

6.0 Arts, Historic, & Cultural Resources

Master Plan Recommendation Updates

Recommendation 6.1 | Develop a County-based scenic byway system that provides interconnectivity to our arts, cultural, and historic assets through the use of a multi-modal transportation network (Nearing Completion). The 2016 *Monmouth County Master Plan* recommends providing a County-based network of interconnected historic, cultural, and arts assets modeled similarly to State and Federal scenic byway programs. The *Plan* called for three byway concepts with the following themes; American Revolutionary War, Monmouth County Culture, and the Emerald Trail. Rather than provide physical routes for travelers to follow throughout the County, the Monmouth County Division of Planning is developing a series of virtual cultural and heritage tours that users can enjoy and explore online. This approach permits more flexibility in route selection allowing planners to greatly expand the number and type of highlighted points-of-interest along each route. (See 6.4, Monmouth County Efforts)

Recommendation 6.2 | Develop a geographic information system (GIS)-based, online mapping resource for the Monmouth County Park System's (MCPS) existing *Monmouth County Historic Sites Inventory* (Under Development). In 2018, the MCPS embarked upon this project. The Division of Planning has participated in project steering committees. The inventory should be completed and a portion of it available online by the end of 2018.

Recommendation 6.3 Continue to provide technical and professional support as a member of the MoCo (Monmouth County) Partnership and expand the concept of the MoCo Arts Corridor to areas of western Monmouth County (Continuous). The Division of Planning continues to work with Monmouth Arts in evaluating the establishment of a regional destination for the arts, similar to MoCo Arts, for western Monmouth

County. Monmouth Arts held a MoCo Arts Walk which took place in Freehold Borough in the summer of 2017. Several arts organizations in western Monmouth County recently received Arts Helps Grants through Monmouth Arts to assist with programming and general operating support. Virtual byways (Recommendation 6.1) including the Emerald, County Crossroads, and Country to Coast Byways highlight the historic, cultural, civic, arts, environmental, and scientific points-of-interest in western Monmouth County.

Recommendation 6.4: Incorporate the Monmouth Arts' cultural arts plan *Imagine, Envision, Create* (2012) as a component of the *Monmouth County Master Plan* (Completed). This was completed with the adoption of the *Monmouth County Master Plan* in 2016.

Recommendation 6.5: Respond to requests from our municipal partners for professional and technical assistance in creating cultural asset inventories and in the development of cultural and creative placemaking plans (Under Development). Staff from the Division of Planning continues to participate in outreach activities in support of local arts and creative placemaking initiatives. In Asbury Park, staff participated in Creative Asbury Park as well as helped facilitate one of the city's public open-houses for the *Asbury Park Master Plan Reexamination Report*. Staff and Freeholders attended Count Basie's focus groups to provide feedback on how the Basie could support local arts organizations as it becomes a regional performance and education venue. Staff also provided Monmouth Arts technical and professional assistance with the development of their *Strategic Plan* to align it with the County's *Master Plan*. The Division of Planning intends to continue its productive work with Monmouth Arts to develop a public arts inventory through a GIS story map. The hope is to bring on an intern who would work cooperatively with the Division of Planning and Monmouth Arts in compiling a public arts inventory as there currently isn't one in Monmouth County.

6.3 Emerging Issues and Long Range Challenges

6.3.6 Arts Responder | As recommended in the 2016 *Master Plan*, Monmouth Arts has embraced its role as the County's official Arts Responder in helping connect the arts community to information, resources, and emergency funding in emergency preparedness. Being the County's Arts Responder was included in the organization's 2018 *Strategic Plan*. In April 2018, Monmouth County staff presented at the National American Planning Conference on arts and resiliency. Later that month, Monmouth Arts partnered with Lyrasis and the Federal Emergency Management Agency (FEMA) in presenting an important workshop for arts organizations in the County to gain practical skills in risk assessment and developing a disaster plan.

6.3.10 Long Range Challenge

NEW! Jersey Coast Arts Line | Due to the success of the MoCo Arts Corridor, the Division of Planning, County arts organizations, and neighboring jurisdictions including Rahway in Union County, Middlesex County, and Ocean County may be ready to initiate a new conversation with NJ Transit about eventually rebranding the North Jersey Coast Line into something less "north jersey" and something more "arts and shore" such as the "Jersey Coast Arts Line" or the "Jersey Shore Arts Line". The suggested approach is to begin collaborating with neighboring jurisdictions along the rail line from Rahway (Middlesex County) to Bayhead and points beyond to determine the level of "buy in" before approaching NJ Transit with an informal discussion. (See Chapter 8.0, Transportation and Mobility)

6.4 Monmouth County Efforts

- **NEW! Virtual Online Heritage and Cultural Byways** | The three (3) byways identified on the 2016 *Arts, Historic, & Cultural Resources Map* have been converted into virtual, online tours and posted on the Planning Board webpage. The three (3) virtual tours include the County Crossroads Byway (American Revolution), the South Monmouth Emerald Byway (Emerald Trail), and the MoCo Cultural Byway (MoCo). The "Emerald" Byway highlights the County's

expansive greenways and open spaces network along the southern boundary with Ocean County linking major parks and cultural attractions, and native species habitat between Millstone Township and Manasquan Borough. The County Crossroads Byway expands well beyond its Revolutionary War focus as it follows American and British troop movements during the summer of 1778. The MoCo (Monmouth County) Cultural Byway showcases the arts and cultural attractions that comprise much of the MoCo Arts Corridor between Matawan and Manasquan, linking shore downtowns with cultural destinations. All three (3) byways connect to and converge with one another, giving virtual and actual travelers an opportunity to discover and learn more about some of the most interesting people, places, and things the County has to offer.

Over the next year or so, the Division of Planning will continue work on four (4) additional tours recently approved by the Planning Board. Those presently under development include Bayshore Drive, Two River Tri-way, Country to Coast Byway, and Ocean Drive. When completed, the County's byway network will include seven (7) County based cultural and heritage tours plus the Upper Freehold Historic Farmland Scenic Byway providing a connection among all 53 municipalities in the County. (See Figure 6.2, Arts, Historic, and Cultural Resources Map)

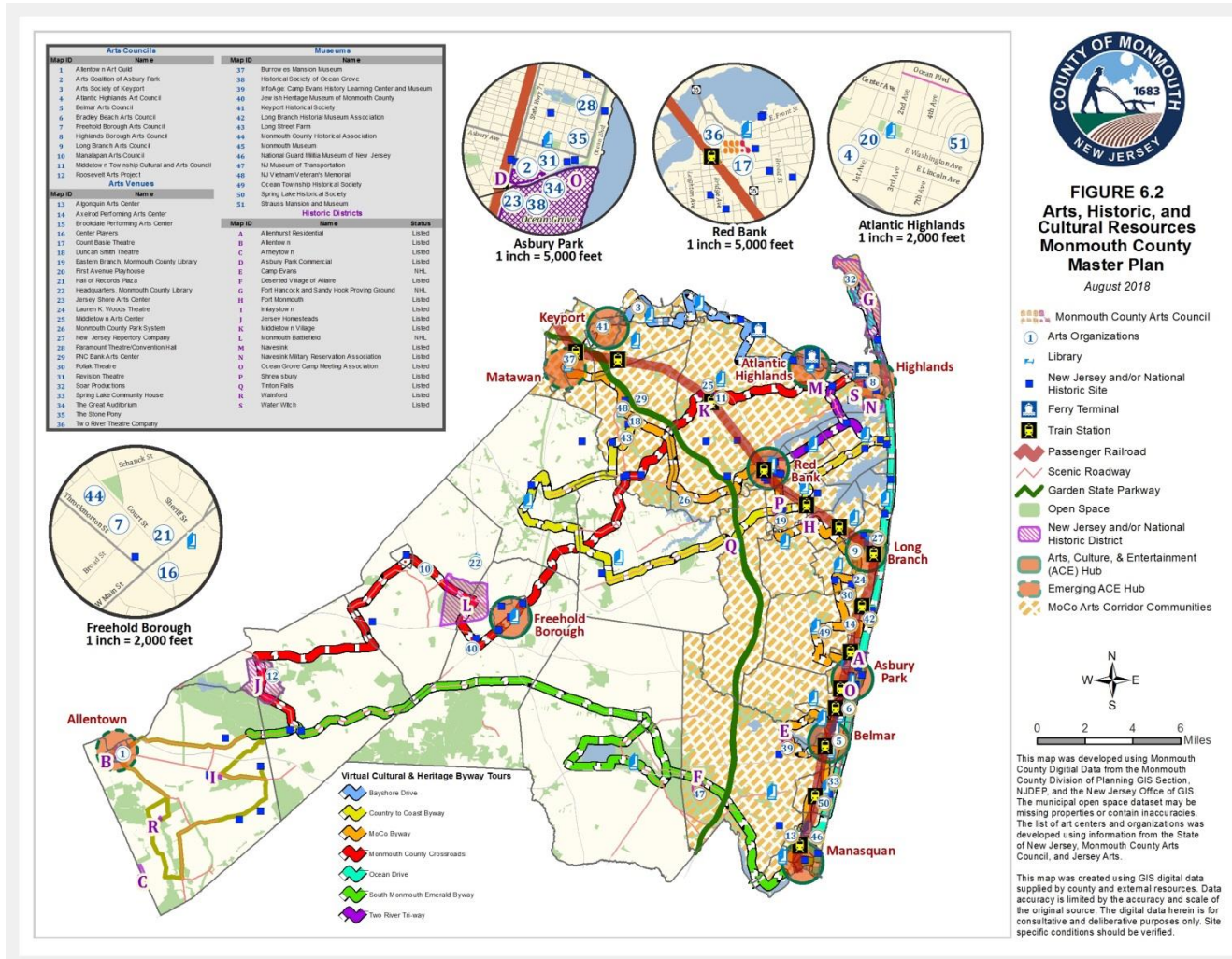
- **Monmouth Arts** | In 2018, Monmouth Arts completed their three (3) year *Strategic Plan*. The Plan calls for Monmouth Arts to continue its productive partnership with the County and to work collaboratively with the Division of Planning to develop and maintain a Public Arts Inventory and corresponding Story Map for municipalities as well as to coordinate closely with the County in reserving locations in County managed buildings and facilities to host presentation space for an annual Emerging Student Artists Series. The *Plan* calls upon Monmouth Arts to work with government officials, and those in neighboring counties, along with our member organizations, affiliates, and neighboring arts and

cultural organizations in facilitating discussions toward the rebranding of NJ Transit’s “North Jersey Coast Line” to the NJ Transit “Jersey Shore Arts Line”, with the intent of establishing an official transit oriented arts and cultural corridor in the State of New Jersey (See 6.3.10).

Updated Figures Chapter 6.0 Arts, Historic, & Cultural Resources

Figure 6.2 | Arts, Historic, and Cultural Resources Map

- Includes Highlands Borough as an emerging ACE community.
- Replaces potential byway corridors with Cultural and Heritage Byway Tours.



NEW! Figure 6.6: List of the museums and historical societies in Monmouth County.

Monmouth County Museums and Historical Societies		
Museums and Historical Societies	Town	Address
Allaire Village, Inc.	Wall	4265 Atlantic Avenue, Farmingdale, NJ 07727
Asbury Park Music Heritage Foundation	Asbury Park	621 Lake Avenue, Asbury Park, NJ 07712
Atlantic Highlands Historical Association	Atlantic Highlands	27 Prospect Cir, Atlantic Highlands, NJ 07716
Battleground Historical Society	Manalapan	2 Water St, Englishtown, NJ 07726
Burrowes Mansion Museum	Matawan	94 Main St, Matawan, NJ 07747
Church of the Presidents Museum	Long Branch	1260 Ocean Ave, Long Branch, NJ 07740
Eatontown Historical Museum	Eatontown	5 Broad St, Eatontown, NJ 07724
Historic Long Street Farm	Holmdel	4 Longstreet Rd, Holmdel, NJ 07733
Historical Society of Ocean Grove	Neptune	50 Pitman Ave, Ocean Grove, NJ 07756
InfoAge: Camp Evans Learning Center and Museum	Wall	2201 Marconi Rd, Wall Township, NJ 07719
Jewish Heritage Museum of Monmouth County	Freehold Twp.	310 Plaza Dr., Freehold, NJ 07728
Keyport Fire Museum & Education Center	Keyport	86 Broad St, Keyport, NJ 07735
Keyport Historical Society	Keyport	34 Main St, Keyport, NJ 07735
Mackenzie Museum and Library	Howell	427 Lakewood Farmingdale Rd, Howell, NJ 07731
Monmouth County Historical Association	Freehold Borough	70 Court St, Freehold, NJ 07728
Monmouth Museum	Middletown	765 Newman Springs Rd, Lincroft, NJ 07738
National Guard Military Museum of N.J.	Sea Girt	Sea Girt Ave, Sea Girt, NJ 08750
NJ Museum of Transportation	Wall	4265 Atlantic Ave, Wall Township, NJ 07727
NJ Vietnam Veteran's Memorial and Museum	Holmdel	1 Memorial Ln, Holmdel, NJ 07733
Ocean Township Historical Association	Ocean	703 Deal Rd, Ocean Township, NJ 07712
Old Wall Historical Society	Wall	1701 New Bedford Rd, Wall Township, NJ 07719
Sandy Hook Foundation	Middletown	84 Mercer Road, Lighthouse Keeper's Quarters, Fort Hancock, NJ 07732
Silverball Museum	Asbury Park	1000 Ocean Ave, Asbury Park, NJ 07712
Spring Lake Historical Society	Spring Lake	5th St & Warren Ave, Spring Lake, NJ 07762
Strauss Mansion and Museum	Atlantic Highlands	27 Prospect Cir, Atlantic Highlands, NJ 07716