



6.0 Arts, Historic, & Cultural Resources

6.0 ARTS, HISTORIC, & CULTURAL RESOURCES

MASTER PLAN RECOMMENDATION 6.1



Film One Fest, Atlantic Highlands

Source: Monmouth Arts

6.1: Work with municipal, transit, and state agency partners to develop a county-based scenic byway system that provides interconnectivity of our arts, cultural, and historic assets through the use of a multi-modal transportation network.

Purpose

Provide a county-based network of physically interconnected historic, cultural, and arts assets modeled similarly to state and federal scenic byway programs that showcases our rich, various, and abundant cultural and historic resources, which supports tourism and increases the public's interest about Monmouth County.

Monmouth County Departments & Organizations Involvement

Division of Planning	Develop a county-based scenic byway program; identify byway assets and potential byway locations; conduct outreach with partner agencies; facilitate meetings; coordinate documentation efforts; provide mapping and develop byway narratives.
Park System (MCPS)	Provide knowledge about historic resources; assist with outreach efforts; help identify connections to and between MCPS resources; provide documentation material for byway narratives and ecotourism programming.
Library System	House reference and marketing materials; disseminate and distribute byway maps and narratives to local libraries.
Department of Public Works and Engineering	Assist in identifying byway locations; fabricate, install, and maintain byway signs.
Department of Public Information and Tourism	Graphically design byway logos; host online resources developed by the Division of Planning; disseminate marketing material and information; assist in the development of marketing materials.
Historical Commission	Identify byway assets; assist with outreach efforts; document historic and cultural resources.
Division of Economic Development	Promote agribusiness tie-ins with scenic byway program; work with local businesses in byway messaging.
Monmouth Arts	Support marketing and branding of arts and cultural attractions along designated byway routes; support online resources.

Other Project Stakeholder Involvement

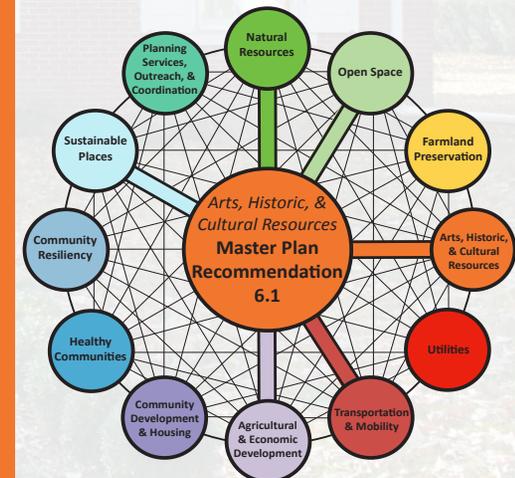
Municipalities	Assist in identifying local byway assets and location; coordinate byway with local businesses and tourism efforts; provide assistance for sign installation and maintenance on local roads; offer byway marketing assistance.
NJ Department of Transportation (NJDOT)	Assist in identifying sign locations and installation along state roadways if necessary.
NJ TRANSIT	Use train stations as possible destinations or points of interest along the byway; provide a transit link and regional marketing efforts for MoCo attractions and events.

Master Plan Goals, Principles, & Objectives (GPOs) Relating to 6.1

PRINCIPLES	GOAL 1			GOAL 2				GOAL 3						
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7
Comprehensive Planning														
Coordination		●												
Planning Approach														
Environmental Resources														
Farmland Preservation														
Arts, Culture, & Historic						●								
Preservation Investments														
Vibrant & Sustainable Communities														
Community Preservation														
Housing														
Economic Development														
Agricultural Development														
Recovery & Resiliency														
Growth Investments														

Implementation Strategy

- The Division of Planning is to work with other county departments and organizations to outline the extent of a byway program and determine viable byway routes.
- Coordinate project buy-in from other county departments and project stakeholders to support byway implementation such as finalizing byway routes, designing byway logos, developing a scenic byway plan, and fabricating, installing, and maintaining the signs.
- Develop individual byway committees comprised of representatives from county departments, host communities, and stakeholders to help oversee long-term stewardship of the program.
- Assist with the creation of maps and marketing materials for hard copy and online publication.



Strongest Associated Master Plan Elements

6.0 ARTS, HISTORIC, & CULTURAL RESOURCES

MASTER PLAN RECOMMENDATION 6.2



Film One Fest, Atlantic Highlands

Source: Monmouth Arts

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 (HSI).

Purpose

Monmouth County’s HSI contains valuable information that is not currently accessible to the public for mapping purposes. Georeferencing the historic sites for use with online mapping programs will assist with the development of scenic byways (*Master Plan* Recommendation 6.1). HSI mapping can be used to assist municipalities in the development of their local master plans as well as be used by the public to better understand the breadth and scope of countywide historic offerings.

Monmouth County Departments & Organizations Involvement

Division of Planning	The GIS Section will develop an online map interface for public use that will incorporate information from the HSI.
MCPS	Maintain geodatabases of historic sites; provide knowledge of historic resources; provide documentation materials; assist in developing an information dissemination protocol.
Historical Commission	Assist in the development of the HSI update; maintain historic reference materials.

Other Project Stakeholder Involvement

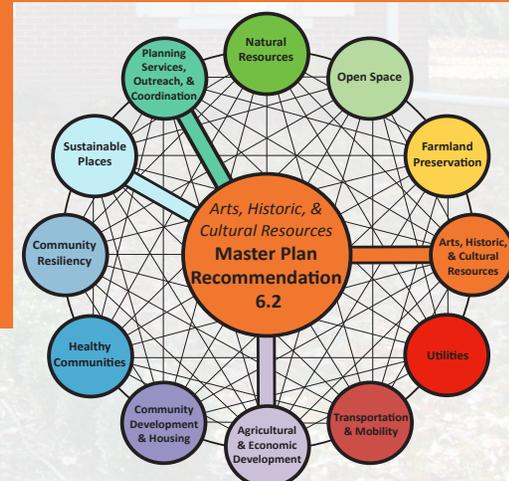
Municipalities	Assist in identifying local historic sites assets and location.
New Jersey Historic Preservation Office (NJ HPO)	Verify status of national and state historic sites, structures, and landmarks throughout Monmouth County.

Master Plan Goals, Principles, & Objectives (GPOs) Relating to 6.2

PRINCIPLES	GOAL 1			GOAL 2				GOAL 3						
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7
Comprehensive Planning														
Coordination														
Planning Approach														
Environmental Resources														
Farmland Preservation														
Arts, Culture, & Historic														
Preservation Investments														
Vibrant & Sustainable Communities														
Community Preservation														
Housing														
Economic Development														
Agricultural Development														
Recovery & Resiliency														
Growth Investments														

Implementation Strategy

- The Division of Planning’s GIS Section to develop an interactive online mapping program for public use.
- The Division of Planning is to work directly with the MCPS in developing accurate geodatabases of historic sites for use as part of the online mapping program.
- The MCPS and the Division of Planning should determine appropriate dissemination protocols as many historic sites are privately held.



Strongest Associated Master Plan Elements

6.0 ARTS, HISTORIC, & CULTURAL RESOURCES

MASTER PLAN RECOMMENDATION 6.3

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.

Purpose

The Division of Planning will continue to provide technical and professional support of the MoCo Partnership's mission. The MoCo Partnership includes government agencies, civic groups, artists, businesses, educational institutions, tourism, and transportation organizations with a mission to make the county a cultural destination of choice. Building off the success of the MoCo Arts Corridor in eastern Monmouth, the Division will continue to increase awareness of the cultural and historic offerings in western Monmouth County for both visitors and residents alike. This effort is closely related to *Master Plan* Recommendation 6.1 and should be expanded beyond the arts to include historic sites and agritourism opportunities that reflect the rural heritage of western Monmouth.

Monmouth County Departments & Organizations Involvement

Division of Planning	Continue to assist Monmouth Arts with grant applications, public outreach, and awareness; encourage municipal participation in MoCo; provide technical assistance as needed.
Monmouth Arts	Fiscal agent for MoCo; maintain MoCo website and marketing presence in the Arts Corridor; apply for grants; coordinate grant efforts; facilitate partnership meetings; encourage new membership in MoCo.
Division of Economic Development	Foster business engagement in MoCo activities; encourage MoCo artists to participate in Made in Monmouth events; participate in meetings and promote MoCo initiatives.
Park System (MCPS)	Incorporate MoCo efforts into parks planning and programs; encourage more art installations in the parks.
Library System	Venues for arts and cultural programming; promote MoCo programming; provide web links to cultural and art events around the county.
Department of Public Information and Tourism	As the county's official arts organization, help promote Monmouth Arts accomplishments; provide press releases on major MoCo events; assist in the branding and marketing of the MoCo Arts Corridor.

Other Project Stakeholder Involvement

Municipalities	Incorporate cultural planning and creative placemaking into master and redevelopment plans; participate in MoCo events; host and/or facilitate arts and cultural programs in the arts corridor.
NJ TRANSIT	Market the MoCo Arts Corridor to transit users; improve awareness of MoCo efforts throughout NJ; improve service and accommodations on the North Jersey Coast Line; include the arts into station renovation and/or redevelopment plans; improve wayfinding from transit stations to cultural institutions.
NJ Dep. of Transportation (NJDOT)	Assist with wayfinding measures; potential funder.
Artists	Actively engage members in the MoCo Partnership; assist with marketing and branding campaigns; encourage other artist participation in MoCo events.
Jersey Shore Convention and Visitors Bureau	Promote and market MoCo as a regional arts destination as well as the MoCo partners within the arts corridor.



Film One Fest, Atlantic Highlands

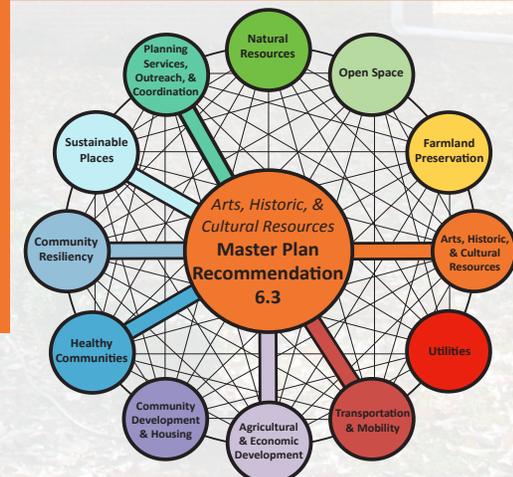
Source: Monmouth Arts

Master Plan Goals, Principles, & Objectives (GPOs) Relating to 6.3

PRINCIPLES	GOAL 1			GOAL 2			GOAL 3							
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7
Comprehensive Planning														
Coordination														
Planning Approach														
Environmental Resources														
Farmland Preservation														
Arts, Culture, & Historic														
Preservation Investments														
Vibrant & Sustainable Communities														
Community Preservation														
Housing														
Economic Development														
Agricultural Development														
Recovery & Resiliency														
Growth Investments														

Implementation Strategy

- Continue to provide professional and technical assistance to Monmouth Arts and the MoCo Partnership, particularly in the expansion of MoCo into western Monmouth County.
- Engage municipalities more in discussions about cultural planning and creative placemaking.
- Encourage towns to participate as partners in MoCo and incorporate the MoCo concept into their master plan and policy documents.



Strongest Associated Master Plan Elements

6.0 ARTS, HISTORIC, & CULTURAL RESOURCES

MASTER PLAN RECOMMENDATION 6.4



Film One Fest, Atlantic Highlands

Source: Monmouth Arts

6.4: Incorporate the Monmouth Arts' cultural arts plan *Imagine, Envision, Create* (2012) as a component of the *Monmouth County Master Plan*.

Purpose

Imagine, Envision, Create integrates input and research from a broad range of artists, arts organization, creative industries, planning, tourism, education, and economic development. Monmouth Arts updates the plan every five years, providing strategies to help sustain and enhance an important quality-of-life factor for Monmouth County residents. The Monmouth County Division of Planning is a partner in this effort.

Monmouth County Departments & Organizations Involvement

Division of Planning	Provide Monmouth Arts assistance with updating and implementing the <i>Imagine, Envision, Create</i> ; provide technical assistance to municipalities in the development of <i>Imagine, Envision, Create</i> .
Planning Board (MCPB)	Partner; provides professional assistance in the development of this plan; incorporate <i>Imagine, Envision, Create</i> as a component of the <i>Master Plan</i> .
Monmouth Arts	Lead agency on the cultural arts plan update, which occurs every five years; assist local arts councils and municipalities in the development of cultural arts plans.
Division of Economic Development	Provide Monmouth Arts assistance with implementing and updating the <i>Imagine, Envision, Create</i> .

Other Project Stakeholder Involvement

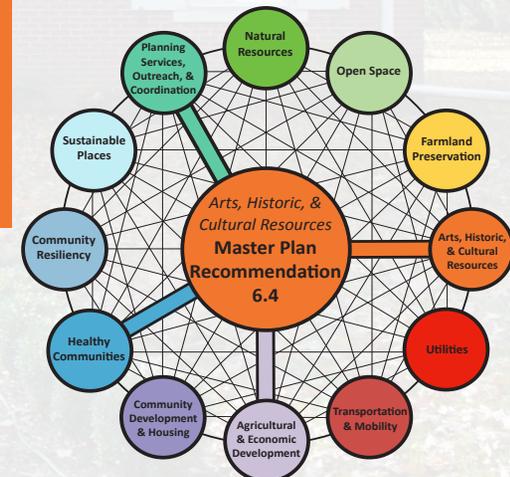
Municipalities	Incorporate appropriate recommendations found in <i>Imagine, Envision, Create</i> into local master plan and redevelopment plans.
Artists	Actively involve and engage artists with the creation of <i>Imagine, Envision, Create</i> .

Master Plan Goals, Principles, & Objectives (GPOs) Relating to 6.4

PRINCIPLES	GOAL 1			GOAL 2				GOAL 3						
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7
Comprehensive Planning														
Coordination														
Planning Approach														
Environmental Resources														
Farmland Preservation														
Arts, Culture, & Historic														
Preservation Investments														
Vibrant & Sustainable Communities														
Community Preservation														
Housing														
Economic Development														
Agricultural Development														
Recovery & Resiliency														
Growth Investments														

Implementation Strategy

- Provide Monmouth Arts assistance with updating and implementing the *Imagine, Envision, Create*; provide technical assistance to municipalities in the development of *Imagine, Envision, Create*.
- Incorporate the Monmouth Arts' cultural arts plan *Imagine, Envision, Create* as a component of the *Monmouth County Master Plan*.



Strongest Associated Master Plan Elements

6.0 ARTS, HISTORIC, & CULTURAL RESOURCES

MASTER PLAN RECOMMENDATION 6.5



Film One Fest, Atlantic Highlands

Source: Monmouth Arts

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.

Purpose

Provide assistance to municipalities seeking to create cultural plans and advancement in the Sustainable Jersey (SJ) certification program with their Arts and Creative Culture Actions.

Monmouth County Departments & Organizations Involvement

Division of Planning	Provide professional and technical assistance to communities in the SJ certification program; participate on local creative teams; facilitate SJ Monmouth County Hub Steering Committee meetings and forums for the Monmouth County Hub for Municipal Green Teams meetings.
Monmouth Arts	Assist municipalities with their SJ Arts and Creative Culture Actions; participate on local creative teams.
Library System	County libraries should be recognized as cultural and creative assets in the development of municipal creative assets inventories.
Park System (MCPS)	Some county parks may also qualify as cultural and creative assets depending upon available programming.

Other Project Stakeholder Involvement

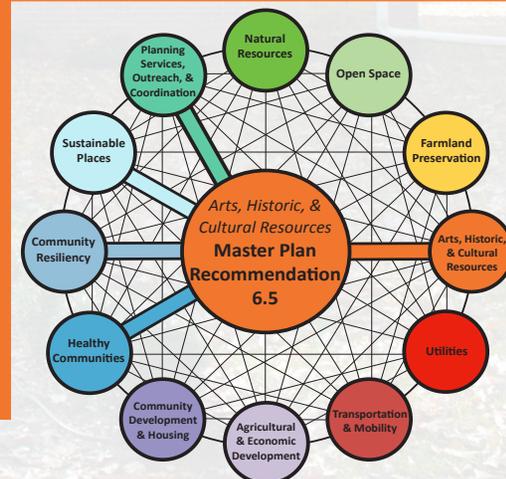
SJ	Facilitate SJ certification program.
Municipalities	Voluntarily participate in the SJ certification program; form creative teams; lead agency in the implementation of SJ action items.
Local SJ Creative Team	Local teams comprised of artists, arts organizations, creative industry personnel, economic development professionals, elected/appointed officials, realtors, major institutions (e.g. education, health, recreation, and financial), benefactors/philanthropists, and citizen volunteers.

Master Plan Goals, Principles, & Objectives (GPOs) Relating to 6.5

PRINCIPLES	GOAL 1			GOAL 2				GOAL 3						
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7
A. Comprehensive Planning														
B. Coordination														
C. Planning Approach														
D. Environmental Resources														
E. Farmland Preservation														
F. Arts, Culture, & Historic														
G. Preservation Investments														
H. Vibrant & Sustainable Communities														
I. Community Preservation														
J. Housing														
K. Economic Development														
L. Agricultural Development														
M. Recovery & Resiliency														
N. Growth Investments														

Implementation Strategy

- Facilitate SJ Monmouth County Hub Steering Committee meetings and forums for the Monmouth County Hub for Municipal Green Teams.
- Encourage participating SJ towns to participate in Arts and Creative Culture Actions.
- Request SJ participating municipalities to invite county representatives to participate as a member of their local creative team.
- As members of a local creative team, the county is able to provide technical and professional assistance for Arts and Creative Culture Actions.



Strongest Associated Master Plan Elements

6.0 Arts, Historic, & Cultural Resources

6.1 Introduction



Allen House circa 1710

Source: The Monmouth County Historical Association

The earliest art, historic, and cultural resources found in Monmouth County predate the arrival of the Italian explorer Giovanni da Verrazzano in 1524, the first European to travel and map the coast of New Jersey. Prior to Dutch settlements that followed Henry Hudson’s exploration of the Raritan Bay and Hudson River Valley in 1609, the land now known as Monmouth County was originally inhabited by the Lenni Lenape. The Lenni Lenape followed the seasons, establishing spring and summer residence in and around coastal areas taking advantage of fertile soils and abundant fishing. Although many artifacts of their presence have been found and preserved, the nomadic nature of these

Algonquin people left little in the way of permanent reminders other than a network of trails which eventually became the basis for a number of county roads still in use today.

More permanent alterations to the environment and natural landscape followed European settlement. Ever changing commerce, industry, technology and social norms over the next three and a half centuries has provided the foundation and context for the art, historic, and cultural resources we treasure today. The most notable event in the early county history was the Battle of Monmouth (1778), which took place in and around what today are the towns of Manalapan, Freehold Township and Freehold Borough. The battle is widely recognized by historians as a pivotal turning point of the American Revolution. Because the area has a long, steeped history influenced by its close proximity to New York and Philadelphia, Monmouth County’s natural and developed places reflect many different stories, styles and eras of American history within a relatively compact geographic location. Much like the natural resources, the arts, historic, and cultural resources found here are distinctive and indigenous to Monmouth County.



19th century gristmill at Walnford

Source: MCPS

The establishment of mills along stream corridors that first facilitated Colonial agrarian commerce fostered early American innovation and enterprise. Natural resource based industries such as iron ore and marl were influential in the area but short lived, ceding quickly to other regional and national economic demands. Agriculture remained the predominant land use throughout most of the county, particularly in Western Monmouth well into the 20th century. During this time, towns such as of Freehold Borough,



Farmingdale, Englishtown, and Allentown developed by fostering local commerce and agribusiness operations ([Figure 2.2: Historic Map of Monmouth, 18th Century](#)).

In the mid-to-late 1800s, the expansion of railroads across the county encouraged more intensive types of development. Seaside resort towns began attracting a large number of visitors thanks to First Lady Mary Todd Lincoln who vacationed here and remarked of its beauty. Coined the country’s “Summer Capital” in 1869 by President Grant, our county’s beaches have long attracted preeminent, well-known visitors. Long Branch beaches and surrounding areas prevailed as a premier presidential vacation destination during this time. Seven Presidents Oceanfront Park in Long Branch, managed by the Monmouth County Park System, is named after the seven U.S. presidents who all vacationed in the area: Ulysses S. Grant, Rutherford B. Hayes, James A. Garfield, Chester A. Arthur, Benjamin Harrison, William McKinley, and Woodrow Wilson. Since that time, the Jersey Shore has flourished as a tourist destination with beautiful beaches enjoyed by people of all backgrounds and economic means.

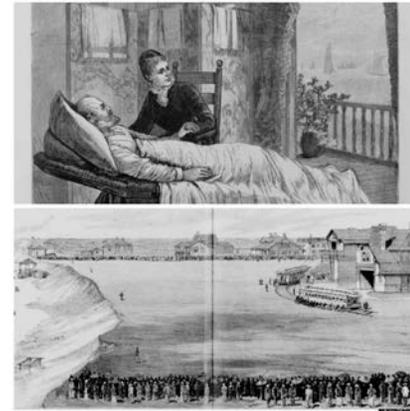
Our arts, historic, and cultural assets define and differentiate us from other locales, providing our residents with an irreplaceable component to an enhanced quality-of-life. These features are often a source of pride that reflect our cumulative history and encapsulate the accomplishments of all those who helped build



Gallery Reception
Source: Monmouth Arts

President Garfield Tea House

After being shot in Washington D.C. during the summer of 1881, President Garfield was expeditiously transported to an oceanfront cottage in Elberon (Long Branch) where he spent his final days. Local residents almost overnight constructed a rail spur leading directly to the front door of the cottage.



Source: Library of Congress

After his death, the tracks were torn up and some of the wooden ties were saved by actor, Oliver Byron, whom constructed the Garfield Tea House. The Garfield Tea House is now located at the Church of the Presidents which is undergoing an extensive restoration.



Source: Mary Ellen Scott



our community. Efforts taken to perpetuate our agricultural heritage, protect our Jersey Shore lifestyle, and preserve our historic legacy are valued by those who live here. Many find solace in them as an enduring connection to one another through a common past. Others see these features as contemporary, part of our cultural fabric, and an expression of the places we all occupy or call home. New residents to Monmouth County are often drawn here because of the variety and abundance of cultural amenities and experiences available to them within a relatively small geographic area. Investors have been showcasing the inclusion of arts and cultural components into many of their development and redevelopment proposals as a major “selling point” in their marketing campaigns. Examples of this can be found on the webpages of the [Bell Works Site](#), touting “a cultural nucleus” in Holmdel as well as the [West Side Lofts](#) where one can “Live the Vibe” in Red Bank. Efforts towards the continued viability of these resources by incorporating them into design and development are being recognized all over the country as a cornerstone of long-term social sustainability and economic prosperity.

6.2 Existing Conditions

Arts, historic, and cultural (AHC) resources are not easily defined as they represent different things to many different people. They can be the physical representation of a stylistic, artistic, and architectural period or an abstract artistic expression, historic reenactments, or a cultural festival. No matter what form they take, they all reveal the story about people of a particular place in a particular moment of time. They represent the great continuum in which each successive generation has an opportunity to leave their physical presence and spiritual essence imbedded in the community they inhabited.

6.2.1 National and New Jersey Registers of Historic Places

Historical resources in Monmouth County vary from sites and villages to national and state parks to theaters and concert halls. To be listed on the NJ and/or National Registers historic properties and districts must meet criteria for significance in American history, archaeology,

architecture, engineering, or culture, and possess integrity of location, design, setting, materials, workmanship, feeling, and association (NJ HPO, 2015). The New Jersey Department of Environmental Protection (NJDEP) houses the state’s Historic Preservation Office (HPO) which maintains the NJ Register of Historic Places including those in Monmouth County. The U.S. Department of the Interior’s National Park Service (NPS) maintains the official list of the Nation’s historic places worthy of preservation, the National Register of Historic Places. Sites on both Registers are offered a degree of review and protection from public encroachments in accordance with Section 106 of the National Historic Preservation Act of 1966, as amended (NJ HPO, 2015). NJ HPO regularly updates a list of [New Jersey and National Registers of Historic Places for Monmouth County](#). The aforementioned list also details the National Register’s historic districts found in Monmouth County.

Historic districts are a grouping of buildings, sites, structures, or properties that have been designated by one or more government entities as being historically, architecturally, or culturally significant. Districts can vary in size from the cluster of a few structures to hundreds of buildings. Both the National and State Registers include districts as well as individual sites within a district. Monmouth County’s historic districts are not only important because they represent some of the earliest colonial settlements on the eastern seaboard, but they also represent places of congregation and convergence that reflect changing architecture, development patterns, civic and military, technology, and “cultural norms” that define the first 300 years of development in this country. Historic districts enhance neighborhood or community-based historic preservation. Historic districts listed on the National and State Registers in Monmouth County are detailed in Figure 6.1.

6.2.2 Monmouth County Historic Sites Inventory (HSI)

In response to the devastating and irreplaceable loss of historic buildings, structures, and properties to development, the Monmouth County Park System (MCPS) created the *Monmouth County Historic*



Figure 6.1: Monmouth County National and State Registers Historic Districts as of 4/26/2016

Name on the Register	Host Municipality	Date Listed on Register
Allenhurst Residential Historic District	Allenhurst	NR: 6/18/2010 SR: 2/18/2010
Allentown Historic District	Allentown	NR: 6/14/1982 SR: 10/29/1981
Asbury Park Commercial Historic District (Turn of the Century Commercial Historic District)	Asbury Park	NR: 9/30/2014 SR: 7/10/2014
Arneytown Historic District	Upper Freehold	NR: 12/12/1977 SR: 12/26/1974
Camp Evans Historic District (Marconi Belmar Stations, U.S. Army Signal Corps Radar Laboratory)	Wall	NHL: 10/16/2012 NR: 3/28/2002 SR: 3/20/2000
Camp Evans Historic District (Boundary Increase and Decrease)	Wall	NHL: 10/16/2012 NR: 8/21/2012 SR: 11/17/2011
Deserted Village of Allaire Historic District	Wall	NR: 1/11/1974 SR: 9/11/1970
Fort Hancock and Sandy Hook Proving Ground Historic District	Middletown	NHL: 12/17/1982 NR: 4/24/1980
Fort Monmouth Historic District	Oceanport	NR: 3/12/2014 SR: 6/24/2013
Imlaystown Historic District	Upper Freehold	NR: 1/3/1985 SR: 11/13/1984
Jersey Homesteads Historic District	Roosevelt	NR: 12/5/1983 SR: 10/14/1983
Middletown Village Historic District	Middletown	NR: 5/3/ 1974 SR: 12/20/1973
Monmouth Battlefield Historic District	Manalapan and Freehold Townships	NHL: 1/20/1961 NR: 10/15/1966 SR: 5/27/1971
Navesink Historic District	Middletown	NR: 9/5/1975 SR: 10/21/1974
Navesink Military Reservation Historic District (in Hartshorne Woods Park)	Middletown	NR: 10/13/2015 SR: 8/28/2015
Ocean Grove Camp Meeting Association District	Neptune Township	NR: 4/12/1976 SR: 12/16/1975
Shrewsbury Historic District	Shrewsbury Borough	NR: 7/17/1978 SR: 5/7/1976
Tinton Falls Historic District	Tinton Falls	NR: 11/10/1977 SR: 7/2/1976
Walnford Historic District	Upper Freehold	NR: 6/29/1976 SR: 5/8/1975
Water Witch Historic District	Middletown	NR: 3/12/2004 SR: 12/24/2003

NHL: National Historic Landmark NR: National Register of Historic Places SR: New Jersey Register of Historic Places



Sites Inventory. First published in 1984, the report highlights the findings of the complete inventory including site-specific data, photographs, and maps of an unpublished archive that is maintained by the MCPS. This list represents the first comprehensive survey undertaken to identify the county's architectural and historic resources and was a necessary step in determining "...buildings and structures which are significant to and/or representative of the county's historic, culture, and architecture" (*Monmouth County Historic Sites Inventory, 1984*). Although the inventory does not include landscapes, vistas, and archaeological sites due to concerns over exploitation, it does provide brief narratives on historic development trends by region and a historic development overview of the county. The HSI was and remains a very important step in evaluating site eligibility for potential State and National Register recognition. The HSI has been updated through the years and represents a very valuable asset in the planning of projects and historical reference. This ongoing [Monmouth County HSI](#) was last updated on April 30, 2014. Digitizing this inventory into an easily a searchable geographic information system (GIS) format for public consumption online is the basis of *Master Plan* Recommendation 6.2.

6.2.3 Military Installations and U.S. Lifesaving Legacy

Being situated as a strategic defense to NYC in concurrence with American Revolutionary War history, Monmouth County is rich in military history. These military installations have helped create communities and provide beneficial economic impacts to our county.

MILITARY HERITAGE: Located at the southern entrance to the NY Harbor, the Sandy Hook peninsula provided extensive navigational and defensive value. Early in the Revolutionary War, the peninsula became a contentious site of many fortifications. [Fort Hancock](#), commissioned by the U.S. Army in 1895, defended the New York Harbor until it was decommissioned in 1974 and was the most heavily armed fort on the Atlantic Coast. Reaching its peak population with more than 7,000 soldiers during World War II, Fort Hancock was a small army town. Fort

Hancock now serves the public as part of the **Sandy Hook Unit Gateway National Recreation Area**, discussed more in 4.0 Open Space Element. The State and National Registers designated the entire Sandy Hook peninsula as the **Fort Hancock and Sandy Hook Proving Ground Historic District**, which includes the [Spermaceti Cove Life-Saving Station](#) (1894). The U.S. National Park Service (NPS) is currently issuing Request for Proposals (RFPs) for leasing historic Army buildings located on Sandy Hook for adaptive reuse.

[Fort Monmouth](#), also discussed in the 4.0 Open Space Element, was established permanently in 1925 and slated for closure by the Base Realignment and Closure (BRAC) Commission in 2005. The Federal Government's BRAC process manages realignment and closure of military installations following the Cold War. Fort Monmouth was a small military "town" that included a post office, gas station, health center, and other amenities. Since shutting down several years ago local and federal officials have been working to redevelop this expansive site spanning three municipalities (Eatontown, Oceanport, and Tinton Falls). Fort Monmouth provided the Armed Forces operational and development services for worldwide communication, surveillance, and reconnaissance for almost a century. During its decommission, the U.S. Army and NJ HPO identified properties eligible to be listed on the National Register in a Programmatic Agreement. Fort Monmouth is now managed by the Fort Monmouth Economic Revitalization Authority (FMERA), which advances the [Fort Monmouth Reuse and Redevelopment Plan \(2008\)](#).

FMERA's professional planning consultant produced the [Historic Preservation District Guidelines for Fort Monmouth's Historic Resources in the Boroughs of Eatontown and Oceanport \(2015\)](#). This document includes an introduction explaining the purpose of such guidelines, the history of Fort Monmouth and its historic resources, a list and maps of contributing buildings, and design guidelines for preservation categorized by land use and residential neighborhoods. The consultant



received a New Jersey Planning Officers Award for its historic preservation work at the Fort. The Fort Monmouth Historic District was placed on the National Register in 2014. A Historic Preservation Advisory Committee serves as the exclusive historic preservation commission for land use matters and approvals in the Fort Monmouth area.

Located near the Atlantic Coast in Wall Township, [Camp Evans](#) served a variety of military and civilian functions during the 20th century. It was the site of the 1914 Marconi Belmar Atlantic Wireless station, a transatlantic radio receiver. Acquired by the U.S. Army Signal Corps in 1941, the Camp Evans Signal Laboratory functioned as an electronic development, testing, and production facility during World War II. BRAC designated Camp Evans for closure in 1993. A nonprofit organization, Information Age Science History Museum and Learning Center (InfoAge), housed in some of the historic district buildings, currently works to preserve Camp Evans for future generations. The Institute for Exploratory Research also began at InfoAge. The Camp Evans Historic District consisting of the Marconi Belmar Station and U.S. Army Signal Corps Radar Laboratory is on the NJ and National Registers of Historic Places with boundaries extended during 2011-2012.



Twin Lights Lighthouse in Highlands, NJ

Source: Division of Planning

which displays original and reproduction uniforms, weapons, photographs, artifacts and art from the period of Dutch, Swedish and British colonization through the War for Independence, Civil War, and World Wars I and II to the present day.

Many of the communities found throughout our county have descended from our rich military history. Following the BRAC establishment and subsequent closure rounds, many communities throughout our county have had to adapt and evolve. These closures are federally mandated and communities are encouraged to preserve and adaptively reuse elements to protect our county’s historical military background. Expansive former military installations offer a wide variety of opportunities.

LIGHTHOUSES: Sea Girt is also home to one of the three remaining Monmouth County lighthouses, the others are the Sandy Hook Light and the Twin Lights Lighthouse in the Highlands.

Constructed in 1896, the [Sea Girt Lighthouse](#) was the last live-in lighthouse constructed on the Atlantic Coast. Its location was determined by necessity as it filled in the last remaining unlit gap midway between the Twin Lights Lighthouse and Barnegat Lighthouse in Ocean County. In 1921, the lighthouse became the first land based radio beacon navigation system which allowed ships to navigate safely into New York Harbor during reduced visibility and inclement weather. After many decades of use, the lighthouse was restored by the Sea Girt



The [Sea Girt National Guard Training Center](#), operated by the National Guard, consists of a 9-acre beachfront parcel. Here visitors can also find the [National Guard Militia Main Museum of New Jersey](#)



Lighthouse Citizen’s Committee which now has rights to manage the facility through the mid-21st century.

The [Sandy Hook Light](#) was designed and built in 1764 and is the nation’s oldest working lighthouse. Sandy Hook Light is located on the grounds of **Fort Hancock** that also houses Battery Potter, the nation’s first disappearing gun battery powered by a steam hydraulic lift system. Fort Hancock was commissioned to protect New York Harbor from sea invasion in 1895. After the U.S. Coast Guard transferred ownership the National Park Service (NPS) in 1995, the lighthouse and keeper’s house were restored in 2000. The Sandy Hook Light serves as a main attraction in the NPS Gateway National Recreation Area and is a National Historic Landmark.

Sitting almost 200 feet above sea level on one of the highest points along the Atlantic Coastline between Maine and Mexico, the Navesink Highlands Light Station or the [Twin Lights Lighthouse](#) is a valuable educational and historic resource. The site is home to the first lighthouse fitted with Fresnel lens in 1841. The current two, nonidentical medieval-style towers were constructed in 1862. The property is managed by the Twin Lights Historical Society and owned by NJDEP. The Twin Lights Museum features informative exhibits and a gift shop. NYC skyline views here are also breathtaking. Twin Lights is a designated National Historic Landmark.

LIFESAVING LEGACY: As important as lighthouses and military installations, our county has a rich historical legacy of shipwrecks subsequently leading to lifeguarding. Lighthouses were built to let ship captains know their proximity to the shore and warn them of danger. Lifeguarding began in response to shipwrecks along the coast but later developed into beach guarding. Ironically enough, the Federal Government entered the lifesaving business in 1848 when a New Jersey businessman, William A. Newell, successfully lobbied for a \$10,000 appropriation from Congress which established the Life-Saving Service,

a series of stations along the Atlantic Coast (known as the Newell Act). Eventually the Life-Saving Services was combined with a branch of the Revenue Service to create the U.S. Coast Guard. As a young boy, William A. Newell witnessed several shipwrecks where ships ran aground on the beach in heavy seas and were unable to safely evacuate their passengers. This experience inspired him to invent the Breeches Buoy, a means of rescuing passengers from stranded ships by firing a line to which was attached a harness. Later the device was improved by securing a metal car to the line. Newell, often referred to as the father of the U.S. Coast Guard, also served as the Governor of New Jersey (1857-1860) and of the Washington Territory (1880-1884). He resided in the Gov. William A. Newell House on Main Street in the Allentown Historic District which is also located along the Upper Freehold Historic Farmland Scenic Byway. (Upper Freehold Historic Farmland Byway Nomination Packet to NJDOT, 2006)



Newell House in Allentown, NJ

Source: M. Schank, MCPB

Early federal life-saving stations are identified as lifesaving boathouses while later stations are categorized as integral stations, station complexes, and houses of refuge. Crews operated stations, located near port cities and shipping lanes, with the ability to perform open beach launchings. They included integral living quarters and boat storage space along with flagpole, lookout tower, sheds, and a water collection system. Stations constructed prior to the establishment of the U.S. Life-Saving Station, USLSS stations, and pre-1950 U.S. Coast Guard lifeboat stations are eligible for listing in the National Register of Historic Places. [Preservation NJ](#) notes “in 1900 New Jersey contained 42 lifesaving stations situated three and a half miles apart between Sandy Hook and



Cape May.” Today the U.S. Coast Guard carries on the traditions of the U.S. Life-Saving Service, however, technological innovations (helicopters, motor lifeboats, etc.) have transformed initiatives and capacity. ([United States Coast Guard](#))

Historic maps of New Jersey’s shorelines and Life-Saving Stations indicate [Life-Saving Station No. 1 in Sandy Hook](#), [Life-Saving Station No. 2 in Spermaceti Cove](#), [Life-Saving Station No. 3 in Seabright](#), [Life-Saving Station No. 4 in Monmouth Beach](#), [Life-Saving Station No. 5 in Long Branch](#), [Life-Saving Station No. 6 in Deal](#), [Life-Saving Station No. 7 in Shark River](#), [Life-Saving Station No. 8 in Wreck Pond](#), and [Life-Saving Station No. 9 in Squan](#) (Manasquan). Princeton University Library maintains the [New Jersey Coast: First Atlas \(1878\)](#) which includes historic lithograph maps of the coast.

Prominent architect Paul J. Pelz designed a “passé High Victorian Gothic meets Queen Anne” high-style station in Deal, New Jersey in 1885. This design is considered “the pinnacle of ornateness in Life-Saving Service Architecture.” (Pinyerd, D., [The Preservation of Pre-World War II Coast Guard Architecture in Oregon](#))

This discussion of our county’s rich lifesaving history merits a mention of the imperativeness to protect, preserve, and rehabilitate remaining infrastructure for future generations. A few years ago, Superstorm Sandy destroyed an 1897 Boat House part of U.S. Life-Saving Station No. 5 in Long Branch. On the other hand, an excellent example of historic preservation is former Life-Saving Station No. 4 built in 1895. After the

state planned to demolish this structure in 1999, the Monmouth Beach Historical Society and residents successfully transformed and renovated it into the Monmouth Beach Cultural Center providing information on the U.S. Coast Guard, life-saving stations, shipwrecks, and local community history.

Frequent shipwrecks during the early 1900s typically stemmed from storms, sand bars, and shallow waters. The high prevalence of life-saving stations in Monmouth County is relevant to the county’s history of shipwrecks as well. Estimates of shipwrecks off the NJ coast range from 2,500 to 7,200. New Jersey Historical Divers Association established the [New Jersey Shipwreck History Museum](#) in InfoAge at Camp Evans.

The museum provides hands-on exhibits and artifacts of our state’s shipwrecks. A few notable shipwrecks are:

- The **Amity** sunk off of Squan Beach (Manasquan) in 1824 due to foggy conditions and the remains are buried about 330 yards offshore. In the early 1990s, divers began to find artifacts and rallied together to identify what was known as the ‘Manasquan Wreck’.
- The **New Era**, a German immigrant clipper ship, ran aground during a November 1854 storm in Deal. Some 220 passengers died and the wreck is noted as one of the biggest maritime disasters to date.
- Five miles east of Belmar lies **Ella Warley**, a side-wheel steamboat with a substantial valuable cargo, sunk in 1863 after colliding with **S.S. North Star**, a U.S. transport. Artifacts such as coins have been



Life-Saving Station No. 6 in Deal, NJ

Source: U.S. Coast Guard Headquarters



found at the site.

- The freighter **Arundo** sunk when torpedoed by a U-136 German submarine in 1942. The Arundo lies off the coast Belmar. It is said to be a fascinating place to dive because it’s large size and variety of wreckage including thousands of glass beer bottles. The freighter supposedly held 5,000 cases of beer.
- The **Chauncy Jerome Jr Shipwreck Site** is located offshore of the Monmouth County Park System’s Seven Presidents Oceanfront Park. Added to the National and State Registers of Historic Places in 1996, the packet ship of the Blue Ball Line ran aground in 1854.
- In September of 1934, the **Morro Castle** caught fire on the way to NY off the coast of Asbury Park. This ship was towed off and scrapped.

The Museum of New Jersey Maritime History keeps an updated [Shipwreck Data Base](#) with valuable information such as newspapers archives and ship logs. This database provides scuba wreck divers a comprehensive guide along with latitude and longitude points of potential dives. The Jersey Shore has been noted a ‘proving ground’ for wreck divers.

6.2.4 Municipal Resources

New Jersey’s Municipal Land Use Law (MLUL) provides the opportunity for towns to identify, evaluate, designate, and regulate historic resources through the [New Jersey Statutes Annotated Historic Preservation Related Sections](#). Municipalities often inventory their historic sites or designate historic districts through their master plans. A historic site is defined by the MLUL as “any real property, manmade structure, natural object or configuration or any portion or group of the

Ecotourism of Ship Wreck Diving

In addition to historical legacy, these shipwrecks provide a unique example of **ecotourism of shipwrecks**. Destination diving to the county’s shipwrecks encourages the protection and preservation of valuable habitats. It also emphasizes the appreciation for local cultures and biodiversity while providing learning opportunities for travelers and communities. Scuba divers have the utmost concern about protecting our seas and the unique habitats within them. Shipwrecks are a tourist attraction to scuba divers thus promoting economic activity.

One of the U.S. Department of Commerce’s Marine Sanctuaries Conservation Series studied the socioeconomic impacts of two submerged vessels in the Florida Keys, the U.S.S. Spiegel Grove and the U.S.S. Vandenberg. In short, it was found submerged shipwrecks increase local dive charter which expands profits to local businesses and the local job sector. Increased recreational expenditures typically lead to growth and development of the economy and local tourism.

[*\(Office of National Marine Sanctuaries Science Review of Artificial Reefs, 2012\)*](#)

foregoing of historical, archeological, cultural, scenic or architectural significance.” The MLUL defines a historic district as “one or more historic sites and intervening or surrounding property significantly affecting or affected by the quality and character of the historic site or sites.” The MLUL provides for a historic preservation plan element that indicates the location and significance of historic sites and historic districts, identifies the standards used to access worthiness for historic sites or district identification, and analyzes the impacts of each component and element of the master plan on the historic sites and districts.



Colts Neck Historical Preservation Committee

Rich in Revolutionary War history, the Colts Neck Historical Preservation Committee meets monthly to:

- a. "Prepare and maintain a survey of historic structures and sites within the Township from 1875 and earlier.
- b. Carry out advisory, educational and informational functions as will promote historic preservation in the Township.
- c. Preserve the heritage of the Township by preserving resources within the Township which reflect elements of its cultural, social, economic and architectural history.
- d. Promote appreciation of historic structures and sites for the education, pleasure and welfare of the local population.
- e. Encourage the appropriate maintenance and preservation of historic structures and sites.
- f. Promote the conservation of historic structures and sites and to invite voluntary compliance for said conservation.
- g. Monitor and recommend to the Township Committee the submission of any grants related to historic preservation.
- h. Monitor and recommend to the Township Committee the inclusion of any structures or sites within the state or federal historical register.
- i. Recognize structures and sites from 1875 and earlier with appropriate plaques.
- j. Collect and maintain an oral and pictorial history of the Township."

In April of 2015, the committee took over stewardship of the Historic Montrose School constructed in 1812. The Montrose School was the township's last one-room schoolhouse. Suffering from funding challenges, weather events, and duration of time the committee recommended, with the Township's approval, various repairs and upgrades. Upgrades have included a new durable fence, a pine tree donation, and new slate roof donation. The committee recently hosted a successful 'Country Christmas Open House' event at the Montrose School in December 2015. The free event included a repertoire of ballads and folk, a visit from Santa, tree lighting, and shopping. Through this event, the community experienced the historic significance of such resources in addition to supporting the local history for future generations.

The committee maintains a list of approximately 100 historic areas within Colts Neck including homes, schools, commercial buildings, battle sites, and cemeteries. They have developed fundraisers, including house tours and holiday events, to create awareness and generate income for preservation efforts.

Also located in Colts Neck Township, and mentioned in the 9.0 Agricultural & Economic Development Element, is America's oldest native commercial distillery and one of the country's oldest family businesses. Laird & Company, a family distillery founded in Colts Neck, holds federal distillery license Number One from 1780. Historical records show George Washington wrote the Laird family requesting the Applejack recipe and later noted in his journal about his production of such cider spirits. The art of producing Applejack has been passed down through Laird family generations for almost 300 years and some 12 generations. Today, Laird & Company is America's sole remaining applejack producer and a top apple brandy producer.



Towns can then develop, adopt, and implement land use ordinances and/or design guidelines to protect these resources without the need for placement on the State or National Registers. Towns are encouraged to use the Monmouth County HSI as a starting point to produce their own local inventory. Municipalities are also encouraged to establish Historic Preservation Committees whose responsibilities consist of protecting and preserving the township’s historic resources and creating awareness and support for historic preservation and restoration.

An inventory of municipal master plans and other associated documents related to arts, historic, or cultural resources can be found in Appendix E: Municipal Planning Documents Reference Sheet.

Although the MLUL does not include a cultural plan or creative placemaking plan as an optional element, it does allow for “appendices or separate reports containing the technical foundation for a master plan and its constituent elements.” Therefore, towns are encouraged to use this authority delegated to them under MLUL to develop culturally-based planning documents that strengthen policies between the arts and other master plan goals regarding community health, historic preservation, economic



development, and redevelopment.

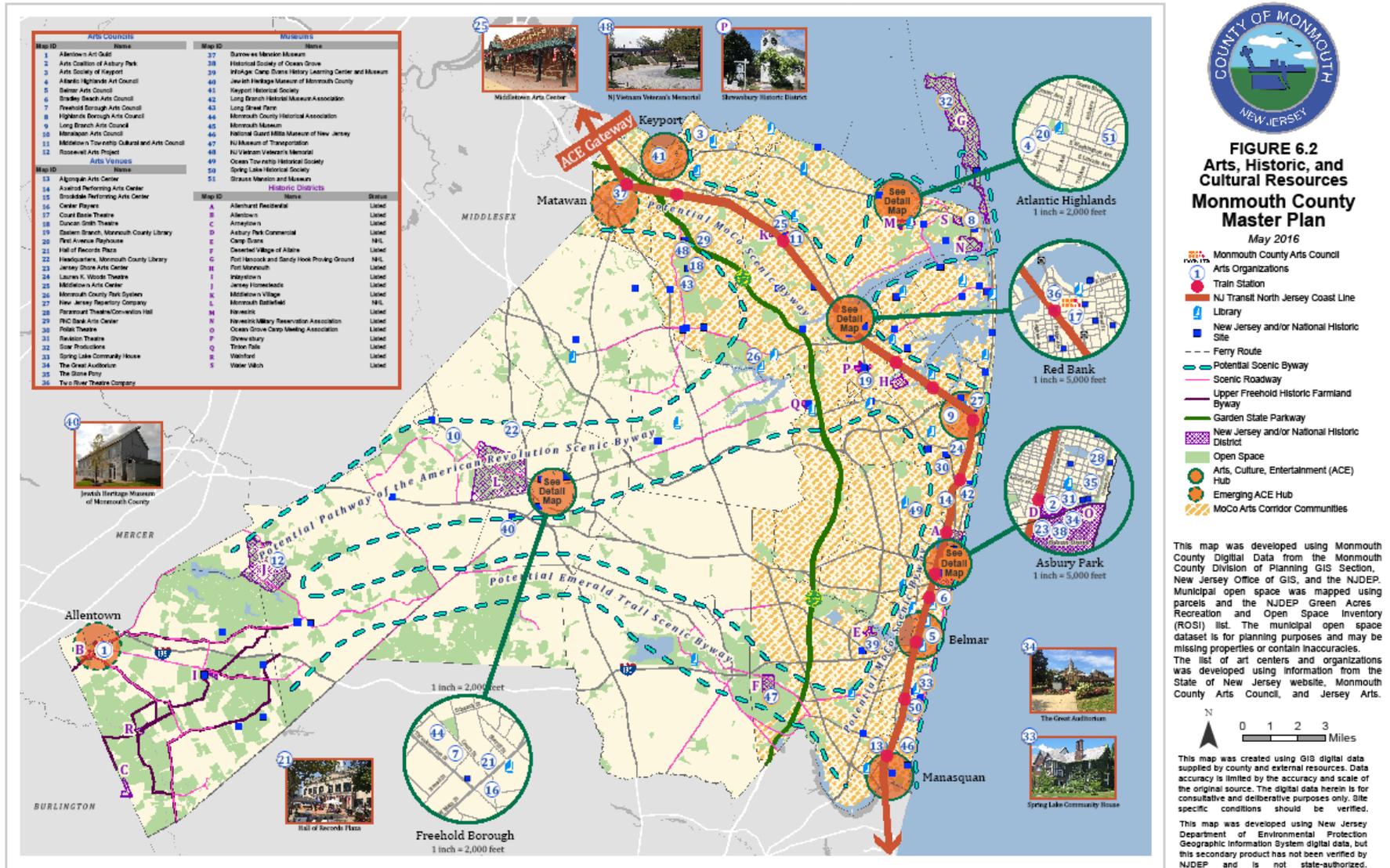
6.2.5 Arts, Historic, and Cultural (AHC) Resources Map

The AHC Resources Map shown in [Figure 6.2](#) presents a composite of the county’s major cultural infrastructure including arts councils, venues, and museums. It is meant to be used as a tool to help visualize the location and connectivity between the prominent cultural amenities throughout the county. The AHC Resources Map is the first map to clearly define the communities located in the MoCo Arts Corridor. The original concept of an arts corridor was proposed in the *Coastal Monmouth Plan (2010)* as a means to collectively brand the region between Red Bank and Manasquan proximate to the NJ TRANSIT North Jersey Coast Line as a cultural destination. Because there are a large number of individual historic sites, only National and State Register historic districts are displayed on the map. A more inclusive map would have been impossible to read for the purpose of this report. *Master Plan* Recommendation 6.2 calls for the development of an interactive, GIS-based, online mapping resource for the Monmouth County Park System’s existing Monmouth County Historic Sites Inventory. This will include all the National and State Registered historic sites and districts as well as locally designated sites and districts.

Through adoption of this *Master Plan*, the AHC Resources Map provides important cultural directives for Monmouth County. For instance, the AHC Resources Map,



Figure 6.2: Arts, Historic, and Cultural Resources Map, 2016



expands upon the number of Arts, Cultural, and Entertainment (ACE) Hubs or nodes recognized in the *Coastal Monmouth Plan (2010)* from five (Red Bank, Long Branch, Asbury Park, Belmar, and Manasquan) to eight including Keyport, Freehold Borough and Atlantic Highlands. It also recognizes Allentown and Matawan as emerging ACE Hubs. ACE Hubs are defined as places containing a robust mix of arts, cultural, and entertainment activities. They are considered local and regional destinations for such activities and viewed as an important component in providing for a more resilient and sustainable, year-round local economy, particularly in highly seasonal markets.

Thanks to the efforts of Monmouth Arts, formerly known as the Monmouth County Arts Council, the Monmouth County Division of Planning and other partner organizations, the **MoCo Arts Corridor** has expanded to include 41 towns, from Matawan to Manasquan, with 1,200 plus artists and 75 art groups. This effort has drawn statewide attention and accolades for bringing Monmouth County to the forefront of creative placemaking at the regional level. At the United Nations in 2014, during a panel on the Role of Art and Education in the Reduction of Conflict and the Building of Communities the MoCo Arts Corridor was featured as “a great example of a regional collaboration” and “a beacon for creative placemaking planning, intervention, and sustainable development.”

It is an important distinction in the *Master Plan* that Freehold Borough is the first and only ACE Hub community recognized outside of the MoCo Arts Corridor. This community has achieved success in recent years by cultivating the arts through a series of collaborative partnerships between the Freehold Borough Arts Council (FBAC), the Freehold Center Partnership Special Improvement District, Freehold Borough and Monmouth County governments, and artists, along with arts and faith-based organizations. Building off this success, *Master Plan* Recommendation 6.3 seeks to bring the success of the MoCo Arts Corridor into the western reaches of Monmouth County. Freehold

Borough is viewed as a promising model community to assist with this proposal and can be a gateway to help expand this Corridor concept to the remaining 12 municipalities of western Monmouth County.

Aligned to *Master Plan* Recommendation 6.1, [Figure 6.2: Arts, Historic, and Cultural Resources Map, 2016](#), displays the potential locations for three new county-based scenic byways that provide additional interconnectivity of our arts, historic, and cultural assets. Based on the NJ State Scenic Byway model, each of the byway themes are taken from the intrinsic qualities found along each route. Proposed routes include a Revolutionary War theme byway, connecting the Upper Freehold Historic Farmland Byway to Monmouth Battlefield/Freehold Borough to Sandy Hook following British and American troop movements. Second, a proposed “emerald” byway, a name evoking our expansive greenways and open spaces, is proposed along a southern route linking major parks and their cultural attractions, including the Assunpink Wildlife Management Area, Turkey Swamp Park, Manasquan Reservoir, Allaire State Park, and Fisherman’s Cove. A third byway would reinforce the communities, destinations, and Jersey Shore cultural attractions found along the MoCo Arts Corridor. All three byways would connect and converge, leading travelers and visitors to discover some of the best historic, scenic, natural, and cultural resources the county has to offer. These byways could be tied into a year-round marketing and tourism campaign.

Monmouth County continues to draw visitors and audiences from throughout the state and country to live music events. Musical performances are often associated with the larger theatres throughout the county such as the Algonquin (Manasquan), Great Auditorium (Ocean Grove), Count Basie Theater (Red Bank) and Two River Theater (Red Bank). PNC Bank Arts Center in Holmdel is the county’s largest venue with a capacity of approximately 17,500 people attracting world class top performers. PNC is ranked in the top five most successful amphitheatres in the country and top two major outdoor arenas in the



NY Metropolitan Area ([PNC Bank Arts Center](#)). However, much of the local music scene cannot be fairly depicted on an AHC Resources map because it is happening almost everywhere, all the time throughout the county. During warmer weather months, there is a vibrant outdoor music scene where our beaches, parks, and downtowns are often the backdrop for outside performances. Many restaurants, bars, and pubs showcase local bands all year long, many with devout followers and regional name recognition. Asbury Park’s beachside resurgence can be attributed in part to their live music scene with famous venues including the Stony Pony (globally referred to as Bruce Springsteen’s home roots), The Saint, Wonder Bar, and House of Independents. [NJ Spotlight](#), an online newsletter, recently named four venues in Monmouth County among the top ten places in the state to see Indie Bands. According to the editors of [Consequences of Sound](#), another online music publication, The Stone Pony and Count Basie Theater are listed prominently in the top “100 Greatest American Music Venues.” Built in 1894, the Great Auditorium in Ocean Grove, an architectural treasure holding about 6,250 people, is the largest enclosed auditorium in NJ. The 1908 pipe organ found in the auditorium is considered one of the largest and finest concert organs in the world ([NJ.com](#)).

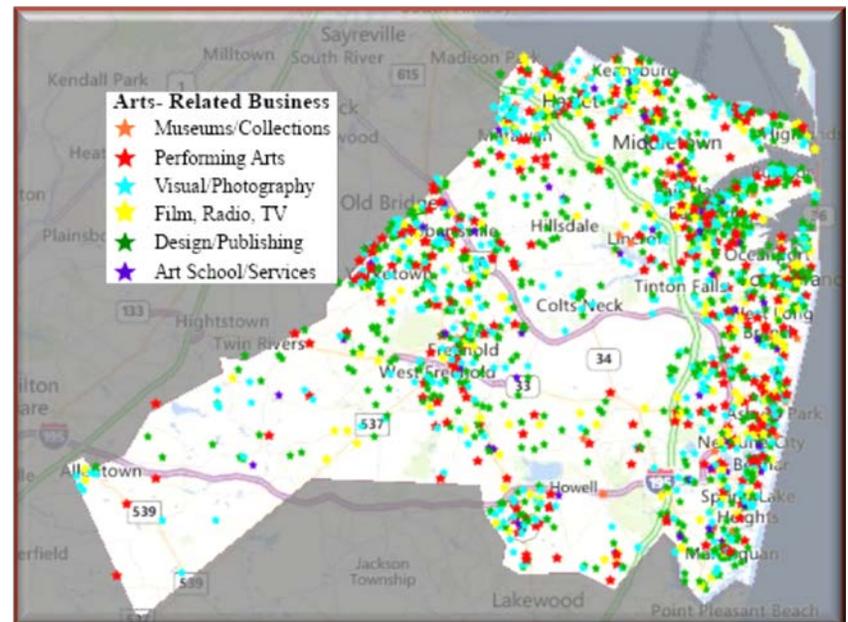
6.2.6 Creative Industries in Monmouth County

[Figure 6.3: Arts-Related Businesses of Monmouth County, 2015](#), displays the type and location of arts-related businesses in the county as identified by Americans for the Arts in their [The Creative Industries in Monmouth County, NJ \(2015\)](#) report.

According to Americans for the Arts, creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Creative industries account for 4.4% of the total number of businesses located in Monmouth County and 1.8% of the people they employ. [Figure 6.3](#) plots the creative industries, with each star representing a unique arts business establishment. (Americans for the Arts, 2015)

Taking a lead from the Americans for the Arts report, the Monmouth County Division of Planning conducted its own research and study to gain additional insight into the county’s creative economy. The resulting white paper, entitled [Measuring Monmouth County’s Creative Economy \(2015\)](#), redefined the classification for creative businesses/industries based on a variety of economic data sources. This county report reveals that creative industries employ over 7,300 workers in approximately 1,450 establishments in Monmouth County. The county is home to 100 arts and cultural nonprofit organizations accounting for \$18 million in annual revenue. Analysis shows that performing arts are by far the largest revenue generating nonprofit organizations. The report provides useful insight into the changing nature of creative industries and

Figure 6.3: Arts-Related Businesses of Monmouth County, 2015



Source: Americans for the Arts



provides an initial economic baseline for future year comparison.

6.3 Emerging Issues and Long Range Challenges

6.3.1 Adaptive Reuse of Historic Buildings: There was a time not so very long ago when historic buildings were thought to be too costly to fix and bring up to modern code. Demolition, from a short-term economic perspective, was often seen as an expedient way to resolve this real estate development issue. The public's increasing interest in preserving community character along with a growing market demand for walkable communities has made way for the concept and inclusion of adaptive reuse as a feasible development approach on sites as small as a single home to as large as an abandoned steel mill complex. Adaptive reuse is the repurposing of a site or building for a reason other than in which it was originally intended. Many historic structures that can be reused are located in some of the most sought after commercial business districts or traditional neighborhoods. Although some sites may not be salvageable due to neglect, decay, and contamination, those that can be have an opportunity to be reconstructed using more efficient and sustainable materials making them more economical and accessible (see Section 6.3.4 Accessibility to Resources) while preserving their historic integrity. Adaptive reuse is seen as an effective planning approach to reduce the impacts of urban sprawl as it does not require public investment in expanding infrastructure further into undeveloped areas. It is also seen as a means to rectify onsite environmental hazards, diminish blight, improve community health/safety, increase surrounding property values, and spur private investment elsewhere in the community. The use of adaptive reuse as a revitalization tool should be encouraged wherever it is economically feasible to do so.

6.3.2 Creative Placemaking: Creative placemaking is a fairly new approach in planning that leverages the use of arts, indigenous culture, artists, and creative people to attract interest and investment into a place with the intent of generating more equitable economic, social, and cultural outcomes throughout the entire community. Successful



Using an open gazebo on E. Main Street in downtown Freehold during off-peak hours, the Freehold Borough Arts Council (FBAC) sponsors a free Sunday Night Jazz and Blues Concert Series as part of their local creative placemaking efforts.

Source: FBAC

creative placemaking results from collaboration among diverse public and private constituents and stakeholders all of whom represent and have interest in the creative community.

In an era where walkable communities and place distinction are at a premium, more and more places are relying on arts, culture, and entertainment as the key to attracting interest in community redevelopment proposals. Through creative placemaking, communities hope to differentiate themselves from other places in appealing to a smart, creative, and entrepreneurial class of people who will not only live and work there, but contribute their positive energy and spirit to bring about inclusive change in the greater community around them.



The Asbury Hotel- Adaptive Reuse of Asbury Park's Former Salvation Army

During 2015, the longstanding vacant and rundown Salvation Army retirement home in Asbury Park underwent an extensive rehabilitation to become the city's first new hotel in over 50 years. Blocks away from the beach, the new 110-room hotel opened in May of 2016 and quickly became a burgeoning social hub of the city. The Asbury Hotel's vintage design elements mesh with modern amenities creating an attractively edgy yet relaxed vibe. Stonehill & Taylor Architects and Planners, a firm famous for the adaptive projects such as the NoMad Hotel and Manhattan's Ace Hotel, designed the project.

Highlights of this exciting, recreated space include:

- Guests are greeted on the main floor by the '**The Counter**' which serves as a check-in station with grab-and-go food options available. Also in the lobby is **Soundbooth** a causal bar where guests and locals can play games and listen to live music.
- On the 6th floor is a rooftop garden, **The Baronet**, which transforms from a game area during the day to a nighttime carless 20-foot 'drive-in' projection theater featuring movies and live performances.
- Open to public on Sundays and featuring local DJs, **The Pool** is comprised of a large pool deck with ample seating. Next to the pool area, a **beer garden** provides a relaxed meeting place for locals and guests serving craft and local beers, signature drinks, and street food.
- On the hotel's roof a 4,000 square foot lounge, **Salvation**, with ocean and city views will include beds and lounges while hosting local DJs and celebrity artists.
- **Asbury Hall & Lawn** will serve as the hotel's indoor/outdoor 4,800 square foot event and meeting center, which can be divided into smaller rooms to accommodate gatherings of all sizes.

The hotel's location at 210 5th Avenue is in walkable proximity to Convention Hall, the boardwalk, and beaches. The Asbury Hotel has the potential to be a substantial tourism economic driver for the city. The hotel opened Memorial Day weekend of 2016.

The developer also owns the property behind the hotel, the iconic Asbury Park Bowling Lanes which opened in 1962. Recently closed for preservation and enhancement, this vintage bowling alley/music and art venue will connect to the Hotel and is also a prime example for the adaptive reuse of historic buildings. Both of these properties are integral components of Asbury's historic legacy, which are now being preserved for future generations.



According to the Center for Creative Placemaking, communities that engage in creative placemaking seek to:

- *Leverage the creative possibilities in a place*
- *Capitalize on distinctiveness*
- *Empower artists and visionaries to help reach community potential.*
- *Create opportunities for people of all income levels and backgrounds to come together and to thrive*
- *Contribute to a mix of uses and pedestrian activity*
- *Attract businesses*
- *Improve social welfare*
- *Foster economic progress and entrepreneurship in the public interest*
- *Connect at the intersection of art and technology*

To assist towns with these efforts, *Master Plan* Recommendation 6.5 offers planning assistance to our municipal partners in creating cultural asset inventories and in the development of their cultural and creative placemaking plans that will incorporate the arts into local policy documents.

6.3.3 Public Art and Redevelopment: Arts, historic, and cultural resources are often tourism drivers attracting visitors from destinations both near and far. A few initiatives supporting this integration are strengthening related infrastructure and accessibility (see MoCo Arts Corridor), supporting public-private partnerships in the sector, fostering creative business aid disaster recovery efforts, creating cultural enterprise zones or communities, reclaiming industrial space for the arts, developing unique branding, marketing cultural events, and promoting unique destinations. Artists, firms, and cultural facilities located in close proximity to economic development activity often lend themselves to generating ample beneficial economic multipliers, especially in downtown redevelopment scenarios.

To further the presence and integration of public art in a community, municipalities may opt to establish ordinances that require a portion of

a developer's capital construction costs be dedicated for the creation and display of public art. During 2015, Morristown NJ became one of the first municipalities in the state to launch a [One Percent for Arts](#) program, ensuring the rich culture of their community is sustained during redevelopment. This program designates 1% of capital costs up to \$100,000 for new redevelopment projects to the installation and maintenance of exterior public art on/or adjacent to the property being developed. This type of program fosters healthy, vibrant downtowns and is a model for cultivating climates rich in culture and arts. The One Percent for Art program was established by Morristown in partnership with Morris Arts. This approach should be considered by towns seeking to strengthen their arts presences in the MoCo Arts Corridor and throughout the county.

New Jersey established the Arts Inclusion Program, the state's percent for art program, in 1978. This program allocates up to 1.5% of state financed construction project budgets to artwork. Since its passage, the program has commissioned and installed hundreds of pieces of artwork in state agencies, state universities, NJ TRANSIT stations, and elsewhere. Such a program requires builders to dedicate a percentage of total building costs towards art resources in the community. The money is often dedicated to innovative applications of public art like a mural or arts and culture-based public programs. The [New Jersey State Council on the Arts](#) acts as a consultant in the art selection process.

6.3.4 Accessibility to Resources: Physical, economic, and cultural barriers that prohibit people from readily accessing, participating in, and enjoying the arts is a structural and financial challenge facing almost all arts organizations. The New Jersey Theatre Alliance has taken the lead in overcoming these challenges through the Cultural Access Network Project. Co-sponsored with the New Jersey Council on the Arts, the project provides services and programs to theaters and cultural organizations geared toward making their facilities, programs, and performances accessible to seniors and people with disabilities.



Overcoming physical obstacles is just one category of accessibility limitations. Although Monmouth County is considerably affluent, there remain a number of places in our community where access to the arts is much less predicated on proximity and much more on the cost of participation. Those who do not have the financial means to engage in artistic and cultural pursuits are often left at a long-term disadvantage creatively, socially, and scholastically from their more affluent peers. Many in the Monmouth County arts community recognize this inequity and have taken action to remove economic barriers as part of their programming. Collaboration between various entities including local and state government, art councils, historical committees, and private institutes to develop an 'Annual Free Admission Day' is encouraged. Finally, it is important to consider the social isolation caused by barriers to cultural inclusivity within the broader context of accessibility. The arts and artists themselves are often seen as barometers of change within society. As the county population grows older and more diverse, the arts will adapt and find ways to reach and reflect the audience it serves. As that occurs, it's important to identify and assist emerging and underserved populations within the community at large, including those identified in Section 6.3.5 Arts and Community Health.

6.3.5 Arts and Community Health: There is a growing body of evidence that supports the engagement of creative arts as a public health resource. [ArtPride New Jersey Foundation](#) (refer to Section 6.5.2 Arts and Cultural Resource Assistance) is a not-for-profit advocacy organization that has taken a lead role in this movement. Through its Alliance for Arts & Health New Jersey initiative, artists and arts professionals are connected with health and wellness service providers. The Alliance has identified ten key focus areas for arts and health in NJ: 1. Mental health, including substance abuse and prevention; 2. Geriatrics and creative aging; 3. Medical training, including nursing and medical staff; 4. Oncology; 5. Special needs populations (disabilities, autism, Parkinson's); 6. Obesity; 7. Youth services; 8. Pediatrics; 9. Caregivers; and 10. Military ([ArtPride, 2015](#)). Developing stronger

partnerships between cultural organizations and health providers is a vital step in creating sustainable arts and health programming in Monmouth County. Funding, to a great extent, will come directly from the health providers themselves and from their associated partnerships outside of the arts.



Concrete road barrier used to restrict traffic to flood damaged areas along the beach converted into a public art, giving locals a positive message of hope in the aftermath of Superstorm Sandy. Belmar, NJ 2013

Source: Monmouth Arts

6.3.6 Arts Responder: Acknowledging Monmouth Arts as the county's primary "Arts Responder" helping connect the arts community to information, resources, and emergency funding in the aftermath of a disaster is just one of numerous Stakeholder Strategies identified in this Element under Community Resiliency (refer to Section 6.6 Master Plan Recommendations and Stakeholder Strategies). This particular Stakeholder Strategy recognizes the remarkable role undertaken by Monmouth Arts in the aftermath of Superstorm Sandy. Being a shore community, many of the county's most precious arts, historic, and cultural resources are located in vulnerable areas to future storm and flooding events. Arts, historical, and cultural resources are irreplaceable. Arts Responders are a vital way communities can protect and preserve such resources before, during, and after a storm. During Sandy recovery, Monmouth Arts worked with the Federal Emergency

Management Agency (FEMA) on behalf of cultural organizations. [American for the Arts](#) showcases online that during Superstorm Sandy:

“Two River Theater and Count Basie Theatre became recharging stations for people and electronics. Middletown Arts Center created a new program for students until the student’s schools were reopened. Monmouth Art’s efforts became ArtHelps, which included an Indie gogo campaign to support community arts projects in the hardest hit towns. Monmouth Arts also joined the Monmouth County Long-Term Recovery Group to ensure the arts were represented in ongoing recovery efforts.”

Presently, Monmouth Arts maintains a list of emergency preparedness resources online including first steps to recovery, government assistance options, legal help, and information for small businesses, self-employed, artists, arts organizations, schools, and teachers. As the threat from rising tides and severe weather continues to intensify, the role of Monmouth Arts as the Arts Responder in maintaining and protecting these assets from the effects of natural disasters becomes an increasingly important component to our overall community resiliency strategy. The nation has lost many historic and cultural resources due to natural disasters. The Romer Shoal Light Station (1898) off the coast of Sandy Hook and Keansburg Amusement Park (one of the NJ’s oldest amusement parks) sustained major damage and inundation during Sandy. The Romer Shoal Light Station is listed on the National and State Registers. This need is discussed further in the 12.0 Community Resiliency Element, Sections 12.3.2 Best Management Practices in Resiliency and 12.3.5 Keeping Community Character and Historic Fabric.

Following the appropriation of Public Law 113-2 Disaster Relief Appropriations, which streamlined Sandy disaster assistance, the National Park Service (NPS) funded the Hurricane Sandy Disaster Relief Assistance Grants for Historic Properties. This funding generated the [Action Plan Narrative for the Preservation, Stabilization, Rehabilitation, and Repair of Historic Properties \(2013\)](#) and [Implementation Addendum](#)

[\(July 2014\)](#).

6.3.7 Cultural Heritage Commissions: Collaboration and cohesion in this Element is an essential key facet for long-term success. While many municipalities throughout our county have established Historical Advisory or Historic Preservation Commissions, the emerging concept of a Cultural Heritage Commission is encouraged. This commission would combine the protection, preservation, and enhancement of historic resources and the arts.

Duties of a new Cultural Heritage Commission would include:

- Protecting the archeology, architecture, historic, and heritage tourism of their municipality
- Increase public awareness of the historic, cultural, architectural, and archeological preservation value
- Maintain, update, and enforce Historic Design Guidelines
- Work to identify historic locations while keeping an up-to-date inventory
- Review proposed projects to identify potential impacts
- Other various activities

Such a committee would be the county’s primary leader and catalyst for the promotion of public interest in the arts in addition to the preservation of heritage and culture. Focus would be on preserving the places and stories of the county’s rich cultural heritage and communities. The commission would work with municipal, county, regional, and federal agencies, individuals, organizations, community groups, and other various stakeholders. While often overlooked, our cultural heritage is found throughout the county’s museums, libraries, archives, historical societies, municipal offices, and historic sites, properties, and districts. The commission would oversee the designation and protection of local landmarks while incorporating new and emerging arts into the historic context of sites.



Rich in heritage and positioned in a vulnerable location, the commission would also be in a position to expand the role of Monmouth Arts as Arts Responder (see Section 6.3.6 Arts Responder) into a comprehensive Arts, Historic, and Cultural Responder.

6.3.8 Value of a Public Arts Inventory

Public art ranges in size, form, and scale- it is simply art in public spaces. This art is free and should be accessible to everyone in the community. Oftentimes, it relates directly to a community’s audience, cultural, history, landscape, or environmental conditions. Public art instills a

sense of well-being and understanding of the culture while enhancing the visual and aesthetic quality of a community. [Belmar Arts Council](#) recognizes this value through its annual ArtWalk, a free family friendly event showcasing the talent of dozens of artists and participating businesses in the community. The value of this recognition is growing and an inventory of these public art installations provides tourists and residents a huge resource. The identification of such locations by local arts councils provides the county an opportunity to maintain and manage a Public Arts Story Map. The Public Arts Story Map will combine images, maps, and narrative text on the artist and piece of art.

Many residents may be unaware of significant public art installations throughout the county, and this inventory brings an opportunity to educate, create awareness, and provide recognition to such. For instance, the Asbury Park Public Library has two historically significant stained-glass windows; one is a memorial to Ulysses S. Grant and the other is crafted by Tiffany Company. *Master Plan* Recommendations 6.2 and 6.5 seeks to build upon work already begun at the county and local level in the development of AHC resource inventories so that the public may become more aware of these community assets.

6.3.9 Collective Impact: Collective impact is a term coined by consultants John Kania and Mark Kramer in 2011 to describe how the social sector can achieve real change through centralized, strategic, and coordinated actions among multiple, diverse partners rather than through decentralized and isolated initiatives. “Collective impact requires the full commitment of all participants to a concrete set of goals and alignment towards making those goals a reality through whatever means are most appropriate. It requires participants, including the so-called “backbone organization” leading the effort, to put the goals [of the effort], not themselves, first” ([createquity.com](#)). In 2014, the National Endowment for the Arts (NEA) announced its first round of grants for FY2015 to support collective impact approaches in the arts. The MoCo Partnership spearheaded by Monmouth Arts is a

**Public Art, History, & Culture
COUNT BASIE BRONZE BUST**

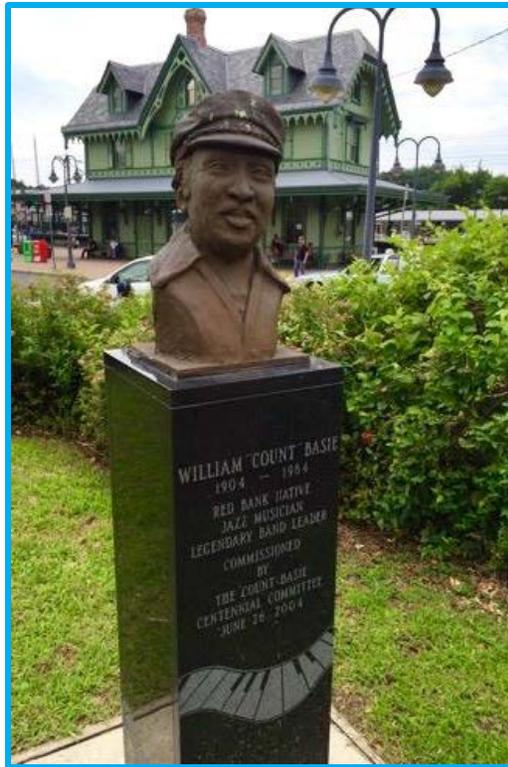
Piece By: Brian Hanlon

Created In: 2004

Located In: Red Bank, NJ along the MoCo Corridor

Funded By: Dr. Eugene Cheslock and Raymond Brennan

The bronze bust was commissioned in 2004 to commemorate the Count’s 100th birthday. Dr. Cheslock and Raymond Brennan felt that Count Basie, known as the Kid from Red Bank, put the borough on the map. The official unveiling ceremony dedicating the bust included remarks from Red Bank resident Phyllis Rudlow as she recalled her memories of her great- cousin, jazz legend William Count Basie. A sister bust is at the Count Basie Theater, also sculpted by Hanlon.



Source: Monmouth Arts



successful example of a collective impact approach through the use of creative placemaking to bring about social change in a community. The Count Basie Theater in Red Bank is pursuing a collective impact strategy through its Creating Arts Rich Schools & Creative Learning Communities Program. This program seeks to partner Monmouth and Ocean County leaders to innovate, steer, and deliver a nationally recognized model of creative teaching and engaged learning that transforms communities through the arts and prepares the next generation of leaders. The *Monmouth County Master Plan* provides a framework that connects arts to all other aspect of planning. In doing so, it provides community stakeholders from all backgrounds an exciting gateway to develop and participate in new collective impact initiatives involving the arts.

6.3.10 Long Range Challenges: Long Range Challenges facing AHC resources as identified through Working Group discussions and exercises are:

- *Public awareness* about how important arts, cultural, and historic resources are to the county’s long-term economic and social viability is lacking.
- There is a *need to develop a regional wayfinding strategy* for cultural institutions, historic sites and districts, creative downtowns, and performing arts venues.
- *Overcoming the “disconnect”* of the county’s military history and historic sites with the overall story of Monmouth County.
- *Lack of awareness* (perception issue among many residents) in the quantity, quality, diversity, and availability of the arts in Monmouth County.

6.4 Arts, Historic, and Cultural Stakeholder Actions and Efforts

Monmouth County is very fortunate to have a large number of highly respected public, private, and nonprofit advocates dedicated to the retention, expansion, and promotion of AHC resources at the county level.



The Old Mill along the Upper Freehold Historic Farmland Byway evokes charming, country culture and colonial heritage in Allentown, NJ

Source: Division of Planning

6.4.1 Monmouth County Efforts

Monmouth County Division of Planning

Regional Planning Studies: Between 2004 and 2011, the Monmouth County Division of Planning conducted a series of four regional studies including the [Route 9/Western Monmouth Development Plan \(2004\)](#), [Coastal Monmouth Plan \(2010\)](#), [Bayshore Region Strategic Plan \(2006\)](#), and [Panhandle Region Plan \(2011\)](#). Each of these reports touched upon some aspect of historic and cultural resource protection. The *Bayshore Region Strategic Plan* was the first plan to incorporate a discussion about the need for artist live/work space in the context of economic



development issues and strategies. Significant efforts to engage artists and cultural organization during development of the *Coastal Monmouth Plan* resulted in the plan recommending a regional arts corridor to collectively branding the art venues and cultural attractions along the North Jersey Coast Line from Red Bank to Manasquan. This recommendation later inspired the creation of the MoCo Arts Corridor Partnership.

Creative Economy White Paper: Refer to Section 6.2.6 Creative Industries in Monmouth County, [Measuring Monmouth County's Creative Economy- A Data Insight Report of the Economic Contributions of Creative Industries in Monmouth County, NJ \(2015\)](#).

Upper Freehold Historic Farmland Byway: Designated as a New Jersey Scenic Byway by the New Jersey Department of Transportation (NJDOT) Commissioner on November 29, 2006, the Upper Freehold Historic Farmland Byway follows a 31.5-mile route through Upper Freehold Township and Allentown Borough showcasing the distinct historic, scenic, recreational, and cultural assets of each of the communities. Although this project was a joint partnership between local, county, and state officials, the Monmouth County Division of Planning took the leadership role in preparation of the Byway Nomination Packet for submission to NJDOT and coordination of the Corridor Management Plan (CMP) process. While the Byway Nomination Packet is a little known resource about the local history along the byway, the [Upper Freehold Historic Farmland Byway Corridor Management Plan \(2010\)](#) was the essential first step in providing for the long-term stewardship of the intrinsic qualities that comprise the byway. *Master Plan* Recommendation 6.1 supports development of additional county-based scenic byways that would provide interconnectivity of our arts, cultural, and historic assets through the use of a multi-modal transportation network. [Figure 6.2: Arts, Historic, and Cultural Resources Map](#) in Section 6.2.4 Municipal Resources shows the general location where these future byways are being proposed. The county will advance this

program through the creation of a Scenic Byway Story Map. This Scenic Byway Story Map will include a map of the byway, images, and narrative on the historical significance.

Monmouth County Park System (MCPS): Beyond publishing and maintaining the [Monmouth County Historic Sites Inventory](#) (see Section 6.2 Existing Conditions) and [Monmouth County Historic Preservation Planning Guide \(1989\)](#) (see Section 6.5 Technical Resources and Funding Opportunities), the MCPS is the largest holder of historic buildings and structures in Monmouth County (MCPS, 2016). This incredible responsibility is in the hands of the many passionate and dedicated employees of the MCPS who plan for, restore, maintain, and interpret these facilities. The MCPS also provides engaging year-round programming that includes all facets of arts, history, and culture. Since 1975, the MCPS hosts the annual Monmouth County Fair, a multi-day celebration of the county's agricultural heritage held at the East Freehold Showgrounds. The [Monmouth County Friends of the Parks](#) is a member-based 501(c)(3) registered charitable organization that uses dues, donations, and proceeds from fundraisers to assist and support MCPS efforts to enhance park properties and programs. The Division of Planning will continue to work with the MCPS and arts stakeholder to increase the presence and strengthen the interaction between arts, nature, and recreation in our county parks. In 2015, the MCPS launched an annual Creative Arts and Music Festival held at their Thompson Park Creative Arts Center (which houses ceramic and pottery studios and serves as an artistic outlet for residents). The annual festival features artist's work for sale along with live music and art activities.

Two preeminent historic sites managed by the MCPS include Historic Walnford, an 18th century mill village and homestead part of the 1,400+ acre Crosswicks Creek Park in Upper Freehold and Longstreet Farm, a 1890's living farm museum, set on nine acres in Holmdel Park. Walnford or Waln's Mill was a colonial village founded in 1734. When purchased in 1772 by Richard Waln (1737-1809), it consisted of a farm,



several houses, two orchards, a sawmill, a gristmill for grinding grain, a fulling mill for wool cloth, a blacksmith shop and a cooper’s (barrel maker’s) shop. The following year the mansion was constructed. It was said to be the largest house in Monmouth County at the time (Meirs, 2006). The site now showcases over 200 years of social, technological, and environmental history through the Waln family (MCPS, 2015). Longstreet Farm is a historic living farm representing rural Monmouth County in the 1890s. Situated on nine acres, interpreters dress in costume and employ tools, instruments, and machinery found on a working farm at that time. Throughout the year the farm hosts free demonstrations (e.g. blacksmith making) where interpreters in period dress perform daily and seasonal agricultural and domestic activities.

The [Navesink Military Reservation](#) spanning 245-acres in Hartshorne Woods Park received National Register designation as the Navesink Military Reservation Historic District on October 13, 2015. The reservation overlooking Sandy Hook Bay and the NY Harbor on “a natural fortress” was established in 1942. Battery Lewis, Battery 219, two housing cantonments for troops, and facilities for controlling the firing of the guns encompasses the reservation. The reservation played valuable roles during World War II and the Cold War. In 1974, the facility was closed and transferred to Monmouth County.

[Monmouth County Historical Commission](#): Established by the Board of Chosen Freeholders in August of 1988, the commission is dedicated to the preservation of the county’s rich historic heritage. The nine appointed commissioners work closely with the Freeholder Liaison, County Historian, and the Executive Director, in addition to Monmouth County Division of Planning staff, as advocates for the preservation of historic properties, sites, and projects. Primary activities include the administration of a [Historic Preservation Grant Program](#) to assist nonprofit organizations and municipalities in maintaining historic structures; a [Historic Preservation Awards Program](#) to recognize successful rehabilitation projects; and a Fifth-Grade Essay Contest to

encourage students to write about a historical site or an individual family member, who inspired their interest in history. The commission also coordinates a self-guided tour of over 40 historic sites throughout the county on the first weekend in May, known as [Weekend in Old Monmouth](#). Sites on the tour may vary year-to-year, keeping the event intriguing for those who have already participated. The Weekend in Old Monmouth tour program should be considered as an anchor for a year around program linked to scenic byways. All these activities are supported by funds appropriated by the Monmouth County Board of Chosen Freeholders.

[Monmouth Arts](#): Monmouth Arts, the county’s official arts agency, is a nonprofit organization whose mission is to enrich the community by inspiring and fostering arts. Their vision is a vibrant arts community that enhances the quality-of-life in Monmouth County. Since 1971, Monmouth Arts, formerly the Monmouth County Arts Council, has provided essential services and assistance to the arts and cultural community throughout the county. Today, Monmouth Arts does this



The MoCo Arts Partnership supports a diverse array of artists and arts along the MoCo Arts Corridor

Source: Monmouth Arts



through arts education, collaborations, special events, grants, and supportive marketing. Programing is made possible through funding provided from the Monmouth County Board of Chosen Freeholders through the County Historical Commission, the New Jersey State Council on the Arts, and private contributions. Following Superstorm Sandy in late 2012, Monmouth Arts responded with Arts Helps, a program devised to provide relief, resources, and assistance to artists and cultural organizations dealing with storm recovery issues, mentioned previously in Section 6.3.5 Arts Responder. Monmouth Arts also sends out informative monthly e-newsletters detailing arts news, special events, member spotlight, art education news, and other information.

Cultural Arts Plan: With assistance from the Monmouth County Division of Planning, Monmouth Arts updated its countywide cultural arts plan [Imagine, Envision, Create \(2012\)](#). This plan builds upon the previous plan, *A Blueprint for the Arts*, and integrates input and research from a broad range of artists, arts organization, creative industries, planning, tourism, education and economic development (Monmouth Arts website, 2016). Developed with assistance from the Monmouth County Planning Board, The Monmouth Arts Cultural Plan, The plan identifies five primary goals for Monmouth Arts including (1) Building a Strong Cultural Arts and Image for Monmouth County, (2) Foster Community Arts Development, (3) Facilitate Increased Arts Education Opportunities, (4) Increase Funding and Resources for the Arts, and (5) Continue to Develop the Capacity of the Monmouth Arts. The plan offers insight into the arts community found throughout Monmouth County and evaluates arts opportunities through economic development, tourism, and education. *Imagine, Envision, Create* recommends a list of implementation strategies and tasks necessary to achieve the five primary goals of the plan. *Master Plan* Recommendation 6.4 seeks to formally recognize Monmouth Arts' *Imagine, Envision, Create* as a component of the AHC Element of the *Monmouth County Master Plan*.

MoCo Arts Partnership/Corridor: Cohesively marketing and branding

the many municipalities that comprise coastal Monmouth as an art, cultural, and entertainment destination was first recommended in the *Coastal Monmouth Plan (2010)*. The *Coastal Monmouth Plan* calls for a unified marketing theme to strengthen the year-round shore economy in the coastal areas through cooperative promotional efforts. The ACE Hubs of Asbury Park, Atlantic Highlands, Belmar, Freehold, Keyport, Long Branch, Manasquan, and Red Bank are anchor communities located along NJ TRANSIT's North Jersey Coastline, and already attract a large amount of seasonal business activity. Monmouth Arts along with support from the Monmouth County Government, NJ TRANSIT, artists, local businesses, educational institutions, and numerous tourism and cultural organizations developed a comprehensive marketing plan for the coastal area. The MoCo (Monmouth County) Partnership has created the MoCo Arts Corridor as the signature brand for coastal Monmouth. Spanning from Matawan to Manasquan, this corridor encompasses 41 towns proximate to NJ TRANSIT's North Jersey Coast Line and the Garden State Parkway.

Monmouth County Public Library System: Our library system is considered by many to be one of the finest library systems in the nation. With Library Headquarters in Manalapan, an Eastern Branch in Shrewsbury Borough, 11 municipal branches, and 14 municipally affiliated members located throughout the county, the Library System provides year-round cultural programming in all locations. As stated in the library's mission statement, their aim is to help patrons meet their educational, recreational, and cultural needs through extensive collections, professional services, information resources, and innovative programming. The system also provides almost limitless opportunities for patrons to pursue a lifelong quest of understanding and knowledge through reading, learning, and interactive engagement.

To celebrate National Archives month, every October the [Monmouth County Archives](#) and Library celebrate Archives Week and host 'Archives and History Day.'



Monmouth County Health Department (MCHD): The MCHD produced the informative [Natural and Cultural Features of Monmouth County \(2010\)](#) to provide environmental health investigations with background reading about our county.

Brookdale Community College (BCC): BCC's Lincroft Campus is home to two of the region's cultural centers including the Monmouth Museum and the Center for Holocaust, Human Rights, and Genocide Education. Established in 1963 and given a permanent home at Brookdale in 1974, the [Monmouth Museum](#) is a private, nonprofit organization that views itself as a "Museum of Ideas" dedicated to presenting changing art, history, and science exhibitions to educate and entertain while providing for creative expression and life-long learning to the diverse community it serves (Monmouth Museum website, 2005). Each year the museum is host to the Monmouth Teen Arts Festival. Produced by Monmouth Arts, this festival is a multi-day celebration of young artists from around the county showcasing their ability and talent as well as providing them access to workshops, performances, and critiques from professional artists. The [Center for Holocaust, Human Rights and Genocide Education](#) was founded at Brookdale in 1979 as the Center for Holocaust Studies. The center's mission is to educate people about the historical issues of the Holocaust and genocide, eliminate racism and all forms of prejudice that are destructive to society, and develop programming focused on critical human rights issues (Center for Holocaust, Human Rights and Genocide Education website, 2015). This nonprofit, volunteer organization houses an extensive library of books and media materials as well as a permanent archive of memorabilia, artifacts, and documents from local holocaust survivors. It also offers specialized programming that advances education and understanding about issues surrounding genocide.

Monmouth County Department of Public Information and Tourism: This department is the county's go-to information clearinghouse for those seeking to visit or explore Monmouth County. In 2014, tourism

spending accounted for \$2.208 billion ([Monmouth County 2015 Profile](#)). The [Department of Tourism](#) manages a website that is continually updated with visitor resources including lodging, attractions, and upcoming events. It also oversees the production of an annual Monmouth County Travel Guide and maintains a storefront Visitor's Center on Main Street in Freehold Borough. They also works closely with business associations and visitors centers throughout the county to promote broader awareness about the best shopping, dining, recreation facilities, and cultural destinations Monmouth County has to offer.

6.4.2 New Jersey State Agencies and Efforts

New Jersey Department of Environmental Protection (NJDEP)

New Jersey State Historic Preservation Office (NJ HPO): The NJ HPO is committed to "the preservation and appreciation of our collective past." As stated on the NJ HPO website, its mission is to assist the residents of New Jersey in identifying, preserving, protecting, and sustaining our historic and archaeological resources through the implementation of the state's historic preservation program. That program includes an annual workshop, co-sponsoring history and preservation related activities, as well as resource publications and professional training opportunities. The NJ HPO is responsible for the management and maintenance of the State Register of Historic Places. It also offers [Historic Preservation Certified Local Government \(CLG\) Grants](#) for eligible historic preservation activities.

Division of Parks and Forestry: This division is responsible for the preservation, maintenance, and interpretation of historic resources at two state parks in the county, Monmouth Battlefield State Park (Manalapan and Freehold Townships) and the 3,205-acre Allaire State Park (Wall and Howell Townships). Monmouth County's colonial and revolutionary pride is strongly tied to the events that



took place in and around the Battle of Monmouth in late June 1778. This 1,818-acre state park commemorates one of the largest battles of the Revolutionary War and the last major battle before focus shifted to the southern campaign. A welcoming visitor’s center and restored 19th century landscape encourage visitors to wander the farm fields and hallowed grounds in the footsteps of the Continental Army. Allaire Village, part of the overall Allaire State Park and Manasquan River Greenway, is a living history museum that recreates life in an 19th century iron ore town. Once referred to by locals as the deserted village, the historic interpretation of the restored Howell Works is geared towards understanding early American business entrepreneurship. The state receives assistance in the management of these facilities from the Friends of Monmouth Battlefield and the Allaire Village, Inc. The state receives assistance from two 501(c)(3) not-for-profit organizations, the Friends of Monmouth Battlefield and Allaire Village, Inc., which are devoted to preserving, protecting, and historically interpreting these sites.

New Jersey State Planning Commission, Office of Planning Advocacy: Adopted by the State Planning Commission in 2001, Goal #7 of [The New Jersey State Development and Redevelopment Plan \(SDRP\)](#) speaks directly to the preservation and enhancement of historic, cultural, scenic, open space, and recreational assets. The *SDRP* recommends 15 separate policies to achieve this goal, all of which strongly support the overarching goals of the *Monmouth County Master Plan*. *SDRP* policy recommendations for historic, cultural, and scenic resources are identified in Figure 6.4: State Plan Policy Recommendations for Historic, Cultural, and Scenic Resources.

New Jersey State Council on the Arts: Housed in the Department of State, the State Arts Council offers an array of programs, services, and funding opportunities supported by a direct appropriation from the State of New Jersey through a dedicated Hotel/Motel State Occupancy

Fee and grants from the National Endowment for the Arts. Created in 1966, the 17 member council is missioned to, “...improve the quality-of-life in this state, its people and communities by helping the arts flourish.” The council annually supports thousands of public arts events reaching an audience in excess of 18 million and helps stimulate over \$1.5 billion in NJ economic activity. The council works with partner organizations, all of which is governed by strategic plans made in the broader context of [Arts Plan New Jersey](#). (State Council for the Arts, 2015)

The NPS is a co-sponsor to the Zero Waste Arts Fest funded in part through an “Imagine Your Parks” grant from the National Endowment for the Arts

Source: Monmouth Arts



Figure 6.4: State Plan Policy Recommendations for Historic, Cultural, and Scenic Resources

Policy 1: Identification and Inclusion	Coordinate the identification of historic areas, historic sites, landscapes, archeological sites, and scenic corridors for inclusion in state and national registers and in county and municipal planning documents.
Policy 2: Municipal Plans	Include historic surveys and scenic corridors in local master plans.
Policy 3: Preservation Guidelines	Ensure uniformity in guidelines used by all levels of government for the preservation and rehabilitation of historic buildings.
Policy 4: Historic Resources and Development Regulations	Protect the character of historic sites, landscapes, structures, and areas through comprehensive planning, flexible application of zoning ordinances, construction codes, and other development regulations.
Policy 5: Archaeological Resources Investigate, Protect, and Document Archaeological Resources	Investigate, protect, and document archaeological resources identified prior to disturbance of a site. Encourage voluntary, expedited documentation of archaeological finds that might not otherwise be investigated, especially in private construction sites.
Policy 6: Historic Resources and Infrastructure	Locate and design public and private capital improvements to protect historic resources and their settings from the immediate and cumulative effects of construction and maintenance of these improvements.
Policy 7: Historic Structure Re-use and Affordable Housing	Promote adaptive reuse of historic structures to provide affordable housing, where appropriate, in ways that respect architectural and historic integrity.
Policy 8: “Main Street” Programs	Promote “Main Street” and other programs to aid in protecting historic sites and structures during revitalization of traditional downtown areas.
Policy 9: Identification and Delineation Downtown Areas	Participate in the coordination of state, regional, and local government identification and delineation of scenic and historic corridors throughout New Jersey, and take the necessary steps to protect them.
Policy 10: Greenways, Scenic and Historic Corridors	Establish within a regional greenway system publicly accessible portions of scenic and historic corridors to provide passive and active recreational and cultural opportunities.
Policy 11: Development Patterns and Design to Support Scenic and Historic Values	Manage development and redevelopment to maintain, complement and enhance scenic and historic values within identified and delineated scenic and historic corridors.
Policy 12: Protection and Preservation of Scenic and Historic Corridors	Protect scenic and historic corridors by appropriate means and preserve them by using easement purchase, density transfers, fee simple purchase and other innovative and effective mechanisms.
Policy 13: Museums	Support museums, libraries, interpretive centers, archives and other public buildings as repositories of past culture and showcases for contemporary culture, and locate them in Centers, where appropriate, as interconnected components of community-based learning networks.
Policy 14: Civic Design and Public Art	Encourage high-quality design of all public buildings and landscapes, and promote the use of art in all public buildings and spaces.
Policy 15: Economic Development	Use historic preservation as a tool to promote economic development.



New Jersey Historical Commission (NJHC): The NJHC is a state agency dedicated to the advancement of public knowledge and preservation of NJ history. Established by law in 1967, its work is founded on the fundamental belief that an understanding of our shared heritage is essential to sustaining a cohesive and robust democracy. The NJHC receives its funding primarily by legislative appropriation. It fulfills its mission through various initiatives including media projects, publications, and materials for teachers, as well as an active grant and awards program. The goal of the grant program is to engage diverse audiences and practitioners in the active exploration, enjoyment, interpretation, understanding, and preservation of NJ history. (Department of State website, 2015)

New Jersey Historic Trust/Heritage Tourism Task Force: Created by state law in 1967, the mission of the trust is to advance historic preservation through advocacy, policy development, heritage tourism support, and financial resources towards the sustainable stewardship of historic properties (refer to Section 6.5 Technical Resources and Funding Opportunities). In 2006, the state legislature established a New Jersey Heritage Tourism Task Force. This task force, with collaboration from the Historic Trust and other state partners, developed [A Heritage Tourism Plan for New Jersey Master Plan \(2010\)](#). Their plan identifies six themes that will be used in historic site interpretation, historical marker program, heritage education curriculum, and tourism promotion. These six themes are:

- **New Jersey in Conflict** including the role of Monmouth Battlefield in the Revolutionary War
- **New Jersey at Work** showcasing industry and innovation
- **New Jersey Land and Sea** exposing our agricultural and seafaring heritage
- **New Jersey at Play** looking at our parks and resorts as attractive destinations
- **Many Faces of New Jersey** as our diversity represents the world

- **New Jersey by Design** acknowledging our distinct efforts in design, planning, and architecture

The trust provides strategic direction for the promotion of our state's heritage tourism.

National Guard Militia Museum of New Jersey (NGMMNJ): Unassuming in its quiet location as part of the National Guard Training Center in Sea Girt, the NGMMNJ collects, preserves, and displays artifacts, documents, and memorabilia that have historical significance to the Army National Guard, the Air National Guard, and the Naval Militia of NJ. The mission of the NGMMNJ is to preserve and explain the military heritage of NJ and enhance public understanding of how armed conflicts and military institutions have shaped our state and national experience. The Main Museum presents the role of the NJ Militia and National Guard within the context of the state's larger history, using original and reproduction uniforms, weapons, photographs, artifacts, and art from the period of Dutch, Swedish, and British colonization through the War for Independence, Civil War, and World Wars I and II to the present day. General admission to the museum is free and open to the public seven days a week except for holidays. (State of NJ, Dept. of Military Affairs website, 2015)

6.4.3 Partnership Efforts

The Monmouth County Historical Association: The association is a private organization that receives annual operational support from the Board of Chosen Freeholders. Five historic sites are owned and have been restored by the Association, including the Covenhoven House (Freehold Borough), Holmes-Hendrickson House (Holmdel), Allen House (Shrewsbury), Marlpit Hall (Middletown), and Taylor-Butler House (Middletown).

Monmouth University: The Monmouth University's [Center for the Arts](#) is one of five Centers of Distinction housed at the University that work



to promote awareness of specific issues of local and global interest. The Center for the Arts compliments the school’s academic offerings by hosting a variety of events including concerts, shows, theatrical productions, lectures, and exhibits for the pleasure of the university community as well as patronage by the public at large.

Local Arts Councils: Local arts councils are generally volunteer committees dedicated to inspiring and championing the arts at the neighborhood or municipal level. They may take the form as an extension of local government, such as a subcommittee within the recreation department, or they may be a separate private nonprofit organization that seeks programming support from membership fees, fundraising drives, and commercial sponsorships. Due to a high level of interest in arts and culture, Monmouth County is fortunate to have a number of flourishing arts councils that are eligible for pass-through grants from the county’s art agency, Monmouth Arts. Figure 6.5: Monmouth County Art Councils and Contact Information identifies art councils found in Monmouth County and how to access information regarding them.

ArtPride New Jersey Foundation: ArtPride is a not-for-profit foundation that offers a broad array of tremendously valuable programming in support of their motto to “education, innovate, advocate” for the arts in New Jersey. Programming includes Discover Jersey Arts (DJA) (intended to increase awareness and audience participation in arts and cultural events), Art Matters (highlighting towns that are using the arts to rebrand themselves), New Jersey Emerging Arts Leaders (providing professional development, leadership skills, and networking opportunities for art professionals), and the Alliance for Arts and Health

Figure 6.5: Monmouth County Art Councils and Contact Information

Art Councils	Contact Information
Allentown Art Guild	www.allentownatguild.blogspot.com
Arts Coalition of Asbury Park (ArtsCAP)	Twitter
Arts Society of Keyport	Facebook
Atlantic Highland Arts Council	www.aharts.org
Belmar Arts Council	www.belmararts.org
Bradley Beach Arts Council	www.artsatthebeach.net
Freehold Borough Arts Council	www.freeholdboroarts.org
Highlands Borough Arts Council	www.highlandsartscouncil.weebly.com
Long Branch Arts Council	Facebook
Manalapan Arts Council	http://mtnj.org/committees/manalapan_arts_council_mac/
Middletown Arts Center	www.middletownarts.org
Roosevelt Arts Project	www.rooseveltartsproject.org

(connecting arts and art professionals with healthcare providers).

United States National Park Service (NPS): The NPS is responsible for the stewardship of the Gateway National Recreation area of NY and NJ, which includes Sandy Hook and the former Fort Hancock. Fort Hancock is a National Historic Landmark District which includes the Sandy Hook Lighthouse (1764), the oldest working lighthouse in the U.S. (NPS website, 2015). Although an American military presence has been at the site since the War of 1812, the fort’s official commission began in 1895 as part of NY Harbor’s defense, and was not decommissioned until almost a century later in 1974. Today, the public can tour some of the batteries and buildings. Through public-private partnerships, the NPS is in the process of redeveloping portions of the property through long-term leases and reinvestment incentives into a mixed-use facility including residential, commercial, and educational uses.

Crossroads of the American Revolution National Heritage Area (NHA): Established by Congress in 2006, this NHA encompasses 2,155 square



miles in NJ, including 212 municipalities in 14 counties including western and central portions of Monmouth. NHAs are designated places recognized for their unique contribution to the nation’s history. The NPS functions as a partner and advisor but the NHAs are generally run by local (not-for-profit) organizations and partnerships interested in promoting and preserving unique resources. A management plan developed for the NHA seeks to strengthen the region’s revolutionary-era identity and provide visitors and residents with a raised awareness of our common American heritage.

6.5 Additional Resources and Funding Opportunities

Many technical and financial resources are available to support the work of historic and cultural organizations in Monmouth County. The resources presented in this Element are by no means a complete list, but rather a comprehensive selection of those that would most likely benefit local and regional stakeholders. Although for the purpose of this *Master Plan* they are organized as either historic or art/cultural resource assistance, in practical application a number of these resources are interchangeable and may be useful to historic as well as cultural and arts organizations. Therefore, it is important for stakeholders to examine each one carefully to determine their potential applicability for an intended use, purpose, or outcome.

6.5.1 Historic Resource Assistance

Federal

- [Heritage Emergency National Task Force](#)
- [National Park Service \(NPS\)](#)
 - [National Register of Historic Places \(NRHS\)](#)
 - [Technical Preservation Services \(TPS\)](#)

State

- New Jersey Department of Environmental Protection (NJDEP)
 - [Division of Parks and Forestry, Office of Historic Sites \(OHS\)](#)

- [NJ Historic Preservation Office \(NJ HPO\)](#)
- [New Jersey Historic Trust](#)
 - [Corporate Business Tax \(CBT\) Historic Preservation Fund](#)
 - [Historic Preservation Revolving Loan Fund](#)
 - [1772 Foundation](#)
 - [Discover NJ History License Plate Fund for Heritage Tourism](#)
 - [Revolving Loan Fund](#)
 - [Emergency Grant and Loan Fund](#)
- New Jersey Cultural Trust (refer to Section 6.5.2 Arts and Cultural Resource Assistance)
- [New Jersey Historic Commission \(NJHC\)](#)
- [Main Street New Jersey](#)

County

- [Monmouth County Park System \(MCPS\)](#)
 - [Monmouth County Historic Sites Inventory](#)
 - [Monmouth County Historic Preservation Guide](#)
 - [Park System History Book: The First Fifty Years](#)
- [Monmouth County Historical Commission](#)
- [Monmouth County Library](#)

Nonprofits, Research Centers, and Other Stakeholders

- [Alliance for Response](#)
- [The American Institute for Conservation of Historic and Artistic Works \(AIC\)](#)
- [Central Monmouth County Related History](#)
- [Hurricane Sandy Cultural Resource Inventory by County](#)
- [Monmouth County Historical Association](#)
- [Preservation New Jersey](#)
- [Rutgers University Historical Maps](#)
- [U.S. Life-Saving Service Heritage Association](#)



6.5.2 Arts and Cultural Resource Assistance

Federal

- [Federal Emergency Management Agency \(FEMA\)](#)
- [National Endowment for the Arts \(NEA\)](#)

State

- [New Jersey State Council on the Arts](#)
- [New Jersey Department of Transportation \(NJDOT\) Scenic Byway Program](#)
- [New Jersey Cultural Trust](#)

County

- [Monmouth Arts](#)
- [Monmouth County Division of Planning](#)
 - [Office of Community Development](#)

Nonprofits, Research Centers, and Other Stakeholders

- [ArtPride Foundation](#)
- [Center for Creative Placemaking](#)
- [Creative New Jersey](#)
- [The Geraldine R. Dodge Foundation](#)
- [The National Consortium for Creative Placemaking:](#)
- [New Jersey Arts Education Partnership](#)
- [New Jersey Cultural Alliance for Response \(NJCAR\)](#)
- [New Jersey Theater Alliance](#)
- [Smart Growth America](#)
- [Sustainable Jersey \(SJ\)](#)

6.6 Master Plan Recommendations and Stakeholder Strategies

Based on Working Group discussion and stakeholder meetings, five Recommendations and numerous Stakeholder Strategies were developed to advance Goals, Principles, and Objectives of this *Master Plan*.

Master Plan Recommendations

Recommendation 6.1: Work with municipal, transit, and state agency partners to develop a county-based scenic byway system that provides interconnectivity of our arts, cultural, and historic assets through the use of a multi-modal transportation network. Although envisioned primarily along county roadways, this effort requires cooperation from a number of county agencies along with possible assistance from municipalities and the New Jersey Department of Transportation (NJDOT) to create a seamless byway system along the existing roadway network. The byway will provide residents and visitors an exciting opportunity to explore the county and learn more about important arts, cultural, historic, architectural, archeological, recreational, scenic and natural assets that contribute greatly to our cherished quality-of-life and sense of community pride. They can also be used as a platform to enhance marketing campaigns that promote tourism, particularly for multiple venues, sites, and attractions along a particular route. Incorporating agritourism into MoCo “west” communities will support viable agricultural uses on preserved farmland. Sites included in the Weekend in Old Monmouth tour program should be incorporated into the scenic byway network wherever possible.

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 (HSI). Monmouth County’s HSI contains valuable information that is not currently accessible to the public for mapping purposes. Georeferencing the historic sites for use with online mapping programs will assist with the development of scenic byways (*Master Plan* Recommendation 6.1). HSI mapping can also be used by municipalities in the development of their local master plans or historic preservation ordinances as well as by the public to recognize and understand historic offerings in their community and countywide. The Division of Planning GIS Section will



work to update the information in the inventory and develop an appropriate online delivery interface for public use.

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. The Division of Planning will continue to provide technical and professional support of the MoCo Partnership’s mission. The MoCo Partnership includes government agencies, civic groups, artists, businesses, educational institutions, tourism, and transportation organizations with a mission to make Monmouth County a cultural destination of choice. The MoCo Partnership has proven to be a valuable marketing initiative, providing a cohesive message about the cultural offerings in the county. Building off the success of the MoCo Arts Corridor in eastern Monmouth, we will continue to increase awareness of the cultural and historic offerings in western Monmouth County for both visitors and residents alike. This effort is closely related to *Master Plan* Recommendation 6.1 and should be expanded beyond the arts to include historic sites and agritourism opportunities that reflect the rural heritage of western Monmouth.

Recommendation 6.4: Incorporate the Monmouth Arts’ cultural arts plan *Imagine, Envision, Create (2012)* as a component of the *Monmouth County Master Plan*. *Imagine, Envision, Create* integrates input and research from a broad range of artists, arts organizations, creative industries, planning, tourism, education, and economic development. Monmouth Arts updates the plan every five years, providing strategies to help sustain and enhance an important quality-of-life factor for many Monmouth County residents. The Monmouth County Division of Planning worked closely with Monmouth Arts on developing this plan to incorporate the arts into local land use, economic development, marketing, and community education/outreach.

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. Incorporating arts and cultural plans into local master plans and policy documents raises public awareness about their important role in community identity and value. The partnerships developed and the information gathered by assisting municipalities with their cultural planning will strengthen support for regional creative placemaking efforts such as the MoCo Partnership. The *Monmouth County Master Plan* seeks to preserve, protect, and enhance places of diversity, customs, and traditions. This effort supports local officials in their efforts to identify, preserve, and restore significant historic sites, buildings, structures, and cultural institutions.

Stakeholder Strategies

General

- Building upon “Weekend in Old Monmouth” example, work with municipal, county, and state entities to implement an ‘Annual Free Admission Day’ to various cultural sites and/or museums throughout the county.
- Propose incorporating “Weekend in Old Monmouth” tour sites into the proposed Monmouth County Scenic Byway/Roadway program.
- Provide technical and professional grant application assistance to our art and history partners in securing grant funds to develop mobile applications and web technology to communicate to the public on the county’s arts, cultural, and historic resources.
- Review master plans and land use ordinances to encourage the conversion of underutilized commercial structures into mixed-use or residential uses, where appropriate.
- Repurpose underutilized, abandoned, and vacant buildings for the purpose of commercial creative enterprises that result in qualitative growth.



Utilities

- Encourage utility companies to work with artists to use infrastructure as a new medium for public art projects.
- Incorporate renewable resources, energy efficiency initiatives, emerging technology, and green design into creative placemaking strategies.
- Foster sponsorship opportunities between utility companies and local cultural projects and programming.
- Integrate context sensitive design solutions when refurbishing, updating, or replacing utilities, infrastructure, and/or streetscapes.

Planning Services, Outreach, & Coordination

- Incorporate flexible creative spaces for performances, events, exhibits, and public art displays, both indoor and outdoor, when remodeling or designing new facilities.
- Work with art partners such as ArtPride, Monmouth Arts, and New Jersey State Council for the Arts on securing grant opportunities for local art education initiatives.
- Use local historic and cultural resources to augment classroom teaching for student instruction.

Transportation & Mobility

- Work with NJ TRANSIT and ferry service providers on improving wayfinding from transit stations, ferry terminals, and bus stops to local cultural attractions.
- Support towns in their attempts to connect downtowns, historic sites/districts, and cultural attractions by improving amenities for cyclists and pedestrians.
- Reinforce arts destinations by incorporating the arts into transportation facilities and improvements such as bike racks and bus shelters.
- Assist towns in creating “themed” cultural routes and tours through their community.
- Continue working with NJ TRANSIT and the MoCo Arts Partnership

on the North Jersey Coast Line Public Arts Project.

Agricultural & Economic Development

- Adopt a One Percent for the Arts ordinance, such as the one implemented in Morristown NJ, that dedicates a portion of redevelopment construction costs towards the creation and inclusion of public art on the development site.
- Encourage the use of farmers markets as a complimentary space for the sale of art, artisan goods, and value-added culinary products.
- Incorporate public art and displays into community gardens.
- Support the local food economy by recognizing and fostering the relationships between the culinary arts and local agricultural producers.
- Promote Monmouth County as a destination of choice for arts, heritage, and agritourism and encourage efforts to strengthen the link and association between these efforts.
- Utilize “Americans for the Arts” resources for placemaking in rural communities.

Community Development & Housing

- Affirmatively market low-and moderate-income housing to income qualified artists.
- Incorporate art live/work space into redevelopment and affordable housing plans to help retain the presence of artists in the community.
- Incorporate cultural-based planning into redevelopment and historic restoration projects.
- Encourage local arts organizations to partner with municipalities in identifying and applying for eligible Community Development Block Grant (CDBG) Program projects that include art and artists.
- Encourage applicants to apply for Monmouth County’s Façade Improvement Program to improve historic structures in CDBG eligible locations.



Community Resiliency

- Encourage those entrusted with the stewardship of important community cultural and historic artifacts and archives to develop specialized hazard mitigation and disaster response plans to protect their collections from irreparable damage.
- Create awareness that Monmouth Arts is recognized as the county’s primary Arts Responder to help connect the arts community to information, resources, and emergency funding in the aftermath of a disaster.
- Support art-based community recovery programs that provide a creative outlet for individuals and communities coping with the stress, grief, and emotional strain resulting from disaster.
- Art organizations collaboratively develop contingency programming for conflict resolution and conflict avoidance for implementation in the wake of disaster.
- Identify and implement appropriate hazard mitigation protection strategies that protect historic resources without diminishing the historical integrity of the building or structure.

Sustainable Places

- Our arts, cultural, and historic resources differentiate us from other counties and attracts creative professionals, new residents, visitors, and employers seeking to invest in our community; therefore, efforts towards their continued viability are a cornerstone of long-term sustainability.
- When municipalities implement stricter hazard mitigation construction codes, they should integrate design guidelines that support existing neighborhood character and culture, enhance the attractiveness of the surrounding community, and improve building aesthetics to better ensure the retention of long-term property values.
- Encourage the development of arts councils and historic commissions as they are the community trust and vanguards for our cultural principles and resources.

- Incorporate historic structures in the design of new redevelopment projects as a means of anchoring the historic sense of a community.
- Encourage residents and businesses to work with local artists in discovering ways to creatively camouflage visual blight resulting from the elevation of buildings and structures to meet the Federal Emergency Management Agency (FEMA) standards.
- Start to foster a Capital to Coast arts network that builds creative synergy between the Asbury Park and Trenton art scenes through shared events and destination swap experiences.

Healthy Communities

- Seek culturally inclusive community-based arts programming and projects that build stronger intercommunity relationships, particularly those that bridge socioeconomic and demographic divides.
- With a growing aging population, it will become increasingly important to keep the elderly involved in arts and history programming that reduces their isolation from the larger community and contributes towards their continued sense of value.
- Encourage local councils to partner with community centers, nursing homes, police departments, and businesses to identify arts programming that supports a healthy environment.
- Use visual and performing arts as a component of public safety strategies including community outreach, youth engagement, and crime deterrence.

Natural Resources

- Many artists derive inspiration from the natural environment, therefore it is important to preserve and protect our indigenous, natural sources of artistic inspiration.
- The natural landscapes and natural resources in and around a historic site should be preserved in conjunction with the sites to maintain the entire location within an appropriate historic context and setting.



- Encourage the infusion of arts, cultural, and historic resources into the county's natural environment.

Open Space

- Preserving natural landscapes from the incremental deleterious effects caused by the built environment retains our heritage landscapes for the enjoyment of current and future generations.
- Support Monmouth County Park System (MCPS) efforts to promote and protect our cultural heritage through property acquisition.
- Utilize historic facilities to host historic "period" art and cultural exhibits and events that reflect our local heritage.
- Find opportunities to integrate ecotourism with historic-based tourism.

Farmland Preservation

- Vestiges of our rural heritage landscape are preserved in perpetuity as a testament to our agricultural legacy.
- Retain the county's rural and equestrian culture for future generations through the retention of equestrian farms and bridle path networks.
- Showcase the county's agricultural history through educational programming on the evolution of industrial design, farm tools, and equipment.



