town land area not in development, including vacant/undeveloped areas, agricultural land, and woodlands within or sharing a border with the sanitary sewer districts of Morrison and Wayside. This translates to 599 acres available for future development opportunities; however, preserving agricultural and natural resources must be considered.
- **65%** - The percentage of land area in Agriculture/Silviculture use in the Town of Morrison. This is the largest land use type in the town.
- **64** - The number of undeveloped acres of land within the town projected to be needed for development by 2040.



## PROJECTED LAND DEMAND

	2020	2025	2030	2035	2040	20 YR CHANGE
Population	1,689	1,725	1,751	1,751	1,720	31
Household Size	2.60	2.58	2.55	2.52	2.49	(0.11)
Housing Units	643	669	687	695	691	48
<b>Residential (acres)</b>	<b>784.4</b>	<b>816.6</b>	<b>838.0</b>	<b>848.1</b>	<b>843.1</b>	<b>58.7</b>
<b>Commercial (acres)</b>	<b>13.8</b>	<b>14.3</b>	<b>14.7</b>	<b>14.9</b>	<b>14.8</b>	<b>1.0</b>
<b>Industrial (acres)</b>	<b>60.6</b>	<b>63.1</b>	<b>64.8</b>	<b>65.6</b>	<b>65.2</b>	<b>4.5</b>

\*These projections use current land use percentages and projected new housing demand to estimate land needed for other uses.

## LAND USE FINDINGS

1. There is more than sufficient area available within the sanitary sewer districts of Morrison and Wayside to accommodate the projected land demand.
2. To avoid land use conflicts, areas within the sanitary districts currently in non-agricultural uses should be prioritized first for development.
3. Based on the projected population growth through 2040, 64 additional acres of developable residential, commercial, and industrial land is projected to be needed over the life of this plan. This plan identifies much more acreage than that which could be developed, but significant increases in the projected population should trigger an update to this Comprehensive Plan.

*The acreage of the areas shown as future residential, commercial, and industrial on the Future Land Use Map may differ from the projected acreage. Where and how much development will actually occur will depend on the market for the land uses and the developers and property owners that choose to respond to the market demand.*

### WHAT IS THE METHODOLOGY IN ESTABLISHING THE LAND USE PROJECTIONS?

Residential land use projections were calculated by projecting forward the current acreages and average densities for residential uses.

Projections for commercial and industrial acreage assume that these land uses will grow at a similar rate and keep pace with land for residential use.

Actual needs and development outcomes may differ based on market conditions and local policy decisions.

# 10 IMPLEMENTATION

The Implementation chapter lays out how this plan should be used and by who. Key staff and elected officials will be responsible for various implementation actions of the Comprehensive Plan over its lifetime and updates as necessary.

## GUIDING DAILY DECISIONS

### Town Roles & Responsibilities

#### Town Board

Town Board sets priorities, controls budgets and tax rates, and typically has the final say on key aspects of public and private development projects. Each board member should know where to find this plan and should be familiar with the major goals described herein. Board members should expect and require that staff recommendations and actions both reference and remain consistent with this plan.

#### Plan Commission

Land use and development recommendations are a core component of this plan, and the Plan Commission has a major role in guiding those decisions. Plan Commission members must each have access to this plan and must be familiar with its content, especially Chapter 9: Land Use. It is the responsibility of Plan Commission to determine whether proposed projects are consistent with this plan, and to make decisions and recommendations that are consistent with this plan. In cases where actions that are inconsistent with this plan are believed to be in the best interest of the town, the Plan Commission should seek public feedback before recommending amendments to the Plan.

### Other Committees, Boards, & Commissions

All committees, boards, and commissions that serve as an extension of the Town of Morrison should treat this Plan as relevant to their activities in service to the Community and should seek outcomes consistent with the goals and policies herein.

### Town Staff

Key town staff have a significant influence on capital projects, operational initiatives, and regulatory decisions. It is imperative that individuals in key roles know about, support, and actively work to implement the various policies and actions in this plan. Specifically, the following people should consult and reference the Comprehensive Plan during goal-setting and budgeting processes, during planning for major public projects, and in the review of private development projects:

- Town Supervisor/Clerk/Treasurer
- Zoning Administrator

These key staff members should be familiar with and track the various goals, policies, and actions laid out in this plan, and should reference that content as appropriate in communications with residents and elected and appointed officials, other division heads should also be aware of the Plan and the connections between the Plan and town projects. The purpose of this extra effort is to strengthen staff recommendations and reinforce the plan as a relevant tool integral to town functions.

The Zoning Administrator, as lead administrative official on planning and land use decisions of the town, is responsible to ensure that other key staff members are actively working to implement this Comprehensive Plan.

## Education & Advocacy

Implementation of this plan also depends, to a great degree, on the actions and decisions of entities other than the town government. The Action Plan (see Appendix B) references several parties that the Town of Morrison does not control or direct.

It is necessary to persuade these entities to be active partners in the implementation of the goals, strategies, and actions of this plan. The following town activities can support this effort:

- Share this plan with each organization, including a memo highlighting sections of the plan that anticipate collaboration between the town and the organization.
- Take the lead role in establishing collaboration with these organizations.
- Know and communicate the intent of relevant objectives and strategies- partner organizations need to understand and buy in to the rationale before they will act.
- Utilizing Existing Tools
- Many of the strategies identified in this plan presume the use of town ordinances and programs. The town's key implementation tools include:

## Operational Tools:

- Annual Budget Process
- Capital Improvement Program

## Regulatory Tools:

- Building and Housing Codes
- Official Map
- Subdivision Ordinances
- Zoning Ordinance
- Site Plan Requirements

## Funding Tools

- State and Federal Grant Programs
- Tax Incremental Financing (TIF) Districts

## GUIDING ANNUAL DECISIONS

### Annual Update

To provide lasting value and influence this plan must be used and referenced regularly, especially during budgeting processes. To inform these annual processes, the Zoning Administrator will prepare and present to Plan Commission and Town Board, in the third quarter of each year, a concise Comprehensive Plan Annual Report with the following information:

- Action items in progress or completed during the prior 12 months. Celebrate Success!
- Staff recommendations for action items to pursue during the next 12 months.

### Link to Annual Budget Process

The most important opportunity for this plan to influence the growth and improvement of the town is through the annual budgeting and capital planning processes. These existing annual efforts determine what projects will and will not be pursued by the town, and so it is very important to integrate this plan into those processes every year.

The compilation of actions in Appendix B is a resource to support decisions about how and where to invest the town's limited resources. The Annual Report should draw from this Action Plan. Plan Commission should make formal recommendations for Board consideration, identifying those choices and commitments most likely to further the goals and objectives identified in this plan.

## Updating the Plan

The 20-year horizon of this plan defines the time period used to consider potential growth and change. However, over time, market conditions and priorities change, community preferences shift, and technology evolves. The community's Comprehensive Plan needs to be amended and adjusted at times to keep pace with these changes to remain relevant. The State comprehensive planning law requires that this Comprehensive Plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the Plan document and maps. Additionally, as of January 1, 2010, all decisions related to zoning, subdivisions, and official maps will need to be consistent with this Comprehensive Plan.

Additionally, on an annual basis, the town intends to review decisions on private development proposals and implementation actions over the previous year against the recommendations of this Plan and consider potential changes to the Plan. This will help keep the Plan a "living document."

## Amendment Process

In the years between major plan updates it may be necessary or desirable to amend this plan. A straightforward amendment, such as a strategy or future land use map revision for which there is broad support, can be completed through the following process.

### Step One

Amendments can be initiated by referral by the Plan Commission or Town Board or may be requested by application from a member of the public.

For amendments affecting a large geographical area of the Town or proposing major changes to plan policies, a more involved public input process should be considered to ensure that proposed amendments are in the best interest of and are well supported by the community.

### Step Two

Plan Commission holds a public hearing on the proposed amendment, preceded by a 30-day public notice. Notice of the proposed amendment should also be transmitted as appropriate to other governmental entities that may be affected by or interested in the change, such as

a neighboring jurisdiction. After holding the public hearing, Plan Commission can approve or deny a resolution to adopt the plan as amended, or recommend adjustments to the proposed amendment. The Commission may request more information before taking action on any proposed amendment.

### Step Three

Town Board hears a report from Plan Commission on the amendment and considers adoption of the amended plan, by ordinance. The Town Board may choose to revise the Plan after it has been recommended by Plan Commission on such changes prior to adoption, but, depending on the significance of the revision, such consultation may be advisable.

### Step Four

Staff completes the plan amendment as approved, including an entry in an amendment log. A revised PDF copy of the plan is posted to the Town website.

## ACTION PLAN

Appendix B features a compilation of actions identified in Chapters 3-9 to help the town achieve its various goals and strategies.



### **“Target Completion” Deadlines**

The deadlines identified to achieve these actions are not firm - rather they are indications of when the Town may choose to pursue an action based on its importance or difficulty. The general timelines identified are:

- Short Term (2025-2030)
- Long Term (2031-2040)
- Ongoing

### **Plan Consistency**

Once formally adopted, the Plan becomes a tool for communicating the Town’s land use policy and for coordinating legislative decisions. Per the requirements of Wisconsin’s Comprehensive Planning Law, after January 1, 2010, if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with that local governmental unit’s Comprehensive Plan:

- Official maps
- Local subdivision regulations
- General zoning ordinances
- Shoreland/wetland zoning ordinances

An action will be deemed consistent if:

1. It furthers, or at least does not interfere with, the goals and strategies of this Plan,
2. It is compatible with the proposed future land uses and densities/intensities contained in this Plan,
3. It carries out, as applicable, any specific proposals for community facilities, including transportation facilities, that are contained in the Plan.

The State of Wisconsin planning legislation requires that the implementation element describe how each of the nine-elements will be integrated and made consistent with the other elements of the Plan. Prior to adoption of the Plan, the Town reviewed, updated, and completed all elements of this Plan together, and no inconsistencies were found.

### **Severability**

If any provision of this Comprehensive Plan is found to be invalid or unconstitutional, or if the application of this Comprehensive Plan to any person or circumstances is found to be invalid or unconstitutional, such invalidity or unconstitutionality will not affect the other provisions or applications of this Comprehensive Plan, which can be given effect without the invalid or unconstitutional provision or application. If any requirement or limitation attached to an authorization given under this Comprehensive Plan is found invalid, it shall be presumed that the authorization would not have been granted without the requirement or limitation and, therefore, said authorization shall also be invalid.