



TOWN OF MORRIS

GROW MORRIS

2025-2050
COMMUNITY PLAN

ACKNOWLEDGMENTS

Special thank you for the hard work and dedication of the Project Steering Committee, Town of Morris Council, Town staff, and the residents of Morris who participated in the preparation of this Community Plan.

The Town of Morris is located on Treaty 1 Territory, the original lands of Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene peoples, and on the homeland of the Métis Nation with a settlement history dating back to the 1870's. The Town of Morris acknowledges the spirit of truth and reconciliation and is committed to collaboration and shared benefits with our First Nation and Métis government partners.

PROJECT STEERING COMMITTEE

Thank you to the Project Steering Committee for their hard work and dedication in the preparation of this 25-year Plan.

PROJECT STEERING COMMITTEE MEMBERS

- Scott Crick, Mayor
- Mel Baxter, Councillor
- Tim Lewis, Councillor
- Chris Hamblin, Councillor
- Brigitte Doerkson, Chief Administrative Officer

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TABLE OF CONTENTS

1.0 INTRODUCTION	2
2.0 TOWN OF MORRIS STORY	6
3.0 GROW MORRIS VISION	11
4.0 COMPLETE COMMUNITY	18
5.0 DIVERSE, GROWING ECONOMY	25
6.0 HEALTH, ARTS AND CULTURE	34
7.0 FOOD, LAND AND WATER SECURITY	39
8.0 LAND USE AND DEVELOPMENT	48
9.0 IMPLEMENTATION	61

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01

INTRODUCTION

About the Plan
Regional Context
Plan Area

1.0 INTRODUCTION

ABOUT THE PLAN

Grow Morris [the Plan] is a Community Plan that establishes a long-term path forward over the next 20-25 years. The Plan is a joint effort by the Town of Morris and its community including businesses and residents to unify as one and work towards a common set of goals and objectives. The Plan acts as a comprehensive guide, providing a clear vision and direction for decision-making regarding a range of topics, from housing and land use planning, to economic development and environmental protection. The vision and objectives in this Plan provide considerations and recommendations to improve infrastructure and amenities for building a complete, livable community.

WHAT TOPICS DOES THE PLAN ADDRESS?

The Plan provides a vision forward, a set of core planning principles, goals and objectives with corresponding measures, and policies intended to guide decision-making related to land use and development. While the Plan provides direction for future growth, it reflects the need for resiliency in the face of extreme weather and economic uncertainty. The Plan provides a 'core' set of principles and policy direction that guide the vision for a better tomorrow.

Manitoba legislation requires that municipalities prepare a community plan to promote economic growth, social and cultural development, and environmental sustainability. In Manitoba, section 42(1) of *The Planning Act* states that a development plan must:

1. Set out the long-term objectives for future development;
2. Through maps and statements of policy, direct sustainable land use and development;
3. Set out the vision and direction for the development of public ways, public places, public lands, public structures and utilities; and
4. Set out measures for implementing the plan.

PLAN STRUCTURE

Grow Morris describes the existing conditions of the community, along with future and actionable projects and initiatives for development and growth. The Plan is built around the following core components:

1. Introduction
2. Town of Morris Story
3. Grow Morris Vision
4. Complete Community
5. Diverse, Growing Economy
6. Health, Art and Culture
7. Food, Land and Water Security
8. Land Use and Development
9. Implementation

PLAN TIMELINE

Grow Morris was completed in March 2024 after a 9-month process:

JUNE 2023	1	PROJECT KICK-OFF
JULY 2023	2	RESEARCH
JULY - OCTOBER 2023	3	ENGAGEMENT & VISIONING
NOVEMBER-FEBRUARY 2024	4	PLANNING
MARCH-APRIL 2024	5	ADOPTION
MOVING FORWARD (2024 & BEYOND)	6	IMPLEMENTATION

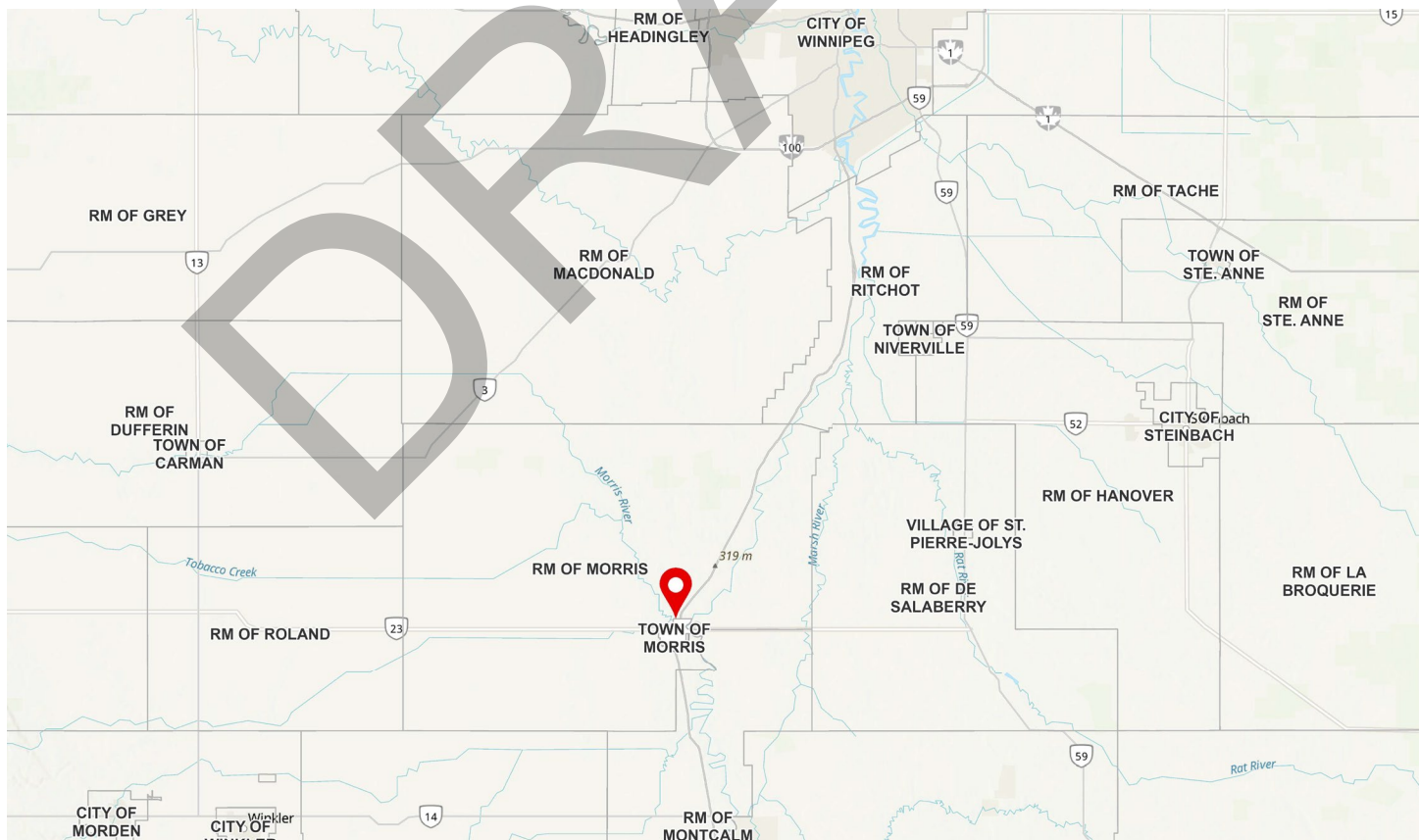
REGIONAL CONTEXT

As one of the oldest municipalities in Manitoba, and the only urban municipality located on Provincial Trunk Highway 75 (PTH75), the Town of Morris has established itself as a resilient economic hub in southcentral Manitoba. Growth in Morris is has been, and will continue to be driven by its convenient access to strategic trade routes.

Morris is the located at the intersection of Provincial Trunk Highway 75 (PTH75) and Provincial Trunk Highway 23 (PTH23). The community is part of the Red River Valley School Division, the Eastern District of the Association of Manitoba Municipalities, the Morden Assessment Area, the Midland Provincial Electoral District, the Portage-Lisgard Federal Electoral District, and Tourism Manitoba's Central Region.

The Town of Morris is encircled by the Rural Municipality (RM) of Morris and together have a combined population of 5,147. Similar to other urban centres in the region, the Town expects steady-to-high population growth moving forward.

The Town is located on Treaty One Territory and has a special relationship with the Red River Métis. Roseau River Anishinabe First Nation is the closest First Nation community to Morris, located 30 kilometres south and about 20 kilometres north of the Canada/United States border.

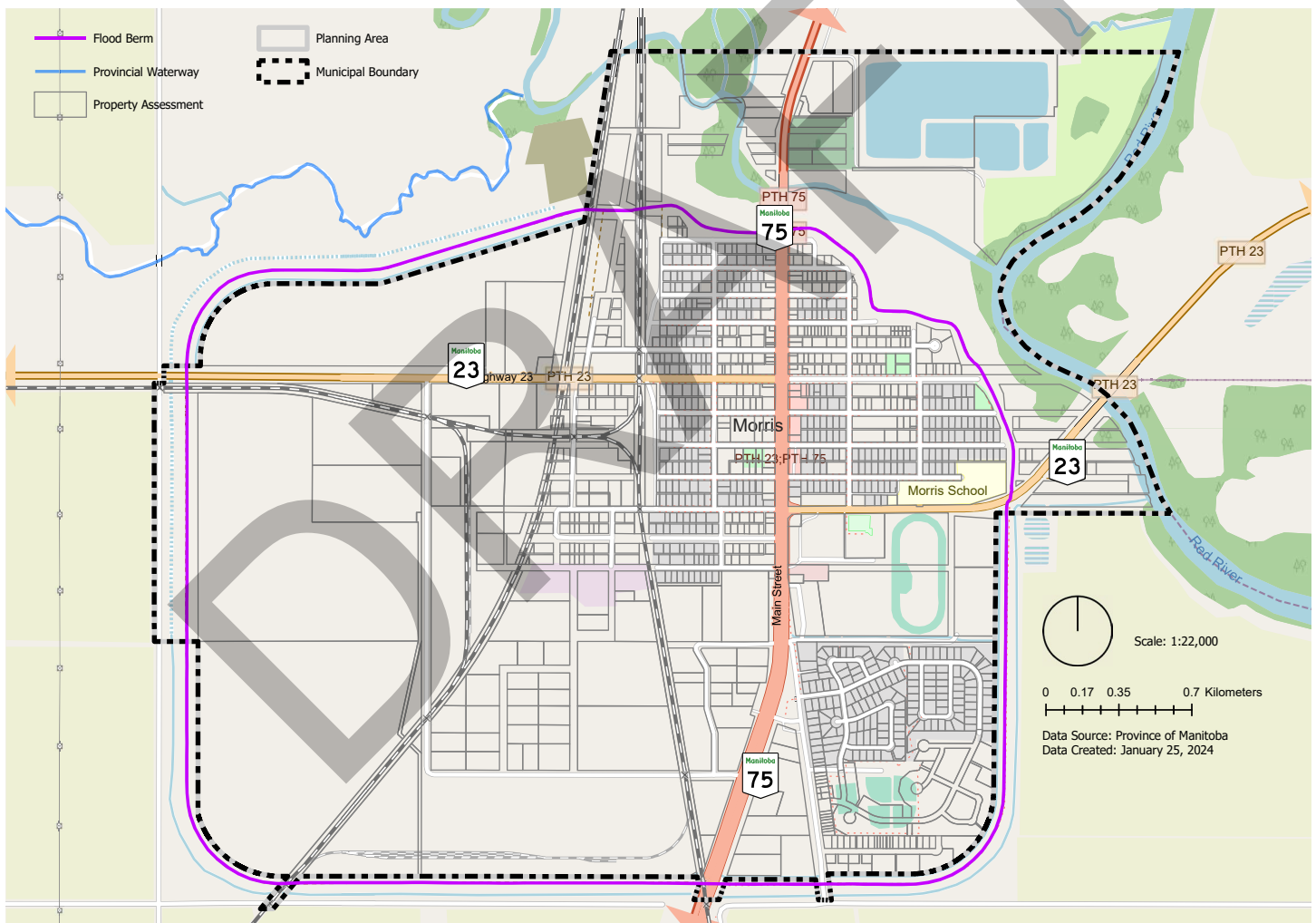


Map 1 Regional Context

PLAN AREA

The *Planning Act* in Manitoba authorizes municipal governments to exercise planning and zoning jurisdiction for land within their administrative boundary. Grow Morris is a long-range planning initiative that addresses the entirety of the Town and will act as a guide to coordinate future growth and development within the community.

The Plan Area is generally bounded by the Riverview Golf Course to the north, the flood berm to the south and west, and a combination of the berm and the Red River to the east. Town of Morris Administration and Staff will assume land use planning, subdivision and zoning control over the Plan Area as outlined in the black-dotted line in Map 2.



Map 2 Plan Area

02

TOWN OF MORRIS STORY

The People

The Community

The Environment

The Economy

2.0 TOWN OF MORRIS STORY

THE PEOPLE

The Town of Morris dates back to 1865 when settlers began residing in a small settlement centre called Scratching River – the convergence of the Red and Morris rivers. The area attracted settlers for its rich natural resources including high quality soils, surrounding timber and access to the Red River for travelling to Fort Garry and the Forks in Winnipeg.

Today, the southcentral Manitoba is the fastest-growing economic region of the Province and is a popular destination for new Canadians. As a result, the Town of Morris is positioned to capture population growth at a moderate-to-rapid pace. Between 2016 and 2021, the community experienced a significant increase in population at nearly five percent (4.5%).

Like many communities across Manitoba, Morris is young, yet aging. This means that ‘baby boomers’ are reaching retirement age while an increasing amount of young people and young families enter the community. In order to create a livable community, the Town needs to create a built environment that welcome and support a mix of people of all ages.

Over the next decade, ‘Baby Boomers’ will fully reach retirement age, slowly contributing to older adults outnumbering children in Canada. However, growth in immigration and intra-provincial migration may offset this trend.

Over recent years, the Town of Morris has experienced a moderate immigration rate compared to the Province. Immigration and intra-provincial migration will create a demand for housing and jobs in southern Manitoba. The Town has historically had a much higher rate of success attracting people from elsewhere within the Province, as opposed to those from outside of Manitoba and across other Canadian municipalities. These patterns suggest an opportunity to market Morris nationally, internationally, as well as locally, as a welcoming place to live and do business.



THE COMMUNITY

Located on the traditional territory of the Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene peoples, and Métis Nation, Morris is situated in the heart of Manitoba and the Canadian prairies. Here in Morris, there is a strong sense of community spirit and civic pride among our residents. We are regional hub for culture and community life with a rich history that is celebrated every year.

Established in the late 19th century, Morris has grown from its agricultural roots into a diverse community, striking a balance between small-town charm and modern-day amenities. Driving through Morris you will notice our stark prairie landscape and country backdrop with the likes of the Red River, endless agricultural fields and beautiful riverbanks.

Morris is known for hosting large community events and drawing in crowds from across Manitoba at the Morris Multiplex and Stampede Grounds. The Town is home to Manitoba's only professional rodeo and stampede each summer and is equipped with an all-season curling training facility with technology that can only be found in a limited number of facilities across Canada. Morris invests in its community and is known for producing world-class athletes as a result.

With a range of recreational opportunities, education opportunities, and a commitment to country living, Morris continues to evolve while preserving the warmth and character that make it a wonderful place to call home. Whether you're exploring its historical sites, enjoying one of our high-quality recreation facilities, or simply savoring our welcoming small-town atmosphere, Morris invites you to experience the unique blend of tradition and innovation that defines our prairie heartland.



THE ENVIRONMENT

As the only urban centre along Provincial Trunk Highway 75 (PTH75), Morris captures the stark beauty of an urban and rural setting within the Canadian prairies. The Town sits along the banks of the Red River, providing a tranquil setting to appreciate the diverse native plants and wildlife.

Surrounded by vast agricultural fields, Morris showcases the vibrant colors of crops in various seasons, creating a dynamic and ever-changing canvas. The open fields that stretch beyond the town offer a sense of boundless space and a distinct perspective on the Manitoba landscape.

The natural environment of Morris plays a crucial role in the identity of the community, providing a peaceful retreat for residents and a haven for those seeking a connection with nature. The area's rich biodiversity, combined with its agricultural significance, contributes to a harmonious blend of small-town country life and natural beauty that defines the Town of Morris.

With access to the Red River and Riverview Golf Course, Scratching River Campground, there is a clear connection between the community and mother nature. Whether it is a planned weekend getaway, day trip, or a casual evening walk, there are convenient opportunities to engage with nature and appreciate the stark contrast between urban and rural views.



THE ECONOMY

Morris has historically been a competitive site for trade and commerce. The Town has evolved from its fur-trade and agricultural roots into a diverse centre for business, tourism and services. While still known for supporting the agricultural sector with services and supplies, the Town's unique location on PTH75 provides economic advantages to transportation and logistics businesses. Over time, this has solidified Morris' presence in supporting spin-off sectors such as manufacturing, logistics and retail services.

Besides the trades and transportation, sales and services sector that anchor nearly half of the employment base for the Town, the local economy is strengthened by the business and finance, government and education, and health and wellness sectors. Together, these sectors are supported by a mix of locally-owned businesses/entrepreneurs, as well as larger enterprises to create a balanced and resilient economy able to adapt to new challenges.

Today, there are a number of established businesses that provide a solid employment base for the community. This includes a mix of agri-business, trades and transportation businesses, as well as office and retail services.

Overall, the Town of Morris has all the necessary economic ingredients for success in order for businesses to mutually support one another to drive innovation and further diversification. New emerging opportunities in agri-food manufacturing, e-commerce, and sciences and information technology will further bolster the local economy and help drive new job opportunities for residents.



03

GROW MORRIS VISION

Plan Purpose

Plan Principles

Community Engagement

Vision

Community Pillars

3.0 GROW MORRIS VISION

PLAN PURPOSE

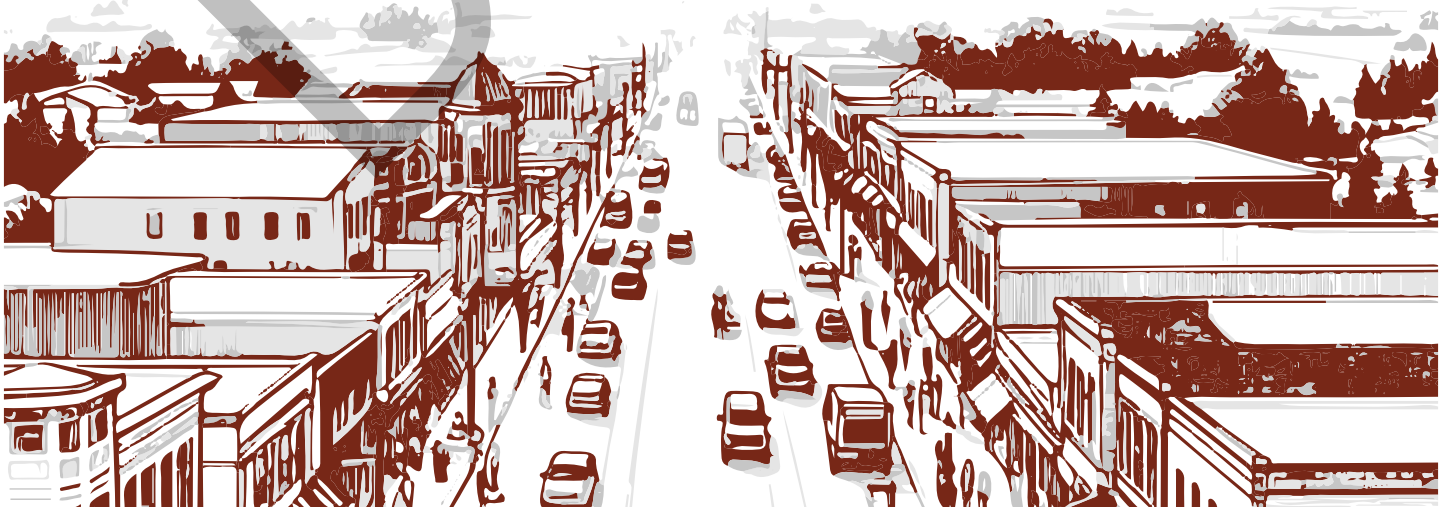
Grow Morris is a concept of embracing growth and change in the community, while improving the wellbeing of residents and strengthening the character of the Town. Grow Morris is not simply a development plan that regulates land use. It focuses on implementing a visionary framework for enhancing quality of life, reinforcing the identity of the Town, and setting-the-stage for smart, responsible growth.

Grow Morris include four community planning pillars, including:

1. Complete Community
2. Diverse, Growing Economy
3. Health, Art and Culture
4. Food, Land and Water Security

The four pillars provide the overall direction of the Plan. It includes a vision statement, and set of corresponding goals and objectives (i.e. policy directions) to achieve that vision. The community planning pillars inform the following Land Use and Development section, which include a Future Infrastructure Map, and Future Land Use Map.

The themes of healthy communities, cultural celebration, climate resiliency and economic growth were consistently brought up as areas of importance during the planning process. These themes and associated goals are integrated into the policy directions within each pillar and work together to contribute to a healthy, equitable and sustainable place to live, work and play.



GENERAL PRINCIPLES

Grow Morris is a strategic long-term vision that mobilizes the community, ready and able to respond in a timely manner to new development opportunities, from the large-scale drivers of the regional economy to the local leaders of the local economy. Guiding principles were confirmed through community and stakeholder dialogue throughout the planning process to create this Plan and related policy directions. They identify both intention and expectation in the vision, goals, objectives, policies and implementation strategies of the Plan. General planning principles include:

Building on Identity – Building on the strengths of the region’s economy (agriculture, trades and transportation), while creating ‘readiness’ capacity to respond to new economic opportunities related to agri-food manufacturing, clean energy, and food production;

Business Expansion – bolstering small-scale enterprise through tools and services that encourage the innovators, the self-employed, and the small business entrepreneurs to continue establishing and growing;

Housing Affordability – ensuring Morris offers a high quality-of-life including a full range of housing options, an appropriate range and quality of community services and facilities, a functional transportation network, and a strong regional identity that will help distinguish the Town from its regional counterparts.

Development Readiness – providing a degree of certainty for landowners, neighbours, investors, etc. of what we expect to happen with use of lands;

Smart Growth and Climate Resiliency – creating a culture of resiliency from an economic, social and environmental sustainability perspective, recognizing that the future success, both fiscally and socially, of the Municipality depends on the careful stewardship of resources.



PLANNING PRINCIPLES

The general principles are all important contributors in order to promote community wellbeing and livability within Morris. However, a strategic objective of this Plan is to create the conditions for economic development to thrive and evolve within the community. To achieve this, the following planning principles are established:

Investment Attraction – attracting public and private investment and new residents to the region by ensuring an adequate supply of the right types of lands, readily available for the different ‘highest’ and ‘best’ uses;

Land Use Flexibility – offering a range and mix of lands that satisfy the needs of the economic sectors that drive the region’s overall economic well-being, and the small-scale enterprises that amplify the Municipality’s economic vigor;

Residential Infill – allowing a broad spectrum of housing options and residential building types in the Municipality’s communities including multi-family, formats that support the ability of seniors to age-in-place, and affordable rental and freehold housing options for young people and families entering the housing market for the first time;

Integrated Infrastructure Planning – aligning public investments in infrastructure with the appropriate levels that are the right scale and the right kind to accommodate the assorted private investments in land development; and

Regional Collaboration – working, thinking, acting as a Region in the spirit of collaboration and capacity building with other communities across southcentral Manitoba.



COMMUNITY ENGAGEMENT

Grow Morris is the outcome of an extensive public outreach and engagement process that embraced a community-led approach to the creation of this Plan. The outreach and engagement process yielded 64 survey responses.

SURVEY

The consultant team worked with the Project Steering Committee to design an online and paper survey for the community to fill out over July-August of 2023. A total of 64 responses were received during the submission period of 31 days (June 26th through July 31, 2023). Survey advertising and promotion was done through:

- Town of Morris social media
- A poster at the Town Office and Morris Multiplex
- 300 postcards handed out at local events and festivals in July and August

Survey questions comprised of 10 planning themes, each specifically written to guide respondents and gain feedback on topic-specific opinions relating to the favoured characteristics, development opportunities, and required improvements of the Town. A copy of the survey and summary of results are appended to this Plan. The results of the survey were reviewed by the Project Steering Committee.



COMMUNICATION ENGAGEMENT THEMES

The public engagement process highlighted several key themes that have been used in the preparation of this Plan. Generally, the community would like to retain and build on what makes Morris unique and sustain the quality of small-town living with a desire to add new jobs and employers, specifically along Main Street and within the industrial park.

Residents envision Morris as a hub to serve people of all ages, whether it is related to employment, health services, tourism or other common daily activities. There is a clear need for more housing and housing related amenities for seniors to downsize and age in place. This includes retail, personal services and places to socialize and hang out.

Growing the Town's economic base was consistently brought up as a top priority for Morris moving forward. Most respondents felt that more could be done to attract, retain and improve the overall economic outlook of the Town.

The community could benefit from additional investment into housing and housing related amenities in order to solidify the population density to attract outside investment in commercial retail. Efforts to enhance the appeal of Main Street through investment into public right of ways and public spaces may also be a catalyst to drive private investment into storefront businesses.

Housing for seniors is unanimously preferred among residents, followed by 'missing middle' housing such as duplexes, triplexes, and cottage bungalow-style courts. Although not as popular, vacant lots along Main Street are ideal locations to accommodate both small-scale retail and housing with the ground level storefronts and apartment-style units above.

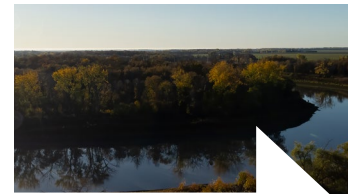
VISION

In the heart of Manitoba, the Town of Morris stands as a beacon of community, history, and natural splendour. The vision for Grow Morris is a bold transformation into a leading example of a complete, walkable community embodying inclusivity, connectivity, and sustainable growth. We envision Morris as a place where its scenic beauty, rich cultural tapestry, and vibrant community life are integrated with urban design and sustainable practices, creating a living environment that is both enriching and harmonious.

Morris has the economic 'bones' to emerge and a leading centre of economic prosperity, where traditional industries blend seamlessly with new sectors to create a diverse and resilient economy. Attracting businesses, entrepreneurs, and remote workers globally, Morris will leverage its strategic position, agricultural roots, and cultural activity to offer unparalleled opportunities for growth and success. Our commitment to economic diversity and innovation will cultivate a fertile ground for industries to flourish, talents to converge, and the quality of life to rise to new heights.

In Morris, health, culture, and arts are at the forefront of our identity as a town. To protect and reinforce this identity, our vision embraces the importance of inclusivity, sustainability, and well-being. By recognizing the essential link between our physical environment and the unique qualities of our community, Morris can capitalize on growth opportunities while strengthening its appeal to new residents, visitors and investors.





COMMUNITY PILLARS

The overarching vision of this Plan is built on four pillars – Complete Community; Diverse, Growing Economy; Health, Art and Culture; and Protection of Land and Water—which work together throughout each section of the Plan.

Goals and policy directions are created for each pillar and have been generated and confirmed throughout the community engagement process.



Complete Community

Provide a complete neighbourhood with a range of housing options where residents have access to a variety of amenities within a 15-minute walk.



Diverse, Growing Economy

Improve standard of living for residents through job creation, research and development, and emergence of new industries in the local economy that will generate greater wealth for individuals, families and businesses.



Health, Art & Culture

Heritage, arts and culture infuse life into the community. This pillar will support the area's unique history, community champions and cultural traditions to bring life to places and contribute to reconciliation.



Food, Land and Water Security

Coordinated efforts between public, private and not-for-profit sectors will lead to Morris being recognized as a leader in climate resiliency, preparedness and food systems planning.

04

COMPLETE COMMUNITY

Vision Statement

Goals

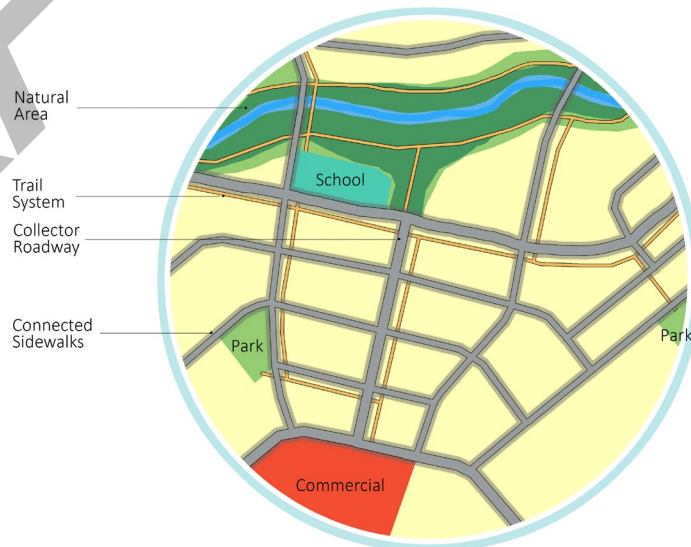
4.0 COMPLETE COMMUNITY

VISION STATEMENT

Morris will be comprised of safe and active streets and blocks that offer various types of housing that welcome all current and future residents. Smart, responsible growth and development will be encouraged by the Town, from intensifying and 'building up' Main Street to establishing new types of residences across town.

With a common vision for the future, the community will guide development in a manner that maximizes the use of existing infrastructure and municipal resources. A balance between new development and redevelopment will ensure a more diverse range of housing options are provided that enable long-term residents or returning residents to age in place, while allowing new households to take root in the community.

Improvements to existing neighborhoods, such as infill development, investment in new housing, and placemaking efforts will strengthen its economic potential, creating more favourable conditions for commercial and a mix of uses that make it an attractive community to live, work and play.



GOALS

One of the Town of Morris' best assets is the quality of life for residents and businesses and the opportunities it offers for visitors. Supporting the quality of life, the Town's access to parks and recreation, natural beauty, and scenic views were the most frequently identified physical assets during community outreach. Additionally, the Morris' small town feel, community character, and community pride were identified as strengths. These strengths and assets can be further enhanced through establishing a clear identity and encouraging effective design elements.

Public and private realm improvements and activities identified in this chapter will contribute to the Town of Morris' community character and sense of place. Community Design ensures that the physical attributes that make the Town unique are retained and enhanced. This pillar offers recommendations for design elements that respond to the town's physical setting, historical assets, and scenic and cultural amenities while acknowledging its potential for growth and change. Additionally, it considers community arts, culture, and events as building blocks that define the Town. While recommendations relating to community character and design are found throughout the plan, this pillar is intended specifically to improve the appearance, character, and walkability of the town.

Different generations have varying preferences for housing options – from traditional single-detached homes for a young family, to a duplex with an accessory dwelling for multiple generations of a family to share. Providing a range of suitable options will attract new residents, entrepreneurs, and investment to the community. New housing in the town will be considered in the context of access to existing education, recreation, healthcare, and transportation options.

The infrastructure needed for development is more than the pipes in the ground and pavement. While having housing with quality water, sewer, and roads should be considered a minimum requirement, achieving the quality of place that is increasingly valued by residents requires that housing be located within a broader network of community amenities. Grow Morris supports the development of “walkable” or “complete neighborhoods” where residents have access to a variety of amenities within a convenient distance.

To further establish the Town as a complete, walkable community, this pillar focuses on three primary goals:

- 4.1. Support a range of housing options
- 4.2. Preserve and enhance community qualities and character
- 4.3. Increase safe, multimodal transportation options



4.1 Support a range of housing options

We are committed to providing a diverse array of housing that accommodates the varied needs and preferences of our residents. From affordable housing solutions to options that allow aging in place, our goal is to ensure that everyone, regardless of age, income, or background, has a place to call home. By encouraging smart growth and the development of mixed-use areas, we will create vibrant neighborhoods where living, working, and playing in proximity is not just possible but enjoyable.

4.1.1. Support compact, infill development

Infill and compact development should be prioritized. Prioritizing inward growth as opposed to outward sprawl promotes a smart growth approach that focuses on strengthening the mix of housing choices within the town, while encouraging walkable environments. It can also strengthen and improve the sense of place of the area by adding new, quality housing to established neighbourhoods.

4.1.2. Increase housing in Morris

The Town of Morris is a burgeoning area rich with amenities such as the Morris Multiplex, Riverview Golf Course and a historic Main Street. To ensure housing needs are met and the potential of the Town is fully realized, a variety of incentives should

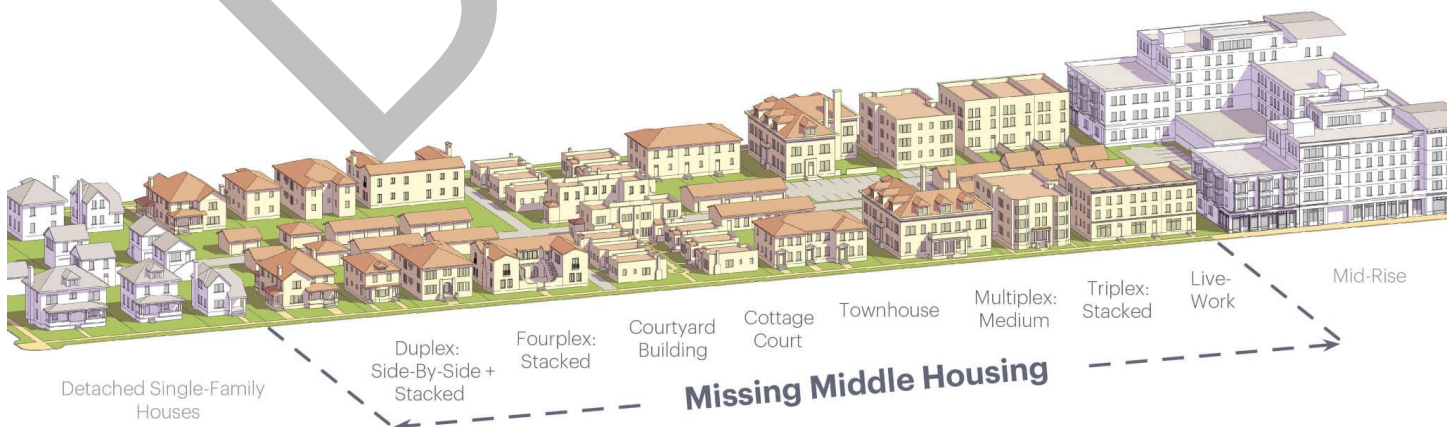
adaptive reuse of historic buildings, or density bonuses for developers willing to build certain types of housing or within certain areas (i.e. vacant lots).

These efforts will ensure the long-term viability of Main Street while also improving affordability. As housing options are diversified, maintaining that affordability will be key to the Town's success. To increase housing, the Town of Morris should:

- Consider financial and zoning incentives to support a mix of housing types with preference to multi-family and mixed-use housing on Main Street.

4.1.3. Promote diverse, attainable and accessible housing development

Overlay, form-based zoning is an important tool to advance this policy direction. Form-based zoning is a technique that adds standards to the built form and character. Although a form-based overlay may place additional design requirements on new development, it typically relaxes use requirements and allows for increases in permitted density, providing more flexibility and certainty to developers. These overlays can be strategically applied in areas with several vacant or underutilized lots to encourage infill.



Source: Missing Middle Housing, Opticos Design Inc.

4.2 Preserve and enhance community qualities and character

Morris prides itself on its unique character and the strong sense of community that binds us. As we grow, we will preserve our historical landmarks, celebrate our cultural heritage, and enhance the qualities that make Morris special. Through community-led placemaking efforts, we will invest in public spaces that reflect our collective identity, heritage, and values, making Morris not only a place to live but a place where community spirit thrives.

4.2.1. Improve and support historic preservation efforts

Historic sites and buildings should be identified and protected to optimize ecological, cultural heritage, health and economic benefits to communities and Manitobans. If adverse impacts are unavoidable, the impacts must be minimized and mitigated by using appropriate measures to preserve, create or restore the value of the heritage resources. Designating these important uses allows for growing the economic benefits of the tourism industry, creating authenticity of a place, and reflecting on the past history of the area.

The Town shall encourage and facilitate the identification of heritage resources in the Planning Area, and sites with heritage potential shall be considered for designation as a municipal heritage site under *The Heritage Resources Act*. The Town shall endeavor to preserve and protect Town heritage resources through tools such as the Zoning By-laws, Secondary Plans, subdivision procedures, development permits, design by-laws and demolition by-laws.

4.2.2. Improve and encourage context sensitive, adaptive reuse of heritage buildings

Opportunities for the compatible, environmentally sound, sustainable development of heritage resources and lands and habitat identified should be facilitated, including using historic structures and sites for residential and commercial uses, if appropriate; for appropriate education and tourism opportunities; and for eco-tourism, such as wildlife viewing and wilderness canoeing. Heritage resources that have been degraded or damaged should also be identified and prioritized for rehabilitation, if rehabilitation is practicable.



4.3 Increase safe, multimodal transportation options

Recognizing the role of transportation in promoting health and connectivity, this goal involves the development of safe, efficient, and multimodal transportation networks, or 'Complete Streets'. By improving walkability, cycling infrastructure, and public transit options, the Town will reduce dependency on personal vehicles while promoting an active, healthier lifestyle for all residents. Our streets will be designed with everyone in mind, ensuring safe and pleasant travel for pedestrians, cyclists, and motorists alike.

Convenient access to major transportation corridors and hubs such as the Mid Canada Trade Corridor will contribute to economic development and population growth, helping to attract private investment, new residents, and jobs to the community. Investment in multimodal transportation remains a core mobility focus for Morris. While private vehicles may remain as the predominant mode of mobility in the future, increasing multimodal options is integral to meeting social equity, health and sustainability goals outlined in this Plan.

4.3.1. Improve connectivity and capacity

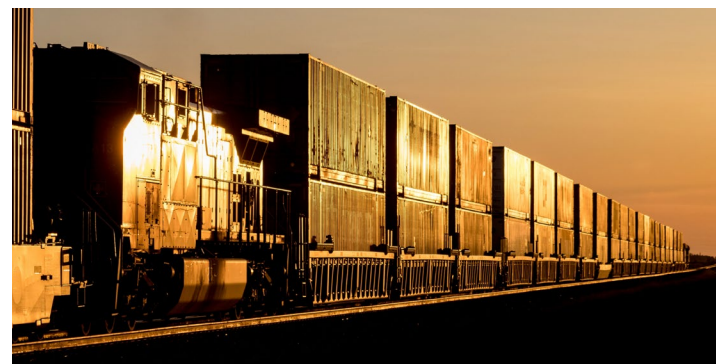
While Town of Morris has an established road network, additional investment in transportation infrastructure is needed to better support a healthy community. This may include sidewalk, multi-use trails or dedicated bike lanes in the context of retail, recreational, natural and cultural assets.



Another way to improve connectivity and capacity is to establish maximum lengths for block perimeters and requiring all new development to connect to adjacent streets contiguously. Block and street length is a key indicator of walkability, despite having corresponding impacts to total street area, available frontage and taxable area. A balance between walkability and optimizing taxable land is needed to improve connectivity and capacity. The Town will implement transportation plans that reflect best practice models to improve connectivity and capacity across all transportation modes.

4.3.2. Support efforts to advance regional rail connectivity

Promoting trade and travel beyond the Manitoba border is critical to facilitating economic growth. Morris is in an ideal location to facilitate north trade through Winnipeg and up to northern Manitoba, through to Saskatchewan and the Canadian midwest, but also south to the United States and Mexico. Morris will build on this strength and support regional rail connectivity on an international scale, while providing spin-off economic benefits to the local economy. The Town will work with Provincial and Federal agencies, along with local businesses and developers to promote regional trade initiatives and safeguard rail operations within Town.

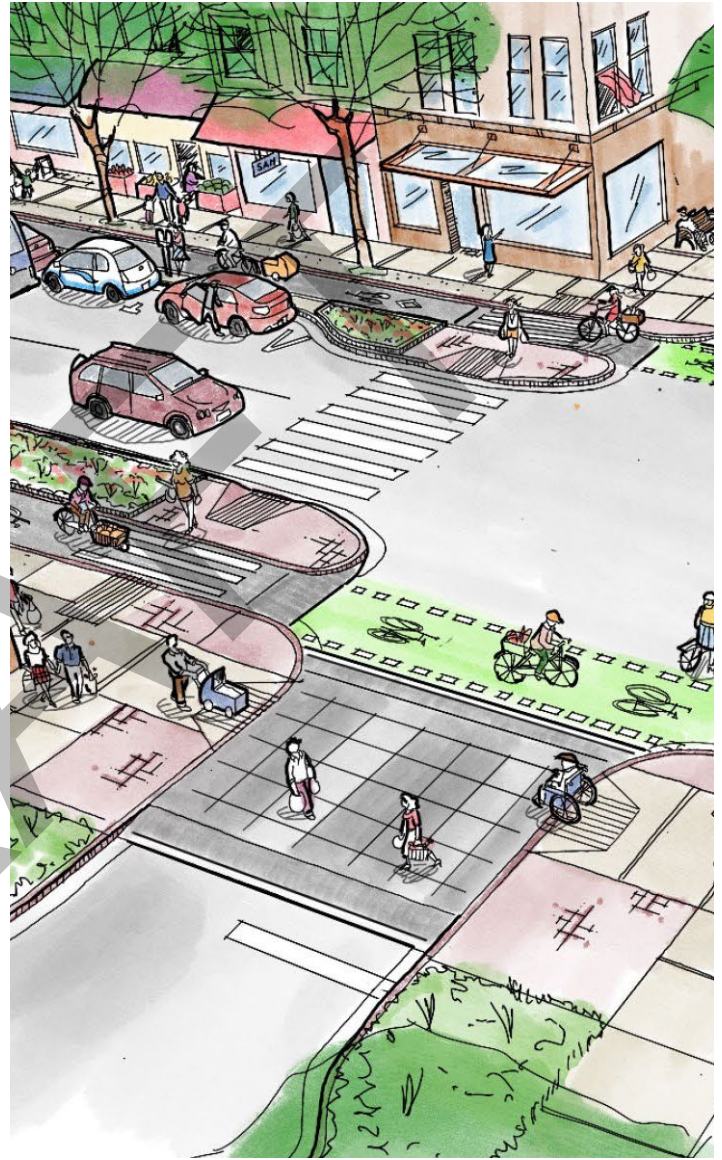


4.3.3. Improve and invest in attractive 'Complete Streets' including active transportation

The concept of 'Complete Streets' is based on enabling safe access to transportation regardless of age, ability and mode, whether that be pedestrians, bicyclists, motorists and or transit passengers. A complete streets approach moves beyond traditional planning and implementation of road renewal, which has shown over time that it does not meet the needs of a diverse, aging population.

The principles of 'Complete Streets' include Density, diversity (of adjacent amenities), design (including lighting and accessibility) and distance (to housing and other transportation options). These principles work together to support the conditions of walkability, bikeability and overall daily physical activity. Strategies to advance 'Complete Streets' in Morris include:

- Update municipal policies and regulations to encourage and incentivize safe pedestrian, vehicular and bicycle connectivity.
- Encourage developers to make provisions for active transportation options such as physical connections to existing or anticipated AT trails.
- Consider integration of landscaping, native plant species, green stormwater features, tree canopy, and pedestrian streetscape furniture into transportation improvement projects.



Source: Complete Streets Policy Framework, City of Vancouver

05

DIVERSE, GROWING ECONOMY

Vision Statement

Goals

5.0 DIVERSE, GROWING ECONOMY

VISION STATEMENT

Morris will further establish itself as a beacon of economic diversity, resilience and opportunity, attracting businesses, entrepreneurs, and remote workers from across the globe. By leveraging our strategic location, rich agricultural heritage and vibrant cultural landscape, Morris will cultivate an environment where industries thrive, talents converge, and small-town quality of life is unmatched.

The Town of Morris envisions a dynamic and prosperous future, where a diverse and growing economy flourishes, fueled by a blend of traditional strengths and innovative new sectors. As the central hub between the Emerson-Pembina border crossing and CentrePort Canada, Morris will build on the regions economic predominance in transportation and trade, agriculture and agri-food production, and tourism by supporting diverse mix of spin-off economic sectors that make it a viable and prosperous place to do business. Strong collaboration between governments, institutions and employers will aid the development of home-grown talent while positioning the community on the global stage to attract additional skill and innovation.

The future of Morris is one where innovation and talent are at the forefront of our long-term strategy. By fostering strong relationships between local businesses, community organizations, and government agencies, we aim to create a robust entrepreneurial ecosystem. This ecosystem will attract companies from beyond our borders and strengthen and support our local business sectors, enabling them to thrive within the broader international trade network.

Attracting innovation and talent will be a long-term priority for Town of Morris. In addition to attracting companies from outside the region, local efforts to strengthen relationships between local community organizations, institutions and government will improve and cultivate a diverse entrepreneurial ecosystem. Business sectors in the community will strengthen, support one another, and capitalize on the broader Mid Continent Trade Corridor.



GOALS

A growing economy is essential to the Town of Morris' growth and stability. Diversifying the local economy will strengthen the resiliency of the community and make it more attractive for investment and further growth and development, while providing many well-paying jobs. This pillar identifies strategies to strengthen Morris' overall economy through business collaboration, workforce development, and expanded employment opportunities.

Regional economic development partners will advance initiatives and provide a welcome economic environment to prospective investors. The community will work together to ensure strategic areas of the community can accommodate new jobs and long-term employment in coordination with transparent infrastructure planning and maintenance.

Grow Morris outlines five primary goals to foster economic growth and diversification, business development and entrepreneurial spirit in the community:

- 5.1. Attract new industry
- 5.2. Align infrastructure systems with land use planning and economic development.
- 5.3. Support a welcoming, business- and entrepreneur-friendly community
- 5.4. Coordinate public and private utility systems planning
- 5.5. Support institutions to ensure access to high-quality, responsive education for all



5.1 Attract new industry

5.1.1. Create development-ready sites for employment growth

To pave the way for new business and employment opportunities in the town, suitable sites along major corridors must be able to accommodate development immediately. Such sites as identified in the Future Land Use Map in this Plan should be prioritized for development or redevelopment.

In collaboration with developers and other levels of government, the Town should appropriately plan for new investment through zoning and infrastructure. An integrated infrastructure plan and zoning overlay will make these sites attractive to potential developers and businesses.

A mix of commercial, industrial, and institutional uses will be directed to strategic areas that have excellent access to major corridors and highways. Commercial uses that cover a large area are encouraged to co-locate with light-medium industrial (i.e. flex-tech space, small scale manufacturing), institutional uses, and in a limited number of cases, residential uses. Where possible, industrial and commercial highway type development are considered 'major development' and will be encouraged to mix land uses to establish an employment campus or business park.

5.1.2. Work with the economic development partners

Morris will work collaboratively with local economic development agencies to engage in regular communication channels to promote Morris among the local, regional and global marketplace for targeted sectors. Such efforts may include business case development, site selection, development agreement negotiation, and or marketing campaigns to prospective investors.

Morris will lead the charge for marketing its competitive advantages for strategic areas of the Town and streamline development proposals that align to this Plan. The Town should distinguish between 'shovel-ready' sites versus 'development-ready' sites that require infrastructure improvements prior to development.



5.2 Align infrastructure systems with land use planning and economic development

Infrastructure is integral to the local economy and quality of life. Investment decisions on infrastructure including water, sanitary sewer, storm sewer, hydroelectricity, and natural gas, in addition to transportation infrastructure such as roads and sidewalks, must be made in coordination with land use planning and development in the town. Infrastructure and transportation system improvements steer and facilitate economic development and growth. To be successful in the long-term, the Town of Morris will work closely with Manitoba Transportation and Infrastructure (MTI) along with local stakeholders to ensure its infrastructure and transportation systems work to encourage job creation, while safely and efficiently connecting residents to neighbourhood amenities, and visitors to the greater region.

5.2.1. Protect key highway transportation routes

The Town recognizes the primary function of PTH 23 and 75 as high-speed movement corridors of traffic and will accordingly limit access in a manner which consolidates local traffic at major points of entry. New development should minimize disruption to the flow of highway traffic. Development adjacent to a PTH and/or PR shall comply with provincial regulations adopted under *The Highways and Transportation Act*, *The Highways Protection Act*, and *The Traffic and Transportation Modernization Act*.

Collector and local town roads are designed to accommodate new development and will expand based on planned road and street system of the neighbouring areas. New development shall have access to an urban standard road, unless the proponent makes an agreement with the Town to upgrade an existing road or develop new road access to a standard agreed upon by the Town.

5.2.2. Support efforts to enhance regional rail service provision and protection

Railways make a vital contribution to the Canadian economy and have played a significant role in the evolution of Morris. The nature and integrity of rail lines and yards must be respected and protected. The intent of this policy direction is to ensure the continued operations of the railways without impediments to residents. It will also take into regard rail noise and vibrations, safety, trespassing, drainage, and blocked crossings. The following policy directions are based on the Federation of Canadian Municipalities and the Railways Association of Canada.

Land use compatibility between rail lines and residences will be evaluated through the development application process, and implemented through design standards, plan approval, development agreements and the Zoning By-law. Specific policy directions include the following:

- a. Residential development being proposed within 300 metres of a principal rail line and 75 metres of a spur line should be consistent with the recommendations of a qualified engineer and or FCM guidelines.
- b. The Town will establish setbacks in the Zoning By-law to prevent new or intensification of urban areas within a specified proximity to a rail line.
- c. Residential land uses in the context of an established rail line setback should not preclude allowing non-habitable areas of dwellings, vehicle/bicycle parking, landscaping, accessory structures (except those with a secondary suite), landscaping, swimming pools, hot tubs, and land.



5.3 Support a welcoming, business and entrepreneur friendly community

Cultivating a diverse and multi-talented workforce is critical to the economic success of Morris. To achieve this, the Town will work with the business community to build on the agri-food and transportation service sector to create spin-off opportunities to support emerging sectors such as retail, education and tourism. Promoting the concept of ‘innovation hubs’ with close relationships with schools and higher-education can further encourage new business development and expansion.

5.3.1. Support lively centres of commerce and culture

Activity centres that operate during the daytime and evening contribute to safe, lively places while attracting additional investment. Activity centres are typically centrally located that provide opportunities for residents, employees and visitors to live, work and socialize near other amenities.

Main Street, Montreal/Wellington Avenue including the Morris Multiplex and the Stampede Grounds are ideal for tourism, retail and hospitality development, offering historic architecture, unique restaurants, access to parks and cultural attractions. In pursuit of this type of development, the Town of Morris should:

- a. Focus development around commercial nodes by identifying areas for placemaking strategies and targeted improvements to the public realm.
- b. Develop a cohesive branding and marketing strategy to promote Main Street and adjacent businesses for gathering and socializing.
- c. Facilitate public-private investment in mixed use and urban residential development along Main Street.

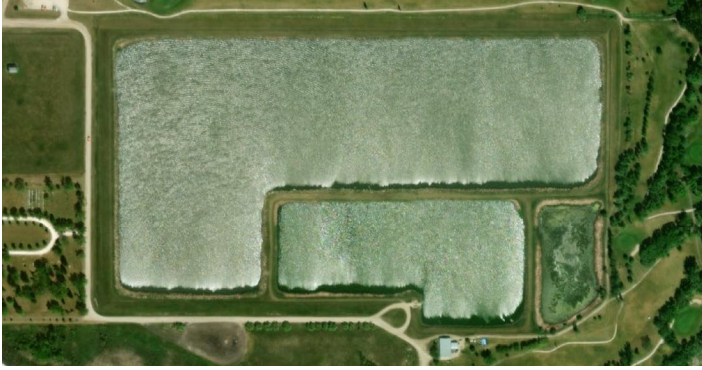
5.3.2. Support small businesses

A supportive environment for the Town of Morris’ small business community should help ensure thriving local economies, attract new entrepreneurs and companies, and foster a welcoming atmosphere for small businesses to prosper.

While large employers are desirable, a comprehensive approach to economic development will help further diversify the employment base. Such an approach should include implementing policies that nurture and cultivate small and mid-size businesses. The Town should actively support efforts for existing small and mid-size businesses and new business startups through partnerships with local chambers of commerce and other economic development organizations. The first challenge is getting these organizations and individuals together to network and strategically plan for a local business climate that encourages and supports new ventures in unincorporated areas.

To help create a supportive environment for Morris’ small business community the town should:

- a. Develop a strategic plan that supports active collaboration with critical players that encourages and supports local businesses.
- b. Connect small businesses and local entrepreneurs including one-on-one business advising and training opportunities.
- c. Support and leverage existing youth entrepreneurship programs.
- d. Coordinate with local schools and institutions to offer a range of classes and coursework related to entrepreneurship, business management, and starting a business.



5.4 Coordinate public and private utility systems planning

An integrated network of infrastructure exists across the Town and beyond the municipal boundary. Ongoing coordination and communication with the private sector, Pembina Valley Water Cooperative, and Province of Manitoba is needed to meet the demand for reliable services into the future. The Town of Morris plays an important role in providing essential services to residents to support population growth.

To achieve this growth, the Town of Morris will lead and coordinate infrastructure planning efforts, striking a balance between outward growth in the Targeted Growth Areas and Infill Development within existing built areas as shown on the Future Land Use Map in the Land Use and Development section of this Plan.

5.4.1. Improve public utility capacity for growth and development

Morris has access to clean drinking water and sanitary sewer with modern treatment facilities to serve a growing population. It also relies on both public and private sector partnership to deliver essential services to residents including water, internet and energy. Reliability and certainty on infrastructure improvements is important for attracting growth and investment. To further improve the service level of utility infrastructure in Morris, the Town should:

- a. Prioritize investments in upgrading and expanding sewer, water, and energy infrastructure to support anticipated development areas.
- b. To reduce environmental impact, implement innovative water and energy practices, including renewable resources and conservation measures where possible.
- c. Engage with private utility providers in planning to ensure a coordinated approach to infrastructure development and maintenance.

5.4.2. Coordinate and align utility infrastructure maintenance with infill targets

The Town of Morris will work with private and public sector partners to ensure utility maintenance and upgrade efforts are aligned to the Town's land use and development goals, ensuring optimal service delivery in a timely manner. To further improve collaborative efforts, the Town should:

- a. Work with public and private utility providers to organize regular meetings focused on proactive community-wide systems.
- b. Participate in the regulatory review process for infrastructure standards, in addition to the design process of major infrastructure (re) investment projects.

5.4.3. Improve broadband systems and technology

High-speed internet has become the norm. It is important that services are both widely available and reliable across Morris to support economic development, education, and quality of life. The Town will assist the private sector to identify gaps in the network and improve service through:

- a. Coordinating with service providers to review opportunities for upgrade/expansion while balancing equity in underserved areas.
- b. Include additional capacity measures to accommodate future system development.



5.5 Support institutions to ensure access to high-quality, responsive education for all

High quality and responsive education will improve student outcomes across a range of indicators from math and reading scores, to attendance and post-secondary enrollment. To position students for academic and career success, Red River Valley School Division and other education institutions along with the business sector must work together to understand student needs, socioeconomic trends, and emerging employment opportunities. Morris will play an active role in supporting education across the age spectrum in both in-person and virtual, from early childhood learning to continued adult education.

5.5.1. Collaborate on research and workforce development

The first step in strengthening the workforce in Morris is to position people to enter their program of choice, whether that is through attaining a community college degree, high school diploma, or GED. In order to attract and retain a skilled workforce, residents in the community must have dependable, consistent, and safe transportation to their training site.

Collaboration with educational institutions is also important. Local and provincial government agencies will work with educational institutions to design curricula that align with workforce training programs in the Community. This may come in the form of preliminary technical training or shadowing opportunities with local employers.

Often, the population most in need of workforce training is a population that has left the municipality to attain education elsewhere, typically in Winnipeg. This creates a decline in population until later in life in which people may or may not return to their hometown.

To break this cycle, economic development agencies and champions in the Town should partner with education institutions that align with local business needs to ensure the populations most in need of training are appropriately served with job opportunities following their training. To encourage and expand access to workforce training, the Town should:

- Collaborate with educational institutions to ensure workforce preparation and continuing education/training opportunities
- Support communication between primary and secondary school and employers to raise awareness of available, high-demand career paths including skilled trades.

5.5.2. Provide a culture of opportunity to attract new talent

Morris' economy will is and will continue to be anchored by the agri-food, manufacturing, and transportation sector and supported by a diverse mix of industries and services such as healthcare, sport and recreation. By supporting links between schools and businesses, Morris can foster the next generation of talent to meet the needs of the workforce. To further establish Morris as a leading destination for educational and professional development, the Town should:

- a. Celebrate the achievements of local schools and educational programs, highlighting successful alumni to inspire prospective students and professionals.
- b. Develop clear, accessible pathways from education to employment within the community, emphasizing opportunities in high-demand sectors.
- c. Promote Morris' unique lifestyle, cultural offerings to attract new talent seeking a balanced, enriching community life.
- d. Facilitate mentorship programs and professional networking events that connect students and young professionals with industry leaders and community figures.

5.5.3. Facilitate efforts to provide sufficient early childhood and continued adult education programs

To ensure comprehensive educational support across all life stages, from early childhood to adult learning, enhancing the community's overall educational attainment and responsiveness to changing workforce needs.

- a. Invest in the expansion and accessibility of early childhood education programs, ensuring that all children have a solid educational foundation.
- b. Support the development of adult education centers and online learning platforms that offer flexible, diverse learning opportunities for adults looking to upskill or change careers.
- c. Strengthen partnerships between educational institutions, businesses, and community organizations to deliver programs that respond to local needs and economic trends.
- d. Ensure that educational facilities, from preschools to adult learning centers, have the necessary infrastructure, technology, and resources to provide high-quality, responsive education.



06

HEALTH, ARTS AND CULTURE

Vision Statement

Goals

6.0 HEALTH, ARTS AND CULTURE

VISION STATEMENT

Morris will be known for quality health, wellness, arts and culture across Manitoba. It will offer services that are responsive to the needs of residents while preparing youth for lifelong physical and social activity. Strong health and wellness services will play a significant role in attracting and retaining a skilled workforce while enhancing the overall livability of the community.

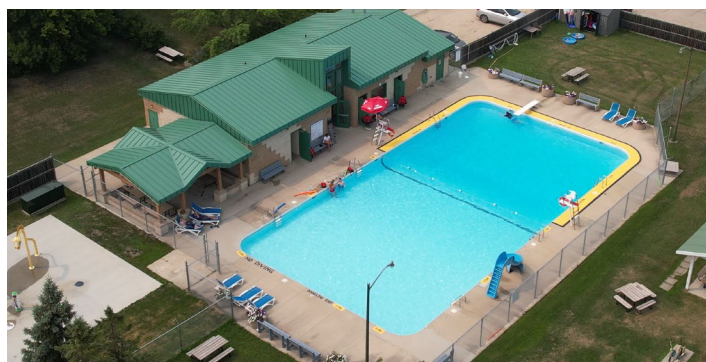
Collaborative, transparent decision making based on evidence and best practice will work to achieve a healthy, diverse and inclusive community for future generations. Investing in arts, culture and community will inject life and fuel into the local economy while preservation of history and traditions will make Morris stand out in character and create new opportunities to support tourism and community life.

The Town of Morris will engage community partners to strengthen its identity and spirit around the Canadian prairie heritage heritage. The Town will work with other level of governments and its citizens to boost healthcare systems, services, and education institutions to build on the existing hub of care needed. An increased commitment to community outreach and proactive planning across sectors will lead to improved health and public safety outcomes.

GOALS

The scope of 'Health, Arts and Culture' includes a set of goals and policy directions for public buildings and infrastructure that to community health and wellness, and further establish or promote a healthy environment or lifestyle. The following focuses on three primary goals to promote community health, arts and culture:

- 6.1. Support healthcare and health promotion services
- 6.2. Invest in beautification and public art
- 6.3. Bolster events and activities



6.1 Support healthcare and health promotion services

Access to healthcare services add to community wellbeing and overall attractiveness for families and older adults. The provision of healthcare and health promotion is essential for the local economy as businesses and residents weigh such variables when deciding where they want to live or locate. Morris General Hospital provides urgent care in addition to a range of other medical treatments.

Morris benefits from and will continue to build on a range of opportunities for to residents engage in a healthy lifestyle, particularly in sport and creative arts. Investing in quality of life is an investment in community health, livability and wellbeing. Morris will provide opportunities for the community to work together to cultivate the next generation of athletes, artists, educators and knowledge holders.

6.1.1. Build on the community's existing healthcare system

Over recent years, Southern Health has adopted a new shared health model that brings together clinical experts from across Manitoba to deliver a patient-centred, community-based approach. The Town of Morris will continue to assist in responsive care at the Morris General Hospital while working with healthcare professionals to better understand community-wide needs. The Town will also promote and identify opportunities to bring healthcare services directly to residents where possible. For example, health screenings and or testing be made available at community meetings or events.



6.1.2. Identify and enhance key community, sports and tourism assets

The Town of Morris is a proud host of many major sporting events that attracts competition and viewers from across the world. The curling rink, hockey arena, swimming pool, wellness centre, golf course and covention all contribute to the desirability of Morris for visitors locally and globally. To build on these community assets and further reinforce them as regional economic drivers, the Town should:

- Maintain and upgrade key community assets that define the local identity and contribute to the arts, culture and entertainment scene where necessary.
- Ensure local sports commissions have the resources needed to address barriers to improve youth sports.
- Evaluate the potential for new space uses (i.e. user groups) for the Multiplex to better attract high-profile sporting events, concerts, and other events/festivals.



6.2 Invest in beautification and public art

6.2.1. Preserving and Enhancing Natural Assets and Scenic Views

Natural assets and scenic views contribute to the Town's aesthetic and character and are worth preserving, elevating, and enhancing. These represent a critical part of the Town's character and identity. The Town should continue to protect and enhance these resources. Community-wide beautification should specifically include cleanup efforts to mitigate unsightly litter on Town lands and along roadways to ensure these community assets remain attractive.

As the Town works to invest in the public realm through roadway beautification, private property owners should similarly contribute to the character of the Town by ensuring that development is attractive and reflective of the broader vision for the Town of Morris. Where possible, this should include development patterns that preserve the Town's natural beauty, features, and scenic views.

6.2.2. Protect and expand urban trees and green infrastructure

The urban tree canopy includes trees in parks, greenways, river corridors, public lands, and trees on private property. Street trees are a critical part of the urban tree canopy that the Town can influence positively. Located in the public right-of-way, they provide benefits including reducing urban heat island effect by providing shade, increase property values, provide habitat for urban wildlife and help filter the air and noise. Trees can also increase pedestrian safety along higher-speed roadways such as PTH75 through traffic calming and acting as a barrier between vehicle lanes and the sidewalk.

Street trees are an important part of the community's green infrastructure. Trees along with rain gardens and native bioswales help urban areas control stormwater runoff as it acts as a natural biofilter that slows rain from reaching the ground by capturing and storing rainfall to be released during dry periods.

To protect the existing tree canopy, the Town's landscaping standards should be updated to protect trees from damage during construction. Tree protection zones may be established to protect branches, tree trunks, and the underground root system. Most roots are found in the upper 12-18 inches of soil.

In addition to tree protection, the Town of Morris shall implement green infrastructure standards for new development. Green infrastructure filters and absorbs water where it falls without carrying it to another location. This may include rain gardens, bioswales, or using open space as stormwater storage.

6.2.3. Enhance the appearance and unique identity of Morris

The Town of Morris can play an active role in supporting local artists by incorporating their work in public spaces and facilities as cultural offerings. Cultural offerings instill an intangible "sense of place" due to the unique physical design and or feeling a particular place evokes. Public art, well-designed sports arenas, unique shops and restaurants, local architecture and music, parks and interaction with natural features and waterways are all factors that contribute to the sense of place. Efforts that help to create a better sense of place make an area more appealing to residents and businesses alike.



6.3 Bolster events and activities

Arts and culture bring life to the Town, promote its rich heritage, and contribute to community vibrancy, acting as an engine of economic activity and development. Residents and visitors alike benefit from public art and its ability to reinforce neighborhood and community character. The Town will capitalize on Morris' spirit and pride by expanding and promoting a calendar of events and activities that cater to all ages and interests. From cultural festivals to outdoor concerts and historical commemorations, these events will animate our public spaces and strengthen community bonds.

The Town enjoys several activities and events that make it special. To continue the slate of events, involve local businesses, and attract tourism, the Town should:

6.3.1. Leverage local community assets to position the Town as a regional and national destination

With many longstanding community events and festivals, Morris has established itself as a destination for arts and culture. This includes programs and services offered throughout the year. Amenity-rich neighborhoods as such tend to add value to employers and the remote worker population as these are desirable places for both

young talent and older adults in retirement. Creative urban design that support these events and festivals will strengthen the overall visitor experience and bolster the appeal of the community as a whole.

6.3.2. Enhance the pedestrian experience and celebrate the unique character of Morris

The Town is known for hosting many festivals and events each year at the Morris Multiplex and Stampede Grounds. With close proximity to Main Street, the Town can support local retail and hospitality businesses by improving the pedestrian experience. This includes investment in assets and infrastructure such as sidewalks, public seating and shading, planting and greenery, public art and community displays. To build on this distinct character, the Town should:

- a. Launch programs that encourage the creation of public art throughout the Main Street and the Stampede Grounds, including murals, sculptures, and interactive installations that tell the story of Morris and its heritage.
- b. Work with local historians and cultural organizations to preserve and promote the Town's historical landmarks, integrating them into the Town's public spaces.



07

FOOD, LAND AND WATER SECURITY

Vision Statement

Goals

7.0 FOOD, LAND AND WATER SECURITY

VISION STATEMENT

Here in Morris, we will cultivate a community deeply rooted in environmental stewardship, strengthening the connection between people and nature. Through collaborative efforts across sectors, innovative practices, biodiversity, water quality, and green spaces will thrive, making Morris a model town where the health of the land and water mirrors the vitality and well-being of its people.

Recreation and nature will be a part of everyday life and a core component of the identity of Morris, Manitoba. Building on the advantages offered by the Morris Multiplex and expansive Stampede Grounds located at the centre of Town, Morris will extend their world class features through an interconnected trail system, parks and linkages with the Red River to connect people with nature and the outdoors. These systems will work together to support active recreation, healthy lifestyles, community interaction, and of course, protection of the land.

Inclusive public engagement and strong collaboration beyond municipal borders with key stakeholders and other levels of government including Pembina Valley Water Cooperative will guide efforts to protect our water supply while ensuring new development is flood protected. Ongoing efforts to inform and educate the public on maintaining the valued community open spaces and riverbanks will be combined with low-impact, low intensity uses.

Policies within this section enable smart growth by safeguarding new development from adverse environmental impacts. The Town of Morris will champion green building and design standards throughout the development process to ensure businesses, developers and residents alike find it easy to incorporate best practice that protect Morris' rich natural resources.

Moving forward, agriculture and agri-food sales and manufacturing will provide spin-off opportunities for the sale and distribution of local goods. The Town will embrace opportunities for agri-tourism and community gardening to thrive by making land available to local producers to supporting them with the necessary utilities. This will promote local supply and help meet the demand for local, healthy foods, minimizing food 'milage' and increasing farm-to-table opportunities.

GOALS

There are many opportunities for recreation within and around the Morris area. Parks and open space have been identified by residents throughout this planning process as a key community asset to be protected and enhanced. These amenities provide a place for passive and active recreation, relaxation, and contributes to the overall attractiveness of the community.

Outdoor recreational areas range from small neighbourhood ‘pocket’ parks to larger parks, in addition to sport facilities, outdoor performance venues, and campgrounds. These spaces work together to meet the evolving needs of residents and visitors and ensure all areas of the town has access to quality recreation amenities.

A community-wide approach will mobilize residents, businesses and governments to work together to manage and protect these beloved natural amenities for future generations. Strengthened collaboration across sectors will foster innovation and help the community benefit from advancements in renewable energy and sustainable development initiatives.

Grow Morris outlines five primary goals to foster community protection of land and water:

- 7.1. Facilitate efforts between residents, organizations and government to advance environmental protection and resiliency
- 7.2. Invest in equitable access to parks, waterways, natural areas and trail systems to meet current and future demand
- 7.3. Promote green building and design
- 7.4. Advance local and regional food systems
- 7.5. Safeguard flood prone areas to enable new development





7.1 Facilitate efforts between residents, organizations and government to advance environmental protection and resiliency

Open space includes natural and environmentally sensitive areas that have been or should be specifically identified for preservation or low-impact development. Examples include community parks and historically significant areas, waterways, riparian corridors, and significant forests and wooded areas. These natural assets add to the quality of life of residents and contribute to the overall character of the Town. Long-term environmental protection and resiliency requires community-wide effort. By engaging the community frequently and meaningfully, Morris can harness diverse perspectives, skills, and resources to tackle environmental issues more effectively.

To achieve the goal of facilitating collaborative efforts among residents, organizations, and government for environmental protection and resiliency, a multifaceted approach that encompasses education, policy development, and strategic partnerships is essential. As a result of community-wide efforts, Morris will have the natural and fiscal capacity to provide a healthy, clean environment for future generations.

7.1.1. Support community protection of natural and environmentally sensitive areas

Open space areas include naturally sensitive areas that have been or should be specifically preserved from development. These include flood prone areas, waterways, riparian corridors, and wooded areas. Additional areas included within 'Open Space Policy Areas' include water and wastewater management facilities that service the community, as well as other recreation areas such as Riverview Golf Course.

Community groups and organizations should be empowered to take control of these areas and protect them for future generations. Such organizations and groups provide the necessary backbone to elevate conservation and environmental protection and increase public awareness. Steps to enhance the greenspace network in the Town include the following:

- a. Collaborate with local organizations, school groups and community groups to conserve natural areas and environmentally sensitive lands

7.1.2. Manage and mitigate impacts of new development on natural and environmentally sensitive areas

Morris' parks and natural areas are critical to its identity. Unlike general undeveloped areas that are suitable for development, parks and greenways, as well as riverbanks offer important resources to wildlife and biodiversity. Before new development in the Town is approved, environmentally sensitive areas and the long-term environmental health of such must be reviewed and given special consideration.

7.1.3. Support environmental remediation and brownfield redevelopment programs

The Town will encourage redevelopment of vacant or underutilized places where industrial or commercial activities have left contamination. Priority will be given to these sites where an environmental remediation plan is needed.

7.2 Invest in equitable access to parks and waterways, natural areas and trail systems to meet current and future demand

Access to nature, whether that be access to parks, the Red River, an integrated trail system, or simply the vast prairie wilderness, has been shown to improve health and quality of life outcomes. As Morris continues to grow and attract new residents, the Town must adapt to changing needs by providing a healthy ratio of park space per resident. A general standard is about 10 acres per 1,000 residents. Not including the outdoor area adjacent to the Multiplex including the Stampede Grounds, the Town exceeds this standard with approximately 25-30 acres of useable park and green space with the likes of Willow Park, Scratching River Campground and the connecting adjacent walking path along the Red River.

Walkable and bikeable access to parks is an equity consideration in order for all residents to have opportunities to gather with friends and family, exercise and maintain their mental and physical health. Fortunately, residents of Morris benefit from a contained urban footprint within the flood protection berm, making it easy for the Town to plan for convenient access to parks and greenspace.

Investing in natural green spaces serve a dual purpose, providing an opportunity for recreation and engaging in a healthy, active lifestyle; as well as for protecting our natural ecosystem for urban wildlife and future generations to enjoy. Stakeholders throughout the region including parks departments, private landowners, and developers should be engaged in planning to improve and expand access parks, trails and natural areas throughout the Town. To improve access, the Town should:

- a. Identify and prioritize underserved areas that need new or improved greenspace.
- b. Coordinate with private landowners and organizations to strategically acquire land for greenspace.
- c. Implement land dedication or cash-in-lieu mechanisms for greenspace development as part of new residential development proposals.



7.2.1. Improve river access and enhance the use of the Red River

The Red River is a historic part of the Town's physical and cultural fabric. It offers a major opportunity to spur economic and community activity. There is a desire from the community to improve access to the river for boating, kayaking, biking, and leisure walking. Over the coming years, the Town of Morris should lead efforts to improve river access and all-season river use to maximize its potential as an economic and quality of life asset. In order to position it for success, the Town of Morris should:

- a. Develop and implement a Riverfront Concept Master Plan.
- b. Identify areas for the development of river-oriented active and passive recreation spaces and tourism opportunities.

7.2.2. Prioritize the maintenance and improvement of existing greenspace

The Town of Morris is responsible for maintaining several parks excluding the Stampede Grounds. The Town will work with community stakeholders to expand the availability of high-quality greenspace with low-impact amenities. To enhance greenspace options and promote a healthy built environment, the Town should:

- a. Develop and implement a Parks and Recreation Master Plan to guide department decision-making on capital investment and operational strategies.



7.2.3. Collaborate with area communities and organizations to expand a well-connected local trail and greenway system

Providing greater access and options for walking, cycling and physically active modes of transportation is widely considered to be the most practical investment that will lead to improved health, increased personal mobility and more livable and socially active communities. The Town of Morris will lead outreach and engagement efforts with the RM of Morris, MTI, and community groups to strengthen the trail system and create an interconnected set of active transportation routes, ranging from on-street and off-street bike lanes, multi-use, off-road paths, and sidewalks.

To build on the community's existing trail network, investments should be made to make walking, hiking, and biking more easily accessible and safe for all residents. This means minimizing conflicts between pedestrians and vehicles where possible, while providing clear, delineated street crossings. In addition to expanding the trail network, lighting improvements are also necessary and should be implemented where off-street trails exist and are well used. In order to provide residents with alternative active transportation choices, and in turn, reduce reliance on private passenger vehicles, the community should:

- b. Advance efforts to expand the local and regional trail network.
- c. Prioritize improvements to existing trails that have immediate access to key recreation/activity areas such as the Stampede Grounds and riverfronts
- d. Create partnerships to connect privately development pedestrian paths to the larger public trail and greenway network
- e. Establish standards to integrate trail and sidewalk design into existing infrastructure and private development projects.

7.3 Promote green building and urban design standards

Seamlessly integrating natural areas and features into the urban environment can significantly contribute to the overall character of town. These features offer many benefits including greater sense of place, passive recreational opportunities, habitat for wildlife, as well as education and stewardship opportunities. Focusing development of green infrastructure into concentrated areas helps to preserve open space and natural features and limit unnecessary and premature outward expansion while fostering active and vibrant communities.

7.3.1. Encourage private investment in green infrastructure and low impact design

From a housing and commercial development perspective, green infrastructure refers to techniques that efficiently manage water and mitigate surface runoff. This may include rain gardens, native bioswales, permeable pavement, and green roofs. Passive building design is also an effective approach to implementing green infrastructure in housing and commercial development.

Local regulations can sometimes prevent landowners from investing in this type of infrastructure. It is important that these construction techniques welcome and encourage green building design. To promote the use of green infrastructure, the community should:

- a. Establish regulatory design standards that encourage environmentally responsible construction practices and renewable energy sources in new and rehabilitated development.
- b. Encourage the inclusion of green infrastructure and low-impact design for new development projects

7.3.2. Adopt the use of renewable energy resources

There are several emerging approaches to adopt renewable energy resources into building systems including biomass, geothermal, hydroelectricity, hydrogen, solar, and wind. These techniques can be leveraged to construct homes and buildings that are comfortable and healthy, yet consume little energy. Additional strategies may include insulation, optimized windows, balanced ventilation, and minimal active use of mechanical systems.

Southern Manitoba is a significant producer of biomass in Manitoba and Canada. The Town should explore the use of these resources through district energy and heating solutions, while engaging and building community support around sustainability-built housing. A holistic approach to renewable district energy and heating will create efficiencies in the energy supply chain that can help local government and residents reduce costs associated with energy and heating. This in turn will contribute to affordability and more money staying within the local economy.

The Town will implement zoning code requirements that mitigate barriers to implementing renewable energy systems in new building construction.

7.4 Maintain flood prone areas to enable new development

Throughout history, the Town has experienced several great floods. Extensive flood extents along the Red River occurred in 1948, 1950, 1966, 1979, 1996, 1997 (“The Flood of the Century”), 2009 and 2011. Minor flooding also occurred in recent years. With investments made over the years by the Province of Manitoba to mitigate flood-related damage, Morris protected by a flood-proof berm. The berm is designed to provide protection against floods of magnitude up to and including the 1997 flood. The Province of Manitoba now assesses flood hazard to the 200 year flood, which exceeds levels of the 1997 Flood. Flood protection levels at the 200 year level will be determined by Manitoba Infrastructure, Water Management and Structures Division.

Generally, in areas subject to flooding and erosion is limited to low intensity uses or open space uses, unless appropriate flood protection and mitigation measures are provided. Council may permit more intensive development if the hazard is fully eliminated or protected against.

7.4.1. Support flood prepared and resilient planning efforts

The Town of Morris will work with Provincial and Federal agencies to implement flood mitigation strategies. To promote preparedness and resiliency, the Town should:

- a. Support community-wide preparedness planning efforts
- b. Encourage resiliency effort and protection of flood infrastructure from new development
- c. Support flood mitigation strategies from the Province including providing local building and development information
- d. To acquire access to all waterways in order to carry out public work projects, when required
- e. To encourage the preservation of natural vegetation along the banks of waterways.
- f. To provide appropriate safeguards in areas where hazardous subsoil conditions or other hazards may exist.



7.5 Advance local and regional food systems

The Town of Morris, alongside its residents, partners, elders, and regional/global food suppliers will work together to support a sustainable and resilient food system network. This may range from supporting traditional harvesting, gardening, or providing infrastructure services such as road maintenance. Through efforts to improve production and access to affordable, healthy foods, Morris will become a hub in Southern Manitoba for providing food to the local and global economy.

7.5.1. Encourage regulatory, fiscal and human resource support for local food production

The Town of Morris will encourage urban agricultural uses such as apiculture, vertical production, warehouse farming, hydroponic, aeroponic and aquaponic facilities through zoning ordinances and through a local food policy. Community gardens will be permitted in most low intensity zones on public land in Morris, with related accessory structures requiring a conditional use. The Town will also allow commercial sale of food products grown on public land where safe and feasible.

Urban agriculture generates community benefits through meeting the demand for locally grown food, supporting the local economy, and promoting a healthier community. To advance such efforts, the Town should:

- a. Review and update applicable zoning and food-related by-laws and standards, including permitted use regulations, to better support urban agriculture and other food production efforts.
- b. Review and update provisions to support community gardens and community supported agriculture including utility standards.

7.5.2. Engage community partners and stakeholders to expand access to local, healthy food

The southern prairie advantages of Morris is one of the community's biggest strengths. Ensuring its long-term longevity and character as a hub for local food production, storage, packaging and distribution is a priority for the Town. To support the development of the local food system, the Town should:

- a. Coordinate and provide support to local community groups by way of land or utility access and connecting them to local food suppliers and retailers.
- b. Support new (and expansion of existing) food hub destinations such as community gardens, community markets, and local events.
- c. Encourage the sale of locally produced food cultivated from public and private land.



08

LAND USE AND DEVELOPMENT

Vision Statement

Goals

8.0 LAND USE AND DEVELOPMENT

VISION STATEMENT

Smart, responsible growth will guide land use and development decision-making. 'Grow Morris' sets out a vision to retain community character, strengthen existing neighbourhood qualities through context sensitive infill, expedite growth and new development in strategic areas, and identify areas for protection and limited, low-impact development.

The four previous pillars act as the foundation of Grow Morris. The targets and policy directions identified are achieved through land use categories found in this section that describe areas that should remain as-is or expect moderate-to-major intensification. Each pillar represents a core building block which provides direction for urban growth and development across the Town of Morris. This approach is intended to retain community character, strengthen existing neighbourhood centres through context sensitive infill, prioritize targeted areas for growth and new development, and identify areas for protection and limited development.

Successful efforts to work together will result in a smart, balanced approach to land use and development. Economic development agencies, local business and large employers will assist each other in directing new growth and employment opportunities, while local residents and landowners will maximize infill, expand housing choice and reinvest in our distinct neighbourhood values.

Morris will deploy strategies and programs to maximize municipal utilities and infrastructure investments. Typically, the upfront cost of extending or upgrading utilities is the responsibility of the developer with minimal initial fiscal impact to the town. This however results in long-term responsibility for ratepayers to cover maintenance and renewal costs for a larger system which are ultimately reflected in tax rate increases.

Reactive planning leads to irresponsible growth or sprawl which places stress on existing infrastructure and in turn, results in expensive service extensions and increasing maintenance costs. It also disturbs the character that helps define the identity of Morris. On the other hand, smart, proactive planning that prioritizes compact, infill development typically results in less infrastructure costs related to capital and maintenance and tends to generate higher property tax revenues on a per acre basis. The Town of Morris will deploy best practice in Asset Management and invest strategically in its existing infrastructure footprint.

GOALS

Successful implementation of smart land use and development planning will require collaboration with other levels of government and the private sector to collectively implement the goals and policy directions in Grow Morris. The outcome of successful planning will be in the form of both tangible and intangible improvements to quality of life and overall livability in the community.

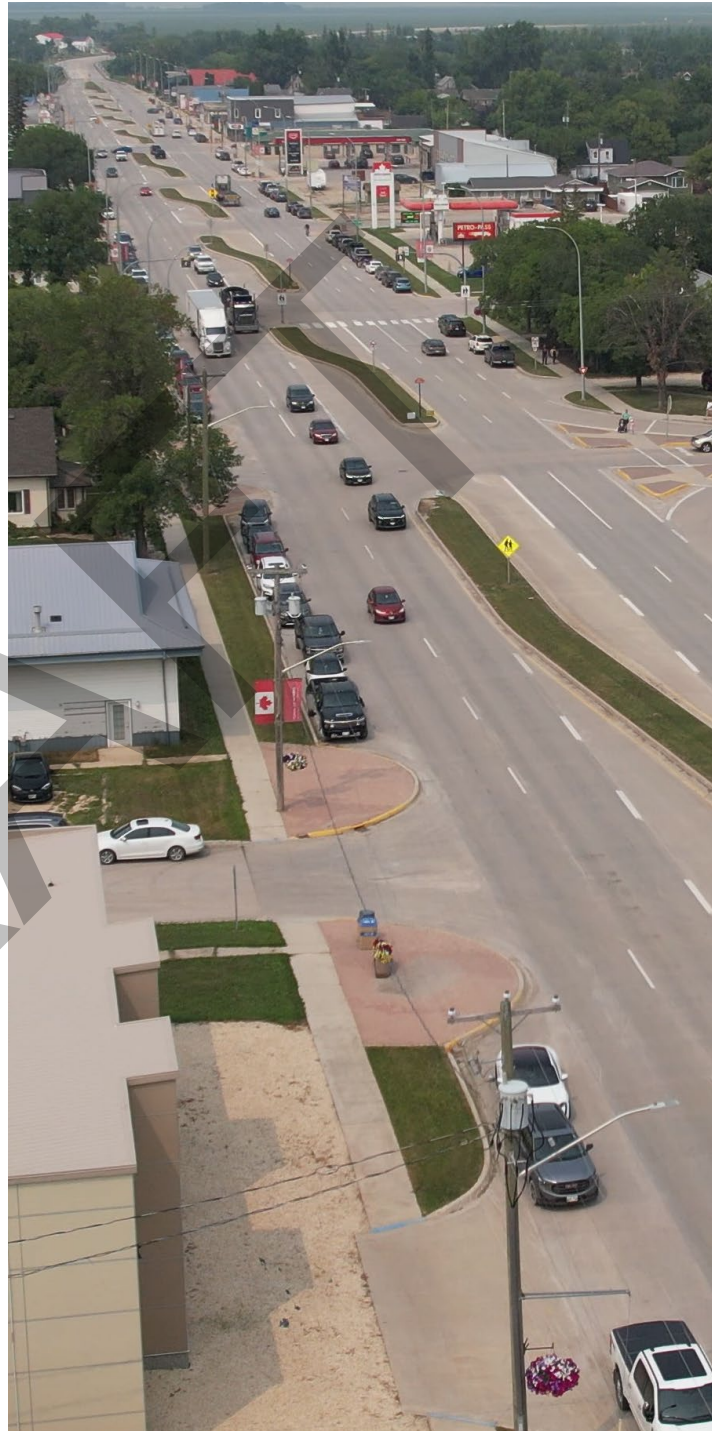
To achieve the vision, goals and policy directions of the preceding four core pillars and to meet the requirements of the Manitoba Provincial Land Use Policies, the following Land Use and Development section is organized under two primary goals:

- 8.1. Protect and improve infrastructure systems
- 8.2. Distribute future growth equitably

8.1 Protect and improve infrastructure systems

Morris has evolved and will continue to evolve through major investments in water, wastewater, road and energy infrastructure; however long-term maintenance costs are typically managed by the Town and its ratepayers, but also in some cases other levels of government such as PTH75. While 'core' infrastructure upgrades will be prioritized, the town will balance investment across all infrastructure classes in addition to water, wastewater and roads. This includes pedestrian infrastructure such as trails and sidewalks, parks and greenspace, and community spaces and facilities.

Across Morris, there is an integrated network of sanitary sewer, water, stormwater drainage lines to support land use and future growth. The Town is also serviced with hydroelectric energy and natural gas through Manitoba Hydro.

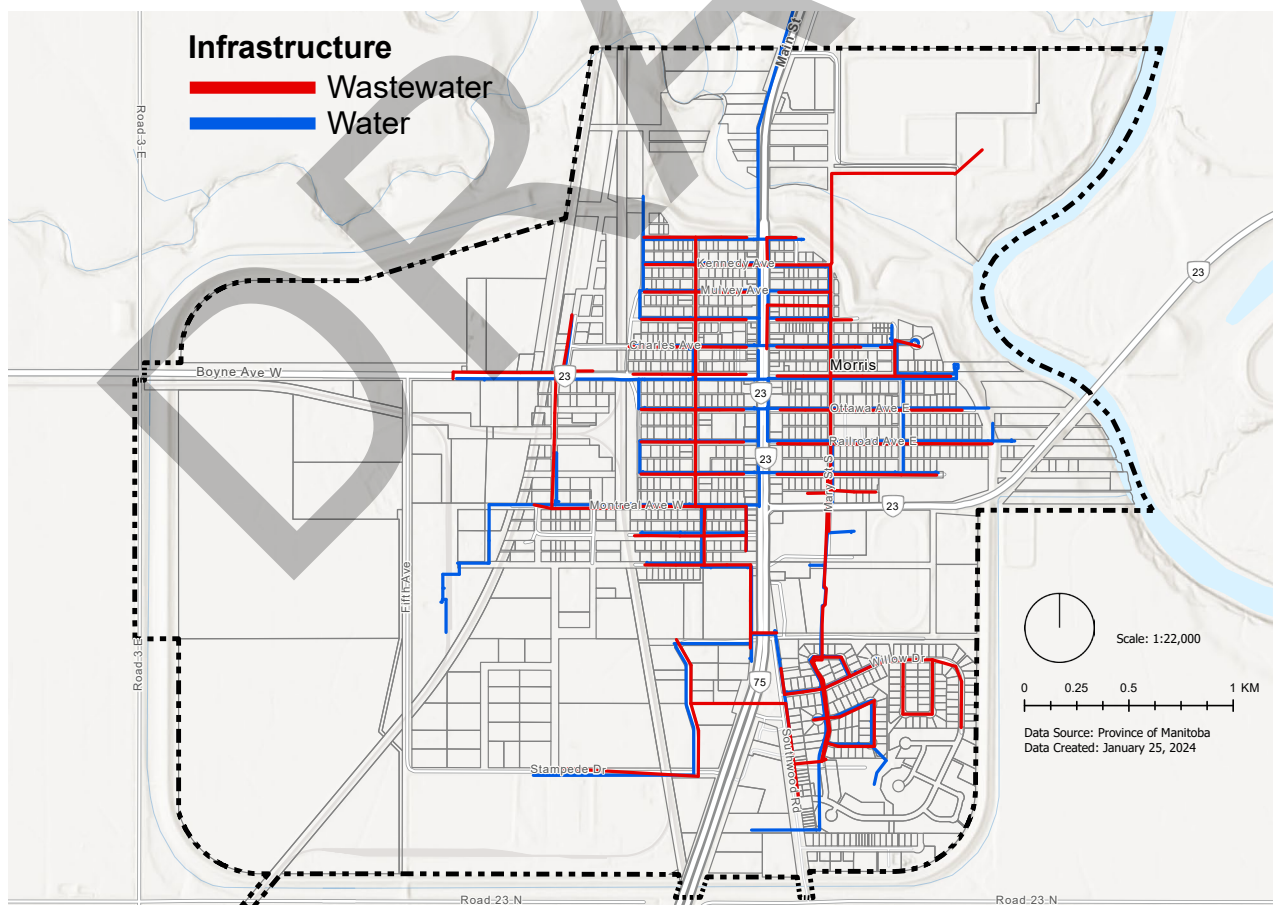


8.1.1. Plan for upgrades and extension of piped services where feasible

The drinking water and wastewater distribution systems of a community are critical components for sustaining residents. Community drinking water is provided through Pembina Valley Water Cooperative, whereas wastewater treatment is facilitated through a system of lift stations that conveys wastewater to the municipal lagoon prior to treatment and release back into the watershed. These systems and networks for potable water and wastewater distribution are maintained by local decision makers but are constructed with funds from senior levels of government who set the regulations for the operations and treatment of water and wastewater. Overcapacity, under capacity, or interference of the network systems and works may cause human health concerns for residents and financial hardships for local decision makers.

To ensure the protection of existing systems while optimizing public investment, the Town of Morris should:

- Not permit new or expanded development where essential services such as potable water supply, wastewater collection and disposal, storm water and drainage systems, public roadway access and communications cannot be provided or extended in a sustainable manner.
- Require any new development to connect to piped water and wastewater services.
- Support the extension of piped water and piped wastewater services to new developments in an environmentally-sound, economically, and timely manner.
- Implement an appropriate setback of 300 metres from the municipal wastewater lagoon.



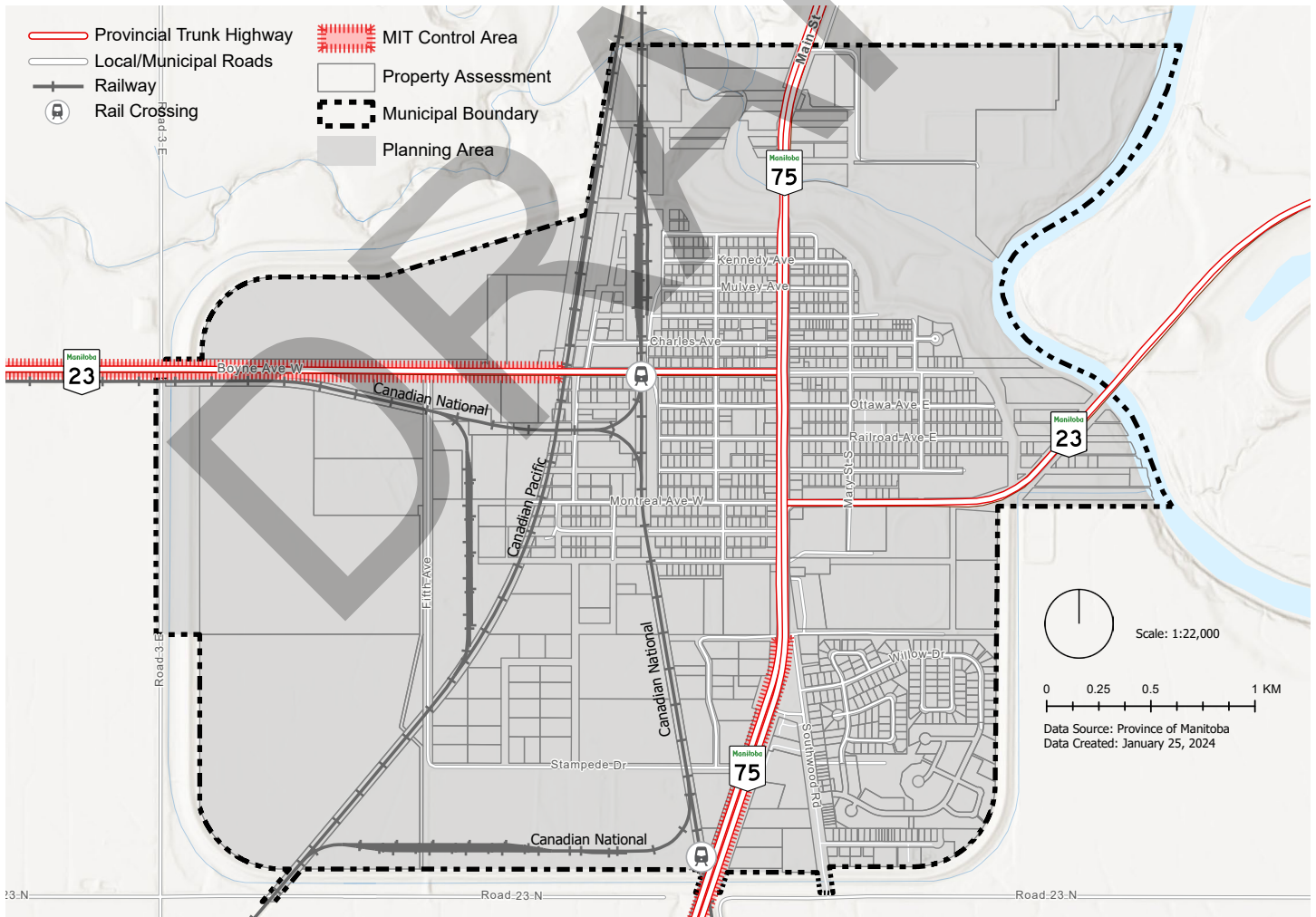
Map 3 Town Infrastructure

8.1.2. Improve and maintain safe and efficient vehicular transportation routes and infrastructure

The transportation network in Morris is comprised of two provincial highways including Provincial Trunk Highway 75 and 23 (PTH 75 and PTH 23), local municipal roads, major rail lines, and pedestrian sidewalks/crosswalks. New development shall have access to an existing paved municipal road of sufficient standard and capacity. The proponent may be responsible for part or all the costs of this roadway construction and maintenance.

A setback distance for all buildings, structures, hedges, or similar obstructions adjacent to provincial highways shall be specified in the zoning by-law for the purpose of protecting the safety and efficiency of the road system. In order to preserve the integrity of provincial highway system, the following policy directions will be implemented:

- a. Developments that generate excessive noise or dust; or are hazardous in nature that are incompatible with the safe use, operation and maintenance of nearby transportation facilities must not be allowed, unless mitigative measures can be met by the developer.



Map 4 Road Infrastructure

- b. Proposed highway commercial land uses may be permitted adjacent to a provincial highway under certain circumstances. Highway commercial uses are land uses with a dependency on vehicle traffic, large parking areas, a dominance of vehicle use, and need large land areas for development, especially to accommodate the travelling public and transportation of goods.
- c. Allowable areas for highway commercial uses (i.e. lands that are zoned Highway Commercial in the Zoning By-law) should be areas that will ensure that the efficiency and safety of the adjoining highway are not jeopardized and the area is designed to minimize direct access to the highway system.
- d. Whenever possible, internal access roads, internal road systems, or municipal road systems will be utilized to limit direct access to the Provincial Highway System.

In order to preserve the integrity of municipal road system, the following policy directions will be implemented:

- e. A setback distance for all buildings, structures, hedges, or similar obstructions adjacent to roads, shall be specified in the zoning by-laws for the purpose of protecting the safety and efficiency of the road system. This setback shall apply to all municipal roads in the Town.
- f. Where there are existing or anticipated high volumes of truck traffic, the Town may designate certain municipal roads as truck routes, in order to limit deterioration of the municipal road system and to minimize safety problems and nuisance factors within urban areas. The designated truck routes will be identified as truck routes on a map and adopted as a transportation by-law for the Municipality. These truck routes are intended to complement the provincial highway system as major traffic carriers and as such will be subject to priority snow clearing.

8.2 Distribute growth equitably

The focus of this section and this goal is to promote compact, contiguous development that encourages reinvestment in existing built areas of the community, while identifying new areas for future growth and development and protecting natural and culturally significant lands. The following future land use map prioritizes infill development at locations within Town limits and among lands that are currently served by piped, urban-standard services. It also identifies areas that should be protected from development with certain considerations and circumstances for limited, low-impact development.

Planned and contiguous outward urban development will accommodate long-term population and future job growth, further establishing Morris as a hub for agri-business, retail, government and tourism-related services. Town of Morris Administration, residents and private entities will adhere to the land use and development framework prescribed in this section to prepare for population and job influxes, while managing land use and preserving key natural and cultural assets and ultimately achieving the vision of equitable, smart growth.

Building on the vision and goals outlined in the four community pillars of Grow Morris, land use will take shape through community involvement, neighbourhood planning, land use policy, public investment, private investment, and public-private partnerships.

Grow Morris defines generalized future land use and development using five land use categories. The categories, as shown in the following Future Land Use Map, include:

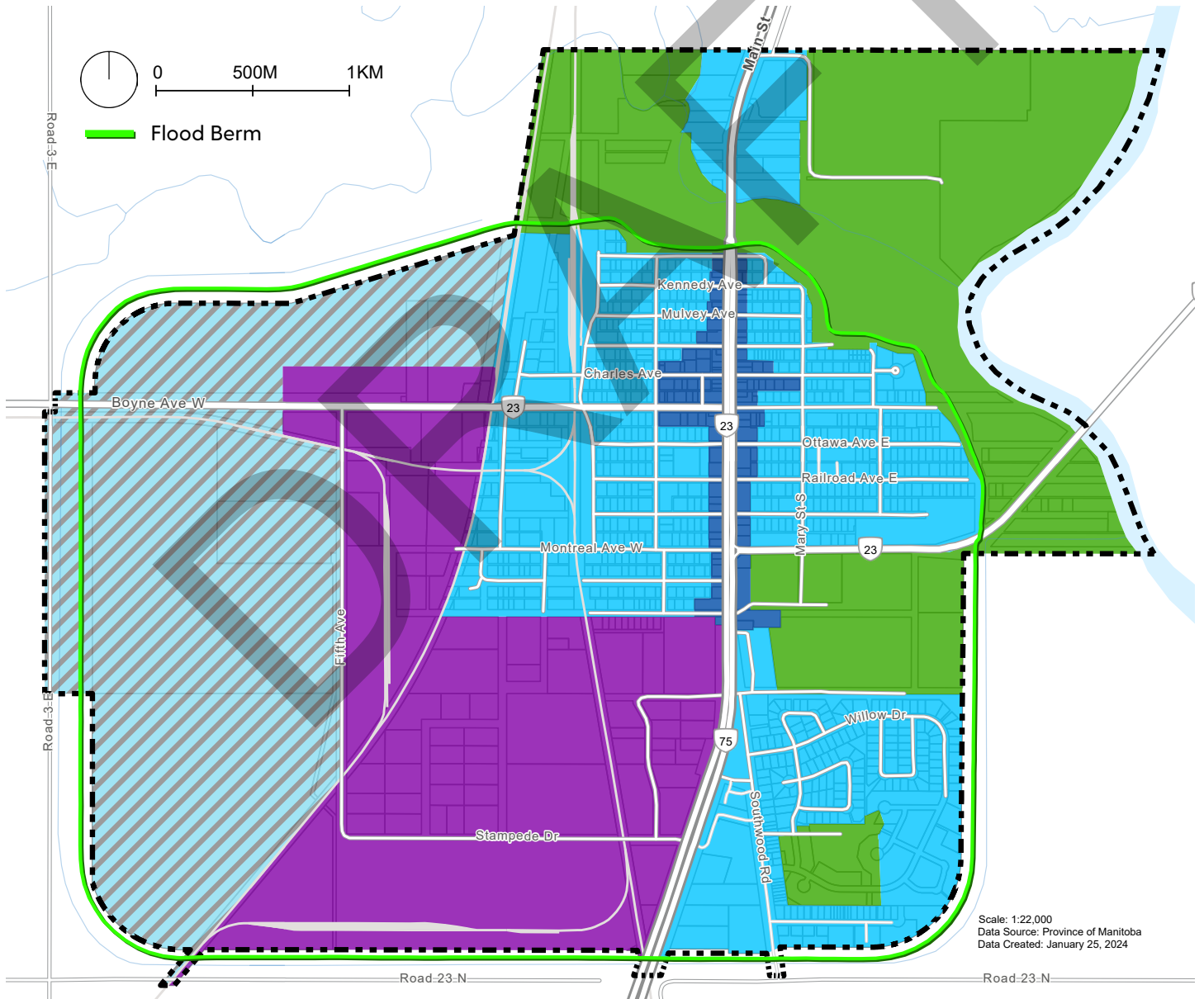
- Commercial Main Street Area
- Urban Area
- Employment Area
- Open Space Area
- Future Growth Area

FUTURE LAND USE

Grow Morris defines future land use and development using five generalized categories. Future amendments to this map should be evaluated on a regular basis.

Generalized Future Land Use

- Commercial Main Street
- Urban Area
- Employment Area
- Open Space Area
- Future Growth Area



Map 5 Future Land Use

Scale: 1:22,000
 Data Source: Province of Manitoba
 Data Created: January 25, 2024



Commercial Main Street Area

The Commercial Main Street Area in Morris acts as the economic 'spine' of the community that include a mix of uses that contribute to a walkable built environment. It anchors community life and the focal points for commerce and local assets. This land use category provides residents vital access to goods, services, and public facilities and serves as the cultural centre for the community. The Commercial Main Street Area is pedestrian-oriented with sidewalks and streetscape enhancements, creating a welcoming space for area residents, entrepreneurs and established small-to-medium scale businesses.

Land uses within the Commercial Main Street Area are typically diverse and dense, containing a mix of residential, local retail and various service providers, stores and offices. These areas support community amenities such as religious institutions, small parks, schools, civic and cultural facilities.

Existing building and structures within the Commercial Main Street Area are encouraged to be repurposed and rehabilitated with multiple uses including residential uses. Reinvestment will drive economic development and growth in these areas, attracting and accommodating a mix of residential, commercial, institutional, recreational and cultural uses. Commercial Main Street Areas are subject to the following land use policies:

- a. Encourage Main Street Areas as social and cultural gathering area with a mix of amenities that embrace public art, public spaces, benches, chairs and tables, or other pedestrian features.
- b. Concentrate the development of major healthcare and seniors' facilities services in proximity to the traditional Main Street.
- c. Encourage a horizontal mixing of uses along Main Streets including retail/commercial on the ground floor, and residential and office on upper floors.
- d. Encourage mid density (i.e. 2-4 stories) along Main Street.
- e. Support the revitalization of mature neighborhoods adjacent to Main Street Areas while encouraging infill housing.
- f. Primary uses that will be prioritized include business, services, and retail; entertainment; multi-family residential; professional office and personal services.
- g. Secondary uses that are appropriate include civic and cultural facilities; small parks; and religious institutions.





Urban Area

Urban Areas consist of a blend between older mature and newly developed residential neighbourhoods with a mix of compatible commercial and institutional land uses that provide a range of public services including civic, recreational, educational and cultural facilities that serve the needs of residential uses. These areas may also include higher density homes such as duplexes, triplexes and low rise multi-family. As such, Urban Areas make up a large part of the Town and contribute significantly to the overall character of the community.

Urban Areas offer the greatest land use flexibility and promote all forms of development with the predominant use being single-detached residential. Incremental intensification including the conversion or expansion of existing residential buildings to create one additional dwelling unit will be encouraged in Urban Areas.

New development will be directed to Urban Areas where there is existing infrastructure and where land use intensification can occur. Higher concentrations of density and diversity of uses should be directed towards corresponding higher volume transportation routes such as Boyne Avenue East, Mary Street, and Montreal Avenue. Concentrating development in areas that are serviced optimizes existing infrastructure and positions communities to generate the economic activities necessary to financially sustain themselves into the future.

In order to promote healthy, lively, and well-balanced urban communities, Urban Areas will be subject to the following land use policies:

- a. Growth and new development should first be directed towards lands with piped wastewater and/or water services.
- b. Urban Areas will include an adequate inventory of residential lands to accommodate a range of dwelling types, forms, tenureship to meet local needs and provide housing opportunities and personal services, while minimizing the need for travel beyond the community.
- c. Infill in areas designated Urban Areas shall be encouraged before expanding or re-designating more lands for expanding Urban Areas.
- d. Accessory Dwelling Units may be accommodated within the Urban Areas, subject to compliance with the standards set forth in the Zoning By-law, provided they are compatible with the adjacent residential uses.
- e. New development should include a mix of land uses and an appropriate inventory of context sensitive commercial uses, amenities, community and cultural assets.
- f. Home Enterprises may be accommodated within Urban Areas, subject to compliance with the standards set forth in the Zoning By-law.
- g. Large format commercial and institutional uses will be directed to the appropriately zoned areas along PTH75 and will require concept plans showing high quality landscaping and site design.
- h. Where appropriate, mixing of light industrial with commercial uses with available piped services shall be encouraged. Such shall not adversely impact adjacent land uses.



Employment Area

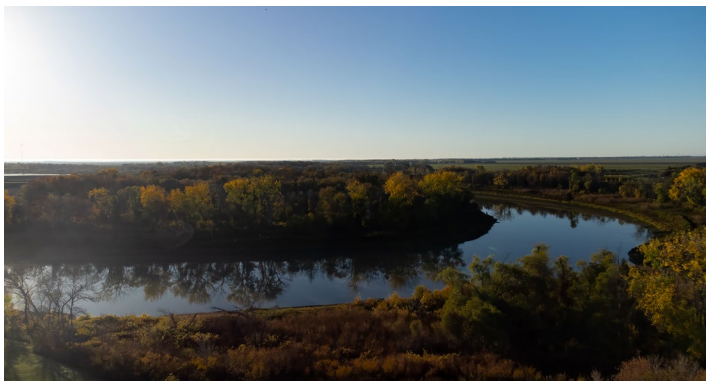
The Employment Area land use category consists primarily of areas dedicated to manufacturing, packaging, assembly, warehousing, and distribution of goods and materials. As the only urban centre along PTH75, the Canadian stretch of the Mid Continent Trade Corridor, the potential for these types of uses is immense.

Employment Area land uses should include a mix of limited, general, and intensive (i.e. heavy) industrial uses, as well as office and highway commercial uses, manufacturing, technology, and warehousing. The built form and character of these areas will depend on the nature of specific operations, which can range from outdoor storage and high-intensity outdoor uses that can result in noise, smell, pollution and congestion. To mitigate off-site these impacts, Employment Area land uses should be buffered by less intensive industrial or commercial operations, with appropriate screening and buffering set out in the Zoning By-law.

Employment Areas will drive the community's ability to attract jobs, wages, and investment. As these areas are proposed for development, consideration should be given to the overall economic benefits of the new development, such as significant levels of private investment, value-added Gross Domestic Product (GDP), and job creation and labour compensation. The timing of when new Employment Area lands will be re-designated shall depend on the economic conditions within the Town and Manitoba, and market conditions with regards to the supply of, and demand for production centre land-uses, as well as the completion of infrastructure improvements to support and enable specific land-use developments.

Employment Areas will be subject to the following land use policies:

- a. Employment Areas should be located adjacent to compatible land uses, with the proposed new development contiguous to existing Employment Areas or located along major transportation corridors.
- b. Employment Areas shall have access to an existing road with the necessary capacity to minimize new road construction. They should be readily serviceable to underground piped water and wastewater services to optimize existing infrastructure.
- c. Employment Areas shall be prioritized primarily for production-related uses (i.e. intensive and general industrial and commercial, railway, freight and transportation related facilities) and may have limited residential land uses to accommodate on-site workers, business owners/operators, caretakers, security guards or similar employees.
- d. Employment Areas shall be protected from conflicting land uses and shall not allow the intensification of non-compatible land uses.
- e. Large format commercial will be encouraged to co-locate with Employment Areas (e.g. flex tech space, small scale manufacturing), institutional uses and higher density residential uses.
- f. Secondary uses that are appropriate include higher intensity business, service and retail; light industrial; medical, technology and research; outdoor storage; professional offices; and utility facilities.



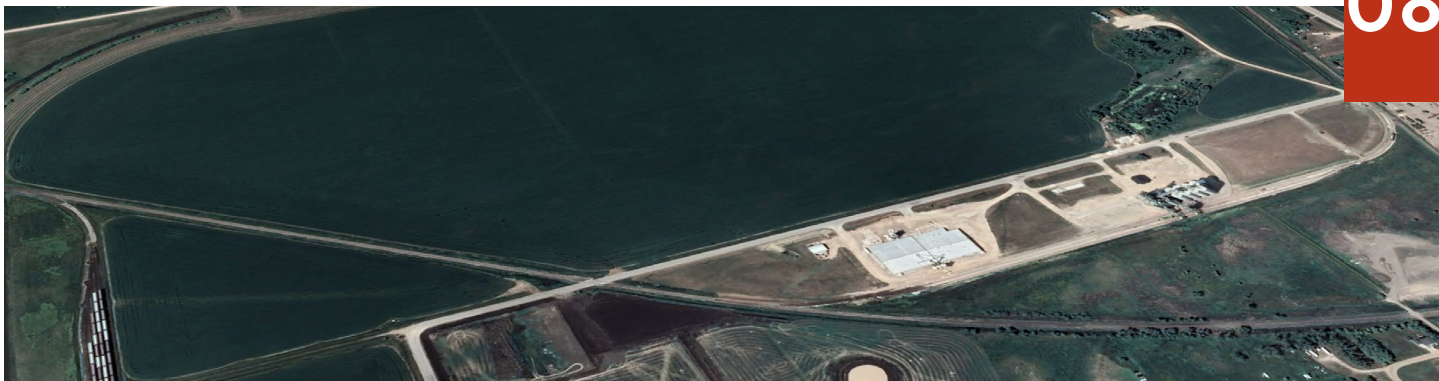
Open Space Area

The Open Space Area land use category earmarks Morris' significant natural and recreation areas for protection for limited, low-impact development. This includes community parks, athletic fields, Riverview Golf Course, and trails that draw both residents and visitors to town. Open Space is essential to making Morris a desirable place to live as these areas allow for active and passive recreation that contribute to healthy lifestyles. It is also critical to sustain the natural ecosystem and protect wildlife habitats.

Primary land use types within Open Space Areas include parks and campgrounds, low/flood prone lands, and naturally significant areas. Where possible, open spaces should be connected through a greenway system or green corridor and should be linked to adjacent built-up areas. Supporting land uses include cemeteries, religious institutions, and trail facilities.

As the demand for development continues to grow, the Town will implement the following land use policies to protect Natural Areas including waterways and riparian areas from potentially conflicting land use developments:

- a. Proposed developments located near waterways that have the potential to alter, disrupt or destroy aquatic habitat, including the riparian area, will be referred to the Province of Manitoba for review.
- b. Buffer Areas will be established around designated protected areas, and developments and the use of land within the buffer areas should be referred to the Province of Manitoba for review/comment to ensure that future development or changes in land use will not adversely affect the sustainability of the natural lands.
- c. Remaining wooded lands may be developed in a manner consistent with their wildlife potential, particularly in the areas adjacent to wildlife management areas, provincial parks, ecological reserves or any other sensitive/important ecological areas.
- d. The Town may designate municipal-owned lands as 'Open Space' to maintain the passive character of these lands and retain these publicly owned lands in their current state.
- e. Land subject to flooding, erosion or bank instability shall be left in its natural state or only developed for low intensity uses such as open space recreation, grazing, cropping, forestry, and wildlife habitat.
- f. Intensive and high-pollution risk developments (including chemical and fertilizer storage facilities, fuel tanks, waste disposal grounds and sewage treatment facilities) should be restricted in source water protection areas for all public drinking water sources. Where restriction is not possible, development must be limited and may be subject to implementation of mitigation measures and alternative approaches to protect, improve or restore these areas.
- g. Lands subject to flooding and or erosion means that it is inundated by flood up to and including the 200-year flood event, or has a known history of flooding.
- h. To ensure the protection, retention and rehabilitation of riparian areas, a 30-metre (100 foot) setback is established from the



Red River. The natural vegetative cover must be retained or rehabilitated within the setbacks, in addition to limiting minor disturbances such as docks, pathways and boathouses to no more than 25% of the length of the lot's shoreline.

- i. The riparian setback limiting development adjacent to the Red River may be reduced subject to geotechnical, engineering or environmental assessment by a professional engineer, and at the discretion of the Town of Morris.
- j. Where appropriate, and at the discretion of the Town of Morris, an area adjacent to the Red River may be registered as a public reserve on title for public purposes as part of a subdivision process.
- k. Where lands containing a riverbank are to be subdivided, buildings shall be set back from the waterway at a distance established by an engineering investigation, and at the discretion of the Town of Morris, and the applicable Provincial authority.

within a broader network of community amenities and services. As such, the Future Growth Area sets the framework for future development with residential, commercial, cultural and industrial uses to capture new opportunities as the Town grows organically.

Primary land uses may include a mix of existing agricultural and rural residential uses, along with attached and single-detached residential. Urban Areas will 'grow' into these areas as needed and when servicing capacity allows for bringing these lands up to developable standards; otherwise, these lands remain relatively 'as is'.

The Town of Morris shall only allow the re-designation of some or all of the lands in Future Growth Areas when there is a demonstrated need for additional lands to satisfy an immediate demand; and where any associated needs for municipal public services can be provided in an environmentally-sound, economically, and timely manner. As such, Future Growth Areas will be subject to the following land use policies:

- a. The location and intensity of land uses will be guided by the Town through an amendment to the Development Plan, a Secondary Plan or a Concept Plan, and an amendment to the Zoning By-law.
- b. Future Growth Areas shall be located adjacent to existing road networks to minimize new road construction, and should be located with existing piped services for water to optimize existing infrastructure.
- c. Redesignation of Future Growth Areas must be planned for, including provision of all technical studies deemed appropriate by the Town.

Future Growth Area

The Future Growth Area land use category recognizes undeveloped areas of the Town that have been targeted for future growth and development. These areas are generally suitable for future expansion of Urban and Employment Areas.

The infrastructure required for development is more than the pipes in the ground and pavement. While housing with water, wastewater and sewer services should be considered a minimum requirement, achieving the quality of place that is increasingly valued by residents requires housing to be situated

- d. Proposed subdivisions on lands designated Future Growth Area will require an amendment to the development plan and shall be redesignated to either Urban Area or Employment Area.
- e. Proposed industrial uses on Future Growth lands may be deemed by the Town as appropriate, granted the lands have an existing or proposed access to a major road such as PTH 23 and PTH 75.
- f. Existing and underlying uses in Future Growth Areas shall remain in effect until lands are re-designated through a development plan amendment.
- g. The issuance of a building or development permit for permitted land-uses on rightfully zoned lands that existed prior to the adoption of this Plan shall be allowed.
- h. Livestock operations shall not be permitted to establish within Future Growth Areas.



09

IMPLEMENTATION

Roles

Land Use Decision-Making

Funding Mechanisms

Leadership and Partnership

9.0 IMPLEMENTATION

OVERVIEW

Grow Morris provides direction for growth, development and resiliency within the community and serves as a land use decision making guide for Town Council, Staff, and the community. The following implementation section summarizes the strategies and initiatives that align with this long-term community plan. It outlines the programs and activities needed to work towards achieving the goals and policy directions outlined in this Plan. It also identifies potential funding sources and mechanisms, as well as key roles to manage these efforts. This includes:

- Regularly using the goals and policy directions within this Plan as a decision-making guide for the community.
- Providing high-level guidance for decision making on future land use and zoning.
- Undertaking full review of the goals and policy directions on a regular basis.
- Building relationships and partnerships across sectors.
- Advancing public communication and education on long-range planning goals and objectives.
- Exploring new, innovative funding sources and methods.

Although the Town of Morris may be in a position to address some of these topics either now or in the future, many of these topics will require input and collaboration with experts from the community, as well as professional skill and knowledge from the private and community sector. Successful implementation will require coordinated effort between Town and regional partners, community groups and organizations, business stakeholders and of course, residents.

This Plan organizes implementation roles based on tiers that range from local experts and champions, subject-matter expert focus groups, and technical advisors to assist in implementing recommended programs and activities. The implementation section is broken down into the following sub-sections:

- » Roles for Implementation
- » Land Use Decision Making
- » Funding Mechanisms

ROLES FOR IMPLEMENTATION

CHAMPIONS

Elected officials along with the Public Service establish the importance of prioritization of key initiatives within the town. Town of Morris Administration and staff will approve and allocate resources to achieve specific goals and policy directions within this Plan.

ADVISORS

Topic specific working groups, boards and commissions will support other established decision-making bodies to assist with implementing and monitoring of strategies. Topic-specific teams will identify and prioritize strategies and policy directions within Grow Morris. This may include topics such as: Food Systems, Community Services, Economic Development, Environmental Resources and Protection, Housing and Neighbourhood Planning, Infrastructure, Public Facilities and Transportation.

OVERSIGHT

Town Council, Staff and other public service agencies will appoint representatives to provide oversight and ongoing evaluation of the overall progress of Morris.

RESIDENTS, BUSINESSES AND ENTREPRENEURS

The corporate sector will continue to drive innovation and progress in the community moving forward. Engaging with residents and community champions, developers and private investors will lead city building efforts while generating jobs and housing for residents.

Champions

- Town of Morris Mayor and Council

Set forth actions related to Plan Implementation
Encourage joint cooperation and communication
Identify department head Plan implementation participation
Provide recommendations to Advisors

Advisors (Coordination)

- Town of Morris, Works and Operations
- Town of Morris, Parks and Recreation

Communicate with teams and topic groups
Develop and provide action matrices
Provides updates to Council

Teams and Topic Groups (Oversight)

- Various agencies, teams and topic groups

Assist and provide oversight on Plan programs initiatives and activities. Provide recommendations on the following seven topics:

1. Land use planning
2. Food systems
3. Parks, recreation and sport
4. Tourism, culture and creative arts
5. Housing and economic development
6. Transportation, infrastructure and public facilities
7. Education, healthcare and community services

Residents, Businesses and Entrepreneurs

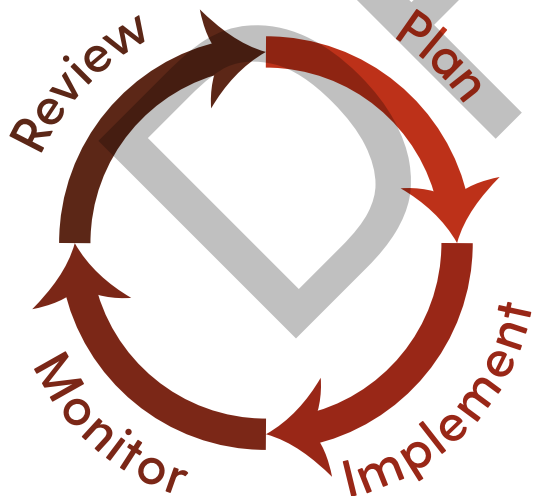
- Private residents, businesses and landowners

- Incorporate private development activities into long-term vision of the Town
- Initiate Plan actions and activities

LAND USE DECISION MAKING

Using the Future Land Use Map and associated policies defined in the ‘Land Use and Development’ section of this Plan, the Town of Morris will encourage the Town’s carefully planned growth and development. Some land use decision-making processes and approvals will drive growth and change within the community.

In addition to updating and amending this Plan, the Town and its partners will work together to initiate other land use planning processes such as Sub Area Plans (also known as Secondary Plans or Local Area Plans) to manage and accommodate major change within the community. As part of the implementation, the Town will provide planning services through subdivision and zoning ordinances to manage and provide certainty on land use and public infrastructure improvements. The Town of Morris will streamline planning and approval processes in areas that align with this Plan’s goals and policy directions. Regular updates and reviews of Grow Morris, including map and text amendments, will ensure the community is ready to adapt to growth and change in future decades to come.



OFFICIAL PLAN REVIEW / AMENDMENTS

The Town of Morris will review their Official Development Plan every five years. Regular reviews and updates to this Plan will capture changing circumstances and adapt to new economic development opportunities. However, the vision, principles, and high-level goals of Grow Morris should guide the review and amendment process.

Growth in business and overall population may result in the need to change and update the direction of the Plan. Any registered landowner within Town limits may initiate an amendment to change the policies within this Plan that apply to their specific lands in response to a development proposal. The amendment process established by the Town provides the opportunity to confirm sufficient capital and compatibility to allow the Town to accommodate the new development.

Formal reviews and streamlined amendments in targeted growth areas provide developers certainty, residents transparency, and a vehicle for the Town of Morris to collaborate with proponents of new developments while ensuring local, regional and provincial interests are considered and balanced equitably.

REGIONAL PLANNING

The Town of Morris will collaborate with regional partners, including environmental resource protection agencies, elders, traditional knowledge holders, and neighbouring municipalities while coordinating administrative actions in reviewing and approving land development applications. Implementation success will rely on regional collaboration and maintaining communication and transparency with stakeholders in decision-making.

Although Grow Morris applies to lands within the town, its goals and policy directions extend far beyond its boundary. Town administration and staff will be critical facilitators in future regional planning efforts to advance economic development, environmental protection, tourism, and recreation.

NEIGHBOURHOOD PLANNING (SUB AREA PLANS, LOCAL AREA PLANS, ETC.)

The Town of Morris will initiate, adopt, and facilitate neighbourhood plans to deal with objectives and issues in a specific sub-area of the town. The issues a secondary plan might address include:

- subdivision, design, road patterns, building standards or other land use and development matters; or
- economic development or the enhancement or protection of heritage resources or environmentally sensitive lands.
- Any matter above dealt with within the Future Growth or Future Land Use Map;

A neighbourhood plan might help set out the overall pattern of future development in a specific area or more detailed policies respecting future development issues in a specific part of the Town, such as Commercial Main Street.

STRATEGY AND THEMATIC PLANS

The Town of Morris may determine the need for further investigation and planning on specific municipal-related topics such as modified development review processes to facilitate compatible infill development proposals, or adopting a transportation master plan that reflect best practice models to address transportation capacity needs across all transportation modes. Such initiatives are needed in order to determine key next steps to advancing the policy directions of this Plan.



Note: Land Use Planning Hierarchy

SUBDIVISION CONTROL

The Town of Morris Administration and Staff will ensure proponents of subdivisions are aware of Grow Morris' policies. Transparent, consistent control over the subdivision of land is a vital tool for regulating the development of land and advancing the policy directions of this Plan. A “subdivision” is defined as “the division of land by an instrument, including:

1. A plan of subdivision, conveyance, deed, mortgage, or grant; or
2. An agreement granting or extending the use of or land right, directly or indirectly or by an entitlement to renewal, for 21 years or more; but not including a lease respecting only floor space in a building.

A registrar may not accept a subdivision of land unless it has been approved by the Town of Morris. Subsection 123 of *The Planning Act* requires that a subdivision of land must not be approved unless:

1. the land that is proposed to be subdivided is suitable for the purpose for which the subdivision is intended; and
2. the proposed subdivision conforms with the development plan by-law [this Plan] and zoning by-law, any secondary plan by-law, and the regulations under section 146 (the Subdivision Regulation).

ZONING BY-LAW

Zoning By-law's regulate the use and development of land across the entire Town and is required by way of legislation through *The Planning Act*. Whereas the vision and goal statements with respect to future development in this Plan set out the high-level direction for future growth, a Zoning By-law provides an essential mechanism for implementing the policy directions and building on the current built state of the community to realize the goals set out in this Plan.

Zoning regulations cover a range of topics that work together to achieve a fundamental purpose of health, safety and wellbeing in the community. It is an essential tool to ensure the convenience of access and the safety from fire and other danger. This may include regulating lots, land uses, buildings, yards, setbacks and infrastructure to ensure public spaces and general public interest is protected. The Town of Morris will adopt, implement and monitor a contemporary Zoning By-law to ensure its alignment to the Land Use and Development section of this Plan, while working towards the vision and policy directions set out in this Plan as a whole.

There are several ways to apply zoning codes. This includes traditional zoning techniques such as Euclidean and Use-Specific zoning strategies that divides a community into districts and regulates the types of uses that are permitted or conditional. Alternatively, it may include form- or incentive-based strategies. These techniques are becoming more widely used to achieve more desirable community outcomes, from attracting growth and development to creating job creation and affordable housing.

FUNDING MECHANISMS

Many of the projects and initiatives outlined in this Plan may be implemented through administrative and policy decisions through traditionally funded capital and operating budgets. However, some development projects may require additional financial support.

The Town of Morris will lead economic development efforts and explore innovative local, provincial and federal funding programs that may be available to advance the implementation of this Plan. This may include topic-specific initiatives such as a significant economic development project, housing development, green energy, environmental protection, arts and culture, etc.

A brief description of potential funding sources and mechanisms is summarized and guides future programs and initiatives. These tools are available for the municipal administration and staff to target and implement. The Town, alongside local economic development partners, should continue to research and monitor inter-governmental agencies on funding programs to identify and align new opportunities as they become available.

INCENTIVES

The Province of Manitoba authorizes the Town to implement incentive programs to help the community achieve its goals through various incentive programs. These incentives can be used to help attract new growth and development, or help improve existing conditions within a specific area. While not exhaustive, the following list of options for local economic development agencies to explore.

Tax Increment Financing (TIF)

The Province of Manitoba has the authority to establish a TIF program through *The Community Revitalization Levy and Tax Increment Financing Act*. Under this act, Manitoba's Lieutenant Governor in Council can designate properties as Community Revitalization Properties by regulation if significant improvements to the property are deemed necessary and if it is in the public interest that the improvements be made.

The incremental growth in tax revenue generated as a result of the improvement to the land is collected by the municipality within which a property is located. The rate is equivalent to the school and or property taxes that would be owed on the property; however, the TIF funds are collected in lieu of the school and or property taxes by the municipality. The Minister then has the power to make grants that draw from such funds and allocate to either property owners or the municipality for projects that promote revitalization and or economic development within the designated area.

Environmental Remediation Programs

The Contaminated Sites Remediation Act (CSRA) was established by the Province of Manitoba to assist landowners and municipalities in their efforts to remediate and redevelop vacant and dilapidated sites. The Town, along with property owners may initiate the remediation process by identifying and registering impacted sites and developing appropriate measures for environmental professionals to prepare the site for redevelopment by way of a Remediation Plan. The Town can take an active role in the preliminary investigation, designation and due diligence of such sites to enhance the health, safety and wellbeing of the community.

Beautification Grant

The Town may provide a matching grant up to a maximum amount for any façade improvement, landscaping or patio project. Funding would be available to projects that improve the aesthetic appeal and overall pedestrian environment including accessibility and safety of a commercial, retail or mixed-use building. This may include:

- Seasonal patios for restaurants
- Exterior building renovations
- Landscaping improvements

INFRASTRUCTURE PROGRAMS

Government resources can be key investments to leverage growth that is consistent with the vision and goals of this Plan. However, with rising costs and increasingly scarce government dollars, it is in the fiscal interest of the Town to make smart, informed decisions on infrastructure. Investments in public infrastructure and facilities will provide a reliable, long-term source of revenue, while assisting the public-private investment in the community. By establishing priority areas for growth, Town Council and Staff are creating greater certainty and transparency on future private developers and investors over the long-term.

Asset Management Program

The Town of Morris can take the lead at planning for the full lifecycle costs of its infrastructure assets. By applying asset management best practices while implementing a multi-year capital infrastructure budget the Town can defer maintenance and account the impact on the infrastructure life expectancy and life cycle when making maintenance decisions.

Placemaking and Public Realm Improvements

Placemaking initiatives can have a greater cost-benefit ratio compared to capital-intensive infrastructure investments. There are simple, low-cost, short-term, yet effective strategies that can energize the places we live in.

The Town may also consider implementing urban design standards and formal site plan review procedures for specific areas of the Town, such as Main Street to encourage quality urban design and improvements to public facilities and amenities.

Renewable Energy Technology

Morris is has the unique competitive advantages to become a leader in clean energy innovation. The Town will work towards public-private partnerships that help to make low environmental impact projects feasible. This may include upfront costs for fueling stations, community biomass district energy systems, or resident strategies to improve energy efficiency in their homes.

LEADERSHIP AND PARTNERSHIP

The Town of Morris will collaborate with other levels of government, citizens, and other relevant stakeholders as needed in adopting this Plan and related implementation activities. This may include administrative oversight, reviewing and amending the Plan, or capital improvement projects as identified herein. The success of this Plan depends on maintaining close relationships across sectors ranging from community groups, local business leaders and knowledge holders, not-for profit organizations and public agencies.

Local Government

- Town of Morris
- Rural Municipality of Morris
- Rural Municipality of Montcalm
- Municipality of Emerson-Franklin

Economic Development

- Morris District Chamber of Commerce
- Manitoba Science, Technology, Energy and Mines
- Community Futures Greenstone

Tourism, Arts and Culture

- Morris Arts Council
- Morris Museum
- Valley Agricultural Society

Public Facilities and Infrastructure

- Manitoba Hydro
- Morris Public Works and Operations
- Pembina Valley Water Cooperative

Parks and Environment

- Morris Parks and Recreation Services
- Parks Canada
- Natural Resources Canada
- Manitoba Environment and Climate Change

Public Health and Safety

- Manitoba Public Health / Southern Health
- Royal Canadian Mounted Police

Education

- Red River Valley School Division

Transportation

- Canadian National Railway
- Canadian Pacific Railway
- Manitoba Transportation and Infrastructure
- Transport Canada

10

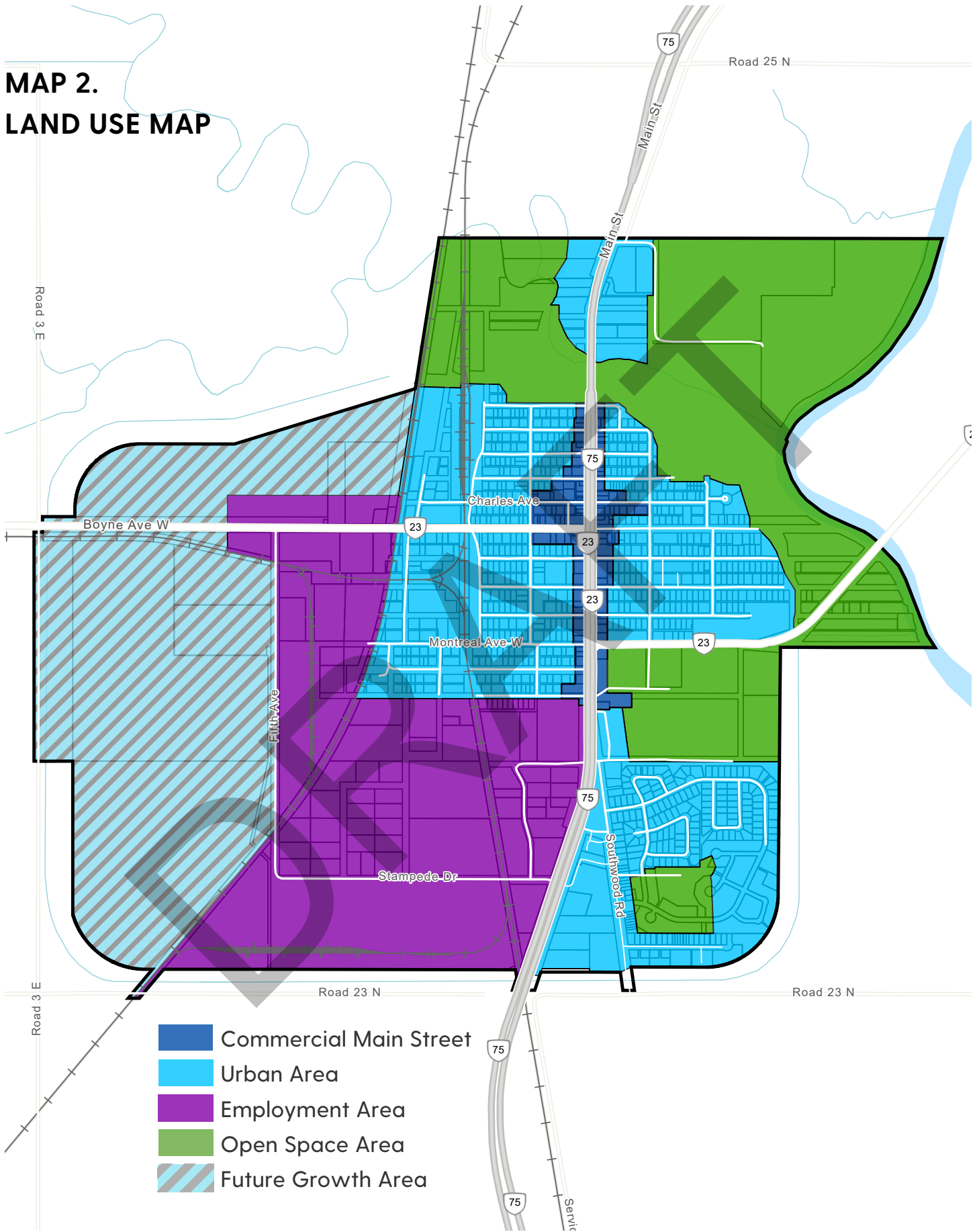
SCHEDULES

Maps

Supporting Plans

Amendments

MAP 2. LAND USE MAP



- Commercial Main Street
- Urban Area
- Employment Area
- Open Space Area
- Future Growth Area

SUPPORTING PLANS AND STUDIES

The following plans and supporting studies, which were either previously or subsequently adopted to Grow Morris, are included and incorporated as part of this community planning process.

- a. Main Street Placemaking Strategy

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PLAN AMENDMENTS

The following table is a list of Official Plan Amendment By-laws prepared for the purpose of convenience only. For accurate reference when amending this Plan, the original copy should be consulted. Original copies of the Grow Morris, Community Plan By-law are available at the Town Office. The following list of amending by-laws is organized by by-law number, in ascending numerical order, beginning with the adoption of this By-law.

By-law No.	File No.	Affected Site/Provisions	Adoption Date
Town of Morris, Grow Morris Community Plan amended by:			

DRAFT

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