

# 1.0 Introduction & Purpose

## 1.1 Monmouth County Location and Setting

[Monmouth County](#) is the northernmost county along the Jersey Shore and is part of the NY Metropolitan region. The county was established on March 7, 1683, and is one of the original counties of the province of East Jersey. On October 31, 1693, the county was partitioned into the townships of Freehold, Middletown, and Shrewsbury, all of which still exist in some form today. In 1714, the first county government was established in what was then Monmouth Court House, scene of the June 28, 1778 Battle of Monmouth, the last major battle in the northern theater of the American Revolution. Soon after, the first U.S. decennial census of 1790 recorded a county population of 16,918 people.

Today, Monmouth County has a population of 628,715 people and is the fifth most populous county in the State of NJ (U.S. Census Bureau, 2015). It also ranks among the top 50 highest-income counties in the U.S. with a cost of living index of 121.5 compared to the U.S. average of 100 (U.S. Census Bureau, 2011). Encompassing over 472 square miles of land and 193 square miles of water, the county is home to 53 municipalities, ranging in size from 0.1 square miles (Loch Arbour) to 62.1 square miles (Howell). Overall population density is approximately 1,330 people per square mile with town populations ranging from 190 (Loch Arbour) to 65,500 people (Middletown). Most of the population lives within five miles of either the Raritan Bay shoreline or Atlantic Ocean coastline. The County Seat is Freehold Borough, formerly Monmouth Courthouse, which is located in central Monmouth County near the convergence of U.S. Highway 9, State Routes 33 and 79, and County Route 537. Monmouth County is only 40 miles south of New York City and 50 miles northeast of Philadelphia making it an ideal location for city bound commuters, as well as a close getaway for urbanites seeking refuge to the country or the world famous Jersey Shore. [Figure 1.1: Regional Location Map, 2016](#) displays an aerial view

of Monmouth County's location. The county's diverse community landscapes (refer to Section 2.7.4) and its many natural and cultural amenities make it a highly desirable place to live, work, play, and stay.

## 1.2 Demographics Trends and Existing Conditions

The [Monmouth County Division of Planning](#) creates, maintains, and updates a number of annual planning reports for use by the public that provide insight into existing conditions and trends in the county. First, the [Monmouth County Profile Report](#) serves as a comprehensive narrative of Monmouth County's demographics, housing, education, economics, and development data for a given year. The *Profile Report* assists the county with maintaining its AAA bond rating, which benefits municipalities, boards of education, utility authorities, and other local government entities seeking to finance large capital projects. [Monmouth County At-A-Glance](#) provides readers with an informative, graphically enhanced snapshot of the county and each of the 53 municipalities. This report publishes commonly requested demographic, housing, economic, employment, and land use data, in addition to a brief background summary and list of current planning and development issues for each municipality. The 2015 *At-A-Glance* featured an updated design with new datasets and text to reflect changes occurring in the county. The *Monmouth County Master Plan*, also referred to as the *Plan* or *Master Plan* throughout this document, recognizes *At-A-Glance* and the *Profile Report* as two of numerous consultative and supportive documents that should be referred to alongside the *Master Plan* during policy formation and program development (refer to Section 1.8 The Master Plan Structure).

Prior to delving into the *Master Plan*, readers are encouraged to peruse these two documents to gain a fundamental understand of the planning issues facing Monmouth County today. In addition, the *Master Plan Appendices* contain a number of documents important to the *Plan's* broader context including a brief exploration of the Dynamic Drivers that influence growth in the county followed by a highlight of national





and regional trends that are bound to influence these drivers as we move through the *Plan's* 10-year horizon.

### 1.3 The Master Plan Theme: Redevelopment, Revitalization, and Rediscovery

This document represents the third complete comprehensive *Master Plan* for Monmouth County, New Jersey since the inception of the Monmouth County Planning Board in 1954. It is the successor to the [Monmouth County Growth Management Guide \(1982\)](#) and prior to that report the [Monmouth County General Development Plan \(1969\)](#). This third *Master Plan* was initiated in response to a fundamental change in our approach to regional planning; from one that had emphasized growth management in an era of mass suburbanization to one that is more focused on the redevelopment, revitalization, and rediscovery of communities throughout the county. The new *Plan* recognizes that most of our municipalities have successfully planned for and have already established their desired physical form and character. As such, many of them now seek to maintain and/or enhance their distinct identities through more sustainable approaches in a time characterized by limited growth and constrained public finance.

### 1.4 Master Plan Vision Statement

As the era of mass suburbanization ends and population growth stabilizes, Monmouth County transitions into a decade long strategy that supports investment in actions that help sustain our coveted high quality-of-life. The *Monmouth County Master 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 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 brings with it many 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"*



1.5 Master Plan Goals, Principles, and Objectives (GPOs)

**MASTER PLAN 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 county-level planning initiatives 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.

**Principle 1.1 Comprehensive Planning:** Planning issues are to be addressed from interdisciplinary perspectives to identify and assess both the interdependent and collective impacts as well as new opportunities. This will minimize adverse impacts while maximizing benefits for all parties.

**1.1 Objectives:**

- 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.

**Principle 1.2 Coordination:** Effective planning requires collaborating with stakeholders along with integration and coordination both internally (horizontally) and with other planning efforts and/or levels of government (vertically).

**1.2 Objectives:**

- 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.
- 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.



**Principle 1.3 Planning Approach:** Comprehensive planning relies on the use of new and emerging technologies as well as traditional methods of input from stakeholders and citizens.

**1.3 Objectives:**

- 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 Objectives:**

- 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.
- 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.

**Principle 2.2 Farmland Preservation:** In addition to preserving our historic agricultural heritage, farmland preservation is a valuable

**MASTER PLAN GOAL #2**

**PROMOTE THE PROTECTION AND CONSERVATION OF NATURAL AND CULTURAL RESOURCES TO HELP GUARANTEE OUR LONG-TERM SUSTAINABILITY.**

**Goal Statement:** The goal of resource protection goes beyond the preservation of natural resources and systems to include cultural resources such as the arts, historic and architectural assets including buildings, sites, or streetscapes which give communities a sense of identity and value.

**Principle 2.1 Natural Resources:** These resources are naturally occurring, life-supporting environmental infrastructure that all species rely upon and the built environment is dependent upon to function and prosper.



program that permanently preserves land for food production, maintains the equine and nursery industries, preserves historic landscapes and vistas, retains a community's rural character, and protects natural systems from further degradation caused by the non-agricultural built environment.

### 2.2 Objectives:

- 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.

**Principle 2.3 Arts, Historic and Cultural Community Identity:** Our cultural assets and resources reflect our shared heritage. Preserving them helps retain community distinctiveness, instills community pride, supports sustained economic development, attracts reuse and reinvestment, and greatly contributes to our overall quality-of-life.

### 2.3 Objectives:

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

### Principle 2.4 Investments in Priority Preservation Areas and Locations:

Aligning state, county, and local preservation strategies improves efficiency and reduces cost in protecting our community's significant natural resources and cultural assets.

### 2.4 Objectives:

- 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.
- D. Enhance communities through revitalization efforts while retaining and strengthening significant assets that contribute to their individual identity.



- 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, natural, cultural, and historic resources.
- F. Support policies and investments in preservation areas that provide for safe, 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 multi-purpose 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.
- 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

**MASTER PLAN GOAL #3:**

**PROMOTE BENEFICIAL DEVELOPMENT AND REDEVELOPMENT THAT CONTINUES TO SUPPORT MONMOUTH COUNTY AS A HIGHLY DESIRABLE PLACE TO LIVE, WORK, PLAY, AND STAY.**

**Goal Statement:** 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.

**Principle 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.

**3.1 Objectives:**

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



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.

**Principle 3.2 Preservation of Community Character:** Protect and strengthen the established character of municipalities and their distinct qualities.

**3.2 Objectives:**

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

**Principle 3.3 Housing:** Encourage a variety of new and rehabilitated housing that will enable populations to more readily cycle through different life-stages, giving residents an opportunity to age in place.

**3.3 Objectives:**

- 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.

**Principle 3.4 Economic Development and Redevelopment:** The public will benefit socially and economically from the retention, attraction, and advancement of entrepreneurial and business enterprises that result in quality jobs and a stronger, more resilient tax base.

**3.4 Objectives:**

- 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.
- 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.

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

#### 3.5 Objectives:

- 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 the 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.

**Principle 3.6 Recovery and Community Resiliency:** Promote planning, land use, and design strategies that increase the capacity to adapt physically and economically to long-term environmental changes, emergencies, and natural hazards.

#### 3.6 Objectives:

- 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.
- 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.

**Principle 3.7 Investment in Priority Growth Areas and Growth-Impacted Locations:** Aligning state, county, and local investment strategies improves efficiency, minimizes incompatible land use conflicts, and reduces costs associated with repairing, replacing, and expanding systemic infrastructure.

#### 3.7 Objectives:

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

**1.6 10-Year Planning Horizon**

The *Monmouth County Master Plan* is written within the context of a 10-year planning horizon and is limited in scope to planning issues that are meaningful to those that live, work, play, and stay in Monmouth

County. It draws on the cooperation of community stakeholders and governmental resources, seeking to inform and guide decision makers at all levels of influence in their planning and implementation activities.

**1.7 One Plan, Multiple Versions**

The *Master Plan* is intended to be presented in several distinct forms. The first version is this document; initially adopted by the Monmouth County Planning Board and published as the official *Monmouth County Master Plan (2016)*. Although fully implementable at the time of adoption, this text-based version of the *Plan* is viewed as the foundation for further enhancements upon which a visually and graphically enriched interpretation of the *Plan* will be developed for interactive, online viewing, and engagement. The graphically enhanced version may stand on its own as an unofficial version to be used as a tool in conjunction with the official text version, or it may later be considered to replace the text version pending formal adoption by the Monmouth County Planning Board.

Concurrent with development of the graphic version, the Division of Planning’s GIS Section will begin working on developing an online mapping tool that will allow community stakeholders access to the mapping data presented in the *Plan*. From an online portal, users will be able to recreate *Master Plan* figures as well as create their own maps for defined geographic areas.

In an effort to make the *Master Plan* a truly living document, the Division of Planning will put in place procedures to periodically update the initial text version of the *Plan*. This will result in an unofficial but perpetual draft of the *Plan* housed online that the public can reference for up-to-date data and information.

**1.8 The Master Plan Structure**

**FOUNDATION:** This section of the *Master Plan*, 1.0 Introduction & Purpose, provides the reader with an overview of the *Plan’s* foundation



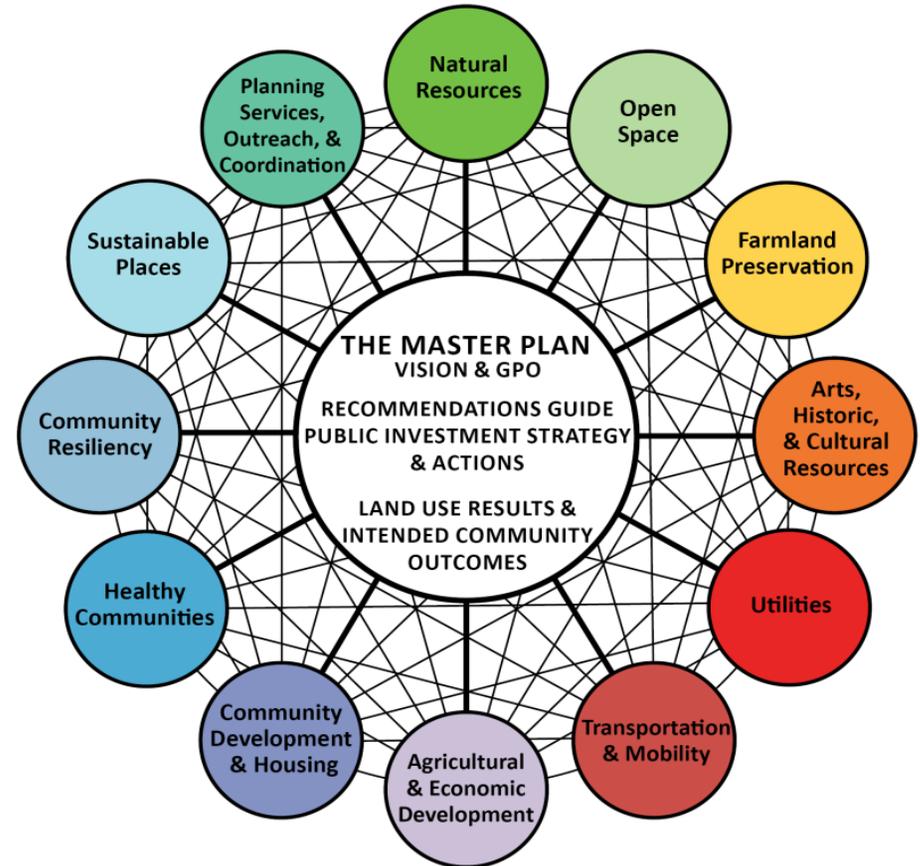
as well as the Planning Board’s overall approach to preparation of the Master Plan. It presents the fundamental principles on which the Plan is based including the community’s Vision Statement and the Goals, Principles, and Objectives (GPOs).

**LAND USE:** Figure 1.2: Monmouth County Master Plan Logo shows the relationship between the major components that comprise the Master Plan including Land Use, the first Element of the Master Plan, and the 12 Primary Master Plan Elements that surround the Plan’s core. 2.0 Land Use Element contains no formal Recommendations. Instead, each of the 12 Primary Elements provides Recommendations and Stakeholder Strategies intended to support actions and investments resulting in desirable land use and community outcomes as expressed in the GPOs. The Land Use Element provides a historic and contemporary overview of the influences on land use in the county as well as a framework for public investment that recognizes the importance of aligning planning outcomes with public policy and investment strategies.

**12 PRIMARY ELEMENTS:** The 12 Primary Elements are similarly presented throughout the Plan; each containing an introduction to the Element’s topic area, a review of existing conditions, a discussion about Emerging Issues and Long Range Challenges, highlights of stakeholder actions and efforts, as well as a section on resources and funding opportunities. Figures such as maps, images, tables, and charts, along with success stories reinforce themes and concepts throughout the Plan. Links to relevant documents and websites have been embedded in the online version for easy referral while the same links can be found as an addendum to each Element in the printed version. Recommendations as well as Stakeholder Strategies for each Element are intended to guide various community stakeholder efforts, actions, and investment towards desirable land use outcomes as framed in the Land Use Element and conveyed through the GPOs as a means to attaining the Master Plan’s Vision. Both the Recommendations and Stakeholder

Strategies were developed with input from the Monmouth County Planning Board, community stakeholders, and elected officials during topic oriented Working Group meetings and throughout the planning process.

Figure 1.2: Monmouth County Master Plan Logo



The Primary Elements are organized into three focus categories based on their intent and purpose: 1) Preservation Focused Elements; 2) Economic Development Focused Elements; and 3) Whole Communities Focused Elements. The Preservation Focused Elements include Natural Resources (3.0), Open Space (4.0), Farmland Preservation (5.0), and Arts, Historic, & Cultural Resources (6.0). The Arts, Historic, & Cultural Resources Element (6.0) is a crossover Element as it possesses attributes that are important to both preservation and economic development. Economic Development Focused Elements include Arts, Historic, & Cultural Resources (6.0), Utilities (7.0), Transportation & Mobility (8.0), Agricultural & Economic Development (9.0), and Community Development & Housing (10.0). Community Development & Housing (10.0) is also considered a crossover Element that straddles both economic development and whole community. The Whole Community Focused Elements takes the results sought through the Preservation and Economic Development Focus Elements and applies them to a broader context, one that seeks to achieve safer, stronger, more secure, healthier, and publically engaged communities. Whole Community Focused Elements include Community Development & Housing (10.0), Healthy Communities (11.0), Community Resiliency (12.0), Sustainable Places (13.0), and Planning Services, Outreach, and Coordination (14.0).

**MASTER PLAN RECOMMENDATIONS:** Recommendations are the official “actions steps” that the Monmouth County Planning Board and Division of Planning, as the lead agency, may pursue in order to achieve the purpose and intent ascribed by the *Master Plan’s* GPOs. They will guide the Division of Planning’s work program during the *Plan’s* 10-year lifecycle. As a major component of the *Master Plan*, all Recommendations are reviewed and accepted by the Board of Chosen Freeholders and adopted by the Planning Board.

Each *Master Plan* Element has an associated *Recommendation Summaries Report* which have been compiled and placed into the

Appendices (Volume II) of the *Master Plan*. The reports provide in-depth discussion as to how each Recommendation correlates to the GPOs of the *Master Plan*. For brevity sake, an abridged summary sheet for each Recommendation is presented at the beginning of the corresponding Element. Recommendations are reiterated towards the end of each Element as an appropriate segue to Stakeholder Strategies.

**STAKEHOLDER STRATEGIES:** The Stakeholder Strategies found in each of the 12 Primary Elements are a list of suggestions, informal recommendations, and ideas for the county’s planning partners and other community stakeholders to consider when developing their own plans, programming, and outreach efforts. Unlike official *Master Plan* Recommendations, implementation of these prospective action items does not necessarily fall under the purview of the county as the lead agency; however they do support the overall GPOs of the *Master Plan*. As such, the Monmouth County Division of Planning will provide assistance to community stakeholders and municipal partners, whenever feasible, to assist in implementation of these activities and ideas. Stakeholder Strategies are provided for each Element, organized by their influence on the other Element’s topical areas. This approach reinforces the interconnectivity between the various Elements and provokes thought as to how a Stakeholder Strategy in one Element can influence or support multiple positive outcomes elsewhere in the *Master Plan*.



**DOCUMENTS INCORPORATED BY REFERENCE:** A unique attribute of the *Monmouth County Master Plan* is that it carries over some elements of the prior *Monmouth County Growth Management Guide (1982)* in addition to integrating several new documents that are officially incorporated into this *Master Plan* by reference. This compilation of standalone policy documents produced by the Division of Planning, other Monmouth County Departments, or closely related stakeholder agencies promotes and advances the GPOs. The documents identified in the Figure 1.3: Documents Incorporated into the Master Plan by Reference are recognized as components of one or more Elements and subject to the provisions established under N.J.S.A. 40:27-4.

FIGURE 1.3

**DOCUMENTS INCORPORATED INTO THE MASTER PLAN BY REFERENCE**

- *Monmouth County Scenic Roadway Plan (2001)*
- *Monmouth County Open Space Plan (2006)*
- *Monmouth County Farmland Preservation Plan (2008)*
- *Monmouth County Solid Waste Management Plan (2009)*
- *Monmouth County Road Plan (2012)*
- *Monmouth County Community Health Improvement Plan 2012-2016 (2012)*
- *Monmouth Arts Plan: Imagine, Envision, Create (2012)*
- *Monmouth County Comprehensive Economic Development Strategy (2014)*
- *Multi-Jurisdictional Natural Hazard Mitigation Plan for Monmouth County (2015)*
- *Agricultural Sustainability Plan for Monmouth County (proposed)*

**CONSULTATIVE AND SUPPORTIVE DOCUMENTS:** The *Master Plan* also cites numerous other documents of significance (e.g. maps, plans, reports, inventories, studies, etc.) that provide important information and resources that support specific *Master Plan* Elements. Although not recognized as official components of the adopted *Monmouth County Master Plan*, they complement one or more *Master Plan* Elements and should be consulted alongside the *Master Plan* during policy formation and program development. The list of documents incorporated by reference into the *Master Plan* is identified in Figure 1.4: Master Plan

Consultative and Supporting Documents. More information about the *Master Plan’s* relationship to other plans and documents can be found in 14.0 Planning Services, Outreach, & Coordination Element.

FIGURE 1.4

**MASTER PLAN CONSULTATIVE AND SUPPORTIVE DOCUMENTS**

- *Monmouth County Historic Sites Inventory (1984 and amendments)*
- *Monmouth County Historic Preservation Guide (1989)*
- *Monmouth County Recreation Services Plan (2001)*
- *Monmouth County Park Development and Maintenance Plan (2011)*
- *Route 9/Western Monmouth Development Plan (2004)*
- *Bayshore Region Strategic Plan (2006)*
- *Monmouth County Coastal Evacuation Routes Study (2009)*
- *Monmouth County Strategic Plan (2009)*
- *Monmouth County Bicycle Map (2010)*
- *Monmouth County Complete Streets Policy (2010)*
- *Upper Freehold Historic Farmland Byway Corridor Management Plan (2010)*
- *Coastal Monmouth Plan (2010)*
- *Panhandle Region Plan (2011)*
- *Monmouth County Environmental Sustainability Policy (2014)*
- *Monmouth County Bus Rapid Transit Opportunities Study (2015)*
- *Monmouth County Emergency Operations Plan (2013)*
- *Monmouth County At-A-Glance (annually adopted)*
- *Monmouth County Profile Report (annually adopted)*
- *Monmouth County Corridor Studies (see 8.0 Transportation & Mobility for prior studies)*
- *Other Local Health Department Documents and Studies*
- *Monmouth County Future Wastewater Service Area Map (as adopted and amendments)*
- *Monmouth County Water Quality Management Plan (continuous)*
- *Monmouth County Natural Resources Inventory (pending completion)*
- *Monmouth County Office of Community Development Plans:*
  - *Analysis of Impediment to Affirmatively Further Fair Housing (2011)*
  - *Annual Action Plan (annually adopted)*
  - *Citizen Participation Plan (2014)*
  - *Monmouth County Strategic Plan to Prevent and End Homelessness (2014)*
  - *Limited English Proficiency/Language Assistance Plan (2015)*
- *Other Agency Plans:*
  - U.S. DOD, Naval Weapons Station Earle: *Joint Land Use Study (proposed)*
  - FEMA: *Flood Insurance Rate Maps (currently effective and proposed)*
  - FMERA: *Fort Monmouth Reuse and Redevelopment Plan (2008 and amendments)*
  - NJDEP: *GeoWeb*
  - NJDEP: *Recreational and Open Space Inventory (current)*
  - NJDEP: *New Jersey and National Registers of Historic Places (current)*
  - *New Jersey State Development and Redevelopment Plan (2001 and pending amendment)*
  - *Together North Jersey: The Plan. (2015)*
  - *Municipal Master Plans and Redevelopment Plans*



**APPENDICES:** The Appendices (Volume II) contains a number of documents important to the *Master Plan's* broader context including:

- **APPENDIX A, *Monmouth County Planning Board Timeline:*** A comprehensive list of milestones, activities, accomplishments, and influences associated with Monmouth County Planning and the Monmouth County Planning Board from 1935 to the present.
- **APPENDIX B, *Three Dynamic Drivers:*** An insightful exploration about population dynamics in Monmouth County written by Former Planning Board Chair, Vincent Domidion
- **APPENDIX C, *National and Regional Trends and Expectations:*** A summary of relevant national and county trends and expectations about population, housing, the economy, social/cultural, and natural resources which could influence Monmouth County planning issues during the *Master Plan's* 10-year lifespan.
- **APPENDIX D, *Master Plan Recommendation Summaries:*** Expanding the *Master Plan* graphic Recommendation Summaries found at the beginning of each Element, this Appendix details each Recommendation's relationship to the *Master Plan* GPOs.
- **APPENDIX E, *Municipal Planning Documents Reference Sheet:*** A compilation of municipality specific website, master plan status, various master plan elements, committees/commissions, and natural resource inventories.
- **APPENDIX F, *Monmouth County CDBG Approved Municipal and Nonprofit Projects:*** A compilation of the Monmouth County CDBG approved municipal and nonprofit HUD grant award recipients for eligible projects from 2006 to 2015 with project name and grant amount.
- **APPENDIX G, *Hyperlink URLs:*** The URL address and page number of every hyperlink listed in the *Master Plan* to provide readers

advanced means of electronic accessibility and a condensed list of references by chapter.

### 1.9 Community Outreach and Public Participation

Work on the *Master Plan* update began in the summer of 2013. It was officially introduced as a project of the Monmouth County Division of Planning with a public kick-off event on October 22, 2013. At that time, the concept of developing a new *Master Plan* focused on six key themes: (1) consolidate prior planning efforts, (2) promote beneficial economic development, (3) preserve the quality of community life, (4) encourage efficient land use, (5) improve environmental quality, and (6) improve intergovernmental coordination. These six key themes have been sustained within the *Master Plan* through various drafts and prior iterations. The October 2013 kick-off event was the first of many public outreach and engagements efforts intended to increase public awareness of the value of planning, garner input from the public and feedback into the planning process, and establish community stakeholder relationships that lead to project support and eventual assistance with implementation. Throughout development of the *Plan's* Vision Statement, GPOs, as well as the Recommendations and Stakeholder Strategies, professional staff from the Division of Planning and members of the Monmouth County Planning Board lead numerous discussions with issues-based Working Groups. Outcomes from these Working Groups, comprised of community stakeholders, planning board members, elected officials, and other government representatives, lead to the creation of the 12 Primary Elements of the *Master Plan*.



The Monmouth County Division of Planning used a number of approaches to collect public comments and engage community stakeholders during the *Master Plan* planning process including:



A comprehensive overview of the master planning process is displayed through a graphic timeline in [Figure 1.5: Master Plan Process Timeline](#).

**1.10 Implementation**

*Monmouth County Master Plan* Recommendations are intentionally structured as implementable “actions steps” that the Monmouth County Planning Board and the Division of Planning, as the lead agency, may choose to pursue at any time during the 10-year planning horizon in order to achieve the intent and purpose ascribed through the GPOs. Each year, with consent from the Planning Board, the Division of Planning will review each of the Recommendations and from that point develop and prioritize an annual work program. The creation of the annual work program requires timely updates to the *Master Plan* as a living document as envisioned in Section 1.7 and takes into account the status of ongoing public interest in planning outcomes. Devising the annual work program provides an opportune moment for Planning Division staff to reevaluate the progress made in achieving actions initiated during the prior year and amend approaches and strategies in

response to changing circumstances and feedback received from the public during implementation. Implementation is dependent upon a number of factors including availability of in-house professional planning staff to drive the annual work program, funding opportunities, as well as assistance and support provided by other county departments, municipal partners, and community stakeholders. Maintaining a sense of relevance, proprietorship, and stewardship amongst the various county agencies and community stakeholders is one of the greatest challenges and one of the most important aspects necessary toward achieving the three overarching goals of the *Monmouth County Master Plan*.

**1.11 Summation**

This new *Monmouth County Master Plan* builds upon an already successful planning heritage; one that has afforded today’s residents, businesses, and visitors to Monmouth County with an exceptional variety of experiences and an enhanced quality-of-life. Even in the daunting shadow of the Great Recession, recovery from Superstorm Sandy, and the closure of Fort Monmouth, this *Master Plan* envisions inventive planning that works on behalf of decision makers and community stakeholders toward a more resilient and sustainable future. This *Master Plan* is to be a dynamic, living document; a flexible tool intended for use by municipalities, school boards, and other local government agencies in the development and creation of their own plans and programs. As such, the information, data, and resources in this *Plan* are easily accessible, highly transferable, and purposely organized around 12 Primary Plan Elements, similar to those found in municipal master plans. It is a document derived from stakeholder collaboration and consensus, which provides a countywide public investment strategy built upon prior planning efforts that reinforce our overall community vision. The *Master Plan* acknowledges and supports other local and regional planning efforts and seeks consistency amongst these plans and agencies as a realistic means to advance common public interests and shared planning goals.



Figure 1.5: Master Plan Process Timeline

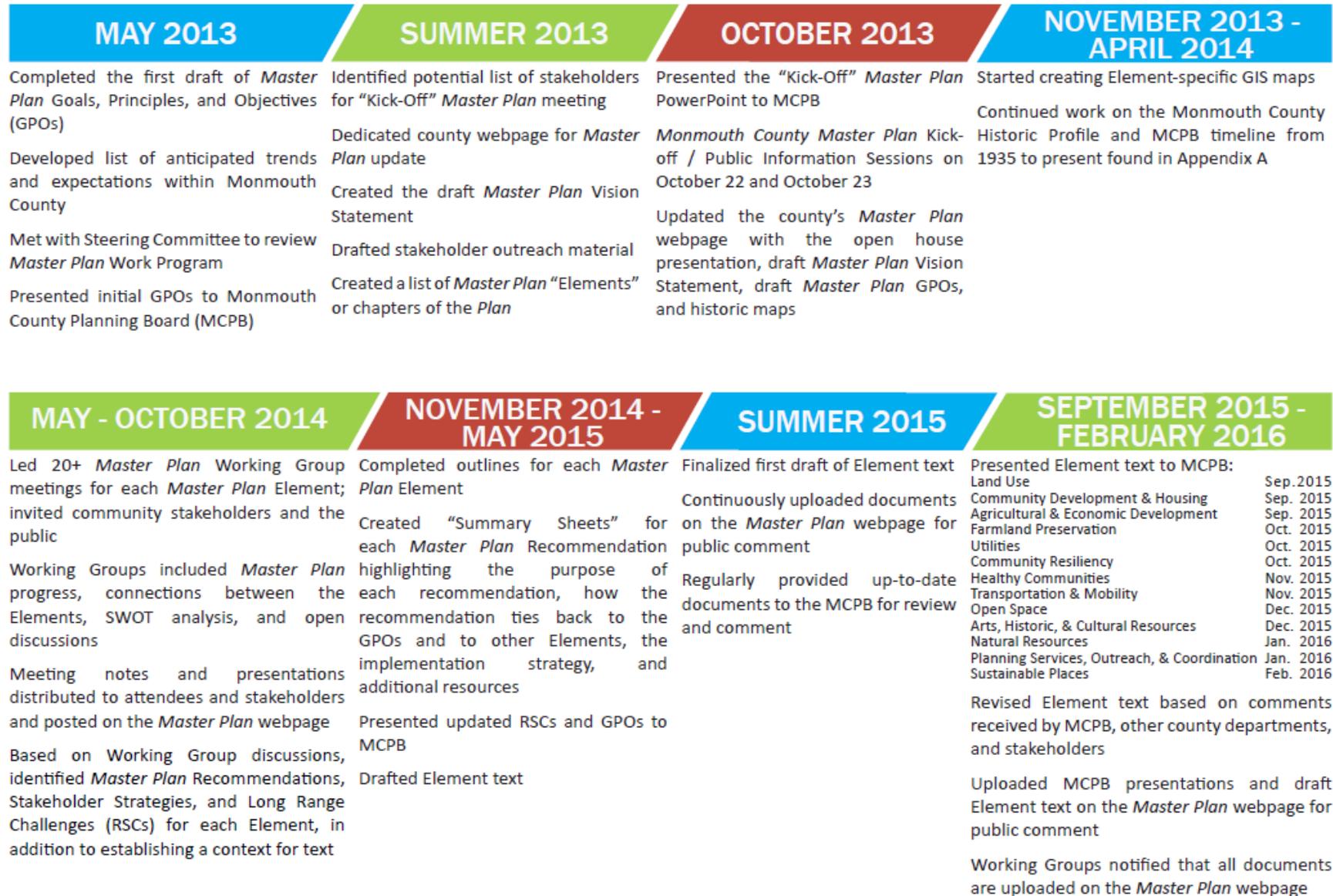


Figure 1.5: Master Plan Process Timeline (continued)

