

## Draft Vision Statement

As the era of mass suburbanization ends and population growth stabilizes, Monmouth County transitions into a decade long strategy that supports investments in actions that help sustain our coveted high quality-of-life. The Monmouth County Comprehensive Plan is a vital coordinating tool used by municipalities, school boards, businesses, and other government agencies to help guide efforts and actions that contribute to a strong, stable and sustainable prosperity for those that call this place home.

Attention to and investment in both our natural and built environments adds real value to our communities providing for the County's overall long-term economic viability. Shore towns are being restored to their former vitality with enhanced resiliency against future storm events. Older first and second expansion suburbs provide reinvestment opportunities for those seeking market affordable single family homes, a strong sense of community, and commuting convenience. Cultural resources, access to transit, and good jobs attract prosperous exurbanites to reside in more established and secluded enclaves while others opt for the vitality of "up and coming" hip towns being rediscovered along the MoCo Arts Corridor. Further inland, towns continue to strike a balance between economic growth driven by the availability of land and infrastructure with environmental protection concerns. Open space, farmland preservation and low impact uses are expanded as ways to protect vital drinking water supplies and the County's agrarian economy in our more rural locales. Conversely, urban centers continue to follow through on their earlier redevelopment initiatives poised to realize their potential while small, historic towns look toward preservation as a means to revitalize and enhance their existing character.

As this new era of redevelopment, revitalization and rediscovery takes hold, the next decade also brings with it a host of unforeseen challenges. Although comprised of many independent towns and interdependent communities, the County and our stakeholders work together to address these challenges in achieving a common vision for our community; to keep Monmouth County.

*"The Place You Want to Be"*