

GOALS, PRINCIPLES, AND OBJECTIVES

GOAL #1: PROMOTE A COMPREHENSIVE APPROACH TO PLANNING AND COORDINATE THESE EFFORTS AMONG ALL LEVELS OF GOVERNMENT AND WITH OUR COMMUNITY STAKEHOLDERS

Goal Statement: The goal of comprehensive planning is to integrate planning initiatives at the County level with plans at the federal, state, regional and local levels to achieve effective coordination across jurisdictions and disciplines. This approach results in the most efficient use of public resources and provides for better results through beneficial organizational synergies.

1.1 Comprehensive Planning

Principle: Planning issues are to be addressed from interdisciplinary perspectives to identify and assess both interdependent and collective impacts and opportunities. This will minimize adverse impacts while maximizing benefits for all parties.

Objectives:

- a. As part of the Monmouth County Comprehensive Master Plan, create specialized documents to 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 the setting of operational priorities and coordinating interdepartmental activities.
- c. Provide value to residents, businesses, municipalities and other local governments by offering information, support for planning activities and opportunities to share planning related services.
- d. Support the goals and objectives of the County Strategic Plan.

1.2 Coordination

Principle: Effectual planning requires integration and coordination both internally (horizontally) and with other levels of government (vertically).

Objectives:

- a. Facilitate a continuous dialogue between municipalities and the County during the development of municipal and County master plans.
- b. Coordinate County planning activities and plans with those of other counties as well as regional and state entities.
- c. Encourage inter-municipal 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.
- d. Monitor state and federal plans to identify changes that could result in land or other resources becoming available for re-purposing and both encourage and assist in the cooperative planning for reuse of such resources.
- e. Coordinate planning initiatives with other County departments and agencies.
- f. Provide planning support and technical assistance to other County departments and agencies.
- 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 Approach

Principle: Comprehensive planning relies on the use of new and emerging technologies as well as traditional methods of input from stakeholders and citizens.

Objectives:

- a. Continue to emphasize the use of 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 and offer planning assistance to help implement projects.
- d. Encourage citizen participation in planning exercises and studies.
- e. Develop and/or use existing quantifiable metrics to measure the effectiveness of programming.

GOAL #2: PROMOTE THE PROTECTION AND CONSERVATION OF NATURAL AND UNIQUE RESOURCES

Goal Statement: The goal of resource protection goes beyond preservation of natural resources like threatened and endangered species habitats and water supply watersheds to include historic, cultural and architectural assets that may be buildings, sites or streetscapes that give communities a sense of identity and value.

2.1 Natural Resources

Principle: Natural resources are life supporting infrastructure that all of our human and built environments are dependent upon to function and prosper.

Objectives:

- a. Encourage the protection of the County's unique, diverse, natural and scenic resources.
 - 1. Support the creation of municipal development and land use regulations that protect environmentally sensitive areas based on constraints, building suitability, natural resource value and environmental criteria;
 - a. Encourage the use of buffers to protect environmentally critical lands from encroaching land uses.
 - b. Encourage towns to develop ordinances that have a *de minimus* effect on natural systems by providing additional protection measures wherever possible.
 - c. Support local efforts to preserve scenic corridors and viewsheds through purchase, deed restrictions, conservation easements and zoning.
 - 2. Encourage the identification and protection of significant natural features, unique areas, and critical habitats and the potential or known habitats of resident and migratory populations of rare, endangered and threatened species;
 - a. Maintain and update inventories of the County's natural features and systems.
 - b. Provide technical assistance to municipal partners in developing environmental impact assessment procedures and reports.
 - 3. Promote sound ecological protection and restoration measures;
 - a. Consider the use of natural, non-structural techniques for resource protection and restoration.
 - b. Encourage wetland mitigation programs and projects.
 - c. Support efforts to preserve, restore, and enhance wetlands and stream corridors.

- d. Support efforts to retain and maintain stream corridors for flood control and recreation which do not cause a serious disturbance to wildlife.
 - e. Support acquisition of critical or otherwise important water associated wildlife habitats.
 - f. Encourage the planting of shade trees, tree planning, vegetative management and ecological restoration and management.
 - g. Limit the effects, influence and spread of invasive species.
 - h. Promote the preservation of a variety of habitats to support the greatest range of species diversity.
 - 4. Promote public awareness of environmental issues through outreach and educational opportunities.
 - 5. Acknowledge the relationship between the protection and enhancement of natural resources and economic value.
- b. Encourage the use of public lands in concert with natural resource protection.
- 1. Support the acquisition of parks, recreation and open space lands, particularly those that provide the additional benefit of valuable resource protection.
 - 2. Support County efforts for the creation of greenways, linear parks and trails along stream corridors that provide public interaction with the natural environment without detriment to natural systems.
 - 3. Provide for limited access to publically-owned conservation lands that will not adversely affect resource quality.
 - 4. Encourage the preservation of large, contiguous tracts of land to better protect habitat and ecological diversity.
 - 5. Take advantage of public lands for “real world” educational experiences.
- c. Encourage the protection and conservation of all water sources.
- 1. Recognize the value of water resource management planning efforts on a watershed basis and between the various levels of government.
 - a. Encourage the integration of water resource planning into land use.
 - b. Encourage land use techniques that advance the protection of water recharge locations and those locations that have an impact on downstream water quality or supply.
 - c. Support public acquisition of open space in watersheds that are under development pressure and supply potable water.
 - d. Encourage the protection and conservation of tidal and freshwater wetlands for pollution control, flood control, and groundwater recharge.
 - e. Support local and regional stormwater management initiatives.
 - 2. Encourage the conservation of water resources through education, advanced technology and reuse of recaptured wastewater.
 - a. Explore the use of innovative technologies for water conservation and wastewater treatment as methods for protecting surface and groundwater quantity and quality.
 - b. Advance public education on water conservation and non-point source pollution.
 - c. Support legislation that further protects vital water resources from contamination or deterioration.

- d. Incorporate natural systems where feasible into water protection programs.
3. Promote the preservation and improvement of water resources through the implementation of Best Management Practices (BMP) to ensure a high quality of water protection.

2.2 Farmland Preservation

Principle: In addition to preserving our historic agricultural heritage, farmland preservation is a valuable program that permanently preserves historic landscapes and vistas, retains a community's rural character, and protects natural systems from further degradation from the built environment.

Objectives:

- a. Continue to support and encourage the purchase of development rights on farmland for the purpose of maintaining working farms and agricultural lands.
- b. Continue to monitor and enforce County Deeds of Easement on preserved lands.
- c. Continue to partner with other county and state agencies to preserve agricultural lands and complementary open space networks.
- d. Encourage a reliable dedicated source for farmland preservation funding.
- e. Promote the use of Best Management Practices (BMPs) to foster stewardship of farming operations while protecting natural resources.
- f. Promote zoning and land use decisions that guide development and redevelopment into more compact locations while protecting larger amounts of viable farmland.
 1. Encourage creative land use planning and design to accommodate future growth while avoiding conflicts with existing agricultural uses.
 2. Encourage the use of contiguous and non-contiguous clustering and density transfers.
 3. Provide technical assistance to municipalities in their development of Farmland Preservation Plans, Preservational Zoning, and applications to the state for farmland preservation.
 4. Accommodate most regional growth in areas that are already developed and/or have access to existing or planned infrastructure.

2.3 Arts, Culture, and Historic Identity

Principle: There is inherent value in preserving those unique resources that differentiate one place from another, instill community pride, reflect our heritage, and espouse our cultural ideals.

Objectives:

- a. Encourage and support local efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.
 1. Provide assistance with local efforts to preserve and revitalize the character of historic locales through land use techniques such as zoning, design guidelines and the designation of historic districts.
 2. Assist with the nomination of valuable historic sites to the State and Federal Historic Registers and encourage their identification in local master plans and historic sites inventories.
 3. Encourage the use of guidelines for new development that are compatible in size, style, and scale with historic structures and their environs.
 4. Encourage the adaptive re-use of historic and architecturally significant buildings and structures in revitalization and redevelopment efforts.
- b. Reinforce Monmouth County's cultural, arts, and historic identity;

1. Promote arts, culture, and historic sites as attractions for visitors, businesses and residents alike.
2. Recognize the economic value arts, history, and culture have in supporting community preservation, identity, and development efforts.
3. Develop partnerships with cultural and educational institutions, non-profits, businesses, tourism groups and artists to support marketing and preservation efforts.
4. Support education programs that incorporate Monmouth County history and expand opportunities for culturally-oriented programming.
5. Support the preservation, protection, enhancement, and appreciation of places of community expression of diversity, customs, and traditions.

2.4 Investments in Preservation Areas

Principles: Aligning state, local and county preservation strategies improves efficiency and reduces cost in protecting natural and unique resources.

Objectives:

- a. a) Focus most public land acquisition and farmland preservation efforts in preservation areas.
- b. b) Provide for necessary infrastructure improvements in preservation areas resulting from regional development pressure while buffering and protecting existing natural and unique resources.
- c. c) Promote preservational land use techniques that provide for limited development at lower density.
- d. d) Enhance communities through revitalization efforts while retaining and strengthening their own unique identities.

GOAL #3: PROMOTE BENEFICIAL DEVELOPMENT AND REDEVELOPMENT THAT CONTINUES TO SUPPORT MONMOUTH COUNTY AS A HIGHLY DESIREABLE PLACE TO LIVE, WORK, AND VISIT.

The purpose of this goal is to assist municipalities in determining the best use of increasingly scarce undeveloped land resources and to help identify opportunities for the redevelopment of other areas in ways that will best meet the demands of the evolving marketplace and needs of the community. The purpose is also to assist those municipalities that desire to maintain and/or enhance their community's current character as their highest local priority.

3.1 Vibrant and Sustainable Communities

Principle: Encourage the creation of vibrant communities through a variety of housing choices, transportations options, recreational and cultural offerings, and business opportunities that result in a higher quality-of-life for all residents.

Objectives:

- a. Encourage development of a transportation network devised of multiple transportation modes that links population and employment centers to one another and connects centers to regional facilities and destinations.
- b. Promote development and provide facilities that accommodate alternative modes of travel.
- c. Encourage a range of housing options including types, sizes, styles and accommodations to meet the various life-styles, abilities, and needs of residents.
- d. Support open space and land acquisition necessary to accommodate population needs, protect critical environmental resources and mitigate natural hazards.
- e. Encourage regional and local arts/cultural planning initiatives and support creative placemaking efforts.

- f. Recognize the important role arts and cultural offerings have in creating places that attract creative, people, entrepreneurial talent and new business to a community.
- g. Encourage the use of technology and design to reduce the impact of building structures on natural systems.
- h. Encourage the redevelopment and revitalization of highway commercial corridors incorporating multipurpose uses and a higher standard of urban design.
- i. Support efforts that encourage investments that provide for safe, sound, and reliable utility service.
- j. Support the use of alternative, renewable energy resources such as geothermal, solar and wind power.
- k. Encourage distributed energy generation solutions to improve system efficiency, reliability, and resiliency.

3.2 Preservation of Community Character

Principle: Protect and strengthen the established character of municipalities and their unique, individual qualities.

Objectives:

- a. Support retention, preservation and improvement of our of historic, cultural and scenic resources that define a community's unique character.
- b. Support measures to improve communities in need of revitalization.
- c. Promote in-fill development that compliments or improves adjacent land uses and supports or enhances neighborhood character.
- d. Encourage the adaptive reuse of substandard, underutilized, or abandoned structures.
- e. Encourage the creation of safe, attractive, appealing built environments while discouraging crime and blight through landscape and thoughtful urban design.
- f. Encourage the use of clustering development to preserve open space, agricultural lands, and cultural and historic locations.

3.3 Housing

Principle: Encourage a variety of housing types from both new and rehabilitated stock that will enable the population to more readily cycle through different life stages.

Objectives:

- a. Encourage municipalities to monitor the evolving housing market and consider the desirability of changing zoning to accommodate changes in market demand.
- b. Recognize the need for a mix of housing types, size, sites and accommodations to support economic sustainability within the region.
- c. Promote energy efficient construction and housing systems that reduce long-term costs and maintenance.
- d. Promote housing and construction methods and designs that have a lower impact on natural systems.
- e. Provide technical assistance to municipalities in addressing the state's affordable housing allocations.
- f. Encourage public and private rehabilitation of substandard and vacant housing units.
- g. Encourage the adaptive reuse of substandard, underutilized, or abandoned structures for housing where appropriate.
- h. Encourage housing development in locations that provide alternative modes of travel to automobile dependency.

3.4 Economic Development and Redevelopment

Principle: The public will benefit socially and economically from the retention, attraction, and advancement of business enterprises that results in quality jobs and a stronger tax base.

Objectives:

- a. Support ongoing County economic development initiatives, such as Grow Monmouth, and provide technical assistance when needed.
 1. Maintain and provide data on demographics, economics, real estate and development.
 2. Provide technical assistance with implementation of the County's Comprehensive Economic Development Strategy (CEDs).
 3. Support better alignment of post-secondary education, job training and workforce development with emerging business needs and long-term demographic and employment trends.
 4. Assist in the coordination of private development, investments in public infrastructure, and transportation improvements.
- b. Help foster key partnerships between the County, businesses, non-profits, educational institutions, community organizations, chambers of commerce, utility providers and state and local governments.
- c. Identify and promote community assets influenced by planning that factor into business location decisions.
- d. Encourage public investment that enhances competitiveness for County businesses including, where appropriate, the location of new County facilities.
- e. Promote the retention, improvement and redevelopment of existing State and Federal facilities that contribute to the County economy.
- f. Encourage development of a high quality, diversified tax base to provide superior resiliency when confronted with unanticipated changes in the overall economy.
 1. Encourage ongoing land use and zoning reviews to take advantage of emerging economic development opportunities and trends.
 2. Assist in identifying appropriate and suitable locations for businesses in Monmouth County.

3.5 Agricultural Development

Principle: Agriculture is an irreplaceable economic asset to both our region and the state economy.

Objectives:

- a. Foster programs and practices that reinforce agriculture as an industry.
 1. Continue to promote and support farmland retention and preservation efforts.
 2. Recognize farms as a business and farmers as business owners.
 3. Seek to preserve the highest quality farmland for the best value.
 4. Support efforts to diversify and strengthen the long-term sustainability of the farming industry.
 5. Continue to support the equine industry recognizing the ancillary economic benefits derived by other sectors of the economy.
 6. Strengthen and support the integration of locally grown products into non-agricultural communities including places that have limited access to fresh, healthy produce.
 7. Support both the Farmland Assessment Act.

8. Foster the Right-to-Farm Act through encouragement of local land use ordinances that support commercial farms and facilitate integration of surrounding land uses.
- b. Recognize the economic, environmental, social and cultural value of protecting agricultural resources.
 1. Support necessary infrastructure improvements that promote the continued viability of agricultural development in preservation areas and in rural centers.
 2. Educate non-farm residents on the importance of farming as an industry and assist with the proper mitigation of conflicting farm and non-farm uses.
 3. Support further development of the agri-tourism industry and other emerging sectors of the agricultural economy.

3.6 Recovery and Community Resiliency

Principle: Promote planning, land use and design strategies that increase the capacity to adapt physically and economically to long-term environmental changes and natural hazards.

Objectives:

- a. Participate in long-term recovery, mitigation and resiliency efforts to better protect people, businesses, and resources against environmental damage and natural disasters.
- b. Assist in the coordination of the County's long-term disaster recovery planning initiatives.
- c. Provide assistance to other County agencies involved in disaster response and emergency management.
- d. Provide technical assistance to municipalities in disaster recovery efforts.

3.7 Investment in Growth Areas

Principle: Aligning state, local and county investment strategies improves efficiency and reduces cost in repairing, replacing, and expanding systemic infrastructure.

Objectives:

- a. Focus most public transportation, utility, and infrastructure investment in growth areas.
- b. Encourage infrastructure investment decisions that support economic development and redevelopment.
- c. Coordinate infrastructure and utility upgrades with economic development and redevelopment activities.
- d. Coordinate among public service providers to ensure proper timing and sequencing of facility and service extensions.
- e. Encourage the repair and replacement of aging infrastructure systems to eliminate deficiencies, improve conservation and increase efficiency and capacities as needed.
- f. Encourage overall public investment that supports economic development in areas with existing and planned infrastructure.
- g. Promote roadway and intersection improvements that provide for public safety, address capacity issues and reduce wait times.
- h. Support investments in the preservation of historic, cultural and scenic resources located in growth areas.