

# 2014 COMPREHENSIVE PLAN



# The City of Motley 2014 Comprehensive Plan

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## INTRODUCTION

### **Comprehensive Plan Vision:**

Striving to grow a better Motley for current and future generations.

### **Authority to Plan**

Municipal planning is authorized under Minnesota State Statute 462.351—462.358 which include the authority to plan, the definition of planning terms, community-based planning, organization for planning, as well as the preparation, adoption and amendment of the comprehensive municipal plan and zoning and subdivision authority. The City of Motley complies with this legislation in its ability, authority and need to plan. Its intent is to promote public health, safety, and general welfare of the City of Motley.

### **Background**

In early 2014, the City of Motley began the process of creating a new Comprehensive Plan, last updated in 2003. After a kick-off Community Meeting on January 28th, the City of Motley's Planning Commission oversaw this process, holding several meetings over the course of many months. Under their leadership, a draft comprehensive plan was developed and adopted by the City of Motley.



## Comprehensive Plan

A Comprehensive Plan, or Comp Plan for short, is a statement of what the community of Motley wants to become. It is a collection of principles-based on community defined vision; and an assembly of concepts which have been established to support the principles and the vision. These principles and concepts reflect the community's vision in its desires for growth, maintaining a small town atmosphere, and respect for the land and the environment. The "Master Plan", which demonstrates how the community can move forward, is somewhat broad in scope, recognizing that there are many factors influencing how and why the community will change. Therefore, it deals more with concepts, patterns and relationships than specific rules and ordinances.

## Previous Plans

This document is a continuation of the ongoing planning process in the City of Motley. It legally amends the 2003 Comprehensive Plan, the latest official Comprehensive Plan for the City of Motley. The City has used this planning process as an opportunity to evaluate and reinforce the existing growth and development policies and to evaluate previous planning efforts in order to update and reinforce past decisions that are still valid.



## Methodology

This Comprehensive Plan is the product of several entities and systemic, ongoing, forward-looking processes including:

- A Community Meeting where community residents and other interested parties were asked to provide their opinion, desires and sentiments on a variety of topics
- Input from the Motley Planning Commission / City Council.
- The gathering of demographic and historical data from a variety of sources including the City of Motley, Region 5 Development Commission, the State of Minnesota and the US Census. Review of City ordinances, prior planning documents, reports, studies, etc., and,
- Assistance from City Staff.

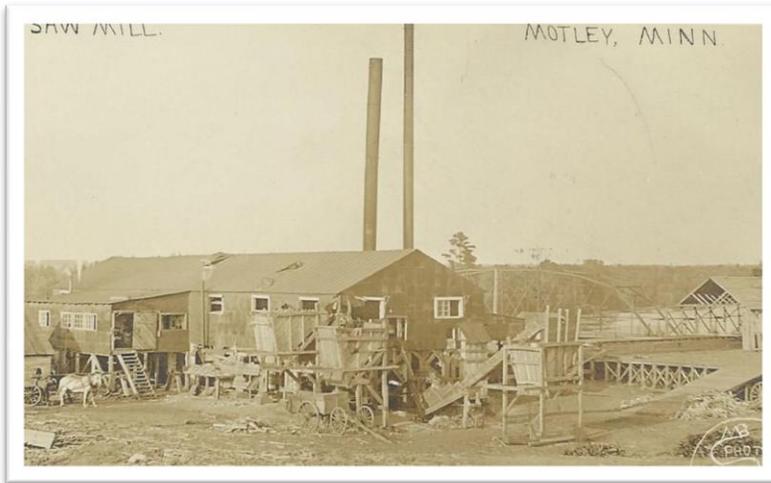
## Purpose

This document is the Comprehensive Plan for the City of Motley, Minnesota. This Plan sets forth the basic guiding principles that have been embraced by Motley to shape its future. It evolved through the interchange of information, analysis and response between the citizens, community leaders, staff and public officials within the City and surrounding areas through a planning process undertaken in 2014.



## History of Motley

The area of Minnesota currently known as the City of Motley would never have come to be if not for the Northern Pacific Railroad. The railroad began with regular freight and passenger service between Duluth and Brainerd in 1871; however, very few settlers lived in the wilderness between Brainerd and Detroit Lakes at this time. The railroad began running trains through the Motley area in 1872. It was that same year when Motley produced its first settler in a man by the name of Mr. Calvin Priestly, an employee of the railroad whose job was most likely Station Agent or Telegrapher.



By 1874, a village began to take shape when the first permanent post office was established with Mr. William Johnson as Postmaster. Due to the scarcity of shelter and frigid winters in the area, "the little pioneer village was indeed a man's community during the first five years of its life; the town had no school until 1878. Near the geographic center of the state, Motley was platted by Lake Superior and Puget Sound Land Company on April 7, 1879. Motley Township was organized in 1879, then the Village of Motley officially begun in 1887. The town found its new identity from a namepost for a

sidetrack on the new Northern Pacific Railroad that must have been the family name of a living or deceased person involved with the railroad.

Motley's rich history with lumbering began when Henry Morrison created the first sawmill in the spring of 1878. It ran through water-powered plan-energy from the mainstream flow of Crow Wing River. It employed nearly a hundred workmen and had a ten hour capacity of forty thousand board feet of lumber, lath, and pickets. One year later, the mill

was destroyed in a fire. It was quickly replaced by a steam-powered mill, which sawed its first log in 1880. A more modern mill known as the Hennepin mill then replaced the old Morrison mill during the first decade of the twentieth century. Giant pines from near and far floated into the mill, then lumber was shipped both east and west. As the trees were cut away, farmers moved in to clear the underbrush in order to utilize the land underneath. They found clover grew well, which helped to establish dairy farms and a new creamery

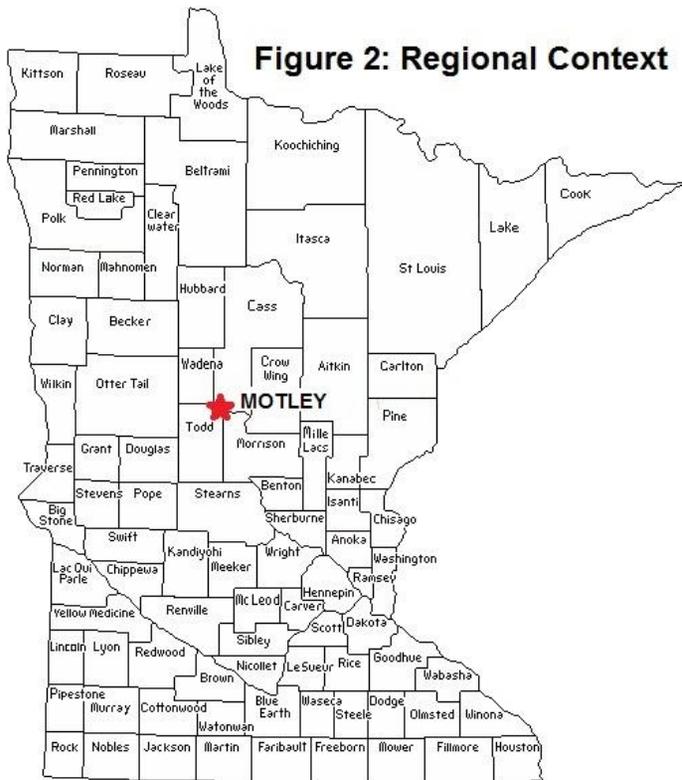
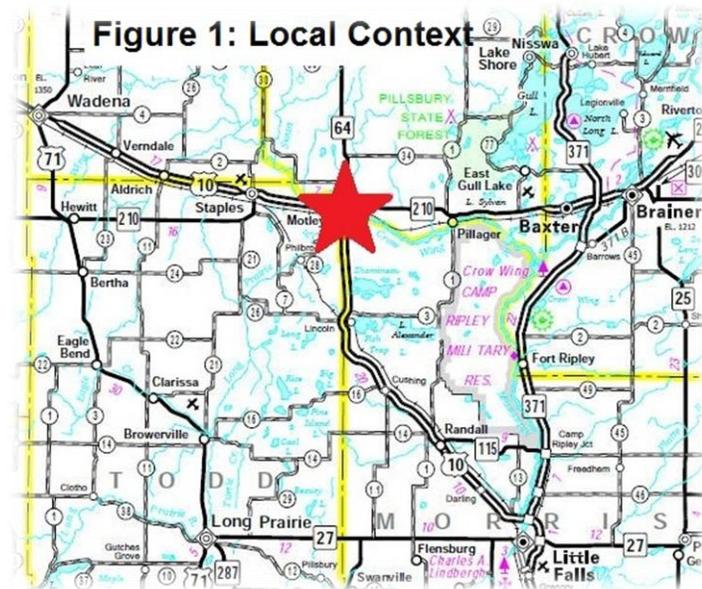
in 1888.

Additionally, the young soil proved to be a beneficial

place to grow potatoes. Farmers created Farmer's Clubs, which morphed into the Farm Bureau. Motley became a local trading center as well as a social center when a consolidated school was built and rural schools closed.

**Location**

The City of Motley is located approximately 140 miles northwest of the Twin Cities in the southern portion of Cass County. There is a population of 671 (2010 U.S. Census) residing in the city. Motley is located approximately seven (7) miles east of Staples, twenty four (24)



miles west of Brainerd, and twenty five (25) miles northwest of Little Falls. The area prospers from agriculture, tourism, forestry, and transportation occupations. Natural resources such as the Crow Wing River, the Long Prairie River and the Lincoln Lakes area contribute to the unique character attracting visitors and residents to the Motley community.

### **Plan Setting**

Motley is a community of about 671 persons covering approximately 1.3 square miles, and is located in the southern region of Cass County and the northwest corner of Morrison County. The City is bordered by Motley, May and Villard Townships, and sits along US Highway 10.



## Demographics and Statistics

In this chapter we will outline demographics and statistics that are relevant to not only the current status of the City of Motley, but also of value to assist the City in making decisions that will impact the City for years to come.

**Table 1**  
**Historic Population / Percentage of Change**

Year	1890	1900	1910	1920	1930	1940	1950	1960	1970	1980	1990	2000	2010
Population	525	404	428	396	397	368	435	430	351	444	441	585	671
Change		-23%	6%	-8%	0%	-7%	18%	-1%	18%	27%	-1%	33%	15%

Source: US Census

Table 1 shows a nearly uninterrupted period of population growth for the City of Motley since the World War 2 era. There can be many reasons for this including a growth of industry in the area, as well as the “Baby Boom” generation.



**Table 2  
City and Neighboring Township Population 2010**

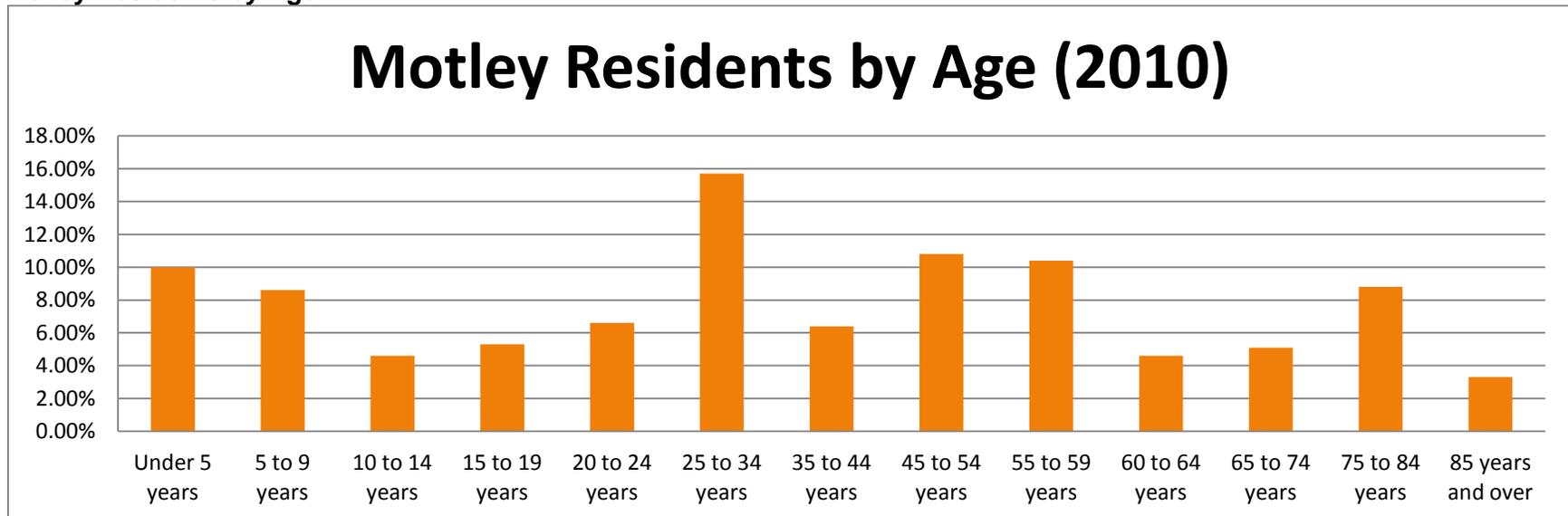
	City of Motley	May Township	Motley Township	Villard Township	City & Townships
Total population	671	852	202	656	2381
Under 5 years	53	52	11	42	158
5 to 9 years	45	47	12	35	139
10 to 14 years	35	61	7	42	145
15 to 19 years	44	64	10	42	160
20 to 24 years	48	22	10	29	109
25 to 29 years	39	33	12	45	129
30 to 34 years	34	42	13	42	131
35 to 39 years	34	45	5	38	122
40 to 44 years	25	69	10	36	140
45 to 49 years	41	86	17	58	202
50 to 54 years	52	76	32	44	204
55 to 59 years	35	75	13	69	192
60 to 64 years	41	53	12	41	147
65 to 69 years	29	43	17	36	125
70 to 74 years	35	43	12	27	117
75 to 79 years	26	21	3	13	63
80 to 84 years	29	14	2	13	58
85 years and over	26	6	4	4	40

Source: US Census 2010

Table 2 outlines population numbers of city residents, as well as residents of neighboring townships, and cumulatively all these local units of government. Table 3 more clearly indicates these age breakdowns for Motley residents. This information is particularly important when it comes to strategic planning and budgeting for the future.

As generations age, their needs and desires change. For example, as “Baby Boomers” age into their senior years, it would be logical for them to desire a different type of housing; from single family homes with large yards to maintenance free one-level patio homes to allow for a easier and less demanding lifestyle.

**Table 3**  
**Motley Residents by Age**



Source: US Census

**Table 4**  
**Population Projections 2015-2035**

County	City/Township	2015	2020	2025	2030	2035
Cass	Motley city (part)	8	9	9	10	10
Morrison	Motley city (part)	825	905	975	1031	1079
	<b>Total:</b>	<b>833</b>	<b>914</b>	<b>984</b>	<b>1041</b>	<b>1089</b>

Source: Minnesota Demographic Center, 2006

The Minnesota Demographic Center periodically projects population numbers by local unit of government many years into the future. Table 4 shows projections in five year increments for the City of Motley out to the year 2035. The projections indicate a high likelihood that the City will grow in population for the foreseeable future. Table 5 provides population projections for area cities. While all listed cities are expected to increase in population, some are anticipated to grow faster than others. These projections expect the City of Motley to grow at a rate approximately that of average when compared to other local cities. Table 6 details anticipated population changes for local townships. They too are anticipated to increase in population over the next two plus decades.

It should be noted that all these projections, the latest available from the Minnesota Demographic Center, were published in 2006 – just prior to the “great recession” that impacted much of the county in the late 2000s - while it is reasonable to believe these show general patterns, one should take these facts into considering when interpreting this data.

**Table 5**  
**Population Projections of Local Communities**

City/Township	2015	2020	2025	2030	2035
Pillager city	560	597	628	642	655
Baxter city	9678	10701	11607	12251	12814
Brainerd city	14406	14578	14689	14661	14613
Little Falls city	9028	9306	9535	9691	9810
Staples city (part)	2585	2613	2627	2627	2626
Staples city (part)	849	946	1047	1103	1165

Source: Minnesota Demographic Center, 2006



**Table 6**  
**Population Projections 2015-2035**

Township	2015	2020	2025	2030	2035
May township	1001	1058	1102	1114	1122
Motley township	226	236	243	248	253
Villard township	625	639	650	649	650

Source: Minnesota Demographic Center, 2006

**Table 7**  
**Household Size Information**

HOUSEHOLD SIZE	Number	Percent
Total households	305	100
1-person household	118	38.7
2-person household	98	32.1
3-person household	43	14.1
4-person household	21	6.9
5-person household	16	5.2
6-person household	6	2
7-or-more-person household	3	1

Source: American Community Survey, 2011

Table 7 outlines the number and percentages of Motley households broken down by number of people residing in the household. Please note that a household may also include extended families living together, as well as non related individuals residing together. The table shows that over 70% of Motley residents either live alone or with one other person. Conversely, less than 30% of Motley residents reside in households of 3 or more people.

**Table 8**  
**Household / Family Size**

Average Household Size	2.2
Average Family Size	2.9

Source: American Community Survey, 2011

**Table 9**  
**Median Household Income**

State of MN	Cass Co.	Crow Wing Co.	Morrison Co.	Todd Co.	Wadena Co.	Motley
\$56,944	\$42,297	\$45,514	\$44,928	\$41,290	\$36,097	\$31,406

Source: American Community Survey 2011

Table 8 outlines the size of the average household and family in Motley. Table 9 shows the median household income for households in the City of Motley, as well as area counties, and the State of Minnesota as a whole. The City of Motley’s median household income falls below local counties as a whole, as well as the State’s.



**Table 10**  
**Households by Type**

<b>HOUSEHOLDS BY TYPE</b>	<b>Number</b>	<b>Percentage</b>
Total households	258	100
Family households (families)	168	65.1
With own children under 18 years	82	31.8
Married-couple family	105	40.7
With own children under 18 years	32	12.4
Female householder, no husband present	49	19
With own children under 18 years	40	15.5
Nonfamily households	90	34.9
Householder living alone	80	31
Householder 65 years and over	42	16.3
Households with individuals under 18 years	85	32.9
Households with individuals 65 years and over	80	31

Source: American Community Survey, 2010

**Table 11**  
**Housing Occupancy**

<b>HOUSING OCCUPANCY</b>	<b>Number</b>	<b>Percentage</b>
Total housing units	270	100
Occupied housing units	258	95.6
Vacant housing units	12	4.4
For seasonal, recreational, or occasional use	3	1.1

Source: American Community Survey 2011

**Table 12**  
**Housing Vacancy Rates**

Homeowner vacancy rate (percent)	1.2
Rental vacancy rate (percent)	2.9

Source: American Community Survey 2011

**Table 13**  
**Housing Tenure**

HOUSING TENURE	Number	Percentage
Occupied housing units	258	100
Owner-occupied housing units	159	61.6
Renter-occupied housing units	99	38.4

Source: American Community Survey 2011

**Table 14**  
**Average Daily Traffic Counts**

Location	Y2009	Y2005	Y2001
10 South of Motley	7800	8500	8100
10 Downtown Motley	9100	9900	8900
10/210 West of Motley	10200	10900	9500
210 Bridge over river	7200	7900	5400

Source: MN Department of Transportation

Table 12 outlines the extremely low housing vacancy rates.

Table 14 shows the average daily traffic counts at a variety of points over a period of years. One should note that these numbers are an average daily count. One could reasonably expect that with Motley's setting along Highway 10 and proximity to tourism and recreation areas, traffic counts are likely dramatically higher on weekends and holidays.

Every effort should be made by not only the City of Motley, but also residents and private businesses to factor these traffic numbers into their planning and decision making. One could logically conclude that high volumes of traffic could positively impact retail businesses, but negatively impact immediately adjacent located residential areas.

## COMPREHENSIVE PLAN

### The Plan

While the Table of Contents presents a clear listing of what is contained in this document, the reader will benefit from a brief overview of the organization of the Plan. This Introduction presents an abridged summary of the planning process and the framework within which the Plan was developed.

The Demographic Characteristics chapter provides an overview and assessment of demographic trends within the City and surrounding areas. An area's overall population characteristics such as age, household size, etc. are critical influences on its future. Population, household and other demographic information helps define existing conditions within the community. This information also provides a basis for future expectations with regard to growth, housing needs, economic development, land use needs and other important components of the Comprehensive Plan.

The subsequent several chapters focus on specific planning topics including:

- Business
  - o Downtown
  - o Commercial / Highway 10 Corridor
  - o Industrial
- Community Facilities and Infrastructure
- Historical / Cultural / Quality of Life



- Intergovernmental Relations & Cooperation
- Transportation
- Residential / Housing
- Public safety
- Natural Systems, Open Spaces & Recreation and Tourism
- Land Use

Each of these chapters also contains an overview of the Issues identified by project participants relating to that chapter's specific topic. Following that is a Policy Plan, which includes a set of Goals and Strategies as well as suggested short and long term action items. A Goal is a general statement of community aspirations indicating a broad social, economic or physical state of conditions that the community officially agrees to strive to achieve in various ways, such as through the implementation of the Comprehensive Plan. A Strategy is an officially adopted course of action, position, policy or strategy intended to be followed to implement the community Goals. The Goals and Strategies express in detail the City's aspirations for the future. Short and Long Term Action Items are suggested actions that address the goals and strategies outlined, and in no way should they be considered mandatory or required – they are simply Planning Commission's best strategized course of action to achieve the Goals and Strategies outlined.

Experience has shown that no system of land use designation, public facilities, transportation, etc. can survive strong economic pressures to change. Therefore, it is appropriate that such systems be periodically reevaluated in light of changing social and economic conditions.



Consequently, it is from precisely this inevitability of changing conditions that a community's Goals and Strategies derive their true value, because it is in the Goals and Strategies that the City has the opportunity to communicate its aspirations regarding the type of living environment that its citizens strive to achieve. Therefore, while external factors influencing land use, public facilities, transportation, etc. will change, the goals and strategies will continue to provide the best perspective from which to view proposed changes.

The Goals and Policies distilled from this process also contain suggested short and long term action items. These are more specific recommendations based on the input from the community survey and Ad-Hoc Comprehensive land Use Plan Update Task Force related to the future growth and development of the City.

### **Planning Assumptions**

There are many assumptions in the goals formulation process and it is necessary that they be articulated. This Comprehensive Plan attempts to, at least generally, take into account all possible factors affecting future development. There are a number of things, however, which cannot be known and certain assumptions need to be made in order to qualify the basis on which planning proposals are made.



The explicit assumptions made for this Plan include the following:

1. Motley's long range role in the region will continue to remain a recreational / tourism trade area as well as a "full service balanced community" providing housing and employment opportunities for an expanding local labor force.
2. By attracting new industries, its geographic location along Highway 10, demographics, and proximity to Brainerd and other regional centers, Motley's population and economic standing will remain relatively constant within the county & region.
3. The basic life style and housing tastes of the general population will slowly change including acceptance of higher density of living; and, social attitudes regarding family size, consumption of goods and energy and pollution control will continue to change to reflect an awareness of and a concern for the natural environment.
4. Any revolutionary technological changes during the next 10 years are not expected to radically change or influence the land use pattern or life style of Motley residents.
5. Major means of transportation will continue to be the private automobile for at least the next 10 + years.



### **Planning Goals and Policies**

The formulation of set goals and policies involves a significant thought process for any planning study. These goals and policies were produced by the Motley Planning Commission to provide the foundation upon which the implementation tools reside to guide land use and planning decisions.

Planning goals are broad general statements of value concerning the long range future of the community. Goals are the desired objectives as expressed by the planning participants. They are meant to ultimately result in the kind of living, working and playing environments desired by the residents of the community. The primary goal of this planning process is to create quality environment which will enhance the quality of life of residents.

Goals and policies must be considered collectively. While an individual goal or policy may dictate a course, it is more likely that several policies should be considered in determining a course of action.

### **Formulation of Goals, Policies and Action Items**

A Comprehensive Plan Community Kick-Off Meeting was held on January 28, 2014, where participants were asked a variety of questions including favored and least favored attributes of Motley, and their vision for the future of the community. They also participated in a SWOT Analysis, where they were asked to identify perceived Strengths, Weaknesses, Opportunities and Threats impacting Motley. This input was transcribed and rolled into a Community Meeting Report, which is an appendage to this Comprehensive Plan.



This Community Meeting Report was also presented to members of the City of Motley Planning Commission. This body provided input and oversaw the process of development of the Comprehensive Plan's Goals, Objectives and Action Items.

The Motley Planning Commission met several times over the winter of 2014 where they reviewed input received from residents at the Comprehensive Plan Community Kick-Off Meeting through the

Community Meeting Report and drew from their own knowledge, sentiments and experiences of Motley to create the Goals, Policies and Action Items set forth in this Comprehensive Plan.

The Goals, Policies and Action Items from this process are as follows:

### **Business**

**POLICY:** To promote the growth and diversification of Motley’s economy making it a “full service” community with a broad economic base.

### **GOALS:**

- Promote Motley as a thriving community actively seeking to partner with business and industry seeking new sites and stressing the natural amenities of the Motley area to attract a wide range of industries in a small town environment.
- Encourage a steady rate of industrial growth providing employment opportunities for a broad range of skills.
- Encourage new private development.
- Capitalize on opportunities provided by being located on the Highway 10 and BNSF Rail corridor.
- Promote development that will strengthen the sustainability of the community over the long term through tax base, jobs, and new dollars brought into the community.





- Partner with local and regional business development organizations such as the Region 5 Development Commission, Business/Retention & Expansion Program, County economic development organizations, Initiative Foundation, and others to support existing businesses and explore new business assistance programs and learn from best practices.

**POLICY:** Embrace local job creation and retention as a catalyst for the growth of Motley.

**GOALS:**

- Partner with local and regional business development organizations such as the Business/Retention & Expansion Program, Region 5 Development Commission, WSA 2/ Rural MN CEP in an effort to assist businesses with job creation and retention.

**Downtown**

**GOALS:**

- Work to promote and grow existing businesses in the central business district.
- Work to locate resources to assist with preservation, restoration and rehabilitation of buildings in the central business district.
- Capitalize on opportunities provided by being located on the Highway 10 corridor.
- Work to make the central business district more pedestrian friendly.

## Commercial

### GOALS:

- Capitalize on opportunities provided by being located on the Highway 10 corridor including the large volume of traffic passing by daily, to bring new dollars into the community.
- Work to promote and grow existing businesses on the Highway 10 corridor & downtown areas.

## Industrial Area

### GOALS:

- Work to promote and grow existing businesses in Motley's industrial areas.
- Connect businesses and consumers by taking advantage of Motley's transportation & geographic attributes.
- Explore opportunities for the development of additional Industrial areas in Motley.
- Leveraging rail and highway transportation network to grow existing businesses and attract new businesses.
- Capitalize on the area's abundance of natural resources (wood, biomass, etc.)



### Short Term Action Items:

- Promote a Motley EDA in an effort to assist businesses by capitalizing on local business community technical skills, local colleges, Chamber of Commerce, etc.

- Work to create a “toolbox” of economic development tools to assist with business retention, expansion, creation and attraction. Some examples of this may include business subsidy policies, loan funds, and technical assistance programs.
- Undertake a Business Retention & Expansion (BR&E) program in an effort to assist in growing local businesses and create new jobs.
- Revisit Motley’s zoning districts / maps on a regular basis to ensure that future development is compatible with neighboring uses.
- Revisit Motley’s zoning ordinance provisions and other regulatory tools on a regular basis to ensure that they promote healthy growth of the community.
- Revisit Motley’s commercial and industrial land use ordinances on a regular basis. Pay particular attention to the needs of business.
- Seek partnerships with other local units of government and organizations on economic development efforts for the City of Motley that will focus on developing and strengthening existing businesses in Motley, as well as recruiting new businesses to the community.



**Community Facilities & Infrastructure**

**POLICY:** Maintain the highest standards of public services and facilities while working to minimize the tax implications on Motley residents and businesses.

## GOALS:

- Recognize that certain public costs, such as infrastructure (water, sewer, roads, etc.), law enforcement, and pollution control, etc., represent an essential investment in the future.
- Use the Comprehensive Plan as the basis for capital improvement programming in order to insure that the City's available revenues are spent wisely.
- Use the Comprehensive Plan as the primary document to communicate the desired direction of Motley's future growth to other governmental units.
- Consider Active Transportation options when making planning and land use decisions.



## Short Term Action Items:

- Use a capital improvement plan to outline and plan for future municipal infrastructure, equipment and facility needs.

## Long Term Action Items:

- Revisit Motley's Comprehensive Land Use Plan on a regular basis to ensure it accurately reflects the changing attitudes of the residents of the community. Update as needed.

## Historical / Cultural / Quality of Life

**POLICY:** Preserve and promote Motley's historical and cultural heritage.

**GOALS:**

- Promote the preservation of Motley’s historical commercial buildings, homes, and sites, and explore and take advantage of programs available to financially assist owners of said properties in these endeavors.
- Preserve and promote Motley’s cultural heritage by encouraging local community celebrations.
- Embrace language / culture / art / history and integrate them into the community.

**POLICY:** Promote and explore opportunities and partnerships to expand the cultural opportunities available to Motley residents.

**GOALS:**

- Promote the cultural & historic events and opportunities provided by the community.
- Explore cultural and arts opportunities through MN Arts & Legacy programs and any other available resources.
- Promote cultural events that will add to the fabric of the community, and create an environment that will help attract new and retain existing residents.

**POLICY:**

Encourage population growth while working to maintain a small town feel.

**GOALS:**

- Attract businesses which provide employment opportunities.
- Allow for a variety of affordable housing opportunities.



- Allow for broad range of public services and facilities and nurture local institutions such as schools, churches, medical and social services, and police and fire protection.
- Promote recreational and social opportunities for residents.
- Consider active transportation when making land use and planning decisions.

**POLICY:** Improve the overall environmental quality and insure the general welfare of Motley residents (present and future) as a whole, while protecting their individual choices.

**GOALS:**

- Balance the interests of the individual and community.
- Inject long range consideration into the determination of short term actions.

**Short Term Action Plan:**

- Strive to keep the channels of communication open between other local units of governments including, but not limited to, neighboring townships, counties, etc. by holding regular meetings of staff and elected officials.
- Partner with local schools, and other organizations to promote local historical and



cultural resource events to residents and use these as a driver for tourism.

- Strive to create a Chamber of Commerce, library and community / senior / recreation center for Motley.

**Long Term Action Plan:**

- Engage the local Housing & Redevelopment Authority (HRA), Central Minnesota Housing Partnership and / or other similar agencies to encourage and create additional housing developments and services in the community.



**Intergovernmental Relations & Cooperation**

**POLICY:** Encourage communication and cooperation when feasible between local units of government to conserve resources and insure the general welfare of Motley residents, both present and future.

**GOALS:**

- Cooperate and share resources between organizations when feasible to conserve resources and reduce redundancy.
- Inject long range consideration into the determination of short term actions.
- Take positive, proactive steps to actively participate in finding solutions to County and other area-wide problems which have a direct effect upon Motley residents and the effective funding of local government.

### Short Term Action Plan:

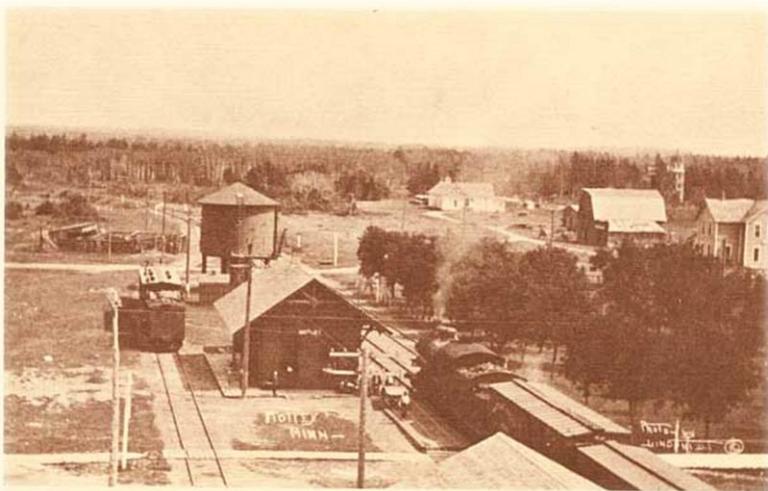
- Consider establishing an intergovernmental coordination committee represented by all governmental units affecting Motley, including the counties and neighboring townships, etc. which would meet on a regular basis for the purpose of discussing common goals and mutual challenges (economic development, natural resources, public safety, etc.).

### Long Term Action Plan:

- Pursuing cooperative, mutually beneficial inter-jurisdictional projects by working together and pooling resources in an effort to take advantage of unique opportunities to the benefit of all.

### Transportation

**POLICY:** Find a safer, more convenient and economical way of routing traffic through the community and moving people from place to place.



### GOALS:

- Work with MNDOT on creating a plan to not only improve access onto Highways 10, but also beautify and make more aesthetically pleasing, as well as integrate the City and area's trail system into these plans.
- Develop a plan that defines a clearly marked system for the circulation of pedestrians which includes sidewalks, trails and paths linking together major pedestrian destinations in the community.

- Work with other units of government to promote more opportunities for public transit including gaining access to an intermodal transportation system.
- Expand, promote and integrate Motley’s network of trails and paths separated from the street system for use by pedestrians, bicycles, etc., which would further link together many of the community’s public facilities such as schools, churches, parks, and downtown into an existing trail system found in our region.
- Consider active transportation when making planning and land use decisions.

**Short Term Action Items:**

- Work with strategic partners such as MNDOT in regards to future development of Highway 10, as well as funneling a manageable amount of traffic through Motley’s downtown area.
- Work with partners to promote pedestrian / biking trails and signage to facilitate access to businesses and services

**Long Term Action Items:**

- Develop a community transportation plan that is sustainable, reflective of Motley’s zoning and future land use, and integrates transportation planning efforts made by partners such as MNDOT, and local Counties, amongst others.

**Residential / Housing**

**POLICY:** Maintain and enhance existing residential areas and encourage new residential development.



**GOALS:**

- Plan adequate and appropriate areas for residential land uses to insure the economical extension of public utilities.
- Upgrade older residential areas by eliminating substandard housing and conditions of blight.
- Protect residential areas from industrial encroachment and other incompatible land uses.
- Garner input from, and be responsive to the private sector (home builders / owners) in regard to future planning and zoning controls.
- Promote sustainable housing opportunities within the community through grant opportunities for housing rehabilitation, foreclosure prevention, and first time home owner programs, etc.
- Ensure a safe and neat community by enforcing zoning controls mitigating occurrences of blight within the City.
- Use housing to encourage life-long residency in the City of Motley. This includes encouraging the development of apartments and assisted living faculties to allow long time residents to remain in the community while at the same time keeping their independence and quality of life.

**Short Term Action Items:**

- Collaborate with community partners in working towards common housing related goals.
- Revisit the City’s ordinances related to subdivisions and planned unit developments on a regular basis.



### Long Term Action Items:

- Conduct a housing study and develop a housing plan for the City that takes into effect the needs and desires of all residents and one that encourages lifelong residency.
- Make referrals to organizations that promote sustainable housing options. Organizations such as the Minnesota Home Ownership Center, Central Minnesota Housing Partnership and others are available to assist in counseling would-be homeowners, and homeowners struggling with foreclosure related issues.

### Public Safety

**POLICY:** To be a community that provides a safe environment for all residents and visitors using collaboration and prevention programs.

### GOALS:

- Develop partnerships in an effort to prevent substance abuse and related public safety issues.



*"Buy the Best and Save"*  
**MOREY FISH CO. — MOTLEY, MINN.**  
1 Mile South of Motley on Hiway #10  
*Buy Morey's Fish*

### Short Term Action Items:

- Continue to support the public safety organizations that serve the Motley Community.
- Work to facilitate an intergovernmental organization of local units of government to address public safety (police, fire, drugs, alcohol, violence, etc)

**Long Term Action Items:**

**Natural Systems, Open Spaces & Recreation and Tourism**

**POLICY:** Capitalize on the many advantages of Motley’s location in the State and the amenities of its setting.

**GOALS:**

- Promote its location attribute of being in close proximity to regional population centers for the purpose of promoting tourism and business.
- Promote the improvement, expansion, beautification, promotion and maintenance of transportation systems including highways and trails.
- Capitalize on location on Highway 10, and the large amount of traffic that passes through the City on a daily basis.
- Capitalize on Motley’s proximity to recreational amenities such as forests, lakes, parks, trails and the like.
- Consider exploring resources to expand trails and walking paths to interconnect parks, trails, and the community, etc.

**POLICY:** Improve and protect the physical environment of Motley as a setting for human activities, making it more attractive, healthful and efficient.

**GOALS:**

- Protect and enhance the natural resources and amenities to preserve Motley’s outdoor environment.





- Create, retain and promote attributes that will add to the fabric of the community and create an environment that will help attract new and retain existing residents and businesses.
- Maintain and grow Motley’s open space system for recreation and other uses, taking advantage of natural features, and using land not suitable for intensive development whenever possible.
- Develop the area within Motley city limits, partnering with the private business community to find the highest and best use for the property.

- Promote and explore the sustainability of Motley’s parks, open spaces and related business community by exploring grant opportunities, marketing initiatives, and strategic partnerships with like minded groups and organizations.

**Short Term Action Items:**

- Develop a parks and trails plan for the City of Motley. This plan would outline development of both new and existing parks and trails, as well as capital improvements, sustainability, and connectivity within neighborhoods, the community, and trails, etc.

**Long Term Action Items:**

- Revisit Motley’s Comprehensive Land Use Plan and land use ordinances and update as needed to ensure they are in line with the goals and values of the community.

- Work with strategic partners to develop a series of interconnected trails and parks, and promote this trail and park system.

### Land Use

**POLICY:** Guide development in logical, compatible groupings according to their functions, thereby insuring against land use conflicts and development inefficiencies while maintaining property values.

### GOALS:

- Define areas of the community for commercial, industrial, transportation, residential, public and open space uses.
- Correct land use conflicts where they now occur through redevelopment, landscape buffering and other means.
- Ensure that all the major public and private decisions reflect the spirit of the Comprehensive Plan.
- Plan adequate and appropriate areas for residential land uses and allow only progressive development to insure the economical extension of utilities & infrastructure.
- Revisit Motley’s zoning districts / maps on a regular basis to ensure that future development is compatible with neighboring uses.
- Protect and enhance the natural resources and amenities to preserve Motley’s outdoor environment.
- Develop the areas within Motley city limits, partnering with the private business community to find the highest and best use for the property.



### Short Term Action Plan:

- Review Comprehensive Plan on a regular basis to ensure it accurately reflects the values and goals of the community, updating as necessary.
- Review Motley's zoning ordinances on a regular basis to ensure it accurately reflects the vision, goals and needs of the community, updating as necessary.

### Implementation

Use and flexibility is required for a Comprehensive Land Use Plan to be an effective tool. Things will no doubt change dramatically in the City of Motley over the next 10 + years. This plan will need to have flexibility to react to these changes.



Providing suggested implementation strategies / action items is one of the best ways to implement a comprehensive land use plan. Focusing on these action items allow the use of many tools over time to achieve your desired results and outcomes. The methods and ways of today may be outdated in ten years. Elected Officials, Appointed Commission members and City Staff will need a current working knowledge of all of the means in which the goals, policies and action items presented in the plan can be attained.

This plan lists a number of strategies that, when combined, have the potential to positively impact the future of Motley. The City's resources are typically scarce, so it is not realistic to assume that Motley can implement all of them at once. Therefore, it's necessary to focus the City's resources on those that have the most potential to have the biggest impact.

### **Review and Revision**

Comprehensive planning is a continuous process and thus this Comprehensive Plan should be monitored and updated when necessary. The City Council and Planning Commission should carefully review proposed changes and their implications and actively seek citizen comment on such proposals. If changes are found to be appropriate, they should be formally added to the Plan by legal amendment. In addition, every five years, the entire Comprehensive Plan should be reviewed and modified to ensure that it is an up-to-date expression of community goals and intentions.

### **Implementation Steps**

Each year, City staff, the City Council, and Planning Commission should review the "state of the Comprehensive Plan." This review should reacquaint all parties with the content of the Plan, discuss emerging facts that have a bearing on the accuracy of the Plan projections, discuss land use and development activities within the last year and those on the docket for the upcoming year, and suggest an annual agenda of planning activities to assist in the implementation of the Plan.



Review the Plan in five years and again in ten years to determine whether the Plan recommendations are still current. Revise those sections that are determined to be in need of an update.

### Potential Future Land Use Map

In the process of creating this Comprehensive Plan, the Motley Planning Commission considered adding a Potential Future Land Use Map as an appendage to this document. After very careful consideration upon reviewing the City's current land use map, they decided not to add a Potential Future Land Use Map at this time, however the City reserves the right to reconsider the creation of a Potential Future Land Use Map at a future date.



**RESOLUTION NO. 2014-01**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF MOTLEY,  
MINNESOTA, RECOMMENDING APPROVAL OF THE CITY'S  
2014 COMPREHENSIVE PLAN**

---

**WHEREAS**, the City Council has designated as one of the duties of the Planning Commission to write and revise its Comprehensive Plan when it finds need to do so; and

**WHEREAS**, the current Comprehensive Plan for the City of Motley was adopted by the City Council in 2003; and

**WHEREAS**, the Planning Commission determined in 2013 that the 2003 Comprehensive Plan was out-dated, and it would be in the interest of the City and its residents to provide and update; and

**WHEREAS**, the Planning Commission, with the assistance from Region 5 Development Commission began the process of updating the Comprehensive Plan in the winter of 2014; and

**WHEREAS**, a draft of the 2014 Motley Comprehensive Plan was prepared for the City's and public's consideration; and

**WHEREAS**, after publication of a public hearing notice on July 6<sup>th</sup> and July 13<sup>th</sup>, a public hearing was conducted on July 22<sup>nd</sup> in order to take testimony.

**NOW THEREFORE, BE IT RESOLVED BY THE PLANNING COMMISSION OF THE CITY OF MOTLEY,  
MINNESOTA, AS FOLLOWS:**

That the Motley Planning Commission has reviewed the proposed 2014 Comprehensive Plan and does hereby recommend its approval by the Motley City Council.

**Adopted by the Planning Commission of the City of Motley, Minnesota, this July 22, 2014.**

**Voting Record:**

Nancy Nieken: Aye

Amy Hutchison: Aye

Steve Johnson: Aye

Pat O'Regan: Aye

Rob Sampson: Aye



Chair, Motley Planning Commission



Attest, City Clerk

**RESOLUTION NO. 2014-15**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOTLEY, MINNESOTA,  
APPROVING THE ADOPTION OF THE 2014 COMPREHENSIVE PLAN**

---

**WHEREAS**, the City Council has designated as one of the duties of the Planning Commission to write and revise its Comprehensive Plan when it finds need to do so; and

**WHEREAS**, the current Comprehensive Plan for the City of Motley was adopted by the City Council in 2003; and

**WHEREAS**, the Planning Commission determined in 2013 that the 2003 Comprehensive Plan was outdated, and it would be in the interest of the City and its residents to provide and update; and

**WHEREAS**, the Planning Commission, with the assistance from Region 5 Development Commission, began the process of updating the Comprehensive Plan in Winter 2014; and

**WHEREAS**, after reviewing the proposed document and taking public testimony at a properly noticed public hearing on July 22, 2014, the Planning Commission recommended approval of the adoption of the Comprehensive Plan.

**NOW THEREFORE, BE IT RESOLVED**, that the Motley City Council has reviewed the proposed 2014 Comprehensive Plan on October 14<sup>th</sup> and does hereby approve its adoption.

**Adopted by the City Council of the City of Motley, Minnesota, this October 14, 2014.**

**Voting Record:**

Nancy Nieken: Aye

Amy Hutchison: Aye

Steve Johnson: Aye

Pat O'Regan: Aye

Rob Sampson: Aye



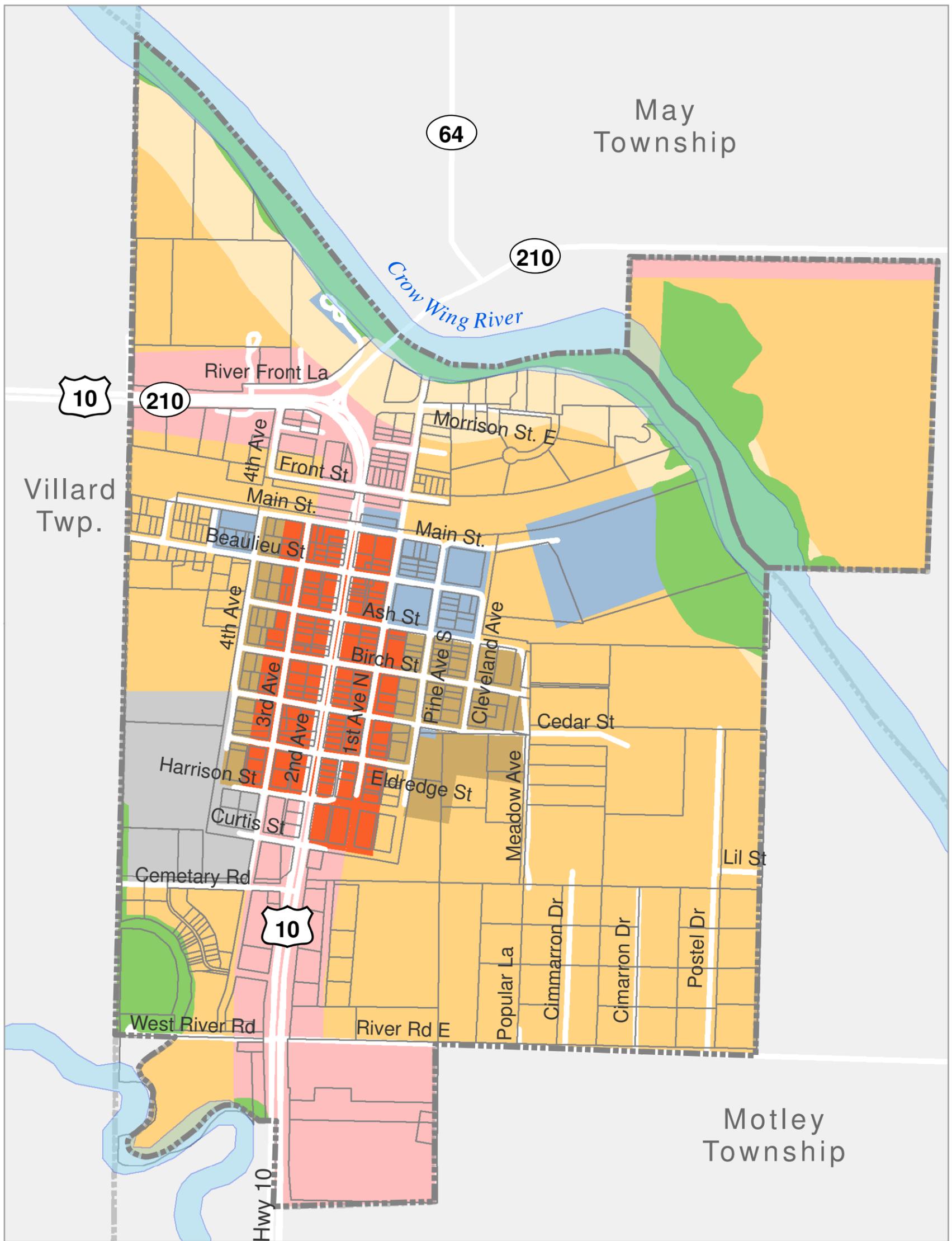
Mayor, City of Motley



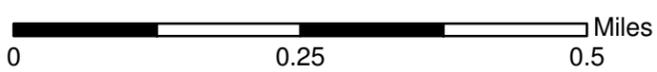
Attest, City Clerk

# Zoning and Parcels

**City of Motley**  
Cass Co. & Morisson Co., MN



- |                            |                         |                          |
|----------------------------|-------------------------|--------------------------|
| <b>Zoning Districts</b>    | Medium Residential (R2) | Motley Boundary          |
| Downtown Mixed Use (DMU)   | High Residential (R3)   | Rivers                   |
| Commercial (C2)            | Public Use (PU)         | Motley Parcel Boundaries |
| Industrial (I)             | Natural Resource (NR)   | Neighboring Communities  |
| Shoreline Residential (R1) |                         |                          |



December 2009  
Data sources: City of Motley, MN DNR; MNDOT MnGeo.



Map prepared by 1000 Friends of Minnesota TRC

# **City of Motley**

## **2014 Comprehensive Plan Project Kickoff Meeting Report**



**January 28, 2014**

# **CITY OF MOTLEY**

## **2014 Comprehensive Plan Project Community Meeting Report**

### **Motley City Council**

Nancy Nieken, Mayor  
Amy Hutchison  
Steve Johnson  
Pat O'Regan  
Rob Sampson

### **City Staff**

Terri Smith  
City Clerk / Treasurer

### **Planning Consultants**



201 First Street NE, Suite 2 – Staples, MN  
Cheryal Lee Hills – Executive Director  
Tad Erickson – Planner  
Melissa Radermacher – Member Services

As part of the City of Motley's 2014 Comprehensive Plan Project, a Kickoff Meeting was held on January 28, 2014 at the Motley City Hall. The purpose of this meeting was to not only inform Motley residents and other interested parties about the project, but also garner input and feedback on planned topic areas.

The agenda for this meeting was as follows:

1. Welcome and introductions
2. Background
3. Review of demographics and statistics
4. Input gathering
5. Adjournment

Participants were given a presentation on the background of this project, as well as a presentation on the demographics and statistics of the City of Motley and the surrounding area.

Following these presentations, meeting participants were asked to fill out slips of paper with their thoughts, comments, and feelings on a variety of topics. Following the written portion of these questions, participants were asked to verbally share their top comments – these verbal comments were also recorded.

A SWOT Analysis was also undertaken. SWOT stands for Strengths, Weaknesses, Opportunities and Threats. Participants were asked to identify perceived Strengths, Weaknesses, Opportunities and Threats related to the topic areas to be addressed in the 2014 Comprehensive Plan. Following the written portion of the SWOT Analysis, participants were asked to verbally share their top comments – these verbal comments were also recorded.

Written and verbal input was gathered and transcribed into this document.

Sentiments of those attending the Kickoff on January 28<sup>th</sup> have been compiled, and are as follows:

### **Why do you live in Motley?**

- We have a pretty good handle on crime as opposed to bigger cities.
- Most generally know someone when you walk down the street.
- Proximity to lakes and rivers
- I grew up here and like the familiarity and small town.
- Grew up here
- Last stop in long fall! Had a chance to buy prosperity, currently fits my income
- Enjoy the people, like the place I live, close to family
- Close to relations, MRS. Likes in town living
- Motley is centrally located between my family farm and my work
- Close to large cities (Baxter/Brainerd)
- The peace and quiet of our small town is really nice
- Retired here – like small town feel – Love the river, always have – I like the location in regards to the highways
- Centrally located, very family affordable property
- Family
- Low crime, feel same – neighbors tend to know each other

### **10 years – What would you keep the same?**

- The participation of our churches in the community and their outreach also, keep the historical club alive and working. And enhance both of these entities with the vast sources they have of information and outreach.
- Come into the 21<sup>st</sup> Century
- Friendly people
- Relaxed lifestyle
- Rural style of life / Friendly
- The small town feel
- Small town, friendly people

### **10 years – What would you change?**

- Change the look of main street – more of a resort feel, good businesses
- Diversify the businesses and industry to provide more products and services and improve the job market
- Safe way for children and residents to walk around town – concerned with HWY 10 split and traffic
- More industries / Tax base
- Resistance to change – the desire to keep everything the same as it has always been
- Make it a stop NOT a wayside, refer to traffic, more opportunity for children and younger people
- More housing and transportation

- We need more businesses here to share the tax base

## **SWOT Analysis**

### *Land Use*

#### **Strengths/Opportunities**

- Lots of land and places for businesses to expand
- Have land use ordinances
- Lots of lots/land/space
- City is not packed
- Room to grow in all directions
- Industrial zone in ideal locations
- A lot of land open for development – River Frontage/HWY Frontage
- Industrial park for growth
- Make the town more presentable- I want to be here! Working hard on our parks

#### **Weaknesses/Threats**

- We would lose our HWY frontage if MNDOT should go around the town
- Could use walking/biking trails
- Need planning (future land use map)
- Operating in 3 counties
- Weak on enforcement of ordinances (ex. Nuance properties)
- Unclear or LAZY enforcement , unfair-uneven compliance
- No selling of city
- Not put to best use
- More businesses are needed in the industrial park here

### *Natural System & Open Space*

#### **Strengths/Opportunities**

- Rivers and parks – we need to develop them, but not overdevelop them
- 5 parks
- Lots of open space for housing and businesses
- Rivers
- Room to develop parks and trails etc.
- Room for growth
- Fair grounds
- 3 parks that are continuing to be improved

### **Weaknesses/Threats**

- Too much development
- No way to capitalize on strengths
- No desire to promote
- No desire to develop
- Not made public and advertised

### ***Public Safety***

#### **Strengths/Opportunities**

- 5 jurisdictions law enforcement meet – Motley, Todd, Morrison, Cass and State patrol
- Cross walks
- New stop signs
- Very updated fire dept. equipment
- Good police and fire departments
- Safe community overall
- Public education???
- Safety, I feel is good – watch out for each other

#### **Weaknesses/Threats**

- We need stop and go lights on HWY 10 by the grocery store and 1<sup>st</sup> International Bank and Trust at the crosswalk.
- We need a button installed as well for folks to push to allow them to cross so traffic would legally be required to stop. The travelers mostly ignore the blinking lights – It's a Danger!
- Safety along HWY and streets
- Crossing HWY 10 to access parks/school on each side of HWY
- HWY with kids (pedestrians)
- Corner of 3 counties (mutual aid)
- Old faded street signs
- Training cooperation
- Too expensive P.D. for coverage

## ***Downtown***

### **Strengths/Opportunities**

- MT Business buildings
- Fair grounds
- Post Office, grocery store, hardware store, gas station and bar all within walking distance with a crosswalk
- Location available for development
- Good potential for growth

### **Weaknesses/Threats**

- Blinking light at main crosswalk – needs to be a stop light with a pedestrian button
- Need small businesses to go in
- Need a facelift
- Need better walking areas
- Split in half by HWY 10
- Visually unappealing – needs updating
- Do we have a downtown area????
- No room to expand/mix
- No real historical area
- Nowhere to push snow
- Historic building but don't look historic
- Town council discourages use - fair board too
- Too high rent to get going
- Wayside
- No alleys
- City Council does nothing

## ***Industrial***

### **Strengths/Opportunities**

- 2 large companies
- School
- Central place
- Rivers (REC)
- Railroads
- 3 main highways
- Easy access to rest of state
- Midpoint
- Lots of MT land

- 2 very good industrial employers
- Room for new
- Perfect location

### **Weaknesses/Threats**

- Not enough industry businesses – We NEED more individual small businesses
- Not enough medium and small size companies
- Need to bring in more businesses
- 2 “wet” industries – Not enough diversity
- Empty industrial park
- Water supply
- Poor traffic pattern

## ***Commercial***

### **Strengths/Opportunities**

- Space to build
- MT Bild.

### **Weaknesses/Threats**

- More small businesses
- Prices are limited our area business and after drive business away due to being inflated
- Highway with no reason to stop (bad traffic)
- Bad parking
- Tacky looking properties – many in need of sprucing up
- Hard to get permits

## ***Residential/Housing***

### **Strengths/Opportunities**

- Land to build
- Full housing-few vacancies
- Low housing costs – High occupancy rates
- Have good opportunity for growth of building new homes for yourself or others
- Most houses are occupied
- Reasonable housing prices
- Natural gas services

- Recycling

### **Weaknesses/Threats**

- Lack of housing – limits growth
- Need more affordable housing
- Limited low cost housing
- Limited vacancy (market values)
- “Bedroom Community”
- Lack of pride in properties
- Rundown housing
- Too few rentals
- 3 counties regulations zoning
- More APTs and housing

### ***Community Facilities/Infrastructure***

#### **Strengths/Opportunities**

- None
- Churches
- New wastewater plant
- Future water plant
- Some nice new streets
- Water and sewer system in good general condition
- Working to keep up to date
- We are working very hard to improve roads, water, etc
- Love the dog parks
- School area for kids to play
- Tennis court
- Ice skating rink

#### **Weaknesses/Threats**

- No easy, safe way to cross HWY 10
- We could use a community center
- Some things are getting older – like most small towns
- Bigger tax base needed (not just 2 industries)
- More street replacement is needed
- No Sr. Center, youth center, computer access, library
- No businesses in town or out
- City council blockage

## ***Transportation***

### **Strengths/Opportunities**

- Lots of traffic
- None
- Easy access to HWY
- State Hwys mean plowed clean streets
- City streets are well kept
- Lots of volunteer transit

### **Weaknesses/Threats**

- We need some form of transportation for citizens – Public transit
- Traffic
- All amenities are 10-30 miles away
- No bus
- Traffic in center too heavy

## ***Recreation and Tourism***

### **Strengths/Opportunities**

- None
- We have had a canoe outfitter in Motley for a number of years, it would be wonderful to have that again
- In the middle of state – lots of traffic tourists
- Snowmobile trails
- Rivers
- Ball field
- Dog park
- Great location for new businesses
- Snowmobiling, due to people riding the river

### **Weaknesses/Threats**

- We should utilize the rivers & create a walking/hiking/biking trail
- Face lift – make our town say “I want to live here”
- Park system (over seen??)
- Lack of use of existing facilities
- Lack of trails
- Nothing to stop for except gas and food
- None

## ***Intergovernmental Relations & Cooperation***

### **Strengths/Opportunities**

- None
- Good counties – not so good city
- NA
- I feel we have good relations with government and the public 85% good 15% negative

### **Weaknesses/ Threats**

- With government it is not easy to make change, progress is slow due to all the rules & regulations that need to be followed.
- Not all city depts. want to contribute to community activities
- Poor city council
- Too far from 3 county seats that govern
- Pay no attention to laws
- None
- 

## ***Historical/Cultural/Quality of Life***

### **Strengths/Opportunities**

- Excellent historical society
- Strong clubs
- Strong tie to history
- Quality of life is very good
- Interesting history
- Great place to raise children
- Small town friendly feel

### **Weaknesses/Threats**

- Public is not 'in the know' of historical aspects of our town, there is no place that displays it as far as I know.
- Strong tie to history
- Lack of pride in properties
- Main HWY does not have a clean look (cluttered)
- Hard to get people to get involved
- No place to promote- central attraction
- Historical society does not have ongoing funding to maintain a building
- None