

A scenic view of a waterfront town at sunset. The sky is filled with soft, colorful clouds in shades of orange, pink, and blue. The sun is low on the horizon, casting a warm glow over the scene. In the foreground, there are several houses with dark roofs and balconies, situated along a body of water. The water is calm, reflecting the colors of the sky. In the background, more houses and a distant shoreline are visible under the twilight sky.

Appendix D
Master Plan
Recommendation
Summaries

RECOMMENDATION 3.1: Maintain and update inventories of the county's natural features and systems and promote the protection of natural resources in conjunction with the Monmouth County Park System (MCPS).

Purpose: The Division of Planning will provide professional and technical assistance with the implementation of the Monmouth County Environmental Council's (MCEC) update of the *Natural Features Study for Monmouth County (1975)* which will soon be replaced with the *Monmouth County Natural Resources Inventory*. This document will assist the MCPS in identifying, acquiring, and preserving significant natural and historic resources throughout the county, particularly as they related to improved community resiliency and sustainability.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Three regional Ecological Resource Inventories were prepared between 1996 and 2000 that updated portions of the original *Natural Features Study for Monmouth County (1975)*.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.

1.2 Coordination: The update of the *Natural Features Study for Monmouth County* will be enhanced through collaboration with other county departments, outside agencies involved in preservation, and municipal stakeholders.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- G. Promote the sharing of information and data with planning partners.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: Sharing data and information with other county agencies and stakeholders will enhance the development and implementation of the update of the *Natural Features Study for Monmouth County*.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

2.1 Natural Resources: The *Monmouth County Master Plan* recognizes the importance of the county's natural resources as life supporting infrastructure. Identification of the existing resources, whether natural, cultural, or historic, is an important step in the planning process to preserve the most vital of these resources.

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.
- B. Protect, conserve, and enhance the county's significant, diverse, natural, and scenic resources utilizing sound ecological protection and restoration measures.

2.3 Arts, Culture, and Historic Community Identity: Historically, the *Natural Features Study for Monmouth County* and the three regional Ecological Resource Inventories recognized important historic and cultural resources. The update of these documents will continue to identify key features of historic and cultural importance.

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.

3.1 Vibrant and Sustainable Communities: The identification and eventual preservation of important natural, historic, and cultural resources encourages the development of vibrant communities of place and enhances quality-of-life for residents.

- B. Facilitate community dialogue and engagement in the planning process.



M. Support the acquisition of natural open lands that protect environmentally sensitive resources, provide for habitat restoration, and mitigate the impacts of natural hazards.

3.2 Preservation of Community Character: Identifying and preserving natural, historically, and cultural important resources can maintain or enhance the individual community identity and culture.

A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community’s distinct character.

3.6 Recovery and Community Resiliency: Identification of lands that if preserved would contribute to a more resilient and sustainable county by increasing the ability of our communities to bounce back in the aftermath of a disaster and prevent significant loss of life and/or property.

H. Identify natural resources such as stream corridors, frequently flooded properties, steep slopes, century forests, and coastal lowlands that contribute to community resiliency.

3.7 Investment in Primary Growth Areas and Growth-Impacted Locations: Recreational and natural lands within the areas designated for growth are important for maintaining a balance of land uses.

J. Support investment in the acquisition of environmentally sensitive land and features located in priority growth areas and locations.

Strongest Associated Master Plan Elements:

- *Natural Resources*
- *Open Space*
- *Arts, Historic, & Cultural Resources*
- *Sustainable Places*
- *Planning Services, Outreach, & Coordination*

Monmouth County Departments and Organizations:

Division of Planning	Assist the MCEC and MCPS in the identification of significant natural and cultural resources; update the countywide <i>Natural Features Study for Monmouth County</i> .
Planning Board (MCPB)	Recognize the <i>Monmouth County Natural Resources Inventory</i> as a consultative and supporting document to the <i>Monmouth County Master Plan</i> .
MCEC	Review natural and historic feature research and documents prepared by Division of Planning staff; provide input on the upcoming <i>Monmouth County Natural Resources Inventory</i> .
MCPS	Identify, acquire, and preserve significant natural and historic resources; provide support, information, and review of the upcoming <i>Monmouth County Natural Resources Inventory</i> .



Other Project Stakeholder Involvement:

Municipalities	Provide input, review, and comment on the upcoming <i>Monmouth County Natural Resources Inventory</i> .
Nonprofits	Provide input, review, and comment on the upcoming <i>Monmouth County Natural Resources Inventory</i> .

Implementation Strategy:

- Coordinate the data collection with the MCPS, MCEC, and municipal environmental commissions.
- Seek input from preservation partners and municipalities.
- Complete research and development of the *Monmouth County Natural Resources Inventory* and begin the process of approval by the MCEC.
- Reach out to all stakeholders for review and comment.
- Provide support to the county, nonprofits, and municipalities as they move forward with preservation efforts that support plan implementation.



RECOMMENDATION 3.2: Participate in initiatives that identify, target, and protect important resources, critical habitats, species of concern, and Areas of Significant Environmental Quality (ASEQ).

Purpose: The Monmouth County Environmental Council's (MCEC) mission directs the identification of ASEQ. The *Natural Features Study for Monmouth County (1975)* initially identified these areas and in 1978, the *Monmouth County Unique Areas Study* refined the list and summarized their importance. Over the years, the MCEC added more Unique Areas to the list, primarily through recommendation from municipalities and the Monmouth County Park System (MCPS), renaming the list ASEQ (2007).

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The MCEC and MCPS are working together to update the *Monmouth County Unique Areas Study* in an effort to promote renewed interest in promoting, maintaining, or expanding the preservation of publicly held significant resources.

A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.

1.2 Coordination: As part of the update of the *Natural Features Study for Monmouth County*, the ASEQ list is being revisited in coordination with the MCPS, municipalities, and other preservation partners that have expressed interest in identifying additional significant resources.

B. Coordinate Division of Planning initiatives with other county departments and agencies.

G. Promote the sharing of information and data with planning partners.

J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: Sharing data and information with other county agencies and preservation partners will enhance the ASEQ update.

A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.

2.1 Natural Resources: The *Monmouth County Master Plan* recognizes the importance of the county's natural resources as life supporting infrastructure. Identification of the most significant resources is consistent with the missions of the MCEC, MCPS, and the *Monmouth County Master Plan*.

A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.

B. Protect, conserve, and enhance the county's significant, diverse, natural, and scenic resources utilizing sound ecological protection and restoration measures.

C. Protect habitat and ecological diversity by encouraging the preservation of large, contiguous tracts of land.

D. Encourage the sustainable use of public lands in concert with natural resource protection.

3.1 Vibrant and Sustainable Communities: The identification and eventual preservation of significant resources generates awareness to the unique aspects of our communities.

M. Support the acquisition of natural open lands that protect environmentally sensitive resources, provide for habitat restoration, and mitigate the impacts of natural hazards.

3.2 Preservation of Community Character: Identifying and preserving significant natural resources enhances community identity and culture.

A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community's distinct character.



3.6 Recovery and Community Resiliency: Identification of replicable natural resources and systems that could potentially reduce storm impact will assist municipalities in their efforts to become more resilient.

- F. Promote and support actions and efforts that increase natural resiliency.
- H. Identify natural resources such as stream corridors, frequently flooded properties, steep slopes, century forests, and coastal lowlands that contribute to community resiliency.

3.7 Investment in Priority Growth Areas and Growth-Impacted Locations: The identification and protection of recreational and natural lands within designated growth areas are essential to maintaining a community’s character and sense of place.

- J. Support investment in the acquisition of environmentally sensitive land and resources located in priority growth areas and locations.

Strongest Associated Master Plan Elements:

- *Natural Resources*
- *Open Space*
- *Sustainable Places*
- *Planning Services, Outreach, & Coordination*

Monmouth County Departments and Organizations:

Division of Planning	Work with stakeholders to provide support to the MCEC to update the ASEQ, as amended over time.
MCEC	Review the ASEQ and the updated <i>Monmouth County Unique Areas Study</i> prepared by the staff, providing input and recommendations; adopt the final products.
MCPS	Provide support, information, and review of the <i>Monmouth County Unique Areas Study</i> update.

Other Project Stakeholder Involvement:

Municipalities	Recommend new ASEQs to the Division of Planning.
Nonprofits	Recommend new ASEQs to the Division of Planning.

Implementation Strategy:

- Refine list of the ASEQ based on feedback from the MCPS, preservation partners, municipalities, and the MCEC.
- Seek review from other county agencies that might have concerns.
- Complete the research and development of the *Monmouth County Unique Areas Study* update.
- Reach out to all stakeholders for review and comment.
- Begin the formal process of approval by the MCEC.
- Provide support to county departments, nonprofits, and all levels of government as they move forward with preservation efforts that support plan implementation.



RECOMMENDATION 3.3: Encourage and support new and continuing partnerships for resource protection.

Purpose: Partnerships with the federal and state government, other counties, municipalities, as well as private and nonprofit stakeholders promote regional watershed protection and other regionally-based natural resource protection initiatives. The partnerships share a common vision, engage in collaborative planning efforts, leverage funding, and implement cooperative strategies.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.2 Coordination: The county is often invited to participate in regional collaborative groups with such goals as watershed management planning, improvement, or restoration. Other partnership opportunities have come from joint efforts at resource preservation or adaptive reuse of cultural or historic resources. Working with other county agencies, various levels of government, academic institutions, and other stakeholder groups, ensures that the county's goals, policies, and interests will be considered as plans move forward to implementation.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: By incorporating stakeholders' input into county plans and projects, the scope of input increases and provides buy-in from stakeholders.

- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.

2.1 Natural Resources: Watersheds are an appropriate and often manageable scale for many regional studies, plans, and projects.

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.
- B. Protect, conserve, and enhance the county's significant, diverse, natural, and scenic resources utilizing sound ecological protection and restoration measures.
- E. Encourage the protection and conservation of all water sources, including the reuse of water, through responsible water resource management planning.
- F. Ensure high water quality through the implementation of Best Management Practices (BMPs).
- G. Promote the consideration of such overarching issues as sea level rise, saltwater intrusion, and development impacts on aquifer recharge and stormwater management in decision making related to water supply and wastewater.

3.1 Vibrant and Sustainable Communities: Regional natural resource planning strives for greater than local results, but implementation is often best accomplished at the local level. Therefore, it is important to involve local stakeholders in regional planning initiatives to better align plans and implementation abilities and strategies.

- B. Facilitate community dialogue and engagement in the planning process.

3.6 Recovery and Community Resiliency: Partnership projects, such as those aimed at restoration and disaster preparedness, can provide opportunities to improve the ability of natural systems to better absorb impacts of storm events or natural disasters.



- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- B. Offer assistance to other county agencies for hazard mitigation planning and addressing the potential long-term economic, environmental, and health impacts that occur during disaster recovery.
- H. Identify natural resources such as stream corridors, frequently flooded properties, steep slopes, century forests, and coastal lowlands that contribute to community resiliency.

Strongest Associated Master Plan Elements:

- *Natural Resources*
- *Open Space*
- *Farmland Preservation*
- *Planning Services, Outreach, & Coordination*
- *Sustainable Place*

Monmouth County Departments and Organizations:

Division of Planning	Participate as the project lead or partner in natural resource related partnership efforts; support other county departments.
Various County Agencies	Participate as project lead or partner; offer direction, services, or support to lead agency.

Other Project Stakeholder Involvement:

Municipalities and other Counties	Serve as project partners; provide input, support, and feedback; assist in implementing local projects.
State of NJ and Federal Government Agencies	Serve as project partners; allocate funding when available; provide plan or project review for permits.
Academic Institutions and Utility Authorities	Serve as project lead or partners; provide data, support, and implementation and academic assistance.
Nonprofits	Participate as project partners; support partnership efforts through preservation, volunteerism, or outreach assistance, as appropriate.

Implementation Strategy:

- Identify appropriate partnerships and represent the Division of Planning where directed.
- Monitor partnership activities, participate in and help facilitate meetings, review documents, share data, and provide feedback.
- Assist in project implementation when possible.



RECOMMENDATION 3.4: Continue to educate the public on the county’s valuable natural resources, environmental impact assessment procedures, and other important environmental issues.

Purpose: The Monmouth County Environmental Council’s (MCEC) mission includes environmental education and outreach. Monmouth County Park System (MCPS) programming is also geared towards environmental education efforts and the Monmouth County Health Department (MCHD) educates the public on environmental health related issues. All three agencies host informational workshops and produce educational outreach materials on a variety of natural resource and environmental issues for municipalities, schools, community groups, and the general public. The Division of Planning annually hosts an AmeriCorps NJ Watershed Ambassador, administrated by NJ Department of Environmental Protection (NJDEP), with the primary goal of watershed and water quality education and outreach.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.2 Coordination: “Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has” –Margaret Mead; environmental education and outreach to citizens and municipal representatives leads to a local citizenry equipped with the tools needed to make informed decisions.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: Sharing information and technology expands the comprehensive planning process and empowers stakeholders to provide meaningful input to regional initiatives.

- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

2.1 Natural Resources: The MCEC is charged with providing education and outreach on important environmental issues.

- G. Promote the consideration of such overarching issues as sea level rise, saltwater intrusion, and development impacts on aquifer recharge and stormwater management in decision making related to water supply and wastewater.
- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.

2.3 Arts, Cultural, and Historic Community Identity: The MCPS offers many educational programs including art and cultural resources and programs that focus on the natural environment.

- E. Support education programs that incorporate Monmouth County history and expand opportunities for culturally-oriented programming.

3.1 Vibrant and Sustainable Communities: Understanding the natural environment and recognizing the importance of balancing it with the built environment can result in vibrant and sustainable communities.

- A. Promote polices that foster healthy, sustainable, and resilient communities.
- B. Facilitate community dialogue and engagement in the planning process.



Strongest Associated Master Plan Elements:

- *Natural Resources*
- *Open Space*
- *Planning Services, Outreach, & Coordination*
- *Healthy Communities*

Monmouth County Departments and Organizations:

Division of Planning	Coordinate, support, and assist the MCEC, MCPS, and MCHD in environmental education and outreach efforts; prepare or assist in the preparation of environmental education related brochures and other documents; provide outreach to municipalities through roundtable events on topical environmental issues; provide educational programs to schools and community groups through the AmeriCorps NJ Watershed Ambassador Program.
MCEC	Hold roundtable events; recommend topics for educational programs and brochures; assist staff in the preparation; review or implement programs and documents.
MCPS	Continue to provide educational programs and documents on a wide variety of environmental and natural resource topics.
MCHD	Continue to provide educational programs and documents on a wide variety of environmental health related topics.
Brookdale Community College (BCC)	Potential partner for educational outreach; include county workshops in their publications and website; promote to student community.

Other Project Stakeholder Involvement:

Municipalities	Suggest topics of interest; participate in outreach programs; provide venues for events.
Academic Institutions and Community Groups	Participate in educational programs; offer support through speakers, data, and venues.
Resident and Local Businesses	Participate in educational programs.

Implementation Strategy:

- Coordinate educational program offerings with the MCEC, MCPS, MCHD, academic institutions, and other stakeholder groups.
- Update current brochures and prepare new educational materials, taking advantage of evolving technologies.
- Seek grant funding to facilitate production of educational materials and programming.



RECOMMENDATION 3.5: Assist municipalities with floodplain management and planning initiatives that improve community resiliency and/or advance their standing in the National Flood Insurance Program (NFIP) Community Rating System (CRS) program.

Purpose: The NFIP administers the CRS program and scores towns on their effectiveness in dealing with the mitigation of flood hazard events. Earning CRS points lowers flood insurance premiums for homeowners and businesses located in Special Flood Hazard Areas (SFHAs) in participating towns. CRS points are awarded to towns that leverage their natural resources to increase community resiliency through activities such as preserving natural open spaces and installing natural shoreline protections.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Sharing information between municipalities can assist in gaining CRS points thereby reducing NFIP premiums.

- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- E. Serve as a regional planning facilitator.

1.2 Coordination: Working with the Monmouth County Office of Emergency Management (OEM), the Division of Planning is coordinating information sharing through a pilot project partnership in an effort to better coordinate flood hazard mitigation planning and provide opportunities to reduce NFIP premiums.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- G. Promote the sharing of information and data with planning partners.
- H. Identify planning related services that could be shared with municipalities to help lower public costs.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: Incorporating stakeholders' input into county plans and projects can expand the scope while providing buy-in from stakeholders.

- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.
- E. Develop and/or use existing quantifiable metrics to measure the effectiveness of programming

3.3 Housing: Reduced NFIP premiums offer opportunities for current populations to age in place.

- D. Encourage public and private rehabilitation and reuse of substandard and vacant housing units in addition to the adaptive reuse of substandard, underutilized, or abandoned structures.

3.4 Economic Development and Redevelopment: Social and economic benefits can come from the retention of businesses located in potential flood hazard areas where communities are already established. Through the Monmouth County CRS Users Group, these municipalities and businesses can gain useful techniques for reducing the impacts of natural hazards.

- A. Support ongoing county economic development initiatives and provide technical assistance when needed.
- D. Promote sustainable coastal, rural, cultural, and historical-based tourism.



- F. Promote the retention, improvement, maintenance, upgrading, and/or adaptive reuse of existing governmental and institutional facilities.
- G. Promote the use of environmental BMPs for utilities and infrastructure during redevelopment that contribute to healthier communities, support improved efficiency, and result in long-term cost reductions.
- I. Encourage a variety of new and rehabilitated housing options to meet the needs of an evolving workforce in support of greater regional economic growth.

3.6 Recovery and Community Resiliency: Participation in the Monmouth County CRS Users Group can assist municipalities to adapt physically and economically to long-term environmental changes, emergencies, and natural hazards.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- B. Offer assistance to other county agencies for hazard mitigation planning and addressing the potential long-term economic, environmental, and health impacts that occur during disaster recovery.
- C. Continue to work with municipalities on the implementation of hazard mitigation policies and strategies.
- D. Assist municipalities to incorporate resiliency planning into their local master plans, ordinances, and practices.
- E. Provide support for outreach, awareness, and public education to coastal and riverine communities on flood hazards, mitigation strategies, and emergency preparedness. Encourage individuals, local businesses, and community organizations to develop their own disaster preparedness plans.
- G. Provide technical assistance in all disaster recovery efforts.

Strongest Associated Master Plan Elements:

- *Natural Resources*
- *Planning Services ,Outreach, & Coordination*
- *Community Resiliency*

Monmouth County Departments and Organizations:

Division of Planning	Encourage municipalities to participate in the Monmouth County CRS Users Group to advance knowledge and understanding of the NFIP CRS program; provide technical, geographic information system (GIS) mapping (e.g. open space mapping), and professional assistance to municipalities, in accordance with county guidelines.
Office of Emergency Management (OEM)	Encourage municipalities to participate in the Monmouth County CRS Users Group; continue to disseminate information and updates from the Federal Emergency Management Agency (FEMA), NFIP, and CRS program to Monmouth County municipalities and stakeholders; provide technical and professional assistance to municipalities, in accordance with county guidelines.



Other Project Stakeholder Involvement:

<p>Municipalities</p>	<p>Voluntarily participate in the Monmouth County CRS Users Group meetings and events to share information, ideas, and concepts that will assist other partners in gaining CRS points, receive assistance from the county, in accordance with county guidelines.</p>
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Implementation Strategy:

- Encourage municipal participation in NFIP’s CRS program.
- Through the Monmouth County CRS Assistance Program, provide professional and technical assistance for towns seeking participation or advancement in NFIP’s CRS program.
- Leverage efficiencies of scale that result in cost effective, shared services by providing towns with baseline data, information, and mapping support.
- Assist municipalities in lowering costs for NFIP policyholders (residents and business owners) in SFHAs.
- Promote mitigation preparedness and activities in SFHAs.
- Assist towns in the preparation of their floodplain management plans and ordinances.
- Provide peer support and access to professional assistance from county, state, and federal agencies through the Monmouth County CRS Users Group.



RECOMMENDATION 4.1: Assist the Monmouth County Park System (MCPS) in its preparation of updates to the *Monmouth County Open Space Plan (2006)* and other similar or related studies, and incorporate the *Monmouth County Open Space Plan* by reference as a component of the *Monmouth County Master Plan*.

Purpose: The MCPS is responsible for preparing several plans related to parks, recreation, and open space, including the *Monmouth County Open Space Plan*. The Division of Planning staff will provide support to the MCPS in the preparation and adoption of this and other related MCPS plans.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Interdisciplinary perspectives from different county departments working together provides well rounded plans and programs for the county. The Division of Planning and MCPS continue to work together to promote and achieve joint goals.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: Collaborative planning initiatives benefit from interdisciplinary efforts between county departments, open space preservation agencies, and municipal stakeholders.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- G. Promote the sharing of information and data with planning partners.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: Input from a wide range of stakeholders broadens the regional vision for county plans.

- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

2.1 Natural Resources: Comprehensive planning for the preservation of our important natural resources as public open space is vital to maintaining a sustainable and resilient county.

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.
- B. Protect, conserve, and enhance the county's significant, diverse, natural, and scenic resources utilizing sound ecological protection and restoration measures.
- C. Protect habitat and ecological diversity by encouraging the preservation of large, contiguous tracts of land.



- D. Encourage the sustainable use of public lands in concert with natural resource protection.
- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.

2.3 Arts, Cultural, and Historic Community Identity: Occasionally, the preservation of open space can be achieved in concert with the preservation of historic structures and/or places. Park facilities also add to the cultural identity of a place and these planning efforts should continue.

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.
- E. Support education programs that incorporate Monmouth County history and expand opportunities for culturally-oriented programming.

3.1 Vibrant and Sustainable Communities: Open space is a vital component of vibrant and sustainable communities as it maintains natural resources and the benefits they offer. It is important to continue to coordinate open space preservation efforts between the county, all levels of government, and community stakeholders.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- B. Facilitate community dialogue and engagement in the planning process.
- H. Endorse the use of enhanced landscapes, streetscapes, and design amenities that promote safe and secure neighborhoods as well as other attractive and appealing built environments that discourage aversion, crime, and blight.
- J. Enhance and improve recreational opportunities.
- K. Encourage the use of green technology and design to reduce the impact of property improvements on natural systems.
- M. Support the acquisition of natural open lands that protect environmentally sensitive resources, provide for habitat restoration, and mitigate the impacts of natural hazards.

3.2 Preservation of Community Character: Open space is an important component of community character.

- A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community's distinct character.
- E. In rural areas, retain the existing community character through the use of design standards, land use strategies, design, landscaping, and land preservation.

3.7 Investment in Priority Growth Areas and Growth-Impacted Locations: While it is important to retain open spaces and natural resources in areas designated for preservation, it is also a MCPS goal to expand recreational and natural lands within the areas designated for growth in order to maintain vibrant, healthy communities.

- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacities as needed.
- H. Support investment in the preservation of cultural, historic, and scenic resources located in priority growth areas and locations.
- I. Support policies and investment in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Open Space*
- *Natural Resources*
- *Healthy Communities*
- *Planning Services, Outreach, & Coordination*
- *Community Resiliency*
- *Sustainable Places*
- *Arts, Historic, & Cultural Resources*



Monmouth County Departments and Organizations:

Division of Planning	Assist MCPS staff in the development and implementation of the <i>Monmouth County Open Space Plan</i> updates.
Planning Board (MCPB)	Incorporate the <i>Monmouth County Open Space Plan</i> by reference as a component of the <i>Monmouth County Master Plan</i> .
MCPS	Develop and implement the <i>Monmouth County Open Space Plan</i> .

Other Project Stakeholder Involvement:

Municipalities	Provide input on the <i>Monmouth County Open Space Plan</i> updates; provide data and information from their own recreation and open space master plan elements.
Monmouth Conservation Foundation (MCF)	Provide input on the <i>Monmouth County Open Space Plan</i> update; move forward with plan implementation.
Other Nonprofits	Provide input on the <i>Monmouth County Open Space Plan</i> and coordinate their mission as it relates to preservation efforts within Monmouth County; meet regularly with preservation partners at the county to coordinate joint projects.
Residents and Local Businesses	Provide input on the <i>Monmouth County Open Space Plan</i> update.

Implementation Strategy:

- Assist the MCPS in development of the *Monmouth County Open Space Plan*.
- Incorporate the *Monmouth County Open Space Plan* by reference as a component of the *Monmouth County Master Plan*.
- Continue to monitor open space planning efforts after *Monmouth County Master Plan* adoption and update records annually.
- Provide support to the county, nonprofits, and municipalities as they move forward with plan implementation.



RECOMMENDATION 4.2: Work with all levels of government and nonprofit organizations to promote the preservation of sensitive environmental systems and significant natural features through acquisition, deed restrictions, conservation easements, redevelopment projects, zoning, and other innovative land use techniques.

Purpose: As an integral part of their mission, the Monmouth County Environmental Council (MCEC), as charged by the Monmouth County Board of Chosen Freeholders (MCBCF), promotes the preservation of our important natural features. This can best be accomplished through the identification of those resources and open space preservation at various levels of government.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Since MCPS's inception in 1960, the county has been promoting the preservation of recreational, open space, and natural lands. It was further reinforced with the creation of the MCEC in 1972.

- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: The Division of Planning continues to support MCEC and Monmouth County Park System (MCPS) efforts to preserve important natural resources and to provide both active and passive recreational lands.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- F. Monitor state and federal plans, legislation and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

2.1 Natural Resources: Preservation of open spaces and recreational lands that also preserves important natural resources supports the development of vital, sustainable, and healthy communities.

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.
- B. Protect, conserve, and enhance the county's significant, diverse, natural, and scenic resources utilizing sound ecological protection and restoration measures.
- C. Protect habitat and ecological diversity by encouraging the preservation of large, contiguous tracts of land.
- D. Encourage the sustainable use of public lands in concert with natural resource protection.

2.3 Arts, Cultural, and Historic Community Identity: The joint efforts of nonprofits and other levels of government continue to supplement the *Master Plan* GPOs for preservation and resource protection.

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.
- D. Increase awareness of the economic value arts, culture, and history have toward the support of community preservation, identity, and development/redevelopment efforts.



2.4 Investments in Priority Preservation Areas and Location: Preserving open space adds efficiency and reduces cost in protecting our community's significant natural resources and cultural assets.

- C. Support joint agricultural and recreational preservation efforts that provide for the complementary use of preserved properties, where feasible.
- E. Provide for necessary infrastructure improvements and support services resulting from the adverse impacts of regional development affecting preservation areas within the context of buffering and protecting our agricultural, cultural, and historic resources.

3.1 Vibrant and Sustainable Communities: Open space is a vital component of vibrant and sustainable communities as it maintains natural resources and the benefits they offer. It is important to continue to provide recreational and open space opportunities across all levels of government.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- H. Endorse the use of enhanced landscapes, streetscapes, and design amenities that promote safe and secure neighborhoods as well as other attractive and appealing built environments that discourage aversion, crime, and blight.
- J. Enhance and improve recreational opportunities.
- M. Support the acquisition of natural open lands that protect environmentally sensitive resources, provide for habitat restoration, and mitigate the impacts of natural hazards.

3.2 Preservation of Community Character: The provision of open space and recreational lands are important to the development and maintenance of community character.

- A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community's distinct character.
- C. Promote in-fill development and the adaptive reuse of substandard, underutilized, or abandoned structures that complement or improve adjacent land uses and support or enhance neighborhood character resulting in healthier places to live, work, learn, and recreate.

3.6 Recovery and Community Resiliency: Preserving natural resources as public open space can help mitigate and reduce property damage. Purchasing previously damaged properties from willing sellers to preserve as public open space, through initiatives such as NJ Department of Environmental Protection's (NJDEP) Blue Acres Program, can improve the future resiliency of our municipalities.

- H. Identify natural resources such as stream corridors, frequently flooded properties, steep slopes, century forests, and coastal lowlands that contribute to community resiliency.

3.7 Investment in Priority Growth Areas and Growth-Impacted Locations: Recreational and natural lands within the areas designated for growth are important to maintaining healthy communities.

- H. Support investment in the preservation of cultural, historic, and scenic resources located in priority growth areas and locations.
- J. Support investment in the acquisition of environmentally sensitive land and resources located in priority growth areas and locations.

Strongest Association to Master Plan Elements:

- *Open Space*
- *Natural Resources*
- *Healthy Communities*
- *Planning Services, Outreach, & Coordination*
- *Community Resiliency*
- *Sustainable Places*



Monmouth County Departments and Organizations:

Division of Planning	Work closely with the MCPS, municipalities, local nonprofits, and other government agencies to identify and preserve important natural resources as public open space; offer support to the agencies and organizations that make open space preservation in Monmouth County a significant goal of their mission.
MCPS	Continue to acquire and maintain natural lands and green corridors; continue to offer programming related to nature education, species diversity, habitat protection, and stewardship.
MCEC	Promote preservation of important natural features through continued identification of Areas of Significant Environmental Quality (ASEQ) and the provision of related educational programs.

Other Project Stakeholder Involvement:

Municipalities	Preserve open space and develop recreational lands that serve local needs.
Nonprofits	Work within the county to preserve open space, possibly as a partner to the county or municipalities in acquisition projects.

Implementation Strategy:

- Provide assistance, as needed, to the MCPS staff in the identification of potential acquisitions.
- Support county, nonprofits, and municipalities in their efforts to preserve open space and develop recreational lands.
- Work with the Monmouth County Steering Committee, MCEC, and MCPS to continue offering educational opportunities, access to emerging technologies and tools, and assistance with recreational planning and zoning.
- Provide assistance to municipal representatives and residents with public access issues related to the protection of our important natural resources.



RECOMMENDATION 4.3: Provide technical and professional assistance to our municipal partners in support of their local open space acquisition efforts and recreational facility improvements.

Purpose: Expand access to park amenities, cultural, historic, and recreational programming, environmental education offerings, natural lands, and open space facilities within Monmouth County that improve community health, sustainability, and resiliency for residents and visitors.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.2 Coordination: Work with municipal stakeholders and the Monmouth County Park System (MCPS) to support their efforts to expand and enhance recreational facilities throughout the county.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: Comprehensive planning for recreational facilities can be enhanced through the use of technology and stakeholder input.

- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

2.1 Natural Resources: Comprehensive planning can ensure a balance between natural resource preservation and the provision of active and passive recreational facilities.

- D. Encourage the sustainable use of public lands in concert with natural resource protection.
- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.

2.3 Arts, Cultural, and Historic Community Identity: The arts, cultural, and historic identity of a community can be enhanced when combined with recreational facilities through appropriate programming.

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.
- B. Reinforce Monmouth County's rich arts, cultural, and historic identity by promoting venues, sites, and events that invite visitors, attract business, and entice residents to discover our vibrant, diverse, and distinct communities.
- C. Develop partnerships with cultural and educational institutions, nonprofits, businesses, tourism groups, and artists that support marketing, economic development, and preservation efforts.
- E. Support education programs that incorporate Monmouth County history and expand opportunities for culturally-oriented programming.

3.1 Vibrant and Sustainable Communities: Recreational facilities enhance community viability in addition to providing opportunities for fitness and to connect with nature.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- B. Facilitate community dialogue and engagement in the planning process.



J. Enhance and improve recreational opportunities.

3.2 Preservation of Community Character: Open space should be an important component of community character.

A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community’s distinct character.

B. Support measures to improve communities in need of revitalization or restoration.

3.7 Investment in Priority Growth Areas and Growth-Impacted Locations: While it is important to retain open spaces and natural resources in areas designated for preservation, it is also a MCPS goal to expand recreational and natural lands within the areas designated for growth in order to maintain vibrant, healthy communities.

C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacities as needed.

H. Support investment in the preservation of cultural, historic, and scenic resources located in priority growth areas and locations.

J. Support investment in the acquisition of environmentally sensitive land and resources located in priority growth areas and locations.

Strongest Associated Master Plan Elements:

- *Natural Resources*
- *Healthy Communities*
- *Sustainable Places*
- *Community Resiliency*
- *Arts, Historic, & Cultural Resources*

Monmouth County Departments and Organizations:

Division of Planning	Provide an appropriate level of support to municipalities as they plan for recreational improvements and open space acquisition; assist the Monmouth County Park System (MCPS) in its recreational and open space planning efforts, as requested.
MCPS	Continue to implement the <i>Monmouth County Open Space Plan (2006)</i> through acquisitions, programming, and the provision and stewardship of facilities; on behalf of the Monmouth County Board of Chosen Freeholders (MCBCF), continue to annually administer the competitive Monmouth County Municipal Open Space Grant Program, as funded by allocations from the Monmouth County Open Space Trust Fund.

Other Project Stakeholder Involvement:

Municipalities	Continue efforts to provide safe recreational facilities and beneficial recreational programming in accordance with state standards and guidelines.
Nonprofits	Work with municipalities to preserve open space, provide grant funding where available, and assist with outreach efforts.



Implementation Strategy:

- Assist the MCPS in implementation of the *Monmouth County Open Space Plan*.
- Continue to monitor recreational planning in municipal master plans, grant applications, and Recreation and Open Space Inventory (ROSI) preparation and updates to the New Jersey Department of Environmental Protection (NJDEP).
- Support the MCPS and municipalities as they acquire and develop recreational lands and upgrade or redevelop existing recreational facilities.
- Encourage the use of traditional and nontraditional funding sources for recreational acquisition, planning, and development including state and federal grants, corporate endowments, and private trusts.



RECOMMENDATION 5.1: Maintain and update, as needed, the *Monmouth County Farmland Preservation Plan (2008)* as a component of the *Monmouth County Master Plan*.

Purpose: Guide Monmouth County's efforts in preserving farmland and maintaining a viable agricultural industry in compliance with the NJ State regulations regarding county comprehensive farmland preservation plans (N.J.A.C. 2:76-17 and N.J.S.A. 4:1C-43.1).

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The *Monmouth County Farmland Preservation Plan* details the county's agricultural preservation efforts to date, targets remaining farms for preservation, and lays the groundwork for efforts to retain and enhance the local agricultural economy.

- B. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- C. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- D. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- E. Serve as a regional planning facilitator.

1.2 Coordination: Implementing and updating the plan requires continued coordination among other county departments, outside agencies, and government entities.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: Farmland preservation planning work relies heavily on geographic information systems (GIS) to analyze specific sites and visualize land use patterns while other technologies help with outreach, awareness, and communication.

- A. **Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.**
- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

2.1 Environmental Resources: Assembling contiguous tracts of farmland not only has advantages for the agricultural industry but also environmental benefits.

- C. Protect habitat and ecological diversity by encouraging the preservation of large, contiguous tracts of land.



2.2 Farmland Preservation: One of the main purposes of the *Monmouth County Farmland Preservation Plan* is to guide farmland preservation projects and decision-making.

- A. Continue to support and encourage the strategic purchase of development rights on farmland for the purpose of maintaining working farms and agricultural lands using objective criteria to set priorities.
- B. Support the identification of new and the continuation of reliable dedicated sources for farmland preservation funding.
- C. Encourage and promote the use of generally accepted agricultural management practices (AMPs) that have been adopted by the SADC and generally accepted agricultural management practices that foster good stewardship of farming operations while protecting natural resources.
- D. Promote sound zoning and land use techniques that guide development and redevelopment into more compact locations while continuing to preserve viable farmland.
- E. Encourage the expansion of viable agricultural uses on preserved farmland to assure long-term agribusiness sustainability.

2.4 Investments in Preservation Areas and Locations: The *Monmouth County Farmland Preservation Plan* strives for consistency with other planning initiatives to steer growth and preservation to appropriate areas.

- A. Focus most public land acquisition and farmland preservation efforts in county recognized priority preservation investment areas.
- B. Promote land use techniques such as noncontiguous clustering and lot-size averaging that support the retention of farmland and open space in rural communities.
- C. Support joint agricultural and recreational preservation efforts that provide for the complementary use of preserved properties, where feasible.
- E. Provide for necessary infrastructure improvements and support services resulting from the adverse impacts of regional development affecting preservation areas within the context of buffering and protecting our agricultural, cultural, and historic resources.
- F. Support policies and investments in preservation areas that provide for safe, healthy, sustainable, and resilient communities.

3.1 Vibrant and Sustainable Communities: Farmland preservation and the advancement of agricultural businesses helps support vibrant and sustainable communities.

- B. Facilitate community dialogue and engagement in the planning process.
- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.

3.2 Preservation of Community Character: Farmland preservation and related planning initiatives help retain historic, cultural, and rural resources that help define many of our communities.

- A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community's distinct character.
- E. In rural areas, retain the existing community character through the use of design standards, land use strategies, design, landscaping, and land preservation.

3.3 Housing: The *Monmouth County Farmland Preservation Plan* encourages safe and reasonably priced housing for the agricultural labor force.

- C. Promote energy efficient construction and housing systems that reduce long-term costs and maintenance as well as design, technologies, and construction methods that have a lower impact on natural systems.
- D. Encourage public and private rehabilitation and reuse of substandard and vacant housing units in addition to the adaptive reuse of substandard, underutilized, or abandoned structures.

3.4 Economic Development and Redevelopment: The *Monmouth County Farmland Preservation Plan* contains detailed chapters on agricultural retention and economic development touching on issues such as marketing and public relation support, direct sales, distribution of goods, agritourism, the Right to Farm Act, agricultural education and promotion, and industry-specific challenges.

- A. Support ongoing county economic development initiatives and provide technical assistance when needed.



- B. Encourage development of a high quality, diversified tax base to provide superior economic resiliency when confronted with unanticipated changes in the overall economy.
- C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.
- D. Promote sustainable coastal, rural, cultural, and historical-based tourism.

3.5 Agricultural Development: The *Monmouth County Farmland Preservation Plan* contains detailed chapters on agricultural retention and economic development touching on issues such as marketing and public relation support, direct sales, distribution of goods, agritourism, the Right to Farm Act, agricultural education and promotion, and industry-specific challenges.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.
- B. Support the expansion of agribusiness opportunities in response to changes in the larger regional marketplace.
- C. Continue to promote and support agricultural retention and preservation efforts.
- D. Foster the advancement of the Right to Farm Act objectives through encouragement of local land use ordinances that support commercial farms and facilitate integration of surrounding land uses, recognizing both the historic nature and continued importance of our local farms and the agricultural industry.
- E. Raise public awareness of the economic, environmental, social, and cultural value of protecting our agricultural resources.

Strongest Associated Master Plan Elements:

- *Farmland Preservation*
- *Agricultural & Economic Development*
- *Open Space*
- *Natural Resources*
- *Sustainable Places*
- *Healthy Communities*

Monmouth County Departments and Organizations:

Division of Planning	Prepare the <i>Monmouth County Farmland Preservation Plan</i> and annual updates; assist municipalities with the preparation of their farmland preservation plans to ensure coordination with the <i>Monmouth County Master Plan</i> .
Planning Board (MCPB)	Incorporate the <i>Monmouth County Farmland Preservation Plan</i> by reference as a component of the <i>Monmouth County Master Plan</i> .
Park System (MCPS)	Confer on the annual submission of an Open Space Addendum to the <i>Monmouth County Farmland Preservation Plan</i> ; partner on projects of mutual interest, particularly along identified greenways; meet regularly to discuss joint acquisition projects.
Agriculture Development Board (MCADB)	Provide input and feedback.
Division of Economic Development	Provide support and guidance for implementation of Chapter 6 of the <i>Monmouth County Farmland Preservation Plan (2008)</i> and related initiatives.



Other Project Stakeholder Involvement:

State Agriculture Development Committee (SADC)	Establish framework of county comprehensive farmland preservation plans and develop schedule for updates through their statutes, rules, and policies; provide tools, data, and resources.
Municipalities	Provide feedback; coordinate municipal farmland preservation plans with the <i>Monmouth County Master Plan</i> and <i>Monmouth County Preservation Plan</i> .
Farmland Owners	Provide input into the <i>Monmouth County Farmland Preservation Plan</i> and annual updates.
Nonprofits	Provide input into the <i>Monmouth County Farmland Preservation Plan</i> and annual updates.
Agricultural Agencies	Provide insight into past, current, and future agricultural trends and practices; administer programs detailed in Chapter 7 of the <i>Monmouth County Farmland Preservation Plan (2008)</i> .

Implementation Strategy:

- Prepare annual plan updates per state regulations, circulating drafts to preservation partners each September.
- Revise target farms list and project areas as needed.
- Update geographic information system (GIS) layers as they relate to the *Monmouth County Farmland Preservation Plan*.
- Have all stakeholders use the *Monmouth County Farmland Preservation Plan* as a guide and resource for relevant projects and planning initiatives.
- Provide information and findings from annual plan updates for use in the proposed *Agricultural Sustainability Plan* for Monmouth County (discussed further in Element 9.0 Agricultural & Economic Development).



RECOMMENDATION 5.2: Manage and coordinate the purchase of agricultural easements, as guided by the *Monmouth County Farmland Preservation Plan*.

Purpose: Coordinate the purchase of agriculture development easements in accordance with the eligibility requirements outlined in the *Monmouth County Farmland Preservation Plan* to ensure that an adequate land base is available for current and future agricultural operations.

Primary Master Plan Goals, Principles, & Objectives (GPOs):**1.1 Comprehensive Planning: The county has already invested in more than 14,000-acres of farmland and continues to secure the agricultural land base.**

- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- E. Serve as a regional planning facilitator.

1.2 Coordination: The acquisition of agricultural easements involves coordination with numerous internal departments and outside partners.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: Geographic information systems (GIS) and other technologies are used to prepare project applications and analyze farmland preservation candidates.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.

2.2 Farmland Preservation: Monmouth County has already preserved more than 200 farms and continues to purchase agricultural easements.

- A. Continue to support and encourage the strategic purchase of development rights on farmland for the purpose of maintaining working farms and agricultural lands using objective criteria to set priorities.
- B. Support the identification of new and the continuation of reliable dedicated sources for farmland preservation funding.

2.3 Arts, Culture, and Historic Community Identity: Preserving farmland strengthens ties to our agrarian past and historic resources.

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.
- F. Support the preservation, protection, enhancement, and appreciation of places of community expression of diversity, customs, and traditions.

2.4 Investments in Preservation Areas and Locations: Preservation efforts are concentrated in areas that are not being targeted for redevelopment and new development.

- A. Focus most public land acquisition and farmland preservation efforts in county recognized priority preservation investment areas.
- B. Promote land use techniques such as noncontiguous clustering and lot-size averaging that support the retention of farmland and open space in rural communities.
- C. Support joint agricultural and recreational preservation efforts that provide for the complementary use of preserved properties, where feasible.
- E. Provide for necessary infrastructure improvements and support services resulting from the adverse impacts of regional development affecting preservation areas within the context of buffering and protecting our agricultural, cultural, and historic resources.
- F. Support policies and investments in preservation areas that provide for safe, healthy, sustainable, and resilient communities.

3.1 Vibrant and Sustainable Communities: Farmland preservation helps support vibrant and sustainable communities.

- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.



3.2 Preservation of Community Character: Farmland preservation helps retain historic and rural resources that help define communities.

- A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community’s distinct character.
- E. In rural areas, retain the existing community character through the use of design standards, land use strategies, design, landscaping, and land preservation.

3.4 Economic Development and Redevelopment: Farmland preservation provides a land base to support a local agricultural economy.

- B. Encourage development of a high quality, diversified tax base to provide superior economic resiliency when confronted with unanticipated changes in the overall economy.
- C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.

3.5 Agricultural Development: Preserving farms in perpetuity retains Monmouth County’s ability to keep an agricultural component to diversifying the economy.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.
- C. Continue to promote and support agricultural retention and preservation efforts.

3.6 Recovery and Community Resiliency: Farmland preservation assists in local resiliency by keeping an available food supply close.

- F. Promote and support actions and efforts that increase natural resiliency.

Strongest Associated Master Plan Elements:

- *Farmland Preservation*
- *Healthy Communities*
- *Open Space*
- *Agricultural & Economic Development*
- *Sustainable Places*

Monmouth County Departments and Organizations:

Division of Planning	Manage easement acquisition projects from inquiry stage to application to post-closing; conduct outreach to local farmers and municipalities.
Agriculture Development Board (MCADB)	Approve acquisition projects.
Finance Department	Administer funding; oversee accounts payable and receivable.
Board of Chosen Freeholders	Adopt resolutions approving projects; sign grant agreements.
Department of Public Works and Engineering	Review surveys; conduct surveys as schedule allows; provide feedback on necessary right-of-way and bridge accommodations.
Park System (MCPS)	Partner on joint acquisition projects.
Purchasing Division	Coordinate and process Request for Proposals (RFPs), requisitions, payment vouchers, and contracts with vendors.
County Counsel	Provide legal counsel.



Other Project Stakeholder Involvement:

State Agriculture Development Committee (SADC)	Provide grants and funding for projects; process applications; co-sign deeds of easement; approve projects.
Municipalities	Provide funds for projects; apply for grants; conduct outreach to potential applicants.
Nonprofits	Apply for preservation funds through the Grants to Nonprofits Program; partner on easement acquisition projects.
U.S. Department of Agriculture-Natural Resources Conservation Service (USDA-NRCS)	Provide funds for eligible projects; co-sign certain deeds of easement.
U.S. Department of Defense	Potential partner on easement acquisition projects.
Landowners	Apply to programs; preserve farms.
Vendors	Appraisers, surveyors, title companies, and other vendors provide real estate services.

Implementation Strategy:

- Continue to work with partners to process applications and coordinate real estate transactions.
- Continue to work with partners to conduct outreach to targeted farm owners.
- Seek alternate funding strategies, techniques, and new partnerships.



RECOMMENDATION 5.3: Continue to provide professional and technical assistance to the Monmouth County Agriculture Development Board (MCADB), municipal partners, and other agricultural community stakeholders.

Purpose: The Division of Planning provides technical and administrative support to the MCADB. The MCADB is mandated to promote and coordinate agricultural preservation activities in the county. Therefore, the Division of Planning provides assistance to all interested municipal partners, nonprofit organizations, and any other community groups, as requested in furtherance of MCADB's mission.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Through the *Monmouth County Farmland Preservation Plan (2008)* and in cooperation with municipally-approved Planning Incentive Grant (PIG) Program plans, targeted lands and program goals are identified and executed through the various State Agriculture Development Committee (SADC) funding programs.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- E. Serve as a regional planning facilitator.

1.2 Coordination: Continue to effectively coordinate with stakeholders to efficiently provide professional and technical assistance.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.
- G. Promote the sharing of information and data with planning partners
- I. Coordinate with municipalities on regional planning initiatives.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: As needed and practically possible, share information and solicit program feedback using **geographic information systems (GIS)** mapping. Strive to utilize newer technologies to more effectively provide technical assistance to stakeholders.

- A. **Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.**

2.1 Environmental Resources: Farmland retention can have numerous environmental benefits such as water quality protection (natural filtration), aquifer recharge, stormwater detention, as well as provide habitat for certain wildlife species.

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.
- F. Ensure high water quality through the implementation of Best Management Practices (BMPs).



2.2 Farmland Preservation: The Farmland Preservation Program has been successful in part due to the strong stakeholder partnerships it has developed over the life of the program. These partnerships are based upon staff providing technical and professional support to program partners and community stakeholders.

- A. Continue to support and encourage the strategic purchase of development rights on farmland for the purpose of maintaining working farms and agricultural lands using objective criteria to set priorities.
- B. Support the identification of new and the continuation of reliable dedicated sources for farmland preservation funding.
- C. Encourage and promote the use of generally accepted agricultural management practices (AMPs) that have been adopted by the SADC and generally accepted agricultural management practices that foster good stewardship of farming operations while protecting natural resources.
- D. Promote sound zoning and land use techniques that guide development and redevelopment into more compact locations while continuing to preserve viable farmland.

2.3 Arts, Culture, and Historic Community Identity: Targeted farmlands often have other areas of cultural or historical value on the same site. For example, a historic home, barn, or community event may also be located on the farm. This provides an excellent opportunity to expand upon existing stakeholder partner relationships and work towards the preservation of both farmlands and other historical/cultural community assets.

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.

2.4 Investment in Preservation Areas and Locations: The basis of the technical assistance provided to the MCADB and other stakeholders is to execute the aligned farmland preservation strategies as outlined in county and municipal farmland preservation plans.

- A. Focus most public land acquisition and farmland preservation efforts in county recognized priority preservation investment areas.
- B. Promote land use techniques such as noncontiguous clustering and lot-size averaging that support the retention of farmland and open space in rural communities.
- E. Provide for necessary infrastructure improvements and support services resulting from the adverse impacts of regional development affecting preservation areas within the context of buffering and protecting our agricultural, cultural, and historic resources.

3.1 Vibrant and Sustainable Communities: Farms contribute to healthy natural environments (see Master Plan Recommendation 2.1), provide locally grown fresh and healthy produce, contribute to the local, regional, and state economy, and provide respite from built environs through scenic and bucolic landscapes.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- B. Facilitate community dialogue and engagement in the planning process.
- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.

3.2 Preservation of Community Character: Keeping farms viable results in the retention of our county's rural landscapes and provides for the continuation of our agricultural legacy.

- E. In rural areas, retain the existing community character through the use of design standards, land use strategies, design, landscaping, and land preservation.

3.3 Housing: Lands entered into the Farmland Preservation Program maintain limited residential housing opportunities to ensure a farmer or landowner can continue to live on the property. This ensures rural housing opportunities are maintained in agricultural areas. Additionally, there is a need for agricultural labor housing in rural areas to ensure that wage workers can live in proximity to agricultural employers.

- A. Encourage municipalities to monitor the evolving housing market and consider the desirability of changing zoning to accommodate shifts in market demand.

3.4 Economic Development and Redevelopment: Farms are also small businesses that provide jobs. The preservation of the agriculture industry ensures that these jobs remain available.

- A. Support ongoing county economic development initiatives and provide technical assistance when needed.
- D. Promote sustainable coastal, rural, cultural, and historical-based tourism.



E. Encourage public investments that enhance local and regional competitiveness in the marketplace.

3.5 Agricultural Development: The remaining farms in the county, particularly those that are preserved, need public policies in place that will help them remain viable.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.
- B. Support the expansion of agribusiness opportunities in response to changes in the larger regional marketplace.
- C. Continue to promote and support agricultural retention and preservation efforts.
- D. Foster the advancement of the Right to Farm Act objectives through encouragement of local land use ordinances that support commercial farms and facilitate integration of surrounding land uses, recognizing both the historic nature and continued importance of our local farms and the agricultural industry.
- E. Raise public awareness of the economic, environmental, social, and cultural value of protecting our agricultural resources.

3.6 Recovery and Community Resiliency: The preservation of farmlands helps maintain pervious natural landscapes that can better recover from natural disasters. When stakeholders have clear hazard mitigation planning, farmland preservation efforts can better coordinate to align the goals of both planning efforts.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- D. Assist municipalities to incorporate resiliency planning into their local master plans, ordinances, and practices.
- F. Promote and support actions and efforts that increase natural resiliency.

3.7 Investment in Growth Areas and Growth-Impacted Locations: Effective collaboration and communication with the state, county, and local stakeholders is necessary to protect targeted farmland in appropriate locations.

- H. Support investment in the preservation of cultural, historic, and scenic resources located in primary growth areas and locations.
- I. Support policies and investments in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Farmland Preservation*
- *Natural Resources*
- *Healthy Communities*
- *Agricultural & Economic Development*
- *Sustainable Places*

Monmouth County Departments and Organizations:

Division of Planning	Provide technical assistance to other Division of Planning staff as it relates to farmland interests; prepare documents and resources for the benefit of the decisions and topics before MCADB review.
MCADB	Review and provide input on various policies, programs, and legislation that could impact farming in Monmouth County.
Rutgers Cooperative Extension (RCE)	Serve as an advisor to the MCADB for technical support and industry standards in a range of agricultural areas.



Other Project Stakeholder Involvement:

Municipalities	Provide feedback on potential projects and coordinate regarding agricultural disputes through the Right to Farm Act or mediation.
Farmland Owners	Contact staff regarding interest in preservation, right-to-farm matters, agricultural mediation, and other agricultural related matters.
Nonprofits	Coordinate with the Division of Planning on projects of shared interest.

Implementation Strategy:

- Continue to support the mission of the MCADB by providing administrative and technical support to the board.
- Continue to provide technical assistance to participating Municipal Planning Incentive Grant (PIG) Program municipalities on plan development, annual plan updates, and plan implementation.
- Continue to provide technical assistance to nonprofit organizations interested in preserving farmland.



RECOMMENDATION 5.4: Continue annual monitoring of preserved farms to ensure deed compliance and respond to post-closing requests.

Purpose: The deed of easement obligates the easement holder to conduct an annual site visit to verify compliance with the terms of the deed of easement. The deed of easement also requires the county and the state to approve certain changes to the structures and use of the land within the easement area. Therefore, the Division of Planning handles post-closing requests to approve particular changes within a farm's restricted areas and works to resolve deed violations.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.2 Coordination: Easement monitoring and stewardship frequently requires coordination with the State Agriculture Development Committee (SADC) and other government agencies and departments to ensure deed compliance and connect farmers to technical experts.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.

2.1 Environmental Resources: Soil and water conservation are key components of easement compliance and stewardship, benefiting overall environmental health.

- B. Protect, conserve, and enhance the county's significant, diverse, natural, and scenic resources utilizing sound ecological protection and restoration measures.
- E. Encourage the protection and conservation of all water sources, including the reuse of water, through responsible water resource management planning.
- F. Ensure high water quality through the implementation of Best Management Practices (BMPs).
- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.

2.2 Farmland Preservation: The Division of Planning refers farmers to technical experts and resources that provide education on BMPs and generally accepted agricultural management practices and guidance on farming operations and uses.

- C. Encourage and promote the use of generally accepted agricultural management practices (AMPs) that have been adopted by the SADC and generally accepted agricultural management practices that foster good stewardship of farming operations while protecting natural resources.
- E. Encourage the expansion of viable agricultural uses on preserved farmland to assure long-term agribusiness sustainability.

3.1 Vibrant and Sustainable Communities: Post-closing requests may center on housing replacements, agricultural labor housing, and green energy facilities.

- B. Facilitate community dialogue and engagement in the planning process.
- D. Encourage a range of housing options including types, sizes, styles, and accommodations to meet the needs associated with various lifestyles, life-stages, abilities, and occupations of residents while supporting economic sustainability within the region.
- K. Encourage the use of green technology and design to reduce the impact of property improvements on natural systems.

3.2 Preservation of Community Character: Deed compliance and post-closing requests most often intend to protect and strengthen the community's agricultural character.

- A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community's distinct character.
- E. In rural areas, retain the existing community character through the use of design standards, land use strategies, design, landscaping, and land preservation.

3.3 Housing: Post-closing requests may include housing replacements and agricultural labor housing requests.

- C. Promote energy efficient construction and housing systems that reduce long-term costs and maintenance as well as design, technologies, and construction methods that have a lower impact on natural systems.



D. Encourage public and private rehabilitation and reuse of substandard and vacant housing units in addition to the adaptive reuse of substandard, underutilized, or abandoned structures.

3.4 Economic Development and Redevelopment: Post-closing actions may center on approval of energy generation facilities on farms and agricultural labor housing.

G. Promote the use of environmental BMPs for utilities and infrastructure during redevelopment that contribute to healthier communities, support improved efficiency, and result in long-term cost reductions.

I. Encourage a variety of new and rehabilitated housing options to meet the needs of an evolving workforce in support of greater regional economic growth.

3.5 Agricultural Development: Landowners, preserved farmers, and potential buyers frequently seek assistance when expanding and shifting the focus of their farming operations.

A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.

B. Support the expansion of agribusiness opportunities in response to changes in the larger regional marketplace.

C. Continue to promote and support agricultural retention and preservation efforts.

Strongest Associated Master Plan Elements:

- *Farmland Preservation*
- *Natural Resources*
- *Sustainable Places*
- *Healthy Communities*

Monmouth County Departments and Organizations:

Division of Planning	Staff to monitor easements; meet with landowners and farmers; process post-closing requests; address easement violations; conduct outreach.
Agriculture Development Board (MCADB)	Vote on post-closing requests; advise on easement violations and deed interpretations.



Other Project Stakeholder Involvement:

State Agriculture Development Committee (SADC)	As coholders of easements, vote on post-closing requests; review monitoring paperwork; promulgate rules related to new legislation.
Landowners and Farmers	Comply with deeds of easement; ask questions; submit paperwork and applications as necessary.
New Jersey Department of Agriculture	Houses the SADC; provide sources for farmers on subjects such as animal health, plants, and marketing; oversees animal waste management rule compliance.
Rutgers New Jersey Agricultural Experiment Station (NJAES)	Offer extension services and soil testing; process water withdrawal paperwork.
U.S. Department of Agriculture-Natural Resources Conservation Service (USDA-NRCS)	Coholders of a number of our deeds of easements; prepare soil and water conservation plans; advise farmers on soil and water protection methods; connect farmers to grant programs.
New Jersey Farm Bureau	Serve as a resource for farmers and landowners.

Implementation Strategy:

- Conduct annual visits to preserved farms to ensure compliance with the terms of the deed of easement.
- Submit monitoring reports to SADC and interested parties.
- The MCADB and SADC with assistance of Division of Planning staff and Monmouth County Counsel resolve deed violations and process post-closing requests
- Keep landowners apprised of latest regulations and information.
- Process post-closing requests including house replacements, agricultural labor housing, divisions of premises, and energy generation facilities, as prescribed by the deeds of easement.
- Connect farmers and landowners to resources so they can better steward their lands and manage their operations.



RECOMMENDATION 5.5: Continue to hear right-to-farm complaints, review requests for Site-Specific Agricultural Management Practice (SSAMP) recommendations, and provide program resources to support the Right to Farm Act.

Purpose: The Right to Farm Act (N.J.A.C. 4:1C-10.4) mandates that County Agriculture Development Boards (CADBs) hear requests relative to compliance with generally accepted practices on commercial farms, prepare SSAMP recommendations, and resolve right-to-farm complaints. Protection under the Right to Farm Act also helps promote generally accepted agricultural management practices (AMPs) in farming and land stewardship.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The intent of the Right to Farm Act is to help agriculture exist in areas with conflicting or different land uses within a close proximity. Through comprehensive planning efforts, potential right-to-farm conflicts can be diminished with effective regional planning strategies.

- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.

1.2 Coordination: The success of the Right to Farm Program is dependent upon effective coordination between stakeholders. Coordination between the farmer, neighboring landowners, the municipality, county, and state is crucial in the Monmouth County Agricultural Development Board's (MCADB) ability to effectively resolve complex right-to-farm matters.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: Strive to utilize newer technologies to more effectively provide technical assistance to stakeholders.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.

2.1 Environmental Resources: Ensuring that farms can continue to operate in an increasingly urbanized county is essential to the retention of farmland. The preservation of farmland can have numerous environmental benefits such as water quality protection (natural filtration), aquifer recharge, floodwater detention, as well as providing habitat for certain wildlife species. Similarly, the use of generally accepted AMPs is promoted through the Right to Farm Program.

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.



F. Ensure high water quality through the implementation of Best Management Practices (BMPs).

2.2 Farmland Preservation: Both the Right to Farm Act and the Monmouth County Farmland Preservation Program work together to ensure that farmland and farm businesses are available to future generations.

- A. Continue to support and encourage the strategic purchase of development rights on farmland for the purpose of maintaining working farms and agricultural lands using objective criteria to set priorities.
- B. Support the identification of new and the continuation of reliable dedicated sources for farmland preservation funding.
- C. Encourage and promote the use of generally accepted agricultural management practices (AMPs) that have been adopted by the SADC and generally accepted agricultural management practices that foster good stewardship of farming operations while protecting natural resources.
- D. Promote sound zoning and land use techniques that guide development and redevelopment into more compact locations while continuing to preserve viable farmland.
- E. Encourage the expansion of viable agricultural uses on preserved farmland to assure long-term agribusiness sustainability.

2.4 Investment in Preservation Areas and Locations: Regional planning techniques that strive to create dense areas of rural farmland with buffers to the impacts of development help to prevent right-to-farm conflicts.

- A. Focus most public land acquisition and farmland preservation efforts in county recognized priority preservation investment areas.
- B. Promote land use techniques such as noncontiguous clustering and lot-size averaging that support the retention of farmland and open space in rural communities.
- E. Provide for necessary infrastructure improvements and support services resulting from the adverse impacts of regional development affecting preservation areas within the context of buffering and protecting our agricultural, cultural, and historic resources.

3.1 Vibrant and Sustainable Communities: Farms contribute to healthy natural environments (see Principle 2.1), provide locally grown fresh and healthy produce, contribute to the local, regional, and state economy, and provide respite from built environs through scenic and bucolic landscapes.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.

3.2 Preservation of Community Character: Protecting the rights of commercial farms ensures that farms remain viable, which results in the retention of our county's rural landscapes and provides for the continuation of our agricultural legacy.

- A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community's distinct character.
- E. In rural areas, retain the existing community character through the use of design standards, land use strategies, design, landscaping, and land preservation.

3.4 Economic Development and Redevelopment: Farms are also small businesses that provide jobs. The protection of the agriculture industry through the Right to Farm Act ensures that these businesses, and in turn jobs, remain available.

- D. Promote sustainable coastal, rural, cultural, and historical-based tourism.
- G. Promote the use of environmental BMPs for utilities and infrastructure during redevelopment that contribute to healthier communities, support improved efficiency, and result in long-term cost reductions.

3.5 Agricultural Development: The remaining farms in the county exist in close proximity to various land uses that present both challenges and opportunities for the health of farmland and agricultural businesses in close proximity to the built environment.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.
- B. Support the expansion of agribusiness opportunities in response to changes in the larger regional marketplace.
- C. Continue to promote and support agricultural retention and preservation efforts.



- D. Foster the advancement of the Right to Farm Act objectives through encouragement of local land use ordinances that support commercial farms and facilitate integration of surrounding land uses, recognizing both the historic nature and continued importance of our local farms and the agricultural industry.
- E. Raise public awareness of the economic, environmental, social, and cultural value of protecting our agricultural resources.

3.7 Investment in Growth Areas and Growth-Impacted Locations: Well-planned and properly functioning systemic infrastructure can decrease the opportunity for right-to-farm related complaints to arise. For example, poorly planned transportation infrastructure, lack of utilities, or stormwater runoff problems can be the basis of conflict between farms and neighboring landowners.

- A. Encourage public infrastructure investments in county recognized priority growth areas and locations that support economic development and redevelopment; particularly locations in existing and planned service areas.
- I. Support policies and investment in primary growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Farmland Preservation*
- *Agricultural & Economic Development*
- *Natural Resources*

Monmouth County Departments and Organizations:

Division of Planning	Provide technical assistance to guide the Monmouth County Agriculture Development Board (MCADB) and other stakeholders through the right-to-farm process.
Other County Departments	Provide technical assistance to help the MCADB to resolve right-to-farm issues; for example, the Department of Public Works and Engineering, Monmouth County Solid Waste Enforcement Team, and Monmouth County Health Department (MCHD) have advised the MCADB in previous matters.
MCADB	Board members hear complaints and SSAMPs for right-to-farm issues that arise in the county.
Rutgers Cooperative Extension (RCE)	A RCE representative serves in an advisory capacity to the MCADB as a nonvoting member of the board; serves as a vital role in providing agricultural expertise in right-to-farm site visits and hearings.



Other Project Stakeholder Involvement:

State Agriculture Development Committee (SADC)	Coordinates the Right to Farm Program in partnership with CADBs, and if appealed go to the SADC; provides support to MCADB staff; drafts and approves SSAMP requests in addition to drafting and updating right-to-farm regulations.
Municipalities	Recipient of notifications when a complaint or SSAMP is filed; participation in the research and hearing process.
USDA - Natural Resource Conservation Service (NRCS)	Provide technical assistance to the MCADB and farmers that are involved in right-to-farm matters when applicable to generally accepted AMPs.
Commercial Farms	If an operation meets the definition of a commercial farm as defined by the Right to Farm Act, it is eligible to seek protection for generally accepted agricultural activities.
Neighboring Landowners	If a neighboring landowner or member of the community takes issue with an agricultural activity on a commercial farm, they may seek relief through the Right to Farm Act; recipient of notification of public hearings.

Implementation Strategy:

- Process SSAMP applications and right-to-farm complaints.
- Conduct outreach to farmers, municipalities, attorneys, etc. to promote AMPs, increase understanding of relevant statutes, and encourage good relationships with neighbors.
- Promote the SADC’s Agricultural Mediation Program to help resolve Right to Farm-related issues.



RECOMMENDATION 5.6: Proceed with planning efforts to understand, evaluate, and support our agricultural industry in a regional context to improve long-term agricultural sustainability.

Purpose: Through the successes of the Farmland Preservation Program, the county now has a permanent land base available for farming. Support of the agriculture business industry is a natural next step that will protect the county's investment in preserved lands and ensure the viability of unpreserved lands, making them less likely to succumb to development pressures. The Division of Planning will support planning efforts that promote the agriculture industry as a whole. This includes such efforts as the preparation of the *Agricultural Sustainability Plan (ASP)* for Monmouth County (as detailed in *Master Plan* Recommendation 9.1), providing and recommending resources to farmers through the expertise of Division of Planning staff, and supporting agriculture industry efforts through the Division of Economic Development.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

- 1.1 Comprehensive Planning:** Continue to produce data, reports, studies, and analysis used by the county for agricultural and economic development purposes.
- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
 - B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
 - C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
 - D. Support the goals and objectives of the *Monmouth County Strategic Plan*.
- 1.2 Coordination:** Provide professional and technical assistance to the Division of Economic Development as needed to assist in the implementation of their programs related to agribusinesses.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
 - C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
 - D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
 - G. Promote the sharing of information and data with planning partners.
 - I. Coordinate with municipalities on regional planning initiatives.
- 1.3 Planning Approach:** Planning data, reports, studies, and analysis provide valuable insight into existing industry conditions, demographics, and market trends that can be used by municipalities, businesses, institutions, and community-based organizations to assist them in their decision-making.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- 2.3 Arts, Culture, and Historic Community Identity:** Monmouth County has a strong agricultural heritage that provides the backdrop for our community identity, agrarian heritage, rural viewsheds, and quality-of-life in the county. Furthermore, agricultural businesses also serve as historic sites, tourist attractions, and educational facilities. A plan for the sustainability of our agricultural economy is necessary to retain that heritage, culture, and identity.
- B. Reinforce Monmouth County's rich arts, cultural, and historic identity by promoting venues, sites, and events that invite visitors, attract business, and entice residents to discover our vibrant, diverse, and distinct communities.
 - C. Develop partnerships with cultural and educational institutions, nonprofits, businesses, tourism groups, and artists that support marketing, economic development, and preservation efforts.



D. Increase awareness of the economic value arts, culture, and history have toward the support of community preservation, identity, and development/redevelopment efforts.

3.1 Vibrant and Sustainable Communities: Long-term economic security in the agricultural industry is an essential component of a vibrant and sustainable community. The health of the agricultural industry is also vital to food as well as economic security issues.

A. Promote policies that foster healthy, sustainable, and resilient communities.

I. Encourage regional and local arts/cultural planning initiatives and support creative placemaking efforts that attract innovative ideas, community involvement, entrepreneurial talent, and new businesses to a community.

N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.

3.2 Preservation of Community Character: The preservation of the agricultural industry also translates to the preservation of the county's rural character.

A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community's distinct character.

D. Promote the development and use of design standards that reinforce neighborhood character and improve the appearance and appeal of special improvement districts, commercial districts and corridors, and redevelopment areas.

3.3 Housing: The agricultural industry requires housing options for the farmer, farm manager, and other agricultural workers. This represents a need for rural housing for higher income landowners as well as wage and seasonal workers that are essential to the functioning of a farm business.

A. Encourage municipalities to monitor the evolving housing market and consider the desirability of changing zoning to accommodate shifts in market demand.

D. Encourage public and private rehabilitation and reuse of substandard and vacant housing units in addition to the adaptive reuse of substandard, underutilized, or abandoned structures.

3.4 Economic Development and Redevelopment: The county will benefit from the success of the agriculture industry. The health of the agriculture industry provides economic benefits through employment, local food production, nursery production, the success of the equine racing industry, among other niche agricultural ventures.

A. Support ongoing county economic development initiatives and provide technical assistance when needed.

B. Encourage development of a high quality, diversified tax base to provide superior economic resiliency when confronted with unanticipated changes in the overall economy.

C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.

D. Promote sustainable coastal, rural, cultural, and historical-based tourism.

E. Encourage public investments that enhance local and regional competitiveness in the marketplace.

G. Promote the use of environmental BMPs for utilities and infrastructure during redevelopment that contribute to healthier communities, support improved efficiency, and result in long-term cost reductions.

3.5 Agricultural Development: Agriculture is an irreplaceable economic asset to our local, regional, and state economy.

A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.

B. Support the expansion of agribusiness opportunities in response to changes in the larger regional marketplace.

C. Continue to promote and support agricultural retention and preservation efforts.

D. Foster the advancement of the Right to Farm Act objectives through encouragement of local land use ordinances that support commercial farms and facilitate integration of surrounding land uses, recognizing both the historic nature and continued importance of our local farms and the agricultural industry.

E. Raise public awareness of the economic, environmental, social, and cultural value of protecting our agricultural resources.



3.6 Recovery and Community Resiliency: An important component to economic sustainability is the ability for agricultural businesses to recover quickly from a natural hazard.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- B. Offer assistance to other county agencies for hazard mitigation planning and addressing the potential long-term economic, environmental, and health impacts that occur during disaster recovery.
- E. Provide support for outreach, awareness, and public education to coastal and riverine communities on flood hazards, mitigation strategies, and emergency preparedness. Encourage individuals, local businesses, and community organizations to develop their own disaster preparedness plans.

3.7 Investment in Growth Areas and Growth-Impacted Locations: In many cases, the success of agricultural businesses can depend on smart land use planning that targets incompatible neighboring land uses to growth zones and helps to maintain contiguous rural areas wherever possible.

- A. Encourage public infrastructure investments in county recognized priority growth areas and locations that support economic development and redevelopment; particularly locations in existing and planned service areas.
- I. Support policies and investment in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Farmland Preservation*
- *Agricultural & Economic Development*
- *Healthy Communities*

Monmouth County Departments and Organizations:

Division of Planning	Research planning techniques to promote the agriculture industry; research and write grants to fund agricultural industry viability issues; develop an <i>ASP</i> for Monmouth County.
Agriculture Development Board (MCADB)	Provide guidance and feedback regarding industry needs and sustainability planning issues.
Division of Economic Development	Pursue grants to conduct industry research and offer agriculture business development training and resources.
Brookdale Community College (BCC)	Consider BCC as an educational and training resource for developing and implementing training for the farming and hospitality industries.



Other Project Stakeholder Involvement:

Agriculture Business Owners and Operators	Provide feedback and guidance to offer a better understanding of their needs and challenges.
Municipalities	Coordinate and encourage planning practices and decisions that support the agricultural industry.
Agriculture Agencies and Interest Groups	Provide industry feedback.

Implementation Strategy:

- Begin working towards the development of the *ASP* for Monmouth County, as identified in the Agricultural & Economic Development *Master Plan* Element Recommendation 9.1.
- Continue to coordinate with municipalities, agriculture interest groups, and other applicable stakeholders to facilitate rural planning initiatives in accordance with the *Monmouth County Farmland Preservation Plan* and any applicable municipal farmland preservation plans.
- Promote the [NJ Land Link: Online Listings](#) and State Agriculture Development Committee (SADC) land linking initiatives.
- Seek ways to support the agricultural industry that would include, but not be limited to: seeking grants, connecting producers with resources, and establishing stronger partnerships with agriculture industry stakeholders and business groups to ensure resources are reaching our Monmouth County farmers.



RECOMMENDATION 6.1: Work with municipal, transit, and state agency partners to develop a county-based scenic byway system that provides interconnectivity of our arts, cultural, and historic assets through the use of a multi-modal transportation network.

Purpose: Provide a county-based network of physically interconnected historic, cultural, and arts assets modeled similarly to state and federal scenic byway programs that showcases our rich, various, and abundant cultural and historic resources, which supports tourism and increases the public's interest about Monmouth County.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.2 Coordination: Although envisioned primarily along county roadways, this effort requires cooperation from a number of county agencies along with possible assistance from municipalities and the NJ Department of Transportation (DOT) to create a seamless byway system along the existing roadway network.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- I. Coordinate with municipalities on regional planning initiatives.

2.1 Environmental Resources: The Monmouth County Park System (MCPS) is the largest holder of historic properties in Monmouth County. Natural features, scenic vistas, and historic sites are important intrinsic qualities of any scenic byway.

- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.

2.2 Farmland Preservation: Incorporating agricultural tourism into western Monmouth County supports viable agricultural uses on preserved farmland.

- E. Encourage the expansion of viable agricultural uses on preserved farmland to assure long-term agribusiness sustainability.

2.3 Arts, Culture, and Historic Identity: The byway will provide residents and visitors an exciting opportunity to explore the county and learn more about important community cultural assets that contribute greatly to our cherished quality-of-life and sense of community pride.

- B. Reinforce Monmouth County's rich arts, cultural, and historic identity by promoting venues, sites, and events that invite visitors, attract business, and entice residents to discover our vibrant, diverse, and distinct communities.
- C. Develop partnerships with cultural and educational institutions, nonprofits, businesses, tourism groups, and artists that support marketing, economic development, and preservation efforts.
- D. Increase awareness of the economic value arts, culture, and history have toward the support of community preservation, identity, and development/redevelopment efforts.

3.4 Economic Development and Redevelopment: Byways can be used as a platform to enhance marketing campaigns that promote tourism, particularly for multiple venues, sites, and attractions along a particular route.

- D. Promote sustainable coastal, rural, cultural, and historical-based tourism.

3.5 Agricultural Development: Provides an opportunity to enhance exposure to agricultural businesses and agritourism opportunities to farms along the byway.

- B. Support the expansion of agribusiness opportunities in response to changes in the larger regional marketplace.
- E. Raise public awareness of the economic, environmental, social, and cultural value of protecting our agricultural resources.

Strongest Associated Master Plan Elements:

- *Arts, Historic, & Cultural Resources*
- *Sustainable Places*



- *Natural Resources*
- *Open Space*
- *Transportation & Mobility*
- *Agricultural & Economic Development*

Monmouth County Departments and Organizations:

Division of Planning	Develop a county-based scenic byway program; identify byway assets and potential byway locations; conduct outreach with partner agencies; facilitate meetings; coordinate documentation efforts; provide mapping and develop byway narratives.
Park System (MCPS)	Provide knowledge about historic resources; assist with outreach efforts; help identify connections to and between MCPS resources; provide documentation material for byway narratives and ecotourism programming.
Library System	House reference and marketing materials; disseminate and distribute byway maps and narratives to local libraries.
Department of Public Works and Engineering	Assist in identifying byway locations; fabricate, install, and maintain byway signs.
Department of Public Information and Tourism	Graphically design byway logos; host online resources developed by the Division of Planning; disseminate marketing material and information; assist in the development of marketing materials.
Historical Commission	Identify byway assets; assist with outreach efforts; document historic and cultural resources.
Division of Economic Development	Promote agribusiness tie-ins with scenic byway program; work with local businesses in byway messaging.
Monmouth Arts	Support marketing and branding of arts and cultural attractions along designated byway routes; support online resources.

Other Project Stakeholder Involvement:

Municipalities	Assist in identifying local byway assets and location; coordinate byway with local businesses and tourism efforts; provide assistance for sign installation and maintenance on local roads; offer byway marketing assistance.
NJ Department of Transportation (NJDOT)	Assist in identifying sign locations and installation along state roadways if necessary.
NJ TRANSIT	Use train stations as possible destinations or points of interest along the byway; provide a transit link and regional marketing efforts for MoCo attractions and events.



Implementation Strategy:

- The Division of Planning is to work with other county departments and organizations to outline the extent of a byway program and determine viable byway routes.
- Coordinate project buy-in from other county departments and project stakeholders to support byway implementation such as finalizing byway routes, designing byway logos, developing a scenic byway plan, and fabricating, installing, and maintaining the signs.
- Develop individual byway committees comprised of representatives from county departments, host communities, and stakeholders to help oversee long-term stewardship of the program.
- Assist with the creation of maps and marketing materials for hard copy and online publication.



RECOMMENDATION 6.2: Develop a geographic information system (GIS)-based, online mapping resource for the Monmouth County Park System's (MCPS) existing Monmouth County Historic Sites Inventory (HSI).

Purpose: Monmouth County's HSI contains valuable information that is not currently accessible to the public for mapping purposes. Georeferencing the historic sites for use with online mapping programs will assist with the development of scenic byways (*Master Plan* Recommendation 6.1). HSI mapping can be used to assist municipalities in the development of their local master plans as well as be used by the public to better understand the breadth and scope of countywide historic offerings.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: This effort will build upon the HSI already completed by the MCPS.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.

1.2 Coordination: The Division of Planning GIS Section will work with the MCPS' GIS and Planning Sections to update the information in the HSI and develop an appropriate online delivery interface for public use.

- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- G. Promote the sharing of information and data with planning partners.

1.3 Planning Approach: Implementation of geographic information systems (GIS) technology for planning and the dissemination of information.

- A. **Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.**
- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.

2.3 Arts, Culture, and Historic Identity: An online HSI will provide residents and policy makers with access to information on historic sites beyond what is currently available in print. It will also be available as a GIS layer for research and online mapping. Many of the county's historic sites are managed and/or maintained by MCPS. This information in a GIS format can be used as a tool to better manage historic assets as part of a capital improvement plan.

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.
- B. Reinforce Monmouth County's rich arts, cultural, and historic identity by promoting venues, sites, and events that invite visitors, attract business, and entice residents to discover our vibrant, diverse, and distinct communities.

3.2 Preservation of Community Character: The GIS layer will contain information on private historic properties which could be retained and incorporated into larger scale developments and redevelopment projects.

- A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community's distinct character.

Strongest Associated Master Plan Elements:

- *Arts, Historic, & Cultural Resources*
- *Planning Services, Outreach, & Coordination*



- *Agricultural & Economic Development*
- *Sustainable Places*

Monmouth County Departments and Organizations:

Division of Planning	The GIS Section will develop an online map interface for public use that will incorporate information from the HSI.
MCPS	Maintain geodatabases of historic sites; provide knowledge of historic resources; provide documentation materials; assist in developing an information dissemination protocol.
Historical Commission	Assist in the development of the HSI update; maintain historic reference materials.
Library System	Maintain historic reference materials.
Brookdale Community College (BCC)	Consider students for internships on the development of this GIS project.

Other Project Stakeholder Involvement:

Municipalities	Assist in identifying local historic sites assets and location.
New Jersey Historic Preservation Office (NJ HPO)	Verify status of national and state historic sites, structures, and landmarks throughout Monmouth County.

Implementation Strategy:

- The Division of Planning’s GIS Section to develop an interactive online mapping program for public use.
- The Division of Planning is to work directly with the MCPS in developing accurate geodatabases of historic sites for use as part of the online mapping program.
- The MCPS and Division of Planning should determine appropriate dissemination protocols as many historic sites are privately held.



RECOMMENDATION 6.3: Continue to provide technical and professional support as a member of the MoCo (Monmouth County) Partnership and expand the concept of the MoCo Arts Corridor to areas of western Monmouth County.

Purpose: The Division of Planning will continue to provide technical and professional support of the MoCo Partnership’s mission. The MoCo Partnership includes government agencies, civic groups, artists, businesses, educational institutions, tourism, and transportation organizations with a mission to make Monmouth County a cultural destination of choice. The partnership has proven to be a valuable marketing initiative, providing a cohesive message about the cultural offerings in the county. Building off the success of the MoCo Arts Corridor in eastern Monmouth, the Division will continue to increase awareness of the cultural and historic offerings in western Monmouth County for both visitors and residents alike. This effort is closely related to *Master Plan* Recommendation 6.1 and should be expanded beyond the arts to include historic sites and agritourism opportunities that reflect the rural heritage of western Monmouth.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Monmouth County will continue to be a MoCo partner, providing technical assistance with grants and help raise awareness of and encourage participation in MoCo at the municipal level.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.

1.2 Coordination: The Division of Planning to assist Monmouth Arts with the expansion of the MoCo concept into western Monmouth County and encourages municipal participation.

- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- I. Coordinate with municipalities on regional planning initiatives.

2.2 Farmland Preservation: Incorporating agricultural tourism into MoCo west supports viable agricultural uses on preserved farmland.

- E. Encourage the expansion of viable agricultural uses on preserved farmland to assure long-term agribusiness sustainability.

2.3 Arts, Culture, and Historic Community Identity: MoCo strengthens the county’s image as a cultural destination that fosters arts throughout the region and strengthens western Monmouth’s image as a cultural, historic, and agricultural tourism destination.

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.
- B. Reinforce Monmouth County’s rich arts, cultural, and historic identity by promoting venues, sites, and events that invite visitors, attract business, and entice residents to discover our vibrant, diverse, and distinct communities.
- C. Develop partnerships with cultural and educational institutions, nonprofits, businesses, tourism groups, and artists that support marketing, economic development, and preservation efforts.
- D. Increase awareness of the economic value arts, culture, and history have in the support of community preservation, identity, and development/redevelopment efforts.
- F. Support the preservation, protection, enhancement, and appreciation of places of community expression of diversity, customs, and traditions.

3.1 Vibrant and Sustainable Communities: MoCo partners includes organizations and artists that attract visitors to Monmouth County and offer our residents many opportunities to participate in a wide array of visual and performing arts and to learn more about local arts and culture.

- A. Promote polices that foster healthy, sustainable, and resilient communities.
- G. Promote vibrancy, attractiveness, and a diverse array of uses, occupations, services, and amenities for downtowns and business districts.



- I. Encourage regional and local arts/cultural planning initiatives and support creative placemaking efforts that attract innovative ideas, community involvement, entrepreneurial talent, and new businesses to a community.
- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.

3.2 Preservation of Community Character: Many communities in the MoCo Arts Corridor are host to our most important cultural venues in addition to arts and educational institutions.

- A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community’s distinct character.

3.4 Economic Development and Redevelopment: MoCo leverages the economic value of the arts to entice visitors, engage residents in arts programming, and attract business investments in our community.

- A. Support ongoing county economic development initiatives and provide technical assistance when needed.
- B. Encourage development of a high quality, diversified tax base to provide superior economic resiliency when confronted with unanticipated changes in the overall economy.
- C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.
- D. Promote sustainable coastal, rural, cultural, and historical-based tourism.
- E. Encourage public investments that enhance local and regional competitiveness in the marketplace.

3.5 Agricultural Development: Raises awareness of the importance of our agricultural resources and rural culture.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.

Strongest Associated Master Plan Elements:

- *Arts, Historic, & Cultural Resources*
- *Planning Services, Outreach, & Coordination*
- *Transportation & Mobility*
- *Agricultural & Economic Development*
- *Community Resiliency*
- *Sustainable Places*
- *Healthy Communities*

Monmouth County Departments and Organizations:

Division of Planning	Continue to assist Monmouth Arts with grant applications, public outreach, and awareness; encourage municipal participation in MoCo; provide technical assistance as needed.
Monmouth Arts	Fiscal agent for MoCo; maintain MoCo website and marketing presence in the Arts Corridor; apply for grants; coordinate grant efforts; facilitate partnership meetings; encourage new membership in MoCo.
Division of Economic Development	Foster business engagement in MoCo activities; encourage MoCo artists to participate in Made in Monmouth events; participate in meetings and promote MoCo initiatives.



Park System (MCPS)	Incorporate MoCo efforts into parks planning and programs; encourage more art installations in the parks.
Library System	Venues for arts and cultural programming; promote MoCo programming; provide web links to cultural and art events around the county.
Department of Public Information and Tourism	As the county’s official arts organization, help promote Monmouth Arts accomplishments; provide press releases on major MoCo events; assist in the branding and marketing of the MoCo Arts Corridor.
Brookdale Community College (BCC)	Consider BCC as a cultural destination; consider students as a resource for staffing such venues for the employers in partnership.

Other Project Stakeholder Involvement

Municipalities	Incorporate cultural planning and creative placemaking into master plans and redevelopment plans; participate in MoCo events; host and/or facilitate arts and cultural programs in the arts corridor.
NJ TRANSIT	Market the MoCo Arts Corridor to transit users; improve awareness of MoCo efforts throughout NJ; improve service and accommodations on the North Jersey Coast Line; include the arts into station renovation and/or redevelopment plans; improve wayfinding from transit stations to cultural institutions.
New Jersey Department of Transportation (NJDOT)	Assist with wayfinding measures; potential funder.
Artists	Actively engage members in the MoCo Partnership; assist with marketing and branding campaigns; encourage other artist participation in MoCo events.
Jersey Shore Convention and Visitors Bureau	Promote and market MoCo as a regional arts destination as well as the MoCo partners within the arts corridor.

Implementation Strategy:

- Continue to provide professional and technical assistance to Monmouth Arts and the MoCo Partnership, particularly in the expansion of MoCo into western Monmouth County.
- Engage municipalities more in discussions about cultural planning and creative placemaking.
- Encourage towns to participate as partners in MoCo and incorporate the MoCo concept into their master plan and policy documents.



RECOMMENDATION 6.4: Incorporate the Monmouth Arts' cultural arts plan *Imagine, Envision, Create (2012)* as a component of the *Monmouth County Master Plan*.

Purpose: *Imagine, Envision, Create* integrates input and research from a broad range of artists, arts organization, creative industries, planning, tourism, education, and economic development. Monmouth Arts updates the plan every five years, providing strategies to help sustain and enhance an important quality-of-life factor for Monmouth County residents. The Monmouth County Division of Planning is a partner in this effort.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.3 Planning Approach: Continue to develop partnerships with community stakeholders by offering planning assistance to help implement projects.

- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.

2.3 Arts, Culture, and Historic Community Identity: Incorporate the arts into local land use, economic development, marketing, and community education/outreach.

- B. Reinforce Monmouth County's rich arts, cultural, and historic identity by promoting venues, sites, and events that invite visitors, attract business, and entice residents to discover our vibrant, diverse, and distinct communities.
- C. Develop partnerships with cultural and educational institutions, nonprofits, businesses, tourism groups, and artists that support marketing, economic development, and preservation efforts.
- D. Increase awareness of the economic value arts, culture, and history have toward the support of community preservation, identity, and development/redevelopment efforts.
- F. Support the preservation, protection, enhancement, and appreciation of places of community expression of diversity, customs, and traditions.

3.1 Vibrant and Sustainable Communities: Encourage regional and local arts/cultural planning initiatives and support creative placemaking efforts that attract innovative ideas, community involvement, entrepreneurial talent, and new businesses to a community.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- I. Encourage regional and local arts/cultural planning initiatives and support creative placemaking efforts that attract innovative ideas, community involvement, entrepreneurial talent, and new businesses to a community.

3.4 Economic Development and Redevelopment: *Imagine, Envision, Create* supports county efforts in economic and business development, redevelopment, and tourism/destination marketing.

- C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.
- D. Promote sustainable coastal, rural, cultural, and historical-based tourism.

Strongest Associated Master Plan Elements

- *Arts, Historic, & Cultural Resources*
- *Planning Services, Outreach, & Coordination*
- *Agricultural & Economic Development*
- *Healthy Communities*



Monmouth County Departments and Organizations

Division of Planning	Provide Monmouth Arts assistance with updating and implementing the <i>Imagine, Envision, Create</i> ; provide technical assistance to municipalities in the development of <i>Imagine, Envision, Create</i> .
Planning Board (MCPB)	Partner; provides professional assistance in the development of this plan; incorporate <i>Imagine, Envision, Create</i> as a component of the <i>Master Plan</i> .
Monmouth Arts	Lead agency on the cultural arts plan update, which occurs every five years; assist local arts councils and municipalities in the development of cultural arts plans.
Division of Economic Development	Provide Monmouth Arts assistance with implementing and updating the <i>Imagine, Envision, Create</i> .

Other Project Stakeholder Involvement

Municipalities	Incorporate appropriate recommendations found in <i>Imagine, Envision, Create</i> into local master plan and redevelopment plans.
Artists	Actively involve and engage artists with the creation of <i>Imagine, Envision, Create</i> .

Implementation Strategy:

- Provide Monmouth Arts assistance with updating and implementing the *Imagine, Envision, Create*; provide technical assistance to municipalities in the development of *Imagine, Envision, Create*.
- Incorporate the Monmouth Arts’ cultural arts plan *Imagine, Envision, Create* as a component of the *Monmouth County Master Plan*.



RECOMMENDATION 6.5: Respond to requests from our municipal partners for professional and technical assistance in creating cultural asset inventories and in the development of cultural and creative placemaking plans.

Purpose: Provide assistance to municipalities seeking to create cultural plans and advancement in the Sustainable Jersey (SJ) certification program with their Arts and Creative Culture Actions.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.2 Coordination: Assist municipalities with accomplishing their Arts and Creative Culture Actions for SJ.

- G. Promote the sharing of information and data with planning partners.

1.3 Planning Approach: Help facilitate municipalities seeking certification in SJ.

- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.

2.3 Arts, Culture, and Historic Community Identity: Incorporating arts and cultural plans into local master plans and policy documents raises public awareness about their important role in community identity and value.

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions
- F. Support the preservation, protection, enhancement, and appreciation of places of community expression of diversity, customs, and traditions.

3.1 Vibrant and Sustainable Communities: The partnerships developed and the information gathered by assisting municipalities with their Arts and Cultural Actions will strengthen support for regional creative placemaking efforts such as MoCo.

- I. Encourage regional and local arts/cultural planning initiatives and support creative placemaking efforts that attract innovative ideas, community involvement, entrepreneurial talent, and new businesses to a community.

Strongest Associated Master Plan Elements:

- *Arts, Historic, & Cultural Resources*
- *Planning Services, Outreach, & Coordination*
- *Sustainable Places*
- *Community Resiliency*
- *Healthy Communities*

Monmouth County Departments and Organizations:

Division of Planning	Provide professional and technical assistance to communities in the SJ certification program; participate on local creative teams; facilitate SJ Monmouth County Hub Steering Committee meetings and forums for the Monmouth County Hub for Municipal Green Teams meetings.
Monmouth Arts	Assist municipalities with their SJ Arts and Creative Culture Actions; participate on local creative teams.
Library System	County libraries should be recognized as cultural and creative assets in the development of municipal creative assets inventories.
Park System (MCPS)	Some county parks may also qualify as cultural and creative assets depending upon available programming.



Other Project Stakeholder Involvement:

SJ	Facilitate SJ certification program.
Municipalities	Voluntarily participate in the SJ certification program; form creative teams; lead agency in the implementation of SJ action items.
Local SJ Creative Team	Local teams comprised of artists, arts organizations, creative industry personnel, economic development professionals, elected/appointed officials, realtors, major institutions (e.g. education, health, recreation, and financial), benefactors/philanthropists, and citizen volunteers.

Implementation Strategy:

- Facilitate SJ Monmouth County Hub Steering Committee meetings and forums for the Monmouth County Hub for Municipal Green Teams.
- Encourage participating SJ towns to participate in Arts and Creative Culture Actions.
- Request SJ participating municipalities to invite county representatives to participate as a member of their local creative team.
- As members of a local creative team, the county is able to provide technical and professional assistance for Arts and Creative Culture Actions.



RECOMMENDATION 7.1: Plan for areawide water quality management, including implementation of the *Wastewater Management Plan (WMP) for Monmouth County* as part of the *Monmouth County Water Quality Management (WQM) Plan*, to serve the needs of residents and businesses in a way that supports economic development, particularly in Priority Growth Investment Areas (PGIAs), and conserves environmental resources that protect water quality and quantity.

Purpose: Under NJ Executive Order 67, signed by then Governor Christine Todd Whitman in 1997, the Monmouth County Board of Chosen Freeholders (MCBCF) was designated as the Water Quality Management Planning Agency for the county. The MCBFC delegates responsibility to the Monmouth County Planning Board (MCPB), which consequently formed an Amendment Review Committee (ARC) to provide technical review and recommendations. The Monmouth County Future Wastewater Service Area Map was adopted in 2013, however in 2015 the New Jersey Department of Environmental Protection (NJDEP) moved to deactivate the draft *WQM Plan* that was still under review. NJDEP has begun the process of revising the water quality rules, with the goal of readopting the *WMP for Monmouth County*. This recommendation allows the Division of Planning to continue water quality management planning efforts related to all potential impacts to water quality including nonpoint source pollution, protection of our water supplies, wastewater management, and stormwater control.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Address and assess both the interdependent and collective impacts of water quality management to minimize adverse environmental impacts while considering housing and economic development needs.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.
- E. Serve as a regional planning facilitator.

1.2 Coordination: Water quality management planning requires coordination with sewerage authorities, water purveyors, municipalities, adjacent counties, and the NJDEP.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principals, and Objectives of the *Monmouth County Master Plan*.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: Areawide water quality planning relies on geographic information systems (GIS) technology for capacity analysis, imagery, and reviewing environmental constraints and site conditions.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.

2.1 Environmental Resources: The purpose of this recommendation is to plan for clean water and to protect water quality.

- B. Protect, conserve, and enhance the county's significant, diverse, natural, and scenic resources utilizing sound ecological protection and restoration measures.



- E. Encourage the protection and conservation of all water sources, including the reuse of water, through responsible water resource management planning.
- F. Ensure high water quality through the implementation of Best Management Practices (BMPs).
- G. Promote the consideration of such overarching issues as sea level rise, saltwater intrusion, and development impacts on aquifer recharge and stormwater management in decision making related to water supply and wastewater.
- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.
- I. Support the creation of municipal land use regulations and programs that protect environmentally sensitive areas based on constraints, building suitability, natural resource value, and environmental criteria.

2.4 Investment in Preservation Areas and Locations: Water quality management planning is broader than planning for sewer service within the growth areas. It also includes the protection of natural water resources in preservation areas.

- F. Support policies and investments in preservation areas that provide for safe, healthy, sustainable, and resilient communities.

3.1 Vibrant and Sustainable Communities: Sustainable vibrant communities need to be designed in a way that balances natural resources and natural system use with appropriate population densities. Good water quality management planning is essential to the protection of public health.

- F. Support efforts that increase sustainable infrastructure capacity to accommodate population change, replace aging systems, and encourage investments that provide for safe, sound, resilient, and reliable utility service.
- K. Encourage the use of green technology and design to reduce the impact of property improvements on natural systems.

3.4 Economic Development and Redevelopment: New development should be channeled into areas that can accommodate it through appropriate utility infrastructure.

- C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.
- E. Encourage public investments that enhance local and regional competitiveness in the marketplace.
- G. Promote the use of environmental BMPs for utilities and infrastructure during redevelopment that contribute to healthier communities, support improved efficiency, and result in long-term cost reductions.

3.7 Investment in Growth Areas and Growth-Impacted Locations: Utility planning is integral to water quality management.

- A. Encourage public infrastructure investments in county recognized primary growth areas and locations that support economic development and redevelopment; particularly locations in existing and planned service areas.
- B. Coordinate infrastructure and utility upgrades with economic development and redevelopment activities.
- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacity as needed.
- D. Encourage the incorporation of new technologies and improved coordination among public service providers to ensure proper timing and sequencing of facility and service extensions and upgrades.
- F. Focus most public transportation improvements, utility, and infrastructure investment in places where public safety issues are a concern.
- I. Support policies and investment in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.



Strongest Associated Master Plan Elements:

- Utilities
- Natural Resources
- Community Development & Housing
- Healthy Communities
- Sustainable Places

Monmouth County Departments and Organizations:

Division of Planning	Develop and implement the <i>WMP for Monmouth County</i> as part of the <i>Monmouth County WQM Plan</i> ; prepare and implement the <i>Monmouth County WQM Plan</i> ; continue to process amendments and revisions to the <i>Monmouth County WQM Plan</i> through the ARC; review municipal master plan utility elements for consistency with county plans; assist municipalities and other county departments with wastewater planning efforts and their preparation of applications for amendments to county plans; work with other counties where sewer service crosses county boundaries; conduct outreach to the public regarding wastewater management planning issues and initiatives.
MCPB	Recognize the <i>Monmouth County WQM Plan</i> and the <i>WMP for Monmouth County</i> as consultative and supportive documents of the <i>Monmouth County Master Plan</i> .
Park System (MCPS)	Confer with MCPB on wastewater management planning efforts for parks and recreation areas.
Health Department	Assist with the coordination of wastewater management planning issues that could potentially affect public health.
Division of Economic Development	Promote development and new infrastructure investments in growth areas that support economic development and expansion in the county, in accordance with recommendations found in the <i>Monmouth County Comprehensive Economic Development Strategy (CEDS) (2014)</i> .

Other Project Stakeholder Involvement:

NJ Department Environmental Protection (NJDEP)	Coordinate review of amendments to the <i>Monmouth County WQM Plan</i> and the <i>WMP for Monmouth County</i> .
Municipalities	Create municipal master plan utility elements; prepare or review applications for amendments, revisions, and modifications to <i>WMP for Monmouth County</i> .
Utility Authorities	Coordinate wastewater management plans and the review of amendments, revisions, or modifications with the Division of Planning for service or franchise areas within the county.
Other Counties	Coordinate with MCPB on projects overlap jurisdictions or are located along the county borders.



Implementation Strategy:

- Monitor proposed changes to NJDEP Statewide WQM Planning rules.
- Revisions necessary to the *Monmouth County WQM Plan*, as a result of rule revision, should be addressed and submitted to the NJDEP for approval.
- Proposed amendments to the *WMP for Monmouth County* will be reviewed and processed according to adopted procedures, and with coordination of State review.
- Monitor the *New Jersey Statewide Water Supply Plan (1996)* for changes and the potential impacts of those changes on Monmouth County.
- Continue to monitor the water quality aspects of stormwater management planning.



RECOMMENDATION 7.2: Encourage adoption of municipal and regional stormwater management plans that support sound stormwater management initiatives and green Best Management Practices (BMPs).

Purpose: In response to changes in U.S. Environmental Protection Agency's (EPA) rules, the New Jersey Department of Environmental Protection (NJDEP) issued their final stormwater management rules on February 2, 2004, delegating the responsibility for review and approval of municipal stormwater management plans and ordinances to New Jersey Counties. On February 11, 2004, the Monmouth County Board of Chosen Freeholders (MCBCF) designated the Monmouth County Planning Board (MCPB) as the county review agency for stormwater plans and ordinances, which consequently created the Stormwater Technical Advisory Committee (STAC) comprised of Monmouth County Departments, representatives of related outside agencies, and the building community. The purpose of the STAC is to review and comment on municipal plans and ordinances and to make recommendations to the MCPB. Recommendation 7.2 allows the Division of Planning staff to continue stormwater management planning efforts and to act as staff to the STAC.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Address and assess both the interdependent and collective impacts of stormwater management to minimize adverse environmental impacts while considering municipal needs.

E. Serve as a regional planning facilitator.

1.2 Coordination: Stormwater management planning requires the coordination with regional watershed groups, municipalities, adjacent counties, and the NJDEP.

A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.

B. Coordinate Division of Planning initiatives with other county departments and agencies.

D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.

E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.

F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.

G. Promote the sharing of information and data with planning partners.

I. Coordinate with municipalities on regional planning initiatives.

J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

2.1 Environmental Resources: The purpose of this recommendation is to plan for stormwater management and to protect water quality.

A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.

E. Encourage the protection and conservation of all water sources, including the reuse of water, through responsible water resource management planning.

F. Ensure high water quality through the implementation of Best Management Practices (BMPs).

G. Promote the consideration of such overarching issues as sea level rise, saltwater intrusion, and development impacts on aquifer recharge and stormwater management in decision making related to water supply and wastewater.



- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.
- I. Support the creation of municipal land use regulations and programs that protect environmentally sensitive areas based on constraints, building suitability, natural resource value, and environmental criteria.

3.1 Vibrant and Sustainable Communities: Sustainable vibrant communities need to be designed in a way that balances natural resource and natural system use with appropriate population densities. Stormwater management planning should be a part of planning for sustainable communities.

- F. Support efforts that increase sustainable infrastructure capacity to accommodate population change, replace aging systems, and encourage investments that provide for safe, sound, resilient, and reliable utility service.
- K. Encourage the use of green technology and design to reduce the impact of property improvements on natural systems.
- M. Support the acquisition of natural open lands that protect environmentally sensitive resources, provide for habitat restoration, and mitigate the impacts of natural hazards.

3.4 Economic Development and Redevelopment: New development should be channeled into areas that can accommodate it through appropriate utility infrastructure.

- C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.
- E. Encourage public investments that enhance local and regional competitiveness in the marketplace.
- G. Promote the use of environmental BMPs for utilities and infrastructure during redevelopment that contribute to healthier communities, support improved efficiency, and result in long-term cost reductions.

3.6 Recovery and Community Resiliency: Hurricane Irene and Superstorm Sandy are two recent events that brought unprecedented flooding and damage to the county. Treating stormwater closest to its source will decrease future flooding and dependency on county utility service.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- D. Assist municipalities to incorporate resiliency planning into their local master plans, ordinances, and practices.
- F. Promote and support actions and efforts that increase natural resiliency.

3.7 Investment in Growth Areas and Growth-Impacted Locations: Repairing, replacing, and expanding stormwater infrastructure is most appropriately done when development is occurring and/or when roads are being repaved or realigned. New technologies have been developed over the past decade that should be considered for implementation to improve efficiency.

- B. Coordinate infrastructure and utility upgrades with economic development and redevelopment activities.
- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacity as needed.
- D. Encourage the incorporation of new technologies and improved coordination among public service providers to ensure proper timing and sequencing of facility and service extensions and upgrades.

Strongest Associated Master Plan Elements:

- *Utilities*
- *Natural Resources*



- *Healthy Communities*
- *Community Resiliency*
- *Sustainable Places*

Monmouth County Departments and Organizations:

Division of Planning	Continue to work with municipalities, county departments, other related agencies, and the New Jersey Department of Environmental Protection (NJDEP) to monitor and encourage green BMPs and stormwater management planning; review proposed revisions to municipal stormwater management plans and ordinances for consistency with county plans; assist the Department of Public Works and Engineering on their watershed and stormwater related initiatives, as requested.
Department of Public Works and Engineering	Provides staff membership to the STAC.
Health Department	Provides staff membership to the STAC.
Mosquito Control Division	Provides staff membership to the STAC.
Environmental Council (MCEC)	The MCEC is represented on the STAC and assists in related education and outreach efforts.

Other Project Stakeholder Involvement:

NJDEP	Establish BMPs for stormwater management; continue to work with the county on approval of municipal and regional stormwater management plans.
Freehold Soil Conservation District	Serve on the STAC; continue to work with Division of Planning on regional projects and outreach and education efforts, as needed.
Other Counties	Work in partnership on regional watershed/stormwater projects that overlap jurisdiction or that cross county borders.
New Jersey Shore Builders Association	Serves as a member of the STAC.

Implementation Strategy:

- The Division of Planning will monitor proposed changes to the Stormwater Management Rules of the New Jersey Administrative Code (N.J.A.C.) 7:8.
- Proposed revisions or amendments to municipal stormwater management plans or ordinances will be processed according to adopted procedures and brought to the STAC for review and comment.



RECOMMENDATION 7.3: Review the *New Jersey Statewide Water Supply Plan (1996)* for accuracy, monitor water supply issues, and provide recommendations to address discrepancies.

Purpose: The New Jersey Department of Environmental Protection (NJDEP) prepared an update to the *New Jersey Statewide Water Supply Plan*, but has not published the draft for review and comment. The Division of Planning will continue to monitor water supply management planning efforts at the state level and work with regional partners on initiatives that would benefit the residents and businesses in Monmouth County. Since several economic, environmental, and social changes have occurred since the adoption of the current plan in 1996, it is appropriate to undertake a full review of the *New Jersey Water Supply Plan*.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Address and assess both the interdependent and collective impacts of water supply management to minimize adverse environmental impacts while considering water supply needs for housing and economic development.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- E. Serve as a regional planning facilitator.

1.2 Coordination: Water supply management planning requires coordination with water purveyors, municipalities, adjacent counties, and the NJDEP.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

2.1 Environmental Resources: The purpose of this recommendation is to plan for and protect water supply as well as source watersheds and wellheads.

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.
- B. Protect, conserve, and enhance the county's significant, diverse, natural, and scenic resources utilizing sound ecological protection and restoration measures.
- E. Encourage the protection and conservation of all water sources, including the reuse of water, through responsible water resource management planning.
- F. Ensure high water quality through the implementation of Best Management Practices (BMPs).
- G. Promote the consideration of such overarching issues as sea level rise, saltwater intrusion, and development impacts on aquifer recharge and stormwater management in decision making related to water supply and wastewater.
- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.



3.1 Vibrant and Sustainable Communities: Sustainable and healthy communities need access to sufficient and clean water supplies. A balance is needed between natural resource preservation and use.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- F. Support efforts that increase sustainable infrastructure capacity to accommodate population change, replace aging systems, and encourage investments that provide for safe, sound, resilient, and reliable utility service.
- K. Encourage the use of green technology and design to reduce the impact of property improvements on natural systems.

3.4 Economic Development and Redevelopment: New development should be channeled into areas that can accommodate it through appropriate utility infrastructure.

- C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.
- G. Promote the use of environmental BMPs for utilities and infrastructure during redevelopment that contribute to healthier communities, support improved efficiency, and result in long-term cost reductions.

3.7 Investment in Growth Areas and Growth-Impacted Locations: Access to clean water is important to sound investments and reinvestments in growth areas.

- A. Encourage public infrastructure investments in county recognized primary growth areas and locations that support economic development and redevelopment; particularly locations in existing and planned service areas.
- B. Coordinate infrastructure and utility upgrades with economic development and redevelopment activities.
- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacity as needed.
- D. Encourage the incorporation of new technologies and improved coordination among public service providers to ensure proper timing and sequencing of facility and service extensions, and upgrades.
- I. Support policies and investment in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Utilities*
- *Natural Resources*
- *Community Development & Housing*
- *Healthy Communities*
- *Sustainable Places*



Monmouth County Departments and Organizations:

Division of Planning	Within the context of the <i>Monmouth County Water Quality Management (WQM) Plan</i> , continue to monitor state water supply plans, efforts, and initiatives for potential impacts to the county; consider the development of a water supply plan for Monmouth County as a component of the <i>Monmouth County WQM</i> ; review municipal master plan utility elements for consistency with county plans; monitor the water supply plans of local purveyors and review for consistency with the county plans; coordinate projects that overlap jurisdictions or are located along county borders.
Health Department (MCHD)	Assist with the coordination of water supply issues that could potentially affect public health.
Department of Public Works and Engineering	Assist with the coordination of water supply planning.

Other Project Stakeholder Involvement:

NJDEP	Prepare the <i>New Jersey Statewide Water Supply Plan</i> update.
Municipalities	Work with the county and state agencies on any water supply plan for Monmouth County.
Water Purveyors	Work with the county and state agencies on any water supply plan for Monmouth County.
Local Health Departments	Work with the Monmouth County Health Department in assisting local health departments on water supply issues that could potentially affect public health.

Implementation Strategy:

- Monitor the *New Jersey Statewide Water Supply Plan* for changes and the potential impacts of those changes on Monmouth County.
- Advise the Monmouth County Planning Board (MCPB) on issues concerning water supply planning that could potentially impact Monmouth County.



RECOMMENDATION 7.4: Work with other county departments and agencies to create and implement a comprehensive energy plan that promotes a culture of responsible energy use that optimizes efficiency, hardens infrastructure, and reduces both energy use and costs.

Purpose: The Monmouth County Board of Chosen Freeholders (MCBCF) recognizes counties can play an important role in reducing emissions and improving efficiency through policy areas such as transportation, land use, economic development, and outreach, as well as by making operational changes to county facilities. In 2013, the MCBCF designated a Monmouth County Energy Committee to develop 1, 5, and 10-Year Energy Plan Project Lists to implement energy reduction measures at county facilities. The Division of Planning was tasked with helping coordinate these plans. Recommendation 7.4 allows the Division of Planning staff to continue to work with the Monmouth County Energy Committee to implement energy-related tasks of the *Monmouth County Strategic Plan (2009)*.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Addressing county energy needs and usage from interdisciplinary perspectives can help to identify issues and opportunities. Lessons learned by the county can be shared with the municipalities and quasi-government agencies.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: What started as a Monmouth County Planning Board initiative developed into a countywide effort to reduce energy use, greenhouse gas emissions, and costs associated with purchasing energy.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principals, and Objectives of the *Monmouth County Master Plan*.
- G. Promote the sharing of information and data with planning partners.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

3.1 Vibrant and Sustainable Communities: Responsible energy use lowers pollutants and emissions, creating vibrant and sustainable communities.

- K. Encourage the use of green technology and design to reduce the impact of property improvements on natural systems.

Strongest Associated Master Plan Elements:

- *Utilities*
- *Natural Resources*
- *Sustainable Places*



Monmouth County Departments and Organizations:

Division of Planning	Continue to work with other county departments on the Monmouth County Energy Committee and the staff advisory group; spearhead efforts to secure and manage additional grants to fund needed county energy projects; work with the County Energy Committee to identify 1, 5, and 10-Year Energy Plan Project Lists; assist the Department of Public Works and Engineering and Park System, as requested, with energy related initiatives and grants.
Department of Public Works and Engineering	Provide staff to the Monmouth County Energy Committee and the staff advisory group.
Purchasing Division	Provide staff membership to the Monmouth County Energy Committee.
Park System (MCPS)	Provide staff membership to the Monmouth County Energy Committee and the staff advisory group.
Environmental Council (MCEC)	The MCEC is represented on the Monmouth County Energy Committee and has assisted in related education and outreach efforts.

Other Project Stakeholder Involvement:

New Jersey’s Clean Energy Program	Provide clean energy grants and assist with implementation.
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Implementation Strategy:

- Consider implementing feasible recommendations from the reports prepared under the 2014 Local Government Energy Audit Program (LGEA) and consider applying for future funding cycles.
- Continue to work with the Monmouth County Energy Committee to update the 1, 5, and 10-Year Energy Plan Project Lists and other initiatives, as directed.



RECOMMENDATION 8.1: Maintain and update, as needed, *The Monmouth County Scenic Roadway Plan (2001)* and the *Monmouth County Road Plan (2012)* as adopted by reference as components of the Transportation & Mobility Element of the *Monmouth County Master Plan*.

Purpose: To establish and sustain *The Monmouth County Scenic Roadway Plan* and the *Monmouth County Road Plan* as the standards by which planning will be conducted, as it pertains to Monmouth County's road network.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: These plans will help prioritize investment, support planning activities, and foster a better understanding of the issues that impact different areas of the county.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: The *Monmouth County Road Plan* and *The Monmouth County Scenic Roadway Plan* were developed in coordination with other agencies both inside and outside of the county. Each plan aims to help coordinate Division of Planning initiatives with other county departments as well as stakeholders outside the county system.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: Each of these plans is in place in part because they support partnerships with community stakeholders and providing valuable resources to assist in helping to implement projects.

- E. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.

2.1 Environmental Resources: The three principle goals of *The Monmouth County Scenic Roadway Plan* are as follows:

- (1) To identify [and enhance] those county roadways, or sections of county roadways, that possess such a high degree of visual quality that driving, biking, or walking along those roadways is a pleasurable experience.
- (2) To establish alternative design guidelines for scenic county roadways for use by Monmouth County in its development review process and capital improvement program.
- (3) To present other methods of preserving and enhancing scenic roadways that can be implemented by other counties, municipalities, developers, and agencies.

The principle goals of *The Monmouth County Scenic Roadway Plan* aim to preserve the environmental resources along the Monmouth County Roadways and Scenic County Roadways:

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.



- B. Protect, conserve, and enhance the county's significant, diverse, natural, and scenic resources utilizing sound ecological protection and restoration measures.
- I. Support the creation of municipal land use regulations and programs that protect environmentally sensitive areas based on constraints, building suitability, natural resource value, and environmental criteria.

2.3 Arts, Cultural, and Historic Community Identity: Implementation of *The Monmouth County Scenic Roadway Plan* helps communities maintain their existing character by reducing the visual impact development has on the surrounding area.

- F. Support the preservation, protection, enhancement, and appreciation of places of community expression of diversity, customs, and traditions.

2.4 Investments in Preservation Areas and Locations: Most scenic byways are located in preservation areas or rural locations throughout the county. The county is interested in maintaining, to the best of its ability, the visual integrity of these places.

- E. Provide for necessary infrastructure improvements and support services resulting from the adverse impacts of regional development affecting preservation areas within the context of buffering and protecting our agricultural, cultural, and historic resources.

3.1 Vibrant and Sustainable Communities: The *Monmouth County Roadway Plan* is a tool used to plan for future roadway improvements essential to the safe and efficient movement of people and goods throughout the county.

- F. Support efforts that increase sustainable infrastructure capacity to accommodate population change, replace aging systems, and encourage investments that provide for safe, sound, resilient, and reliable utility service.
- H. Endorse the use of enhanced landscapes, streetscapes, and design amenities that promote safe and secure neighborhoods as well as other attractive and appealing built environments that discourage aversion, crime, and blight.

3.2 Preservation of Community Character: *The Monmouth County Scenic Roadway Plan* identifies portions of the county's roadway network that possess a high degree of visual quality. In order to retain their intrinsic quality, scenic roadways are subject to a higher level of scrutiny during the development review process where emphasis is placed on enhanced site design and landscape as a means to mitigate visual degradation.

- A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community's distinct character.
- E. In rural areas, retain the existing community character through the use of design standards, land use strategies, design, landscaping, and land preservation.

3.4 Economic Development and Redevelopment: A well-functioning and safe roadway network is essential to the economic prosperity of Monmouth County.

- D. Promote sustainable coastal, rural, cultural, and historical-based tourism.
- E. Encourage public investments that enhance local and regional competitiveness in the marketplace.
- F. Promote the retention, improvement, maintenance, upgrading, and/or adaptive reuse of existing governmental and institutional facilities.

3.7 Investment in Growth Areas and Growth-Impacted Locations: Aligning the state, county, and local investment strategies improves efficiency and reduces cost in repairing, replacing, and expanding systemic infrastructure.

- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacity as needed.
- E. Promote roadway and intersection improvements that provide for complete streets, enhance vehicular safety, address capacity issues, and reduce wait times.
- H. Support investments in the preservation of cultural, historic, and scenic resources located in growth areas and locations.
- I. Support policies and investment in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Transportation & Mobility*
- *Sustainable Places*



- *Natural Resources*
- *Healthy Communities*
- *Arts, Historic, & Cultural Resources*
- *Agricultural & Economic Development*

Monmouth County Departments and Organizations:

Division of Planning	Identify opportunities to update or improve upon these plans; evaluate effectiveness of <i>The Monmouth County Scenic Roadway Plan</i> ; develop new or enhanced scenic byway criteria for “built” locations, especially in downtowns and historic districts; coordinate improvement efforts and/or incorporate them into other projects.
Planning Board (MCPB)	Recognize <i>The Monmouth County Scenic Roadway Plan</i> and the <i>Monmouth County Road Plan</i> as adopted by reference as components of the Transportation & Mobility Element of the <i>Monmouth County Master Plan</i> .
Park System (MCPS)	Provide knowledge of environmental resources as well as park user behaviors that could be tied into <i>The Monmouth County Scenic Roadway Plan</i> .
Department of Public Works and Engineering	Manages county roads and is instrumental in the development and maintenance of these plans; review landscape measures and context sensitive appropriate design for scenic byway locations.
Transportation Council (MCTC)	Assist in identifying potential changes to the plans.

Other Project Stakeholder Involvement:

Municipalities	Assist in identifying potential changes and help identify potential stakeholders in their community.
New Jersey Department of Transportation (NJDOT)	Assist in implementing any recommended potential changes.
North Jersey Transportation Planning Authority (NJTPA)	Assist in financing any recommended potential changes.

Implementation Strategy:

- The Division of Planning will coordinate plan updates with other county departments.



RECOMMENDATION 8.2: Continue to develop and implement regional corridor studies through New Jersey Transportation Planning Authority's (NJTPA) Subregional Studies Program (SSP) and work with other county departments and agencies in identifying viable SSP and pilot projects with NJ TRANSIT and NJTPA that further the Goals, Principles, and Objectives (GPOs) of the *Monmouth County Master Plan*, the *Monmouth County Comprehensive Economic Development Strategy (CEDS) (2014)*, and the county's capital improvement needs.

Purpose: To best utilize federal resources, sourced through NJTPA, to support new planning initiatives that advance the GPOs of the *Monmouth County Master Plan*.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: SSP projects need to consider the county's long-term economic competitiveness and environmental sustainability within the NJTPA region.

- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.
- E. Serve as a regional planning facilitator.

1.2 Coordination: The SSP program requires collaboration from stakeholders across various professional disciplines.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- H. Identify planning related services that could be shared with municipalities to help lower public costs.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: The incorporation of evolving technologies, public outreach, and stakeholder feedback are heavily encouraged and sometimes required within the SSP framework and form the bedrock of studies engineered under this effort.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.

3.1 Vibrant and Sustainable Communities: An important aspect of most SSP projects is the encouragement of multi-modal transportation elements that support bicycling and pedestrian facilities and linkages.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- B. Facilitate community dialogue and engagement in the planning process.
- C. Encourage the development of a multi-modal transportation and circulation network that promotes walkability and bicycling, links neighborhoods to one another, and connects residents to employment centers and regional facilities.

3.4 Economic Development and Redevelopment: SSP projects need to consider the county's long-term economic competitiveness within the NJTPA region.

- E. Encourage public investments that enhance local and regional competitiveness in the marketplace.

3.7 Investment in Growth Areas and Growth-Impacted Locations: Since most of NJTPA's investment in the region will be focused into growth areas, it is important that SSP projects align with the county's economic development goals and objectives in these locations.

- A. Encourage public infrastructure investments in county recognized priority growth areas and locations that support economic development and redevelopment; particularly locations in existing and planned service areas.



- B. Coordinate infrastructure and utility upgrades with economic development and redevelopment activities.
- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacity as needed.
- D. Encourage the incorporation of new technologies and improved coordination among public service providers to ensure proper timing and sequencing of facility and service extensions and upgrades.
- E. Promote roadway and intersection improvements that provide for complete streets, enhance vehicular safety, address capacity issues, and reduce wait times.
- F. Focus most public transportation improvements, utility, and infrastructure investment in places where public safety issues are a concern.
- G. Work with our transit partners in providing more effective and efficient transportation services and options within the county as well as to and from regional destinations outside the county.
- I. Support policies and investment in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Transportation & Mobility*
- *Healthy Communities*
- *Sustainable Places*
- *Community Resiliency*
- *Planning Services, Outreach, & Coordination*
- *Agricultural & Economic Development*

Monmouth County Departments and Organizations:

Division of Planning	Work with other county departments in identifying potential SSP projects; coordinate the Technical Advisory Committee (TAC); act as lead county agency in project management of SSP programming.
Department of Public Works and Engineering	Assist the Division of Planning in identifying viable SSP projects (all SSP projects require participation from this department) from concept through completion, as the ultimate goal for all SSP projects is “implementation;” serve as a standing member of Monmouth County’s TAC.
Division of Economic Development	Assist the Division of Planning in identifying viable SSP projects that support recommendations in the <i>CEDS</i> ; participate on the Monmouth County TAC.
Transportation Council (MCTC)	Assist with project concept development.



Other Project Stakeholder Involvement:

Municipalities	Input will be sought as part of all TACs.
New Jersey Department of Transportation (NJDOT)	Input will be sought as part of all TACs.
NJ TRANSIT	Input will be sought as part of all TACs.
Meadowlink Transit Management Association (TMA)	Input will be sought as part of all TACs.
NJTPA	As NJTPA administers the SSP program, all SSP efforts will substantially involve NJTPA.

Implementation Strategy:

- Coordinate with the Department of Public Works and Engineering, and any other appropriate department prior to applying for SSP funding.
- Submit applications and conduct all administration related to the SSP program.



RECOMMENDATION 8.3: Finalize, disseminate, and maintain the Monmouth County Transit Map and create a *Monmouth County Multi-Modal Transportation Guide*.

Purpose: To empower travelers in Monmouth County with knowledge necessary to effectively and efficiently use the existing transportation network.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Provide value to residents, businesses, municipalities, and other stakeholder partners by offering comprehensive transit information and provides a new avenue to support planning activities.

- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: Work with other county departments and our community stakeholders in creating an all-inclusive transportation guide.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: Geographic information systems (GIS) and other evolving technologies will be incorporated into development of the *Monmouth County Transit Map* and creation of a new *Monmouth County Multi-Modal Transportation Guide*.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

2.3 Arts, Culture, and Historic Community Identity: The *Monmouth County Transit Map* and creation of a new *Monmouth County Multi-Modal Transportation Guide* will assist residents, visitors, and tourists in accessing transit and locating many of our county's cultural assets.

- B. Reinforce Monmouth County's rich arts, cultural, and historic identity by promoting venues, sites, and events that invite visitors, attract business, and entice residents to discover our vibrant, diverse, and distinct communities.
- C. Develop partnerships with cultural and educational institutions, nonprofits, businesses, tourism groups, and artists that support marketing, economic development, and preservation efforts.

3.1 Vibrant and Sustainable Communities: Facilitate the increased use of multi-modal transportation alternatives throughout the county; leading to healthier lifestyles and improved access to county businesses, employment locations, cultural landmarks, and tourist destinations.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- C. Encourage the development of a multi-modal transportation and circulation network that promotes walkability and bicycling, links neighborhoods to one another, and connects population to employment centers and regional facilities.
- G. Promote vibrancy, attractiveness, and a diverse array of uses, occupations, services, and amenities for downtowns and business districts.
- J. Enhance and improve recreational opportunities.

Strongest Associated Master Plan Elements:

- *Transportation & Mobility*



- *Healthy Communities*
- *Sustainable Places*
- *Agricultural & Economic Development*
- *Planning Services, Outreach, & Coordination*

Monmouth County Departments and Organizations:

Division of Planning	Act as project lead on developing these initiatives; gather all relevant transportation data for incorporation into the Monmouth County Transit Map and <i>Monmouth County Multi-Modal Transportation Guide</i> ; create document layout and format for hard copy and web publication.
Department of Public Information and Tourism	Assist with integration into the county’s website and provide graphical input.
Division of Economic Development	Assist in identifying regional trip generators.
Transportation Council (MCTC)	Provide input on the project’s design and aesthetics; ensure clarity of provided information.

Other Project Stakeholder Involvement:

NJ TRANSIT	Provide bus and train information for Monmouth County Transit Map and <i>Monmouth County Multi-Modal Transportation Guide</i> .
SeaStreak	Provide ferry data.
NY Waterway	Provide ferry data.

Implementation Strategy:

- Assemble required data and develop Map and *Guide* in geographic information system (GIS) form.
- Work with the Department of Public Information and Tourism in approval and publication on the Monmouth County website.



RECOMMENDATION 8.4: Work on implementing recommendations found in the *Monmouth County Bus Rapid Transit Opportunities Study (2015)* to improve bus service along critical corridors in Monmouth County, and eventually expand upon these efforts toward the development of a complete Bus Rapid Transit (BRT) approach.

Purpose: Continue the efforts initiated in the *Monmouth County Bus Rapid Transit Opportunities Study* which include moving the county towards incorporating BRT concepts into the transportation network, improving bus service along critical corridors in the county, and expanding upon these efforts towards the development of a complete BRT approach.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: This recommendation focuses on the specialized area of BRT and advises the county on potential long-term investment.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: The findings discussed in the *Monmouth County Bus Rapid Transit Opportunities Study* were developed by a coordinated effort between Monmouth County, NJ TRANSIT, New Jersey Transportation Planning Authority (NJTPA), and other agencies. These efforts would continue to be a coordinated.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- H. Identify planning related services that could be shared with municipalities to help lower public costs.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: BRT is itself an evolving technology and BRT implementation could eventually involve GIS, the development of applications for wireless devices (e.g. the location of the bus and estimated time of arrival), and greater citizen participation and involvement in the planning process.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.

3.1 Vibrant and Sustainable Communities: A primary objective of BRT is to facilitate a greater ease and efficiency of travel for users of the transportation network, the benefits of which would be wide ranging in creating more vibrant and sustainable communities.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- C. Encourage the development of a multi-modal transportation and circulation network that promotes walkability and bicycling, links neighborhoods to one another, and connects residents to employment centers and regional facilities.

3.4 Economic Development and Redevelopment: BRT on major highway corridors is identified as a medium priority level economic development initiative in the *CEDS* that encourages better access into the area for people who can commute to fill mid-to-low level jobs and promote east-west travel through the region.

- A. Support ongoing county economic development initiatives and provide technical assistance when needed.



E. Encourage public investments that enhance local and regional competitiveness in the marketplace.

3.7 Investment in Growth Areas and Growth-Impacted Locations: Since most of NJTPA’s investment in the region will be focused into growth areas, it is important that SSP projects align with the *CEDS’* Goals and Objectives in these locations.

- A. Encourage public infrastructure investments in county recognized priority growth areas and locations that support economic development and redevelopment; particularly locations in existing and planned service areas.
- B. Coordinate infrastructure and utility upgrades with economic development and redevelopment activities.
- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacity as needed.
- D. Encourage the incorporation of new technologies and improved coordination among public service providers to ensure proper timing and sequencing of facility and service extensions and upgrades.
- E. Promote roadway and intersection improvements that provide for complete streets, enhance vehicular safety, address capacity issues, and reduce wait times.
- G. Work with our transit partners in providing more effective and efficient transportation services and options within the county as well as to and from regional destinations outside the county.
- I. Support policies and investments in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Transportation & Mobility*
- *Healthy Communities*
- *Sustainable Places*
- *Agricultural & Economic Development*
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Monmouth County Departments and Organizations:

Division of Planning	Project leader in identifying BRT implementation opportunities.
Department of Public Information and Tourism	Assist with the dissemination of BRT related information to the public.
Department of Public Works and Engineering	Assist in the consideration of any new facilities to be designed and constructed for the development as part of the BRT network.
Brookdale Community College (BCC)	Continue to work together to develop a more robust transportation network among BCC locations and throughout the county.



Other Project Stakeholder Involvement:

<p>NJ TRANSIT</p>	<p>BRT improvements would be made to the existing NJ TRANSIT bus network in the county; buy-in and participation is necessary in all aspects relating to the implementation.</p>
<p>North Jersey Transportation Planning Authority (NJTPA)</p>	<p>NJTPA may be able to help secure funding for future BRT improvements and/or further studies.</p>

Implementation Strategy:

- Implement the *Monmouth County Bus Rapid Transit Opportunities Study*.
- Prioritize recommendations based on cost and implementation feasibility.
- Research potential funding sources for use in implementing recommendations.



RECOMMENDATION 8.5: Proceed with efforts to develop a Travel Demand Model (TDM) to assist the county and the New Jersey Transportation Planning Authority (NJTPA) in coordinating regional and subregional transportation planning studies and projects.

Purpose: Create a TDM that will become a part of all county-related transportation planning processes, allowing for informed visualization and the prioritization of projects. The TDM will:

- Provide data on changes in traffic patterns as a result of capital projects;
- Model impacts of proposed development and redevelopment projects on the existing transportation network;
- Confirm findings established in developer traffic studies;
- Help evaluate impacts of proposed land use modifications;
- Identify and help prioritize capital improvement projects;
- Provide useful ongoing input into *Monmouth County Master Plan*;
- Allow for different modes of travel as well as considerations for seasonal travel demand.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The TDM will provide another tool for use by the county to analyze mobility behavior and to assist in the prioritization of projects.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.
- E. Serve as a regional planning facilitator.

1.2 Coordination: Development of the TDM will be a collaborative effort between Monmouth County, Ocean County, NJTPA, and other entities. Once in place, the benefits of the TDM will be made available to all county departments.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- D. Coordinate County planning activities and plans with those of other counties as well as regional and state entities.
- G. Promote the sharing of information and data with planning partners.
- H. Identify planning related services that could be shared with municipalities to help lower public costs.

1.3 Planning Approach: This model is a relatively new technology that will put the county on the forefront of travel demand forecasting.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.
- E. Develop and/or use existing quantifiable metrics to measure the effectiveness of programming.



Strongest Associated Master Plan Elements:

- *Transportation & Mobility*
- *Planning Services, Outreach, & Coordination*

Monmouth County Departments and Organizations:

Division of Planning	Project lead for administration and execution of Subregional Studies Program (SSP) grant; coordinate efforts between all the stakeholders involved in the program.
Department of Public Works and Engineering	Primary project partner; provide technical assistance; gather information and data; conduct necessary traffic counts to gather data needed for project development.

Other Project Stakeholder Involvement:

North Jersey Transportation Planning Authority (NJTPA)	Primary project partner; administers the SSP grant; provide expertise on TDM technology; ensure consistency with NJTPA Regional TDM.
NJ TRANSIT	Provide ridership data and other assistance as needed.
Ocean County	Project partner; provide assistance and expertise from their experience on TDM development; Monmouth County TDM will be consistent with Ocean County TDM to form a regional model that can be referenced up into NJTPA model.

Implementation Strategy:

- Develop Request for Proposal (RFP) and select consultant through SSP process.
- Form Technical Advisory Committee (TAC) to guide process from inception.
- TAC will be comprised of appropriate stakeholders (e.g. NJ TRANSIT, NJDOT, and Meadowlink TMA).
- Consultant will assist on data collection, model development, model calibration, and training.



RECOMMENDATION 8.6: Review and amend the Monmouth County Transportation Council’s (MCTC) purpose and mission to align its programming with the Goals, Principles, and Objectives (GPOs) of the *Monmouth County Master Plan*.

Purpose: To maximize the MCTC’s potential as a valuable component of Monmouth County’s transportation planning process. The MCTC’s stated purpose is to act as an advisory board to the Monmouth County Planning Board (MCPB) and its mission will be carried out with the *Monmouth County Master Plan* serving as its work program.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.2 Coordination: The MCTC acts as a conduit between the community and the Planning Board. It is a resource that can be better leveraged in aligning the needs of community stakeholders with county planning efforts.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

Strongest Associated Master Plan Elements:

- *Transportation & Mobility*
- *Planning Services, Outreach, & Coordination*

Monmouth County Departments and Organizations

Division of Planning	Project lead; acts as staff advisor to the MCTC (e.g. preparing agendas, generating minutes, and arranging for presentations and guest speakers).
Department of Public Works and Engineering	Have staff member attend as representative; provide engineering updates to the MCTC.
Brookdale Community College (BCC)	Consider BCC’s six locations as possible venues for public forums.
MCTC	Regularly review the <i>Master Plan</i> , its supporting documents, and the council’s current influence on the county to ensure they are aligned.



Other Project Stakeholder Involvement

Municipalities	MCTC members maintain a list of liaisons in each of the county’s 53 municipalities. These liaisons relay relevant transportation related issues to the MCPB through the MCTC.
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Implementation Strategy:

- Maintain and address MCTC’s role as advisor to the MCPB.
- When necessary, incorporate new members who have a passion for transportation and community service and indoctrinate them with the principles set forth in the MCTC bylaws.
- Review and amend the MCTC bylaws as needed.



RECOMMENDATION 8.7: Provide an online “one stop transportation resource shop” for all transit information in the county including a geographic information system (GIS)-based, online mapping resource for the existing Monmouth County Bicycle Map, transit infrastructure and routes, and recreational resources.

Purpose: To provide a tool by which Monmouth County travelers will be empowered to make the best and most informed choices possible regarding trip times and transportation mode of choice.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Create an online transportation resource hub that will serve the crucial role of informing county residents, visitors, and travelers as to their multi-modal, countywide transportation options.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.

1.2 Coordination: The online transportation resource hub will include park facilities and feature destinations that are economic drivers around the county.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*
- G. Promote the sharing of information and data with planning partners.

1.3 Planning Approach: The online transportation resource hub will rely heavily on growing technologies, such as GIS and crowdsourcing, to both develop and maintain the tool as needed.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.

Strongest Associated Master Plan Elements:

- *Transportation & Mobility*
- *Healthy Communities*
- *Planning Services, Outreach, & Coordination*

Monmouth County Departments and Organizations:

Division of Planning	Project lead; integrate all transportation routes and schedules; research similar efforts done elsewhere to gather best practices; GIS Section will serve as primary project partner in designing maps and webpage.
Park System (MCPS)	Provide information on multi-use trails, paths, and park connectors throughout Monmouth County.
Department of Public Works and Engineering	Share information on existing conditions when applicable.
Division of Economic Development	Determine which county resources should be featured on the online platform.
Brookdale Community College (BCC)	When resources developed, BCC website can link information to their website.
Transportation Council (MCTC)	Assist with project aesthetics and clarity of information; once resource is created, encourage its use through municipal liaisons and public outreach.



Other Project Stakeholder Involvement:

NJ TRANSIT	Provide up-to-date route and schedule information on all NJ TRANSIT facilities in the county.
Academy Bus	Provide up-to-date route and schedule information on all Academy facilities in the county.
Seastreak	Provide up-to-date route and schedule information on all Seastreak facilities in the county.
NY Waterway	Provide up-to-date route and schedule information on all NY Waterway facilities in the county.

Implementation Strategy:

- The Division of Planning Transportation Section will coordinate with the GIS Section to determine the best design options for this platform.
- The Division of Planning Transportation Section will coordinate with the MCPS and the Division of Economic Development on which resources to feature.
- The Division of Planning Transportation Section will coordinate with relevant stakeholders (e.g. NJ TRANSIT and Academy) to gather up-to-date schedule and route information for incorporation into tool developed with the GIS Section.



RECOMMENDATION 8.8: Coordinate planning activities with the Monmouth County Department of Public Works and Engineering to help identify and prioritize transportation-related projects and assist with developing and implementing the county’s capital improvement program.

Purpose: To coordinate projects in similar areas or with similar goals as well as to ensure Transportation-related projects within Monmouth County are completed accurately and in a timely manner.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Provide planning assistance to the evaluation of capital improvement priorities and/or incorporate the Department of Public Works and Engineering’s programming into the *Monmouth County Master Plan*.

- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: Improve the coordination between county capital improvements and other regional planning initiatives.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.

Strongest Associated Master Plan Elements:

- *Transportation & Mobility*
- *Healthy Communities*
- *Planning Services, Outreach, & Coordination*

Monmouth County Departments and Organizations

Division of Planning	Assist the Department of Public Works and Engineering in identifying and prioritizing transportation related projects; GIS Section provides support to the Department of Public Works and Engineering in map creation.
Department of Public Works and Engineering	Lead agency in all capital improvement and county facility improvement projects.

Implementation Strategy:

- Provide professional and technical assistance to the Department of Public Works and Engineering, upon request.
- Prepare and research information for the Department of Public Works and Engineering, upon request.
- Consider future goals of the Department of Public Works and Engineering to be included in the *Master Plan*.
- Prioritize and attempt to coordinate related projects.



RECOMMENDATION 9.1: Continue to support the viability of the local agricultural industry through the development and implementation of an *Agricultural Sustainability Plan (ASP)* for Monmouth County.

Purpose: The *ASP* will analyze current agricultural conditions in the county and make recommendations that support the continuation of agriculture as a long-term economically productive industry in Monmouth County.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The *ASP* for Monmouth County will be used to promote agricultural viability in the county by exploring ways to expand economic opportunity for agricultural operations.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- E. Serve as a regional planning facilitator.

1.2 Coordination: Development of a plan like this requires the participation from other county departments, such as the Division of Economic Development, state agencies, municipalities, and stakeholders that have a vested interest in the long-term agricultural sustainability of Monmouth County.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: The *ASP* for Monmouth County will incorporate evolving technology to visualize agricultural data.

- A. **Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.**

2.1 Environmental Resources: The retention of farmland can have numerous environmental benefits such as water quality protection (natural filtration), aquifer recharge, and floodwater detention, as well as provide habitat for certain wildlife species.

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.
- D. Encourage the sustainable use of public lands in concert with natural resource protection.
- F. Ensure high water quality through the implementation of Best Management Practices (BMPs).

2.2 Farmland Preservation: Monmouth County has made great strides in planning for and acquiring farmland. The *ASP* for Monmouth County will support the continuation of the farmland preservation program by helping identify ways these farms can gain competitive advantages in the marketplace for their long-term commercial success.



- A. Continue to support and encourage the strategic purchase of development rights on farmland for the purpose of maintaining working farms and agricultural lands using objective criteria to set priorities.
- B. Support the identification of new and the continuation of reliable dedicated sources for farmland preservation funding.
- C. Encourage and promote the use of generally accepted agricultural management practices (AMPs) that have been adopted by the SADC and generally accepted agricultural management practices that foster good stewardship of farming operations while protecting natural resources.
- D. Promote sound zoning and land use techniques that guide development and redevelopment into more compact locations while continuing to preserve viable farmland.

2.3 Arts, Culture, and Historic Community Identity:

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.
- B. Reinforce Monmouth County's rich arts, cultural, and historic identity by promoting venues, sites, and events that invite visitors, attract business, and entice residents to discover our vibrant, diverse, and distinct communities.

2.4 Investment in Preservation Areas and Locations: The *ASP* for Monmouth County will support public and private investments and infrastructure improvements that promote agriculturally related commercial operations in preservation areas.

- A. Focus most public land acquisition and farmland preservation efforts in county recognized priority preservation investment areas.
- B. Promote land use techniques such as noncontiguous clustering and lot-size averaging that support the retention of farmland and open space in rural communities.
- E. Provide for necessary infrastructure improvements and support services resulting from the adverse impacts of regional development affecting preservation areas within the context of buffering and protecting our agricultural, cultural, and historic resources.

3.1 Vibrant and Sustainable Communities: Farms contribute to a healthy natural environments, provide locally grown fresh and healthy produce, contribute to the local, regional, and state economy, and provide respite from built environs through their scenic and bucolic landscapes.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- B. Facilitate community dialogue and engagement in the planning process.
- I. Encourage regional and local arts/cultural planning initiatives and support creative placemaking efforts that attract innovative ideas, community involvement, entrepreneurial talent, and new businesses to a community.
- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.

3.2 Preservation of Community Character: Keeping farms viable results in the retention of our county's rural landscapes and provides for the continuation of our agricultural legacy.

- E. In rural areas, retain the existing community character through the use of design standards, land use strategies, design, landscaping, and land preservation.

3.4 Economic Development and Redevelopment: The agricultural industry supports jobs for ancillary businesses such as shipping, equipment sales, feed and fertilizer, livestock, and equine health services as well as sports and entertainment (e.g. Monmouth Park Racetrack and Freehold Raceway).

- A. Support ongoing county economic development initiatives and provide technical assistance when needed.
- B. Encourage development of a high quality, diversified tax base to provide superior economic resiliency when confronted with unanticipated changes in the overall economy.
- D. Promote sustainable coastal, rural, cultural, and historical-based tourism.
- E. Encourage public investments that enhance local and regional competitiveness in the marketplace.



3.5 Agricultural Development: The remaining farms in the county, particularly those that are preserved, need public policies in place that align with their ability to improve, expand, and strengthen private business practices.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.
- B. Support the expansion of agribusiness opportunities in response to changes in the larger regional marketplace.
- C. Continue to promote and support agricultural retention and preservation efforts.
- D. Foster the advancement of the Right to Farm Act objectives through encouragement of local land use ordinances that support commercial farms and facilitate integration of surrounding land uses, recognizing both the historic nature and continued importance of our local farms and the agricultural industry.
- E. Raise public awareness of the economic, environmental, social, and cultural value of protecting our agricultural resources.

3.6 Recovery and Community Resiliency: The *ASP* for Monmouth County should seek to strengthen economic diversity within the county’s agricultural sector and speak to programs that aid small business owners, such as farmers, in business operation recovery time from natural disasters.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.

Strongest Associated Master Plan Elements:

- *Agricultural & Economic Development*
- *Sustainable Places*
- *Healthy Communities*
- *Farmland Preservation*

Monmouth County Departments and Organizations:

Division of Planning	Project lead; offers in-house expertise; form steering committee; conduct outreach; facilitate working groups; draft <i>ASP</i> ; develop examples of model ordinances.
Planning Board (MCPB)	Approve the <i>ASP</i> for Monmouth County as an adopted component of the Agricultural & Economic Development Element of the <i>Monmouth County Master Plan</i> .
Division of Economic Development	Primary project partner; work with Division of Planning in coordinating efforts; key member of the steering committee; Grown in Monmouth program coordinators; engage businesses and local economic development committees in the planning process; promote local agriculture industry; assist in locating new agribusiness resources; liaison for local business networking.
Agriculture Development Board (MCADB)	Provide input on plan development; participate in the steering committee.
Rutgers Cooperative Extension (RCE)	Participate on the steering committee; help identify other stakeholders; assist with outreach; provide expertise in local and statewide agricultural issues and access to research; assist in identifying Best Management Practices (BMPs); provide access to commercial growers and industry leaders.



Other Project Stakeholder Involvement:

Municipalities	Participate on the steering committee; provide examples of BMPs in their communities; assist with outreach to businesses and farming community.
NJ Department of Agriculture, SADC	Participate on the steering committee; provide data, resources, and expertise.
United States Department of Agriculture (USDA)	Participation on steering committee by local staff; provide information on technical and financial resources for farmers.
Farmers	Participate on the steering committee; assist in identifying existing strengths and challenges.
Ag. Related Businesses	Participate on the steering committee; assist in identifying business needs.
Ag. Dependent Businesses	Participate on the steering committee; identify ways to strengthen association between local consumers and agricultural products in the county.
Nonprofits	Participate on steering committee; share experience in agricultural economic development and food systems.

Implementation Strategy:

- Form an Agricultural Sustainability Steering Committee from our stakeholders to help guide the planning process.
- Develop a plan outline and work program.
- Convene working groups, conduct analysis and research, and generate case studies.
- Prepare draft plan for consensus and final adoption by the MCPB as an adopted component of the Agricultural & Economic Development Element of the *Monmouth County Master Plan*.
- Assist with the development of model ordinances.



RECOMMENDATION 9.2: Incorporate the *Monmouth County Comprehensive Economic Development Strategy (CEDS) (2014)* as a component of the Agricultural & Economic Development Element of the *Monmouth County Master Plan*; recognizing the *CEDS* as the county's economic development plan.

Purpose: With funding from the U.S. Economic Development Agency (USEDA), the Monmouth County Office of Economic Development completed a *CEDS* report which provides the county with an investment strategy that supports our long-term economic development goals. Upon approval by USED A, the county will be eligible to pursue grants for the implementation of recommendations in the report.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The *CEDS* provides economic development strategies that support the *Monmouth County Strategic Plan*.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: Incorporation of the *CEDS* into the *Monmouth County Master Plan* aligns the Division of Planning efforts with those of the Division of Economic Development.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*

3.4 Economic Development and Redevelopment: The Division of Planning supports the county's goals for economic development and redevelopment initiatives that provide for job expansion, business investment, and add value to our tax base.

- A. Support ongoing county economic development initiatives and provide technical assistance when needed.

3.5 Agricultural Development: Agriculture remains an important component of the county's economy.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.

3.7 Investment in Growth Areas and Growth-Impacted Locations: The *Monmouth County Master Plan* and *CEDS* seek to motivate public and private investment in growth areas, particularly in places designated for redevelopment such as Fort Monmouth and the Bell Laboratories property in Holmdel.

- A. Encourage public infrastructure investments in county recognized priority growth areas and locations that support economic development and redevelopment; particularly locations in existing and planned service areas.

Strongest Associated Master Plan Element:

- *Agricultural & Economic Development*



Monmouth County Departments and Organizations

Division of Planning	Assist the Division of Economic Development with implementing recommendations outlined in the <i>CEDS</i> and generating annual <i>CEDS</i> updates.
Planning Board (MCPB)	Incorporate <i>CEDS</i> as a component of the Agricultural & Economic Development Element of the <i>Monmouth County Master Plan</i> .
Division of Economic Development	Provide annual <i>CEDS</i> report updates to the USEDA; implement <i>CEDS</i> recommendations as funding becomes available.

Other Project Stakeholder Involvement:

USEDA	Review required annual <i>CEDS</i> report updates.
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Implementation Strategy:

- Assist the Division of Economic Development in the implementation of *CEDS* recommendations and generating annual *CEDS* updates.
- Provide updates to the MCPB relating to the *CEDS*.



RECOMMENDATION 9.3: Provide professional and technical support for the efforts performed by the Monmouth County Division of Economic Development that promote the long-term economic and agricultural viability of the county such as assisting with the implementation of the *Monmouth County Comprehensive Economic Development Strategy (CEDS) (2014)* and Grow Monmouth programs.

Purpose: As part of the annual work plan, the Division of Planning produces documents and participates in activities that support general economic development throughout the county. These projects dovetail with the more strategic efforts undertaken by the Division of Economic Development and should be used to advance CEDS and Grow Monmouth initiative.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Grow Monmouth supports a primary value of the *Monmouth County Strategic Plan*, the promotion of the county's economic health. The Division of Planning will continue to produce data, reports, studies, and analysis used by the county for agricultural and economic development purposes.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: The Division of Planning will provide professional and technical assistance to the Division of Economic Development to assist with the implementation of their programs such as Grown in Monmouth that requires technical assistance from our in-house agricultural resource specialists.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: Planning data, reports, studies, and analysis provide valuable insight into existing economic conditions, demographics, and market trends that can be used by municipalities, businesses, institutions, and community-based organizations to assist them in their decision-making.

- A. **Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.**
- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.

2.3 Arts, Culture, and Historic Community Identity: The CEDS recognizes the Monmouth County (MoCo) Partnership as a valuable brand that promotes the county as a unified arts destination (see *Master Plan* Recommendation 6.3). The Division of Planning and Division of Economic Development have been actively engaged in the MoCo Partnership since its inception.

- B. Reinforce Monmouth County's rich arts, cultural, and historic identity by promoting venues, sites, and events that invite visitors, attract business, and entice residents to discover our vibrant, diverse, and distinct communities.



- C. Develop partnerships with cultural and educational institutions, nonprofits, businesses, tourism groups, and artists that support marketing, economic development, and preservation efforts.
- D. Increase awareness of the economic value arts, culture, and history have toward the support of community preservation, identity, and development/redevelopment efforts.

3.1 Vibrant and Sustainable Communities: Long-term economic security, whether fostered by value driven growth, reinvestment, or stability, is an essential component of a vibrant and sustainable community.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- C. Encourage the development of a multi-modal transportation and circulation network that promotes walkability and bicycling, links neighborhoods to one another, and connects residents to employment centers and regional facilities.
- D. Encourage a range of housing options including types, sizes, styles, and accommodations to meet the needs associated with various lifestyles, life-stages, abilities, and occupations of residents while supporting economic sustainability within the region.
- E. Encourage the redevelopment and revitalization of highway commercial corridors that incorporate multipurpose uses, higher design standards, are located outside Special Flood Hazard Areas (SFHA), and improve circulation both on and off-site.
- F. Support efforts that increase sustainable infrastructure capacity to accommodate population change, replace aging systems, and encourage investments that provide for safe, sound, resilient, and reliable utility service.
- G. Promote vibrancy, attractiveness, and a diverse array of uses, occupations, services, and amenities for downtowns and business districts.
- I. Encourage regional and local arts/cultural planning initiatives and support creative placemaking efforts that attract innovative ideas, community involvement, entrepreneurial talent, and new businesses to a community.
- L. Promote the redevelopment or reuse of environmentally degraded places such as brownfields and grayfield sites into safe, new uses and public amenities that promote healthy community design.
- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.

3.2 Preservation of Community Character: The revitalization of commercial districts and the reuse of underutilized places and spaces represent the incremental, sometimes small-scale opportunities that support broader regional economic development efforts by attracting new investment into our communities. In many instances, this triggers a snowball effect of localized improvements.

- B. Support measures to improve communities in need of revitalization or restoration.
- C. Promote in-fill development and the adaptive reuse of substandard, underutilized, or abandoned structures that complement or improve adjacent land uses and support or enhance neighborhood character resulting in healthier places to live, work, learn, and recreate.
- D. Promote the development and use of design standards that reinforce neighborhood character and improve the appearance and appeal of special improvement districts, commercial districts and corridors, and redevelopment areas.

3.3 Housing: The *CEDS* recognizes that future business growth in the county work force is impeded, in part, by lack of available workforce housing and transportation options.

- A. Encourage municipalities to monitor the evolving housing market and consider the desirability of changing zoning to accommodate shifts in market demand.
- B. Encourage housing development in locations that provide access to various modes of travel that could reduce automobile dependency.

3.4 Economic Development and Redevelopment: The Division of Planning will continue to produce reports, documents, and data, as well as provide professional and technical assistance to the Division of Economic Development that promotes economic development and redevelopment investment in Monmouth County.

- A. Support ongoing county economic development initiatives and provide technical assistance when needed.



- B. Encourage development of a high quality, diversified tax base to provide superior economic resiliency when confronted with unanticipated changes in the overall economy.
- C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.
- D. Promote sustainable coastal, rural, cultural, and historical-based tourism.
- E. Encourage public investments that enhance local and regional competitiveness in the marketplace.
- F. Promote the retention, improvement, maintenance, upgrading, and/or adaptive reuse of existing governmental and institutional facilities.
- G. Promote the use of environmental BMPs for utilities and infrastructure during redevelopment that contribute to healthier communities, support improved efficiency, and result in long-term cost reductions.
- H. Support the safe redevelopment of brownfields, where feasible.

3.5 Agricultural Development: The Division of Economic Development is our key partner in developing the *Agricultural Sustainability Plan (ASP)* for Monmouth County and the lead county agency on the Grown in Monmouth program that seeks to expand agribusiness opportunities.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.
- B. Support the expansion of agribusiness opportunities in response to changes in the larger regional marketplace.
- C. Continue to promote and support agricultural retention and preservation efforts.
- D. Foster the advancement of the Right to Farm Act objectives through encouragement of local land use ordinances that support commercial farms and facilitate integration of surrounding land uses, recognizing both the historic nature and continued importance of our local farms and the agricultural industry.
- E. Raise public awareness of the economic, environmental, social, and cultural value of protecting our agricultural resources.

3.6 Recovery and Community Resiliency: An important component to economic sustainability is the ability for a business to recover quickly from a natural disaster, change in economy, or change in the social community. Communities that address ways to reduce business operational disruption in their hazard mitigation planning and actions will likely see more risk adverse-based private investment in their community.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- B. Offer assistance to other county agencies for hazard mitigation planning and addressing the potential long-term economic, environmental, and health impacts that occur during disaster recovery.
- E. Provide support for outreach, awareness, and public education to coastal and riverine communities on flood hazards, mitigation strategies, and emergency preparedness. Encourage individuals, local businesses, and community organizations to develop their own disaster preparedness plans.
- G. Provide technical assistance in all disaster recovery efforts.

3.7 Investment in Growth Areas and Growth-Impacted Locations: The majority of the county's economic development and redevelopment is going to occur in growth areas where infrastructure and transportation already exist.

- A. Encourage public infrastructure investments in county recognized priority growth areas and locations that support economic development and redevelopment; particularly locations in existing and planned service areas.
- B. Coordinate infrastructure and utility upgrades with economic development and redevelopment activities.
- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacities as needed.



- D. Encourage the incorporation of new technologies and improved coordination among public service providers to ensure proper timing and sequencing of facility and service extensions and upgrades.
- E. Promote roadway and intersection improvements that provide for complete streets, enhance vehicular safety, address capacity issues, and reduce wait times.
- F. Focus most public transportation improvements, utility, and infrastructure investment in places where public safety issues are a concern.
- G. Work with our transit partners in providing more effective and efficient transportation services and options within the county as well as to and from regional destinations outside the county.
- I. Support policies and investment in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Agricultural & Economic Development*
- *Community Development & Housing*
- *Community Resiliency*
- *Sustainable Places*
- *Arts, Historic, & Cultural Resources*
- *Utilities*
- *Transportation & Mobility*

Monmouth County Departments and Organizations:

Division of Planning	Provide professional and technical assistance to the Division of Economic Development with grant applications and the implementation of <i>CEDS</i> recommendations if necessary; support advancement of Grow in Monmouth program; reserve Community Development Block Grant (CDBG) funding for Grow Monmouth Façade Improvement Program; provide demographic and economic information as necessary; conduct required environmental review for proposed projects.
Division of Economic Development	Administer Grow Monmouth programs including the Grow Monmouth Façade Improvement Program; convene and facilitate Grow Monmouth roundtables; pursue grants that support the <i>CEDS</i> and other strategic economic development investments in the county; manage U.S. Economic Development Administration (USEDA) associated grants.
Department of Public Works and Engineering	Provide professional and technical assistance and necessary data to the Division of Economic Development to assist with grant applications and the implementation of <i>CEDS</i> recommendations.
Brookdale Community College (BCC)	Provide school enrollment information upon request.
Department of Public Information and Tourism	Provide press releases for Grow Monmouth programs and upcoming Grow Monmouth roundtables.
Library System	Possibly host small business meetings and other events.



Other Project Stakeholder Involvement:

Municipalities	Host Grow Monmouth events; assist with outreach to local businesses; follow up with roundtable action items.
Monmouth University	Host annual Made in Monmouth Expo.
Local Businesses	Participate in Grow Monmouth events; business owners and managers participate in roundtable discussions; assist with implementing roundtable action items.

Implementation Strategy:

- Provide assistance with the implementation of the *CEDS* by the Division of Economic Development.
- Continue to provide support for Grow Monmouth programs by the Division of Economic Development.
- Assist the Division of Economic Development with implementation of U.S. Department of Agriculture (USDA) grants in support of Grown in Monmouth.
- The Monmouth County Office of Community Development, housed in the Division of Planning, will continue to set aside CDBG funds for the Grow Monmouth Façade Improvement Program.
- The Monmouth County Office of Community Development will include the Grow Monmouth Façade Improvement Program in their *Five-Year Consolidated Plan* and *Annual Action Plan*, as well as be responsible for U.S. Department of Housing and Urban Development (HUD) monitoring of the program.



RECOMMENDATION 9.4: Develop model ordinances for municipalities that will help expand and develop agricultural businesses while decreasing the number of Right to Farm cases brought before the Monmouth County Agriculture Development Board (MCADB).

Purpose: Provide municipalities with viable options based on model land use ordinances to expand agribusiness opportunities throughout Monmouth County while providing adjacent nonagriculture property owners reasonable safeguards from nuisances associated with the expansion of onsite commercial activities.

Primary Master Plan Goals, Principles, & Objectives:

1.1 Comprehensive Planning: Model ordinances are developed with the intent to assist municipalities in their land use decisions regarding the expansion of agribusiness in their community.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.

1.2 Coordination: Provides a specialized service to our municipal planning partners in support of community-based agriculture.

- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.
- G. Promote the sharing of information and data with planning partners.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

2.1 Environmental Resources: The use of Best Management Practices (BMPs) reduces right-to-farm conflicts and diminishes environmental impacts from farming operations.

- F. Ensure high water quality through the implementation of Best Management Practices (BMPs).

2.2 Farmland Preservation: Discover ways to promote new uses, reduce nuisances offsite, and improve onsite operations to ensure the long-term viability of agricultural uses on preserved property.

- C. Encourage and promote the use of generally accepted agricultural management practices (AMPs) that have been adopted by the SADC and generally accepted agricultural management practices that foster good stewardship of farming operations while protecting natural resources.

3.1 Vibrant and Sustainable Communities: Local farms provide fresh, healthy produce for markets throughout Monmouth County.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.

3.4 Economic Development and Redevelopment: Although over the years the number of farm establishments has declined, agriculture remains an important component of our county's local economy.

- A. Support ongoing county economic development initiatives and provide technical assistance when needed.
- D. Promote sustainable coastal, rural, cultural, and historical-based tourism.

3.5 Agricultural Development: With increased consumer interest for direct grower-consumer relationships, organic farming, exotic and unique foods, food to table, and customized agritourism experiences, the remaining farms in the county have great potential to expand revenue.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.



- B. Support the expansion of agribusiness opportunities in response to changes in the larger regional marketplace.
- C. Continue to promote and support agricultural retention and preservation efforts.
- D. Foster the advancement of the Right to Farm Act objectives through encouragement of local land use ordinances that support commercial farms and facilitate integration of surrounding land uses, recognizing both the historic nature and continued importance of our local farms and the agricultural industry.

Strongest Associated Master Plan Elements:

- *Agricultural & Economic Development*
- *Sustainable Places*
- *Healthy Communities*
- *Farmland Preservation*

Monmouth County Departments and Organizations:

Division of Planning	Develop model ordinances as needed; conduct outreach; foster partnerships with farmers and property owners.
Division of Economic Development	Assist in identifying agribusiness development needs and barriers.
Agriculture Development Board (MCADB)	Provide input on model ordinances.

Other Project Stakeholder Involvement:

Municipalities	Review and provide input on model ordinances; implement model ordinances as necessary; support outreach efforts to farmers and property owners.
Agribusinesses and Farmers	Provide input on model ordinances.
Other Counties	Provide sample text and input for model ordinances.
NJ Department of Agriculture, State Agriculture Development Committee (SADC)	Provide feedback on promulgated model ordinances.
NJ Planning Officials	Provide feedback; assist with outreach.

Implementation Strategy:

- Work with the MCADB to develop a series of model ordinances for specific agricultural issues based on generally accepted agricultural management practices and examples from around the state and nation.
- Incorporate model ordinances into the *Agricultural Sustainability Plan (ASP)* for Monmouth County.



RECOMMENDATION 9.5: Through coordination between the Monmouth County Agriculture Development Board (MCADB) and the Development Review Section of the Division of Planning, draft and implement a required statement of acknowledgement for site plans and subdivision plats proposed in an Agricultural Development Area (ADA) to help raise awareness of potential neighboring agricultural activities and potentially reduce right-to-farm complaints.

Purpose: The Division of Planning will develop language to be placed on site plans and subdivision plats as a condition of final approval acknowledging that the property is located in an ADA. This advisory is intended to raise awareness for investors that the property may be subject to municipal Right to Farm Act protections due to its proximity with agricultural uses. This proposal should support the intent established by N.J.S.A. 4-1:C-48.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.2 Coordination: This action reinforces right-to-farm support for efforts taking place at the municipal level.

- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

3.1 Vibrant and Sustainable Communities: Validates local policies intended to help sustain the local agricultural economy.

- A. Promote polices that foster healthy, sustainable, and resilient communities.
- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.

3.5 Agricultural Development: Incorporating this language onto plats provides another level of disclosure for those seeking to develop property in agricultural areas.

- D. Foster the advancement of the Right to Farm Act objectives through encouragement of local land use ordinances that support commercial farms and facilitate the integration of surrounding land uses, recognizing both the historic nature and continued importance of our local farms and the agricultural industry.

Strongest Associated Master Plan Elements:

- *Agricultural & Economic Development*
- *Sustainable Places*
- *Healthy Communities*
- *Farmland Preservation*

Monmouth County Departments and Organizations:

Division of Planning	Develop appropriate language for ADA notice; amend Monmouth County Development Regulations to include new language for developments in close proximity to an ADA.
MCADB	Assist the Division of Planning with the development of appropriate verbiage for regulations.

Implementation Strategy:

- Develop verbiage with assistance from the MCADB; amend Monmouth County Development Regulations to include new ADA requirements.



RECOMMENDATION 10.1: Form a Consolidated Plan Implementation Committee (CPIC) to help guide the Office of Community Development (CD) and HOME Consortium’s Five-Year Strategy Submission for Housing and Community Development Programs (Five-Year Consolidated Plan) and Annual Action Plan: One Year Use of Funds (Annual Action Plan) in a manner consistent with achieving the Goals, Principles, and Objectives (GPOs) of the Monmouth County Master Plan.

Purpose: Currently there is no one “umbrella” committee to provide the Office of CD with assistance in overseeing the coordination of community development programs either internally or with the GPOs established in the *Master Plan*. It is recommended that an oversight committee be formed comprised of representatives from county departments and agencies, stakeholders from existing Office of CD committees, as well as other community development stakeholder groups to help guide the process.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

- 1.1 Comprehensive Planning:** A CPIC will assist with the development of community development plans so that they are better aligned with those of the county.
 - B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
 - D. Support the goals and objectives of the *Monmouth County Strategic Plan*.
- 1.2 Coordination:** The *Five-Year Consolidated Plan* should not be viewed a standalone “HUD” document. It should be developed and used as guide for investments allocated through community development programs with the intention of reinforcing intended outcomes expressed through the *Monmouth County Master Plan* and *Monmouth County Strategic Plan*.
 - A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
 - B. Coordinate Division of Planning initiatives with other county departments and agencies.
 - F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.
 - J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

Strongest Associated Master Plan Elements:

- *Community Development & Housing*
- *Planning Services, Outreach, & Coordination*
- *Sustainable Places*
- *Healthy Communities*
- *Utilities*
- *Transportation & Mobility*

Monmouth County Departments and Organizations:

Division of Planning	The Director, Assistant Director, and Community Development Program Director participate as members of the CPIC.
Division of Economic Development	Participate as a member of the CPIC.
Fair Housing Board	Fair Housing Board Chair to participate as a member of the CPIC.



Other Project Stakeholder Involvement:

Municipalities	Community Development Block Grant (CDBG) Committee Chair to participate as a member of the CPIC.
Non-Consortium Municipalities	Representatives from each of the three non-consortium communities (Asbury Park, Long Branch, Middletown) to participate as members on the CPIC.
Monmouth County Homeless Collaborative Service (HSC)	Homeless Services Collaborative (HSC) Chair to participate as a member of the CPIC.

Implementation Strategy:

- Prepare an agenda of relevant topics for discussion and convene a meeting of potential stakeholder representatives.
- Collaborate with stakeholders to devise and approve a new committee structure.
- Include the approved committee into future U.S. Department of Housing and Urban Development (HUD) documents.



RECOMMENDATION 10.2: Incorporate the Goals, Principles, and Objectives (GPOs) of the *Monmouth County Master Plan* into the Office of Community Development's (CD) *Five-Year Strategy Submission for Housing and Community Development Programs (Five-Year Consolidated Plan)* to better align community development projects and programs with intended outcomes through the appropriation of funds from the Community Development Block Grant (CDBG) Program, HOME Investment Partnerships Program (HOME), and Emergency Solutions Grants Program (ESG).

Purpose: The Office of CD is responsible for allocating federal funds received from the U.S. Department of Housing and Urban Development (HUD) for three major programs: CDBG, HOME, and ESG. Committee representatives from each program meet annually to evaluate applications and to recommend the appropriate allocation of available funds. Until now there has been little coordination between project allocations and *Monmouth County Master Plan* GPOs. In order to achieve the desired outcomes established in the *Monmouth County Master Plan*, it is suggested that an oversight committee (Recommendation 10.1) evaluate current community development grant policies and formulate recommendations on ways to improve public investment strategies (community development program allocations) with public and private result oriented outcomes (*Master Plan* GPOs).

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The Consolidated Plan Implementation Committee (CPIC) would assist in identifying opportunities for incorporating *Monmouth County Master Plan* GPOs into community development documents and programs within each of the major community development program areas.

- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: More internal coordination of Office of CD programming with county departments, agencies, and stakeholders is needed to help us improve upon intended program results.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: In partnership with our stakeholders, guide HUD investments into communities and places in need of socioeconomic assistance.

- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- E. Develop and/or use existing quantifiable metrics to measure the effectiveness of programming.

Strongest Associated Master Plan Elements:

- *Community Development & Housing*
- *Planning Services, Outreach, & Coordination*
- *Sustainable Places*
- *Healthy Communities*
- *Utilities*
- *Transportation & Mobility*



Monmouth County Departments and Organizations:

Division of Planning	Facilitate meetings of the Consolidated Plan Implementation Committee (CPIC); prepare agenda items for discussion; recommend program changes to the CPIC for review and consideration; prepare the <i>Five-Year Consolidated Plan</i> .
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Other Project Stakeholder Involvement:

Consolidated Plan Implementation Committee (CPIC)	Assist Division of Planning and the Office of Community Development with preparing the <i>Five-Year Consolidated Plan</i> .
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Implementation Strategy:

- The CPIC to assist the Division of Planning with the preparation of the *Five-Year Consolidated Plan*.



RECOMMENDATION 10.3: Evaluate and recommend changes to the Office of Community Development’s (CD) existing standing committees’ structure to align current community development programming with the overall Division of Planning program.

Purpose: It has been some time since there has been a comprehensive review of Community Development’s committee structure to evaluate their effectiveness in program operations. In many instances, these committees are a requirement of HUD in support of public outreach. However, there may be an opportunity to reorganize committees so they provide better support for CD’s annual programming and play a more prominent role in the five -year consolidated planning process. The Consolidated Plan Implementation Committee (Recommendation 10.1) should lead the process of committee review and make suggestions on how to improve the current organizational structure so it better aligns with *Monmouth County Master Plan* Goals, Principles, and Objectives (GPOs).

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The Consolidated Plan Implementation Committee (CPIC) should help determine the need for and effectiveness of the existing Office of CD committee structure and recommend changes that would advance desired program outcomes consistent with county policies.

- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: More internal coordination of Office of CD committees with county departments, agencies, and stakeholders is needed to help improve upon intended program results.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: In partnership with our stakeholders, guide U.S. Department Housing and Urban Development (HUD) investments into communities and places in need of socioeconomic assistance.

- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- E. Develop and/or use existing quantifiable metrics to measure the effectiveness of programming.

Strongest Associated Master Plan Elements:

- *Community Development & Housing*
- *Planning Services, Outreach, & Coordination*
- *Sustainable Places*
- *Healthy Communities*
- *Utilities*
- *Transportation & Mobility*



Monmouth County Departments and Organizations:

Division of Planning	Facilitate meetings of the Consolidated Plan Implementation Committee (CPIC); prepare agenda items for discussion; recommend program changes to the CPIC for review and consideration.
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Other Project Stakeholder Involvement:

CPIC	Review and provide input on recommended committee structure changes as proposed by the Division of Planning, assist with the development of CPIC guiding documents.
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Implementation Strategy:

- Facilitate meetings of the CPIC; prepare agenda items for discussion.
- Devise a CPIC subcommittee structure based on community development programming requirements
- Determine which type of guiding documents (e.g. bylaws, purpose, mission statement, program guidelines, etc.) will be needed to manage the CPIC and associated subcommittees.
- Prepare guiding documents.
- Achieve required support from the Monmouth County Board of Chosen Freeholders (MCBCF) to implement committee structure changes.
- Approved recommendations to committee structures and incorporate them into the Office of CD planning documents such as the *Five-Year Strategy Submission for Housing and Community Development Programs (Five-Year Consolidated Plan)*.



RECOMMENDATION 10.4: Work with other county departments and agencies in identifying potential county projects eligible for Community Development Block Grant (CDBG) funding.

Purpose: The CDBG Program allocates annual grants to larger cities and urban counties to develop viable communities by providing decent housing, suitable living environments, and opportunities to expand economic opportunities, principally for low- and moderate-income persons (HUD, 2014). The CDBG Program has been used primarily to fund eligible municipal projects however there may be instances where a county improvement project would be eligible for CDBG funding.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: County departments and agencies provide assistance in identifying and/or prioritizing county eligible CDBG projects.

- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: Provide assistance with implementing Monmouth County CDBG projects that would otherwise be paid for through conventional funding mechanisms or possibly be delayed due to a lack of funding.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.

2.4 Investment in Preservation Areas and Locations: There may be CDBG eligible county projects located in preservation areas or locations such as specific site improvements to historic buildings or structures.

- F. Support policies and investments in preservation areas that provide for safe, healthy, sustainable, and resilient communities.

3.7 Investment in Growth Areas and Growth-Impacted Locations: It is anticipated that most CDBG eligible county projects would be located in places that support growth and/or redevelopment.

- A. Encourage public infrastructure investments in county recognized priority growth areas and locations that support economic development and redevelopment; particularly locations in existing and planned service areas.
- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacities as needed.
- I. Support policies and investment in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Community Development & Housing*
- *Planning Services, Outreach, & Coordination*
- *Sustainable Places*
- *Healthy Communities*
- *Utilities*
- *Transportation & Mobility*



Monmouth County Departments and Organizations:

Division of Planning	Facilitate meetings of the Monmouth County CDBG Committee; work with host communities in-identifying eligible county projects; submit eligible projects to County Administration for further consideration; apply for CDBG funds if necessary.
County Administration	Approve the Division of Planning and Department of Public Works and Engineering to prepare and submit applications for CDBG eligible projects on behalf of Monmouth County.
Department of Public Works and Engineering	Work with the Division of Planning in identifying CDBG eligible projects.
Other County Departments	Work with other county departments and agencies in identifying CDBG eligible projects.

Other Project Stakeholder Involvement:

Municipalities	Work with host communities in identifying county projects eligible for CDBG funding in their community.
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Implementation Strategy:

- Form an internal committee comprised of county departments and agencies to identify potential CDBG eligible projects.
- Make recommendations to Monmouth County Administration on which projects to pursue for funding.
- Apply for CDBG funding for eligible projects.



RECOMMENDATION 10.5: Initiate a new housing study for Monmouth County that examines existing market conditions and identifies recent housing development trends, including new construction and redevelopment of existing housing stock, that have evolved in response to new cultural and economic realities, housing affordability concerns, and shifting household demographics.

Purpose: Prior to Superstorm Sandy, the Division of Planning produced an annual *Monmouth County New Residential Development Survey* that provided readers and stakeholders insight into new residential development activities taking place in Monmouth County. The survey was placed on hiatus after Superstorm Sandy until such time that a more normalized housing market emerged after most storm reconstruction efforts were completed. Although a new residential survey would be part of this report, there is the need to provide a more comprehensive analysis that includes the existing housing stock analysis (which accounts for a majority of home sales in the county) and its influence on regional economic growth and development.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: A new housing study is necessary to reinforce the Principles and Objectives identified in Section 3.3 Housing found in the *Monmouth County Master Plan*.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: Reports and data created in the Division of Planning are being modified to accommodate the needs of the Office of CD programming.

- G. Promote the sharing of information and data with planning partners.

1.3 Planning Approach: Geographic information systems (GIS) will be used to identify income eligible locations and to conduct market analysis as required for HOME Investment Partnerships Program (HOME)-funded projects.

- A. **Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.**

3.1 Vibrant and Sustainable Communities: Community Development Block Grant (CDBG) and HOME funding are used for programs such as First Time Homebuyer Assistance, the Housing Improvement Program (HIP), Housing Production Projects, Tenant-Based Rental Assistance, and the Emergency Repair/Barrier Free Program.

- D. Encourage a range of housing options including types, sizes, styles, and accommodations to meet the needs associated with various lifestyles, life-stages, abilities, and occupations of residents while supporting economic sustainability within the region.

3.3 Housing: The study will help identify the variety of new and existing housing stock necessary to accommodate the needs and market demands of the county's diverse workforce.

- A. Encourage municipalities to monitor the evolving housing market and consider the desirability of changing zoning to accommodate shifts in market demand.
- B. Encourage housing development in locations that provide access to various modes of travel that could reduce automobile dependency.
- C. Promote energy efficient construction and housing systems that reduce long-term costs and maintenance as well as design, technologies, and construction methods that have a lower impact on natural systems.
- D. Encourage public and private rehabilitation and reuse of substandard and vacant housing units in addition to the adaptive reuse of substandard, underutilized, or abandoned structures.



3.4 Economic Development and Redevelopment: The study will help identify the variety of new and existing housing stock necessary to accommodate the needs and market demands of the county’s diverse workforce.

- I. Encourage a variety of new and rehabilitated housing options to meet the needs of an evolving workforce in support of greater regional economic growth.

Strongest Associated Master Plan Elements:

- *Community Development & Housing*
- *Agricultural & Economic Development*
- *Sustainable Places*
- *Healthy Communities*

Monmouth County Departments and Organizations:

Division of Planning	Produce a new comprehensive housing study; consider providing either annual or biannual updates to the <i>Monmouth County New Residential Development Survey</i> ; conduct a comprehensive update of the study every five years.
Division of Economic Development	Assist with the data collection and input on the report.
Board of Taxation	Provide assistance on residential tax base information and data collection.
Brookdale Community College (BCC)	Consider BCC students for internship opportunities and student work projects.

Implementation Strategy:

- The Office of Community Development (CD) is to establish a team of professional staff from the Division of Planning, Office of Economic Development, and the Board of Taxation to collaborate on the creation and development of this report.
- The Office of CD work program is to provide updates of the *Monmouth County New Residential Development Survey* section of the report.
- The Office of CD work program will provide for a comprehensive update of the *Monmouth County New Residential Development Survey* approximately every five years.



RECOMMENDATION 11.1: Work with local communities and stakeholders to promote agricultural sustainability through healthy food choice initiatives such as access to affordable, healthy foods and the creation of community gardens, urban agriculture programs, mobile food stands/food truck courts, and farmers markets.

Purpose: Addressing the nutritional needs of residents provides the foundation for a healthy community. The county can assist municipalities in assessing the availability of nutritious foods and help coordinate efforts with stakeholders, such as the FoodBank of Monmouth and Ocean Counties, to provide better access to and education about healthy food choices and local food production.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Assist communities with their assessment of healthy food availability and work with them in identifying opportunities to provide better food choices.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: Providing communities with better access to healthy food choices often requires partnerships and coordination with likeminded stakeholders to work together in helping overcome this obstacle to public health.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- G. Promote the sharing of information and data with planning partners.

1.3 Planning Approach: Planning for healthy food initiatives requires the involvement of all parties impacted by the decision-making process utilizing all methods of information distribution.

- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

2.2 Farmland Preservation: Preserved farmland will continue be a source for local food production that helps secure the sustainability of our local agricultural industry while at the same time ensures that locally grown, fresh quality food remains a viable option for consumers.

- E. Encourage the expansion of viable agricultural uses on preserved farmland to assure long-term agribusiness sustainability.

2.4 Investment in Preservation Areas and Locations: Expanding investments in agricultural business ventures in these areas helps to diversify the farming industry.

- C. Support joint agricultural and recreational preservation efforts that provide for the complementary use of preserved properties, where feasible.
- F. Support policies and investments in preservation areas that provide for safe, healthy, sustainable, and resilient communities.

3.1 Vibrant and Sustainable Communities: Sustainable, vibrant communities meet the nutritional needs of their residents.

- G. Promote vibrancy, attractiveness, and a diverse array of uses, occupations, services, and amenities for downtowns and business districts.
- L. Promote the redevelopment or reuse of environmentally degraded places such as brownfields and grayfield sites into safe, new uses and public amenities that promote healthy community design.
- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.



3.2 Preservation of Community Character: Some community revitalization efforts take into account new locations to expand food production and value-added processing including the repurposing of vacant structures in nontraditional “agricultural” locations.

- B. Support measures to improve communities in need of revitalization or restoration.
- C. Promote in-fill development and the adaptive reuse of substandard, underutilized, or abandoned structures that complement or improve adjacent land uses and support or enhance neighborhood character resulting in healthier places to live, work, learn, and recreate.

3.4 Economic Development and Redevelopment: Expanding healthy food options could result in additional business investments, revenue generation, and employment opportunities in a community.

- C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.
- E. Encourage public investments that enhance local and regional competitiveness in the marketplace.
- H. Support the safe redevelopment of brownfields, where feasible.

3.5 Agricultural Development: Agricultural activity in the county provides a foundation for sustainable and healthy communities.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.
- B. Support the expansion of agribusiness opportunities in response to changes in the larger regional marketplace.
- C. Continue to promote and support agricultural retention and preservation efforts.
- D. Foster the advancement of the Right to Farm Act objectives through encouragement of local land use ordinances that support commercial farms and facilitate integration of surrounding land uses, recognizing both the historic nature and continued importance of our local farms and the agricultural industry.
- E. Raise public awareness of the economic, environmental, social, and cultural value of protecting our agricultural resources.

Strongest Associated Master Plan Elements:

- *Healthy Communities*
- *Natural Resources*
- *Open Space*
- *Farmland Preservation*
- *Transportation & Mobility*
- *Agricultural & Economic Development*
- *Sustainable Places*

Monmouth County Departments and Organizations:

Division of Planning	Assist municipalities and other stakeholders in identifying and promoting healthy food needs and other initiatives; include these initiatives in the <i>Agricultural Sustainability Plan (ASP)</i> for Monmouth County when drafted; coordinate agricultural sustainability efforts with the Division of Economic Development through the Grown in Monmouth initiative.
Division of Economic Development	Continue to coordinate the Grown in Monmouth initiative; engage businesses and local economic development committees in the planning process; promote the local agriculture industry; assist in locating new agribusiness resources; provide local business networking opportunities; assist in agricultural sustainability efforts that promote local farm-to-table initiatives.



Agricultural Development Board (MCADB)	Continue to assist local farmers with preservation; promote the local agriculture industry; resolve right-to-farm issues in ways that protect the establishment and retention of farm stands and markets thus protecting the farmer’s ability to produce and locally market their crops and value-added products.
Brookdale Community College (BCC)	Consider BCC a resource for marketing workshops and local assistance.

Other Project Stakeholder Involvement:

Rutgers Cooperative Extensive	Assist with outreach; provide expertise in local and statewide agricultural issues; provide access to research, commercial growers, and industry leaders.
Ag. Related Businesses	Identify business needs and opportunities to meet the needs of the local community.
Ag. Dependent Businesses	Identify ways to strengthen the association between local consumers and agricultural products in Monmouth County.
Farmers	Continue to provide fresh healthy foods locally; assist in identifying local opportunities for distribution of products.
Municipalities	Assist with education and outreach to residents, businesses, and the farming community on healthy food initiatives available at the local level.
Schools	Partner with local farmers and markets for Farm to School initiatives and community garden programs.
Residents and Local Businesses	Respond to outreach/surveys conducted regarding healthy food options, areas of deficiencies, and opportunities to fulfill community needs.
FoodBank of Monmouth and Ocean Counties	Provides distribution of food to individuals in need from donations received by individuals and charity partners; hosts nutrition outreach and education; provides culinary training and occasionally gardening space for fresh produce.
Board of Agriculture	Assist with outreach and provide industry specific perspective and expertise.

Implementation Strategy:

- Assist in the promotion of healthy food initiatives with other county departments and agencies, the State Agriculture Development Committee (SADC), and municipalities.
- Identify healthy food initiatives in the *Agricultural Sustainability Plan (ASP)* for Monmouth County.
- The Monmouth County Environmental Council (MCEC) will offer opportunities to promote healthy food programs as a topic for their annual roundtable events.
- Continue to assist with the Grown in Monmouth Initiative.



RECOMMENDATION 11.2: Continue to protect human health by assisting with the identification and removal of environmental hazards from the community and raising awareness about public health issues.

Purpose: In order to assure the residents, businesses, and visitors of Monmouth County are provided with healthy communities to live, work, play, and stay, efforts must be focused on the education, identification, and eradication of public health threats.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Assess and address both the interdependent and collective impacts associated with environmental health hazards to minimize their adverse effects to public health.

D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: Environmental planning services should be coordinated with other community stakeholders and government agencies when addressing environmentally related health concerns and issues.

B. Coordinate Division of Planning initiatives with other county departments and agencies.

C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.

E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.

G. Promote the sharing of information and data with planning partners.

1.3 Planning Approach: Use available sources of technology to inform the public about environmental health issues. Provide assistance in the identification of potential hazards to human health and the best methods with which to eradicate them.

A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.

B. Use evolving technologies as tools for planning and the dissemination of information.

C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.

2.1 Environmental Resources: The elimination of environmental hazards that pose a biological risk is imperative for species survival and prosperity and minimizes any further encroachment of such hazards into the ecosystem and food chain.

E. Encourage the protection and conservation of all water sources, including the reuse of water, through responsible water resource management planning.

F. Ensure high water quality through the implementation of Best Management Practices (BMPs).

3.1 Vibrant and Sustainable Communities: The identification and elimination of environmental hazards that threaten public health will result in a healthier natural and built environment.

A. Promote policies that foster healthy, sustainable, and resilient communities.

L. Promote the redevelopment or reuse of environmentally degraded places such as brownfields and grayfield sites into safe, new uses and public amenities that promote healthy community design.

3.2 Preservation of Community Character: Protect and strengthen the established character of municipalities and their distinctive, individual qualities.

C. Promote in-fill development and the adaptive reuse of substandard, underutilized, or abandoned structures that complement or improve adjacent land uses and support or enhance neighborhood character resulting in healthier places to live, work, learn, and recreate.

3.3 Housing: Existing and potential issues that may affect the health and safety of residents must be examined when addressing housing needs.



- D. Encourage public and private rehabilitation and reuse of substandard and vacant housing units in addition to the adaptive reuse of substandard, underutilized, or abandoned structures.

3.4 Economic Development and Redevelopment: Removal of threats to and hazards from the environment provides new opportunities for the expansion of the local economy.

- H. Support the safe redevelopment of brownfields, where feasible.

3.6 Recovery and Community Resiliency: Protecting human health and safety requires hazard mitigation planning to address potential environmental hazards and health impacts caused by natural and manmade disasters.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- B. Offer assistance to other county agencies for hazard mitigation planning and addressing the potential long-term economic, environmental, and health impacts that occur during disaster recovery.
- C. Continue to work with municipalities on the implementation of hazard mitigation policies and strategies.
- E. Provide support for outreach, awareness, and public education to coastal and riverine communities on flood hazards, mitigation strategies, and emergency preparedness. Encourage individuals, local businesses, and community organizations to develop their own disaster preparedness plans.
- G. Provide technical assistance in all disaster recovery efforts.

Strongest Associated Master Plan Elements:

- *Healthy Communities*
- *Natural Resources*
- *Community Development & Housing*
- *Sustainable Places*
- *Community Resiliency*

Monmouth County Departments and Organizations:

Division of Planning	Assist the Monmouth County Health Department (MCHD) in identifying environmental hazards; conduct environmental reviews of community development projects as required by the U.S. Department of Housing and Urban Development (HUD).
MCHD	Seek assistance when feasible from the Division of Planning on planning issues that could affect public health.
Reclamation Center Recycling and Solid Waste Planning	Provide support to municipalities for recycling and solid waste practices, including community cleanup efforts through the New Jersey Clean Communities program.
Mosquito Control	Use integrated pest management strategies to control mosquito population; respond to the public’s requests to inspect properties where a mosquito problem is reported; post information and resources online about mosquito habitat, prevention, and vector born disease information.



Other Project Stakeholder Involvement:

<p>NJ Department of Environmental Protection (NJDEP)</p>	<p>Continued enforcement of environmental regulations; review of environmental permit applications; support for environmental remediation and redevelopment.</p>
<p>Municipalities</p>	<p>Provide resources and guidance for potential local environmental impacts to public health.</p>

Implementation Strategy:

- Continue to provide support to the MCHD and other county departments and agencies on environmental and public health issues.
- Continue to provide environmental reviews for grant funding of potential projects.
- Monitor proposed changes to the NJDEP’s Water Quality Management Planning Program.
- Monitor the *New Jersey Statewide Water Supply Plan (1996)* for updates and the potential impacts to Monmouth County.
- Monitor the water quality aspects of stormwater management planning.
- Continue to function as a designated planning agency for water quality and wastewater management planning.



RECOMMENDATION 11.3: Provide planning support and services to the Monmouth County Sheriff’s Office and Monmouth County Prosecutor’s Office for public safety, law enforcement, crime prevention, and emergency response.

Purpose: One of the critical needs of a healthy community is safety and security. The mission of the Monmouth County Sheriff’s Office and the Monmouth County Prosecutor’s Office is to focus on creating and maintaining a safe and secure environment for the residents and businesses of Monmouth County. The Division of Planning will continue to provide services and resources, such as geographic information system (GIS) mapping and analysis, to the both offices to assist in furthering their mission.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.2 Coordination: Planning for public safety and emergency response requires coordination amongst state, county, and local agencies and departments.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.

1.3 Planning Approach: Effective planning for the safety and security of the residents and businesses of Monmouth County relies on the use of available technology in both the pre-planning for and post-recovery from emergency incidents.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.

3.6 Recovery and Community Resiliency: Promote planning methods, such as flood mapping, that will increase a community’s ability to adapt and overcome the impacts resulting from an emergency or disaster.

- B. Offer assistance to other county agencies for hazard mitigation planning and addressing the potential long-term economic, environmental, and health impacts that occur during disaster recovery.
- G. Provide technical assistance in all disaster recovery efforts.

Strongest Associated Master Plan Elements:

- *Healthy Communities*
- *Sustainable Places*
- *Community Resiliency*
- *Planning Services, Outreach, & Coordination*

Monmouth County Departments and Organizations:

Division of Planning	Provide planning assistance to other county departments and agencies involved with emergency response, public safety, law enforcement, and crime prevention.
Sheriff’s Office	Provide protection for the residents and businesses of Monmouth County; spearhead emergency management and planning.
Prosecutor’s Office	Coordinate with other law enforcement agencies within the county to provide prosecutorial needs.



Other Project Stakeholder Involvement:

Municipalities	Assist with planning and implementation efforts related to emergency response and public safety.
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Implementation Strategy:

- Continue to provide input and assistance to the Monmouth County Sheriff's Office and the Monmouth County Prosecutor's Office in their crime prevention and public safety efforts.



RECOMMENDATION 11.4: Incorporate the *Monmouth County Solid Waste Management Plan (2009)* as a component of the *Monmouth County Master Plan’s* Healthy Communities Element.

Purpose: The Monmouth County Reclamation Center is tasked with updating the *Monmouth County Solid Waste Plan*. The Division of Planning staff will provide support to the Recycling and Solid Waste Planning staff in preparing the plan.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: By working together, Monmouth County departments can provide a well-rounded planning and programming approach for a healthy county. Division of Planning and the Recycling and Solid Waste Planning staff will continue to work together to promote and achieve joint goals.

D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: A greater awareness of the benefits of solid waste planning exists as a result of collective efforts between county departments involved in promoting recycling and proper solid waste management to municipal stakeholders.

B. Coordinate Division of Planning initiatives with other county departments and agencies.

3.1 Vibrant and Sustainable Communities: Encourage the creation of vibrant communities through a variety of housing choices, energy and transportations options, recreational and cultural offerings, health and safety initiatives, and business opportunities that result in a more sustainable and higher quality-of-life for all residents.

A. Promote polices that foster healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Healthy Communities*
- *Sustainable Places*
- *Planning Services, Outreach, & Coordination*

Monmouth County Departments and Organizations:

Division of Planning	Provide data and planning assistance, as requested, in the implementation of the <i>Monmouth County Solid Waste Management Plan</i> ; provide outreach assistance with recycling programs; work with the New Jersey Clean Communities program on clean ups coordinated through the NJ Department Environmental Protection (NJDEP) AmeriCorps NJ Watershed Ambassador.
Planning Board (MCPB)	Incorporate the <i>Monmouth County Solid Waste Management Plan</i> as a component of the <i>Monmouth County Master Plan</i> .
Reclamation Center, Recycling and Solid Waste Planning	Develop the <i>Monmouth County Solid Waste Management Plan</i> ; continue working with municipalities on recycling initiatives; continue to promote and assist with local clean ups through the New Jersey Clean Communities program.

Implementation Strategy:

- Provide data and planning assistance, as requested, to Recycling and Solid Waste Planning.
- Incorporate the *Monmouth County Solid Waste Management Plan* as a component of the *Monmouth County Master Plan*.
- Monitor the *Monmouth County Solid Waste Management Plan* for updates and revisions, and the potential impacts of those changes on the county.
- The NJDEP AmeriCorps Ambassador will continue to work with the New Jersey Clean Communities/Program Coordinator Specialist to promote and schedule local clean ups.



RECOMMENDATION 11.5: Incorporate by reference the *Monmouth County Community Health Improvement Plan (CHIP) (2012)* as a component of the Healthy Communities Element and include studies, reports, and findings from the Monmouth County Health Department (MCHD) and other local health departments as consultative and supportive documents to the *Master Plan*.

Purpose: The MCHD is comprised of trained professionals in all areas of public health whose mission is to provide support to the community in identifying and resolving public health issues. In addition to the services they provide, the MCHD conducts extensive outreach and education efforts along with providing documented research in many areas related to environmental health.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Assess and address both the interdependent and collective impacts associated with environmental health hazards to minimize their adverse effects to public health.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: To effectively plan and implement measures which affect the health and well-being of the county, coordination and collaboration with community stakeholders at all levels must occur.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- G. Promote the sharing of information and data with planning partners.

1.3 Planning Approach: Utilize all methods of technology for the dissemination of information to increase stakeholder involvement in the implementation of healthy community initiatives.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.

2.1 Environmental Resources: Environmental planning relies on the documentation of facts that emphasize the importance of protecting and conserving natural resources. Reports and studies compiled by the MCHD are important reference documents.

- D. Encourage the sustainable use of public lands in concert with natural resource protection.
- E. Encourage the protection and conservation of all water sources, including the reuse of water, through responsible water resource management planning.
- F. Ensure high water quality through the implementation of Best Management Practices (BMPs).
- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.

3.1 Vibrant and Sustainable Communities: The identification and elimination of public health hazards will result in a healthier natural and built environment.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- M. Support the acquisition of natural open lands that protect environmentally sensitive resources, provide for habitat restoration, and mitigate the impacts of natural hazards.

3.6 Recovery and Community Resiliency: Preparation and training in response to potential health implications caused by natural or manmade disasters are important components of community recovery.



- B. Offer assistance to other county agencies for hazard mitigation planning and addressing the potential long-term economic, environmental, and health impacts that occur during disaster recovery.
- G. Provide technical assistance in all disaster recovery efforts.
- H. Identify natural resources such as stream corridors, frequently flooded properties, steep slopes, century forests, and coastal lowlands that contribute to community resiliency.

Strongest Associated Master Plan Elements

- *Healthy Communities*
- *Community Development & Housing*
- *Natural Resources*
- *Sustainable Places*
- *Community Resiliency*

Monmouth County Departments and Organizations:

Division of Planning	Provide support for healthy initiatives in Monmouth County; update the <i>Natural Features Study for Monmouth County (1975)</i> utilizing applicable data compiled by the MCHD; provide the MCHD with geographic information systems (GIS) assistance as needed.
Planning Board (MCPB)	Incorporate the <i>CHIP</i> as a component of the Healthy Communities Element; acknowledge reports and studies produced by the MCHD as consultative and supportive documents the <i>Monmouth County Master Plan</i> .
MCHD	Coordinate with the Division of Planning on planning issues that could potentially affect public health.

Other Project Stakeholder Involvement:

Municipalities	Provide resources and guidance regarding potential local environmental impacts on public health.
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Implementation Strategy:

- Incorporate by reference the *Monmouth County CHIP (2012)* as a component of the *Monmouth County Master Plan*.
- Adopt, by reference, reports, and studies produced by the MCHD as part of the Healthy Communities Element of the *Monmouth County Master Plan*.
- Continue to provide support and assistance to the MCHD in the implementation of county public health initiatives.
- Utilize MCHD data for updates to the *Natural Features Study for Monmouth County* and other applicable plans, reports, and studies.



RECOMMENDATION 12.1: Incorporate the approved *Multi-Jurisdictional Natural Hazard Mitigation Plan (HMP) for Monmouth County (2015)* update into the *Monmouth County Master Plan* by reference; recognizing that the *HMP* is the broadest approach to implementing community resiliency activities at both the local and county level.

Purpose: The HMP evaluates community susceptibility to natural hazards and the extent to which these events will occur. It identifies municipal vulnerability to the effects of natural hazards and the goals, objectives, and actions required to minimize risk and the potential for future losses. Hazard mitigation is the only phase of emergency management that is specifically dedicated to breaking the cycle of damage, reconstruction, and repeated damage while creating more well prepared and resilient communities in Monmouth County.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: This effort will build upon a special document and outreach already completed by Monmouth County Office of Emergency Management (OEM).

- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- E. Serve as a regional planning facilitator.

1.2 Coordination: The Division of Planning will continue to work with OEM in updating municipalities and the Monmouth County Planning Board (MCPB) on the *HMP*.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: The Division of Planning will continue to attend outreach meetings to answer any planning-related questions, supply OEM with planning-related data/studies, help OEM implement *HMP* activities, and serve on the Monmouth County Mitigation Planning Steering Committee.

- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

2.4 Investments in Preservation Areas and Locations: Open space and habitat conservation/preservation in Special Flood Hazard Areas (SFHA) protect life and property, minimizing the need for hazard mitigation while enhancing water quality and natural hydrological systems.

- E. Provide for necessary infrastructure improvements and support services resulting from the adverse impacts of regional development affecting preservation areas within the context of buffering and protecting our agricultural, cultural, and historic resources.

3.1 Vibrant and Sustainable Communities: Monmouth County and each of the 53 participating municipalities were responsible for conducting outreach regarding the *HMP*. More than 35 opportunities for public and stakeholder involvement came from Monmouth County alone, giving residents the opportunity to engage in the planning process. The *HMP* also identifies municipal vulnerability and areas that need to be addressed in support of a more vibrant and sustainable community.



- B. Facilitate community dialogue and engagement in the planning process.
- F. Support efforts that increase sustainable infrastructure capacity to accommodate population change, replace aging systems, and encourage investments that provide for safe, sound, resilient, and reliable utility service.
- K. Encourage the use of green technology and design to reduce the impact of property improvements on natural systems.
- M. Support the acquisition of natural open lands that protect environmentally sensitive resources, provide for habitat restoration, and mitigate the impacts of natural hazards.

3.6 Recovery and Community Resiliency: The *HMP* identifies municipal vulnerability to the effects of natural hazards and the goals, objectives, and actions required to minimize risk and the potential for future losses, which results in quicker recovery and a stronger community.

- C. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- D. Offer assistance to other county agencies for hazard mitigation planning and for addressing the potential long-term economic, environmental, and health impacts that occur during disaster recovery.
- E. Continue to work with municipalities on the implementation of hazard mitigation policies and strategies.
- E. Provide support for outreach, awareness, and public education to coastal and riverine communities on flood hazards, mitigation strategies, and emergency preparedness. Encourage individuals, local businesses, and community organizations to develop their own disaster preparedness plans.
- F. Promote and support actions and efforts that increase natural resiliency.
- H. Identify natural resources such as stream corridors, frequently flooded properties, steep slopes, century forests, and coastal lowlands that contribute to community resiliency.

3.7 Investment in Growth Areas and Growth-Impacted Locations: The *HMP* identifies areas that are vulnerable to natural hazards. To have a resilient community, these areas must be maintained and upgraded as needed to withstand future natural hazards.

- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacities as needed.
- F. Encourage the incorporation of new technologies and improved coordination among public service providers to ensure proper timing and sequencing of facility and service extensions and upgrades.
- J. Support investments in the acquisition of environmentally sensitive land and resources located in priority growth areas and locations.

Strongest Associated Master Plan Elements:

- *Community Resiliency*
- *Natural Resources*
- *Open Space*
- *Utilities*
- *Agricultural & Economic Development*
- *Healthy Communities*
- *Sustainable Places*
- *Planning Services, Outreach, & Coordination*



Monmouth County Departments and Organizations:

Division of Planning	Assist the Office of Emergency Management (OEM) in reviewing municipal master plans for consistency with the <i>HMP</i> ; provide <i>HMP</i> information and updates to the public, local officials, CRS Users Group, and Monmouth County Planning Board (MCPB); provide municipalities with model ordinances and support for resilient development; assist OEM in any implementation activities.
MCPB	Incorporate the approved <i>HMP</i> into the <i>Master Plan</i> by reference.
OEM	Assist municipalities with education regarding hazard mitigation and the implementation of mitigation activities at both the county and local level.

Implementation Strategy:

- Incorporate the approved *HMP* update into the *Master Plan* by reference.
- Ensure consistency between municipal master plans/ordinances and the *HMP*.
- Continue to be an active member on the *HMP* Steering Committee; provide *HMP* updates at public meetings; highlight the value of hazard mitigation planning at Monmouth County CRS Users Group and MCPB meetings.
- Provide municipalities with model ordinances and mitigation strategies for more resilient development.
- Lend letters of support to municipalities seeking funding (e.g. federal, state, and nonprofits) that promote the *Master Plan's* Goals, Principles, and Objectives (GPOs) for resilient development.
- Upon request, provide assistance to OEM in any *HMP* implementation activities.



RECOMMENDATION 12.2: In partnership with the Monmouth County Office of Emergency Management (OEM), continue to encourage and advance municipal participation in the National Flood Insurance Program's (NFIP) Community Ratings System (CRS) program.

Purpose: The Monmouth County OEM and Division of Planning are working together to encourage municipal participation in the program through the creation of the Monmouth County CRS Users Group. The Users Group meet quarterly meetings and serve as a peer learning forum for municipalities to gain knowledge about the program and exchange strategies for program advancement.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: One of the three goals of CRS is to encourage comprehensive floodplain management. The Division of Planning also provides a comprehensive planning approach to the CRS program through Users Group meetings.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- E. Serve as a regional planning facilitator.

1.2 Coordination: The Division of Planning is coordinating internally with OEM while also working vertically with Federal Emergency Management Agency (FEMA), NFIP, the State of New Jersey, local municipalities, and stakeholders.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.
- G. Promote the sharing of information and data with planning partners.
- H. Identify planning related services that could be shared with municipalities to help lower public costs.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: Monmouth County is providing technical support to towns by providing geographic information systems (GIS) mapping services, the dissemination of CRS updates and information, and access to training and webinars hosted by the NFIP and FEMA.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

2.4 Investments in Preservation Areas and Locations: Participating towns in the CRS program receive credits for local requirements and incentives that keep floodprone portions of new development as open space, provide for deed restrictions ensuring parcel remains vacant, and zoning density for lots sizes of five acres or larger (*CRS Manual 420* Open Space Preservation).



- B. Promote land use techniques such as noncontiguous clustering and lot-size averaging that support the retention of farmland and open space in rural communities.
- F. Support policies and investments in preservation areas that provide for safe, healthy, sustainable, and resilient communities.

3.1 Vibrant and Sustainable Communities: The CRS program's goals of reducing flood damage, strengthening NFIP flood insurance, and encouraging floodplain management, through policies, regulations, and plans, all result in a more vibrant and sustainable community.

- B. Promote policies that foster healthy, sustainable, and resilient communities.
- C. Facilitate community dialogue and engagement in the planning process.
- M. Support the acquisition of natural open lands that protect environmentally sensitive resources, provide for habitat restoration, and mitigate the impacts of natural hazards.

3.6 Recovery and Community Resiliency: The CRS program's strategies increase a community's capacity to adapt physically and economically to long-term environmental changes, emergencies, and natural hazards.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- B. Offer assistance to other county agencies for hazard mitigation planning and addressing the potential long-term economic, environmental, and health impacts that occur during disaster recovery.
- C. Continue to work with municipalities on the implementation of hazard mitigation policies and strategies.
- E. Provide support for outreach, awareness, and public education to coastal and riverine communities on flood hazards, mitigation strategies, and emergency preparedness. Encourage individuals, local businesses, and community organizations to develop their own disaster preparedness plans.
- F. Promote and support actions and efforts that increase natural resiliency.
- G. Provide technical assistance in all disaster recovery efforts.
- H. Identify natural resources such as stream corridors, frequently flooded properties, steep slopes, century forests, and coastal lowlands that contribute to community resiliency.

Strongest Associated Master Plan Elements:

- *Community Resiliency*
- *Natural Resources*
- *Open Space*
- *Healthy Communities*
- *Sustainable Places*
- *Planning Services, Outreach, & Coordination*
- *Agricultural & Economic Development*



Monmouth County Departments and Organizations:

Division of Planning	Continue to facilitate CRS Users Group meetings; provide municipalities information on joining CRS via email and county website; serve on municipal Program for Public Information (PPI) committees; take courses to better understand the CRS program; become accredited in floodplain management; create geographic information system (GIS) maps for program advancement; provide municipal master plan assistance.
OEM	Continue to disseminate information and updates from the Federal Emergency Management Agency (FEMA), NFIP, and CRS program to the Users Group; facilitate CRS Users Group meetings; provide municipalities information on joining CRS; serve on municipal PPI committees; take courses to better understand the CRS program; become accredited in floodplain management.
Division of Economic Development	Conduct outreach projects and presentations on Grow Monmouth’s Business Analyst Tool (a GIS-based tool identifying zoning, highways, sewer service areas, floodplains, and environmental constraints for each municipality to help with placement of businesses).
Department of Public Works and Engineering	Provide assistance with remediation projects, drainage maintenance, facilities inventory, and flood inventories.
Library System	Distribute FEMA floodplain management documents, reports, and brochures.
Counsel	Review CRS legal documents and policies, when needed.
Department of Public Information and Tourism	Publish brochures and press releases; update county website on CRS information.

Other Project Stakeholder Involvement:

Municipalities	Management of local CRS program; municipalities are responsible for continuing to implement their credited activities in order to keep, maintain, and improve upon their CRS classifications.
FEMA	Attend CRS Users Group meetings to answer questions from participating municipalities.
Insurance Services Office, Inc. (ISO)	Responsible for reviewing community requests for CRS classification; verify implementation of activities credited by the CRS program.
New Jersey Department of Environmental Protection (NJDEP)	Clearinghouse for flood maps.
Jacques Cousteau National Estuarine Research Reserve (JC NERR)	Continue to present information and tools useful to the advancing CRS participation, as it becomes available.



Implementation Strategy:

- Continue to facilitate and host the quarterly CRS Users Group meetings.
- Provide GIS mapping services for Monmouth County municipalities in order to gain program entry or advancement.
- Provide municipalities and resiliency stakeholders information on the CRS program.
- Continue to attend and notify municipalities of CRS webinars and program updates to further their knowledge of the CRS program and community resiliency measures.
- Continue to attend floodplain management courses for Division of Planning staff to become accredited as an Association of State Floodplain Managers Certified Floodplain Manager (CFM).
- Continue to maintain county website with up-to-date CRS information.



RECOMMENDATION 12.3: Partner with jurisdictions outside of Monmouth County to expand participation in the county's CRS Users Group, eventually resulting in a more influential regional forum.

Purpose: Build upon the existing Monmouth County CRS Users Group as the foundation for an expanded regional forum for CRS communities.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: By partnering with jurisdictions outside of the county, the Division of Planning is serving as a regional planning facilitator by providing information, support, and opportunities for regional resiliency initiatives.

E. Serve as a regional planning facilitator.

1.2 Coordination: The establishment of a regional forum will encourage coordination and communication between all levels of government; local municipalities, counties, the state, and federal programs.

D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.

E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.

F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.

G. Promote the sharing of information and data with planning partners.

I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: The Division of Planning will continue to utilize its geographic information system (GIS) services to assist Monmouth County municipalities, setting an example of how the county can provide assistance to municipalities in attaining CRS program advancement. The Division of Planning will also use technology to coordinate with surrounding municipalities, counties, the state, federal resiliency programs, and resiliency nonprofits.

A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.

D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

3.1 Vibrant and Sustainable Communities: Creating a regional forum for municipal CRS advancement would reinforce policies that create vibrant and sustainable communities while facilitating a regional resiliency dialogue.

A. Promote policies that foster healthy, sustainable, and resilient communities.

B. Facilitate community dialogue and engagement in the planning process.

3.6 Recovery and Community Resiliency: Creating a regional forum for CRS advancement would reinforce policies that encourage long-term recovery, mitigation, and resiliency efforts.

A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.

B. Offer assistance to other county agencies for hazard mitigation planning and addressing the potential long-term economic, environmental, and health impacts that occur during disaster recovery.

H. Provide technical assistance in all disaster recovery efforts.



Strongest Associated Master Plan Elements:

- Community Resiliency
- Planning Services, Outreach, & Coordination

Monmouth County Departments and Organizations:

Division of Planning	Participate in meetings between other jurisdictions, county departments, and municipalities; attend regional workshops and conferences to learn the most up-to-date resiliency resources and tools available; provide links to regional resiliency resources via Monmouth County’s CRS webpage.
Office of Emergency Management (OEM)	Participate in meetings between other jurisdictions and county departments and municipalities; operate as a regional facilitator.

Other Project Stakeholder Involvement:

Federal Emergency Management Agency (FEMA)’s National Flood Insurance Program (NFIP)	Participate in regional meetings to provide additional information and answer questions from jurisdictions.
Surrounding Counties	Participate with Monmouth County to host, facilitate, and/or share CRS knowledge at regional meetings.
Nearby Municipalities	Local officials are encouraged to attend the regional meetings, bringing with them their experience, knowledge, and questions about the CRS program.
NJ Department of Environmental Protection (NJDEP)	Participate in regional meetings to provide additional information and answer questions from jurisdictions.
Jacques Cousteau National Estuarine Research Reserve (JC NERR)	Provide access to resources and tools to advance resiliency and the CRS program.

Implementation Strategy:

- Initiate a meeting with nearby municipalities and counties to discuss how to integrate the Monmouth County CRS Users Group meetings into regional meetings.
- Communicate with nearby jurisdictions on the scheduling of regional meetings.
- Invite resiliency partners to attend meetings to provide information and tools to gain CRS entry or advancement.
- Facilitate regional meetings, as necessary.
- Attend regional workshops, conferences, and panel discussions on community resiliency and the CRS program to maintain the most up-to-date information and resources for county municipalities.



RECOMMENDATION 12.4: Support the Monmouth County Office of Emergency Management (OEM) in providing a network of shared emergency response services across the county.

Purpose: Monmouth County OEM proposes to enter into an Intra-County Mutual Aid and Assistance Agreement (MAAs) with participating county municipalities to provide additional aid and assistance in protecting persons or property against loss, damage, or destruction caused by fire, civil unrest, hazardous material, major criminal or emergency events, and natural or manmade disasters. The network of shared emergency response services allows for a quicker recovery, therefore enabling a community to adapt physically and economically to long-term environmental changes, emergencies, and natural hazards.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The Division of Planning is offering OEM support in conducting outreach and professional/technical planning related services.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.

1.2 Coordination: The Division of Planning will be assisting another county department that encourages intermunicipal coordination and cooperation for a program that has a “greater than local” impact.

- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- H. Identify planning related services that could be shared with municipalities to help lower public costs.
- I. Coordinate with municipalities on regional planning initiatives.

3.1 Vibrant and Sustainable Communities: Quicker recovery from a natural or manmade disaster supports the long-term health and sustainability of a community.

- A. Promote policies that foster healthy, sustainable, and resilient communities.

3.6 Recovery and Community Resiliency: A network of shared services provides technical assistance to municipalities in disaster recovery efforts and better protects communities, people, businesses, infrastructure, services, and resources against natural and manmade disasters.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- G. Provide technical assistance in all disaster recovery efforts.

Strongest Associated Master Plan Elements:

- *Community Resiliency*
- *Healthy Communities*
- *Sustainable Places*



Monmouth County Departments and Organizations:

Division of Planning	Assist OEM with implementation of the network of shared services and help with program outreach.
OEM	Lead agency in implementing the MAAs and network of shared emergency response services.
Shared Services	Execute agreements with municipalities.
Prosecutor’s Office, Sheriff’s Office, and Chiefs of Police Association	Request assistance from the Division of Planning or OEM in implementing their Special Needs Registry, a service open to all citizens with disabilities who reside, attend school, or are employed in Monmouth County created to assist residents with special needs in the event of an emergency.

Other Project Stakeholder Involvement:

Municipalities	Enter agreements with the county; communicate their emergency response needs.
Monmouth-Ocean County Building Officials Association (MOCBOA)	Potential to perform a Needs Assessment for communities in the wake of a disaster to better connect communities with needed resources, under the terms of an agreement with OEM.

Implementation Strategy:

- Make Division of Planning staff available to OEM and other county departments in implementing a network of shared services for county residents.



RECOMMENDATION 12.5: Maintain a collection of Flood Insurance Rate Maps (FIRMs) and historic flood information for use in countywide resiliency and municipal CRS program advancement.

Purpose: The FIRMs, historic flood information, and flood studies promote countywide resiliency by informing municipalities of past flood events and current FEMA standards, which should influence decisions on where to locate future development to reduce loss of life and property. Municipalities that maintain their map collection and historic flood information can further their placement in National Flood Insurance Program's (NFIP) Community Rating System (CRS) program, as points are awarded specifically to FIRM and historical/repetitive flood information availability and maintenance. The Division of Planning will retain records on file to assist municipalities in acquiring regional flood mapping information, however a municipality must request a FIRM through NJ Department of Environmental Protection (NJDEP).

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Maintaining the FIRMs gives the Division of Planning the opportunity to share information and support to its municipalities.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.

1.2 Coordination: Monmouth County must monitor Federal Emergency Management Agency (FEMA) plans, legislation, and regulations to ensure it is disseminating the most accurate data.

- F. Monitor state and federal plans, legislation, and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.

1.3 Planning Approach: Monmouth County will use new technology as it becomes available to store and share flood maps.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.

3.1 Vibrant and Sustainable Communities: The FIRMs and historic flood maps will inform municipalities on appropriate locations for future infrastructure, transportation routes, redevelopment, and utility service that supports vibrant and sustainable communities.

- E. Encourage the redevelopment and revitalization of highway commercial corridors that incorporate multipurpose uses, higher design standards, are located outside Special Flood Hazard Areas (SFHA), and improve circulation both on and off-site.
- F. Support efforts that increase sustainable infrastructure capacity to accommodate population change, replace aging systems, and encourage investments that provide for safe, sound, resilient, and reliable utility service.

3.6 Recovery and Community Resiliency: FIRMs delineates a community's SFHAs and the risk premium zones, providing municipalities the accurate information to incorporate into their master plans, ordinances, and practices.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- D. Assist municipalities to incorporate resiliency planning into their local master plans, ordinances, and practices.
- F. Promote and support actions and efforts that increase natural resiliency.
- G. Provide technical assistance in all disaster recovery efforts.
- H. Identify natural resources such as stream corridors, frequently flooded properties, steep slopes, century forests, and coastal lowlands that contribute to community resiliency.



Strongest Associated Master Plan Elements:

- *Community Resiliency*
- *Healthy Communities*
- *Sustainable Places*

Monmouth County Departments and Organizations:

Division of Planning	Ensure up-to-date FIRMs, maintain historic FIRM information and flood studies; coordinate with FEMA for historic map information.
Office of Emergency Management (OEM)	Facilitate outreach to our municipalities regarding proposed and new FIRMs.

Other Project Stakeholder Involvement:

Federal Emergency Management Agency (FEMA)	Provide updates when new FIRMs are available.
NJDEP	Work with municipalities on securing flood information.

Implementation Strategy:

- Maintain files on most recent FIRMs.
- Remain in communication with OEM and FEMA on any changes or adoptions to the FIRMs.
- Continue researching and archiving historic flood maps within the county.
- Archive county flood studies.



RECOMMENDATION 13.1: Review proposed environmental and sustainability related legislation and regulations to determine their potential impacts to Monmouth County and our municipalities, and prepare appropriate responses to promulgating authorities.

Purpose: As changes to policies and regulations continue to evolve regarding environmental and sustainability matters, evaluating their potential environmental, social, and economic impact to the residents and businesses of Monmouth County is necessary and may warrant an appropriate response from the county.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The Division of Planning related legislation and regulations are to be addressed from interdisciplinary perspectives to determine both the interdependent and collective impacts of their implementation.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.
- E. Serve as a regional planning facilitator.

1.2 Coordination: Planning for changes in regulatory requirements and new policies requires coordination amongst all stakeholders responsible for their implementation.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- F. Monitor state and federal plans, legislation and proposed rules and regulations that could impact Monmouth County and the Goals, Principles, and Objectives of the *Monmouth County Master Plan*.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: Appropriate and efficient responses to regulatory proposals frequently require input from our municipal and local partners.

- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.

2.1 Environmental Resources: When considering new or amended environmental legislation, consider the cumulative impacts to the county's environmental resources.

- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.
- I. Support the creation of municipal land use regulations and programs that protect environmentally sensitive areas based on constraints, building suitability, natural resource value, and environmental criteria.

2.2 Farmland Preservation: Legislative and regulatory actions impacting land reserved for food production and other types of crops can adversely affect supportive farm uses and the ability of agricultural production to meet demand.



- B. Support the identification of new and the continuation of reliable dedicated sources for farmland preservation funding.
- E. Encourage the expansion of viable agricultural uses on preserved farmland to assure long-term agribusiness sustainability.

2.4 Investments in Preservation Areas and Locations: Preservation strategies at all levels of government enhance the ability to protect our county’s natural and cultural resources.

- F. Support policies and investments in preservation areas that provide for safe, healthy, sustainable, and resilient communities.

3.1 Vibrant and Sustainable Communities: Support local communities in their quest to improve these qualities.

- A. Promote polices that foster healthy, sustainable, and resilient communities.

3.2 Preservation of Community Character: Discourage legislation or regulations that may threaten a community’s efforts in preserving and/or enhancing their existing character.

- A. Support retention, preservation, restoration, and improvement of our cultural, historic, and scenic resources that define a community’s distinct character.
- B. Support measures to improve communities in need of revitalization or restoration.

3.5 Agricultural Development: Encourage state actions and developments that result in expanding farmland preservation efforts and agricultural business opportunities.

- C. Continue to promote and support agricultural retention and preservation efforts.
- E. Raise public awareness of the economic, environmental, social, and cultural value of protecting our agricultural resources.

3.6 Recovery and Community Resiliency: Prioritize and promote environmental and sustainability related legislation and regulations that strengthen the county’s resiliency and recovery efforts.

- F. Promote and support actions and efforts that increase natural resiliency.

Strongest Associated to Master Plan Elements

- *Sustainable Places*
- *Natural Resources*
- *Open Space*
- *Farmland Preservation*
- *Arts, Historic & Cultural Resources*
- *Utilities*
- *Transportation & Mobility*
- *Agricultural & Economic Development*
- *Community Development & Housing*
- *Community Resiliency*
- *Healthy Communities*



Monmouth County Departments and Organizations:

Division of Planning	Review proposed environmental and sustainability related state and federal legislation and regulations; coordinate and prepare responses for review and consideration by the Monmouth County Planning Board (MCPB); provide assistance to county departments that are responding to legislation or regulations that directly affect their purview.
MCPB	Authorize official MCPB responses to pending legislation and regulations; recommend appropriate response/action to the Monmouth County Board of Chosen Freeholders (MCBCF).
Other County Departments/Agencies	Work with the Division of Planning on the review of proposed legislation and regulations; provide comments to the Division of Planning for incorporation into official responses.

Other Project Stakeholder Involvement:

NJ Department of Environmental Protection (NJDEP)	Provide notification of proposed rule changes and respond to comments.
Municipalities	Provide recommendations and comments to the lead agency.
Other State Agencies	Through the State of New Jersey Register and outreach, provide notification of proposed rule changes and opportunities to respond to comments.

Implementation Strategy:

- Continue to monitor promulgated legislation and proposed regulatory actions to determine their potential impacts to the county.
- Disseminate proposed or approved legislation to our planning partners for their review and consideration.
- Seek input from other county departments, municipalities, and community stakeholders when developing responses to proposed or amended legislation.
- Prepare comments for consideration by the MCPB and to the lead agency of the proposed action.



RECOMMENDATION 13.2: Develop internal sustainability indicators, such as those used by U.S. Environmental Protection Agency (USEPA) and other federal and state agencies, to be used as a guideline in the evaluation of local and county *Master Plan* sustainability goals and policies.

Purpose: As part of the planning process, the use of such indicators should be incorporated as a tool to either measure success or to help identify policy deficiencies in achieving the Goals, Principles, and Objectives (GPOs) of the *Monmouth County Master Plan*.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Indicators are used in planning to gauge effectiveness and outcomes of adopted plans.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.

1.2 Coordination: Collaborate with other county departments and partner agencies in developing measurable planning indicators to provide evaluation of master plan effectiveness.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- G. Promote the sharing of information and data with planning partners.
- H. Identify planning related services that could be shared with municipalities to help lower public costs.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: Comprehensive planning incorporates targets and indicators when evaluating the attainment of plan goals and objectives.

- E. Develop and/or use existing quantifiable metrics to measure the effectiveness of programming.

Strongest Associated Master Plan Elements:

- *Sustainable Places*
- *Natural Resources*
- *Open Space*
- *Farmland Preservation*
- *Arts, Historic, & Cultural Resources*
- *Utilities*
- *Transportation & Mobility*
- *Agricultural & Economic Development*
- *Community Development & Housing*



- *Planning Services, Outreach, & Coordination*
- *Community Resiliency*
- *Healthy Communities*

Monmouth County Departments and Organizations:

Division of Planning	The Environmental and Sustainability Section of the Division of Planning will develop sustainability and environmental indicators to be used in the evaluation of the <i>Master Plan's</i> GPOs; facilitate the Sustainable Jersey (SJ) Monmouth County Hub for those municipalities seeking to improve community sustainability.
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Other Project Stakeholder Involvement:

SJ	Assist the Division of Planning with developing sustainability indicators; provide assistance to municipalities in their efforts to achieve SJ certification.
Municipalities	Coordinate with the SJ Monmouth County Hub to assist Municipal Green Teams in achieving their SJ certification goals.

Implementation Strategy:

- Develop sustainability indicators that correlate with SJ priority actions.
- Using the established sustainability indicators, provide assistance to municipalities in their master planning process and the creation of environmental policies.



RECOMMENDATION 13.3: With assistance from the Monmouth County Environmental Council (MCEC), and through the Monmouth County Green Team Hub, offer support to our municipalities in their efforts to improve local sustainability.

Purpose: Sustainable Jersey (SJ) is a certification program offered through The College of New Jersey that provides municipalities with tools and resources to reduce costs and “green” their communities through a series of locally implementable sustainable actions and alternate solutions to standard operational practices and procedures. Once municipalities become SJ certified, they become more likely to receive SJ grant support to implement sustainable projects. Monmouth County has accepted designation as a Green Team “Hub” for information and assistance to participating municipalities and has agreed to facilitate Municipal Green Team meetings in regional forums.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Assist municipalities in achieving their SJ goals by providing technical assistance and a regional forum for participation.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- E. Serve as a regional planning facilitator.

1.2 Coordination: Planning for sustainability requires the coordination and buy-in from multiple levels of government and various community stakeholders.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- G. Promote the sharing of information and data with planning partners.
- H. Identify planning related services that could be shared with municipalities to help lower public costs.
- I. Coordinate with municipalities on regional planning initiatives.
- J. Provide support and coordination for the committees and councils under the purview of the Monmouth County Planning Board and the Monmouth County Board of Chosen Freeholders.

1.3 Planning Approach: Through the Monmouth County Hub for Municipal Green Teams, the Division of Planning will assist with the dissemination of information to Municipal Green Teams in their efforts to obtain Sustainable Jersey certification.

- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.
- E. Develop and/or use existing quantifiable metrics to measure the effectiveness of programming.

2.1 Environmental Resources: Foster the long-term sustainability of local and regional environmental resources.

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.
- E. Encourage the protection and conservation of all water sources, including the reuse of water, through responsible water resource management planning.
- F. Ensure high water quality through the implementation of Best Management Practices (BMPs).



- G. Promote the consideration of such overarching issues as sea level rise, saltwater intrusion, and development impacts on aquifer recharge and stormwater management in decision making related to water supply and wastewater.
- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.

2.2 Farmland Preservation: Competitive and market driven agribusiness opportunities on preserved farms need to expand as well as adapt to economic and environmental changes in order to make these fixed, nontransferable economic assets and public investments in our community viable.

- C. Encourage and promote the use of generally accepted agricultural management practices (AMPs) that have been adopted by the SADC and generally accepted agricultural management practices that foster good stewardship of farming operations while protecting natural resources.
- E. Encourage the expansion of viable agricultural uses on preserved farmland to assure long-term agribusiness sustainability.

2.3 Arts, Culture, and Historic Community Identify: Foster and promote the Monmouth County (MoCo) Arts Corridor and the county's relationship with Monmouth Arts while continuing to provide assistance to municipalities in SJ priority actions pertaining to arts and creative culture.

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.
- C. Develop partnerships with cultural and educational institutions, nonprofits, businesses, tourism groups, and artists that support marketing, economic development, and preservation efforts.

2.4 Investment in Preservation Areas and Locations: Help implement strategies designed to maintain high quality land preserved for the protection of natural and agricultural resources.

- F. Support policies and investments in preservation areas that provide for safe, healthy, sustainable, and resilient communities.

3.1 Vibrant and Sustainable Communities: SJ's priority actions foster well planned and designed sustainable and vibrant communities that improve the quality-of-life for all stakeholders and residents.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- B. Facilitate community dialogue and engagement in the planning process.
- C. Encourage the development of a multi-modal transportation and circulation network that promotes walkability and bicycling, links neighborhoods to one another, and connects residents to employment centers and regional facilities.
- D. Encourage a range of housing options including types, sizes, styles, and accommodations to meet the needs associated with various lifestyles, life-stages, abilities, and occupations of residents while supporting economic sustainability within the region.
- F. Support efforts that increase sustainable infrastructure capacity to accommodate population change, replace aging systems, and encourage investments that provide for safe, sound, resilient, and reliable utility service.
- G. Promote vibrancy, attractiveness, and a diverse array of uses, occupations, services, and amenities for downtowns and business districts.
- H. Endorse the use of enhanced landscapes, streetscapes, and design amenities that promote safe and secure neighborhoods as well as other attractive and appealing built environments that discourage aversion, crime, and blight.
- I. Encourage regional and local arts/cultural planning initiatives and support creative placemaking efforts that attract innovative ideas, community involvement, entrepreneurial talent, and new businesses to a community.
- J. Enhance and improve recreational opportunities.
- K. Encourage the use of green technology and design to reduce the impact of property improvements on natural systems.
- L. Promote the redevelopment or reuse of environmentally degraded places such as brownfields and grayfield sites into safe, new uses and public amenities that promote healthy community design.



- M. Support the acquisition of natural open lands that protect environmentally sensitive resources, provide for habitat restoration, and mitigate the impacts of natural hazards.
- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.

3.3 Housing: Encourage development of a variety of housing types that emphasize green design such as energy efficiency and weatherization.

- C. Promote energy efficient construction and housing systems that reduce long-term costs and maintenance as well as design, technologies, and construction methods that have a lower impact on natural systems.

3.4 Economic Development and Redevelopment: Encourage new economic opportunities and the retention of existing businesses, through priority actions, events, and collaborations which result in economically and socially stronger communities.

- B. Encourage development of a high quality, diversified tax base to provide superior economic resiliency when confronted with unanticipated changes in the overall economy.
- G. Promote the use of environmental BMPs for utilities and infrastructure during redevelopment that contribute to healthier communities, support improved efficiency, and result in long-term cost reductions.
- H. Support the safe redevelopment of brownfields, where feasible.

3.5 Agricultural Development: Enhance the county's local agricultural economy through collaborations and initiatives such as MCEC roundtables and SJs resources.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.
- B. Support the expansion of agribusiness opportunities in response to changes in the larger regional marketplace.
- C. Continue to promote and support agricultural retention and preservation efforts.
- D. Foster the advancement of the Right to Farm Act objectives through encouragement of local land use ordinances that support commercial farms and facilitate integration of surrounding land uses, recognizing both the historic nature and continued importance of our local farms and the agricultural industry.
- E. Raise public awareness of the economic, environmental, social, and cultural value of protecting our agricultural resources.

3.6 Recovery and Community Resiliency: Promote planning strategies that will enable a community to adapt to adapt to unexpected changes, whether social, economic, or weather-related events.

- E. Provide support for outreach, awareness, and public education to coastal and riverine communities on flood hazards, mitigation strategies, and emergency preparedness. Encourage individuals, local businesses, and community organizations to develop their own disaster preparedness plans.
- F. Promote and support actions and efforts that increase natural resiliency.
- H. Identify natural resources such as stream corridors, frequently flooded properties, steep slopes, century forests, and coastal lowlands that contribute to community resiliency.

3.7 Investment in Growth Areas and Growth-Impacted Locations: Develop strategies and foster collaborations among all levels of government that improves system efficiencies, decreases pollution, and reduces long-term costs.

- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacity as needed.
- E. Promote roadway and intersection improvements that provide for complete streets, enhance vehicular safety, address capacity issues, and reduce wait times.
- I. Support policies and investments in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Sustainable Places*



- *Natural Resources*
- *Open Space*
- *Farmland Preservation*
- *Arts, Historic, & Cultural Resources*
- *Utilities*
- *Transportation & Mobility*
- *Agricultural & Economic Development*
- *Community Development & Housing*
- *Planning Services, Outreach, & Coordination*
- *Community Resiliency*
- *Healthy Communities*

Monmouth County Departments and Organizations:

Division of Planning	Coordinate with SJ to provide assistance to Municipal Green Teams seeking to achieve various levels of certification; provide assistance to municipalities in their planning efforts to attain SJ certification; facilitate and participate on the SJ Monmouth County Hub (also known as Monmouth County Hub for Municipal Green Teams).
MCEC	Coordinate outreach and education efforts in assisting municipalities with SJ initiatives; include the SJ certification program as a topic of discussion at roundtable events.
Brookdale Community College (BCC)	Help accommodate Monmouth County Hub for Municipal Green Teams; offer opportunities for better engagement between municipal green teams, BCC students, and academic departments.

Other Project Stakeholder Involvement:

SJ	Coordinate with municipalities to provide assistance in SJ certification; work with the county, as a hub, for dissemination of information and resources.
Municipalities	Municipalities interested in increasing sustainability and/or implementing sustainable approaches should seek certification with SJ; actively participate as a member of the Monmouth County Hub for Municipal Green Teams; attend MCEC roundtable events.
Residents and Local Businesses	Assist their local communities with implementing municipal actions to attain SJ certification, as needed.
Boards of Education	Boards of Education interested in sustainability and sustainable approaches should seek certification with the SJ for Schools program.



Implementation Strategy:

- Continue to provide staff from the Environmental and Sustainability Section to assist municipalities seeking SJ certification through the Monmouth County Hub for Municipal Green Teams.
- Continue to provide assistance to municipalities seeking to enter the certification program or achieve higher SJ certification levels.
- Foster MCEC's relationship with municipalities through organizing and hosting opportunities such as events and roundtables to promote SJ priority actions.



RECOMMENDATION 13.4: Educate local decision makers and the public about the importance of issues related to maintaining a sustainable county with educational programs, roundtable events, municipal presentations, and the development of informative documents.

Purpose: This recommendation emphasizes the necessary outreach and education components of the planning process. Providing opportunities to educate the general public, as well as decision makers on all aspects of a topic, allows for a better understanding of what must be accomplished in order to achieve optimum results for the county. The Monmouth County Environmental Council (MCEC) provides annual opportunities to educate the public through roundtable events on relevant topics. The MCEC also assists in the preparation of educational documents and has prepared written recommendations to the Monmouth County Planning Board (MCPB) on environmental concerns that may impact the county. The Division of Planning provides a host agency site for a member of the NJ Department of Environmental Protection (NJDEP) AmeriCorps Ambassador Program, whose responsibility is to provide education to members of Monmouth County municipalities on the environmental issues that impact the watersheds of the county.

Primary Master Plan Goals, Principles, and Objectives (GPOs):

1.1 Comprehensive Planning: Providing opportunities to educate the public on the matters of concern by way of public forums and other sources of information, results in a better and more thorough understanding of the measures required when addressing those issues.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.

1.2 Coordination: There is a need to build internal institutional knowledge regarding sustainability and conduct outreach with our planning partners on these issues.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- G. Promote the sharing of information and data with planning partners.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: A comprehensive approach to planning relies on the use of available technology and all methods of stakeholder engagement and participation.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.
- E. Develop and/or use existing quantifiable metrics to measure the effectiveness of programming.

2.1 Environmental Resources: The critical value of natural resources to the sustainability of the built environment is a significant issue that must be conveyed to and understood by the community.

- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.



2.3 Arts, Culture, and Historic Community Identity: Events targeted at the value of preserving cultural resources provide an increased awareness of their importance to a sustainable community both economically and socially.

- D. Increase awareness of the economic value arts, culture, and history have toward the support of community preservation, identity, and development/redevelopment efforts.
- E. Support education programs that incorporate Monmouth County history and expand opportunities for culturally-oriented programming.

3.1 Vibrant and Sustainable Communities: Creating vibrant and sustainable communities requires the incorporation of a variety of actions in order to provide a higher quality-of-life for the county.

- B. Facilitate community dialogue and engagement in the planning process.

3.4 Economic Development and Redevelopment: Encourage the retention of existing businesses, combined with the promotion of new economic opportunities, through initiatives designed to result in stronger communities both economically and socially.

- A. Support ongoing county economic development initiatives and provide technical assistance when needed.
- C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.

3.5 Agricultural Development: Agriculture provides the foundation for sustainable and healthy communities.

- A. Foster and develop plans, programs, and practices that reinforce local agriculture as a sustainable industry.
- E. Raise public awareness of the economic, environmental, social, and cultural value of protecting our agricultural resources.

3.6 Recovery and Community Resiliency: Educating the public on strategies directed at recovery and resiliency will enable a community to adapt to potential crises and changes, along with the possible long-term impacts that may occur.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- D. Assist municipalities to incorporate resiliency planning into their local master plans, ordinances, and practices.
- E. Provide support for outreach, awareness, and public education to coastal and riverine communities on flood hazards, mitigation strategies, and emergency preparedness. Encourage individuals, local businesses, and community organizations to develop their own disaster preparedness plans.

Strongest Associated Master Plan Elements

- *Sustainable Places*
- *Natural Resources*
- *Planning Services, Outreach, & Coordination*
- *Healthy Communities*



Monmouth County Departments and Organizations:

Division of Planning	Provide assistance to county agencies and the public through outreach and education on sustainability issues.
MCEC	Provide opportunities to educate the public on issues related to sustainability through roundtable events; assist staff with the preparation of informative documents.
Other County Departments	Build internal knowledge and understanding of sustainability issues and topics.
Brookdale Community College (BCC)	Provide a venue for public forums.

Other Project Stakeholder Involvement:

NJDEP	Provide a Watershed Ambassador to the Monmouth Coastal Watersheds (WMA12) as part of the AmeriCorps Program to educate the public on water and watershed issues; provide outreach and educational resources to schools, groups, and the general public on environmental issues.
Sustainable Jersey (SJ)	Coordinate with municipalities to provide assistance in SJ certification and with the county, as a Hub for information and resources.

Implementation Strategy:

- Continue to provide documents, information, and support to municipalities on sustainability issues.
- Continue to host the NJDEP Watershed Ambassador for the Monmouth Coastal Watersheds and to support the local work of other ambassadors when their watersheds extend into Monmouth County.
- The MCEC will provide opportunities to educate the public by sponsoring annual roundtable events and providing outreach to local communities.



RECOMMENDATION 13.5: Build interdepartmental knowledge about the potential benefits and applications of green approaches, incorporating these actions into county plans, programs, and projects when it is financially feasible to do so.

Purpose: Applying green approaches, such as low impact design and sustainable design, to county plans, programs, and projects has the potential to reduce long-term project costs, project maintenance, and negative environmental impacts while creating a healthier natural and built environment for the county. Programs and resources available through our sustainable project stakeholders can assist the Division of Planning in building internal knowledge and interdepartmental capacity to apply innovative, green approaches, when financially feasible.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The Division of Planning will initiate discussions regarding “greene” approaches to traditional county improvement projects.

- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
- E. Serve as a regional planning facilitator.

1.2 Coordination: The Division of Planning will coordinate and share information with other county departments and agencies for future improvement projects, while keeping up with Best Management Practices (BMPs) for sustainability.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- D. Coordinate county planning activities and plans with those of other counties as well as regional and state entities.
- G. Promote the sharing of information and data with planning partners.

2.1 Environmental Resources: Implementing green approaches to future improvement projects will protect, conserve, enhance, and restore the natural environment and its resources.

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.
- B. Protect, conserve, and enhance the county’s significant, diverse, natural, and scenic resources utilizing sound ecological protection and restoration measures.
- D. Encourage the sustainable use of public lands in concert with natural resource protection.
- F. Ensure high water quality through the implementation of Best Management Practices (BMPs).

2.2 Farmland Preservation: The implementation and monitoring of BMPs on preserved farms helps mitigate the environmental impacts from their intensive onsite operational practices.

- C. Encourage and promote the use of generally accepted agricultural management practices (AMPs) that have been adopted by the SADC and generally accepted agricultural management practices that foster good stewardship of farming operations while protecting natural resources.

3.1 Vibrant and Sustainable Communities: New green infrastructure, technology, and design have the potential to reduce long-term project costs and maintenance.

- A. Promote polices that foster healthy, sustainable, and resilient communities.
- F. Support efforts that increase sustainable infrastructure capacity to accommodate population change, replace aging systems, and encourage investments that provide for safe, sound, resilient, and reliable utility service.
- K. Encourage the use of green technology and design to reduce the impact of property improvements on natural systems.



3.4 Economic Development and Redevelopment: BMPs include sustainable approaches to development and redevelopment.

- F. Promote the retention, improvement, maintenance, upgrading, and/or adaptive reuse of existing governmental and institutional facilities.
- G. Promote the use of environmental BMPs for utilities and infrastructure during redevelopment that contribute to healthier communities, support improved efficiency, and result in long-term cost reductions.

3.6 Recovery and Community Resiliency: Promote planning strategies that will enable the county to respond to crises and adapt to unexpected changes.

- B. Offer assistance to other county agencies for hazard mitigation planning and addressing the potential long-term economic, environmental, and health impacts that occur during disaster recovery.
- F. Promote and support actions and efforts that increase natural resiliency.

3.7 Investments in Growth Areas and Growth-Impacted Locations: Complete Streets is just one example of how a sustainable approach can work in a growth area to improve safety and mobility for all those who use the roadway.

- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacity as needed.
- I. Support policies and investments in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Sustainable Places*
- *Natural Resources*
- *Planning Services, Outreach, & Coordination*
- *Transportation & Mobility*
- *Utilities*
- *Agricultural & Economic Development*
- *Farmland Preservation*

Monmouth County Departments and Organizations:

Division of Planning	Attend conferences, webinars, and any other educational workshops to build internal understanding and capacity about innovative tools, resources, and Best Management Practices (BMPs) that can be applied to county projects; work with other county departments to incorporate green, cost effective approaches into future county projects; continue to participate on the Monmouth County Energy Committee.
Department of Public Works and Engineering	Attend conferences, webinars, and any other educational workshops to build internal understanding and capacity about innovative tools, resources, and BMPs that can be applied to county projects; seek ways to incorporate green, cost effective approaches into future county projects; consider the short and long-term cost/benefit of sustainable approaches for county infrastructure projects.
Park System (MCPS)	Attend conferences, webinars, and any other educational workshops to build internal understanding and capacity about innovative tools, resources, and BMPs that can be applied to county projects; seek more ways to incorporate green, cost effective approaches into future MCPS projects; continue to implement the sustainability principles and concepts of the MCPS Environmental Sustainability Policy.



Agriculture Development Board (MCADB)	Continue to support sustainable agricultural practices and the use of agricultural management practices (AMPs) on preserved farmland.
Brookdale Community College (BCC)	Facilitate discussions regarding green approaches and potential implementations.

Other Project Stakeholder Involvement:

Sustainable Jersey (SJ)	Provide tools, training, and financial incentives to support and reward communities as they pursue sustainability programs.
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Implementation Strategy:

- Network and attend educational workshops and events hosted by sustainable stakeholders, such as U.S. Green Building Council (USGBC) and SJ.
- Facilitate discussions regarding the potential use of more sustainable approaches in county plans, programs, and projects with the Department of Public Works and Engineering, MCPS, MCPB, Development Review Section of the Division of Planning, and MCADB.
- Upon request, the Division of Planning staff will assist other departments with implementation of county sustainability.
- Continue to provide staff support to the Monmouth County Energy Committee.
- Continue to pursue grant funding opportunities for sustainable energy and development initiatives.



RECOMMENDATION 13.6: Consult with municipalities to create strategy toolkits tailored to their community's specific needs utilizing form-based codes, living streets principles, green design, case studies, policy recommendations, and sample ordinances that result in safer and healthier places to live, work, play, and stay.

Purpose: Continue to assist municipalities achieve a higher quality-of-life by providing professional resources, technical expertise, and information to meet their individual needs in planning for sustainable places.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Planning should take into account both the interdependent and collective impacts of decisions and investments that result in a safer and healthier quality-of-life.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: To meet the needs and goals identified by a community, planning requires the coordination and collaboration between a community and all stakeholders including all levels of government.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- E. Encourage intermunicipal coordination and cooperation in the review of plans, ordinances, programs, and projects that potentially have "greater than local" impacts to minimize adverse regional and local impacts while respecting home rule.
- G. Promote the sharing of information and data with planning partners.
- H. Identify planning related services that could be shared with municipalities to help lower public costs.
- I. Coordinate with municipalities on regional planning initiatives.

1.3 Planning Approach: The Division of Planning should partner with individual municipalities to devise ways to assist them in their healthy community initiatives.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

2.1 Environmental Resources: Protection and management of natural resources is necessary for the success of our built environment.

- A. Encourage county and municipal actions to identify, promote, and protect natural resources and significant natural features, unique areas, critical habitats, and the potential or known habitats of resident and migratory populations of rare, endangered, and threatened species, particularly those that have municipal, county, or statewide significance.
- D. Encourage the sustainable use of public lands in concert with natural resource protection.
- H. Promote public awareness of environmental issues through outreach and educational opportunities including the relationship between the protection and enhancement of natural resources and economic value to the community.
- I. Support the creation of municipal land use regulations and programs that protect environmentally sensitive areas based on constraints, building suitability, natural resource value, and environmental criteria.

2.2 Farmland Preservation: Preserved farms provide for the nutritional, environmental, and economic needs of a community while protecting the rural aesthetic in these places.



- D. Promote sound zoning and land use techniques that guide development and redevelopment into more compact locations while continuing to preserve viable farmland.

2.3 Arts, Culture, and Historic Community Identity: Integrating codes, ordinances, and design principles into the preservation of cultural and historic resources helps to maintain a community's character which in turn, enriches our community pride and quality-of-life.

- A. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.

2.4 Investment in Preservation Areas and Locations: Using land use techniques designed to preserve land provides for the protection of natural and cultural resources resulting in safer and healthier natural systems and built places.

- E. Provide for necessary infrastructure improvements and support services resulting from the adverse impacts of regional development affecting preservation areas within the context of buffering and protecting our agricultural, cultural, and historic resources.
- F. Support policies and investments in preservation areas that provide for safe, healthy, sustainable, and resilient communities.

3.1 Vibrant and Sustainable Communities: Communities should incorporate designs and facilities that encourage healthy lifestyles and promote public safety.

- A. Promote policies that foster healthy, sustainable, and resilient communities.
- B. Facilitate community dialogue and engagement in the planning process.
- C. Encourage the development of a multi-modal transportation and circulation network that promotes walkability and bicycling, links neighborhoods to one another, and connects residents to employment centers and regional facilities.
- E. Encourage the redevelopment and revitalization of highway commercial corridors that incorporate multipurpose uses, higher design standards, are located outside Special Flood Hazard Areas (SFHA), and improve circulation both on and off-site.
- H. Endorse the use of enhanced landscapes, streetscapes, and design amenities that promote safe and secure neighborhoods as well as other attractive and appealing built environments that discourage aversion, crime, and blight.
- J. Enhance and improve recreational opportunities.
- K. Encourage the use of green technology and design to reduce the impact of property improvements on natural systems.
- N. Support the sustainability of rural communities through farmland preservation and the advancement of viable local agricultural industries.

3.2 Preservation of Community Character: Protect and maintain community character through the use of place specific design and land use strategies.

- B. Support measures to improve communities in need of revitalization or restoration.
- C. Promote in-fill development and the adaptive reuse of substandard, underutilized, or abandoned structures that complement or improve adjacent land uses and support or enhance neighborhood character resulting in healthier places to live, work, learn, and recreate.
- D. Promote the development and use of design standards that reinforce neighborhood character and improve the appearance and appeal of special improvement districts, commercial districts and corridors, and redevelopment areas.

3.3 Housing: Promote the development of healthy, walkable communities accessible to nearby transit, infrastructure, and in proximity to necessary goods and services.

- A. Encourage municipalities to monitor the evolving housing market and consider the desirability of changing zoning to accommodate shifts in market demand.
- B. Encourage housing development in locations that provide access to various modes of travel that could reduce automobile dependency.
- C. Promote energy efficient construction and housing systems that reduce long-term costs and maintenance as well as design, technologies, and construction methods that have a lower impact on natural systems.
- D. Encourage public and private rehabilitation and reuse of substandard and vacant housing units in addition to the adaptive reuse of substandard, underutilized, or abandoned structures.



3.4 Economic Development and Redevelopment: Encourage the retention of existing businesses along with the promotion of new economic investment opportunities that will contribute to stronger local economies.

- C. Help foster key partnerships between the county, businesses, faith-based organizations, nonprofits, educational institutions, community organizations, chambers of commerce, utility providers, and state and local governments.
- G. Promote the use of environmental BMPs for utilities and infrastructure during redevelopment that contribute to healthier communities, support improved efficiency, and result in long-term cost reductions.
- H. Support the safe redevelopment of brownfields, where feasible.

3.6 Recovery and Community Resiliency: Promote planning strategies that will enable a community to adapt to crises and changes in addition to the ability to manage the potential long-term economic, social, and environmental impacts that may result.

- A. Participate with our stakeholders in developing long-term recovery, mitigation, and resiliency plans to better protect communities, people, businesses, infrastructure, services, and resources against the effects of natural and manmade disasters.
- C. Continue to work with municipalities on the implementation of hazard mitigation policies and strategies.
- D. Assist municipalities to incorporate resiliency planning into their local master plans, ordinances, and practices.
- E. Provide support for outreach, awareness, and public education to coastal and riverine communities on flood hazards, mitigation strategies, and emergency preparedness. Encourage individuals, local businesses, and community organizations to develop their own disaster preparedness plans.
- G. Provide technical assistance in all disaster recovery efforts.
- H. Identify natural resources such as stream corridors, frequently flooded properties, steep slopes, century forests, and coastal lowlands that contribute to community resiliency.

3.7 Investment in Growth Areas and Growth-Impacted Locations: Develop strategies amongst all levels of government that will reduce expenditures and increase efficiency in the interest of the public's health and safety.

- C. Encourage the repair and replacement of aging infrastructure systems that eliminate deficiencies, enhance conservation and recreational opportunities, improve public safety, and increase efficiency and capacities as needed.
- E. Promote roadway and intersection improvements that provide for complete streets, enhance vehicular safety, address capacity issues, and reduce wait times.
- F. Focus most public transportation improvements, utility, and infrastructure investment in places where public safety issues are a concern.
- I. Support policies and investments in priority growth areas and locations that promote safe, healthy, sustainable, and resilient communities.

Strongest Associated Master Plan Elements:

- *Sustainable Places*
- *Natural Resources*
- *Open Space*
- *Arts, Historic, & Cultural Resources*
- *Utilities*
- *Transportation & Mobility*
- *Community Development & Housing*
- *Healthy Communities*
- *Community Resiliency*



Monmouth County Departments and Organizations:

Division of Planning	Provide planning assistance to other county agencies in providing their programming and services; research and recommend effective planning implementation strategies; partner with municipalities and nonprofits in the development of strategy toolkits.
Monmouth County Health Department	The MCHD and local health departments offer numerous programs and services that are aimed at improving the health and quality-of-life for local residents.

Other Project Stakeholder Involvement:

Municipalities	Adopt planning strategies and ordinances that result in safer and healthier places to live, work, play, and stay.
Other Counties	Coordinate on projects with overlapping jurisdictions.
Sustainable Jersey (SJ)	Coordinate with municipalities to provide assistance in SJ certification; provide resources to municipalities in the creation of their strategy toolkits.
Monmouth Arts	Work with Monmouth Arts to incorporate creative placemaking into cultural plans and development projects.
NJ Department of Transportation (NJDOT)	Work with municipalities interested in receiving transit village designation from NJDOT; use NJDOT as a resource for Best Practices for Transit Oriented Development (TOD).
NJ Department of Environmental Protection (NJDEP)	Seek assistance from NJDEP’s Planning and Sustainable Communities program; assist communities with applying for grants and loans that support sustainability initiatives .
North Jersey Transportation Planning Agency (NJTPA)/Together North Jersey (TNJ)	Coordinate with NJTPA/TNJ on local pilot projects that promote sustainable places

Implementation Strategy:

- Consult with other county departments and agencies along with nonprofits in assisting municipalities in the creation of strategy toolkits.
- Facilitate county departments’ response to municipal assistance for strategy requests.
- Coordinate with municipalities and counties where sustainability matters overlap jurisdictions.
- Continue to facilitate the SJ Monmouth County Hub for municipalities seeking entry to the program or advanced sustainability certification.



RECOMMENDATION 14.1: Develop an online geographic information system (GIS) platform that allows for the creation of interactive web-based maps and retrieve publically available data accessed through a user-friendly GIS interface.

Purpose: This type of service permits other county departments and the public to create and generate their own maps and sort data from accessible data sets. This will allow the Division of Planning's GIS Section to spend less time creating static maps for display purposes and more time to focus on its primary mission: to create, maintain, and update countywide data for use with mapping and analysis.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The GIS Section will develop a publically accessible online, user friendly, GIS interface.

- A. As part of the *Monmouth County Comprehensive Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.

1.2 Coordination: The GIS Section provides data and mapping services to numerous municipal partners and county departments including the Department of Public Works and Engineering, Tax Board, Health Department, Park System, Monmouth County Sheriff's Office including the Office of Emergency Management, and the Prosecutor's Office.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- G. Promote the sharing of information and data with planning partners.
- H. Identify planning related services that could be shared with municipalities to help lower public costs.

1.3 Planning Approach: GIS is a powerful visualization and data analysis tool used in almost every planning report and study.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.

Strongest Associated Master Plan Elements:

- *Planning Services, Outreach, & Coordination*
- *Natural Resources*
- *Open Space*
- *Farmland Preservation*
- *Arts, Historic, & Cultural Resources*
- *Utilities*
- *Transportation & Mobility*
- *Agricultural & Economic Development*
- *Community Development & Housing*
- *Healthy Communities*



- *Community Resiliency*
- *Sustainable Places*

Monmouth County Departments and Organizations:

Division of Planning	Create a GIS online mapping service with limited access for public use; provide more mapping and data capabilities for county departments.
Other Departments	Provide feedback to the GIS Section on their mapping and data needs.
Municipalities	Provide feedback to the GIS Section on their mapping and data needs.

Implementation Strategy:

- The GIS Section is to develop a plan outlining what type of online services to provide and to what extent these services will be made available to the public or enhanced for use by other county departments.
- The GIS Section is to work with our service provider in using ArcGIS Online to create maps and applications that can be viewed through a computer, tablet, or mobile device.
- Develop web and mobile applications for use with GIS.



RECOMMENDATION 14.2: Act as a clearinghouse for demographic, school enrollment, housing, and economic data that assists county departments and other government agencies in the development of their own facility and service plans.

Purpose: The Division of Planning has access to and uses many of the data sources used by other county departments and government agencies for their planning reports and documents. Rather than create duplicative work, the Division of Planning can provide this data, research, and analysis to our partners as a cost cutting, shared service.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Government agencies can save time and money by using data already aggregated by the Division of Planning for use in their reports and studies.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: The Division can work with other county departments and government agencies in helping aggregate and format data for use in their specialized reports and studies.

- A. Facilitate a continuous dialogue between the county, municipalities, and other stakeholders during the development of municipal and county master plans.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- G. Promote the sharing of information and data with planning partners.
- H. Identify planning related services that could be shared with municipalities to help lower public costs.

1.3 Planning Approach: Data may be made accessible online for download or used to create custom tabulations. This approach further supports *Master Plan* Recommendation 14.1.

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.

Strongest Associated Master Plan Elements:

- *Planning Services, Outreach, & Coordination*
- *Natural Resources*
- *Open Space*
- *Farmland Preservation*
- *Arts, Historic, & Cultural Resources*
- *Utilities*
- *Transportation & Mobility*
- *Agricultural & Economic Development*



- *Community Development & Housing*
- *Healthy Communities*
- *Community Resiliency*
- *Sustainable Places*

Monmouth County Departments and Organizations:

Division of Planning	Maintain and update data used in planning reports and studies; assist other departments in identifying data sets and creating tables for their reports and studies; participate on steering committees for other county departments developing their own in-house plans; create new methods for disseminating data and information online, particularly through the creation of programs that allow users to create customized tables.
Finance Department	Provide feedback to the Division of Planning on their data needs; place Planning staff on their plan/report steering committees.
County Administration	Provide feedback to the Division of Planning on their data needs.
Health Department	Provide feedback to the Division of Planning on their data needs; place Planning staff on their plan/report steering committees.
Office of Emergency Management	Provide feedback to the Division of Planning on their data needs; place Planning staff on their plan/report steering committees.
Department of Human Services	Provide feedback to the Division of Planning on their data needs; place Planning staff on their plan/report steering committees.
Park System	Provide feedback to the Division of Planning on their data needs; place Planning staff on their plan/report steering committees.
Department of Public Works and Engineering	Provide feedback to the Division of Planning on their data needs; place Planning staff on their plan/report steering committees.
Library System	Provide feedback to the Division of Planning on their data needs; place Planning staff on their plan/report steering committees.
Brookdale Community College (BCC)	Provide feedback to the Division of Planning on their data needs; place Planning staff on their plan/report steering committees; consider BCC students for internship opportunities for development of this platform and implementation of innovative technologies.



Other Project Stakeholder Involvement:

Municipalities	Provide feedback to the Division of Planning on their data needs; assist the county with acquiring locally collected data.
School Boards	Provide feedback to the Division of Planning on their data needs; assist the county with acquiring locally collected data.
Regional Utility Authorities	Provide feedback to the Division of Planning on their data needs; assist the county with acquiring locally collected data.
Local Public Health Departments	Provide feedback to the Division of Planning on their data needs; assist the county with acquiring locally collected data.

Implementation Strategy:

- Create an internal clearinghouse of data sources used in Division of Planning reports such as *Monmouth County At-A-Glance*, *Monmouth County Profile*, and the *Monmouth County Master Plan*.
- Provide online accessibility to the data clearinghouse for viewing and file download.
- Develop programs that allow for custom tabulations.
- Upload data and generate new tables as information becomes available.



RECOMMENDATION 14.3: Be an “insight engine” that provides decision makers and the public with meaningful knowledge and understanding about the complex planning issues facing Monmouth County and the resources available to address them.

Purpose: In addition to housing and disseminating data, the Division of Planning uses information to help convey trends and planning issues into relevant context for Monmouth County. Division of Planning performs data-driven analyses to create special reports and graphics (e.g. maps, charts, and tables) to visualize and explain what is occurring in Monmouth County.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

- 1.1 Comprehensive Planning:** The Division of Planning provides value to its citizens by providing a comprehensive picture of Monmouth County’s trends and issues.
- B. Provide value to the county by advising on long-term investment decisions, assisting in prioritizing operations, and coordinating interdepartmental activities.
 - C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- 1.2 Coordination:** The Division can work with other county departments and government agencies in helping understand and visualize datasets to use in specialized reports and studies.
- B. Coordinate Division of Planning initiatives with other county departments and agencies.
 - C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
 - G. Promote the sharing of information and data with planning partners.
 - H. Identify planning related services that could be shared with municipalities to help lower public costs.
- 1.3 Planning Approach:** The Division will use geographic information systems (GIS), Microsoft Access, and other software programs to organize, comprehend, and visualize data in order to provide meaningful knowledge of the county to planning partners and the public.
- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
 - B. Use evolving technologies as tools for planning and the dissemination of information.
 - C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.

Strongest Associated Master Plan Elements:

- *Planning Services, Outreach, & Coordination*
- *Natural Resources*
- *Open Space*
- *Farmland Preservation*
- *Arts, Historic, & Cultural Resources*
- *Utilities*
- *Transportation & Mobility*
- *Agricultural & Economic Development*
- *Community Development & Housing*
- *Healthy Communities*



- Community Resiliency
- Sustainable Places

Monmouth County Departments and Organizations:

Division of Planning	Use the data clearinghouse to perform analyses of the trends and issues facing Monmouth County.
Finance Department	Use the Division of Planning to understand and visualize datasets, along with the context that gives the data meaning.
Administration	Use the Division of Planning to understand and visualize datasets, along with the context that gives the data meaning.
Health Department	Use the Division of Planning to understand and visualize datasets, along with the context that gives the data meaning.
Office of Emergency Management	Use the Division of Planning to understand and visualize datasets, along with the context that gives the data meaning.
Department of Human Services	Use the Division of Planning to understand and visualize datasets, along with the context that gives the data meaning.
Park System	Use the Division of Planning to understand and visualize datasets, along with the context that gives the data meaning.
Department of Public Works and Engineering	Use the Division of Planning to understand and visualize datasets, along with the context that gives the data meaning.
Brookdale Community College (BCC)	Use the Division of Planning to understand and visualize datasets, along with the context that gives the data meaning.

Other Project Stakeholder Involvement:

Municipalities	Use the Division of Planning to help understand the complex planning issues that affect municipal decision-making.
School Boards	Use the Division of Planning to help understand the complex planning issues that affect school board decision-making.
Regional Utility Authorities	Use the Division of Planning to help understand the complex planning issues that affect regional utility authority’s decision-making.
Local Health Departments	Use the Division of Planning to help understand the complex planning issues that affect local public health department decision-making.

Implementation Strategy:

- Maintain up-to-date with data and information about Monmouth County that shapes planning and policy decisions.
- Continue to highlight existing assets (e.g. creative industries) and identify ways they can connect to add value and contribute to the uniqueness of Monmouth County.
- By using insightful analysis, identify potential assets that can be developed or attracted to Monmouth County.
- Offer assistance, as needed, to help other county departments, planning partners, and the public to comprehend, visualize, and apply data about the county in their local decisions.
- Keep abreast of national and regional trends that could influence planning in the county.



RECOMMENDATION 14.4: Expand the use of innovative and emerging technologies (e.g. social media, crowdsourcing, and web-based collaboration tools) to improve public outreach efforts and communication, resulting in increased accessibility and stronger community engagement in our planning process.

Purpose: With innovative technologies becoming more common and accessible through smartphones, tablets, and computers, Monmouth County can capitalize on technology to gather feedback and communicate with residents about upcoming meetings, workshops, ongoing projects, and events. Currently, the Division of Planning in conjunction with the Sustainable Jersey (SJ) program is partaking in an online crowdsourcing forum to post grant opportunities, new sustainable resources, and event notifications for Municipal Green Teams. The Division of Planning is enhancing the visual display of information through presentation programs (i.e. Prezi) and is placing more emphasis on informational graphics (i.e. infographics) which has become the professional standard for planning documents.

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: Technology is being used to improve outreach and the sharing of information and planning activities.

- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.

1.3 Planning Approach: Geographic information system (GIS) maps can be used on smartphones, tablets, and computers for interactive purposes to provide feedback from residents (i.e. report pothole locations) or to gather information through the creation of a personalized GIS (i.e. identify points of interest (POI) in parks).

- A. Continue to emphasize the use of geographic information systems (GIS) for analysis and the visualization of data for planning studies.
- B. Use evolving technologies as tools for planning and the dissemination of information.
- C. Continue to develop partnerships with community stakeholders by offering planning knowledge and assisting in project implementation.
- D. Encourage citizen participation in planning exercises and studies through new approaches, such as social media and webinars, to reach a broader audience.

2.3 Arts, Culture, and Historic Community Identity: Utilize social media to promote Monmouth County's arts, cultural, and historic resources, such as the Monmouth County Arts Corridor (MoCo) and Weekend in Old Monmouth.

- B. Reinforce Monmouth County's rich arts, cultural, and historic identity by promoting venues, sites, and events that invite visitors, attract business, and entice residents to discover our vibrant, diverse, and distinct communities.
- D. Increase awareness of the economic value arts, culture, and history have toward the support of community preservation, identity, and development/redevelopment efforts.

3.1 Vibrant and Sustainable Communities: Web-based technology can be used to facilitate community dialogue and engagement in planning activities.

- B. Facilitate community dialogue and engagement in the planning process.

3.6 Recovery and Community Resiliency: Use technology to prepare and warn residents prior to a storm event as well as provide them with information on post-storm recovery efforts.

- E. Provide support for outreach, awareness, and public education to coastal and riverine communities on flood hazards, mitigation strategies, and emergency preparedness. Encourage individuals, local businesses, and community organizations to develop their own disaster preparedness plans.
- G. Provide technical assistance in all disaster recovery efforts.

Strongest Associated Master Plan Elements:

- *Planning Services, Outreach, & Coordination*
- *Sustainable Places*



- *Community Resiliency*
- *Agricultural & Economic Development*
- *Arts, Historic, & Cultural Resources*

Monmouth County Departments and Organizations:

Division of Planning	Coordinate with the Office of Emergency Management (OEM) and the Department of Public Information and Tourism on the most effective technologies for the dissemination of program information; continue to participate with Sustainable Jersey’s (SJ) online crowdsourcing efforts while identifying additional technological forums to enhance our planning outreach efforts.
OEM	Continue to improve ways of using technology to communicate vital information to residents before and after storm events.
Department of Public Information and Tourism	Continue to improve ways of using technology to communicate vital information to residents before, during, and after storm events.
Information Technology Services	Provide web-based online community applications for program outreach.

Other Project Stakeholder Involvement:

SJ	Continue to provide technical resources (i.e. Crowdmap, Greenmap, and Basecamp) to facilitate online, regional discussions on sustainability.
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Implementation Strategy:

- Research additional technical forums to join which would strengthen communication between the county and its municipalities in the planning process.
- Coordinate with OEM and the Department of Public Information and Tourism on most effective technology to use in the planning outreach process.



RECOMMENDATION 14.5: Continue to make Monmouth County planning reports, studies, information, and *Master Plan* materials easily accessible online, in addition to updating reports in a timely manner as new data becomes available.

Purpose: It is important that the public have access to the studies and reports produced by the Division of Planning as many municipalities, other government agencies, citizens, and businesses rely on our publications as primary sources for data and information. Many of these documents are currently updated on an annual basis even though information from various sources is released at different times throughout the year. It has become increasingly important in an age of instantaneous information updates to reduce the lag time between data release and its incorporation into reports. Therefore, the Division of Planning will take the initiative to expedite the incorporation of newly released data into documents as it becomes available. Some of these reports will become online “working drafts” until their official adoption by the Monmouth County Planning Board (MCPB).

Primary Master Plan Goals, Principles, & Objectives (GPOs):

1.1 Comprehensive Planning: The Planning Division will update reports in response to the release of data and provide online access to such information.

- A. As part of the *Monmouth County Master Plan*, create specialized documents and provide services that focus understanding on areas, issues, and ideas of interest and concern to help guide decision makers in shaping public policy.
- C. Provide value to residents, businesses, municipalities, and other stakeholder partners by offering information, support for planning activities, and opportunities to share planning related services.
- D. Support the goals and objectives of the *Monmouth County Strategic Plan*.

1.2 Coordination: The data in the Division of Planning reports is used by other county departments, municipalities, realtors, bankers, businesses, and other community stakeholders including our bonding agencies.

- B. Coordinate Division of Planning initiatives with other county departments and agencies.
- C. Provide Division of Planning support and technical assistance to other county departments and agencies that promote the goals of the *Monmouth County Master Plan* and the *Monmouth County Strategic Plan*.
- G. Promote the sharing of information and data with planning partners.

1.3 Planning Approach: It will be decided which reports shall be provided online as “working drafts” reflecting current data updates. These documents will not be considered official agency documents approved until they are adopted by the Planning Board.

- B. Use evolving technologies as tools for planning and the dissemination of information.

Strongest Associated Master Plan Elements:

- *Planning Services, Outreach, & Coordination*
- *Natural Resources*
- *Open Space*
- *Farmland Preservation*
- *Arts, Historic, & Cultural Resources*
- *Agricultural & Economic Development*
- *Community Development & Housing*
- *Healthy Communities*



Monmouth County Departments and Organizations:

<p>Division of Planning</p>	<p>The Division of Planning will update documents accordingly in response to the release of new data and information available from a variety of sources; manage the Division webpage with public notices, upcoming events, and Division reports; maintain links to relevant resources and information.</p>
<p>Planning Board (MCPB)</p>	<p>Adopt Division of Planning reports, studies, and plans for publication.</p>

Implementation Strategy:

- Identify release dates for data sources used in reports, studies, and plans.
- Update tables and reports once data becomes available.
- Maintain Division of Planning website with public notices, upcoming events, and Division reports, in addition to relevant resources and information.

