

Monmouth County Comprehensive Master Plan

Open House and Kick-off Meeting

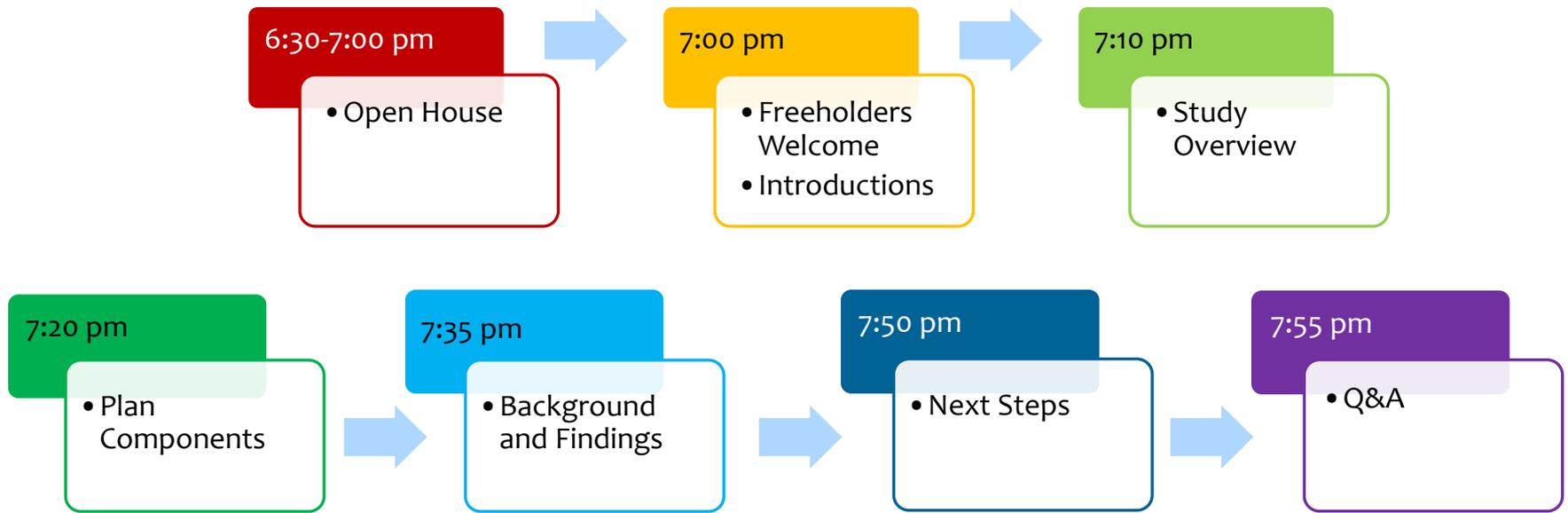
October 22, 2013

6:30 PM – 8:00PM

Agricultural Building

4000 Kozloski Road, Freehold, NJ

Monmouth County Comprehensive Master Plan



Monmouth County Growth Management Guide

December 18, 1995

Monmouth County Growth Management Guide Goals, Objectives and Polices

October 19, 1982

Monmouth County Growth Management Guide and Map “Monmouth County Master Plan”

April, 1985 Land Use in the Swimming and Manasquan River Reservoir Watersheds report.

December 21, 1987 Bayshore Waterfront Access Plan; amended June 17, 1991

June 17, 1991 Monmouth County Park and Recreation Plan

May 17, 1993 Bayshore Trail System Design Manual

June 17, 1996 Monmouth County Road Plan, amended October 15, 2012

September 17, 2001 Monmouth County Scenic Roadway Plan; amended January 22, 2002

September 18, 2000 Monmouth County Farmland Preservation Plan, updated May 19, 2008

May 18, 1998 M.C. Park, Recreation and Open Space Plan, updated August 21, 2006

June 2004, Route 9/Western Monmouth Development Plan

August 21, 2006 Monmouth County Open Space Plan

September 18, 2006 Bayshore Region Strategic Plan

August 16, 2010 Coastal Monmouth Plan

September 19, 2011 Panhandle Regional Plan

Monmouth County Growth Management Guide



Monmouth County Comprehensive Master Plan

□ Purpose

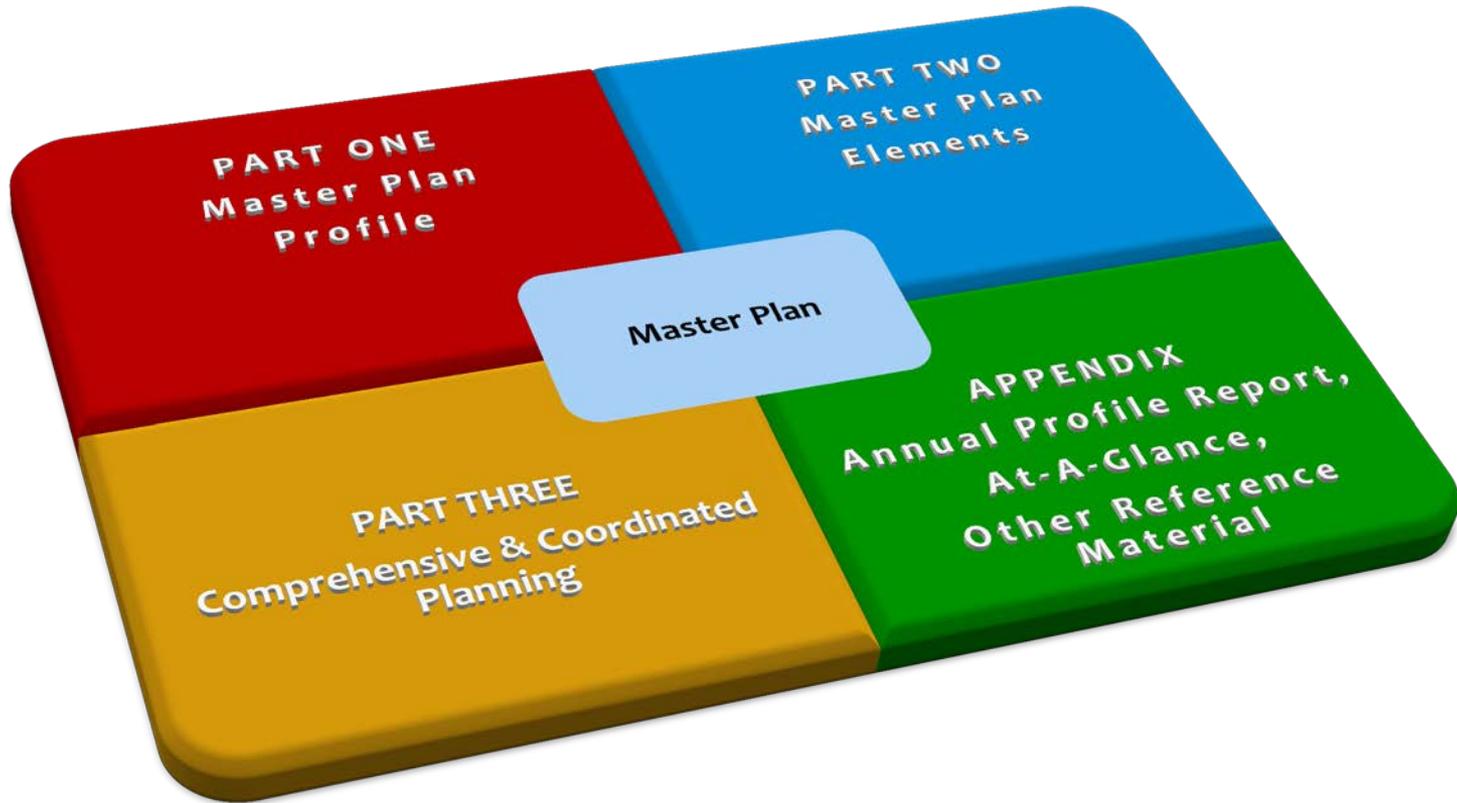
- Pivot to redevelopment, revitalization, and rediscovery
- Consolidate prior planning efforts
- Provide a planning tool that can be easily integrated into municipal master plans
- Provide a live platform for current planning and demographic information
- Improve and expand the coordination between government jurisdictions and stakeholders
- Addresses topical planning issues (stabilized growth, coastal development, etc.)
- Encourage investment and reinvestment in efficient and responsible land use
- Recommend ways to preserve and enhance the quality of life for residents and businesses as we plan for sustainable prosperity

Monmouth County Comprehensive Master Plan

- Ten (10) year planning horizon
- To be updated after the release of decennial census
- Incorporates existing studies, reports, and plans
- Envisioned as having three distinct forms
 - 1st Report that is formally adopted by the Planning Board
 - 2nd A perpetual draft report that is maintained online as a “living, real-time” resource
 - 3rd Graphic format report that is image and map driven with a unifying narrative
- Produced by the Monmouth County Division of Planning

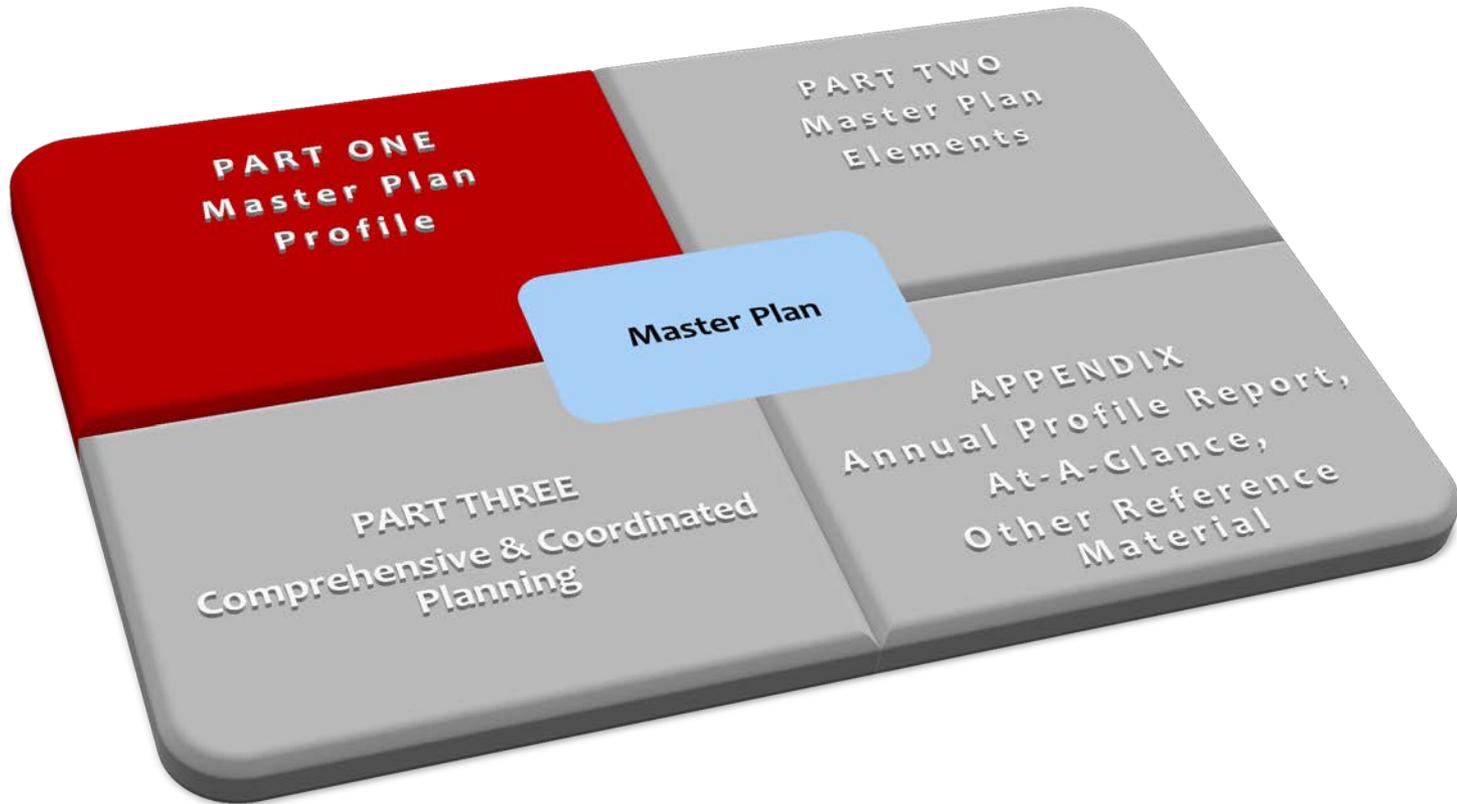
Monmouth County Comprehensive Master Plan

PLAN COMPONENTS



Monmouth County Comprehensive Master Plan

PLAN COMPONENTS



Monmouth County Comprehensive Master Plan

PART ONE: Master Plan Profile

- ❑ Purpose
- ❑ Vision Statement
- ❑ Goals, Principles, Objectives

“Why are we doing this plan?”

“What do we want to accomplish?”

“How do we get there?”

Provides the community and stakeholders with a clear expectation for results and outcomes to be expressed through the master plan recommendations.



Monmouth County Comprehensive Master Plan

PART ONE: Master Plan Profile

❑ Vision Statement

"Vision" is the overall image that describes what the community wants to be and how it wants to look at some point in the future.

"Vision Statement" is the formal expression of the Vision that depicts in both words and images what the community is striving to become; it serves as the starting point for the creation and implementation of the master plan.

Why is a vision statement important....

- Used to identify the goals of the Master Plan
- helps define the values of a community
- creates a common expectation to help guide conversations and decisions
- facilitates buy-in from stakeholders
- provides an idealized picture that inspires enthusiasm and encourages commitment
- acts as a compass that helps set the course for the master plan; in other words, it gives us a direction to move towards

Monmouth County Comprehensive Master Plan

PART ONE: Master Plan Profile

❑ Draft Vision Statement

- Compilation of prior visioning done with regional plans
- Ten-year planning horizon specific to this Master Plan
- Used to identify the goals of the Master Plan (GMG foundation)
- Draft will be placed online for public review and comment
- Each chapter (element) may have its own vision statement
- Most visioning will take place during working group meetings



Monmouth County Comprehensive Master Plan

PART ONE: Master Plan Profile

❑ Goals, Principles, & Objectives

Goals

The broad, overall outcome being sought through the implementation of the Master Plan.

Principles

Serve as a guiding ideal for a chain of reasoning that is reflected through the recommendations found in the Master Plan.

Objectives

A specific, intended outcome of the Master Plan that supports the goal within the context of the principle.

Monmouth County Comprehensive Master Plan

PART ONE: Master Plan Profile

❑ Goals, Principles, & 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 both interdependent and collective impacts and opportunities. This will minimize adverse impacts while maximizing benefits for those engaged in the planning process.

Objective 1.c:

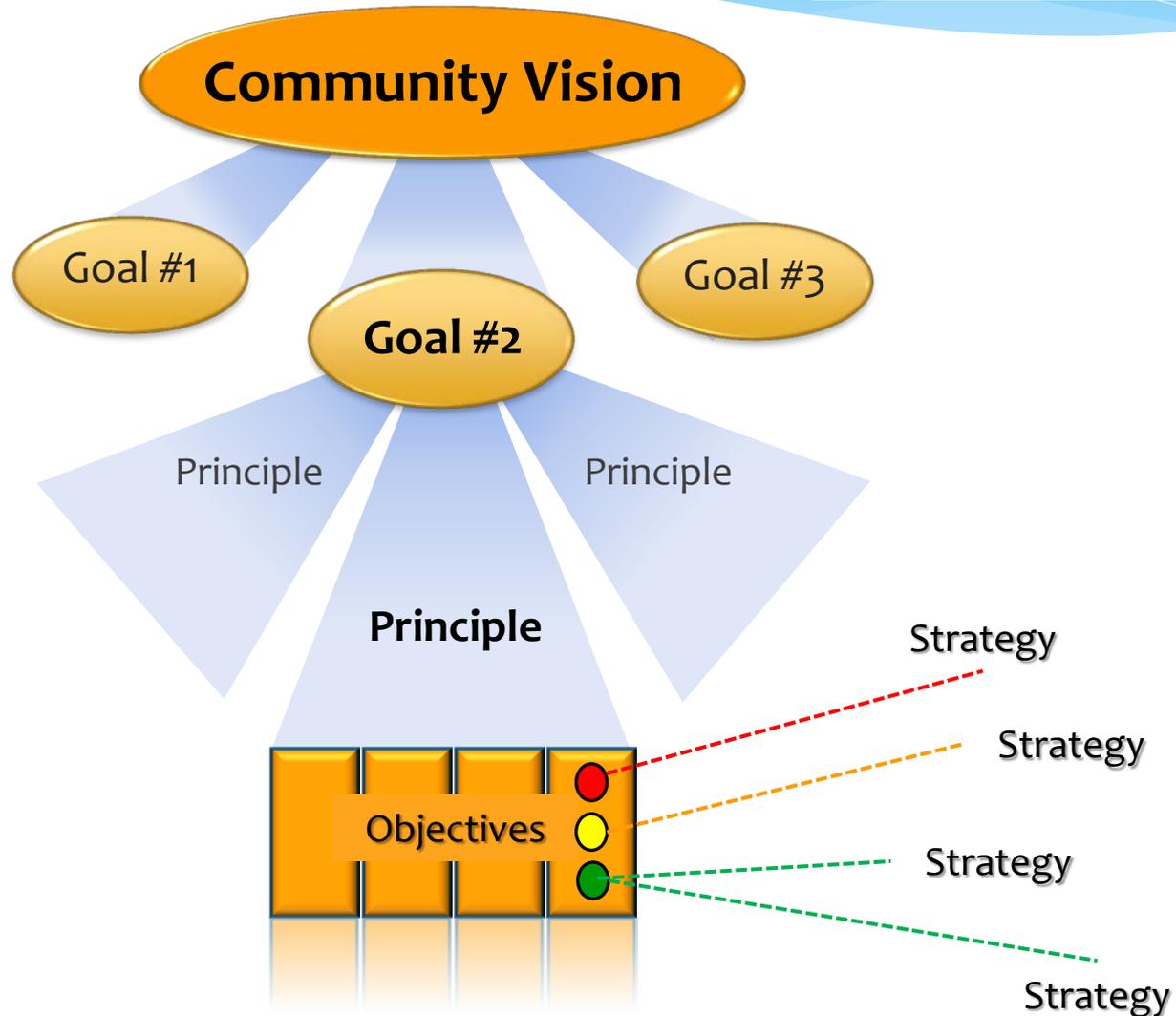
Provide value to residents, businesses, municipalities, and other government agencies by offering information, support for planning activities, and opportunities to share planning related services.

Strategy: Provide mapping, information, and data services to municipalities that participate in the Community Rating System (CRS).

Monmouth County Comprehensive Master Plan

PART ONE:
Master Plan Profile

❑ Goals, Principles, & Objectives



Monmouth County Comprehensive Master Plan

PART ONE: Master Plan Profile

❑ Goals, Principles, & Objectives

Goal #1

Promote a comprehensive approach to planning and coordinate these efforts among all levels of government and with our community stakeholders.

Goal #2

Promote the protection and conservation of natural and cultural resources.

Goal #3

Promote beneficial development and redevelopment that continues to support Monmouth County as a highly desirable place to live, work, and visit.

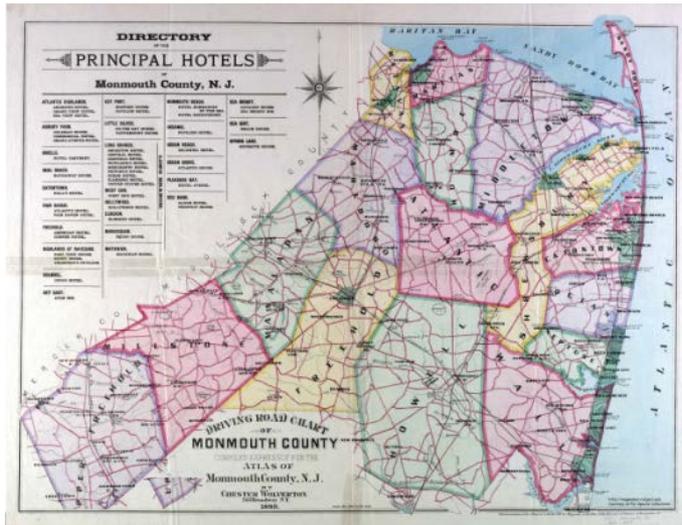
**Monmouth County Planning Board Webpage. www.visitmonmouth.com
Departments>Planning>Master Plan Update**

Monmouth County Comprehensive Master Plan

PART ONE: Master Plan Profile

- ❑ Historic Profile
- ❑ Emerging Trends

“How did we get to where we are now?” “What are the conditions now?” “What is changing?”

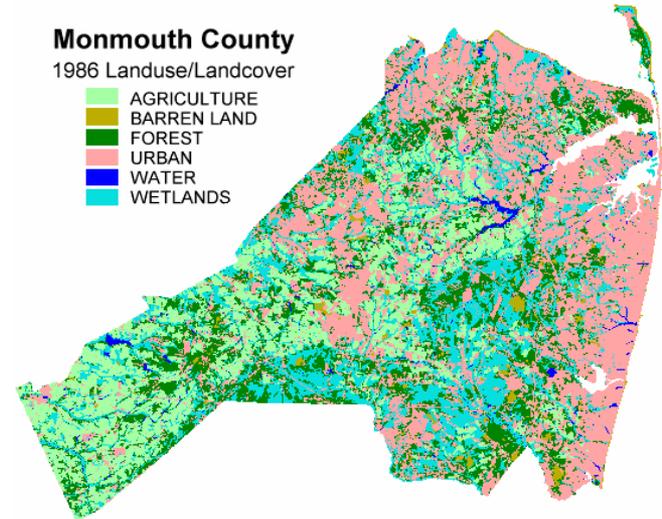


Describes the natural and physical development of the County within a historic context.

Identifies emerging trends that can influence desired outcomes.

Monmouth County 1986 Landuse/Landcover

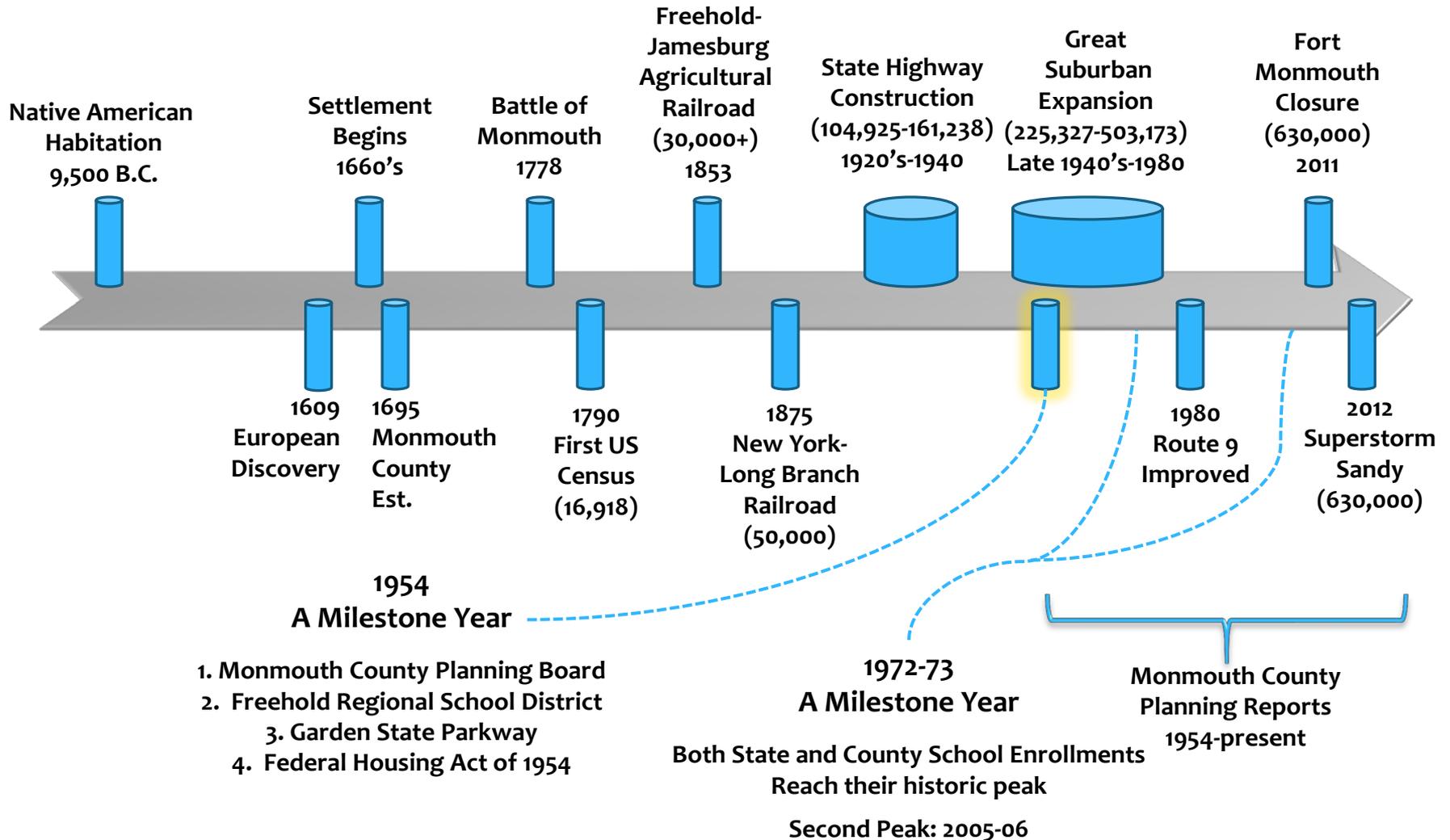
- AGRICULTURE
- BARREN LAND
- FOREST
- URBAN
- WATER
- WETLANDS



Monmouth County Comprehensive Master Plan

PART ONE: Master Plan Profile

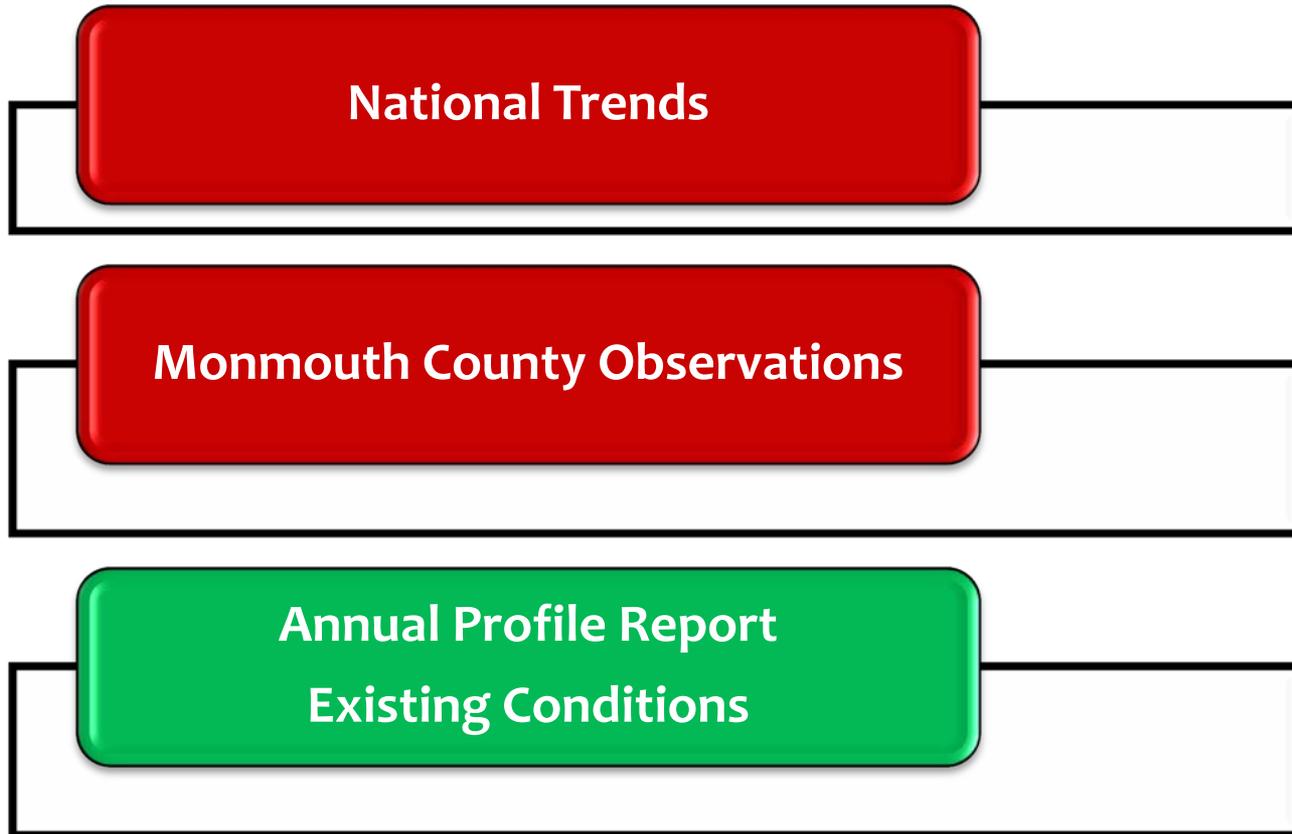
Historic Profile



Monmouth County Comprehensive Master Plan

**PART ONE:
Master Plan Profile**

☐ Trends and Observations



Information on demographics, socio-economic data, and existing conditions is located in the Monmouth County Annual Profile Report to be housed in the Appendix

Monmouth County Comprehensive Master Plan

☐ National Trends

PART ONE: Master Plan Profile

- Young professionals (25-34 y.o.)
 - migrating to urban areas that offer walkable communities
 - more likely to rent than purchase (low salaries/college debt)
 - delaying marriage/children
- Households are becoming more multigenerational, parents hosting children as well as grandparents
- 25-34 y.o. with college degrees decide where to live first, then look for a job, relying heavily on stories from friends for perceptions about places
- 16-36 y.o. driving about 25% less than in 2001; using more public transit
- Baby boomers retiring in record numbers (entire generation 55+ by 2020)
- Health care and social assistance is projected to gain the most jobs between 2010 and 2020
- By 2020, 40% of all workforce will be independent freelancers (Intuit study, 2013)

Determine if the National Trends are being experienced in Monmouth County

Monmouth County Comprehensive Master Plan

PART ONE: Master Plan Profile

☐ County Observations

Population

- Stabilized population growth
- Median age continues to rise
- Increase in urban school district enrollment; decrease school enrollment in some suburban communities along the Route 9 Corridor, more stable countywide
- County continues to struggle to retain postgraduate population cohorts (25-34 y.o.)

Housing

- Coastal communities challenged by post-Sandy flood hazard mitigation requirements
- High housing costs remain a challenge for young adults and families trying to break into the single-family housing market
- Lifestyle:
 - Redevelopment/revitalization of our older centers will increase demand for apartments, condos, and townhouse units in these places
 - Still a market for ex urbanites seeking “suburban” lifestyle
 - Decline in family households with children will increase demand for smaller homes
 - Multi-generational housing needs will increase

Monmouth County Comprehensive Master Plan

PART ONE: Master Plan Profile

☐ County Observations

Economy

- Sandy recovery and coastal redevelopment is an important component of overall economic activity
- Fort Monmouth remains a redevelopment priority
- New growth opportunities exist along the “inner coastal corridor” from Eatontown to Wall
- Monmouth County will develop a stronger “internal” service economy to meet the needs of affluent and aging residential base
- Health care, retail, and professional services make up the largest growth in employment

Social/Cultural

- Affluent, retiring boomers place demands on personal, social, and health care services
- Hispanics and Asians continue to grow as a percent of the overall population
- Most population growth will be attributed to foreign migration, increasing diversity
- Access to the beaches, parks, arts and other cultural resources remain attractors for residents and visitors alike

Monmouth County Comprehensive Master Plan

☐ County Observations

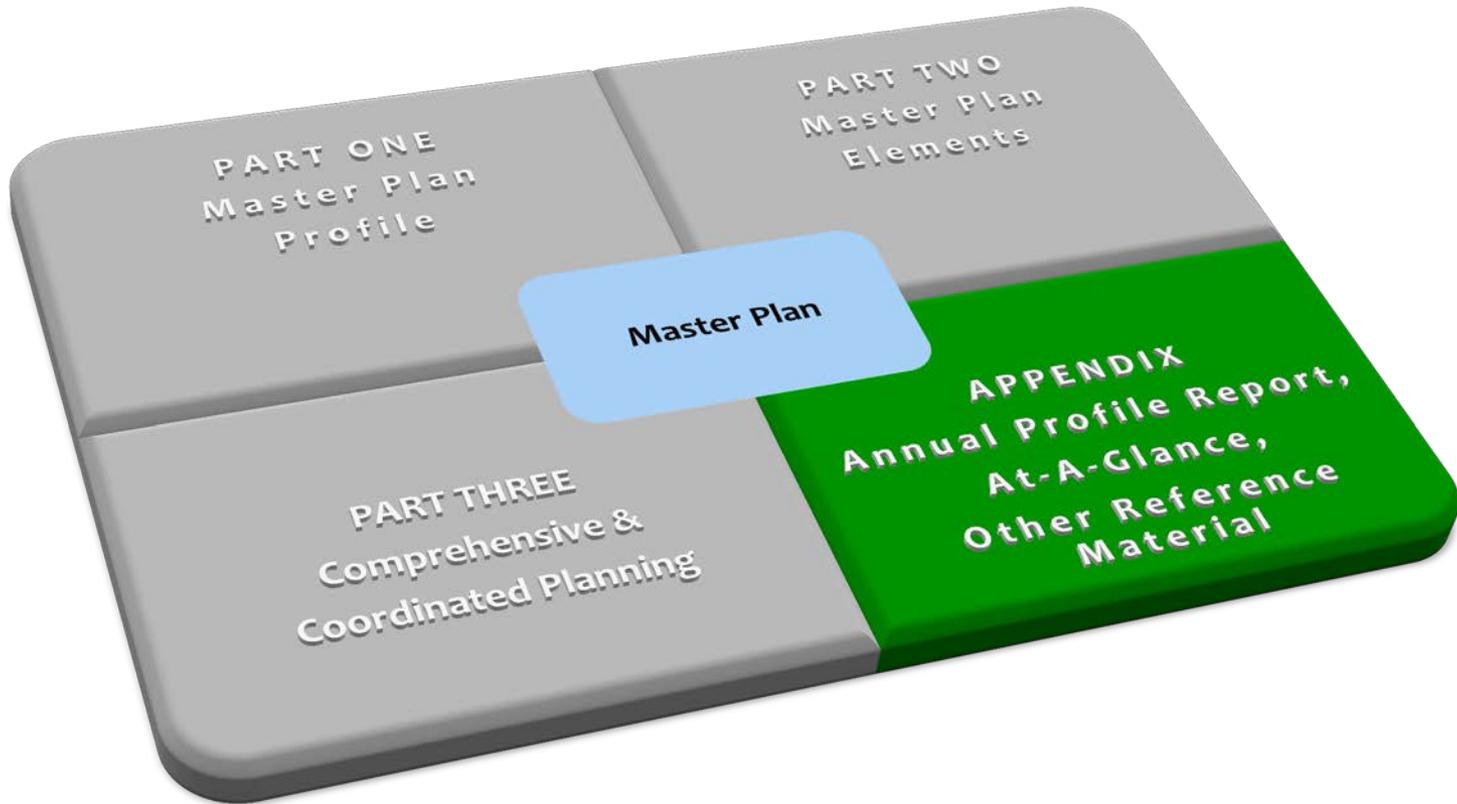
PART ONE: Master Plan Profile

Natural Resources

- Improving community resiliency and sustainability from the affects of sea level rise and severe weather events remains an overarching land use discussion.
- Agricultural
 - Farmland preservation efforts continues as there are 150+ farms that qualify for preservation
 - Equine and nursery industries face a period of transition
 - Increased interest in the promotion of locally grown and produced foods
- As with farmland preservation, open space acquisition will continue to be challenging if it remains dependent on traditional programs (\$)
- Identifying and protecting remaining water supply sources should become a greater priority
- Sustainability, resiliency, and green infrastructure will lead environmental policy discussions
- All levels of government are looking for ways to become more energy efficient and sustainable.

Monmouth County Comprehensive Master Plan

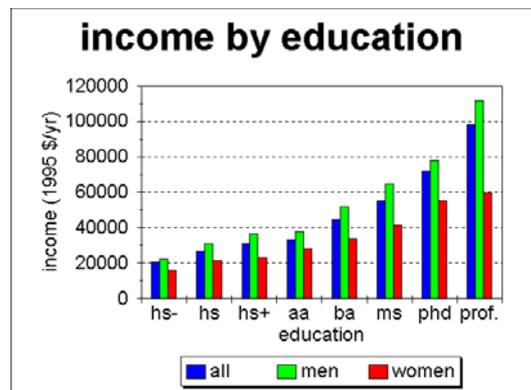
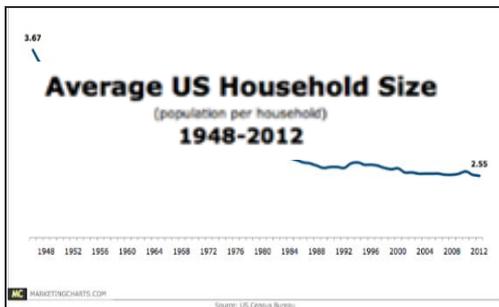
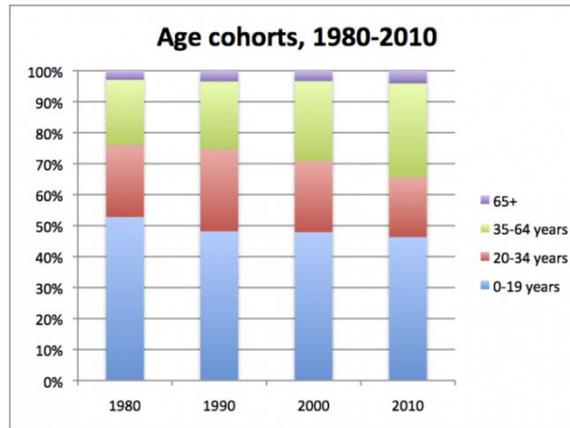
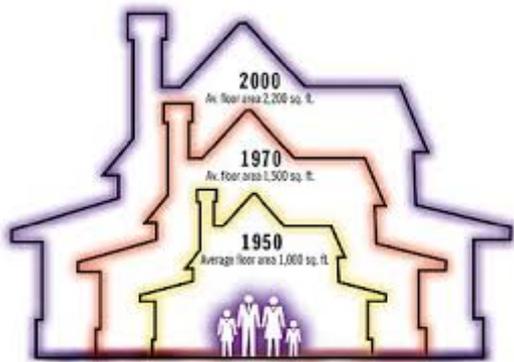
PLAN COMPONENTS



Monmouth County Comprehensive Master Plan

APPENDIX: Annual Profile Report

- ☐ Monmouth County Annual Profile Report
 - ☐ At-A-Glance
 - ☐ Reference Material

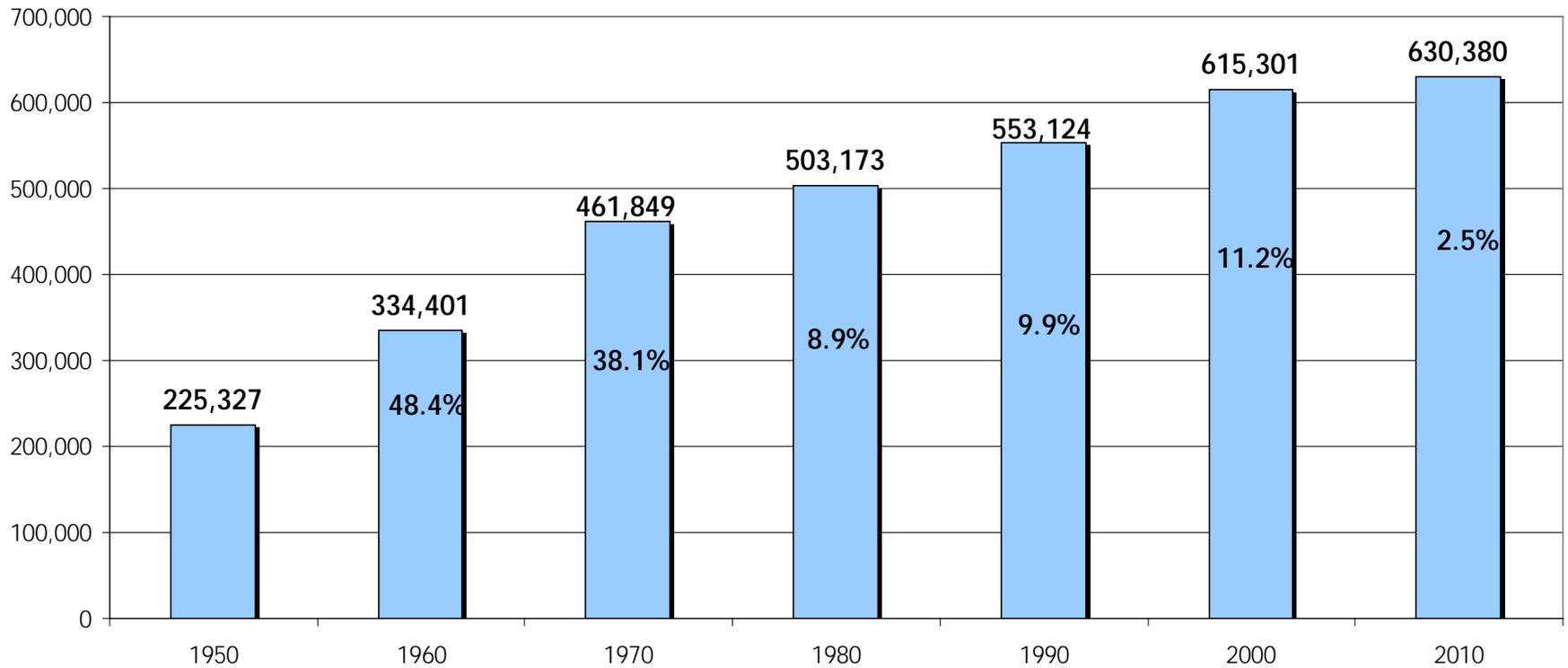


Monmouth County Comprehensive Master Plan

Demographics

APPENDIX:
Annual Profile Report

Population of Monmouth County
1950-2010



Source: U.S. Census, Decennial Census

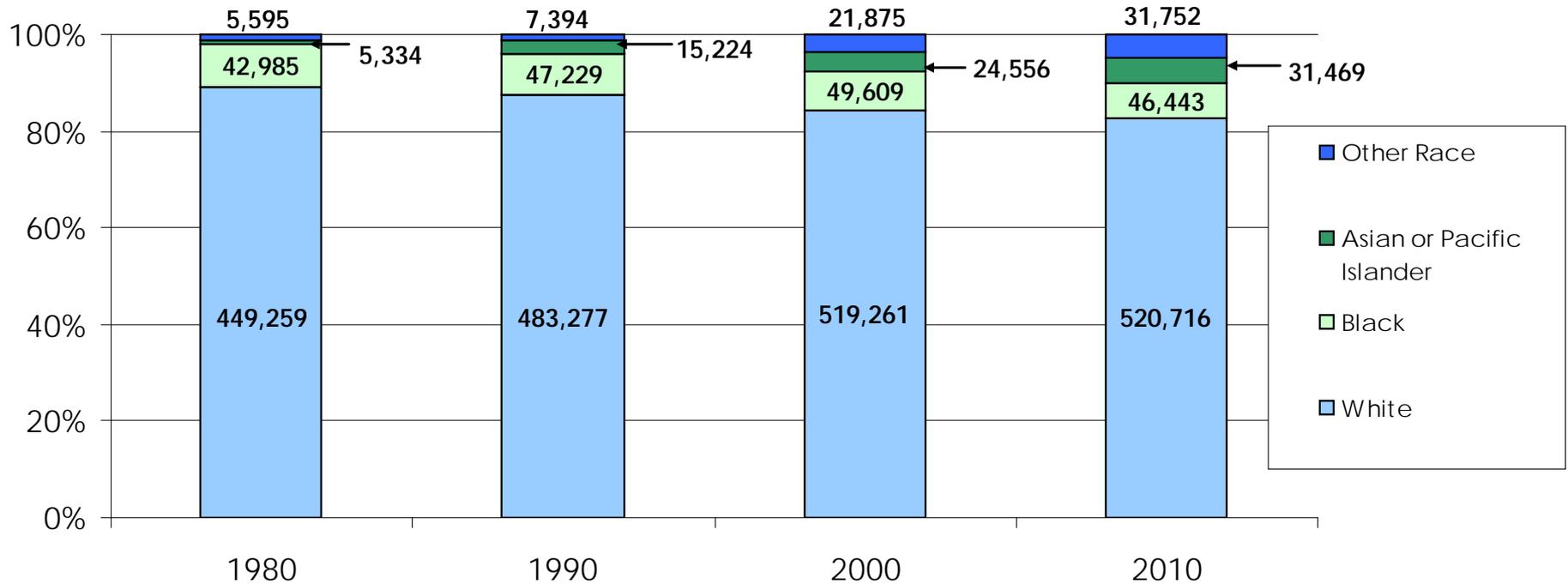
**Suburban Boom Years
1950-1980**

**Stabilized Growth
2000-present**

Monmouth County Comprehensive Master Plan

Demographics

APPENDIX:
Annual Profile Report



Becoming more diverse

Monmouth County Comprehensive Master Plan

☐ Demographics

APPENDIX:
Annual Profile Report

Hispanic or Latino Percentage of County Population

Year	Total	% of Population
1980	12,915	2.57%
1990	22,407	4.05%
2000	38,175	6.20%
2010	60,939	9.67%

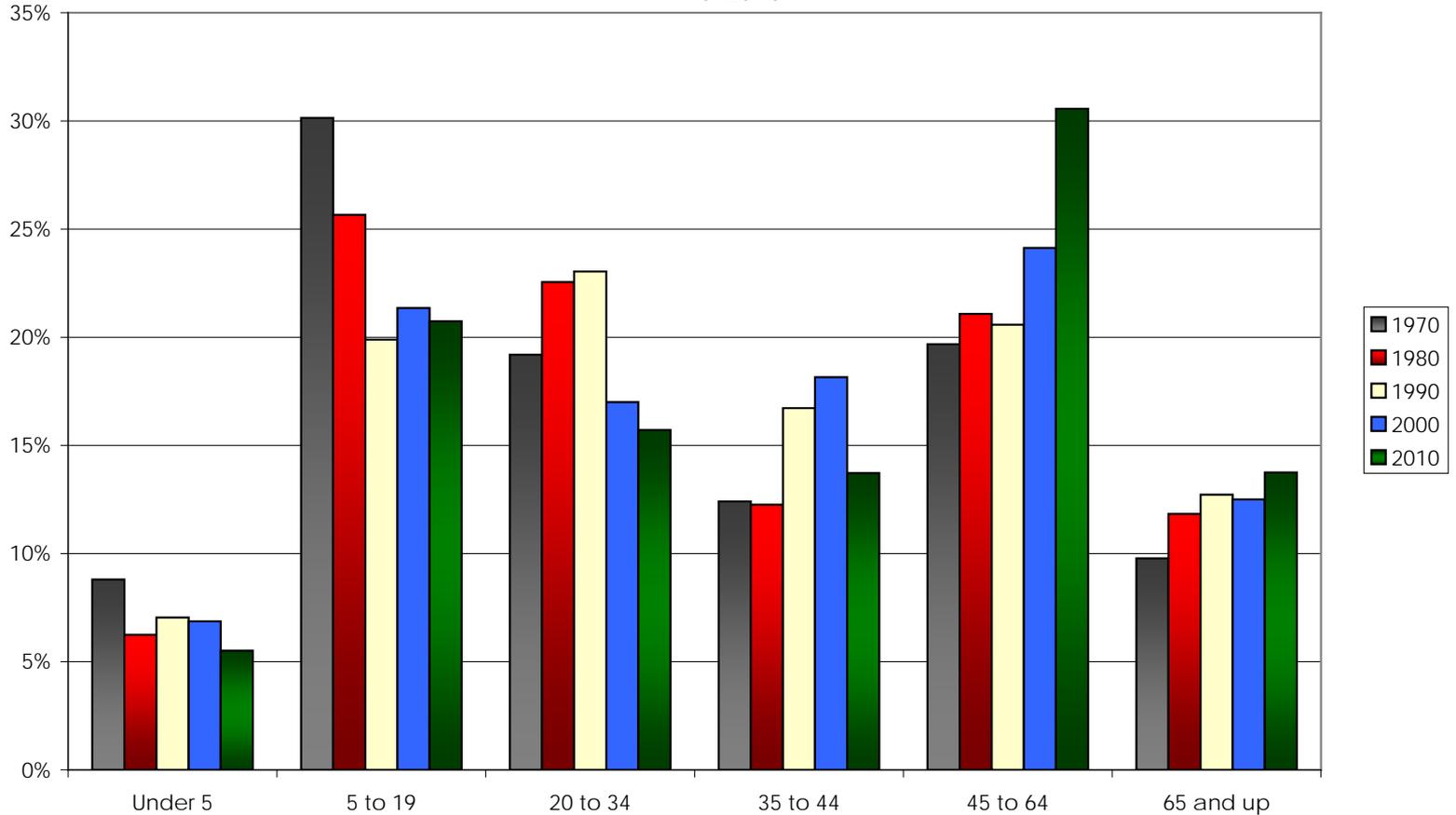
High Growth within an Hispanic and Latino population

Monmouth County Comprehensive Master Plan

Demographics

APPENDIX:
Annual Profile Report

Monmouth County
Population by Age
1970-2010



Source U.S. Census Bureau

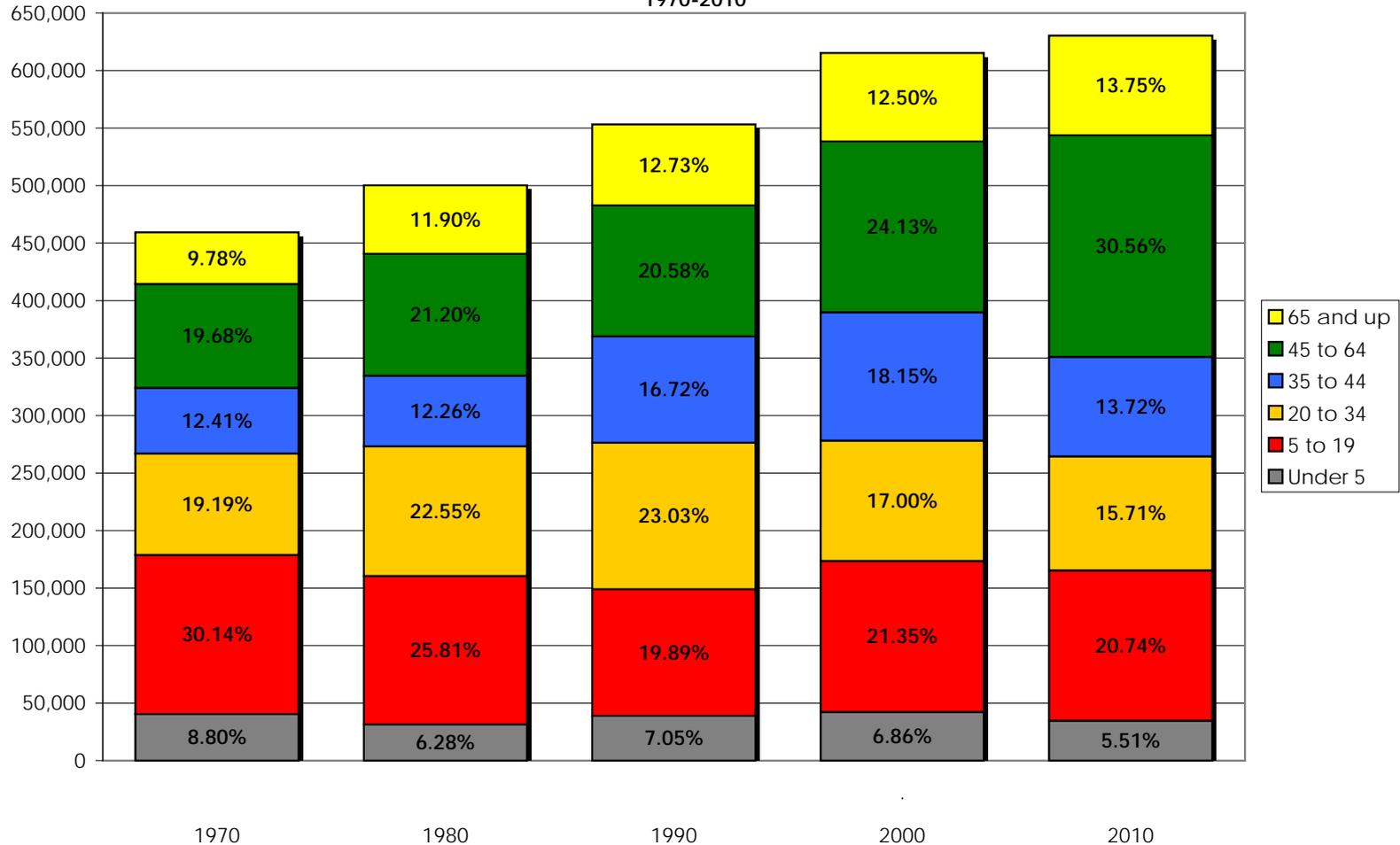
An aging population

Monmouth County Comprehensive Master Plan

Demographics

APPENDIX: Annual Profile Report

Monmouth County
Population by Age
1970-2010



An aging population

Monmouth County Comprehensive Master Plan

□ Demographics

APPENDIX:
Annual Profile Report

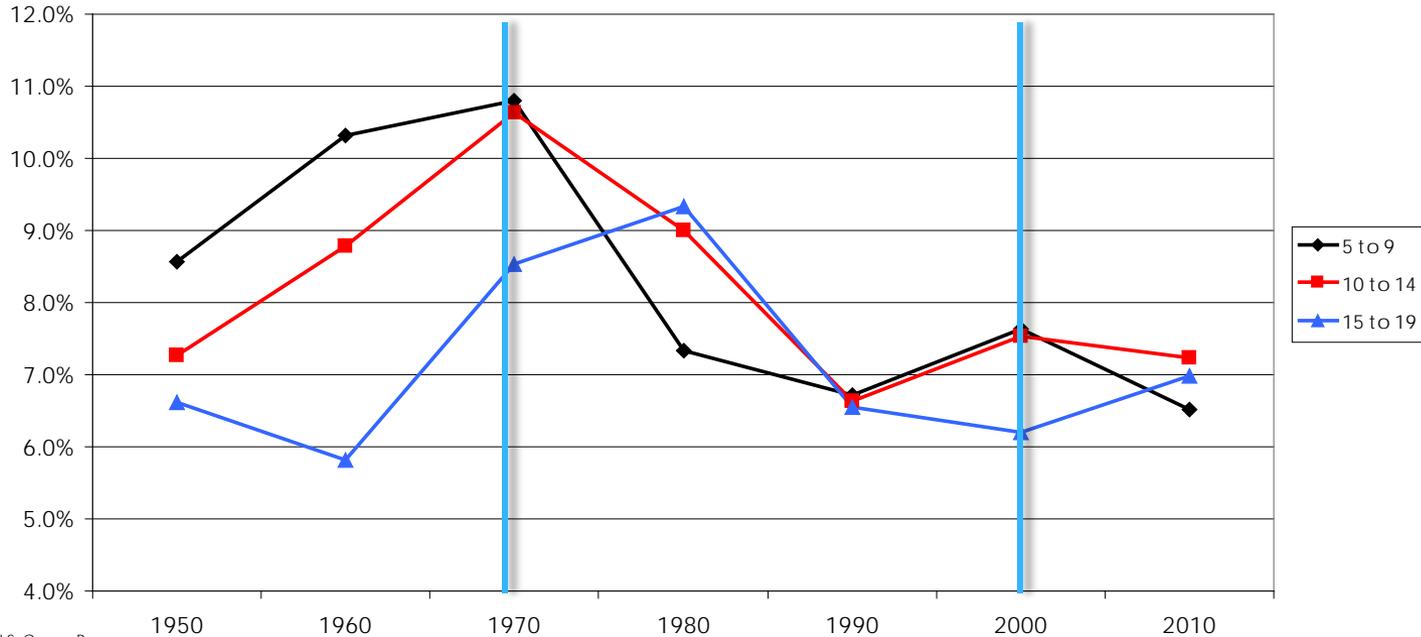
Number of Residents 65 years and older		
Year	Total	% of Total population
1950	21,796	9.7
1960	34,194	10.2
1970	44,919	9.7
1980	59,536	11.8
1990	70,387	12.7
2000	76,923	12.5
2010	86,691	13.7

Monmouth County Comprehensive Master Plan

Demographics

APPENDIX:
Annual Profile Report

School Age Children
5-19 years
% of Total Population



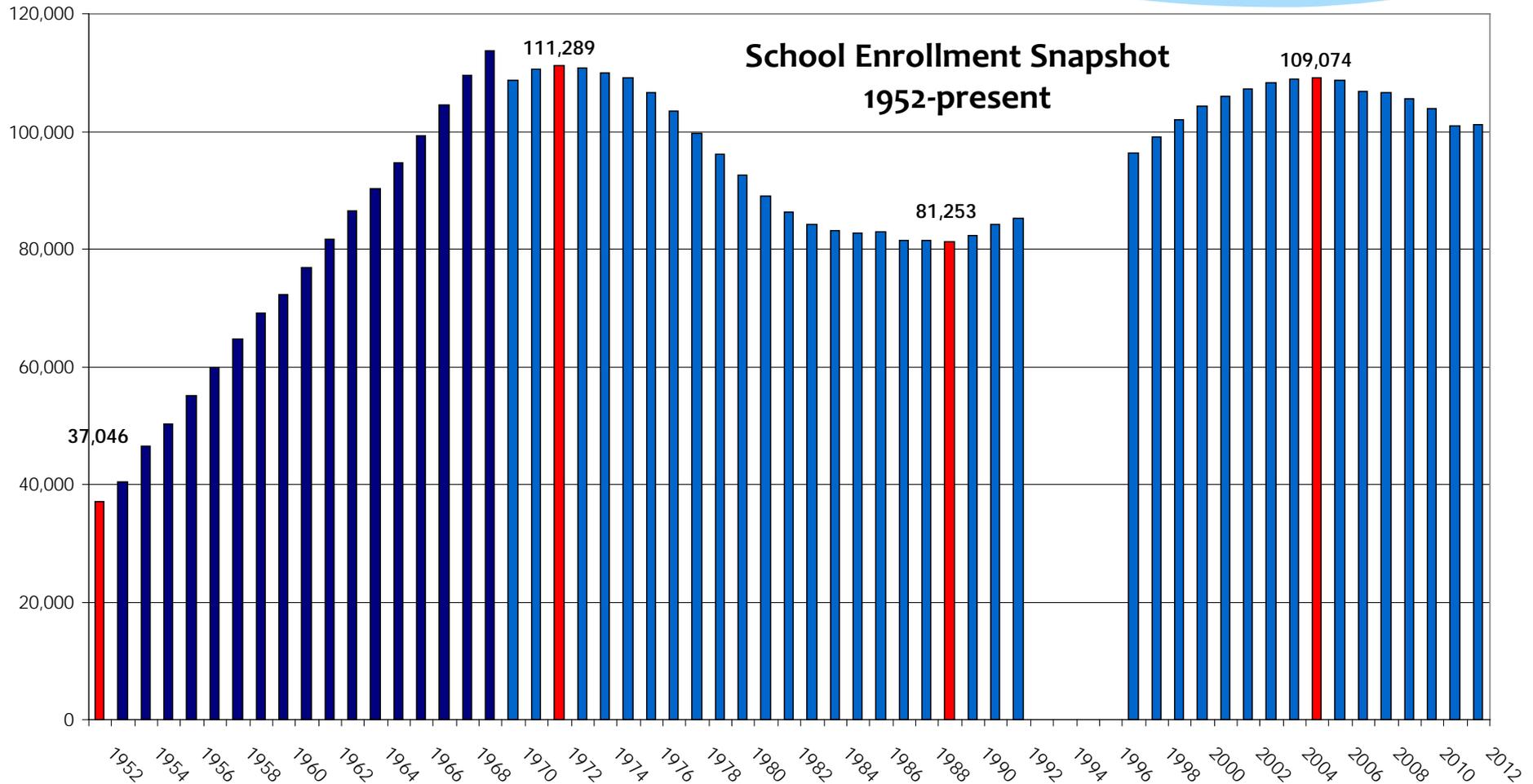
Source: U.S. Census Bureau

Stabilization of the School Age Population

Monmouth County Comprehensive Master Plan

☐ Demographics

APPENDIX:
Annual Profile Report



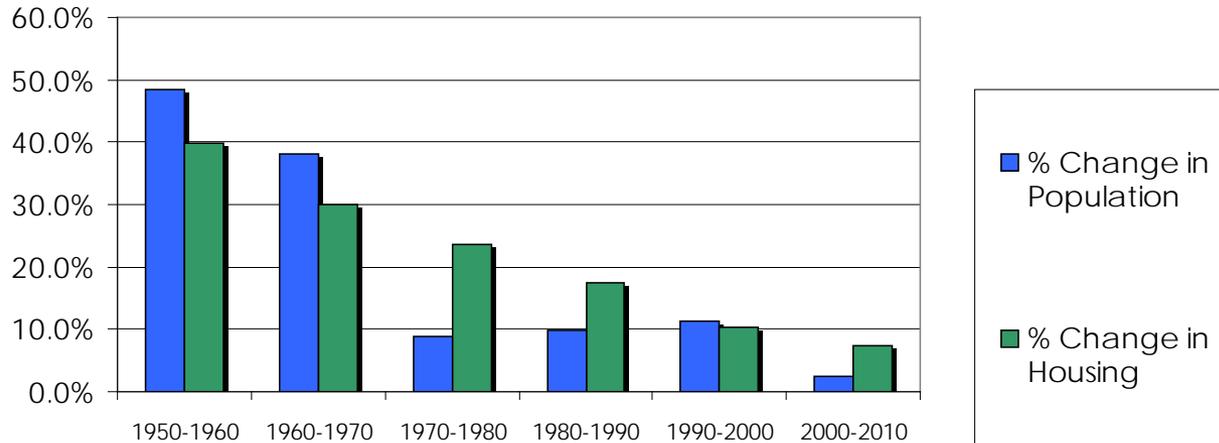
Source:
1952-1969 Monmouth County Planning Board
1970-2012 New Jersey Department of Education

Monmouth County Comprehensive Master Plan

- Demographics
- Housing

**APPENDIX:
Annual Profile Report**

Housing and Population Growth Comparison



Average Household Size	
1950	3.3
1960	3.4
1970	3.3
1980	2.5
1990	2.7
2000	2.7
2010	2.7

Monmouth County Comprehensive Master Plan

☐ Socio-economic

APPENDIX: Annual Profile Report

Poverty Rate Living Below U.S. Census Designated Income Thresholds		
	<u>Persons</u>	<u>Families</u>
1980	7.5	6.0
1990	5.0	3.4
2000	6.3	4.5
2012	7.2	5.1

Income			
	<u>Median Household</u>	<u>Median Family</u>	<u>Per capita</u>
1980	\$21,061	\$24,526	\$8,539
1990	\$45,912	\$53,590	\$20,565
2000	\$64,271	\$76,823	\$31,149
2012	\$81,308	\$101,294	\$40,824

Monmouth County Comprehensive Master Plan

□ Employment

APPENDIX:
Annual Profile Report

Where Do Monmouth County Residents Work? By Employment Location

	1970	1980	1990	2000	2010
Monmouth, NJ	69.9%	67.9%	64.6%	60.0%	61.0%
Middlesex, NJ	5.9%	8.2%	9.3%	10.3%	8.6%
New York, NY	6.5%	8.0%	6.9%	7.7%	7.8%
Ocean, NJ	2.5%	2.7%	3.6%	3.6%	3.8%
Other Counties	15.2%	13.2%	15.5%	18.5%	18.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Monmouth County Comprehensive Master Plan

☐ Employment

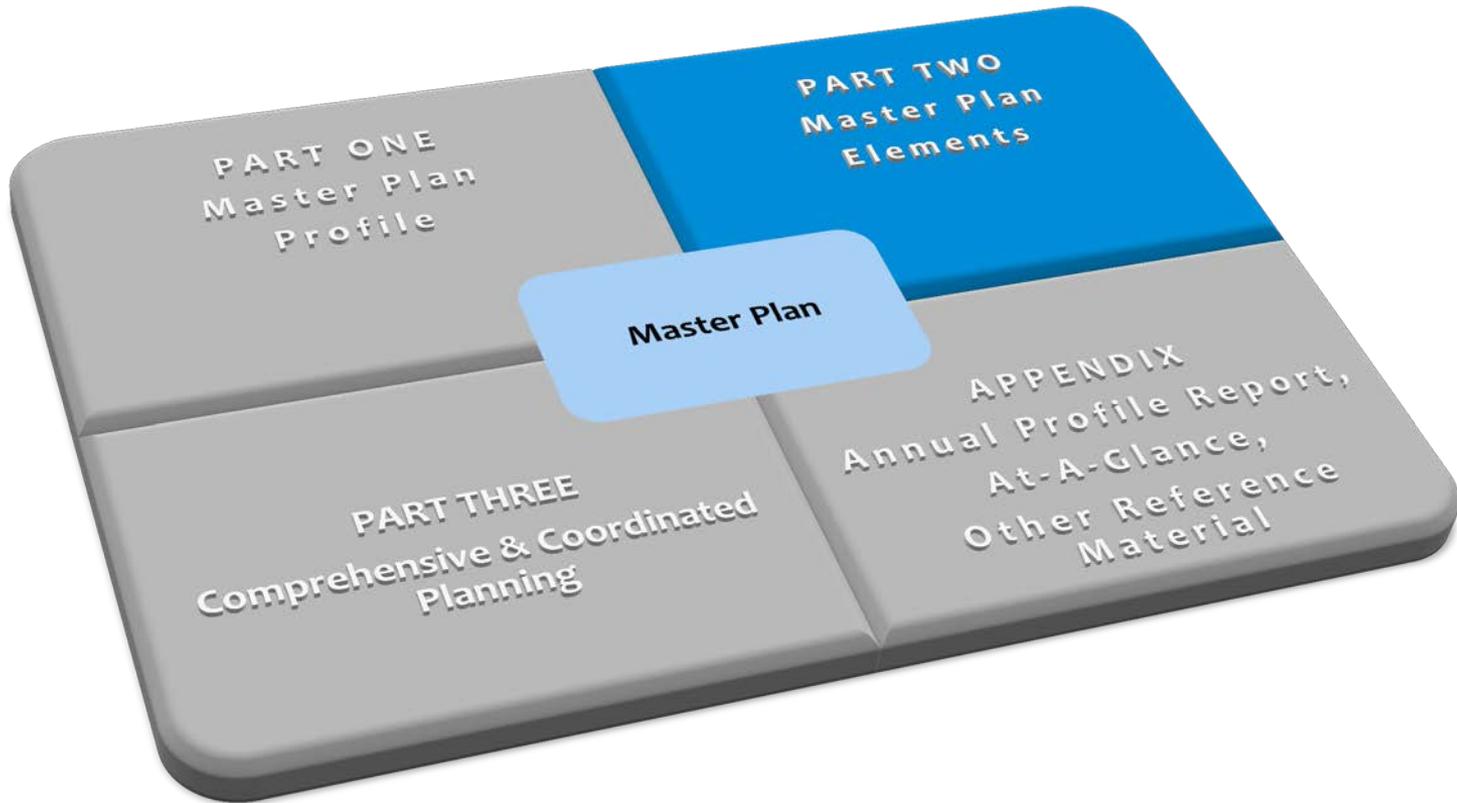
APPENDIX:
Annual Profile Report

Where Do Workers in Monmouth County Reside? By County of Residence

	1970	1980	1990	2000	2010
Monmouth, NJ	88.5%	82.1%	76.4%	72.4%	69.7%
Ocean, NJ	6.8%	10.0%	14.3%	15.4%	14.1%
Middlesex, NJ	2.7%	2.9%	4.2%	5.2%	4.8%
Mercer, NJ	0.5%	0.5%	0.8%	1.0%	0.9%
Other Counties	1.5%	4.4%	4.3%	6.0%	10.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Monmouth County Comprehensive Master Plan

PLAN COMPONENTS



Monmouth County Comprehensive Master Plan

PART TWO: Master Plan Elements

“What do we do with what we have?”

- The explanation and analysis of planning and community resources.
 - Recommends actions in support of Master Plan Goals.

Land Use

Community and Educational Facilities

Open Space and Recreation

Coastal Development

Economic Development

Utilities

Education Facilities

Healthy Communities

Farmland Preservation

Environmental Resources

Cultural and Historic Resources

Community Development

Sustainable Development

Transportation and Mobility

Other Reports and Studies

Monmouth County Comprehensive Master Plan

PART TWO: Master Plan Elements

☐ Compatibility

M.L.U.L. Master Plan Elements

LAND USE *

HOUSING *

CIRCULATION

UTILITY SERVICE

COMMUNITY FACILITIES

RECREATION

CONSERVATION

ECONOMIC

HISTORIC PRESERVATION

RECYCLING

FARMLAND PRESERVATION

TRANSFER DEVELOPMENT

EDUCATIONAL FACILITIES

REPORTS AND SPECIAL STUDIES

Monmouth County Master Plan Elements

LAND USE

ENVIRONMENTAL RESOURCES

OPEN SPACE AND RECREATION

FARMLAND PRESERVATION

CULTURAL AND HISTORIC RESOURCES

SUSTAINABLE STRATEGIES AND PRACTICES

HEALTHY COMMUNITIES

ECONOMIC DEVELOPMENT

COASTAL DEVELOPMENT ISSUES

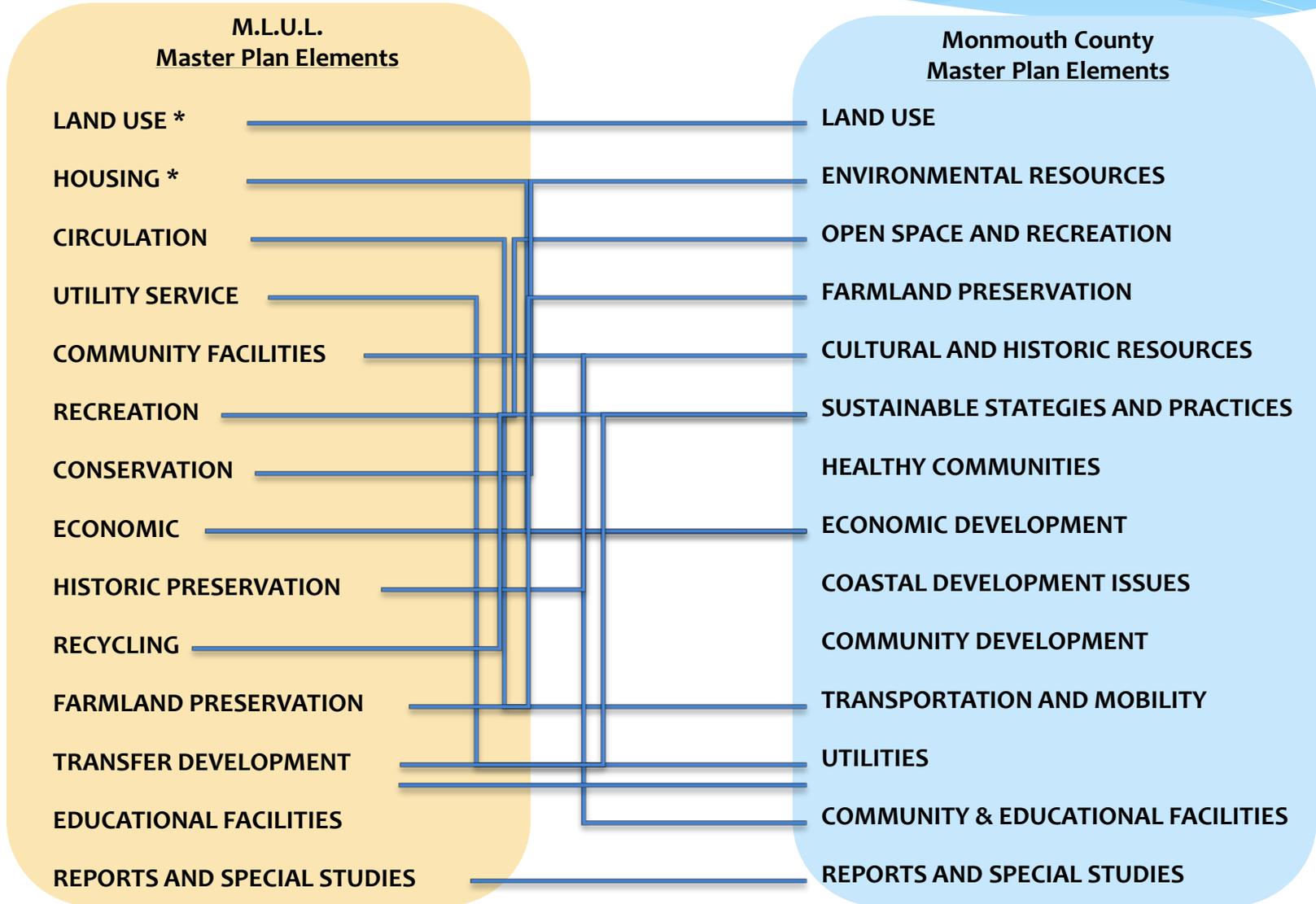
COMMUNITY DEVELOPMENT

TRANSPORTATION AND MOBILITY

UTILITIES

COMMUNITY & EDUCATIONAL FACILITIES

REPORTS AND SPECIAL STUDIES



Monmouth County Comprehensive Master Plan

PART TWO: Master Plan Elements

A. GENERAL LAND USE ELEMENT

B. RESOURCE CONSERVATION & SUSTAINABILITY

C. BENEFICIAL PLANNING AND REDEVELOPMENT

LAND USE

ENVIRONMENTAL RESOURCES

OPEN SPACE AND RECREATION

FARMLAND PRESERVATION

CULTURAL AND HISTORIC RESOURCES

SUSTAINABLE STRATEGIES AND PRACTICES

HEALTHY COMMUNITIES

ECONOMIC DEVELOPMENT

COASTAL DEVELOPMENT

COMMUNITY DEVELOPMENT

TRANSPORTATION AND MOBILITY

UTILITIES

COMMUNITY & EDUCATIONAL FACILITIES

REPORTS AND SPECIAL STUDIES

Monmouth County Comprehensive Master Plan

PART TWO: Master Plan Elements

TRANSPORTATION AND MOBILITY

LAND USE

ENVIRONMENTAL RESOURCES

OPEN SPACE AND RECREATION

FARMLAND PRESERVATION

CULTURAL AND HISTORIC RESOURCES

SUSTAINABLE STRATEGIES AND PRACTICES

HEALTHY COMMUNITIES

ECONOMIC DEVELOPMENT

COASTAL DEVELOPMENT

COMMUNITY DEVELOPMENT

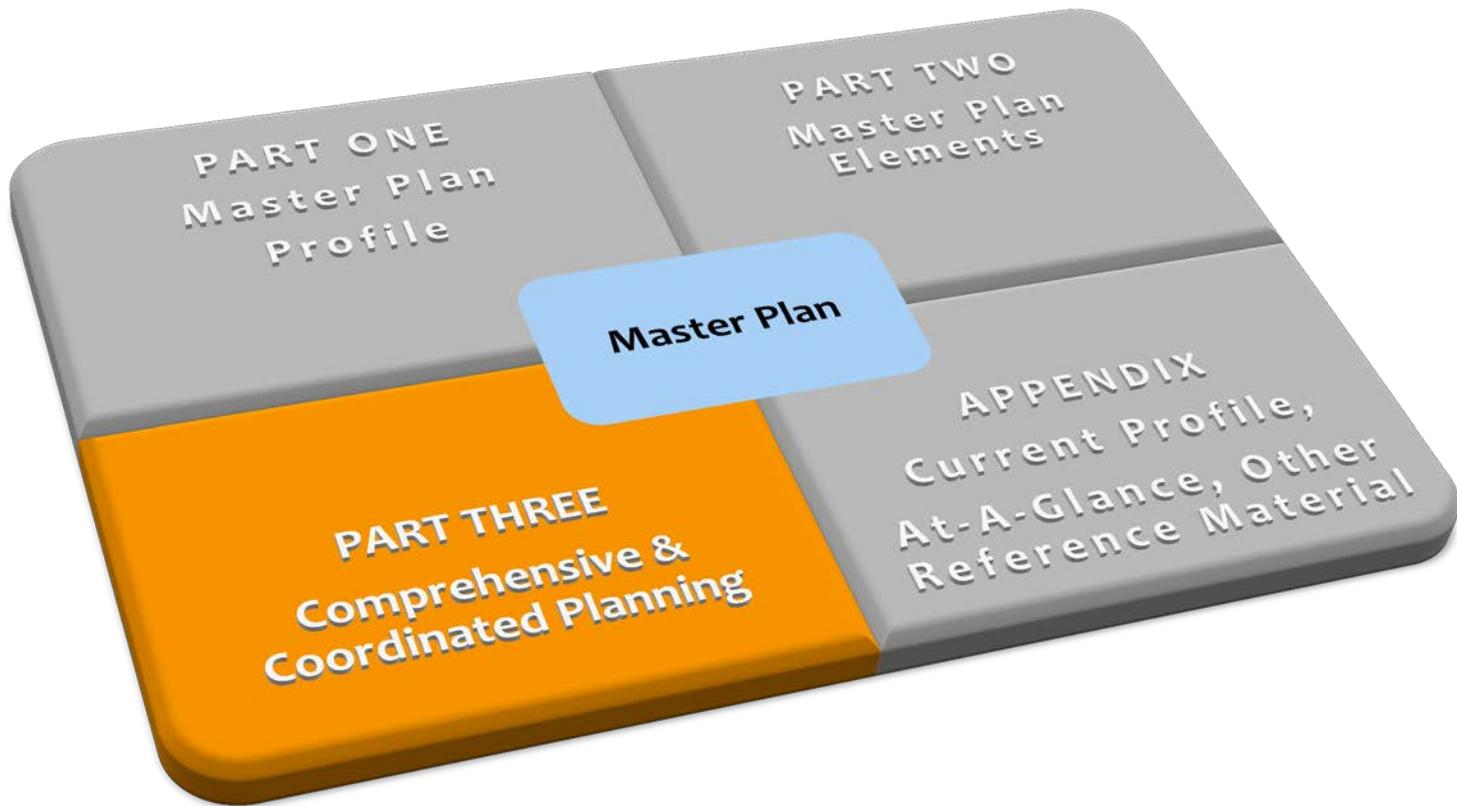
UTILITIES

COMMUNITY & EDUCATIONAL FACILITIES

REPORTS AND SPECIAL STUDIES

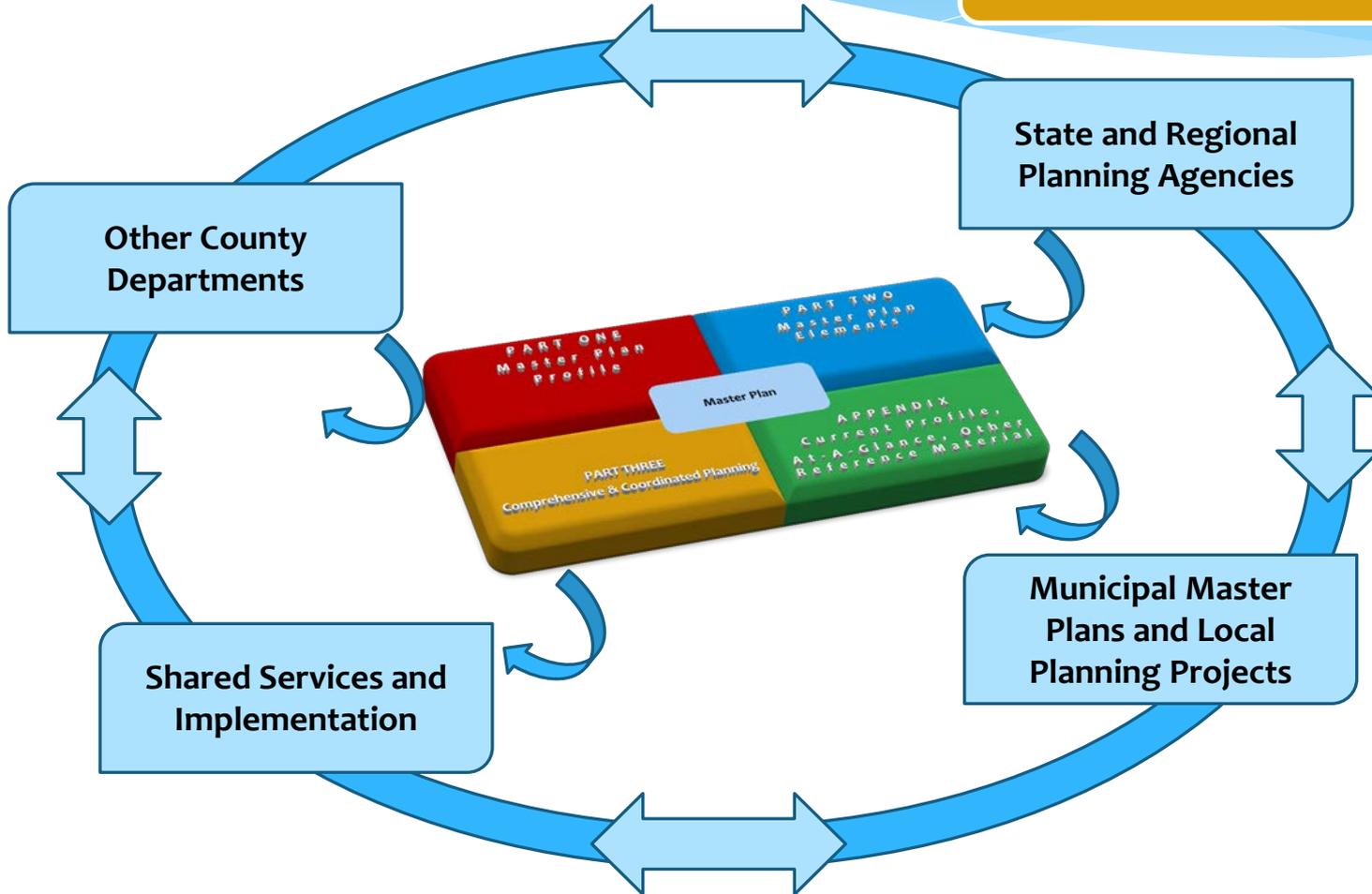
Monmouth County Comprehensive Master Plan

PLAN COMPONENTS



Monmouth County Comprehensive Master Plan

PART THREE: Comprehensive & Coordinated Planning



Monmouth County Comprehensive Master Plan

PUBLIC INPUT

**Public
Information Meetings**

**Public
Hearing &
Adoption**

Historic Profile

Demographic
Trends & Fiscal
Demands

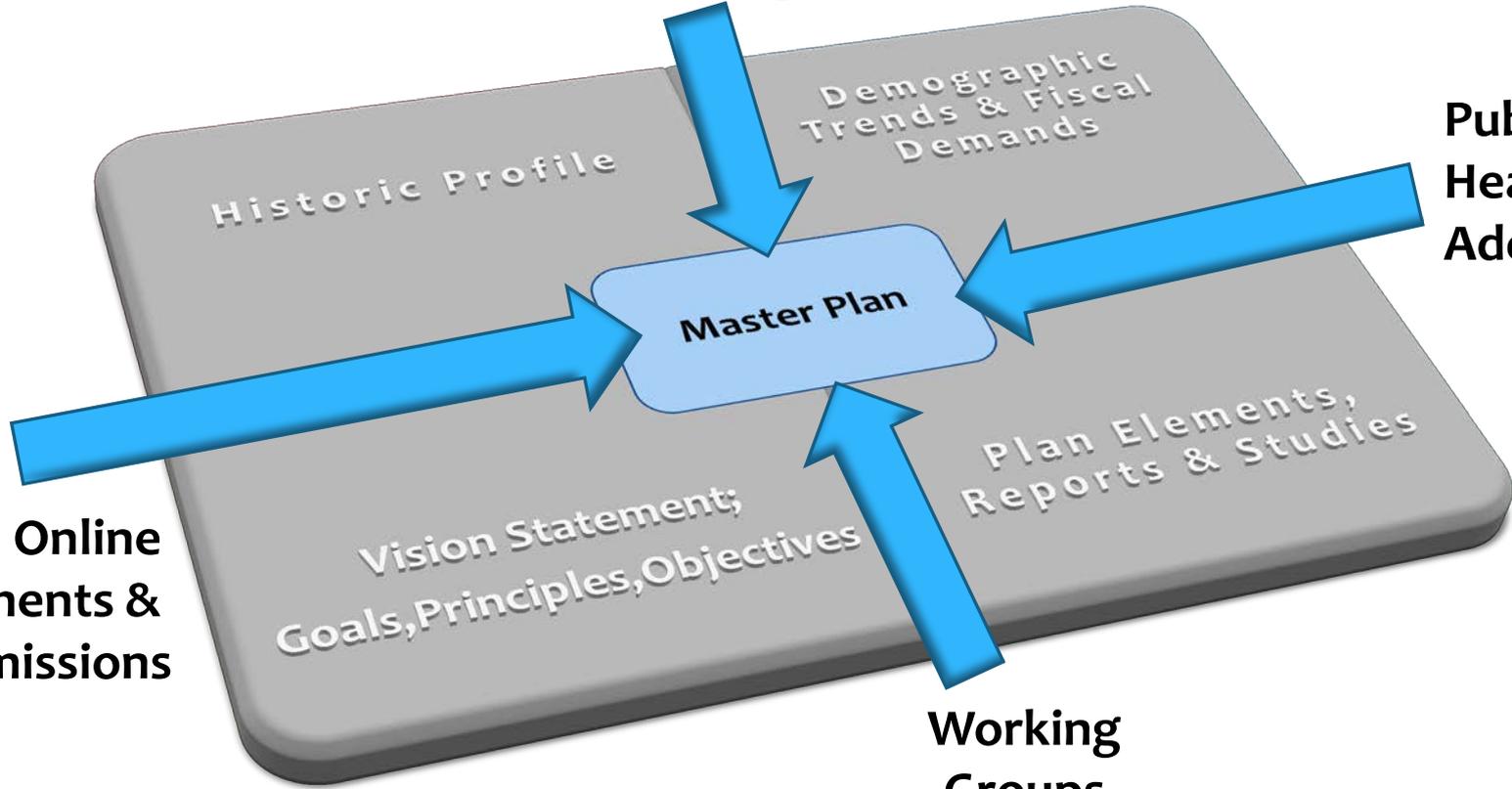
Master Plan

Plan Elements,
Reports & Studies

Vision Statement;
Goals, Principles, Objectives

**Online
Comments &
Submissions**

**Working
Groups**



Monmouth County Comprehensive Master Plan

NEXT STEPS

- Place draft documents online starting tomorrow
 - Working Vision Statement
 - Draft Goals, Principles and Objectives
 - This Presentation
- Continue work on developing a Vision Statement
- Identify and form Working Groups around topical issues (TBA)
 - Resource Conservation and Sustainability
 - Beneficial Planning and Redevelopment
- Start meetings with Working Groups (early 2014)
- Continue research and work on draft document
- Coordinate planning efforts internally with other county agencies

Monmouth County Comprehensive Master Plan

Q&A

Monmouth County Board of Chosen Freeholders

Monmouth County Administration

Monmouth County Division of Planning

For More Information :

www.visitmonmouth.com

Departments>Planning>Master Plan Update

Monmouth County Planning Board

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