

## 14.0 Planning Services, Outreach, & Coordination

### Includes Glossary of Terms

#### Master Plan Recommendations Updates

**Recommendation 14.1: Develop an online geographic information system (GIS) platform that allows for the creation of interactive web-based maps and retrieve publically available data accessed through a user-friendly GIS interface. (Initiated)** In early 2018, The Division of Planning's GIS Section, with support from Monmouth County Information Technology, initiated the ESRI Enterprise Advantage Program. The program will help implement countywide GIS standards for GIS data, software, and applications, ensuring system interoperability and enhancing the usefulness of GIS. The result of this program will provide best practices, strategic advice, and expertise, to departments/divisions as they deploy GIS. Once updated servers and software is in place, the Division of Planning will be able to organize data and reports for public consumption through an interactive platform called a geohub.

**Recommendation 14.2: Act as a clearinghouse for demographic, school enrollment, housing, and economic data that assists county departments and other government agencies in the development of their own facility and service plans. (Continuous)**

- Monmouth County Profile Update (2018)
- Monmouth County At-a-Glance (2018)
- Monmouth County Aging Population Study (2017)
- Brookdale Community College Strategic Plan Committee
- Monmouth County Park System Open Space Plan Update (pending)

- CEDS Annual Update for Economic Development

**Recommendation 14.3: Be an "insight engine" that provides decision makers and the public with meaningful knowledge and understanding about the complex planning issues facing Monmouth County and the resources available to address them. (Continuous)**

- Monmouth County CRS Municipal Assistance Program
- High Water Mark Story Map
- Know Your Zone Address Finder
- Monmouth County Profile Update (2018)
- Monmouth County At-a-Glance (2018)
- Monmouth County Aging Population Study
- Monmouth County Master Plan/ Master Plan Update
- Naval Weapons Station Earle Joint Land Use Study
- E-Online Newsletters
- Newsletters
  - Environmental Council Newsletter
  - Transportation Council Newsletter

**Recommendation 14.4: Expand the use of innovative and emerging technologies (e.g. social media, crowdsourcing, and web-based collaboration tools) to improve public outreach efforts and communication, resulting in increased accessibility and stronger community engagement in our planning process. (Continuous)** The Transportation Section has developed an app for use with mobile devices to crowd source Bicycle Map Resources. The Transportation Section is also creating an in-house "How to" video for the Bicycle Resources Map App that can be placed online, distributed through e-mail, or uploaded to YouTube. GIS has begun using Story Maps extensively for all manner of projects including High Water Mark Initiative, Cultural and Heritage Virtual Tours, Environmental Inventories, Grown in Monmouth, Weekend in Old Monmouth, and the

Belmar Arts Walk. The GIS team will begin working with Monmouth Arts in developing a Story Map documenting public art locations in Monmouth County.

**Recommendation 14.5: Continue to make Monmouth County planning reports, studies, information, and *Master Plan* materials easily accessible online, in addition to updating reports in a timely manner as new data becomes available. (Continuous)** The Division of Planning Webpage was given a ‘refresh’ in 2017. It is continually maintained in response to program needs.

#### **14.1 Existing Conditions**

**Development Review (DR)|** The Strategic/Long Range Planning Section has been assisting Development Review in quantifying site plan and subdivision applications by producing new geographically referenced quarterly and annual reports which are then presented to the Planning Board.

Figure 14.1, *Total Number of Applications Received by the Monmouth County Development Review section*, has been updated to include 2016 and 2017 data.

**Consultative and Supportive Documents|** Figure 14.3 should be amended to include the *Aging Population Study* (2017) and the *Naval Weapons Station Earle Joint Land Use Study* (JLUS) (2017). Other studies that are currently ‘in progress’ and may eventually be added to the list of consultative and supportive documents include the *Monmouth County Wastewater Management Plan Update* (2018), *Office of Community Development’s Five-Year Plan*, *Mindful Movement-The Mercer Monmouth Freight Study*, the *Composite Zone Plan Study*, and Phase II of the *JLUS*.

**Economic Insight Reports|** In 2017, the Division of Planning’s Strategic/Long Range Planning section undertook its second economic insight report, the *Aging Population Study*. This study is intended to assist decision makers understand the demographic changes and help frame the issues that arise due to an increasing aging population. It also

identify opportunities to improve the livability of Monmouth County and provides insight into where senior populations are most likely to be isolated due to limited transportation and transit options. The 65 and older population of 2034 will certainly be different than the 65 and older population of today, so it is important that future decisions are made with this in mind. The study contains two (2) focus areas: housing and transportation. Key findings of the study are highlighted in Chapter 11.0, Healthy Communities, of this report.

**NEW! Merit Awards |** Established in 1984, the Monmouth County Planning Board’s Planning Merit Award Program recognizes those plans, projects, programs, individuals, municipalities, businesses, community leaders, and stakeholder organizations that have made a significant contribution to the advancement of planning and planning outcomes in Monmouth County. The purpose of the Planning Merit Award is not only to recognize and honor exceptional examples of planning in Monmouth County, but to inspire others to pursue the same level of planning achievement and excellence. Nominations are submitted annually for Planning Board review and consideration and must meet program requirements. The Merit Award Program was modified and eligible project categories expanded in 2016. Winning projects are recognized by the Planning Board at their monthly meeting in December. Figure 14.4 lists the winning projects over the past decade.

#### **Glossary of Terms**

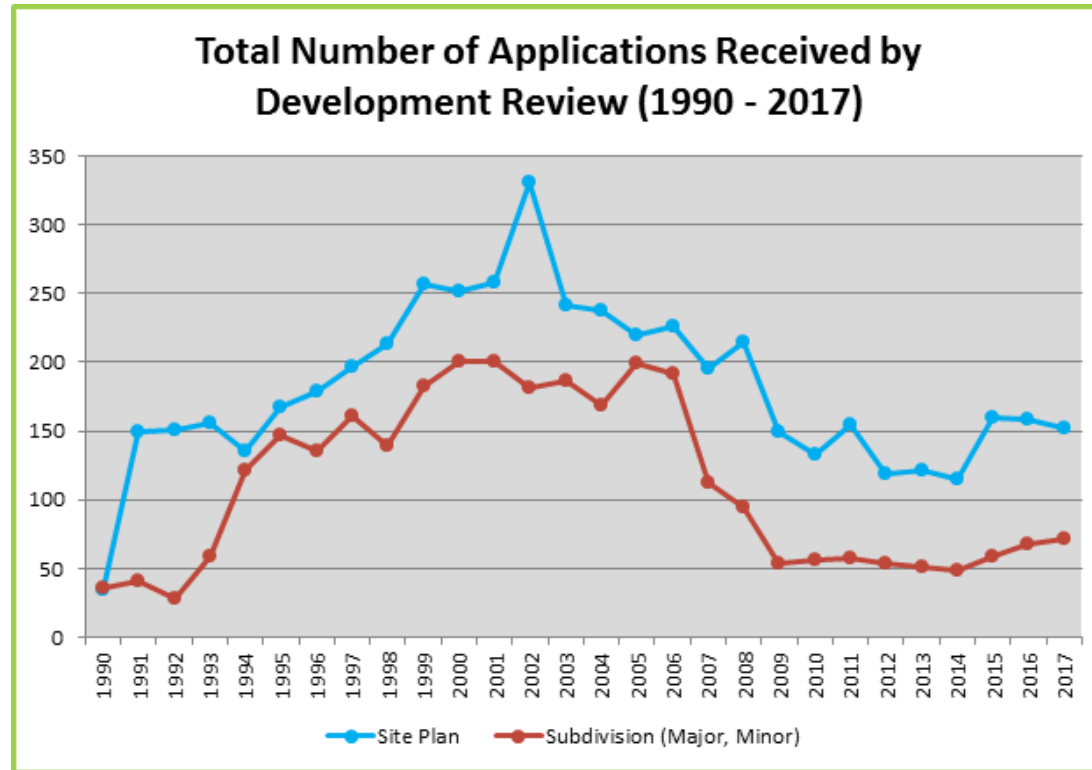
The Master Plan Glossary of Terms should include the following:

- **Artrepreneur:** An artist that invests in and manages their work or creative talent.
- **Bayshore, Raritan** (Replacing Bayshore): Colloquially referred to as ‘the Bayshore’, this area includes portions of northern Monmouth County typically viewed as the municipalities and places that front or are in close proximity to Raritan Bay.

- **Isolation Metric:** Measurement used to express the risk of isolation experienced by a senior population in a given location based on mobility, transportation, and transit accessibility.
- **Key Performance Indicators (KPI):** Metrics used to measure project and/or program effectiveness relative to an intended goal or outcome.
- **Livability:** Livability is the sum of the factors that add up to a community's quality of life—including the built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities. (livability.org)
- **MetroBurb:** A place that functions and attracts business, commerce, and recreation as an urban hub, core, or small metropolis in a suburban location. (example: Bell Works)
- **Walkability:** The measurement of how supportive and suitable a place is for pedestrian interaction, usually represented by a metric called a 'walk score'.

**Figure 14.1 Total Number of Applications Received by Development Review (1990-2017)**

■ Updated with data from 2016 and 2017.



**Figure 14.3 Master Plan Consultative and Supportive Documents**

In addition to those reports, studies, and documents presented in the 2016 Master Plan, the following documents should be added to the list:

- Monmouth County Aging Population Study (2017)
- Naval Weapons Station Earle Joint Land Use Study (JLUS) (2017)

**NEW!** Figure 14.4 Monmouth County Planning Board Merit Award Recipients (2007-2017)

Figure 14.4 Monmouth County Planning Board Merit Award Recipients by Year				
Year	Project	Location	Recipient	Category
2017	Marina Grille	Belmar	Marina Grille, Belmar, Borough of Belmar	Economic Development
2017	Veteran's Memorial Park	Aberdeen	Aberdeen Township	Recreation
2017	Ocean Avenue Streetscape Improvements Project	Sea Bright	Sea Bright	Adaptive Reuse/Redevelopment
2017	Bell Works	Holmdel	Bell Works	Economic Development
2016	The Asbury Hotel	Asbury Park	Asbury Hotel Management iStar Financial	Rehabilitation & Adaptive Reuse of a Historic Structure
2016	Sandy Hook Bay Marina Redevelopment & Expansion Project	Highlands	Highlands Business Partnership	Mixed-use Waterfront Redevelopment
2016	Colts Neck Roundabout	Colts Neck	Colts Neck Architecture Review Committee, Monmouth Engineer	Engineering Design, Traffic Safety
2015	Fort Monmouth Recreation Center	Tinton Falls	Monmouth County Park System	Redevelopment
2015	Borough of Rumson Comprehensive Approach to Community Resiliency	Rumson	Rumson	Community Resiliency
2015	Screamin' Hill Brewery	Upper Freehold	Screamin' Hill Brewery	Environmental Sustainability
2014	Maritime Forest Creation and Lake Stabilization	Bradley Beach	American Littoral Society	Community Resiliency
2014	Rebuilding Union Beach	Union Beach	Union Beach	Community Resiliency
2014	Gregory Senior Residences	Long Branch	Long Branch Housing Authority/ Maestro Community Development	Adaptive Reuse
2013	Monmouth Conservation Foundation	Lincroft	Monmouth Conservation Foundation	
2012	Springwood Center	Asbury Park	Springwood Center	
2012	St. Benedict Catholic Church Solar Array	Holmdel	St. Benedict Catholic Church	
2012	Monmouth County Truck Wash at Reclamation Center	Tinton Falls		
2011	Renovation and Restoration of Count Basie Theatre	Red Bank	Count Basie Theatre	
2010	American Hotel Renovation Project	Freehold Boro	American Hotel Renovation Project	
2010	Midtown Commons Project	Neptune Township	Neptune	
2010	Transit Village Study Area Land Use Plan	Neptune Township	Neptune	
2009	Manalapan Township Draft Trail Plans	Manalapan	Manalapan	
2009	Washington Street Historic District	Red Bank	Red Bank	
2009	Bayshore Trail - Phase II	Atlantic Highlands	Atlantic Highlands	
2009	Port of Belford Economic Feasibility Study and Conceptual Development Plan	Middletown	Middletown	
2008	Amended Springwood Avenue Redevelopment Plan	Asbury Park	Asbury Park	
2008	Jersey Shore University Medical Center facility expansion	Neptune City	Jersey Shore Medical Center	
2008	Long Branch Housing Authority's Presidential Estates development	Long Branch	Long Branch	
2008	Newman Springs Road Roundabout	Lincroft	Monmouth County Board of Chosen Freeholders	
2007	Monmouth University Photovoltaic Solar Panel Installation Project	West Long Branch	Monmouth University	
2007	Nogglows Building Project	Red Bank	Kaplan Gaunt DeSantis Architects, LLC	

**NEW!** Figure 14.5 Monmouth County Planning Board Merit Award Recipients Map (2007-2017)

