

## **Chapter 6: Goals and Objectives**

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The Wall Township Master Plan is intended to carry out the following objectives and principles:

- ◆ Promote the establishment of appropriate population densities in concentrations that will contribute to the well being of persons, neighborhoods, and the region, and the preservation of the environment;
- ◆ Provide sufficient space and appropriate locations of a variety of agricultural, residential, recreational, commercial and industrial uses and open space, both public and private, according to the respective environmental requirements in order to meet the needs of all citizens;
- ◆ Encourage the location and design of transportation routes and construction of circulation improvements that will promote the free flow of traffic while discouraging the location of such facilities that will result in congestion or blight;
- ◆ Promote the conservation of cultural resources, historic sites and districts, open space, and valuable natural resources, and prevent sprawl and degradation of the environment through improper use of land;
- ◆ Promote a desirable visual environment through conservation and preservation of valuable natural features;
- ◆ Promote the preservation of public open space and development of recreation facilities in the development process;
- ◆ Assure that the development of Wall Township does not conflict with the development and general welfare of neighboring municipalities, Monmouth County and the State as a whole;

- ◆ Encourage the appropriate and efficient expenditure of public funds by coordinating public development with land use policies;
- ◆ Promote the maximum practicable recovery and recycling of recyclable materials from solid waste generated within the Township by adopting of planning practices that implement the State Recycling Plan and compliment municipal recycling programs.

The Wall Township Land Use Plan is intended to implement the following objectives and principles:

- ◆ Preserve the rural character of the central portion of the Township through zoning and farmland preservation. The Planning Board recognizes the importance of agriculture in the local economy and its role in protecting natural resources and determining the character of the central portion of the Township. Wall Township should encourage landowners to participate in State and County Farmland Preservation Programs;
- ◆ Promote the industrial and office type development in order to improve the commercial ratable base of the Township;
- ◆ Promote the following objectives for the Route 34 corridor to attract large corporate users:
  1. To recast the image of Wall Township through improvement of the visual appearance of the corridor utilizing enhanced architectural requirements and landscaping standards;
  2. To capitalize upon the strategic location of Wall Township with respect to the regional roadway system and the availability of air transportation;
  3. To de-emphasize retail development in favor of office and office/research facilities in order not to exacerbate or create traffic problems;

- ◆ Limit additional permitted density or any major expansion of residential areas beyond that permitted by existing zoning and the Township's Affordable Housing Plan.
  
- ◆ Encourage the development of continuous wildlife corridors. Development of new homes and businesses in Wall has reduced the land area of wildlife habitat and created discontinuous habitat areas. Development regulations should encourage, where possible, contiguous forested areas or continuous corridors along streams and wetlands.