

2019

Monmouth County At-A-Glance



Prepared by
Monmouth County Division of Planning

Monmouth County At-A-Glance

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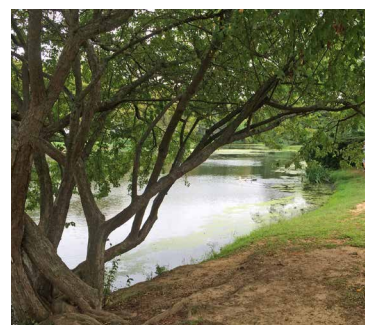
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Introduction



Monmouth County At-A-Glance is a report produced by the Monmouth County Division of Planning that provides a snapshot of the County and each of the 53 municipalities. This report publishes commonly requested demographic, housing, economic, employment, and land use data. Monmouth County At-A-Glance also explores each municipality's topical planning issues, which were researched by the Monmouth County Planning staff referencing municipal websites, master plans and/or re-examination reports, planning board minutes, approved ordinances relating to planning and zoning, and local news publications. This report also includes links to each municipal website and its school district website.

Monmouth County At-A-Glance comprehensively displays demographic, educational attainment, housing, and employment numbers collected from the most recent United States Census data releases, published on www.census.gov. Average Residential Property Tax data was gathered from the State of New Jersey Department of the Treasury Division of Taxation, published on www.state.nj.us. The net valuation of each municipality and land use acreage totals were collected from the Monmouth County Board of Taxation, published at visitmonmouth.com. Resident unemployment data was assembled from the New Jersey Department of Labor and Workforce Development at <http://lwd.dol.state.nj.us>. Geographic Information Systems (GIS) maps were created from the County's database. Images in the report were taken by Planning Staff, with exception to the image for Asbury Park, which was granted permission by its photographer.

Monmouth County At-A-Glance is to be used as tool by municipalities, school boards, businesses, and other government agencies in helping make informed decisions that contribute to a strong, stable, and sustainable county. As the era of mass suburbanization ends and population growth stabilizes, a new era of redevelopment, revitalization, and rediscovery takes hold. Although comprised of many interdependent communities, Monmouth County and our stakeholders work together to plan for future challenges to keep Monmouth County

"The Place You Want to Be."

Monmouth County

Median Age (2010): 41.3

Monmouth County is the most northern county along the Jersey Shore and is part of the New York Metropolitan region. With a population of 630,380 (2010), it's the fifth most populous county in the State of New Jersey and is in the top 50 highest-income counties in the United States. Monmouth County's 472 square miles of land is home to 53 municipalities, ranging in size from 0.1 square miles to 62.1 square miles, with populations ranging from 380 to 68,000 individuals, the majority of whom live within 5 miles of the 27-mile coastline. The County Seat is Freehold Borough, located in central Monmouth County near State Routes 9 and 33. Monmouth County is accessible by rail, through the North Jersey Coast Line, and bus routes within the County and to New York City.



Hall of Records in Freehold Borough

Demographics

Total Population

Year	Number
1980	503,173
1990	553,124
2000	615,301
2010	630,380

2010 Race and Ethnicity

	Number	Percent
White	520,716	82.6%
Black	46,443	7.4%
Asian	31,258	5.0%
Other	31,963	5.1%
Hispanic Origin	60,939	9.7%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	31,229	7.2%
High school graduate only	107,712	24.7%
Some college or associate's	105,334	24.1%
Bachelor's or grad. degree	191,894	44.0%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	260,524	100.0%
Owner-Occupied	171,560	65.9%
Renter-Occupied	60,922	23.4%
Vacant	28,042	10.8%
Seasonal	12,555	

Avg. Household Size 2.67

Housing Units

(2013-2017)

	Number	Percent
Single Detached	172,615	67.0%
Single Attached	20,265	7.9%
2-4 Units	17,696	6.9%
5-9 Units	11,179	4.3%
10+ Units	35,726	13.9%
Mobile Homes & Other	3,043	

Taxes

Average Residential Property Tax (2017)	\$8,878
Net Valuation (2018)	\$119.7 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	188,768	61.2%
Employed outside Monmouth Co.	119,494	38.8%

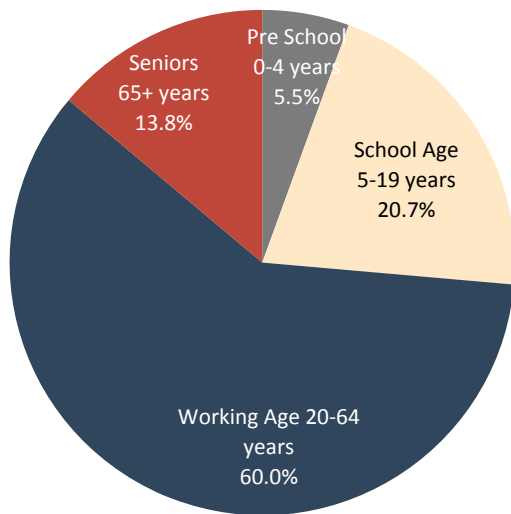
Type of Employment

16 Years and Older (2013-2017)

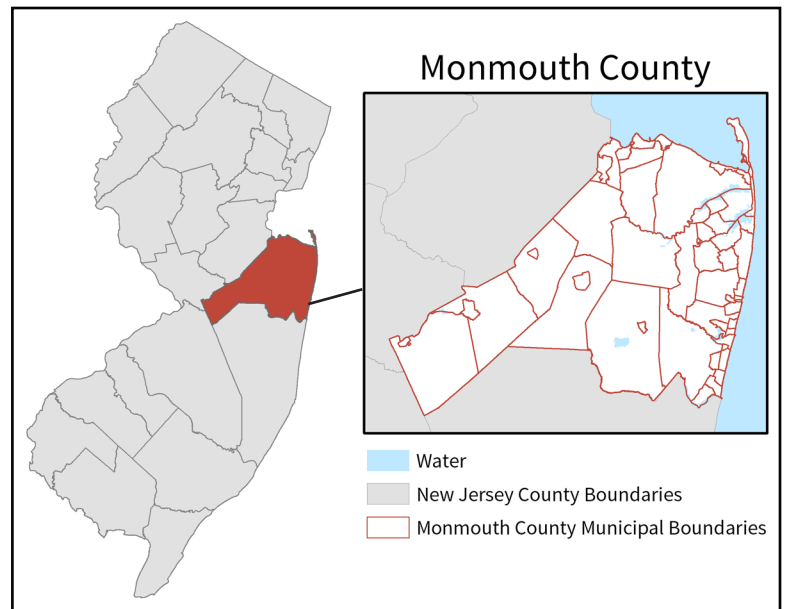
	Number	Percent
Mgmt, business, science, arts	140,296	44.6%
Service	48,817	16%
Sales, office	77,931	24.8%
Natural resources, construction, maintenance	23,938	7.6%
Production, transportation, materials, moving	23,488	7.5%

2017 Resident Unemployment

Number	Percent
13,613	4.1%



Age Composition 2010



Topical Planning Issues

In 2016, the Monmouth County Planning Board adopted the first comprehensive Master Plan in 34 years. This Plan is the culmination of a 3-year planning study created in-house by professional staff. There are 12-Primary Elements each containing an introduction, a review of existing conditions, a discussion on Emerging Issues and Long Range Challenges, highlights of stakeholder actions and efforts, as well as resources and funding opportunities. A reexamination of the Master Plan was completed in 2018.

As a follow up to the recently completed Joint Land Use Study with Naval Weapons Station Earle, the Planning Division secured a \$172,500 federal grant to conduct a Coastal Resilience Planning Study along the Raritan Bayshore in conjunction with the naval base. A Technical Advisory Committee (TAC) has been formed which includes representatives from various county, state and federal agencies, stakeholder groups, and municipalities

The Planning Division continues to enhance its technological capabilities and is in the process of modernizing the system architecture and software of its geographic information system (GIS). Thanks to professional and technical assistance such as GIS from the Planning Division, the total savings for flood insurance policy holders in the sixteen (16) Monmouth County CRS communities now exceeds \$2.2 million annually.

Monmouth County was recently awarded a \$765,000 grant from the Department of Defense's Readiness and Environmental Protection Integration (REPI) Program. The money will be used to expand the buffer zone around Naval Weapons Station Earle through the acquisition of farmland preservation easements and recreation/open space properties. In 2018, Monmouth County exceeded the 10,000 acre threshold for farmland preservation.

Median Household Income: \$91,807
Median Housing Value: \$396,200
Median Rent: \$1,186/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	96,482.6	34.7%
Apartment	1,616.1	0.6%
Commercial	17,045.8	6.1%
Industrial	2,843.6	1.0%
Farmland	51,128.7	18.4%
Vacant	19,033.8	6.8%
Public	69,108.9	24.8%
Public School	4,274.3	1.5%
Other School	650.6	0.2%
Church	2,315.1	0.8%
Cemetery	1,184.6	0.4%
Rail	296.3	0.1%
Other Exempt	2,632.5	0.9%
Unknown	9,572.9	3.4%

Source: Monmouth County Board of Taxation (2018)

Aberdeen

Median Age (2010): 39.0

Aberdeen is a suburban township with a land area of 5.4 square miles. Aberdeen is part of the Bayshore Region, along with eight other municipalities in the northern part of the County, categorized by its dense residential neighborhoods, maritime history and natural beauty of the Raritan Bay coastline. Aberdeen is a predominantly residential community with commercial uses along Route 35 to the north and Route 34 to the south. In 1977, residents of Matawan Township voted to change the name to Aberdeen Township to create a community identity separate from Matawan Borough. The 9-mile Henry Hudson Trail, which was built on the former Central Railroad of New Jersey right-of-way, connects Aberdeen to Atlantic Highlands.

Sources: www.aberdeennj.org, Bayshore Region Strategic Plan (2006)



Veteran's Memorial Park (Recipient of 2017 Monmouth County Planning Merit Award)

Demographics

Total Population

Year	Number
1980	17,235
1990	17,038
2000	17,454
2010	18,210

2010 Race and Ethnicity

	Number	Percent
White	13,954	76.6%
Black	2,161	11.9%
Asian	1,171	6.4%
Other	924	5.1%
Hispanic Origin	1,900	10.4%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	681	5.3%
High school graduate only	3,401	26.3%
Some college or associate's	3,533	27.4%
Bachelor's or grad. degree	5,294	41.0%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	7,271	100.0%
Owner-Occupied	5,216	71.7%
Renter-Occupied	1,644	22.6%
Vacant	411	5.7%
Seasonal	50	

Avg. Household Size 2.67

Housing Units

(2013-2017)

	Number	Percent
Single Detached	4,910	67.5%
Single Attached	547	7.5%
2-4 Units	603	8.3%
5-9 Units	219	3.0%
10+ Units	992	13.6%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$7,241
Net Valuation (2018)	\$2.2 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	4,417	46.1%
Employed outside Monmouth Co.	5,154	53.9%

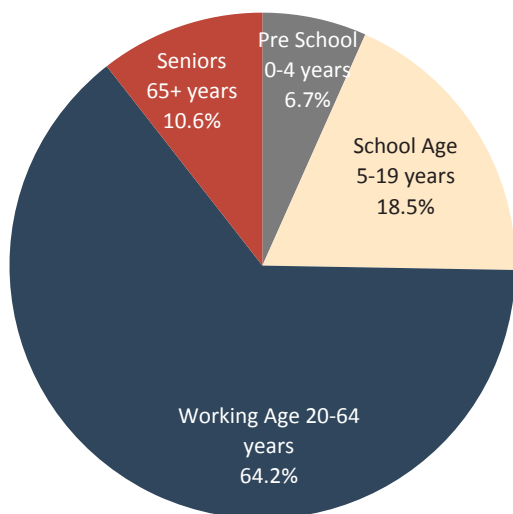
Type of Employment

16 Years and Older (2013-2017)

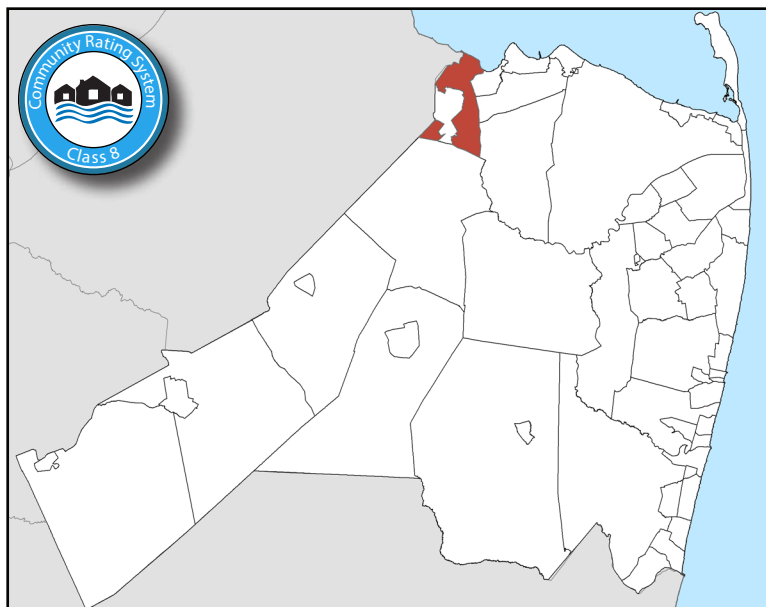
	Number	Percent
Mgmt, business, science, arts	3,962	41.0%
Service	1,510	16%
Sales, office	2,664	27.6%
Natural resources, construction, maintenance	747	7.7%
Production, transportation, materials, moving	786	8.1%

2017 Resident Unemployment

Number	Percent
430	4.3%



Age Composition 2010



Topical Planning Issues

In 2015, Aberdeen adopted a Master Plan Reexamination report. This report was the Township's response to Hurricane Sandy's impacts. It therefore placed special emphasis on facilitating recovery from Hurricane Sandy, as well as promoting resiliency to future storm impacts and other potential natural hazards.

Aberdeen Township has started to redevelop vacant and underutilized sites, including the former South River Metals site on Church Street and the former industrial 52-acre Anchor Glass site just north of the Garden State Parkway. The Anchor Glass redevelopment plan, known as Glassworks, includes 500 townhouses and rental apartments, 110 units of affordable housing, a mixed-use "main street," 110-room boutique hotel, and 75,000 sq. ft. of retail. The first phase, called "The Forge" and the affordable housing called "The Willows" started leasing in 2017. Additionally, in 2017 another apartment development, "The Link" also began leasing. The Link offers upscale rental residences intended to rival the transit-village lifestyle of Hoboken and Jersey City. The development also has street level commercial space.

In 2017, Aberdeen Township received a Monmouth County Planning Merit Award for their work substantially improving Veteran's Memorial Park. The facility, which reopened in 2017, was a degraded 5-acre passive and active recreation facility. Improvements included: new playgrounds, water spray park, gazebo, restrooms, multi-purpose field, natural boat launch, picnic grove, and an expanded parking lot. In addition, the site was raised at key spots to avoid regular flooding.

Median Household Income: \$93,016
Median Housing Value: \$313,700
Median Rent: \$1,428/month

Source: 2013-2017 ACS

Land Use

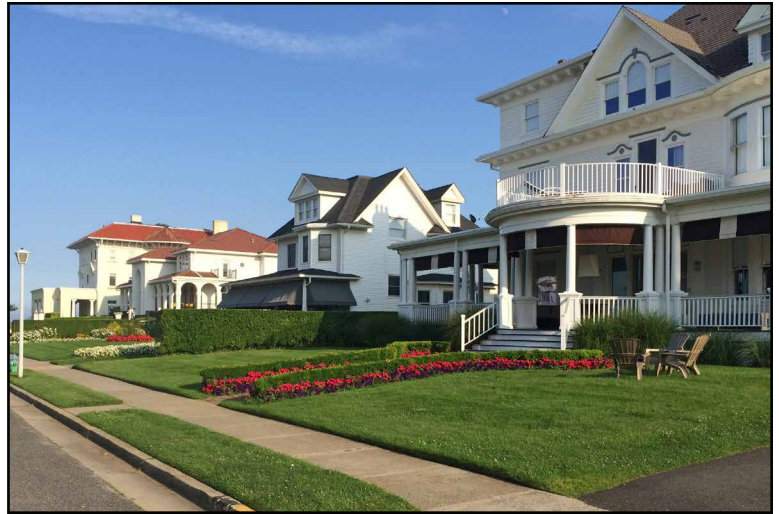
	Assessed Acreage	Percent
Residential	1,295.5	43.2%
Apartment	40.0	1.3%
Commercial	287.6	9.6%
Industrial	9.6	0.3%
Farmland	75.5	2.5%
Vacant	324.9	10.8%
Public	664.9	22.2%
Public School	125.6	4.2%
Other School	0.0	0.0%
Church	39.3	1.3%
Cemetery	5.6	0.2%
Rail	13.6	0.5%
Other Exempt	7.1	0.2%
Unknown	110.8	3.7%

Source: Monmouth County Board of Taxation (2018)

Allenhurst

Median Age (2010): 47.2

Allenhurst is a small, quiet resort community with a land area of 0.3 square miles. The Borough is fully developed with 72% of land use classified as residential. The Borough's housing is predominately single-family with a small number of multi-family units and apartments, predominately located along Main Street/Route 71. A train station on the western edge of town along New Jersey Transit's North Jersey Coats provides service between New York City and Bayhead in Ocean County. The Borough is characterized by its nineteenth century housing stock and wide streets. According to the Coastal Monmouth Plan (2010), Allenhurst's vision is to preserve its unique character as a historic and tranquil suburban community.



Spier Avenue

Source: Coastal Monmouth Plan (2010)

Demographics

Total Population

Year	Number
1980	912
1990	759
2000	718
2010	496

2010 Race and Ethnicity

	Number	Percent
White	470	94.8%
Black	5	1.0%
Asian	5	1.0%
Other	16	3.2%
Hispanic	22	4.4%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	9	2.3%
High school graduate only	65	16.7%
Some college or associate's	105	26.9%
Bachelor's or grad. degree	211	54.1%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	349	100.0%
Owner-Occupied	142	40.7%
Renter-Occupied	61	17.5%
Vacant	146	41.8%
Seasonal	129	

Avg. Household Size 2.49

Housing Units

(2013-2017)

	Number	Percent
Single Detached	293	84.0%
Single Attached	3	0.9%
2-4 Units	34	9.7%
5-9 Units	15	4.3%
10+ Units	4	1.1%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$13,258
Net Valuation (2018)	\$578 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	139	59.4%
Employed outside Monmouth Co.	95	40.6%

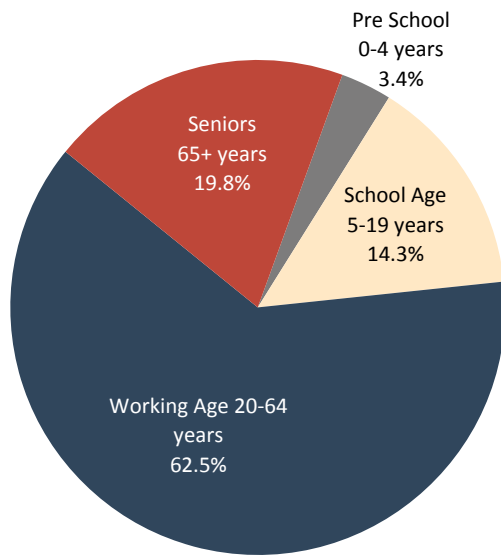
Type of Employment

16 Years and Older (2013-2017)

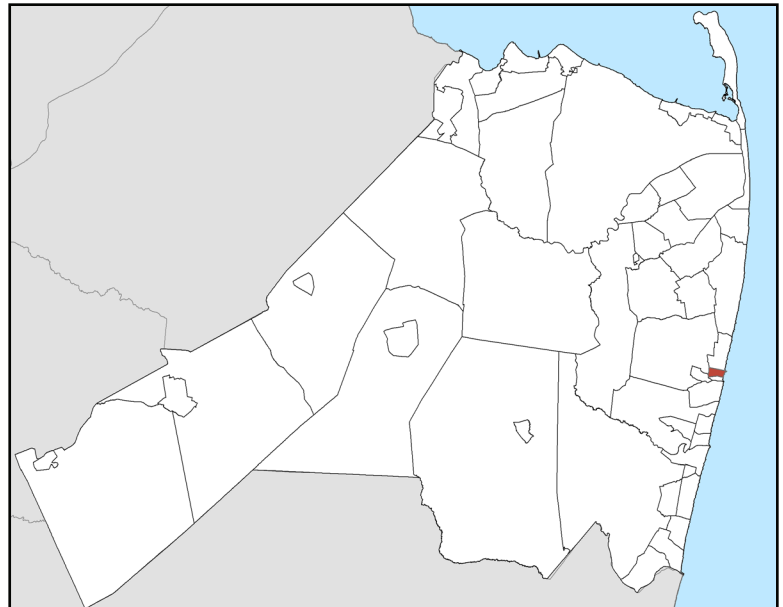
	Number	Percent
Mgmt, business, science, arts	149	57.5%
Service	21	8%
Sales, office	76	29.3%
Natural resources, construction, maintenance	9	3.5%
Production, transportation, materials, moving	4	1.5%

2017 Resident Unemployment

Number	Percent
8	2.7%



Age Composition 2010



Topical Planning Issues

The damage caused by Irene (2011) and Sandy (2012) resulted in local power outages, flooding, and damage to the Beach Club. The town took this opportunity to refocus its resiliency and sustainability efforts. In June 2015, locals and tourists alike welcomed the reopening of Allenhurst Beach Club. That same year, the Borough received a grant for \$200,000 through the Monmouth County Municipal Open Space program for Allen Avenue Park. The Borough has also received CDBG funding for improvements to Railroad Plaza Park.

In 2016, the town conducted a residential district study to examine the physical environment that defines the Borough's character. The study recommends standards to preserve and regulate development intensity. In 2017, a portion of the building code was modified requiring businesses to procure a license from the Borough prior to conducting any trade, profession, or business in town. Also in 2017, the Borough prepared the Allenhurst Municipal Public Access Plan which is pending review from the NJDEP. The Plan presents a "public access vision" for the town and lays out goals and objectives regarding public access to waterfront locations. Allenhurst was part of the U.S. Army Corps of Engineers' Loch Arbour to Deal Beach Erosion Control Project, which was completed in late 2016.

In 2018, the Borough planning board adopted a Master Plan Reexamination Report that reaffirmed the residential district study findings.

Median Household Income: \$100,781
Median Housing Value: \$1,117,600
Median Rent: \$886/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	92.4	71.8%
Apartment	1.0	0.8%
Commercial	8.2	6.3%
Industrial	0.5	0.4%
Farmland	0.0	0.0%
Vacant	2.3	1.7%
Public	13.9	10.8%
Public School	0.0	0.0%
Other School	0.0	0.0%
Church	0.4	0.3%
Cemetery	0.0	0.0%
Rail	3.2	2.5%
Other Exempt	0.0	0.0%
Unknown	7.0	5.5%

Source: Monmouth County Board of Taxation (2018)

Allentown

Median Age (2010): 42.4

Allentown is a small, historic village located on the western border of the County, originally settled in the 17th century. In addition to its listing in the National Register of Historic Places, Allentown is recognized as one of the largest historic districts in New Jersey. There are currently 220 buildings and homes in the village that predate 1860. The Borough has a land area of 0.6 square miles, a historic mill, and a tree-lined main street. With 56% of the land use assessed as residential, Colonial and Victorian houses populate the streets of Allentown. According to the Panhandle Region Plan, the Borough's vision is to maintain its historic character and to continue having a viable downtown offering services and goods to residents.



Conines Millpond

Sources: www.allentownnj.org, Panhandle Region Plan (2011)

Demographics

Total Population

Year	Number
1980	1,962
1990	1,828
2000	1,882
2010	1,828

2010 Race and Ethnicity

	Number	Percent
White	1,663	91.0%
Black	81	4.4%
Asian	28	1.5%
Other	56	3.1%
Hispanic Origin	65	3.6%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	73	5.7%
High school graduate only	304	23.9%
Some college or associate's	311	24.4%
Bachelor's or grad. degree	586	46.0%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	734	100.0%
Owner-Occupied	549	74.8%
Renter-Occupied	153	20.8%
Vacant	32	4.4%
Seasonal	0	

Avg. Household Size 2.69

Housing Units

(2013-2017)

	Number	Percent
Single Detached	590	80.4%
Single Attached	37	5.0%
2-4 Units	49	6.7%
5-9 Units	14	1.9%
10+ Units	44	6.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$8,823
Net Valuation (2018)	\$192 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	359	34.2%
Employed outside Monmouth Co.	692	65.8%

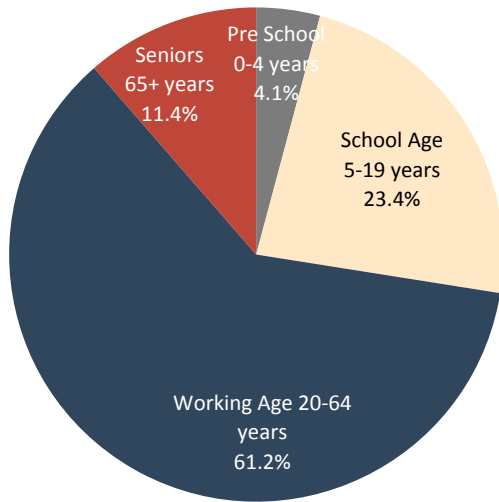
Type of Employment

16 Years and Older (2013-2017)

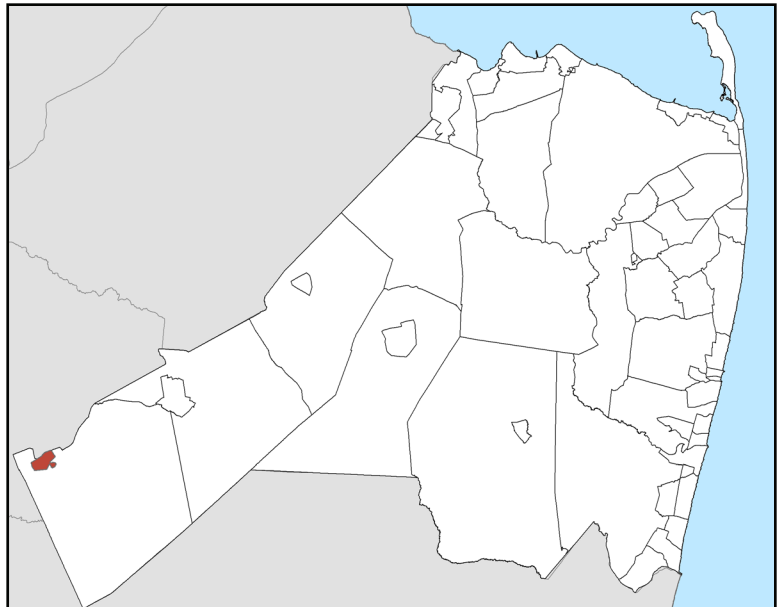
	Number	Percent
Mgmt, business, science, arts	560	51.4%
Service	137	13%
Sales, office	253	23.2%
Natural resources, construction, maintenance	65	6.0%
Production, transportation, materials, moving	74	6.8%

2017 Resident Unemployment

Number	Percent
39	3.8%



Age Composition 2010



Topical Planning Issues

According to the County's Panhandle Region Plan (2011), Allentown's "Top Planning Issues" were downtown congestion, preservation of historic character, economic viability, and retaining "mom and pop" stores. Redevelopment efforts for the Borough includes revitalizing the business district, rehabilitation of the wastewater treatment plant infrastructure, and the Allentown Historic Streetscape Improvement Project.

In 2010, Allentown Borough assisted the County with the Upper Freehold Historic Farmland Byway Corridor Management Plan (2010). This Plan highlights the state-designated 24-mile scenic byway that showcases the pastoral landscape of horse farms, agricultural fields, historic structures, crossroad hamlets, and natural resources of Western Monmouth County, including Main Street in Allentown.

In 2016, Monmouth County applied for a NJTPA Subregional Studies Grant to conduct a comprehensive freight related transportation planning study in the western most portion of the County encompassing the communities of Allentown Borough, Upper Freehold Township, and the neighboring community of Robbinsville Township in Mercer County. The purpose of this study is to better understand freight related travel needs in this area and to provide County planners, engineers and policy makers with a comprehensive approach to truck routing and other strategies to meet freight related travel needs in ways that are compatible with other traveler's needs in this area. The study is currently in progress.

Median Household Income: \$96,154
Median Housing Value: \$328,400
Median Rent: \$973/month

Source: 2013-2017 ACS

Land Use

	Assessed Acreage	Percent
Residential	195.2	54.7%
Apartment	10.0	2.8%
Commercial	17.7	5.0%
Industrial	0.0	0.0%
Farmland	0.8	0.2%
Vacant	6.0	1.7%
Public	83.1	23.3%
Public School	19.4	5.4%
Other School	0.0	0.0%
Church	12.8	3.6%
Cemetery	10.2	2.9%
Rail	0.0	0.0%
Other Exempt	0.0	0.0%
Unknown	1.4	0.4%

Source: Monmouth County Board of Taxation (2018)

Asbury Park

Median Age (2010): 34.0

Asbury Park was founded in 1871 by James A. Bradley, a New York City broom manufacturer, who first saw the 500 acres of land while visiting Ocean Grove's Methodist summer camp. Bradley designed a progressive town with a boardwalk, electrical system, trolley network, tree-lined streets, and a viable oceanfront and business district. Asbury Park quickly became a regional destination, attracting more than 600,000 vacationers annually. Starting in the 1970s, Asbury Park saw a decline in population, which continued until redevelopment efforts began in the 1990s. Recently, the 1.25-mile boardwalk, Main Street, and Cookman Avenue have all experienced rapid redevelopment.



Asbury Park Boardwalk, Source: Jarrod Grim

Sources: <http://aphistoricalsociety.org>, Coastal Monmouth Plan (2010)

Demographics

Total Population

Year	Number
1980	17,015
1990	16,799
2000	16,930
2010	16,116

2010 Race and Ethnicity

	Number	Percent
White	5,875	36.5%
Black	8,275	51.3%
Asian	77	0.5%
Other	1,889	11.7%
Hispanic Origin	4,115	25.5%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	1,713	16.3%
High school graduate only	3,872	36.9%
Some college or associate's	2,463	23.5%
Bachelor's or grad. degree	2,440	23.3%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	8,221	100.0%
Owner-Occupied	1,355	16.5%
Renter-Occupied	5,301	64.5%
Vacant	1,565	19.0%
Seasonal	590	

Avg. Household Size 2.34

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,918	23.3%
Single Attached	190	2.3%
2-4 Units	1,968	23.9%
5-9 Units	685	8.3%
10+ Units	3,460	42.1%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$5,252
Net Valuation (2018)	\$1.6 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	5,912	79.7%
Employed outside Monmouth Co.	1,509	20.3%

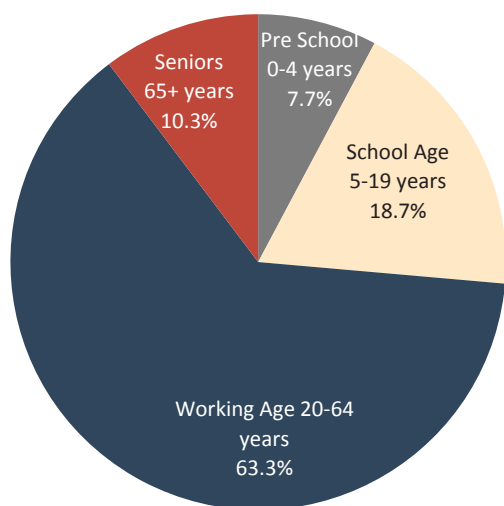
Type of Employment

16 Years and Older (2013-2017)

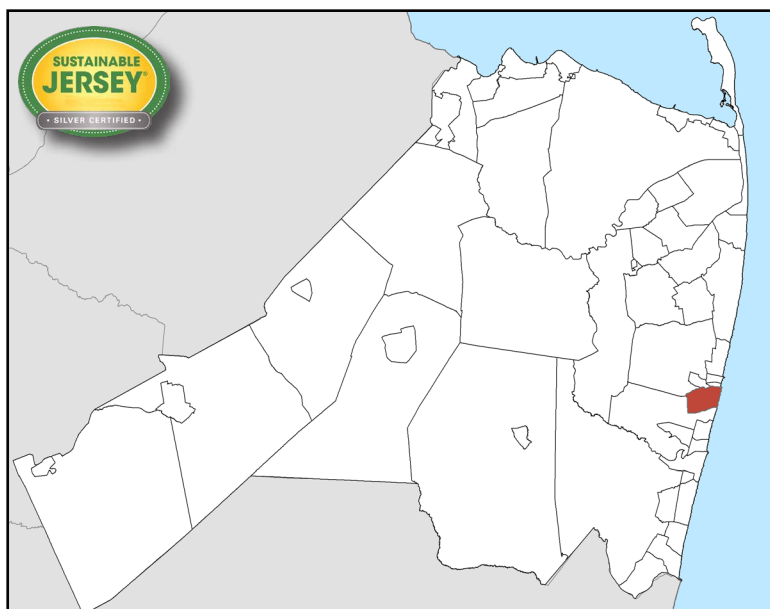
	Number	Percent
Mgmt, business, science, arts	2,135	28.2%
Service	2,035	27%
Sales, office	1,710	22.6%
Natural resources, construction, maintenance	567	7.5%
Production, transportation, materials, moving	1,131	14.9%

2017 Resident Unemployment

Number	Percent
474	6.3%



Age Composition 2010



Topical Planning Issues

Asbury Park acknowledged the need for redevelopment as early as 1978. Starting with the Waterfront Redevelopment Plan (1984), several plans were created for Asbury over the next 30 years, each adapting to the challenges and opportunities of the changing city. In 2017 the Master Plan Reexamination Report was adopted and a Community Workforce Strategy report was completed. While many objectives of the 2006 Master Plan remain relevant, the Master Plan Reexamination Report identified new objectives in Land Use, Mobility, Economic Development, Historic Preservation, and Sustainability elements in support of its 2027 “Vision of the City.” In 2018, the final West Side Choice Neighborhood Transformation Plan was submitted to HUD and the Municipal Public Access Plan was adopted.

Designated a NJDOT Transit Village, Asbury is eligible for numerous grants. In 2018 a \$325,000 grant was awarded to fund wayfinding signage within a half mile radius of the transit center. This will enable the City to further realize its vision of being an accessible pedestrian and bicycle friendly city. On the east side of the city, Asbury Ocean Club, a mixed-use luxury waterfront development will open in summer of 2019. Major projects on the west side include the Boston Way redevelopment, a 104-unit mixed income rental community and the Renaissance, a 64-unit mixed-use affordable housing community. Boston Way opened in February of 2019, and the Renaissance is expected to open later in 2019. In 2018, certain areas of Asbury Park were designated by the State as Opportunity Zones, which will offer tax benefits to investors.

Median Household Income: \$39,324
Median Housing Value: \$335,500
Median Rent: \$1,046/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	256.4	38.4%
Apartment	36.8	5.5%
Commercial	96.5	14.4%
Industrial	1.2	0.2%
Farmland	0.0	0.0%
Vacant	58.1	8.7%
Public	139.4	20.9%
Public School	29.0	4.3%
Other School	2.8	0.4%
Church	26.2	3.9%
Cemetery	0.0	0.0%
Rail	8.8	1.3%
Other Exempt	13.2	2.0%
Unknown	0.0	0.0%

Source: Monmouth County Board of Taxation (2018)

Atlantic Highlands

Median Age (2010): 45.0

Originally part of Middletown Township and known as Portland Point, Atlantic Highlands has been attracting investors and visitors since the late 1880's. Construction of a large pier accommodated early steam ship service to New York City, putting Atlantic Highlands on the map. Growth in the town followed the demands of seasonal tourists. As local and regional transportation systems developed, the Borough became a year-round community. Set on the Raritan Bay, the 1.2-square mile borough offers astonishing views of the New York City skyline and the Raritan Bay. A long waterfront, active harbor, and vibrant downtown with viable local business are just a few of the amenities that continue to attract people to Atlantic Highlands.

Source: <http://newjerseyshore.com>



1st Ave

Demographics

Total Population

Year	Number
1980	4,950
1990	4,629
2000	4,705
2010	4,385

2010 Race and Ethnicity

	Number	Percent
White	4,086	93.2%
Black	63	1.4%
Asian	95	2.2%
Other	141	3.2%
Hispanic Origin	225	5.1%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	90	2.9%
High school graduate only	640	20.9%
Some college or associate's	833	27.2%
Bachelor's or grad. degree	1,505	49.1%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	1,967	100.0%
Owner-Occupied	1,380	70.2%
Renter-Occupied	355	18.0%
Vacant	232	11.8%
Seasonal	52	

Avg. Household Size 2.49

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,447	73.6%
Single Attached	33	1.7%
2-4 Units	219	11.1%
5-9 Units	7	0.4%
10+ Units	261	13.3%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$9,023
Net Valuation (2018)	\$896 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,580	69.1%
Employed outside Monmouth Co.	707	30.9%

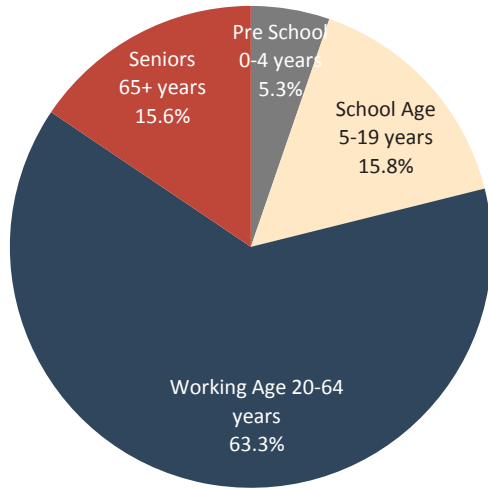
Type of Employment

16 Years and Older (2013-2017)

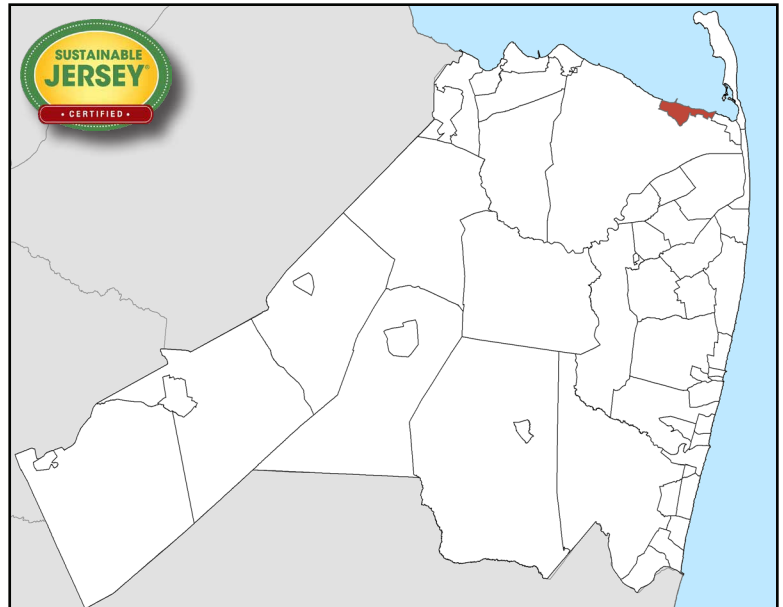
	Number	Percent
Mgmt, business, science, arts	1,082	46.3%
Service	246	11%
Sales, office	573	24.5%
Natural resources, construction, maintenance	278	11.9%
Production, transportation, materials, moving	160	6.8%

2017 Resident Unemployment

Number	Percent
91	3.6%



Age Composition 2010



Topical Planning Issues

When Atlantic Highlands created their first Master Plan in 1964, the majority of the borough was single-family residential, with few multi-family units. Atlantic Highlands' most up-to-date Master Plan identified its vision as retaining its character as a small town while continuing to thrive as an active, livable waterfront community with diverse housing, ample recreation, a healthy environment, adequate infrastructure, quality education, and a positive economic climate. The Housing Element and Fair Share Plan was adopted separately in 2018.

After receiving substantial damage during Superstorm Sandy, Atlantic Highlands continues to rebuild and promote resiliency. The Atlantic Highlands Municipal Marina, restored after Sandy with room to accommodate 600 boats, was among the largest projects to receive federal disaster funding in NJ. In 2014, Jacques Cousteau National Estuarine Research Reserve prepared the Atlantic Highlands "Getting to Resilience" Recommendations Report to evaluate their risks to natural disasters. Based on those risks, recommendations were created to encourage community resiliency. In 2016, the Borough received Community Development Block Grant funding from the County for accessibility street improvements.

In 2017, the Bayshore Trail, a popular waterfront section of the Henry Hudson Trail connecting Atlantic Highlands to Highlands, was re-opened after being repaired and upgraded with a new drainage system making it more resilient for future storms. Atlantic Highlands is part of the NWS Earle Joint Land Use Study area, which entered its second phase in 2018.

Median Household Income: \$95,284
Median Housing Value: \$376,500
Median Rent: \$1,156/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	406.7	42.0%
Apartment	6.1	0.6%
Commercial	42.8	4.4%
Industrial	3.8	0.4%
Farmland	0.0	0.0%
Vacant	103.0	10.6%
Public	281.3	29.0%
Public School	2.1	0.2%
Other School	0.0	0.0%
Church	9.3	1.0%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	20.4	2.1%
Unknown	93.4	9.6%

Source: Monmouth County Board of Taxation (2018)

Avon-by-the-Sea

Median Age (2010): 49.1

Avon-by-the-Sea, originally named “New Branch” in the nineteenth century, is a predominantly residential beachfront resort community located along the Atlantic Ocean and Shark River. The 0.4-square mile borough is characterized by a small commercial district along its Main Street Corridor and numerous single-family Victorian homes. Avon-by-the-Sea has several Bed & Breakfast Inns for seasonal and year-round visitors. The allure of Avon-by-the-Sea’s boardwalk and beaches make it a popular destination for day-trippers and those seeking a quiet vacation. One of Avon’s most popular venues is The Columns, a seasonal restaurant and club in a Victorian mansion overlooking the Atlantic Ocean.



The Columns

Sources: Coastal Monmouth Plan (2010), www.avonbytheseanjanj.com

Demographics

Total Population

Year	Number
1980	2,337
1990	2,165
2000	2,244
2010	1,901

2010 Race and Ethnicity

	Number	Percent
White	1,843	96.9%
Black	6	0.3%
Asian	12	0.6%
Other	40	2.1%
Hispanic Origin	71	3.7%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	30	2.0%
High school graduate only	197	13.4%
Some college or associate's	382	26.0%
Bachelor's or grad. degree	863	58.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	1,342	100.0%
Owner-Occupied	571	42.5%
Renter-Occupied	340	25.3%
Vacant	431	32.1%
Seasonal	356	

Avg. Household Size 1.99

Housing Units

(2013-2017)

	Number	Percent
Single Detached	916	68.3%
Single Attached	24	1.8%
2-4 Units	145	10.8%
5-9 Units	0	0.0%
10+ Units	257	19.2%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$9,673
Net Valuation (2018)	\$921 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	536	63.1%
Employed outside Monmouth Co.	314	36.9%

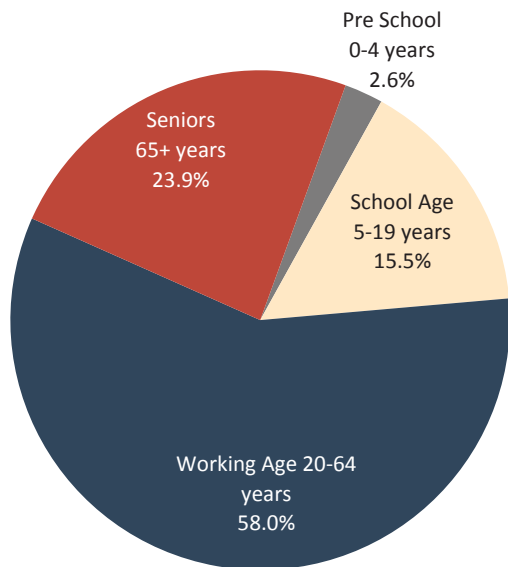
Type of Employment

16 Years and Older (2013-2017)

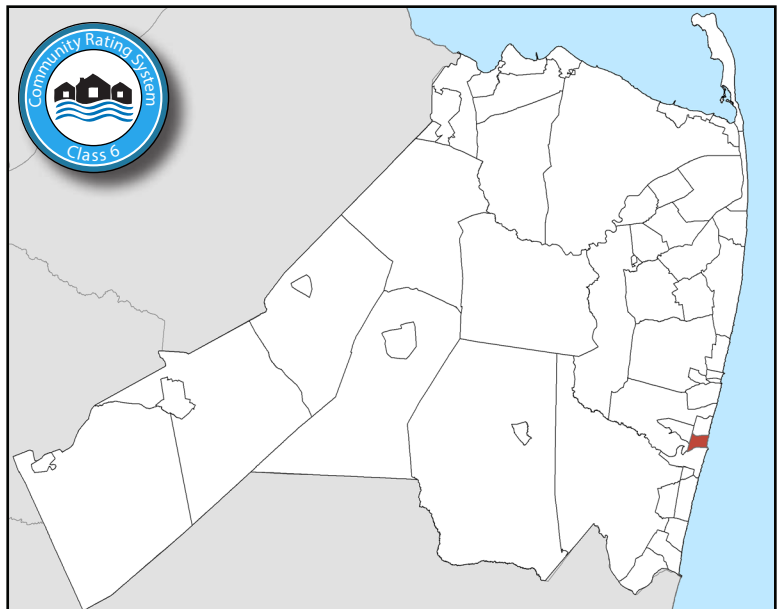
	Number	Percent
Mgmt, business, science, arts	474	54.7%
Service	105	12%
Sales, office	209	24.1%
Natural resources, construction, maintenance	37	4.3%
Production, transportation, materials, moving	41	4.7%

2017 Resident Unemployment

Number	Percent
39	4.1%



Age Composition 2010



Topical Planning Issues

Avon-by-the-Sea has experienced a consistent type of growth since its legal inception in 1900. With little vacant or unused space, Avon-by-the-Sea's vision, according to the County's Coastal Monmouth Plan (2010), is to maintain community stability and its conservative growth.

Avon-by-the-Sea relies on its boardwalk and beachfront access to support its local economy. Superstorm Sandy devastated the Avon boardwalk and required a community response to rebuild. In the wake of the storm, Avon reconstructed a new three-quarter-mile boardwalk with 58,230 square feet of decking, 51,000 feet of aluminum railing, the reinstallation of 40 light poles, and 133 benches. FEMA assisted the community with funding that covered a portion of the boardwalk redevelopment cost.

In 2016, Avon-by-the-Sea entered the Community Rating System (CRS) Program at a class of 6. This municipality is the 12th community in Monmouth County to enter into the CRS Program. The 2018 Master Plan Reexamination identifies land use policy changes affecting the Borough including adoption of a variety of Monmouth County Plans including the Monmouth County Master Plan (2016), changes to the administration of the State's affordable housing rules, and the loss to fire of the longstanding Schneider's Restaurant building. Although there have not been significant changes experienced at the local level, the Planning Board has expressed interest in evaluating the effectiveness and appropriateness of the zoning and development regulations along Main Street especially in the northern section of the Borough.

Median Household Income: \$78,323
Median Housing Value: \$864,800
Median Rent: \$1,375/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	119.9	63.9%
Apartment	1.2	0.6%
Commercial	9.0	4.8%
Industrial	0.8	0.4%
Farmland	0.0	0.0%
Vacant	4.3	2.3%
Public	34.0	18.1%
Public School	0.6	0.3%
Other School	0.0	0.0%
Church	1.3	0.7%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	1.8	1.0%
Unknown	14.6	7.8%

Source: Monmouth County Board of Taxation (2018)

Belmar

Median Age (2010): 41.9

Founded as a Victorian shore town in the 1880s, Belmar is a 1-square mile community with 1.3 miles of Atlantic Ocean coastline. Belmar stands as one of the most active seaside communities along the Jersey Shore. Year-round attractions include restaurants and shops along Main Street, recreational activities, a vibrant art scene, and annual festivals (e.g. NJ Seafood Festival). Belmar's recently renovated marina provides boaters access to the ocean through the Shark River Inlet. The refurbished 9th Avenue Pier includes floating docks and a new restaurant/tiki bar overlooking the Shark River Inlet. On the seaside, Belmar's newly rebuilt boardwalk is populated with shops, eateries, restrooms, a First Aid station, and tourism booths for beach visitors.

Sources: www.njbelmar.com, www.belmar.com



Marina Grille (Recipient of 2017 Monmouth County Planning Merit Award)

Demographics

Total Population

Year	Number
1980	6,771
1990	5,877
2000	6,045
2010	5,794

2010 Race and Ethnicity

	Number	Percent
White	5,044	87.1%
Black	202	3.5%
Asian	53	0.9%
Other	495	8.5%
Hispanic Origin	971	16.8%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	355	7.8%
High school graduate only	926	20.3%
Some college or associate's	931	20.4%
Bachelor's or grad. degree	2,345	51.5%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	3,690	100.0%
Owner-Occupied	1,304	35.3%
Renter-Occupied	1,333	36.1%
Vacant	1,053	28.5%

Seasonal 735

Avg. Household Size 2.16

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,938	53.1%
Single Attached	194	5.3%
2-4 Units	700	19.2%
5-9 Units	137	3.8%
10+ Units	681	18.7%
Mobile Homes & Other	40	

Taxes

Average Residential Property Tax (2017)	\$6,699
Net Valuation (2018)	\$1.7 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	2,157	67.3%
Employed outside Monmouth Co.	1,048	32.7%

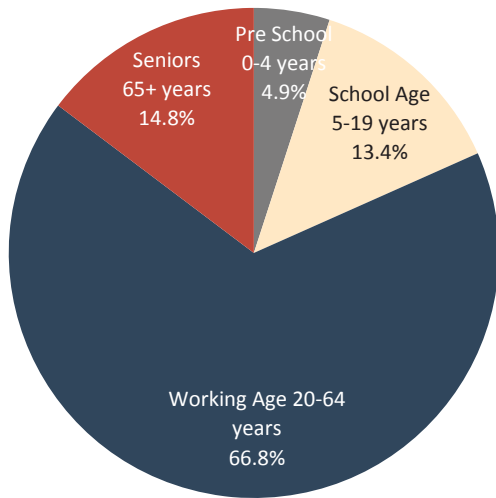
Type of Employment

16 Years and Older (2013-2017)

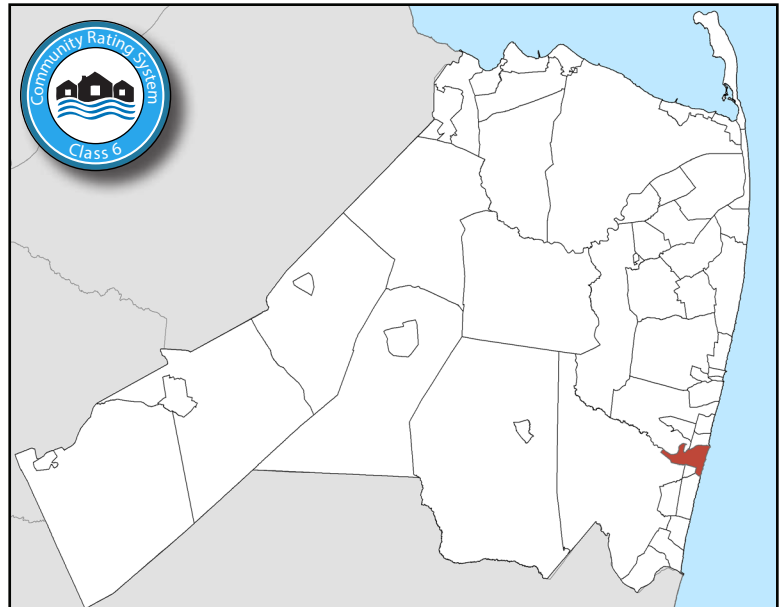
	Number	Percent
Mgmt, business, science, arts	1,393	43.0%
Service	504	16%
Sales, office	825	25.5%
Natural resources, construction, maintenance	316	9.8%
Production, transportation, materials, moving	202	6.2%

2017 Resident Unemployment

Number	Percent
144	4.2%



Age Composition 2010



Topical Planning Issues

Founded in 2004, the Belmar Arts Council is dedicated to offering diverse and exciting experiences in both the visual and performing arts for people of all ages. The Council promotes public participation in the arts through art classes and workshops, art exhibits, and performances in music, comedy, poetry, and improvisation. One exhibit includes the annual Art Walk along Belmar's Main Street including the community arts mural at the Belmar Train Station.

Post Superstorm Sandy, Belmar has increased its resiliency to coastal storms by joining the Community Rating System Program in 2015, saving their flood insurance policyholders approximately \$58,700 (as of May 1, 2018). The Borough took proactive measures and installed a new drainage system for Silver Lake which experienced extreme flooding during Sandy. Additionally, construction was completed on the John Taylor and Rowland Pavilions which were two of five boardwalk pavilions damaged during Sandy.

In 2017, the 12,000-square foot Marina Grille, featuring an open floor plan, outdoor patio, and casual dining overlooking Shark River was opened. The project is the result of a public private partnership between the Borough and Chefs International. Borough officials hope the redevelopment project will make the Belmar Marina more appealing for boat owning patrons. The project was the recipient of a 2017 Monmouth County Planning Board Merit Award. In response to the growing popularity of ridesharing services such as Uber and Lyft, in 2017 Belmar established rideshare pick-up/drop-off stands in several locations including the marina.

Median Household Income: \$74,942
Median Housing Value: \$560,100
Median Rent: \$1,310/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	285.3	62.3%
Apartment	11.7	2.6%
Commercial	38.5	8.4%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	9.1	2.0%
Public	81.7	17.8%
Public School	3.9	0.9%
Other School	0.0	0.0%
Church	6.9	1.5%
Cemetery	0.0	0.0%
Rail	4.1	0.9%
Other Exempt	16.0	3.5%
Unknown	0.6	0.1%

Source: Monmouth County Board of Taxation (2018)

Bradley Beach

Median Age (2010): 41.5

Similar to other seaside communities, Bradley Beach became a popular late 19th century resort town. Bradley Beach is named after James A. Bradley, who also founded Asbury Park. When James A. Bradley and William B. Bradner purchased the 54 acres of land that would become Bradley Beach, the borough was part of Ocean Township, and was known by locals as Ocean Park. Bradley Beach then became a part of Neptune Township before becoming incorporated in 1893, making it one of the youngest shore towns to date. Bradley Beach measures 0.6 square miles and has a viable downtown corridor along Route 71 with retail, dining, and the historic Beach Cinema, which opened as Palace Theatre in 1915 and is currently being renovated and refurbished.

Sources: www.bradley-beach.com, www.bradleybeachnj.gov



Del Ponte's Coal Fired Pizza

Demographics

Total Population

Year	Number
1980	4,772
1990	4,475
2000	4,793
2010	4,298

2010 Race and Ethnicity

	Number	Percent
White	3,656	85.1%
Black	213	5.0%
Asian	78	1.8%
Other	351	8.2%
Hispanic Origin	840	19.5%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	405	12.1%
High school graduate only	579	17.3%
Some college or associate's	907	27.0%
Bachelor's or grad. degree	1,463	43.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	3,123	100.0%
Owner-Occupied	954	30.5%
Renter-Occupied	1,215	38.9%
Vacant	954	30.5%
Seasonal	837	

Avg. Household Size 1.96

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,616	51.7%
Single Attached	81	2.6%
2-4 Units	328	10.5%
5-9 Units	158	5.1%
10+ Units	940	30.1%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$7,355
Net Valuation (2018)	\$1.2 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,467	66.9%
Employed outside Monmouth Co.	725	33.1%

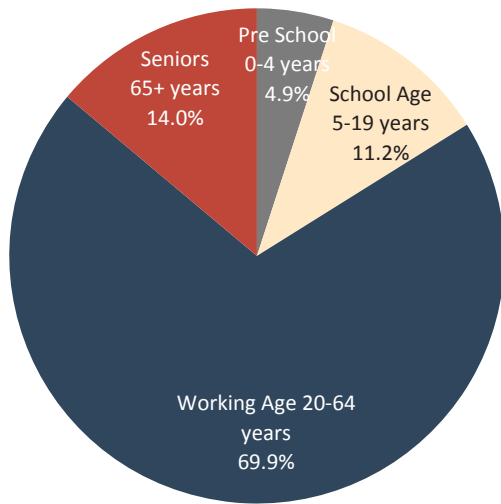
Type of Employment

16 Years and Older (2013-2017)

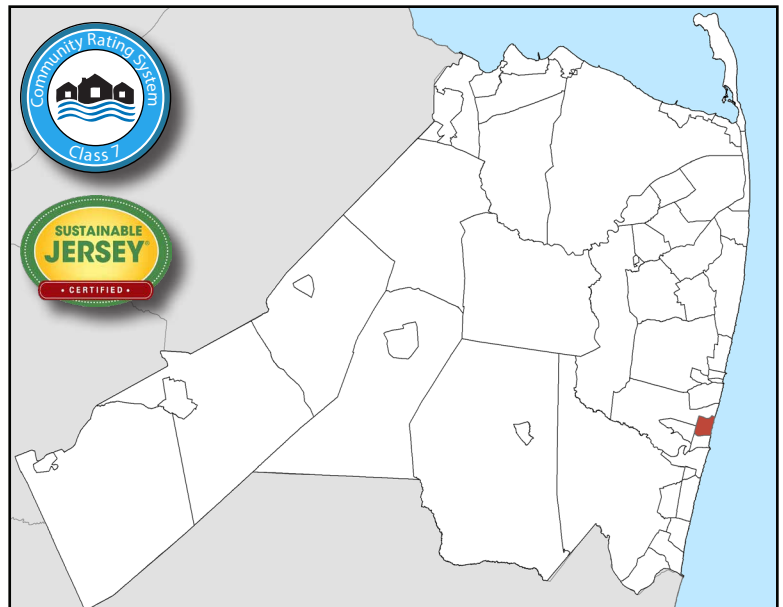
	Number	Percent
Mgmt, business, science, arts	1,048	47.3%
Service	320	14%
Sales, office	609	27.5%
Natural resources, construction, maintenance	158	7.1%
Production, transportation, materials, moving	80	3.6%

2017 Resident Unemployment

Number	Percent
107	4.3%



Age Composition 2010



Topical Planning Issues

In 2013, Bradley Beach constructed a post-Sandy Maritime Forest with indigenous coastal trees, shrubs, and grass species. The project intended to promote resiliency, provide educational outreach, and bring community awareness to using natural resources to mitigate coastal storm events. Following recommendations made in the 2014 Master Plan Reexamination Report to, “increase its sustainability profile by setting forth a Borough wide “green” initiative”, the town obtained bronze level certification from Sustainable Jersey (SJ). In 2018, Bradley Beach adopted a new Master Plan Reexamination Report. This report provides a status of recommendations carried over from previous Reexamination Reports.

After a NJDOT evaluation of Main Street, Bradley Beach installed bicycle friendly infrastructure including bike racks and sharrows along Main Street. Similar bicycle infrastructure is being considered elsewhere in town. In 2018, Bradley Brew Project opened its doors and the iconic Beach Cinema (temporarily) closed its doors. A Main Street staple, the Beach Cinema, is being renovated and refurbished by new owners. The Bradley Beach Chamber of Commerce Street Beautification Committee and the Borough’s Public Works collaborate to keep Main Street attractive with hanging flower baskets and other beautification projects. Using funds from a Community Development Block Grant, Riley Park underwent improvements in 2018. Improvements included leveling of the monument area surface, removal of some pathways to increase grass areas, and installation of a bandshell, creating a more natural space for events and seating.

Median Household Income: \$61,209
Median Housing Value: \$479,100
Median Rent: \$1,162/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	170.9	63.6%
Apartment	12.5	4.6%
Commercial	17.1	6.4%
Industrial	0.9	0.3%
Farmland	0.0	0.0%
Vacant	2.5	0.9%
Public	40.2	14.9%
Public School	1.5	0.6%
Other School	0.0	0.0%
Church	4.8	1.8%
Cemetery	0.0	0.0%
Rail	7.5	2.8%
Other Exempt	9.2	3.4%
Unknown	1.8	0.7%

Source: Monmouth County Board of Taxation (2018)

Brielle

Median Age (2010): 44.9

Located along the northern banks of the Manasquan River, Brielle, named after the town of Brielle, Holland due to its resemblance to the coastal towns along the North Sea and the English Channel, is a 1.65-square mile borough in southern Monmouth County. Union Landing, once a small commercial port, grew on the Manasquan River through the 1700s and 1800s, eventually blooming into a modest ship building industry. By the second half of the 1800's, cottages, summer hotels, and boarding houses were constructed near Union Landing. Brielle's prime industry is still connected to the waterfront with over 200 commercial and charter fishing boats, in addition to several popular bars and restaurants located along the Manasquan River.

Sources: Coastal Monmouth Plan (2010), www.briellenj.com



Brielle Yacht Club Marina

Demographics

Total Population

Year	Number
1980	4,068
1990	4,406
2000	4,893
2010	4,774

2010 Race and Ethnicity

	Number	Percent
White	4,518	94.6%
Black	121	2.5%
Asian	45	0.9%
Other	90	1.9%
Hispanic Origin	152	3.2%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	93	2.9%
High school graduate only	429	13.2%
Some college or associate's	631	19.3%
Bachelor's or grad. degree	2,108	64.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	2,118	100.0%
Owner-Occupied	1,601	75.6%
Renter-Occupied	185	8.7%
Vacant	332	15.7%
Seasonal	262	

Avg. Household Size 2.65

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,660	78.6%
Single Attached	184	8.7%
2-4 Units	219	10.4%
5-9 Units	9	0.4%
10+ Units	40	1.9%
Mobile Homes & Other	6	

Taxes

Average Residential Property Tax (2017)	\$11,212
Net Valuation (2018)	\$1.5 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,542	65.8%
Employed outside Monmouth Co.	803	34.2%

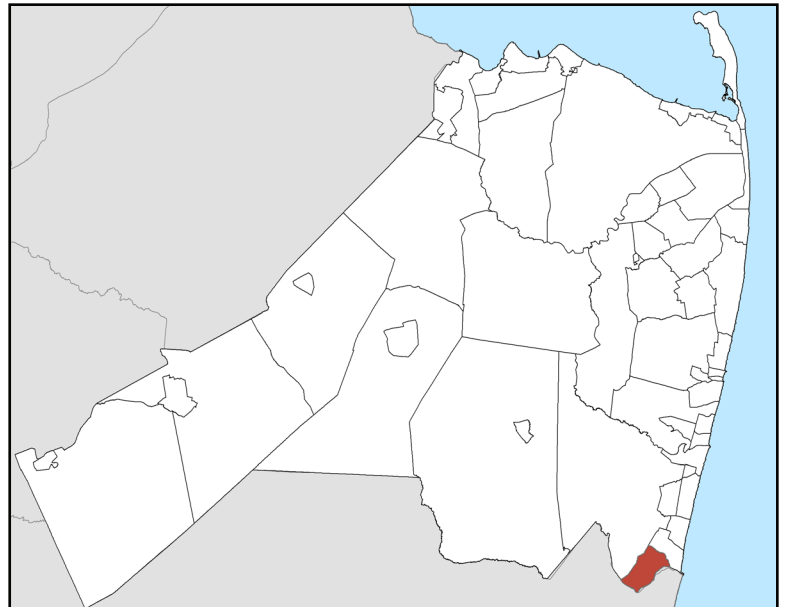
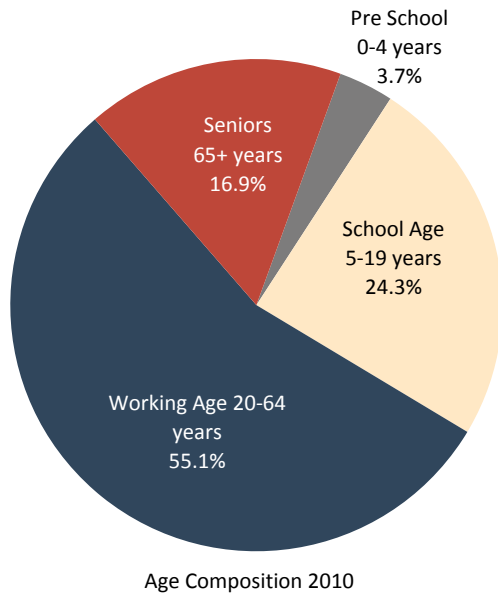
Type of Employment

16 Years and Older (2013-2017)

	Number	Percent
Mgmt, business, science, arts	1,274	53.6%
Service	380	16%
Sales, office	597	25.1%
Natural resources, construction, maintenance	76	3.2%
Production, transportation, materials, moving	51	2.1%

2017 Resident Unemployment

Number	Percent
89	3.9%



Topical Planning Issues

The Borough of Brielle has compact land development which is predominantly residential, and includes a large, built-out commercial area. Since Brielle is largely developed, the Borough removed its residential cluster provisions from their 2006 Master Plan Re-Examination Report. The Report recommends promoting future conservation of the Borough's environmentally significant land by establishing an entirely new conservation and recreation zone district for Nienstedt and Sedge Island. The Report also recommends alternative uses and/or development standards within the R-1 Zone District, and an evaluation of the appropriate number of parking spaces needed per boat slip to ensure sufficient parking within the marina.

According to the County's Coastal Monmouth Plan (2010), Brielle's vision is to maintain stable and limited growth. The Plan states that the Borough's "Top Planning Issues" include the loss of marina and associated uses along the Manasquan River, utilizing infill development where possible, and the lack of open river frontage. Brielle is focusing on redevelopment and unification along Route 71 and Higgins Avenue to revitalize the business district. Brielle's design concepts include street improvements and the inclusion of a "Seashore Colonial" design theme. Conservation efforts by the Borough include maintaining zoning ordinances that address the tree preservation, steep slopes, and on-site grading issues. Most of the recommendations found in Brielle's 2016 Master Plan Reexamination Report involve refining current zoning ordinance such as modernizing and expanding permitted uses as well as identifying a list of prohibited uses in commercial zone districts.

Median Household Income: \$133,493
Median Housing Value: \$633,700
Median Rent: \$1,778/month

Source: 2013-2017 ACS

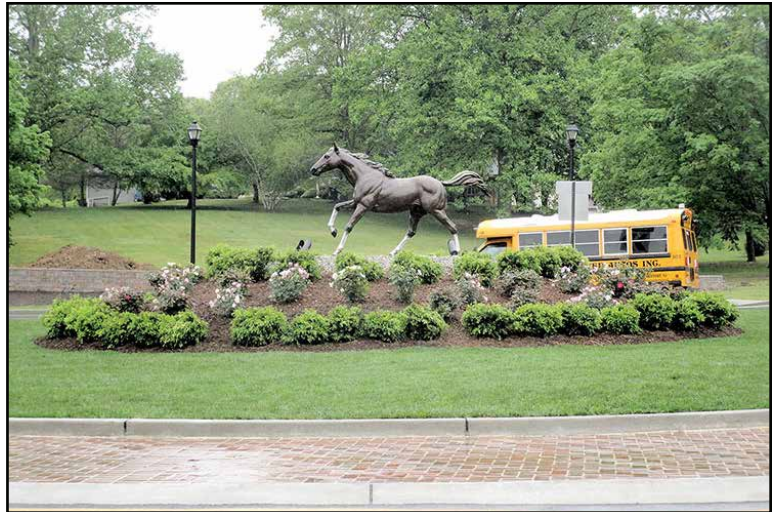
Land Use		
	Assessed Acreage	Percent
Residential	634.6	62.0%
Apartment	19.0	1.9%
Commercial	156.5	15.3%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	124.8	12.2%
Public	48.6	4.7%
Public School	12.5	1.2%
Other School	0.0	0.0%
Church	1.9	0.2%
Cemetery	16.7	1.6%
Rail	1.6	0.2%
Other Exempt	1.4	0.1%
Unknown	6.6	0.6%

Source: Monmouth County Board of Taxation (2018)

Colts Neck

Median Age (2010): 43.6

Colts Neck Township is located in central Monmouth County. The community is defined by large, rural residential estates, preserved farmland, open space, and equestrian farms. State Highway 34 bisects the Township north to south which essentially acts as the dividing gateway between eastern and western Monmouth County. Naval Weapons Station Earle is located in Colts Neck and occupies approximately 1/4 of the Township's land area. Colts Neck is renowned as the home of Laird & Company's Applejack, America's oldest native distillery, dating back to 1780. The historic Colts Neck Inn, built in 1717 served as a stopping point for stagecoaches and dispatch riders traveling from Freehold to Amboy.



Award Winning Roundabout at the Intersection of Dutch Lane, Crine Road, and Heulitt Road

Demographics

Total Population

Year	Number
1980	7,888
1990	8,559
2000	12,331
2010	10,142

2010 Race and Ethnicity

	Number	Percent
White	9,348	92.2%
Black	169	1.7%
Asian	464	4.6%
Other	161	1.6%
Hispanic	359	3.5%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	239	3.7%
High school graduate only	931	14.5%
Some college or associate's	1,376	21.4%
Bachelor's or grad. degree	3,884	60.4%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	3,398	100.0%
Owner-Occupied	2,976	87.6%
Renter-Occupied	291	8.6%
Vacant	131	3.9%

Seasonal

0

Avg. Household Size

3.05

Housing Units

(2013-2017)

	Number	Percent
Single Detached	3,140	92.4%
Single Attached	59	1.7%
2-4 Units	148	4.4%
5-9 Units	4	0.1%
10+ Units	47	1.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$14,925
Net Valuation (2018)	\$3 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	2,878	62.8%
Employed outside Monmouth Co.	1,704	37.2%

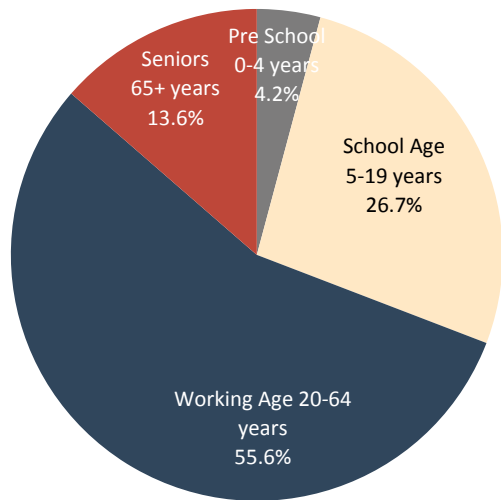
Type of Employment

16 Years and Older (2013-2017)

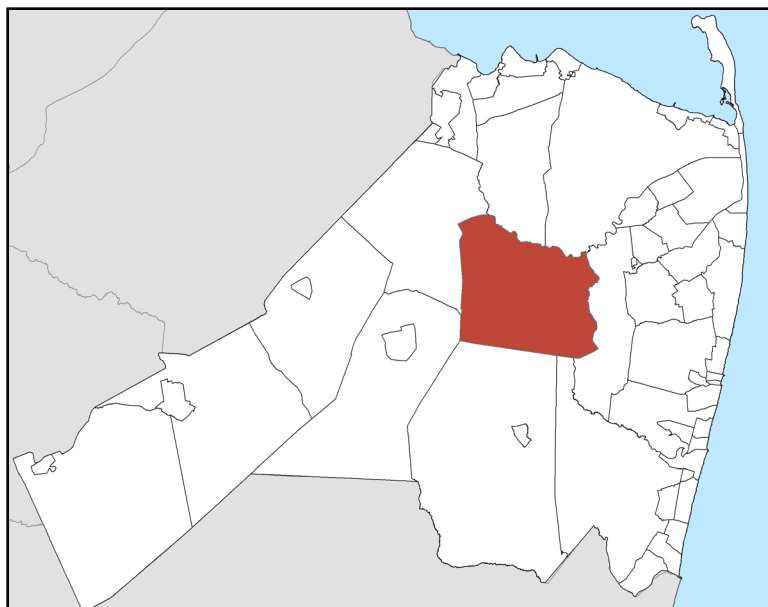
	Number	Percent
Mgmt, business, science, arts	2,522	55.7%
Service	515	11%
Sales, office	1,173	25.9%
Natural resources, construction, maintenance	128	2.8%
Production, transportation, materials, moving	187	4.1%

2017 Resident Unemployment

Number	Percent
151	3.3%



Age Composition 2010



Topical Planning Issues

In October 2017 Monmouth County, in cooperation with the New Jersey Department of Transportation, broke ground on intersection improvements and two bridge replacements. The intersection of State Route 34 and County Route 537 services regional and local traffic and is a major access route to State Route 18 which is located south of the intersection. Motorists travelling through this intersection experienced delays, especially along CR 537 approaches during peak periods. The \$17.5 million project will be funded primarily through a Federal grant with the County responsible for \$172,000 to pay for items like police protection for traffic control. The project will widen Route 34 to six lanes approaching the intersection and widen Route 537 to include an exclusive left turn lane, a through lane, a through/right turn lane, and two receiving lanes. In addition, the traffic signal will be replaced and pedestrian improvements will be upgraded. Lastly, two bridges, one on Route 34 and one on Route 537, will be replaced. The project is expected to be complete in Fall of 2019.

In addition, 2019 saw the opening of a new distillery and a new brewery. The Colts Neck StillHouse, located on Rt. 34, is the first full service farm distillery in New Jersey. As a Grown in Monmouth member the Colts Neck StillHouse is committed to using locally grown ingredients in the creation of their spirits. The Source Farmhouse Brewery is a farm-to-glass brewery featuring ales and lagers brewed on site. The ingredients are sourced from local farmers and brews will be in sync with the local harvests. Source Farmhouse Brewery features a backyard biergarten, rooftop terrace, taproom, and front yard patio.

Median Household Income: \$167,480
Median Housing Value: \$758,400
Median Rent: \$1,627/month

Source: 2013-2017 ACS

Land Use

	Assessed Acreage	Percent
Residential	5,211.4	26.8%
Apartment	0.0	0.0%
Commercial	672.8	3.5%
Industrial	0.0	0.0%
Farmland	5,421.3	27.9%
Vacant	977.8	5.0%
Public	6,880.6	35.4%
Public School	143.3	0.7%
Other School	0.0	0.0%
Church	43.1	0.2%
Cemetery	0.3	0.0%
Rail	0.0	0.0%
Other Exempt	4.0	0.0%
Unknown	83.7	0.4%

Source: Monmouth County Board of Taxation (2018)

Deal

Median Age (2010): 50.9

Deal dates back to 1670, when Thomas (Whyte) White purchased 500 acres along the Atlantic Coast in Shrewsbury and is believed to be named after his birthplace in Deale, Kent County, England. Originally, Deal included all of the area between Deal Lake and Takenesse Lake, but now has an area of 1.2 square miles. As Deal became settled, it evolved into a farming and fishing community that lasted until the end of the 1800s. As the nearby communities of Asbury Park and Long Branch grew in population during the 1890's, developers began to purchase land in Deal to lay out a residential community. The Borough's vision in the County's Coastal Monmouth Plan (2010) is to maintain the present character as it has over the past 100 years.

Sources: www.dealborough.com, Coastal Monmouth Plan (2010)



Deal Borough Hall

Demographics

Total Population

Year	Number
1980	1,952
1990	1,179
2000	1,070
2010	750

2010 Race and Ethnicity

	Number	Percent
White	687	91.6%
Black	12	1.6%
Asian	26	3.5%
Other	25	3.3%
Hispanic Origin	55	7.3%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	60	13.0%
High school graduate only	118	25.5%
Some college or associate's	150	32.5%
Bachelor's or grad. degree	134	29.0%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	891	100.0%
Owner-Occupied	167	18.7%
Renter-Occupied	96	10.8%
Vacant	628	70.5%
Seasonal	622	

Avg. Household Size 2.18

Housing Units

(2013-2017)

	Number	Percent
Single Detached	749	85.8%
Single Attached	4	0.5%
2-4 Units	38	4.4%
5-9 Units	24	2.7%
10+ Units	58	6.6%
Mobile Homes & Other	18	

Taxes

Average Residential Property Tax (2017)	\$16,341
Net Valuation (2018)	\$2.2 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	120	53.8%
Employed outside Monmouth Co.	103	46.2%

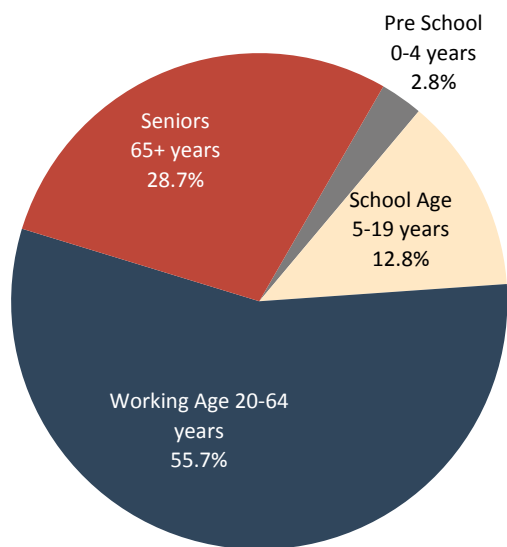
Type of Employment

16 Years and Older (2013-2017)

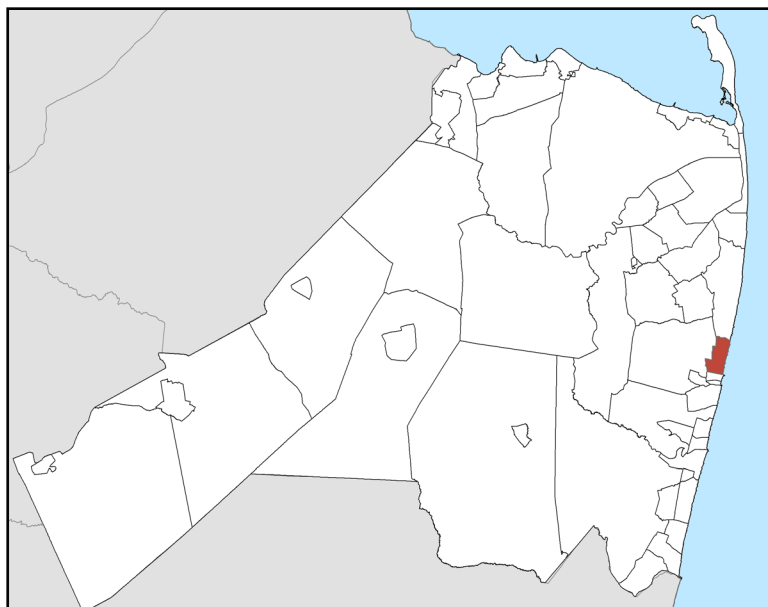
	Number	Percent
Mgmt, business, science, arts	73	32.6%
Service	15	7%
Sales, office	97	43.3%
Natural resources, construction, maintenance	22	9.8%
Production, transportation, materials, moving	17	7.6%

2017 Resident Unemployment

Number	Percent
9	2.6%



Age Composition 2010



Topical Planning Issues

Being a coastal community, approximately 90% of Deal's land area lies in the Coastal Area Facility Review Act (CAFRA) zone. During Superstorm Sandy, Deal experienced high winds, heavy rains, and record tidal surge and waves. Following Superstorm Sandy, the Borough prepared a Strategic Recovery Planning Report (SRPF) (2014) that discussed the impacts, current status, and recommended municipal actions to promote recovery and reduce vulnerabilities to future storms.

The Deal Lake Master Plan (2013) highlights important issues for the watershed area, including the following: New Jersey Department of Environmental Protection restrictions and permitting issues, dredge material disposal solutions, storm water management, and storm drain issues, among others. The Borough is part of the Deal Lake Commission.

The U.S. Army Corp of Engineers' Loch Arbour to Deal Beach Erosion Control Project began in early 2015 and was completed in late 2016. The Corps also constructed outfall pipe extensions and conducted a full sweep of placed sand to ensure no small munitions remain.

The 110,000 square foot Jewish Community Center on a 12-acre campus reopened in 2016 after 5 years of closure. The revamped facility is open to the general public for a monthly fee and offers a variety of recreational and cultural amenities. In 2017, the Borough submitted a Municipal Access Plan to NJDEP, currently pending review that provides a vision for tidal water and shoreline access within the municipality.

Median Household Income: \$78,194
Median Housing Value: \$1,152,800
Median Rent: \$1,183/month

Source: 2013-2017 ACS

Land Use

	Assessed Acreage	Percent
Residential	467.6	78.1%
Apartment	0.8	0.1%
Commercial	22.3	3.7%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	38.4	6.4%
Public	47.9	8.0%
Public School	11.4	1.9%
Other School	0.0	0.0%
Church	6.1	1.0%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	0.9	0.1%
Unknown	3.6	0.6%

Source: Monmouth County Board of Taxation (2018)

Eatontown

Median Age (2010): 39.6

Eatontown is located in the central portion of eastern Monmouth County and encompasses 5.86 square miles. The Borough has several highways connecting it to other portions of the County, such as State Highways 18, 35, & 36 and County Route 547, which helped form its large commercial and retail corridor. Eatontown is home to Monmouth Mall, located in the center of the Borough at the intersection of Route 35 and 36. Opening in 1960 and expanding to its current size in 1975, Monmouth Mall is the fourth largest mall in New Jersey and continues to be a regional attraction. The Borough is also home to a portion of the Fort Monmouth Army Base, which was closed by the Federal government in September 2011 and is currently undergoing redevelopment.

Source: Coastal Monmouth Plan (2010)



Monmouth Mall

Demographics

Total Population

Year	Number
1980	12,703
1990	13,800
2000	14,008
2010	12,709

2010 Race and Ethnicity

	Number	Percent
White	9,060	71.3%
Black	1,577	12.4%
Asian	1,102	8.7%
Other	970	7.6%
Hispanic Origin	1,571	12.4%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	594	6.6%
High school graduate only	2,978	33.0%
Some college or associate's	2,154	23.9%
Bachelor's or grad. degree	3,305	36.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	5,771	100.0%
Owner-Occupied	2,757	47.8%
Renter-Occupied	2,528	43.8%
Vacant	486	8.4%
Seasonal	63	

Avg. Household Size 2.28

Housing Units

(2013-2017)

	Number	Percent
Single Detached	2,191	40.0%
Single Attached	534	9.7%
2-4 Units	732	13.4%
5-9 Units	731	13.3%
10+ Units	1,291	23.6%
Mobile Homes & Other	292	

Taxes

Average Residential Property Tax (2017)	\$7,370
Net Valuation (2018)	\$2.2 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	5,045	79.1%
Employed outside Monmouth Co.	1,337	20.9%

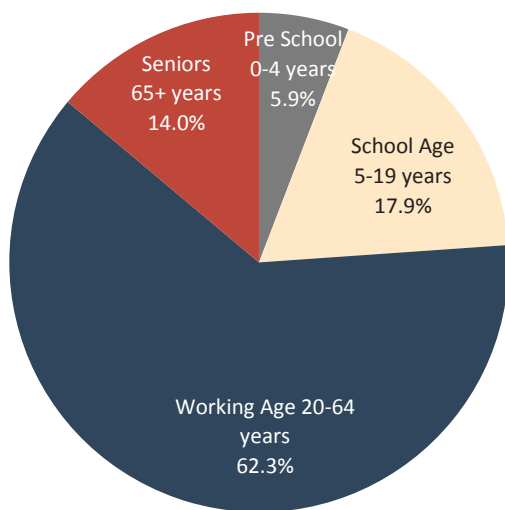
Type of Employment

16 Years and Older (2013-2017)

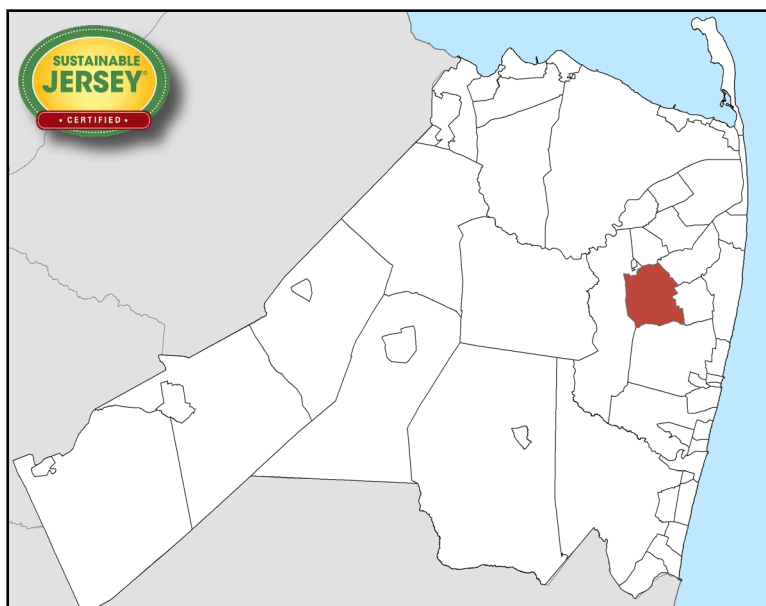
	Number	Percent
Mgmt, business, science, arts	2,458	37.9%
Service	1,130	17%
Sales, office	1,878	29.0%
Natural resources, construction, maintenance	530	8.2%
Production, transportation, materials, moving	490	7.6%

2017 Resident Unemployment

Number	Percent
329	4.6%



Age Composition 2010



Topical Planning Issues

According to the County's Coastal Monmouth Plan (2010), the "Top Planning Issues" for Eatontown were redeveloping Fort Monmouth and the Eatontown Historic District, expanding open space opportunities, and remediating major traffic problems. Since the closure of Fort Monmouth in 2011, the Fort Monmouth Economic Revitalization Authority (FMERA) has guided the investment and growth while advancing the Fort Monmouth Reuse and Redevelopment Plan (2008). During 2016, FMERA purchased the remaining 560 acres from the U.S. Army to accelerate a proactive approach in attracting developers and creating job growth in the County. The County backed the loans, allowing FMERA to take advantage of the County's AAA bond rating. Following this transfer, the Fort's CR 537 Extension, known as the Avenue of Memories, was opened to the public.

The Monmouth Mall redevelopment, also known as The Heights at Monmouth, received approval from the Eatontown Planning Board in 2018. The redevelopment will create 700 new apartments, 88 of which will be affordable housing. In addition, the plan will create 1.62 million square feet in leasable space. The owners envision a mix of shopping, dining, and entertainment uses, as well as medical office space. In 2016, Eatontown Borough Council passed a zoning change called the Mixed Use Regional Center Zone intended to ensure the continuing viability and success of the Monmouth Mall property and surrounding commercial properties.

Median Household Income: \$66,470
Median Housing Value: \$329,800
Median Rent: \$1,061/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	918.7	28.1%
Apartment	164.5	5.0%
Commercial	688.4	21.1%
Industrial	198.9	6.1%
Farmland	16.4	0.5%
Vacant	278.0	8.5%
Public	778.5	23.8%
Public School	58.7	1.8%
Other School	0.9	0.0%
Church	33.1	1.0%
Cemetery	11.8	0.4%
Rail	13.2	0.4%
Other Exempt	26.3	0.8%
Unknown	79.7	2.4%

Source: Monmouth County Board of Taxation (2018)

Englishtown

Median Age (2010): 38.6

Located in western Monmouth County, Englishtown is completely surrounded by Manalapan Township. First settled as a “crossroads” community in 1726, Englishtown developed into a prosperous, rural town by the 1800’s and 1900’s. Englishtown, although only 0.57 square miles, is rich in history; during the Battle of Monmouth, Englishtown was used as a gathering point for Continental troops, and The Village Inn was visited by George Washington during and after the Battle. In 2003, “Road to Monmouth,” a parade that started in Englishtown and ended in Freehold, celebrated the 225th anniversary of the Battle of Monmouth by highlighting the County’s cultural history through re-enactments, exhibits and tours.

Sources: Englishtown Sustainable Design Assessment Team (www.aia.org/aiaucmp/groups/aia/documents/pdf/aiaab079670.pdf), “Parade to honor heroes of Battle of Monmouth” <http://sub.gmnews.com>



The Village Inn/Battleground Historical Society

Demographics

Total Population

Year	Number
1980	976
1990	1,268
2000	1,764
2010	1,847

2010 Race and Ethnicity

	Number	Percent
White	1,628	88.1%
Black	48	2.6%
Asian	126	6.8%
Other	45	2.4%
Hispanic Origin	148	8.0%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	104	7.1%
High school graduate only	433	29.5%
Some college or associate's	483	32.9%
Bachelor's or grad. degree	448	30.5%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	813	100.0%
Owner-Occupied	497	61.1%
Renter-Occupied	258	31.7%
Vacant	58	7.1%

Seasonal

0

Avg. Household Size

2.66

Housing Units

(2013-2017)

	Number	Percent
Single Detached	382	47.0%
Single Attached	147	18.1%
2-4 Units	113	13.9%
5-9 Units	61	7.5%
10+ Units	110	13.5%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$6,834
Net Valuation (2018)	\$248 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	460	47.3%
Employed outside Monmouth Co.	512	52.7%

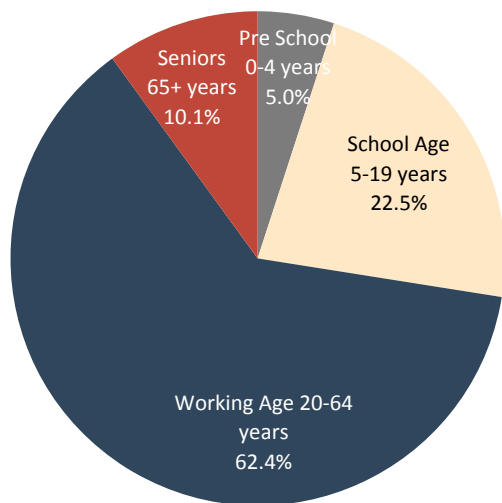
Type of Employment

16 Years and Older (2013-2017)

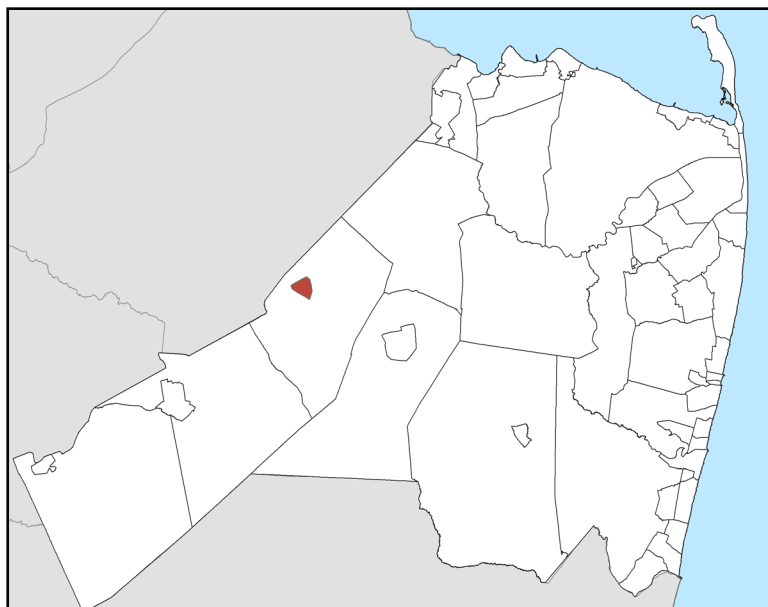
	Number	Percent
Mgmt, business, science, arts	456	45.4%
Service	130	13%
Sales, office	299	29.8%
Natural resources, construction, maintenance	42	4.2%
Production, transportation, materials, moving	77	7.7%

2017 Resident Unemployment

Number	Percent
45	4.2%



Age Composition 2010



Topical Planning Issues

In 2007, an American Institute of Architects Sustainable Design Assessment Team (SDAT) worked with local residents and stakeholders to identify the strengths and weaknesses of the Borough while forming immediate and long term recommendations to move towards a sustainable future. The SDAT encouraged the Borough to utilize its heritage and common narrative as an important building block when designing its future. Englishtown brands itself 'HHH': History, Harmony, and Hospitality. Englishtown has a rich history and the pride to share it, harmony with balancing its natural and human resources, and hospitality through its citizens that care about their environment and want to share it with friends and visitors.

A few of the recommendations that resulted from the study include designing traffic calming techniques and pedestrian improvements along Main Street, developing a Historic Preservation Ordinance as a tool to preserve and maintain its important historic resources, and attaining a Main Street Designation to attract additional support and expertise in enhancing the downtown. It was also recommended to offer permanent trails and nature corridors to connect existing paths more effectively to each other and to County parks.

In addition to its historic and cultural resources, Englishtown served as an example of community resiliency during Superstorm Sandy by partially pumping water out of Lake Weamaconk in anticipation of the heavy rainfall expected from the Superstorm. Englishtown learned from Hurricane Irene the potential inland impacts of a coastal storm.

Median Household Income: \$77,992
Median Housing Value: \$291,800
Median Rent: \$1,543/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	145.6	42.2%
Apartment	11.0	3.2%
Commercial	41.8	12.1%
Industrial	13.2	3.8%
Farmland	0.0	0.0%
Vacant	57.7	16.7%
Public	59.7	17.3%
Public School	4.1	1.2%
Other School	0.0	0.0%
Church	6.9	2.0%
Cemetery	0.4	0.1%
Rail	0.0	0.0%
Other Exempt	1.0	0.3%
Unknown	3.9	1.1%

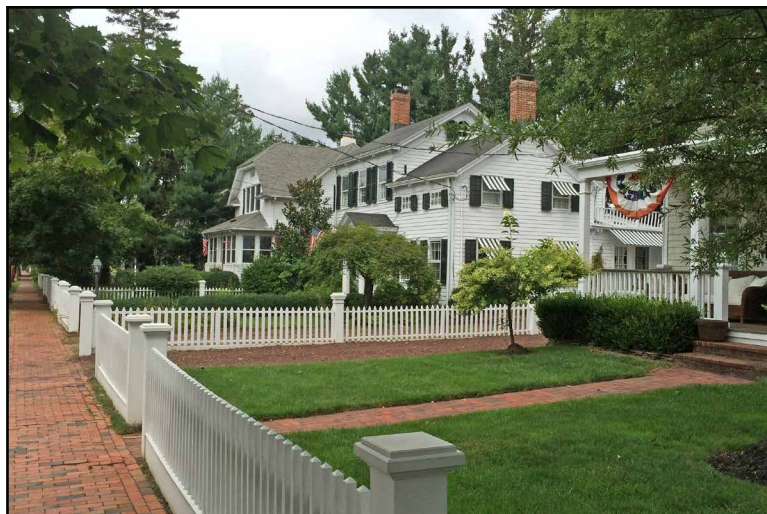
Source: Monmouth County Board of Taxation (2018)

Sources: Englishtown Sustainable Design Assessment Team (www.aia.org 2007), "Lake Weamaconk in Englishtown Pumped Ahead of Hurricane Sandy" (Patch.com 10/28/14)

Fair Haven

Median Age (2010): 39.3

The first recorded history of Fair Haven dates back to the early 1800's when Fair Haven was a small community on the banks of the Navesink River, attracting steamboats transferring oysters along the New York-Red Bank steamboat line. The mid-19th century brought new residential construction along Fair Haven Road, which was the heart of the town. Development along Fair Haven Road and adjoining streets continued to grow in the 1800's and became known as "Old Village," which currently retains its 19th century appearance in a Historic District. The Borough encompasses 1.55 square miles and supports a small commercial area along River Road. The primary type of land use in Fair Haven is residential.



Fair Haven Road

Source: www.fairhavennj.org

Demographics

Total Population

Year	Number
1980	5,679
1990	5,270
2000	5,937
2010	6,121

2010 Race and Ethnicity

	Number	Percent
White	5,792	94.6%
Black	153	2.5%
Asian	66	1.1%
Other	110	1.8%
Hispanic Origin	165	2.7%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	35	1.0%
High school graduate only	390	10.7%
Some college or associate's	551	15.2%
Bachelor's or grad. degree	2,652	73.1%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	1,963	100.0%
Owner-Occupied	1,689	86.0%
Renter-Occupied	200	10.2%
Vacant	74	3.8%
Seasonal	9	

Avg. Household Size 3.18

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,902	97.4%
Single Attached	34	1.7%
2-4 Units	17	0.9%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	10	

Taxes

Average Residential Property Tax (2017)	\$14,643
Net Valuation (2018)	\$1.7 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,529	56.8%
Employed outside Monmouth Co.	1,165	43.2%

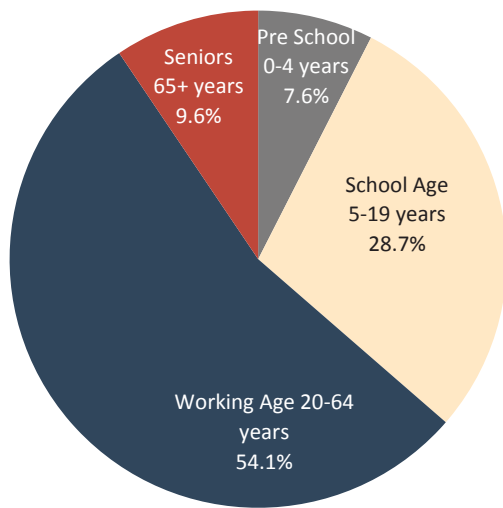
Type of Employment

16 Years and Older (2013-2017)

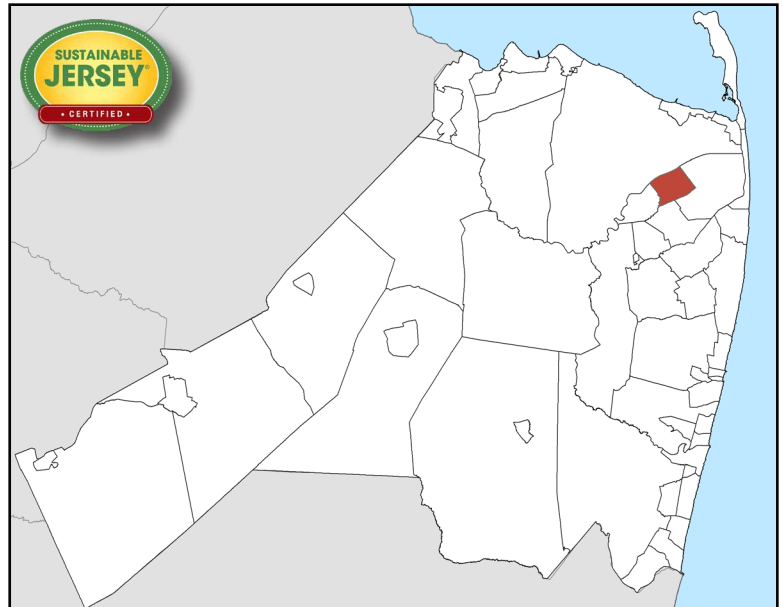
	Number	Percent
Mgmt, business, science, arts	1,452	53.1%
Service	257	9%
Sales, office	807	29.5%
Natural resources, construction, maintenance	93	3.4%
Production, transportation, materials, moving	125	4.6%

2017 Resident Unemployment

Number	Percent
83	2.9%



Age Composition 2010



Topical Planning Issues

With its location on the Navesink River, Fair Haven's planning issues include preparing the Borough for future storm events. In the August/September 2014 Newsletter of Focus on Fairhaven, the Chair of the Environmental Commission explained how to reduce boat and dock damage during future storms. The Chairman encouraged the installation of floating docks with pilings higher than storm surges, reducing damage to docks and boats on the Navesink River.

In August 2016, the Fair Haven Planning Board adopted a Master Plan Reexamination Report and Master Plan Update. In preparation of the report, the Planning Board conducted a survey for residents and business owners to provide input on Fair Haven's land use and zoning opportunities and challenges. The survey found that resident's priorities (in order) were: home affordability, pedestrian/bicycle circulation, "right-sizing" homes and other buildings, and the character of the business district.

To support the resident priority of improving pedestrian and bicycle circulation the Borough has undertaken an Active Transportation Plan as part of the New Jersey Department of Transportation's Local Bicycle/Pedestrian Planning Assistance Program. The Plan provides an overview of existing conditions for bicyclists and pedestrians in Fair Haven, including a review of the geographic and demographic context; previous studies, policies and programs; key destinations and attractions; crash analysis; inventory of existing bicycle and pedestrian infrastructure; and a bicycle level of traffic stress analysis. In November 2017, the Council passed a motion approving the plan.

Median Household Income: \$158,264
Median Housing Value: \$686,100
Median Rent: \$2,132/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	701.5	76.0%
Apartment	0.0	0.0%
Commercial	23.4	2.5%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	22.1	2.4%
Public	98.5	10.7%
Public School	7.0	0.8%
Other School	3.2	0.3%
Church	12.9	1.4%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	8.3	0.9%
Unknown	45.8	5.0%

Source: Monmouth County Board of Taxation (2018)

Farmingdale

Median Age (2010): 39.8

Farmingdale started as an indian path towards the Manasquan River, eventually evolving into a small town with two stores, two taverns, and a dozen dwellings. In 1903, the Borough incorporated into an independent municipality with a residential and light industrial community. Presently, Farmingdale is the same size as it was when incorporated (0.5 square miles of land) and has the same community character. Farmingdale's motto is "Today's Town... with Yesterday's Touch" symbolizing its historic and well-maintained community that has modernized its development and planning issues by zoning for affordable housing, developing mixed-use buildings, and planning for stormwater management.



Source: www.farmingdaleborough.org

Intersection of Asbury Ave./Rt. 547 and Rt. 524

Demographics

Total Population

Year	Number
1980	1,348
1990	1,462
2000	1,587
2010	1,329

2010 Race and Ethnicity

	Number	Percent
White	1,191	89.6%
Black	38	2.9%
Asian	42	3.2%
Other	58	4.4%
Hispanic	92	6.9%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	62	6.6%
High school graduate only	382	40.4%
Some college or associate's	255	27.0%
Bachelor's or grad. degree	247	26.1%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	593	100.0%
Owner-Occupied	285	48.1%
Renter-Occupied	292	49.2%
Vacant	16	2.7%
Seasonal	5	

Avg. Household Size 2.55

Housing Units

(2013-2017)

	Number	Percent
Single Detached	328	55.3%
Single Attached	15	2.5%
2-4 Units	78	13.2%
5-9 Units	82	13.8%
10+ Units	90	15.2%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$6,274
Net Valuation (2018)	\$167 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	557	75.9%
Employed outside Monmouth Co.	177	24.1%

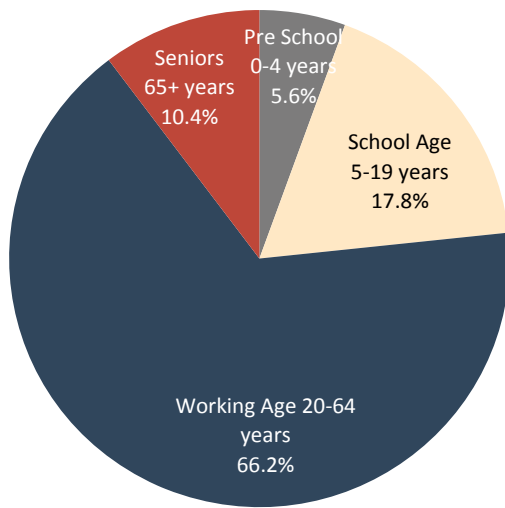
Type of Employment

16 Years and Older (2013-2017)

	Number	Percent
Mgmt, business, science, arts	231	31.2%
Service	166	22%
Sales, office	176	23.8%
Natural resources, construction, maintenance	83	11.2%
Production, transportation, materials, moving	85	11.5%

2017 Resident Unemployment

Number	Percent
38	4.9%



Age Composition 2010



Topical Planning Issues

In response to Farmingdale's 2003 Re-Examination Report to revitalize the downtown area, the Borough developed Farmingdale Station, a two-story office and retail mixed-use building located along Main Street in 2009. The Borough also applied for downtown revitalization through a Transportation Equity Act (TEA-21) grant for pavers, street lights, and benches.

In 2014, the Borough joined with Point Pleasant Beach and Howell in an Energy Aggregation Program to purchase large amounts of energy from a state-licensed energy supplier at prices lower than the average utility price. Farmingdale offers lower electric and gas rates to its residents. Farmingdale is among several other municipalities to join a Government Energy Aggregation program, which is under the New Jersey Board of Public Utilities, the Rate Counsel, and the Division of Community Affairs.

In 2018, Farmingdale completed the third and final phase of downtown improvements funded through the County's Community Development Block Grant Program. The first phase was completed in early 2013 and the second phase was completed in 2015. Phase 3 included the west side of Main Street (CR 524), from Railroad all the way to Southard Avenue. The project was a continuation of improvements completed during prior phases including sidewalks, pavers, and decorative street lighting. Improvements also included enhanced handicap ramps and business entryways. Downtown has seen a bit of resurgence in recent years with the addition of new businesses, restaurants and events such as the new seasonal Farmer's Market.

Median Household Income: \$58,875
Median Housing Value: \$282,100
Median Rent: \$1,109/month

Source: 2013-2017 ACS

Land Use

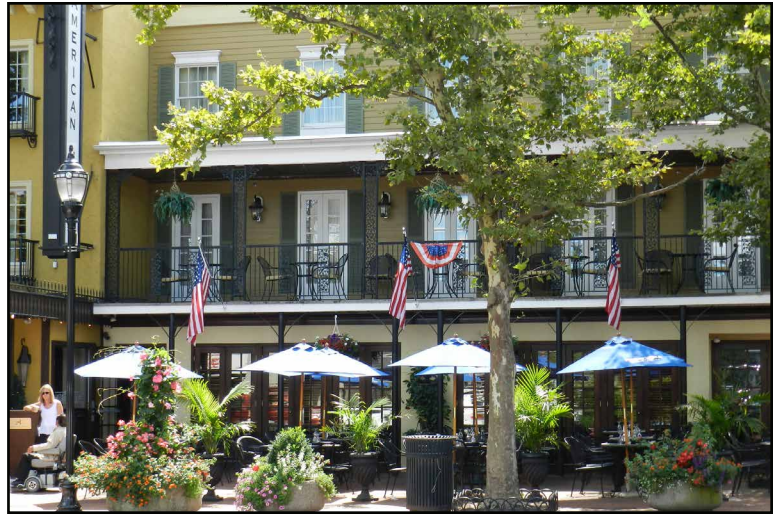
	Assessed Acreage	Percent
Residential	135.8	45.1%
Apartment	15.4	5.1%
Commercial	40.7	13.5%
Industrial	5.6	1.9%
Farmland	23.4	7.8%
Vacant	26.5	8.8%
Public	24.2	8.0%
Public School	4.8	1.6%
Other School	0.0	0.0%
Church	3.5	1.2%
Cemetery	0.0	0.0%
Rail	13.4	4.5%
Other Exempt	0.2	0.1%
Unknown	7.6	2.5%

Source: Monmouth County Board of Taxation (2018)

Freehold Borough

Median Age (2010): 33.3

Covering just 1.90 square miles, Freehold Borough lies in western Monmouth County, completely surrounded by Freehold Township. Freehold Borough, previously known as Monmouth Courthouse, was officially designated to serve as the county seat of Monmouth County in 1715. In 1919, Freehold Borough separated from Freehold Township. Over time, this historic Borough has served as a major regional commercial and industrial center. The American Hotel and its accompanying restaurant, originally built in 1824, is one of the oldest buildings in Freehold today. Opening in 1853, Freehold Raceway is the oldest pari-mutuel harness race track in the country. Today Freehold Borough has a vibrant downtown with churches, restaurants, shops, and other commercial services.



American Hotel in Downtown Freehold

Demographics

Total Population

Year	Number
1980	10,020
1990	10,742
2000	10,976
2010	12,052

2010 Race and Ethnicity

	Number	Percent
White	7,920	65.7%
Black	1,515	12.6%
Asian	348	2.9%
Other	2,269	18.8%
Hispanic Origin	5,167	42.9%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	2,373	30.0%
High school graduate only	2,371	30.0%
Some college or associate's	1,697	21.4%
Bachelor's or grad. degree	1,471	18.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	4,317	100.0%
Owner-Occupied	1,883	43.6%
Renter-Occupied	2,014	46.7%
Vacant	420	9.7%

Seasonal 8

Avg. Household Size 3.05

Housing Units

(2013-2017)

	Number	Percent
Single Detached	2,349	54.4%
Single Attached	260	6.0%
2-4 Units	477	11.0%
5-9 Units	334	7.7%
10+ Units	897	20.8%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$6,846
Net Valuation (2018)	\$1.1 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	4,531	76.5%
Employed outside Monmouth Co.	1,393	23.5%

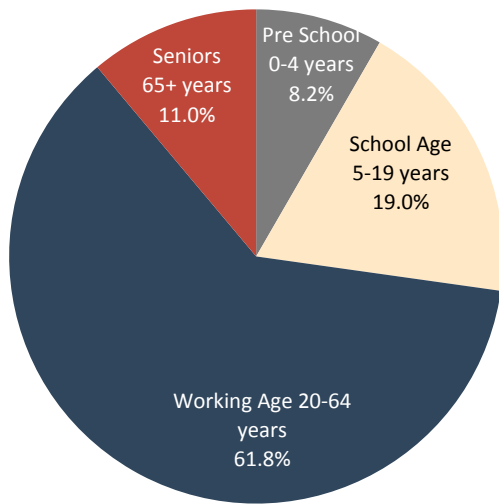
Type of Employment

16 Years and Older (2013-2017)

	Number	Percent
Mgmt, business, science, arts	1,337	22.0%
Service	2,027	33%
Sales, office	1,257	20.7%
Natural resources, construction, maintenance	698	11.5%
Production, transportation, materials, moving	748	12.3%

2017 Resident Unemployment

Number	Percent
244	3.8%



Age Composition 2010



Topical Planning Issues

Being a fully developed community, an underlying objective of the Freehold Borough Master Plan has been to preserve and enhance what already exists. In June 2015, the Urban Land Institute Northern New Jersey held a Technical Assistance Panel (TAP) to assist Freehold Borough with land use issues relating to its downtown. In response to TAP recommendations, the Borough formed a Community Redevelopment Committee which drafted a Vision Report. Adopted by the Borough Council in late 2016, the Vision Report provided a solid foundation for community consensus on redevelopment goals associated with NJDOT Transit Village Designation and the upcoming NJTPA (North Jersey Transportation Planning Authority) Emerging Center Study for Freehold Borough.

Through the Emerging Center Study, the Borough wanted to explore the creation of a Transit Oriented Development (TOD) zoning district centered on its bus station, identify TOD-ready projects and sites, and propose improvements to bicycle and pedestrian infrastructure. It also sought to update the standards in the existing Freehold Center Core Revitalization Plan including, site design, architectural, and parking guidelines, to better align with the Transit Village criteria. NJTPA hired a consultant team in 2017 to help the Borough complete these tasks. After conducting research, site investigations, several visioning and outreach events with various stakeholders, NJTPA finalized their findings and released the Downtown Freehold Vision Plan in July, 2018.

Median Household Income: \$57,717
Median Housing Value: \$290,900
Median Rent: \$1,205/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	547.0	52.5%
Apartment	21.3	2.0%
Commercial	177.4	17.0%
Industrial	27.6	2.6%
Farmland	0.0	0.0%
Vacant	64.7	6.2%
Public	82.7	7.9%
Public School	68.8	6.6%
Other School	3.2	0.3%
Church	23.0	2.2%
Cemetery	2.8	0.3%
Rail	13.3	1.3%
Other Exempt	9.7	0.9%
Unknown	0.9	0.1%

Source: Monmouth County Board of Taxation (2018)

Freehold Township

Median Age (2010): 41.3

Freehold, one of the three original townships in Monmouth County, received its official charter in October 1693. Incorporated by the New Jersey Legislature in 1798, the current Freehold Township encompasses 37.0 square miles. Until the mid-1950's, the Township was primarily a rural, agricultural community surrounding the more intensely developed Freehold Borough. With the expansion of transportation infrastructure, the character of development began to change as suburban growth began to extend from both Freehold Borough and northern urban centers. By the late 20th century, commercial and industrial land use patterns extended along County Route 537 and State Route 9.



Freehold Township Municipal Complex

Demographics

Total Population

Year	Number
1980	19,202
1990	24,710
2000	31,537
2010	36,184

2010 Race and Ethnicity

	Number	Percent
White	30,509	84.3%
Black	1,931	5.3%
Asian	2,544	7.0%
Other	1,200	3.3%
Hispanic	2,808	7.8%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	1,222	5.0%
High school graduate only	5,986	24.5%
Some college or associate's	5,845	23.9%
Bachelor's or grad. degree	11,380	46.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	13,128	100.0%
Owner-Occupied	9,966	75.9%
Renter-Occupied	2,559	19.5%
Vacant	603	4.6%
Seasonal	129	

Avg. Household Size 2.74

Housing Units

(2013-2017)

	Number	Percent
Single Detached	8,087	63.3%
Single Attached	1,745	13.7%
2-4 Units	361	2.8%
5-9 Units	1,318	10.3%
10+ Units	1,269	9.9%
Mobile Homes & Other	348	

Taxes

Average Residential Property Tax (2017)	\$8,715
Net Valuation (2018)	\$6.3 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	9,618	56.0%
Employed outside Monmouth Co.	7,558	44.0%

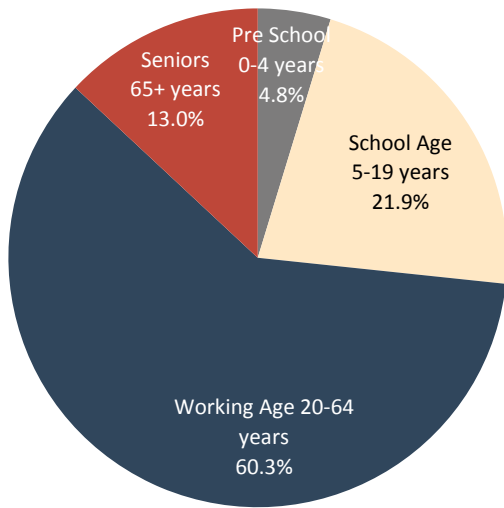
Type of Employment

16 Years and Older (2013-2017)

	Number	Percent
Mgmt, business, science, arts	9,086	51.7%
Service	2,148	12%
Sales, office	4,131	23.5%
Natural resources, construction, maintenance	1,003	5.7%
Production, transportation, materials, moving	1,200	6.8%

2017 Resident Unemployment

Number	Percent
721	3.9%



Age Composition 2010



Topical Planning Issues

Freehold Township is one of the fastest growing municipalities in Monmouth County, with its population increasing 15.4% between the 2000 and 2010 censuses. Periodic updates to the Master Plan, Zoning Map, and Land Use Ordinance have provided the Township tools to address unforeseen changes in development patterns, new land uses, and planning initiatives from various levels of government. In 2015, the Planning Board and the Zoning Board of Adjustment merged together after Township residents voted in approval. The statement on the ballot cited cost reduction as a benefit of merging the two boards.

Freehold Township's land use is guided by their September 2013 Master Plan. The South Freehold Shopping Center was designated as an "Area in Need of Redevelopment" by the Freehold Township Committee in 2014 and redevelopment plans are expected. In 2018, the Route 33 Business resurfacing project was completed. The NJDOT-funded project included upgrades to traffic signals, guiderails, sidewalks, drainage, pedestrian crossings, and ADA curbs as well as resurfacing of three miles of the road from Kondrup way in Freehold Township to Fairfield Road in Howell.

Construction has started on a new age-restricted development located on Rt. 33. The Regency at Freehold is a 102 single-family homes community built by Toll Brothers. The development will cater to active adults, with an outdoor pool, fitness center, and tennis, bocce, and shuffleboard courts.

Median Household Income: \$99,827
Median Housing Value: \$410,300
Median Rent: \$1,706/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	6,793.2	29.3%
Apartment	58.1	0.3%
Commercial	1,414.6	6.1%
Industrial	274.9	1.2%
Farmland	2,979.7	12.9%
Vacant	1,519.5	6.6%
Public	8,137.4	35.1%
Public School	346.6	1.5%
Other School	15.8	0.1%
Church	65.0	0.3%
Cemetery	69.7	0.3%
Rail	28.5	0.1%
Other Exempt	152.7	0.7%
Unknown	1,325.2	5.7%

Source: Monmouth County Board of Taxation (2018)

Hazlet

Median Age (2010): 42.3

Originally founded as Raritan Township in 1848, Hazlet Township encompasses a land area of 5.60 square miles in the Monmouth County Bayshore Region. To establish a clearer identity and to differentiate from three other New Jersey towns of the same name, Raritan Township's name was changed to Hazlet in 1967 after Dr. John Hazlett, an early settler. Hazlet residents have convenient rail and highway access to New York City and other North Jersey employment centers. The Route 35 and 36 corridors serve as the location of many retail centers, offices, and commercial enterprises. The 88.5-acre Veterans Park, which houses a community center, swim and tennis club, and the new municipal building, offers residents a wide variety of recreational and social activities.

Source: www.hazlettp.org



Hazlet Township Municipal Building in Veterans Park

Demographics

Total Population

Year	Number
1980	23,013
1990	21,976
2000	21,378
2010	20,334

2010 Race and Ethnicity

	Number	Percent
White	18,694	91.9%
Black	301	1.5%
Asian	691	3.4%
Other	648	3.2%
Hispanic Origin	1,601	7.9%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	1,030	7.3%
High school graduate only	4,505	32.1%
Some college or associate's	3,894	27.7%
Bachelor's or grad. degree	4,617	32.9%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	7,308	100.0%
Owner-Occupied	6,123	83.8%
Renter-Occupied	838	11.5%
Vacant	347	4.7%
Seasonal	0	

Avg. Household Size 2.86

Housing Units

(2013-2017)

	Number	Percent
Single Detached	5,993	89.2%
Single Attached	268	4.0%
2-4 Units	119	1.8%
5-9 Units	180	2.7%
10+ Units	162	2.4%
Mobile Homes & Other	586	

Taxes

Average Residential Property Tax (2017)	\$7,703
Net Valuation (2018)	\$2.4 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	5,747	56.3%
Employed outside Monmouth Co.	4,469	43.7%

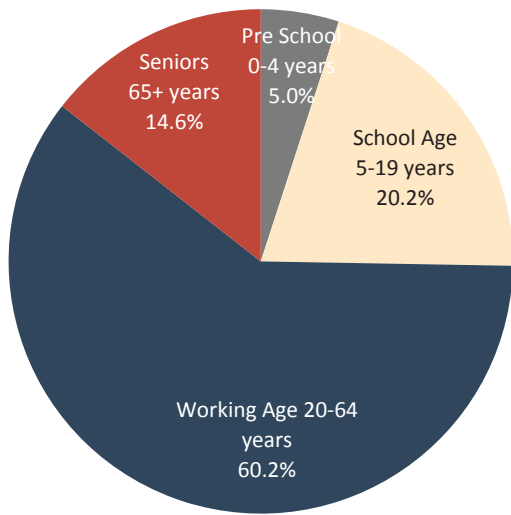
Type of Employment

16 Years and Older (2013-2017)

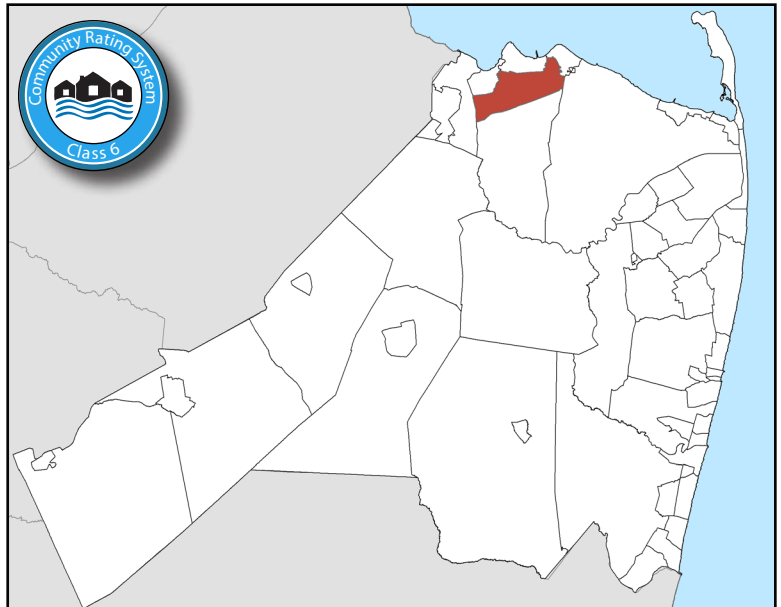
	Number	Percent
Mgmt, business, science, arts	3,726	35.8%
Service	1,632	16%
Sales, office	3,094	29.8%
Natural resources, construction, maintenance	923	8.9%
Production, transportation, materials, moving	1,020	9.8%

2017 Resident Unemployment

Number	Percent
472	4.4%



Age Composition 2010



Topical Planning Issues

In 2014, Hazlet was designated as an “Area in Need of Rehabilitation.” The Township qualifies for this designation because more than 60% of the housing stock is more than 50 years old. This permits Hazlet to use all powers of redevelopment, with the exception of eminent domain, to grant long term tax exemptions.

Having no central business district, commercial uses in Hazlet are primarily concentrated along Routes 35 and 36. According to the County Bayshore Region Strategic Plan (2006), Hazlet seeks to encourage redevelopment along the Route 36 corridor. In 2018, the “Hazlet Town Center Redevelopment Plan” was adopted to encourage the redevelopment and adaptive reuse of buildings on a 19.89 acre property at the corner of Route 35 and Bethany Road.

Also in 2018, Hazlet launched its Roadway Restoration Program which identified 110 municipal roads in need of repair or improvement. Improvements include repaving, drainage, striping, ADA curb ramp construction, and curb and apron replacement. The projects will be completed in phases with partial funding from NJDOT grants.

Hazlet is part of the Community Rating System at a classification level 6. Hazlet is also part of the NWS Earle Joint Land Use Study area, which entered its second phase in 2018.

Median Household Income: \$94,657
Median Housing Value: \$310,600
Median Rent: \$853/month

Source: 2013-2017 ACS

Land Use

	Assessed Acreage	Percent
Residential	1,432.5	45.9%
Apartment	0.0	0.0%
Commercial	431.2	13.8%
Industrial	60.0	1.9%
Farmland	32.4	1.0%
Vacant	192.1	6.2%
Public	683.6	21.9%
Public School	115.7	3.7%
Other School	19.0	0.6%
Church	11.5	0.4%
Cemetery	32.6	1.0%
Rail	0.0	0.0%
Other Exempt	38.8	1.2%
Unknown	70.8	2.3%

Source: Monmouth County Board of Taxation (2018)

Highlands

Median Age (2010): 45.1

The Borough of Highlands is 1.3 square miles and located just to the south and west of Sandy Hook. The Highlands' bluff is not only home to the historic Twin Lights, the first lighthouse to use kerosene, electricity, and the French Fresnel lens to illuminate 22 miles into the ocean (1862), but it is also the highest point of land along the Eastern Seaboard, at 226 feet above sea level. Highlands also has very low lands at the base of the bluff where a majority of the commercial development and marina is located (this low-lying area also has a substantial amount of residential development, and is susceptible to coastal flooding). Highlands has a longstanding fishing, clamming, and boating industry, and breathtaking views of New York City.

Sources: Bayshore Regional Plan (2006), www.highlandsnj.com



Twins Lights Lighthouse

Demographics

Total Population

Year	Number
1980	5,187
1990	4,849
2000	5,097
2010	5,005

2010 Race and Ethnicity

	Number	Percent
White	4,653	93.0%
Black	81	1.6%
Asian	65	1.3%
Other	206	4.1%
Hispanic	324	6.5%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	411	9.8%
High school graduate only	1,549	37.0%
Some college or associate's	918	21.9%
Bachelor's or grad. degree	1,306	31.2%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	3,697	100.0%
Owner-Occupied	1,713	46.3%
Renter-Occupied	999	27.0%
Vacant	985	26.6%
Seasonal	425	

Avg. Household Size 1.8

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,753	50.0%
Single Attached	225	6.4%
2-4 Units	287	8.2%
5-9 Units	246	7.0%
10+ Units	998	28.4%
Mobile Homes & Other	188	

Taxes

Average Residential Property Tax (2017)	\$6,534
Net Valuation (2018)	\$606 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,800	64.8%
Employed outside Monmouth Co.	977	35.2%

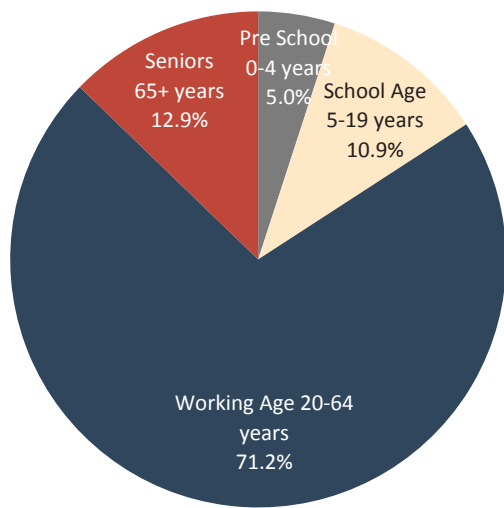
Type of Employment

16 Years and Older (2013-2017)

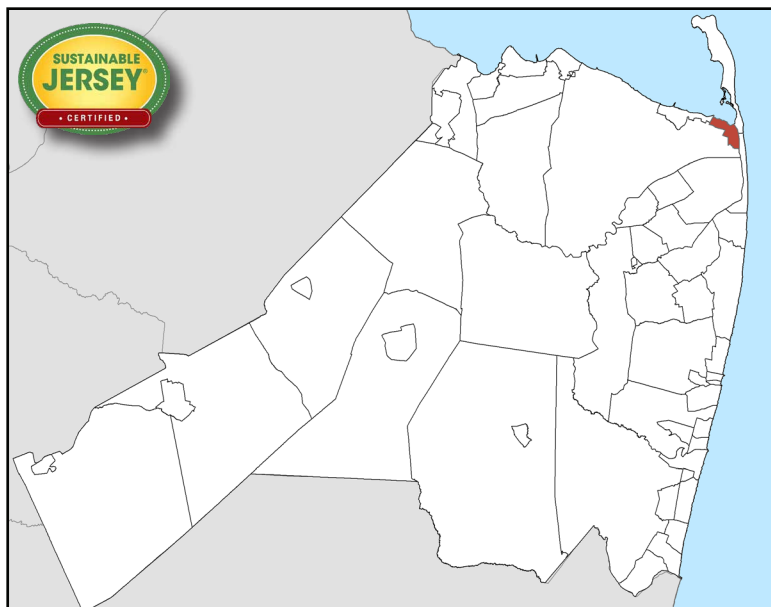
	Number	Percent
Mgmt, business, science, arts	1,212	42.6%
Service	339	12%
Sales, office	601	21.1%
Natural resources, construction, maintenance	332	11.7%
Production, transportation, materials, moving	363	12.8%

2017 Resident Unemployment

Number	Percent
151	5.4%



Age Composition 2010



Topical Planning Issues

Highlands has been focusing their planning strategies on rebuilding a resilient community since Superstorm Sandy hit the coast in 2012. FEMA produced the Highlands Community Recovery Plan (2013) which highlights key recovery issues, summarizes recovery projects, and outlines the community strategy for moving forward post-Sandy. In 2013, the Borough of Highlands adopted an ordinance amending Zoning and Land Use Regulations to assist residents in rebuilding homes damaged by Sandy. Highlands also adopted the Advisory Base Flood Elevations maps, as recommended by FEMA. In 2018, Highlands comprehensively updated its Floodplain Ordinance and adopted FEMA's updated Flood Insurance Rate Maps.

In 2015 a streetscaping project was completed on Bay Avenue and in 2017 the Bayshore Trail, a popular waterfront section of the Henry Hudson Trail, was repaired and upgraded with a new drainage system making it more resilient for future storms.

In 2018, the Monmouth County Park System announced that it will purchase 14 acres of property adjacent to Hartshorne Woods in Highlands from the Henry Hudson Regional Board of Education. The land to will be used to build a trail connecting Battery Lewis to the Twin Lights. Using an Open Space Trust Fund matching grant from the Monmouth County Board of Chosen Freeholders, Highlands will begin repairs on weather-damaged tennis and basketball courts at Snug Harbor Park starting in 2019. Lastly, Highlands is within the study area of two regional flood resilience projects; NJ FRAMES and the NWS Earle Joint Land Use Study.

Median Household Income: \$60,817
Median Housing Value: \$276,200
Median Rent: \$981/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	179.8	43.9%
Apartment	5.8	1.4%
Commercial	52.3	12.8%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	35.7	8.7%
Public	23.6	5.8%
Public School	34.1	8.3%
Other School	0.0	0.0%
Church	3.2	0.8%
Cemetery	0.3	0.1%
Rail	0.0	0.0%
Other Exempt	15.7	3.8%
Unknown	59.1	14.4%

Source: Monmouth County Board of Taxation (2018)

Holmdel

Median Age (2010): 45.1

Established in 1857, Holmdel Township encompasses a total land area of 17.90 square miles. A rural, suburban community, the Township is known for its historical connections to Bell Laboratories, where the first transistor was developed, along with other notable scientific discoveries and theories. For decades, the Township was a small farming community. However, the arrival of the Bell Labs facility in the early 1960's triggered a rapid boost in the township's population, increasing 107% between 1960 and 1970. The PNC Arts Center, a modern amphitheatre located off the Garden State Parkway, showcases a variety of concert attractions from May through September. The Township is also home to Monmouth County's Holmdel Park and the New Jersey Vietnam Veterans Memorial.



New Jersey Vietnam Veterans Memorial

Demographics

Total Population

Year	Number
1980	8,447
1990	11,532
2000	15,781
2010	16,773

2010 Race and Ethnicity

	Number	Percent
White	13,007	77.5%
Black	145	0.9%
Asian	3,213	19.2%
Other	408	2.4%
Hispanic	621	3.7%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	678	5.7%
High school graduate only	1,795	15.0%
Some college or associate's	1,754	14.7%
Bachelor's or grad. degree	7,734	64.7%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	5,969	100.0%
Owner-Occupied	4,898	82.1%
Renter-Occupied	773	13.0%
Vacant	298	5.0%
Seasonal	63	

Avg. Household Size 2.86

Housing Units

(2013-2017)

	Number	Percent
Single Detached	4,847	81.6%
Single Attached	610	10.3%
2-4 Units	95	1.6%
5-9 Units	71	1.2%
10+ Units	319	5.4%
Mobile Homes & Other	27	

Taxes

Average Residential Property Tax (2017)	\$13,350
Net Valuation (2018)	\$4.2 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	3,710	49.7%
Employed outside Monmouth Co.	3,757	50.3%

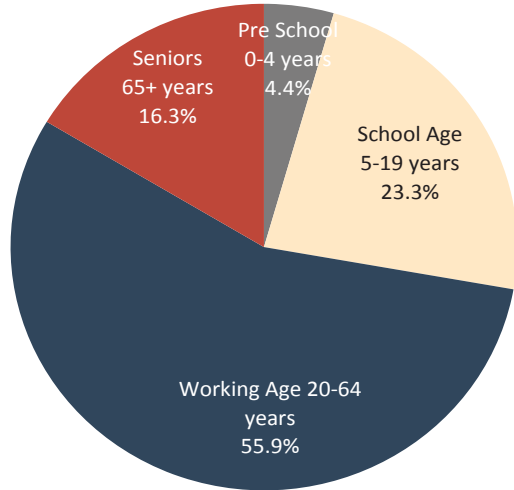
Type of Employment

16 Years and Older (2013-2017)

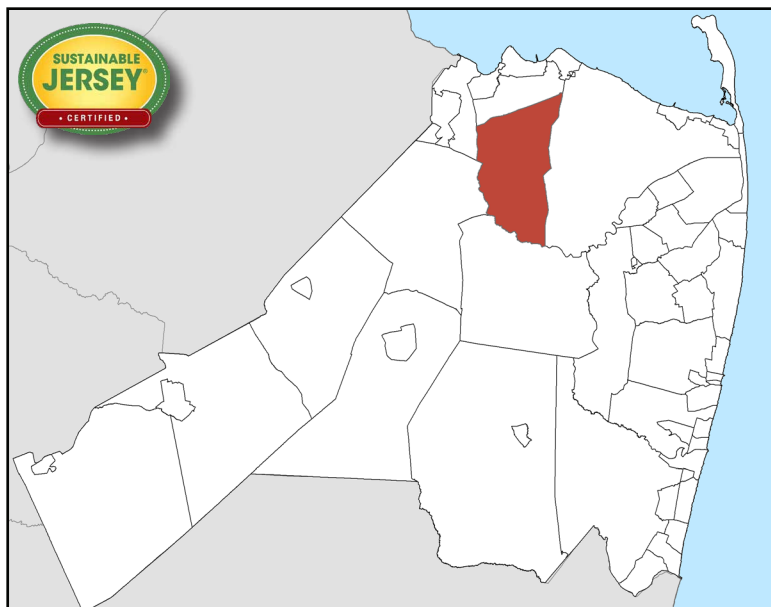
	Number	Percent
Mgmt, business, science, arts	4,861	64.2%
Service	625	8%
Sales, office	1,340	17.7%
Natural resources, construction, maintenance	269	3.6%
Production, transportation, materials, moving	471	6.2%

2017 Resident Unemployment

Number	Percent
280	3.6%



Age Composition 2010



Topical Planning Issues

Holmdel experienced large waves of development in the 1980's and 1990's, leaving only a few areas of privately owned, non-deed restricted open space in the Township. With land use patterns primarily fixed, the 2003 Holmdel Master Plan emphasized the switch from new development to the maintenance and enhancement of its existing built-up areas, as well as the development and preservation of its remaining developable lands. Holmdel continues to work on establishing public greenways with the intention of eventually establishing a complete trail network throughout the Township.

A major redevelopment initiative within the Township is the Alcatel Lucent Complex, which occupies a centrally located 472-acre vacant site. Following seven years of discussions, Holmdel Township designated Somerset Development as the official redeveloper of the former Bell Labs property.

The Township Planning Board officially approved the developer's site plan, which calls for preserving and repurposing the iconic 2 million sq. ft. structure designed by famed architect Eero Saarinen. Now named Bell Works, the redevelopment is not complete and is 100% leased. In 2017, the project received a Monmouth County Planning Award for Economic Development. Additionally, the residential components of the project, "Reserve at Holmdel" and "Regency at Holmdel" have units for sale.

Lastly, Holmdel Township's public library moved into Bell Works in 2017. The new library, which occupies 17,000 sq. ft. on a perpetual free lease, officially opened in December 2017.

Median Household Income: \$155,842
Median Housing Value: \$644,700
Median Rent: \$1,810/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	5,133.4	48.2%
Apartment	11.4	0.1%
Commercial	409.9	3.9%
Industrial	187.6	1.8%
Farmland	1,159.5	10.9%
Vacant	951.4	8.9%
Public	2,286.4	21.5%
Public School	129.4	1.2%
Other School	37.9	0.4%
Church	101.5	1.0%
Cemetery	18.9	0.2%
Rail	0.0	0.0%
Other Exempt	15.3	0.1%
Unknown	198.3	1.9%

Source: Monmouth County Board of Taxation (2018)

Howell

Median Age (2010): 39.6

With a land area of 62.10 square miles, Howell Township stands as the largest municipality in Monmouth County. Incorporated in 1801, Howell was named after Richard Howell, the third governor of New Jersey. Early settlement revolved around agriculture due to its high-quality soils. In the post-World War II era, residential development dominated the landscape. Howell has remained one of the fastest growing municipalities in the County with access to Route 9, Interstate 195, and the Garden State Parkway. Despite rapid residential and commercial development, Howell has a large network of active farmland, parks, and golf courses. The Manasquan Reservoir is the most visited park in the Monmouth County Parks System, with over 1 million visitors annually.



Manasquan Reservoir

Demographics

Total Population

Year	Number
1980	25,065
1990	38,987
2000	48,903
2010	51,075

2010 Race and Ethnicity

	Number	Percent
White	45,100	88.3%
Black	1,865	3.7%
Asian	2,309	4.5%
Other	1,801	3.5%
Hispanic	4,153	8.1%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	1,994	5.7%
High school graduate only	10,058	28.8%
Some college or associate's	9,570	27.4%
Bachelor's or grad. degree	13,301	38.1%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	18,458	100.0%
Owner-Occupied	15,692	85.0%
Renter-Occupied	1,968	10.7%
Vacant	798	4.3%
Seasonal	137	

Avg. Household Size 2.94

Housing Units

(2013-2017)

	Number	Percent
Single Detached	14,698	82.5%
Single Attached	1,853	10.4%
2-4 Units	285	1.6%
5-9 Units	635	3.6%
10+ Units	351	2.0%
Mobile Homes & Other	636	

Taxes

Average Residential Property Tax (2017)	\$7,728
Net Valuation (2018)	\$6.9 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	15,373	57.9%
Employed outside Monmouth Co.	11,186	42.1%

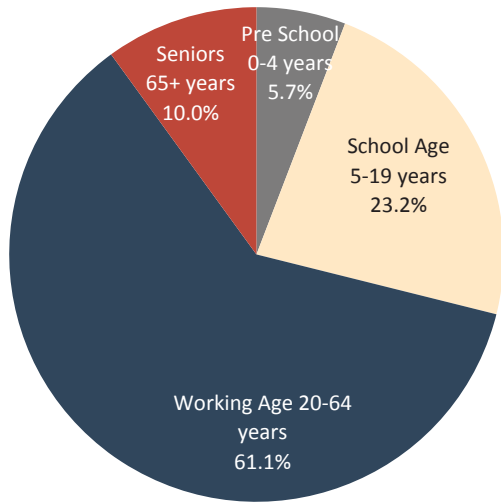
Type of Employment

16 Years and Older (2013-2017)

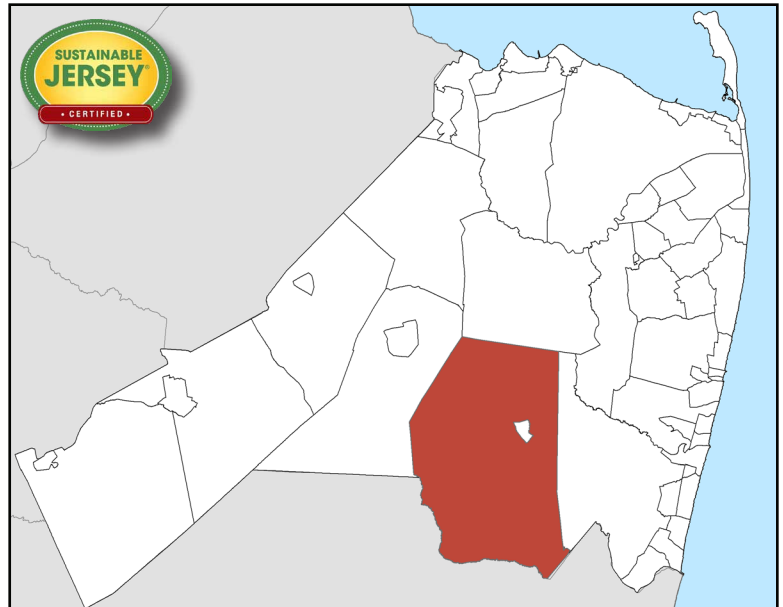
	Number	Percent
Mgmt, business, science, arts	11,211	41.3%
Service	3,916	14%
Sales, office	7,208	26.6%
Natural resources, construction, maintenance	2,349	8.7%
Production, transportation, materials, moving	2,451	9.0%

2017 Resident Unemployment

Number	Percent
1,173	4.1%



Age Composition 2010



Topical Planning Issues

In March 2014, the Township of Howell Planning Board adopted their Master Plan Re-Examination Report. Specific goals include rehabilitation and infill development of the housing stock while maintaining the character, scale, and privacy of Howell's neighborhoods. Additional goals include coordinating land uses with transportation facilities, improving circulation throughout the Township, and pursuing investments in key commercial, retail, and recreation areas.

In 2014, Howell's Mayor and Council introduced an ordinance authorizing coordination with the non-profit group, Howell Organic Community Garden, to create a community garden in Howell. Residents have the opportunity to grow their own fresh produce, as well as donate their produce to local organizations. That same year, the Township began participation in the BPU energy aggregation program, allowing the town to purchase lower cost energy and pass on the savings to residents.

The Township continues to address the challenges of balancing open space preservation, conservation, and its affordable housing obligation. In May 2016, the 68-acre Thompson Farm entered into farmland preservation. Recently, the NJDEP Protection Preservation Trust Fund approved a \$750,000 grant to purchase the Pierce Farm under the Green Acres program. In 2018, Howell Township settled its affordable housing litigation agreeing to 895 units as its fair share housing obligation (1999 and 2025) based on the State's Supreme Court's methodology. As of July 2018, the Township had 12 projects, or 271 total affordable housing units, excluding potential bonus credits, proposed and approved towards third round obligations.

Median Household Income: \$100,305
Median Housing Value: \$324,000
Median Rent: \$1,234/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	10,319.4	28.0%
Apartment	25.6	0.1%
Commercial	2,270.2	6.2%
Industrial	505.8	1.4%
Farmland	5,757.1	15.6%
Vacant	3,359.2	9.1%
Public	10,892.9	29.6%
Public School	443.4	1.2%
Other School	40.1	0.1%
Church	239.1	0.6%
Cemetery	27.4	0.1%
Rail	110.3	0.3%
Other Exempt	308.6	0.8%
Unknown	2,502.5	6.8%

Source: Monmouth County Board of Taxation (2018)

Interlaken

Median Age (2010): 54.3

Partially located on a small peninsula along the shores of Deal Lake, Interlaken is aptly named after a resort in Switzerland with similar water features. Interlaken Borough was officially incorporated in 1922, encompassing a total land area of 0.38 square miles. The Borough has no commercial or business district and remains strictly a residential community, as originally intended by its developers. In 1890 the Interlaken Land Company was established to turn a private farm into an exclusive residential community. The east-west, tree-lined avenues were named after lakes in England's northern district and cross streets were named from the Scottish Hebrides islands located in the Irish Sea.



Grassmere Avenue

Sources: www.interlakenboro.com, Coastal Monmouth Plan (2010)

Demographics

Total Population

Year	Number
1980	1,037
1990	910
2000	900
2010	820

2010 Race and Ethnicity

	Number	Percent
White	807	98.4%
Black	0	0.0%
Asian	4	0.5%
Other	9	1.1%
Hispanic	14	1.7%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	16	2.4%
High school graduate only	91	13.5%
Some college or associate's	107	15.9%
Bachelor's or grad. degree	460	68.2%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	397	100.0%
Owner-Occupied	342	86.1%
Renter-Occupied	17	4.3%
Vacant	38	9.6%
Seasonal	20	

Avg. Household Size 2.3

Housing Units

(2013-2017)

	Number	Percent
Single Detached	391	99.2%
Single Attached	3	0.8%
2-4 Units	0	0.0%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	3	

Taxes

Average Residential Property Tax (2017)	\$7,253
Net Valuation (2018)	\$262 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	279	65.0%
Employed outside Monmouth Co.	150	35.0%

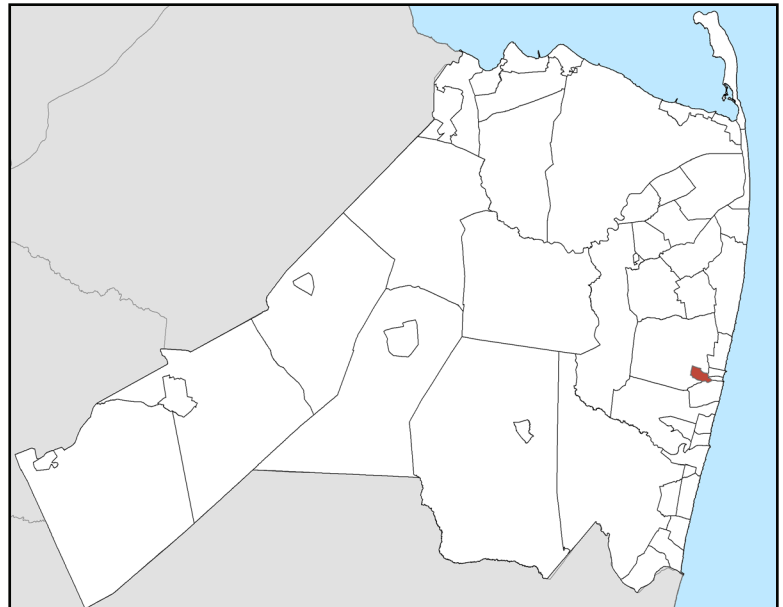
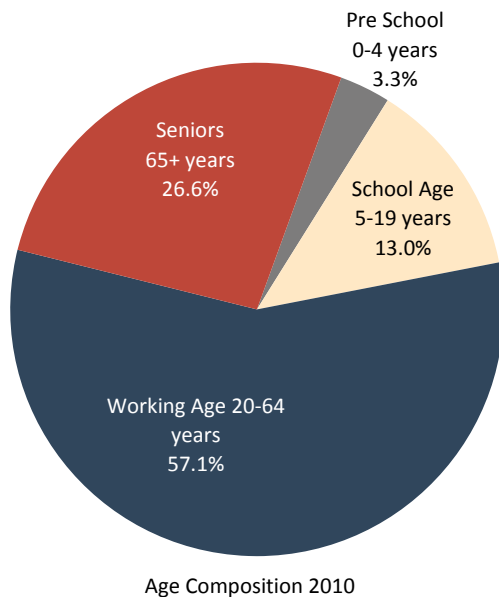
Type of Employment

16 Years and Older (2013-2017)

	Number	Percent
Mgmt, business, science, arts	281	63.4%
Service	50	11%
Sales, office	96	21.7%
Natural resources, construction, maintenance	12	2.7%
Production, transportation, materials, moving	4	0.9%

2017 Resident Unemployment

Number	Percent
16	3.7%



Topical Planning Issues

The Borough of Interlaken has historically maintained the neighborhood appearance of a single-family residential community. With the Borough nearly fully developed, forecasts for population, households, and jobs suggest little change in the near future. The 2016 Master Plan Reexamination Report addressed the increasing concern towards the construction of oversized homes on compliant residential lots. Officials stated this could potentially create significant aesthetic and environmental impacts for the Borough. Land measures have been implemented to control the construction of oversized homes, impervious coverage, and building height. This report also recommended an architectural design guide creating a compatible aesthetic link between housing stock and existing natural environmental features like its shoreline and tree lined roadways.

To protect the Deal Lake ecosystem, the Borough established an arboretum along the lakefront. The Commission seeks to extend the arboretum, renovate the lakefront, and develop pocket parks along the lake shores. In 2016, funding was received to hire a forester to inventory all of the Borough trees and make recommendations on removal. The Borough has placed a high emphasis on tree preservation in preserving the community's character.

The Main Street Bridge (County Bridge O-11) connecting Interlaken to Loch Arbor was replaced in 2016. The project included the construction of a new roundabout at the intersection of Main Street and Grassmere Avenue (County Road 15). NJDOT also rehabilitated the railroad crossing adjacent to the roundabout for safer and smoother crossings.

Sources: www.interlakenboro.com

Median Household Income: \$145,893
Median Housing Value: \$648,800
Median Rent: \$2,000+/month

Source: 2013-2017 ACS; Median Rent Source: 2011-2015 ACS

Land Use

	Assessed Acreage	Percent
Residential	147.0	70.8%
Apartment	0.0	0.0%
Commercial	0.0	0.0%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	2.7	1.3%
Public	55.9	26.9%
Public School	0.0	0.0%
Other School	0.0	0.0%
Church	0.0	0.0%
Cemetery	0.0	0.0%
Rail	1.0	0.5%
Other Exempt	0.2	0.1%
Unknown	0.8	0.4%

Source: Monmouth County Board of Taxation (2018)

Keansburg

Median Age (2010): 36.8

Coined the “Gem of the Bayshore,” the Borough of Keansburg consists of 0.95 square miles located on the Raritan Bay. Originally known as Waackaack – the Lenape term for “land of plenty” – and later as Granville from the importance of grain producing farms in the region, the Borough was incorporated as Keansburg in 1917. It was named in honor of former U.S. Senator John Kean who played a key part in the town obtaining its first post office. Developed as a summer resort destination, steamboat service, railroad access, and Route 36 brought tourists from New York City to the bayshore community for decades. The Keansburg Amusement Park is one of the oldest amusement parks in the state.



Keansburg Amusement Park

Source: Bayshore Regional Strategic Plan (2006)

Demographics

Total Population

Year	Number
1980	10,613
1990	11,069
2000	10,732
2010	10,105

2010 Race and Ethnicity

	Number	Percent
White	8,505	84.2%
Black	664	6.6%
Asian	172	1.7%
Other	764	7.6%
Hispanic Origin	1,493	14.8%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	1,017	14.6%
High school graduate only	2,770	39.8%
Some college or associate's	1,837	26.4%
Bachelor's or grad. degree	1,332	19.1%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	5,172	100.0%
Owner-Occupied	2,161	41.8%
Renter-Occupied	1,891	36.6%
Vacant	1,120	21.7%

Seasonal 81

Avg. Household Size 2.39

Housing Units

(2013-2017)

	Number	Percent
Single Detached	3,212	62.1%
Single Attached	179	3.5%
2-4 Units	848	16.4%
5-9 Units	163	3.2%
10+ Units	770	14.9%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$4,919
Net Valuation (2018)	\$452 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	2,732	58.7%
Employed outside Monmouth Co.	1,926	41.3%

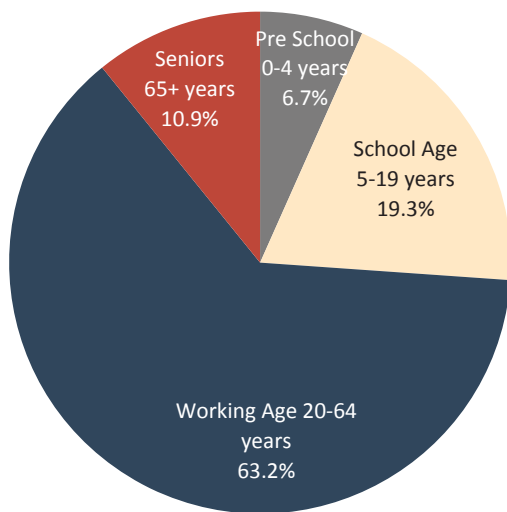
Type of Employment

16 Years and Older (2013-2017)

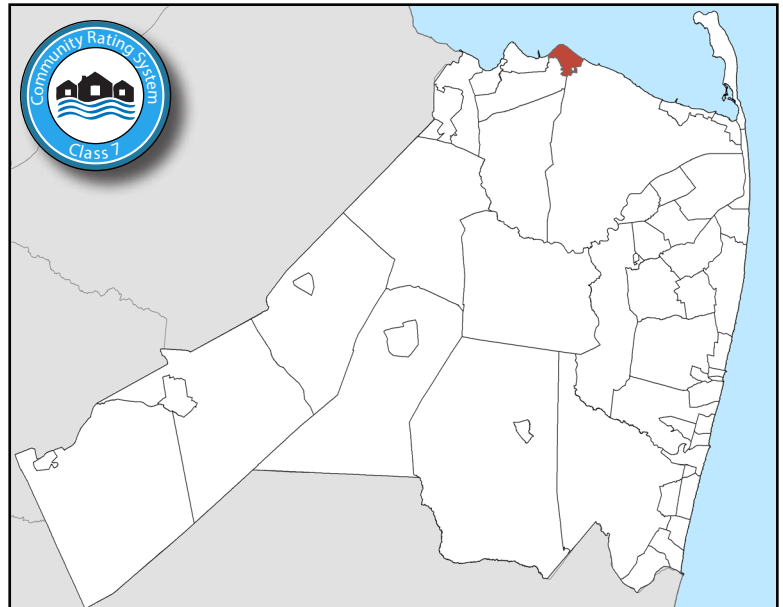
	Number	Percent
Mgmt, business, science, arts	1,290	27.6%
Service	929	20%
Sales, office	1,270	27.2%
Natural resources, construction, maintenance	566	12.1%
Production, transportation, materials, moving	622	13.3%

2017 Resident Unemployment

Number	Percent
305	5.9%



Age Composition 2010



Topical Planning Issues

With over two miles of beachfront, Keansburg contains the longest stretch of publicly accessible waterfront of the bayshore municipalities. Commercial activity is primarily located in the downtown and waterfront areas, with the main attraction being Keansburg Amusement and Runaway Rapids Waterpark.

Keansburg reexamined their Master Plan in 2015 to facilitate recovery and promote resiliency to future storms. The report recommended a number of updates and revisions to the 1998 Master Plan. An Amendment to the Beachway Avenue Waterfront Redevelopment Plan was adopted in 2017. Rebuilding initiatives have included repairing the Borough's police station, beach replenishment, waterfront dredging, and building earthen levees. Keansburg is also part of the NWS Earle Joint Land Use Study area.

In 2018 a 186-unit mixed-use mixed-income rental apartment complex on Beachway Avenue called Cove on the Bay was completed. The project includes commercial space and a public plaza overlooking the Raritan Bay. The project received funding from the Fund for Restoration of Multifamily Housing program which was created in response to Superstorm Sandy, providing developers with low interest loans to finance the construction of affordable housing. In 2019 Keansburg will begin Bay Walk West boardwalk improvements using an Open Space Trust Fund matching grant from the Monmouth County Board of Chosen Freeholders. Other indicators of the revitalization of Keansburg's waterfront district are the opening of the Raritan Bay Brewing Company in 2018 and the anticipated 2019 opening of the three-story Pier 260 restaurant.

Median Household Income: \$46,250
Median Housing Value: \$185,100
Median Rent: \$952/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	338.7	57.6%
Apartment	6.4	1.1%
Commercial	46.5	7.9%
Industrial	1.3	0.2%
Farmland	0.0	0.0%
Vacant	44.1	7.5%
Public	49.1	8.3%
Public School	29.7	5.1%
Other School	0.0	0.0%
Church	7.6	1.3%
Cemetery	4.0	0.7%
Rail	0.0	0.0%
Other Exempt	14.3	2.4%
Unknown	46.1	7.8%

Source: Monmouth County Board of Taxation (2018)

Keyport

Median Age (2010): 40.5

Nicknamed “The Pearl of the Bayshore,” Keyport has a land area of 1.40 square miles. Established as a Borough in 1908, Keyport’s geographic location along the Raritan Bay has fostered numerous harbor facilities and a strong charter boat industry. The sheltered coast of Keyport allowed for the establishment of a thriving oyster industry which lasted until the mid 20th century. Between 1917 and 1937, Keyport was home to the Aeromarine Plane and Motor Company, which built seaplanes for the U.S. Navy during World War I. Steamboats would transport agricultural goods and timber to New York markets. Even today, Keyport’s historic downtown reflects the town’s once vibrant fishing and shipping industries.



Keyport Waterfront

Source: Bayshore Regional Strategic Plan (2006)

Demographics

Total Population

Year	Number
1980	7,413
1990	7,586
2000	7,568
2010	7,240

2010 Race and Ethnicity

	Number	Percent
White	5,792	80.0%
Black	521	7.2%
Asian	172	2.4%
Other	755	10.4%
Hispanic Origin	1,322	18.3%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	741	13.8%
High school graduate only	1,776	33.0%
Some college or associate's	1,482	27.6%
Bachelor's or grad. degree	1,376	25.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	3,181	100.0%
Owner-Occupied	1,472	46.3%
Renter-Occupied	1,512	47.5%
Vacant	197	6.2%
Seasonal	27	

Avg. Household Size 2.38

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,636	51.4%
Single Attached	150	4.7%
2-4 Units	461	14.5%
5-9 Units	99	3.1%
10+ Units	835	26.2%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$6,672
Net Valuation (2018)	\$710 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,994	57.0%
Employed outside Monmouth Co.	1,503	43.0%

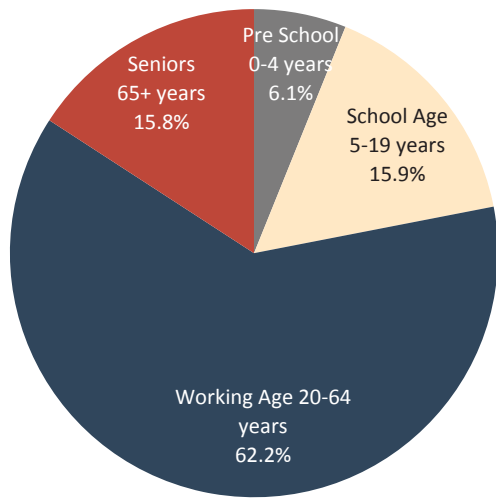
Type of Employment

16 Years and Older (2013-2017)

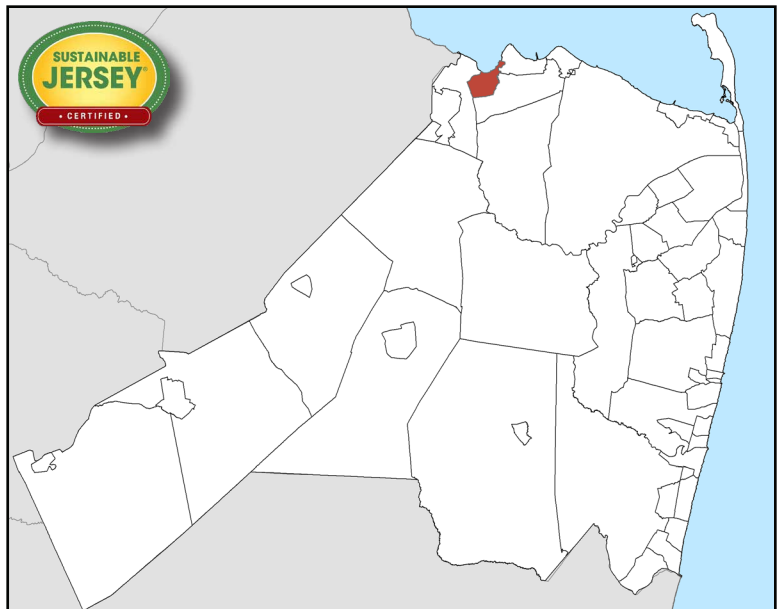
	Number	Percent
Mgmt, business, science, arts	1,084	30.4%
Service	593	17%
Sales, office	945	26.5%
Natural resources, construction, maintenance	480	13.4%
Production, transportation, materials, moving	469	13.1%

2017 Resident Unemployment

Number	Percent
211	5.2%



Age Composition 2010



Topical Planning Issues

The 1989 Master Plan and subsequent 2012 Re-Examination Report highlights the following goals and objectives: “preserve and protect existing residential neighborhoods, allow for diverse and sustainable commercial growth in line with current population and employment trends, and continue a public-private partnership to enhance and expand the marine and commercial waterfront economic base of Keyport.” A waterfront park and promenade was first conceived by Borough officials in the late 1980’s as an economic development venture to attract visitors, businesses, and new residents. Completed in 2010, the Keyport Waterfront Park and Waterfront Path consists of grassy areas for passive recreation, an open air pavilion, a pedestrian plaza, and a variety of sitting and planting areas.

In 2017, Keyport adopted the Walnut-Oak Neighborhood Plan. The plan examines the future viability of the area and makes specific recommendations that will make the neighborhood more resilient to future storm events. The plan emphasizes empowering the community and making the area more resilient to existing and future threats while improving quality of life, access to parks and open space and safety for pedestrians and bicyclists.

In December 2018, a 120 luxury rental apartment project received approval from the Borough Council for a 25-year tax abatement for the development. The development, named “Mariners Village” is located next to the Brown Point Marina and is expected to bring roughly 200 new residents to the Borough. The Keyport administrator has said that once all the final approvals for Mariners Village are in place, the developer will have 18 months to start construction and 36 months to finish.

Median Household Income: \$56,935
Median Housing Value: \$256,500
Median Rent: \$961/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	300.3	39.6%
Apartment	21.4	2.8%
Commercial	193.5	25.5%
Industrial	38.6	5.1%
Farmland	0.0	0.0%
Vacant	45.8	6.0%
Public	34.6	4.6%
Public School	21.4	2.8%
Other School	3.1	0.4%
Church	12.9	1.7%
Cemetery	27.3	3.6%
Rail	0.0	0.0%
Other Exempt	28.7	3.8%
Unknown	31.0	4.1%

Source: Monmouth County Board of Taxation (2018)

Lake Como

Median Age (2010): 38.4

Lake Como is a small, interior community along the New Jersey Coast. The 0.2 square mile Borough is only separated from the Atlantic Ocean by a small portion of Belmar. In fact, the community was officially named South Belmar until 2005 when it was renamed to Lake Como. Originally, the Borough was part of Wall Township but separated in 1924. Once its own municipality, Lake Como established its own solid waste and sewage disposal system and paved its gravel streets for the growing number of automobiles. The shore of Lake Como was made into a park in 1950, dedicated to the men who died in World War II. Today, Lake Como is mostly a seasonal, residential community with a small commercial corridor along Main Street.

Source: <http://lakecomonj.org>



Lake Como

Demographics

Total Population

Year	Number
1980	1,566
1990	1,482
2000	1,806
2010	1,759

2010 Race and Ethnicity

	Number	Percent
White	1,458	82.9%
Black	108	6.1%
Asian	21	1.2%
Other	172	9.8%
Hispanic Origin	322	18.3%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	99	8.8%
High school graduate only	264	23.4%
Some college or associate's	269	23.8%
Bachelor's or grad. degree	496	44.0%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	1,076	100.0%
Owner-Occupied	439	40.8%
Renter-Occupied	251	23.3%
Vacant	386	35.9%
Seasonal	244	

Avg. Household Size 2.2

Housing Units

(2013-2017)

	Number	Percent
Single Detached	937	87.9%
Single Attached	3	0.3%
2-4 Units	86	8.1%
5-9 Units	31	2.9%
10+ Units	9	0.8%
Mobile Homes & Other	10	

Taxes

Average Residential Property Tax (2017)	\$6,464
Net Valuation (2018)	\$412 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	504	60.4%
Employed outside Monmouth Co.	331	39.6%

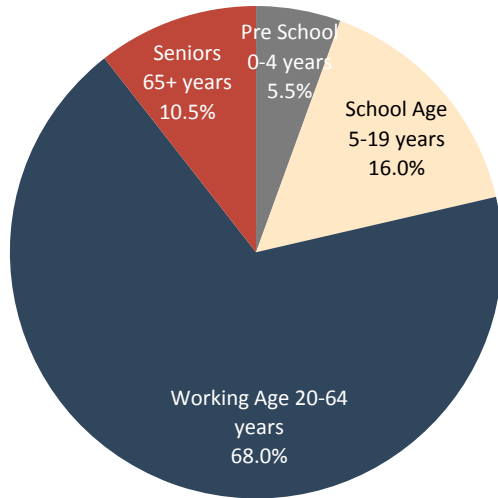
Type of Employment

16 Years and Older (2013-2017)

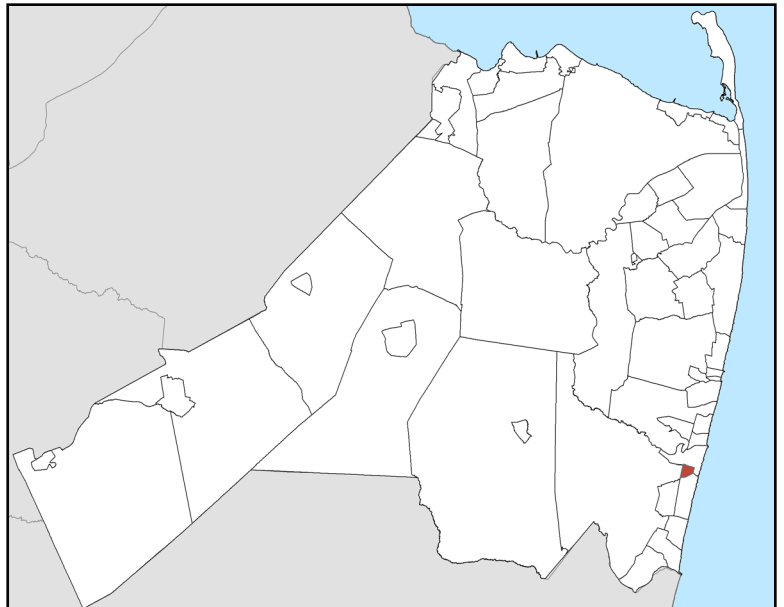
	Number	Percent
Mgmt, business, science, arts	335	38.8%
Service	124	14%
Sales, office	169	19.6%
Natural resources, construction, maintenance	137	15.9%
Production, transportation, materials, moving	99	11.5%

2017 Resident Unemployment

Number	Percent
48	5.0%



Age Composition 2010



Topical Planning Issues

In Monmouth County's Coastal Monmouth Plan (2010), Lake Como identified its "Top Planning Issues" as Main Street Revitalization through more mixed-use development, the improvement of its housing stock to keep with the shore community character, lake improvements, and additional recreational facilities. In addition to a new, resilient water pump, Lake Como's Environmental Commission installed bike racks at the Borough Hall, hosted community outreach on Sandy Remediation, offered a tree replacement program, designed verge plantings and grass alternatives for the borough, and hosted a 2013 Earth Day Lake Clean Up event. The Environmental Commission's outreach continues to create a sustainable community for Lake Como.

In February 2014, the New Jersey Environmental Infrastructure Trust (NJEIT) and the New Jersey Department of Environmental Protection (NJDEP) closed its first-ever disaster-emergency bridge loan. The loan, a \$2.95 million package, allowed NJEIT and DEP to work together with South Monmouth Regional Sewerage Authority (SMRSA) on the replacement and relocation of Lake Como's sewer pump station that was destroyed by Superstorm Sandy in 2012.

Following a similar agreement for police services back in 2016, Belmar will now provide Lake Como with fire protection and first aid services at an annual cost of \$50,000, under a new interlocal shared services agreement authorized by the Borough council. In February 2019, NJ.com reported that Lake Como has the 3rd hottest real estate market in the State with a median home value of \$414,000, representing a 14.97 percent change over value from the prior year.

Median Household Income: \$74,861
Median Housing Value: \$408,500
Median Rent: \$1,196/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	93.0	71.9%
Apartment	1.5	1.2%
Commercial	10.5	8.1%
Industrial	1.0	0.8%
Farmland	0.0	0.0%
Vacant	5.6	4.3%
Public	13.9	10.7%
Public School	0.0	0.0%
Other School	0.7	0.6%
Church	0.8	0.6%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	0.3	0.2%
Unknown	2.0	1.6%

Source: Monmouth County Board of Taxation (2018)

Little Silver

Median Age (2010): 43.8

Located on the banks of the Shrewsbury River, Little Silver has a land area of 2.80 square miles. Historically a farming and fishing community, recent decades have seen the Borough evolve into predominately a residential community. The Little Silver train station, which is on the National Register of Historic Places, was designed by the famous 19th century American architect Henry Hobson Richardson. The small commercial district along Prospect Avenue consists of cafes, restaurants, shops, and the municipal library. The Parker Homestead is one of the oldest extant buildings in the state, built in 1720. Listed on both the NJ and National Register of Historic Places, this structure remained in the family until 1996 when the homestead was bequeathed to the Borough.



The Parker Homestead

Demographics

Total Population

Year	Number
1980	5,548
1990	5,721
2000	6,170
2010	5,950

2010 Race and Ethnicity

	Number	Percent
White	5,737	96.4%
Black	17	0.3%
Asian	104	1.7%
Other	92	1.5%
Hispanic	179	3.0%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	15	0.4%
High school graduate only	489	12.3%
Some college or associate's	903	22.8%
Bachelor's or grad. degree	2,553	64.5%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	2,196	100.0%
Owner-Occupied	1,955	89.0%
Renter-Occupied	148	6.7%
Vacant	93	4.2%
Seasonal	62	

Avg. Household Size 2.81

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,841	83.8%
Single Attached	305	13.9%
2-4 Units	15	0.7%
5-9 Units	24	1.1%
10+ Units	11	0.5%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$13,238
Net Valuation (2018)	\$1.7 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,614	62.5%
Employed outside Monmouth Co.	968	37.5%

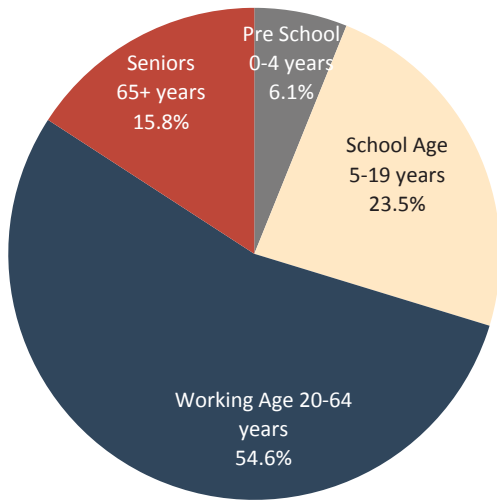
Type of Employment

16 Years and Older (2013-2017)

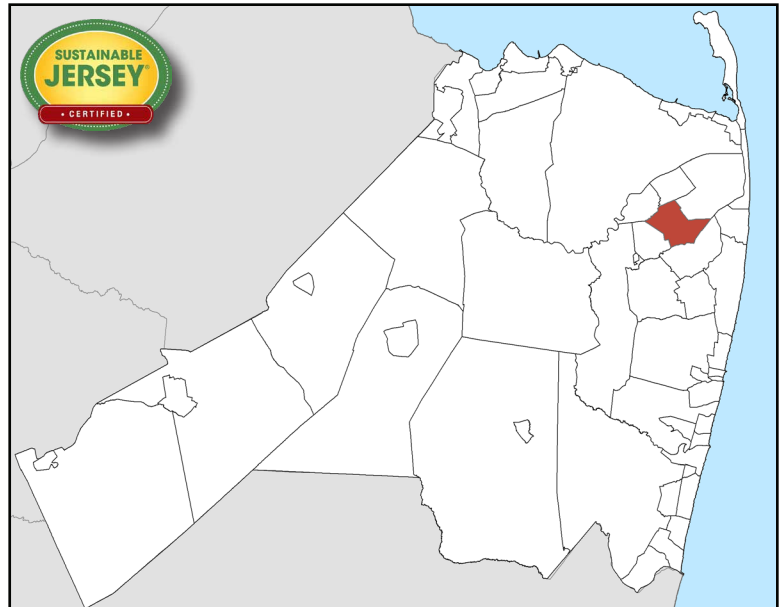
	Number	Percent
Mgmt, business, science, arts	1,439	54.8%
Service	148	6%
Sales, office	844	32.1%
Natural resources, construction, maintenance	125	4.8%
Production, transportation, materials, moving	70	2.7%

2017 Resident Unemployment

Number	Percent
92	3.0%



Age Composition 2010



Topical Planning Issues

With a varied history as a resort town, agricultural area, and fishing village, present-day Little Silver is primarily residential in nature. The Borough recognizes the importance of historical buildings as a vital asset to the community and encourages preservation, restoration, and appropriate use of structures. Little Silver officials seek to follow existing development patterns, preserving neighborhoods, and reinforcing the residential small town character with a central district. In 2018 Little Silver passed an affordable housing ordinance, created inclusionary housing overlay zones, and passed an ordinance allowing accessory apartments which will satisfy a portion of its affordable housing obligation.

The 39-unit Carriage Gate luxury townhome complex was completed in 2016. Located adjacent to the redeveloping Fort Monmouth property, the Coastal Monmouth Plan and the FMERA Redevelopment Plan suggest establishing a shuttle service connecting these residential units with the train station.

Using an Open Space Trust Fund matching grant from the Monmouth County Board of Chosen Freeholders, in 2019 Little Silver will begin parking lot improvements, bathroom upgrades and ADA improvements at Challenger Field. Little Silver is part of the NJ FRAMES project.

Median Household Income: \$144,250
Median Housing Value: \$605,100
Median Rent: \$2,212/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	1,094.2	70.5%
Apartment	0.4	0.0%
Commercial	63.4	4.1%
Industrial	0.0	0.0%
Farmland	20.8	1.3%
Vacant	26.7	1.7%
Public	152.8	9.8%
Public School	68.0	4.4%
Other School	0.0	0.0%
Church	13.5	0.9%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	10.8	0.7%
Unknown	102.1	6.6%

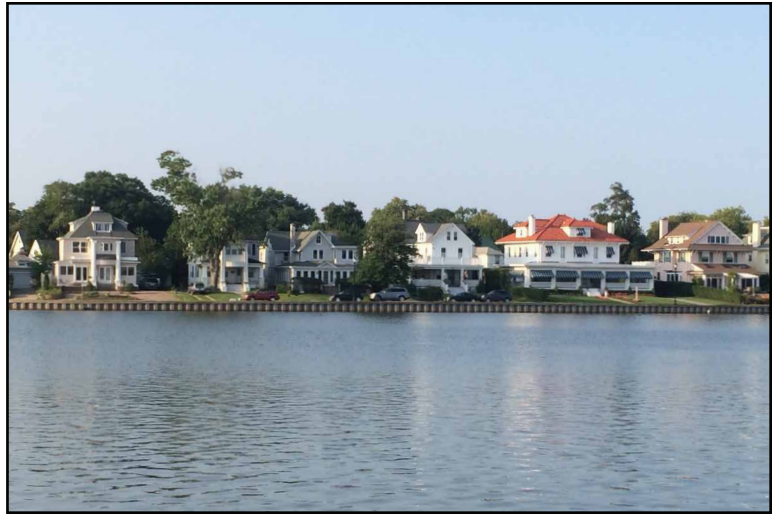
Source: Monmouth County Board of Taxation (2018)

Loch Arbour

Median Age (2010): 49.0

The Village of Loch Arbour is roughly 2 blocks wide and 5 blocks long, for a total land area of just 0.10 square miles. Loch Arbour has the smallest current population of any municipality in Monmouth County. Bordered by Deal Lake and Asbury Park to the south, the Village was established in 1957 as an alternative to the urban development of Asbury Park. At the time, developers wanted to build a condominium complex on the present-day Loch Arbour waterfront. Initially unable to halt the impending construction, a group of homeowners decided to secede from Ocean Township and form the Village of Loch Arbour. When this occurred, Ocean Township lost its last piece of waterfront property, approximately 487 linear feet of beachfront.

Source: Coastal Monmouth Plan (2010)



Edgemont Drive

Demographics

Total Population

Year	Number
1980	369
1990	380
2000	280
2010	194

2010 Race and Ethnicity

	Number	Percent
White	184	94.8%
Black	3	1.5%
Asian	3	1.5%
Other	4	2.1%
Hispanic Origin	7	3.6%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	0	0.0%
High school graduate only	20	13.2%
Some college or associate's	35	23.2%
Bachelor's or grad. degree	96	63.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	183	100.0%
Owner-Occupied	65	35.5%
Renter-Occupied	19	10.4%
Vacant	99	54.1%
Seasonal	88	

Avg. Household Size 2.32

Housing Units

(2013-2017)

	Number	Percent
Single Detached	176	96.2%
Single Attached	0	0.0%
2-4 Units	7	3.8%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$16,956
Net Valuation (2018)	\$172 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	63	64.3%
Employed outside Monmouth Co.	35	35.7%

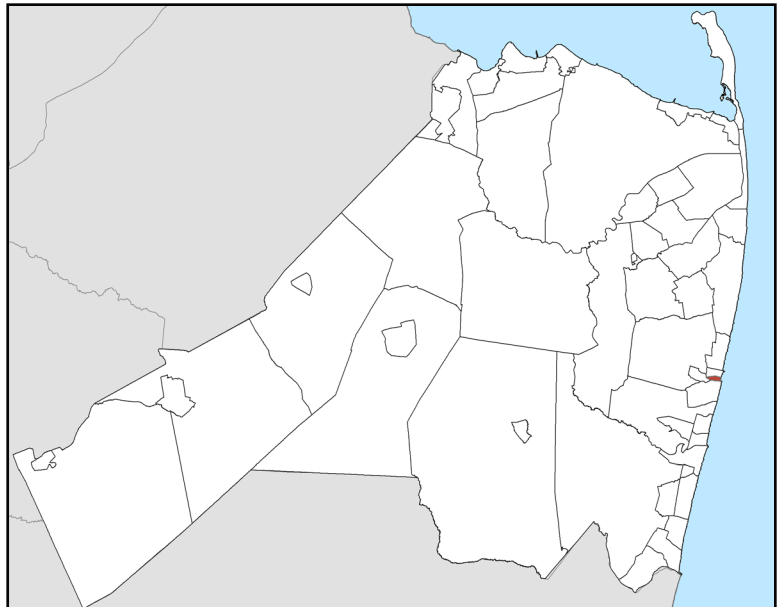
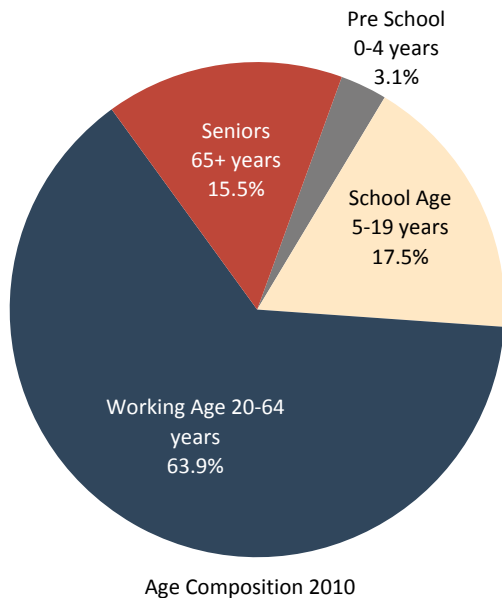
Type of Employment

16 Years and Older (2013-2017)

	Number	Percent
Mgmt, business, science, arts	58	54.7%
Service	12	11%
Sales, office	29	27.4%
Natural resources, construction, maintenance	2	1.9%
Production, transportation, materials, moving	5	4.7%

2017 Resident Unemployment

Number	Percent
5	4.4%



Topical Planning Issues

In response to Superstorm Sandy, Loch Arbor adopted the “Flood Damage Prevention” chapter in the Village Code. Loch Arbour updated definitions of flood terms, such as Advisory Base Flood Elevation (ABFE) and Substantial Damage. The Village also updated the basis for establishing Special Flood Hazard Areas (SFHA), listed new standards for residential and nonresidential construction, and explained that structures must be elevated above the Base Flood Elevation (BFE), Advisory Base Flood Elevation, or as required by the Uniform Construction Code.

The Village of Loch Arbour’s 2006 Master Plan notes their primary planning issues are the need to share service with other municipalities in order to most economically provide essential services to the public, the need to have adequate zoning and building codes to best protect from periodic storms, and the need to maintain the towns unique historical character. Changes in the Village’s 2016 Master Plan Reexamination Report detail Superstorm Sandy’s devastation and impacts which resulted in modified flood area designations and building codes in coastal communities. A Historical Preservation Element to their Master Plan was adopted in September 2016. In response to these reports, in 2018 the Borough modified a number of existing development regulations including design guidelines for the historic district.

The Main Street Bridge (County Bridge O-11) connecting Interlaken to Loch Arbor was replaced in 2016. The project included the construction of a new roundabout at the intersection of Main Street and Grassmere Avenue (County Road 15).

Median Household Income: \$113,333
Median Housing Value: \$991,100
Median Rent: \$1,139/month

Source: 2013-2017 ACS

Land Use

	Assessed Acreage	Percent
Residential	31.1	79.6%
Apartment	0.2	0.5%
Commercial	3.5	9.0%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	1.1	2.7%
Public	3.0	7.8%
Public School	0.0	0.0%
Other School	0.0	0.0%
Church	0.0	0.0%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	0.0	0.0%
Unknown	0.2	0.4%

Source: Monmouth County Board of Taxation (2018)

Long Branch

Median Age (2010): 33.8

Named for its location along the southern branch of the Shrewsbury River, the City of Long Branch has a land area of 5.10 square miles. A beach resort dating back to the late 18th century, Long Branch has served as a vacation spot for seven sitting United States Presidents. Originally a resort town with hotels, large estates, and farms, the early 20th century brought a significant surge in population. Long Branch is composed of several districts, each with its own distinct character and strengths. In recent years, the city has undergone large-scale redevelopment along the oceanfront with new residences, restaurants, and commercial businesses, including the trendy Pier Village. There are also several redevelopment plans along the historic Broadway corridor.

Source: www.visitlongbranch.com



Pier Village

Demographics

Total Population

Year	Number
1980	29,819
1990	28,658
2000	31,340
2010	30,719

2010 Race and Ethnicity

	Number	Percent
White	20,060	65.3%
Black	4,364	14.2%
Asian	655	2.1%
Other	5,640	18.4%
Hispanic	8,624	28.1%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	3,657	17.2%
High school graduate only	6,399	30.1%
Some college or associate's	4,965	23.4%
Bachelor's or grad. degree	6,228	29.3%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	14,740	100.0%
Owner-Occupied	5,150	34.9%
Renter-Occupied	6,771	45.9%
Vacant	2,819	19.1%
Seasonal	1,419	

Avg. Household Size 2.56

Housing Units

(2013-2017)

	Number	Percent
Single Detached	5,348	36.4%
Single Attached	1,188	8.1%
2-4 Units	2,594	17.6%
5-9 Units	817	5.6%
10+ Units	4,758	32.4%
Mobile Homes & Other	35	

Taxes

Average Residential Property Tax (2017)	\$8,511
Net Valuation (2018)	\$4.5 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	11,682	78.3%
Employed outside Monmouth Co.	3,232	21.7%

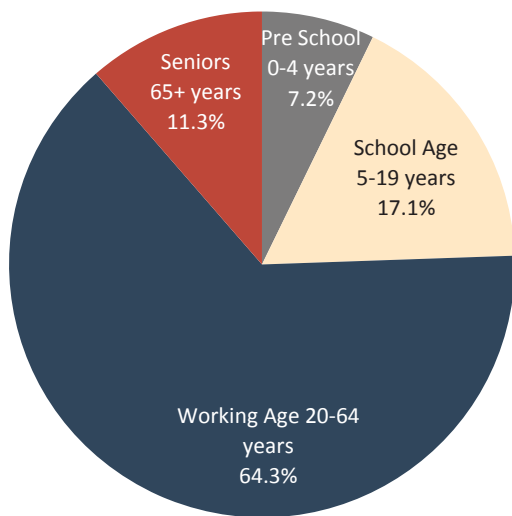
Type of Employment

16 Years and Older (2013-2017)

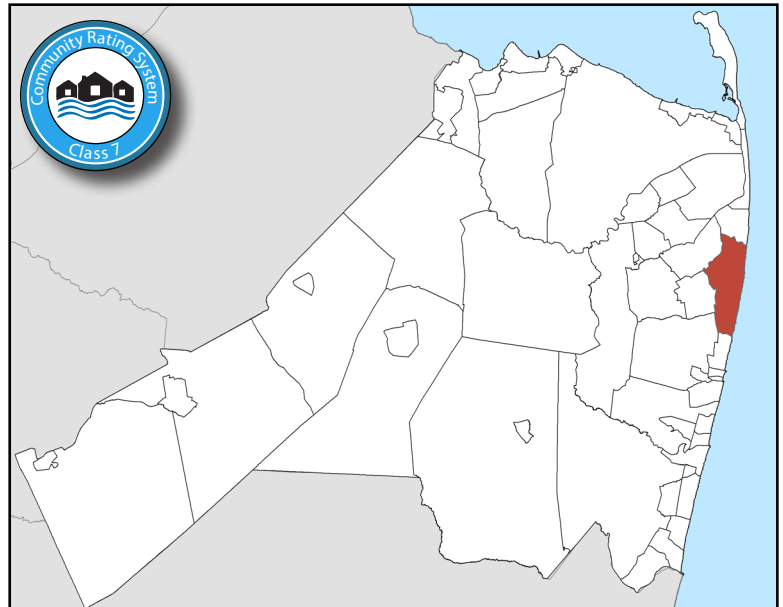
	Number	Percent
Mgmt, business, science, arts	4,734	31.0%
Service	4,010	26%
Sales, office	2,892	18.9%
Natural resources, construction, maintenance	2,433	15.9%
Production, transportation, materials, moving	1,217	8.0%

2017 Resident Unemployment

Number	Percent
730	4.5%



Age Composition 2010



Topical Planning Issues

Redevelopment of Long Branch City has made great strides in recent years. The already popular Pier Village has consistently drawn substantial tourism and economic development for the City. In February 2018, construction began on the third phase of Pier Village. When complete, phase 3 will include a 72-room boutique hotel, 245 oceanfront condominiums, new dining and shopping options spread out over 42,300 square feet of retail space, a 370-space parking garage, and public recreational amenities.

Another development, South Beach at Long Branch, is also nearing completion. This eight story development will have 47 condo apartments and is estimated to be complete in the fall of 2019.

Additionally, in 2018 the Long Branch City Council gave approval to a redevelopment plan of the Lower Broadway corridor. The developer is planning on investing \$200 million to build 590 rental apartments, 99,500 square feet of retail, and a parking garage. The City agreed to fund the road improvements necessary with a \$5 million taxpayer-backed bond.

The award winning, non-profit professional theatre company, NJ Repertory Company, is expanding into the former West End School. This West End Arts Center Project will create a cultural arts hubs providing after-school art programming, theatres, apartments for performers, a cinema, and museum. Construction on the project was completed in the summer of 2018. Also in 2018, areas of Long Branch were designated as Opportunity Zones, which offer tax benefits to investors.

Median Household Income: \$54,398
Median Housing Value: \$337,000
Median Rent: \$1,151/month

Source: 2013-2017 ACS

Land Use

	Assessed Acreage	Percent
Residential	1,482.9	53.5%
Apartment	164.1	5.9%
Commercial	220.1	7.9%
Industrial	8.2	0.3%
Farmland	7.3	0.3%
Vacant	294.3	10.6%
Public	282.0	10.2%
Public School	95.3	3.4%
Other School	8.9	0.3%
Church	62.4	2.3%
Cemetery	0.0	0.0%
Rail	42.0	1.5%
Other Exempt	36.0	1.3%
Unknown	68.0	2.5%

Source: Monmouth County Board of Taxation (2018)

Manalapan

Median Age (2010): 41.7

With its name derived from the Lenni Lenape phrase, meaning “land of good bread,” Manalapan Township encompasses 30.85 square miles of land area within the western portion of Monmouth County. Established in 1858 from portions of Freehold Township, Manalapan remained predominately an agrarian community until the residential and commercial development boom in the 1960’s. The Battle of Monmouth (1778) took place in present-day Manalapan in what is now Monmouth Battlefield State Park. This 1,520 acre park opened in 1978 to commemorate the battle’s 200th anniversary. Other notable Manalapan landmarks include the headquarters of the Monmouth County Library System, Old Tennent Church, and the Manalapan Recreation Center.

Source: www.mtnj.org



Monmouth Battlefield State Park

Demographics

Total Population

Year	Number
1980	18,914
1990	26,716
2000	33,423
2010	38,872

2010 Race and Ethnicity

	Number	Percent
White	34,423	88.6%
Black	925	2.4%
Asian	2,682	6.9%
Other	842	2.2%
Hispanic Origin	2,202	5.7%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	1,574	5.8%
High school graduate only	5,794	21.4%
Some college or associate's	6,506	24.0%
Bachelor's or grad. degree	13,234	48.8%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	14,666	100.0%
Owner-Occupied	12,089	82.4%
Renter-Occupied	1,704	11.6%
Vacant	873	6.0%
Seasonal	295	

Avg. Household Size 2.89

Housing Units

(2013-2017)

	Number	Percent
Single Detached	10,180	69.8%
Single Attached	1,875	12.9%
2-4 Units	368	2.5%
5-9 Units	653	4.5%
10+ Units	1,515	10.4%
Mobile Homes & Other	75	

Taxes

Average Residential Property Tax (2017)	\$8,362
Net Valuation (2018)	\$6.6 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	8,625	46.1%
Employed outside Monmouth Co.	10,065	53.9%

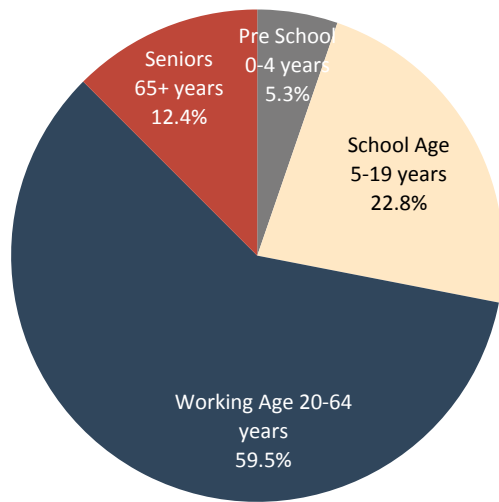
Type of Employment

16 Years and Older (2013-2017)

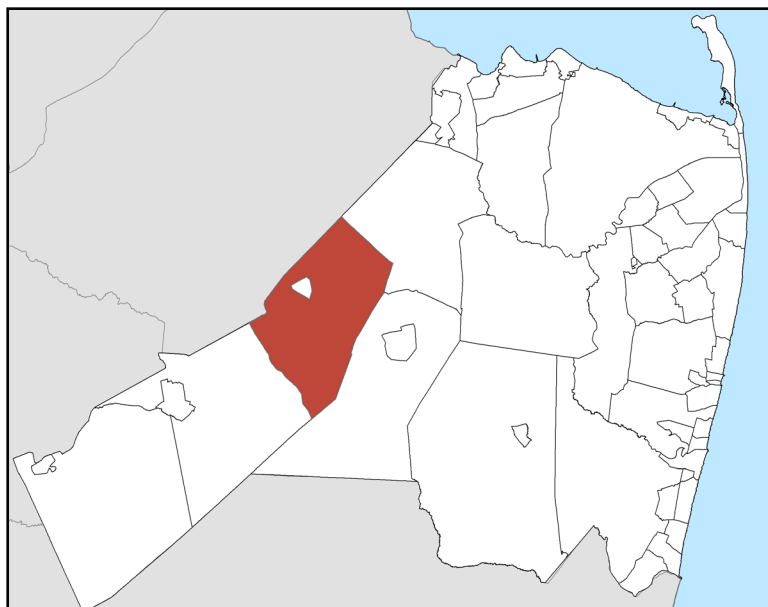
	Number	Percent
Mgmt, business, science, arts	9,561	50.1%
Service	2,129	11%
Sales, office	5,154	27.0%
Natural resources, construction, maintenance	1,147	6.0%
Production, transportation, materials, moving	1,082	5.7%

2017 Resident Unemployment

Number	Percent
770	3.7%



Age Composition 2010



Topical Planning Issues

Manalapan Township's 2009 Master Plan Reexamination Report states the long-term community interest is best served by identifying and reserving appropriate locations for the development of a strong economic base. Objectives include maintaining and attracting beneficial commercial uses, while at the same time providing sufficient space and appropriate locations for redevelopment. Additionally, the Master Plan Reexamination Report acknowledges the loss of open space, woodlands, landmarks, scenic areas, natural habitat areas, and farmland to development.

The Route 9 Corridor within the Township has undergone extensive development over the past 40 years. The rapid growing population concentrated in residential areas to the east and west of the corridor has attracted numerous developers to the corridor. Route 9 carries the highest volume of traffic in Manalapan, with average daily traffic ranging from 49,000-60,000 vehicles per day. Construction of a new reverse jug handle located at the intersection of Route 9 and Pond Road that began in 2014 was completed in 2016.

Regional and local development pressures are shifting from the Route 9 Corridor to the open land in southern and western regions of the Township along Route 33. In 2003, an amendment to the Master Plan Land Use Element was approved, guiding development specifically along the Route 33 Corridor. Concepts discussed for the highway have included residential and commercial development, restaurants, hotels, a movie theater, a sport/convention center, and a research lab.

Median Household Income: \$109,326
Median Housing Value: \$455,500
Median Rent: \$1,370/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	7,845.1	42.7%
Apartment	0.0	0.0%
Commercial	879.8	4.8%
Industrial	77.6	0.4%
Farmland	3,940.3	21.4%
Vacant	2,102.3	11.4%
Public	2,831.4	15.4%
Public School	255.3	1.4%
Other School	0.0	0.0%
Church	118.0	0.6%
Cemetery	61.3	0.3%
Rail	0.0	0.0%
Other Exempt	28.7	0.2%
Unknown	245.9	1.3%

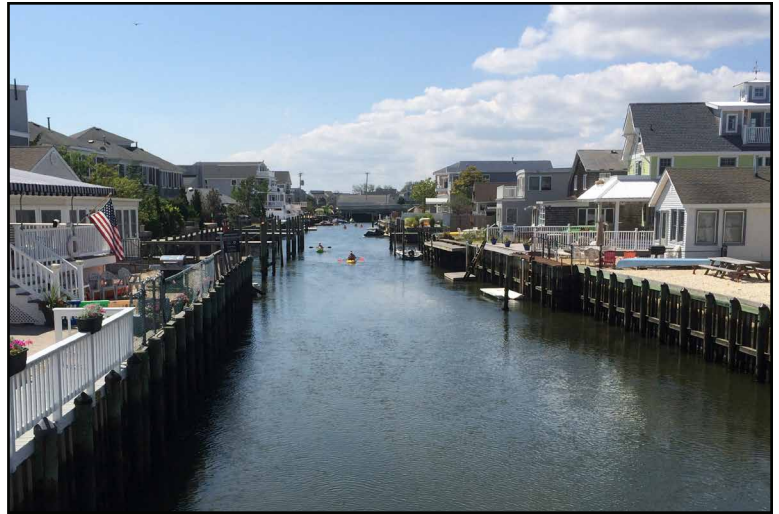
Source: Monmouth County Board of Taxation (2018)

Manasquan

Median Age (2010): 43.5

Manasquan is located along the southern coast of Monmouth County and was first settled by Native Americans, where they brought their wives (“squaws”) and children in the summer to eat the shellfish and fruit of the Manasquan River. Officially becoming Manasquan in 1887, the town is the northern terminus of the Intracoastal Waterway. The Manasquan Inlet, once used as a walkway to Point Pleasant Beach at low tide, was deeply dredged in 1931 to make the river more attractive for economic and recreational opportunities. In addition to its classic, small-town appeal and thriving main street corridor, the Borough has a mile of oceanfront, rivers, lakes, streams, and brooks, making Manasquan a unique beachfront community.

Source: www.manasquan-nj.com



Watson Creek

Demographics

Total Population

Year	Number
1980	5,354
1990	5,369
2000	6,310
2010	5,897

2010 Race and Ethnicity

	Number	Percent
White	5,665	96.1%
Black	18	0.3%
Asian	36	0.6%
Other	178	3.0%
Hispanic Origin	414	7.0%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	80	1.9%
High school graduate only	954	22.6%
Some college or associate's	741	17.6%
Bachelor's or grad. degree	2,441	57.9%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	3,370	100.0%
Owner-Occupied	1,730	51.3%
Renter-Occupied	537	15.9%
Vacant	1,103	32.7%
Seasonal	919	

Avg. Household Size 2.57

Housing Units

(2013-2017)

	Number	Percent
Single Detached	2,787	82.7%
Single Attached	58	1.7%
2-4 Units	375	11.1%
5-9 Units	46	1.4%
10+ Units	104	3.1%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$8,902
Net Valuation (2018)	\$2 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	2,174	70.2%
Employed outside Monmouth Co.	921	29.8%

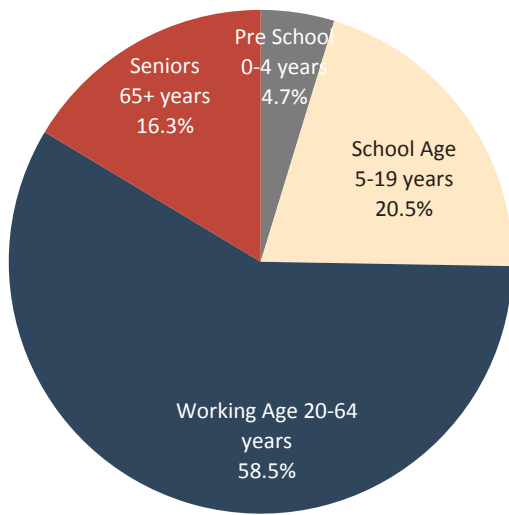
Type of Employment

16 Years and Older (2013-2017)

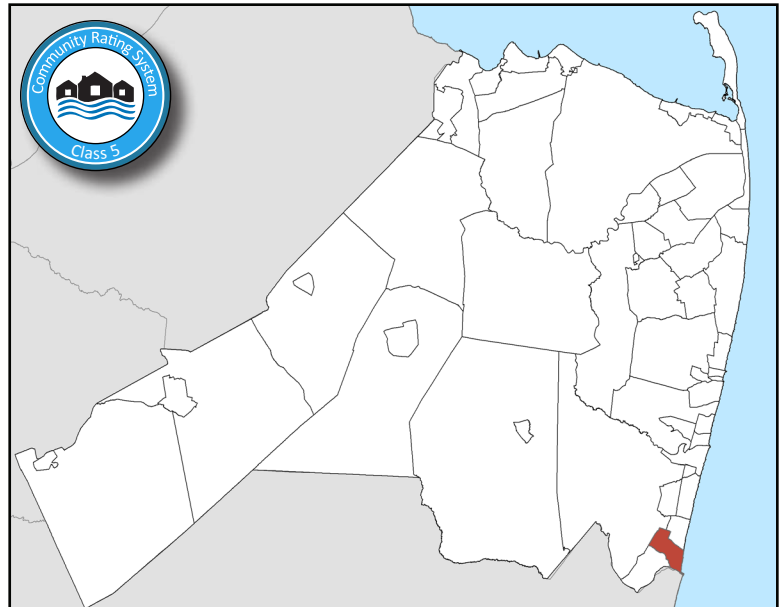
	Number	Percent
Mgmt, business, science, arts	1,420	45.1%
Service	646	21%
Sales, office	737	23.4%
Natural resources, construction, maintenance	202	6.4%
Production, transportation, materials, moving	142	4.5%

2017 Resident Unemployment

Number	Percent
120	3.9%



Age Composition 2010



Topical Planning Issues

Manasquan's numerous waterways put the Borough at risk of coastal flooding, as seen during Superstorm Sandy. Manasquan residents can follow the Borough's social media or sign up to receive alerts for high tides, flooding, weather safety, preparedness, storm warnings, evacuations, and to view the Manasquan USGS Weather Station and tide gauge map. Manasquan also has a series of electronic signs installed along main access roads to the beach which are linked to its own AM radio station for emergencies. In 2017, County and Borough officials completed work on an emergency evacuation plan for coastal storm events and hurricanes. A StormReady Community and leader in the region for resiliency, Manasquan is the first municipality in the County to attain a rating of 5 in the CRS program.

Manasquan's municipal marina reopened in 2018 and the adjacent Mallard Park was recently allocated funding to upgrade landscaping, drainage, and recreation facilities. Maintenance dredging was completed in parts of the Manasquan River in 2017. Dredged material was used to improve the Manasquan Beach berm and as cap fill at the Monmouth County Reclamation Center.

The Main Street Business District Streetscapes Project, funded by the Federal DOT, extends along Highway 71 and Main Street from the intersection of Highway 71 east to the NJ Transit railway. The project will include upgrades to traffic lighting, signage, pedestrian crosswalks, sidewalks, lighting, benches, bicycle racks, trash cans, and landscaping and vegetation. Construction is expected to begin in 2020. The Main Street Repaving Project, which will be completed in two phases starting in 2019, will include road resurfacing, drainage improvements, and flood mitigation.

Median Household Income: \$106,298
Median Housing Value: \$649,600
Median Rent: \$1,143/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	417.1	56.2%
Apartment	2.1	0.3%
Commercial	55.7	7.5%
Industrial	2.8	0.4%
Farmland	0.0	0.0%
Vacant	18.4	2.5%
Public	164.4	22.1%
Public School	29.7	4.0%
Other School	3.0	0.4%
Church	7.7	1.0%
Cemetery	6.5	0.9%
Rail	9.7	1.3%
Other Exempt	13.7	1.8%
Unknown	11.3	1.5%

Source: Monmouth County Board of Taxation (2018)

Marlboro

Median Age (2010): 41.7

Located in western Monmouth County, the Township of Marlboro encompasses a land area of 30.31 square miles. Established in 1848 from portions of Freehold Township, Marlboro got its name from marl, a rich soil mixture of clay and shells discovered on a farm shortly before the Revolutionary War. Used to improve soils before the days of commercial fertilizers, marl was the Township's first industry. Over the years, Marlboro has evolved from a farming community into a suburban community. As transportation infrastructure expanded within the region (e.g. Route 9) residential development began to rapidly increase. Marlboro has experienced steady population growth since 1940 and continues to be one of the fastest growing municipalities in the County.

Source: www.marlboro-nj.gov



Marlboro Town Hall

Demographics

Total Population

Year	Number
1980	17,560
1990	27,974
2000	36,398
2010	40,191

2010 Race and Ethnicity

	Number	Percent
White	31,587	78.6%
Black	841	2.1%
Asian	6,939	17.3%
Other	824	2.1%
Hispanic Origin	1,619	4.0%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	1,037	3.9%
High school graduate only	4,357	16.5%
Some college or associate's	5,031	19.0%
Bachelor's or grad. degree	16,056	60.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	13,398	100.0%
Owner-Occupied	12,013	89.7%
Renter-Occupied	799	6.0%
Vacant	586	4.4%
Seasonal	38	

Avg. Household Size 3.15

Housing Units

(2013-2017)

	Number	Percent
Single Detached	11,177	84.4%
Single Attached	1,133	8.6%
2-4 Units	275	2.1%
5-9 Units	191	1.4%
10+ Units	460	3.5%
Mobile Homes & Other	162	

Taxes

Average Residential Property Tax (2017)	\$10,790
Net Valuation (2018)	\$7.2 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	8,332	42.1%
Employed outside Monmouth Co.	11,480	57.9%

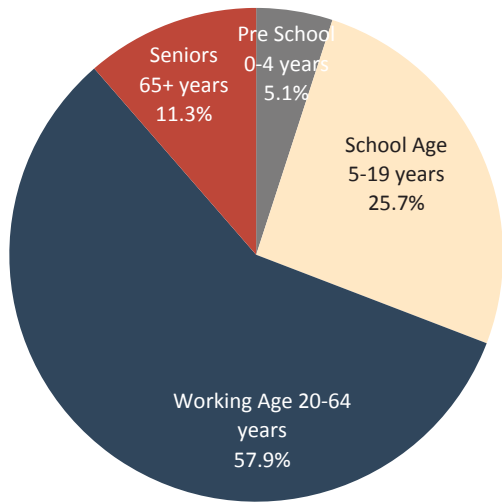
Type of Employment

16 Years and Older (2013-2017)

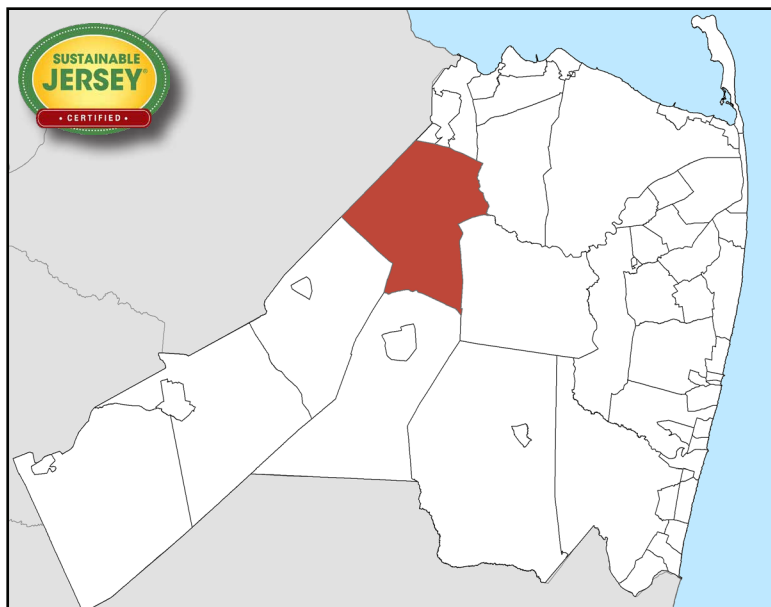
	Number	Percent
Mgmt, business, science, arts	11,529	57.1%
Service	1,750	9%
Sales, office	5,289	26.2%
Natural resources, construction, maintenance	628	3.1%
Production, transportation, materials, moving	992	4.9%

2017 Resident Unemployment

Number	Percent
696	3.4%



Age Composition 2010



Topical Planning Issues

The Marlboro Vision Plan and the Master Plan Re-Examination Report both identify the need for a Village Center with connections to existing neighborhoods. The Marlboro Village Center, Form Based Code is intended to serve as an outline towards implementing two of the Township's key concerns: the lack of a community center and the loss of Marlboro's remaining rural character. During the public visioning process, residents stated this new "Center" should include a mix of commercial and residential uses and become a community meeting area. Residents suggested using the existing homes and businesses within the proposed Village Center as a catalyst for the creation of a compact, pedestrian-friendly, mixed-use area. The Plan outlines building types, street standards, stormwater management techniques, and design standards for the proposed Center. New, higher density residential development appears to be focused along portions of Route 79 in the Morganville section of the community.

Marlboro Township is home to an active Sustainable Jersey Green Team. The Township applied for and received a grant from the NJBPU to perform a Local Government Energy Audit (LGEA) in 2014. Following the audit, the Township revised its six year capital program to incorporate many of the energy savings improvements recommended in the study. The Township has maintained solar fields at each of the Tennent Road and Harbor Road water facilities since 2009. The Marlboro Township Agricultural Advisory Committee and the Open Space Committee meet on a monthly basis. The Township continues in its pursuit of farmland parcels for preservation and in 2017 purchased the 56 acre Stattle farm located on Rts. 520 and 79.

Median Household Income: \$143,208
Median Housing Value: \$512,100
Median Rent: \$2,042/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	8,200.8	46.4%
Apartment	48.2	0.3%
Commercial	855.8	4.8%
Industrial	183.3	1.0%
Farmland	2,252.3	12.7%
Vacant	1,649.5	9.3%
Public	3,567.1	20.2%
Public School	216.3	1.2%
Other School	20.9	0.1%
Church	131.4	0.7%
Cemetery	261.4	1.5%
Rail	0.0	0.0%
Other Exempt	69.6	0.4%
Unknown	217.0	1.2%

Source: Monmouth County Board of Taxation (2018)

Matawan

Median Age (2010): 38.3

Situated at the head of the Matawan Creek, the Borough of Matawan has a land area of 2.26 square miles. The Borough appeals to a wide variety of residents due to its wealth of natural resources and extensive transportation network. The Aberdeen-Matawan Train Station is the County's northernmost stop along the North Jersey Coastline. The State Department of Transportation designated Matawan as a New Jersey Transit Village, allowing for financing opportunities towards transit-oriented development. The Borough is divided into several neighborhoods defined by the two lakes (Lake Lefferts and Lake Matawan) and the two major roadways (Routes 79 and 34).



Aberdeen-Matawan Train Station, located on the Aberdeen-Matawan border

Sources: www.matawanborough.com

Demographics

Total Population

Year	Number
1980	8,837
1990	9,270
2000	8,910
2010	8,810

2010 Race and Ethnicity

	Number	Percent
White	7,134	81.0%
Black	620	7.0%
Asian	565	6.4%
Other	491	5.6%
Hispanic Origin	949	10.8%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	381	5.9%
High school graduate only	1,525	23.8%
Some college or associate's	1,820	28.4%
Bachelor's or grad. degree	2,680	41.8%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	3,501	100.0%
Owner-Occupied	2,188	62.5%
Renter-Occupied	1,173	33.5%
Vacant	140	4.0%
Seasonal	36	

Avg. Household Size 2.62

Housing Units

(2013-2017)

	Number	Percent
Single Detached	2,116	60.4%
Single Attached	179	5.1%
2-4 Units	339	9.7%
5-9 Units	174	5.0%
10+ Units	693	19.8%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$9,009
Net Valuation (2018)	\$1.1 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	2,129	45.4%
Employed outside Monmouth Co.	2,559	54.6%

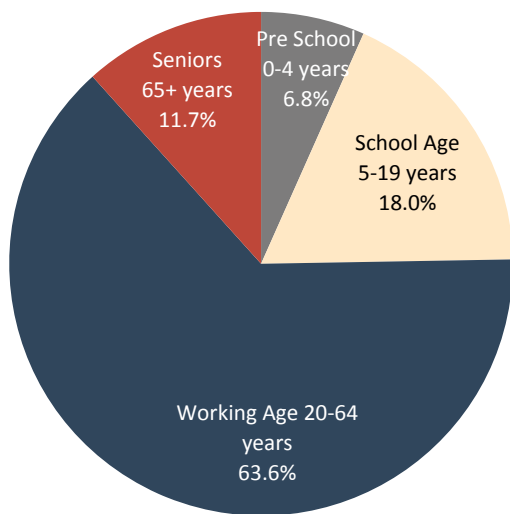
Type of Employment

16 Years and Older (2013-2017)

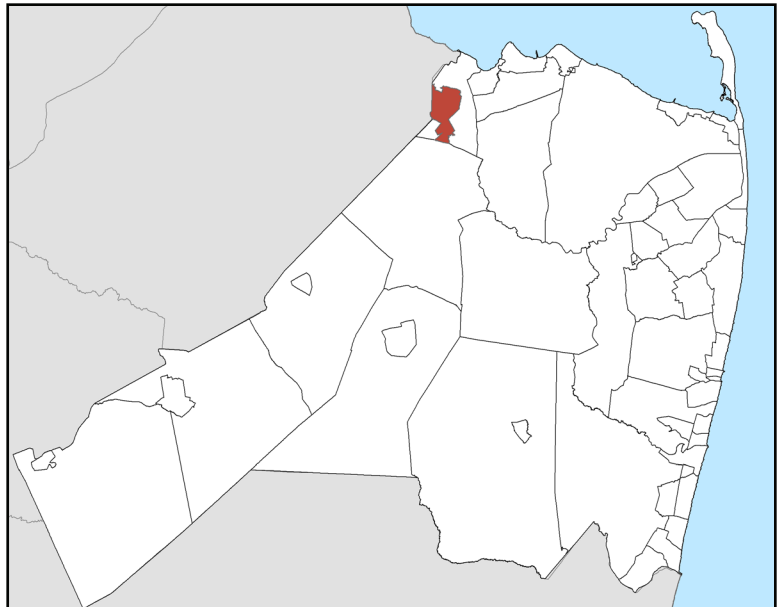
	Number	Percent
Mgmt, business, science, arts	2,267	47.6%
Service	615	13%
Sales, office	1,099	23.1%
Natural resources, construction, maintenance	368	7.7%
Production, transportation, materials, moving	418	8.8%

2017 Resident Unemployment

Number	Percent
203	4.1%



Age Composition 2010



Topical Planning Issues

Designated as a NJ Transit Village, Matawan adopted a Redevelopment Area Plan for the area surrounding the Aberdeen-Matawan train station in 2001. The Monmouth County Bayshore Region Strategic Plan (2006) reinforced Matawan's prior planning initiatives including station area redevelopment, a downtown streetscape program, a capital infrastructure program, and lakefront restoration.

Matawan continues to take steps toward community revitalization. In October 2015, the Borough adopted a new Master Plan Report, the first since 1965. The 2015 Master Plan focuses on redevelopment, with a special emphasis on Main Street and areas proximate to the train station. The plan pushes to fulfill Matawan's long-term goals of restoring its downtown, preserving its historic core, and redeveloping the train station as a transit-oriented village that will also reinforce investments and revitalization in downtown.

In 2018 construction was completed and leasing began for The Edge a mixed use development located a half mile from downtown. The development consists of 131 luxury apartments with retail on the ground floor. Further supporting downtown revitalization, Chashama, a New York City based non-profit organization, selected Matawan as the location for its first New Jersey venture. Chashama supports artists and creative communities by partnering with property owners to activate unused real estate into spaces for artists. The New Jersey location had its first opening reception in November 2017. This location features 12 studios and an exhibition space.

Median Household Income: \$86,149
Median Housing Value: \$335,400
Median Rent: \$1,266/month

Source: 2013-2017 ACS

Land Use

	Assessed Acreage	Percent
Residential	749.8	56.1%
Apartment	70.6	5.3%
Commercial	90.2	6.7%
Industrial	14.2	1.1%
Farmland	0.0	0.0%
Vacant	70.3	5.3%
Public	221.6	16.6%
Public School	7.2	0.5%
Other School	0.0	0.0%
Church	47.9	3.6%
Cemetery	12.2	0.9%
Rail	0.0	0.0%
Other Exempt	14.0	1.0%
Unknown	39.0	2.9%

Source: Monmouth County Board of Taxation (2018)

Middletown

Median Age (2010): 42.5

Middletown has the largest population in the County (66,522 persons in 2010) and is one of the original 1693 Townships of Monmouth County (along with Freehold and Shrewsbury Townships). Middletown is divided into several diverse residential neighborhoods, arising at different times over a long history. Dating back to 1809, Chapel Hill is one of the oldest extant neighborhoods in the Township. Middletown's neighborhoods vary in topography and culture; from the low lying areas of the Raritan Bay, where Port Monmouth and Leonardo are located, to the Highlands of the Navesink and the crossroads of the County near Lincroft. Middletown's commercial corridors are located along State Highways 35 and 36.



Huber Woods

Source: www.middletownnj.org

Demographics

Total Population

Year	Number
1980	62,574
1990	68,183
2000	66,327
2010	66,522

2010 Race and Ethnicity

	Number	Percent
White	62,456	93.9%
Black	869	1.3%
Asian	1,730	2.6%
Other	1,467	2.2%
Hispanic	3,569	5.4%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	2,186	4.8%
High school graduate only	11,222	24.5%
Some college or associate's	11,645	25.4%
Bachelor's or grad. degree	20,739	45.3%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	24,661	100.0%
Owner-Occupied	19,658	79.7%
Renter-Occupied	3,798	15.4%
Vacant	1,205	4.9%
Seasonal	145	

Avg. Household Size 2.8

Housing Units

(2013-2017)

	Number	Percent
Single Detached	19,438	78.9%
Single Attached	1,731	7.0%
2-4 Units	825	3.3%
5-9 Units	525	2.1%
10+ Units	2,121	8.6%
Mobile Homes & Other	21	

Taxes

Average Residential Property Tax (2017)	\$8,900
Net Valuation (2018)	\$10.9 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	19,759	61.1%
Employed outside Monmouth Co.	12,598	38.9%

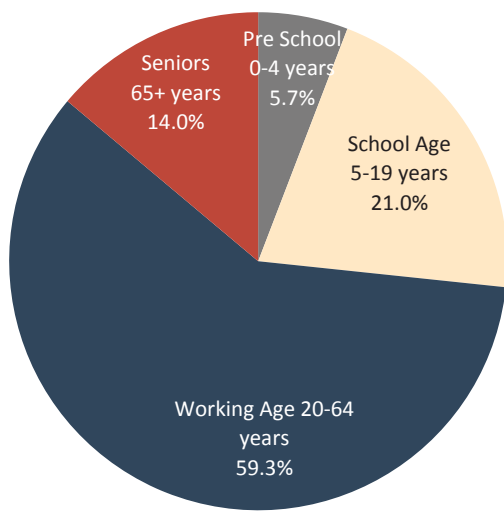
Type of Employment

16 Years and Older (2013-2017)

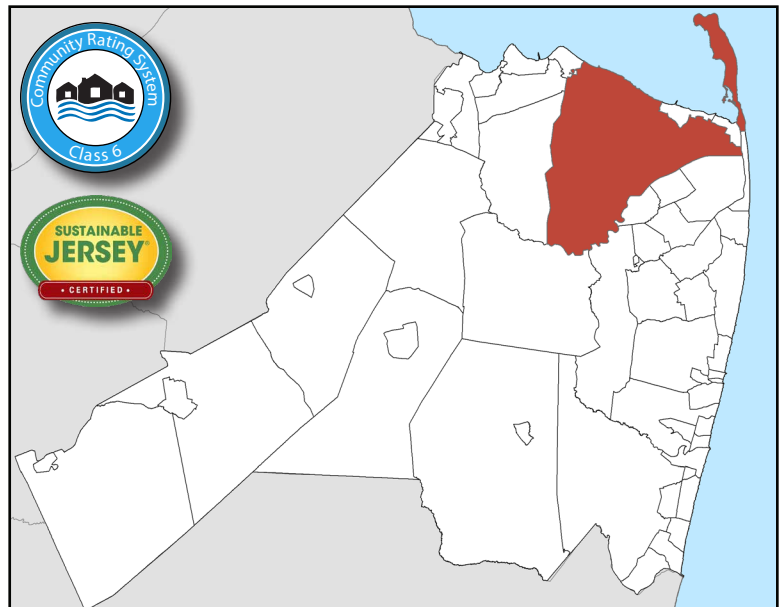
	Number	Percent
Mgmt, business, science, arts	15,267	46.1%
Service	4,904	15%
Sales, office	7,968	24.1%
Natural resources, construction, maintenance	2,786	8.4%
Production, transportation, materials, moving	2,188	6.6%

2017 Resident Unemployment

Number	Percent
1,362	4.0%



Age Composition 2010



Topical Planning Issues

Middletown's bayshore neighborhoods continue to face numerous challenges related to physical reconstruction, long-term sustainability, and housing affordability. The Township plans to mitigate impacts for flood events through ongoing participation in FEMA's Community Rating System (CRS) Program, monitor and assess the needs of its neighborhoods, pursue planning grants for Sandy-damaged areas and natural beachfronts, and create a hazard mitigation plan.

Middletown is within the study area of two on-going studies. The first is the Joint Land Use Study, a cooperative planning effort between local governments and the military installation, Naval Weapons Station (NWS) Earle. The study is intended to improve both the development compatibility of areas surrounding the base and storm resiliency. The second study, FRAMES, is regional and collaborative effort in coastal Monmouth County, NJ that seeks to understand and begin to address our future flood vulnerability. The end result will be a long-term Regional Resilience and Adaptation Action Plan that will identify ways communities can reduce risks and impacts together.

In 2016, Middletown identified certain properties near the Port Belford as an "area in need of redevelopment." The redevelopment area encompasses approximately 450-acres in the vicinity of Port Belford and Ware Creek. The Township received \$49,000 in federal money through the state Department of Community Affairs to devise a concept plan for the site. In May 2017 a concept plan was presented to and approved by the Township. In September 2017, the Township received a NJPO 2017 Achievement in Planning Award for the Port of Belford Project.

Median Household Income: \$105,035
Median Housing Value: \$402,800
Median Rent: \$1,149/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	9,937.6	40.5%
Apartment	102.3	0.4%
Commercial	1,307.1	5.3%
Industrial	15.4	0.1%
Farmland	1,981.5	8.1%
Vacant	926.0	3.8%
Public	5,573.3	22.7%
Public School	567.4	2.3%
Other School	180.0	0.7%
Church	769.8	3.1%
Cemetery	246.0	1.0%
Rail	0.0	0.0%
Other Exempt	83.8	0.3%
Unknown	2,844.0	11.6%

Source: Monmouth County Board of Taxation (2018)

Millstone

Median Age (2010): 42.6

Millstone is a rural township located in southwestern Monmouth County with a land area of 37.38 square miles. Named after the Millstone River and incorporated in 1844, the Township contains two small historic villages: Perrineville and Clarksburg. Many of the Township's road names reflect significant persons and places within Millstone's history; Stage Coach Road served as a major transportation route connecting Philadelphia and Long Branch. Over the past 30 years, Millstone remains one of the fastest growing residential areas in the County. Local land development ordinances seek to keep an equal balance between existing farmland and new development, preserving not only the rural way of life but Millstone's surrounding ecosystems.



Sinha Farm

Demographics

Total Population

Year	Number
1980	3,926
1990	5,069
2000	8,970
2010	10,566

2010 Race and Ethnicity

	Number	Percent
White	9,450	89.4%
Black	379	3.6%
Asian	476	4.5%
Other	261	2.5%
Hispanic	579	5.5%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	284	4.1%
High school graduate only	1,510	21.8%
Some college or associate's	1,645	23.7%
Bachelor's or grad. degree	3,499	50.4%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	3,517	100.0%
Owner-Occupied	3,180	90.4%
Renter-Occupied	108	3.1%
Vacant	229	6.5%
Seasonal	46	

Avg. Household Size 3.19

Housing Units

(2013-2017)

	Number	Percent
Single Detached	3,393	97.9%
Single Attached	20	0.6%
2-4 Units	28	0.8%
5-9 Units	24	0.7%
10+ Units	0	0.0%
Mobile Homes & Other	52	

Taxes

Average Residential Property Tax (2017)	\$11,411
Net Valuation (2018)	\$1.9 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	2,040	38.5%
Employed outside Monmouth Co.	3,262	61.5%

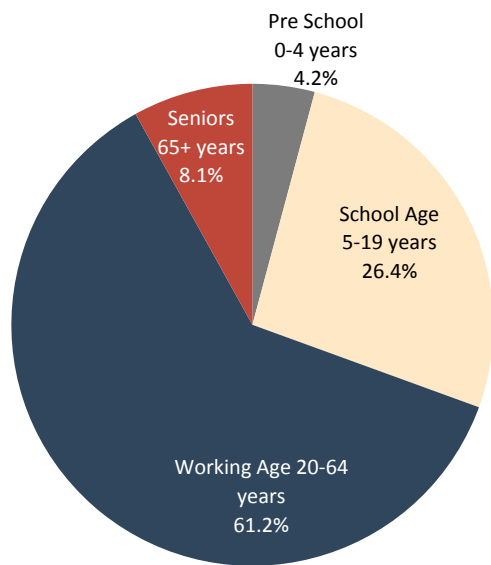
Type of Employment

16 Years and Older (2013-2017)

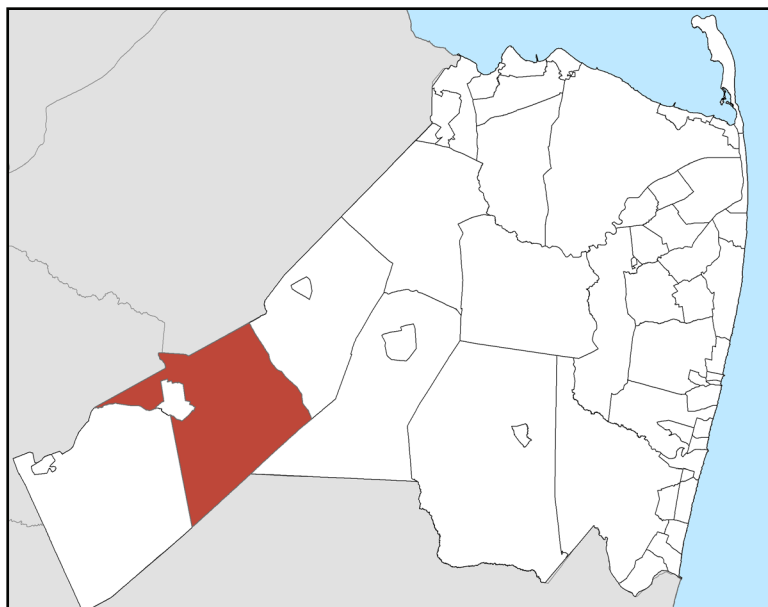
	Number	Percent
Mgmt, business, science, arts	2,824	51.7%
Service	531	10%
Sales, office	1,292	23.7%
Natural resources, construction, maintenance	506	9.3%
Production, transportation, materials, moving	305	5.6%

2017 Resident Unemployment

Number	Percent
206	3.5%



Age Composition 2010



Topical Planning Issues

Millstone Township contains prime agricultural soils with approximately 31% of its land area occupied by farms. Between 1990 and 2010, the population of Millstone more than doubled, growing from 5,069 to 10,566 people. As such, the Township continually works to maintain a balance between preserving farmland and the environment and population growth and development. It spans four of the State's Watershed Management Areas and contains the headwaters of several rivers, large wetland areas, and areas of high elevation and steep slopes, all of which play a vital role in regulating water quality in the region. Millstone is recognized by the State as an environmentally sensitive area.

In 2017 Millstone revised its Master Plan, prioritizing the care and preservation of its environment, natural features, and rural heritage through a green infrastructure approach to planning. The 2017 Master Plan maintains commitment to many of the recommendations of the 2002 Master Plan such as zoning for low density residential areas, resisting gray infrastructure such as sewer connections, and expanding the continuous network of bridle paths, greenways, and open space throughout the Township.

Funded by a Monmouth County Open Space Trust Fund matching grant and NJDEP Green Acres Program grant, Millstone recently purchased a 12.97 acre environmentally sensitive property within the Barnegat Bay Watershed. The Township has been able to maintain its rural character by preserving farmland and open space, keeping residential densities low, supporting the continuation of a viable agricultural industry, and maintaining a rural roadway network.

Median Household Income: \$156,891
Median Housing Value: \$576,600
Median Rent: \$1,102/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	8,111.5	35.6%
Apartment	0.0	0.0%
Commercial	450.6	2.0%
Industrial	33.8	0.1%
Farmland	7,467.1	32.7%
Vacant	1,264.4	5.5%
Public	5,202.2	22.8%
Public School	119.2	0.5%
Other School	0.0	0.0%
Church	33.2	0.1%
Cemetery	21.5	0.1%
Rail	0.0	0.0%
Other Exempt	73.1	0.3%
Unknown	25.7	0.1%

Source: Monmouth County Board of Taxation (2018)

Monmouth Beach

Median Age (2010): 48.7

The Borough of Monmouth Beach makes up the southernmost portion of the Sandy Hook Peninsula and barrier beach, encompassing approximately 1.10 square miles. Located between the Atlantic Ocean to the east and the Shrewsbury River to the west, approximately 10% of all residences are considered waterfront property. The 1865 opening of the Long Branch and Sea Shore Railroad and the connecting service to the Sandy Hook Steam Ship Terminal brought wealthy vacationers from New York City to Monmouth Beach. Along with its resort area, Monmouth Beach also developed a fishing community near the Sea Bright border. Officially incorporated in 1906, Monmouth Beach has evolved into a well-established year-round residential community.



Beach Road

Demographics

Total Population

Year	Number
1980	3,318
1990	3,303
2000	3,595
2010	3,279

2010 Race and Ethnicity

	Number	Percent
White	3,197	97.5%
Black	11	0.3%
Asian	24	0.7%
Other	47	1.4%
Hispanic	62	1.9%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	16	0.7%
High school graduate only	309	12.8%
Some college or associate's	498	20.6%
Bachelor's or grad. degree	1,594	65.9%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	2,052	100.0%
Owner-Occupied	1,217	59.3%
Renter-Occupied	204	9.9%
Vacant	631	30.8%
Seasonal	483	

Avg. Household Size 2.29

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,023	49.9%
Single Attached	126	6.1%
2-4 Units	45	2.2%
5-9 Units	128	6.2%
10+ Units	730	35.6%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$8,378
Net Valuation (2018)	\$1.5 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	968	68.5%
Employed outside Monmouth Co.	445	31.5%

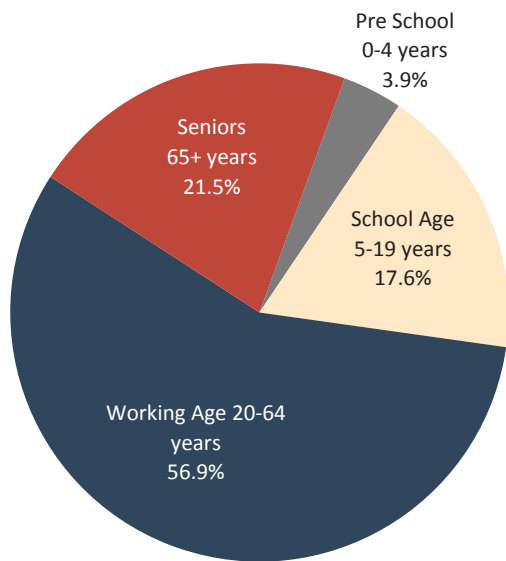
Type of Employment

16 Years and Older (2013-2017)

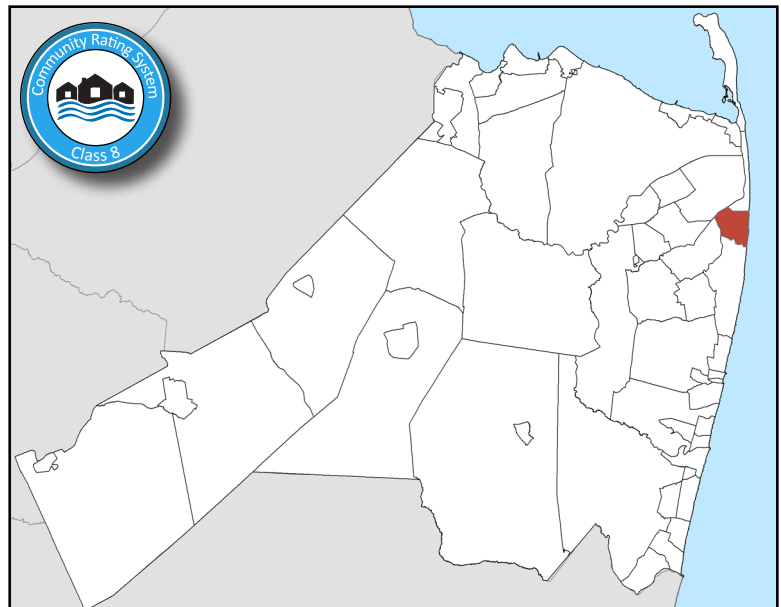
	Number	Percent
Mgmt, business, science, arts	754	52.1%
Service	173	12%
Sales, office	447	30.9%
Natural resources, construction, maintenance	51	3.5%
Production, transportation, materials, moving	23	1.6%

2017 Resident Unemployment

Number	Percent
60	3.4%



Age Composition 2010



Topical Planning Issues

Most new development in Monmouth Beach is rehabilitation of older housing stock or infill development within established neighborhoods. The Borough's coastline has been shaped by the currents, tides, and winds of the Atlantic Ocean, Shrewsbury River, and other adjacent waterways. A protective seawall runs along Route 36, originally built to protect old railroad tracks. Superstorm Sandy caused the ocean to breach the seawall, bringing sand and rocks onto Route 36 and into the Borough damaging approximately 237 homes and all 6 local businesses.

In 2017, the Borough adopted a Master Plan Reexamination Report and Plan Amendment, which emphasizes recovery from Sandy and promotes resiliency to future storm impacts, sea level rise, and other natural hazards. Further demonstrating its dedication to these goals, Monmouth Beach was accepted into the National Flood Insurance Program's Community Rating System in 2017. Other recent Monmouth Beach rebuilding and resiliency projects include beach replenishment, rebuilding of municipal facilities, and improving drainage. Raising and restoration of the Borough Hall was completed in 2018. The historic building was restored, raised three feet above the base flood elevation, and accessibility features were incorporated.

In an effort to further protect their coastal resources, Monmouth Beach passed an ordinance in 2018 banning Borough businesses from distributing plastic straws, plastic bags, and polystyrene containers. The ordinance is one of the first of its kind in the state.

Median Household Income: \$107,383
Median Housing Value: \$705,300
Median Rent: \$2,218/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	357.4	62.6%
Apartment	0.0	0.0%
Commercial	29.3	5.1%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	80.6	14.1%
Public	41.5	7.3%
Public School	3.4	0.6%
Other School	0.0	0.0%
Church	3.4	0.6%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	27.9	4.9%
Unknown	27.8	4.9%

Source: Monmouth County Board of Taxation (2018)

Neptune City

Median Age (2010): 43.1

Located along the northern banks of the Shark River, the Borough of Neptune City has a land area of 0.90 square miles. Incorporated in 1881, the original boundaries included present day Neptune City, Avon-by-the-Sea, and the southern portion of Bradley Beach. Initially Neptune City was developed as a working-class community for local tourism and factory workers. During the early 20th century, Neptune City developed into an industrial town with factories and businesses lining Steiner Avenue. As the factories closed, the Borough's close proximity to local beaches, transit lines, and major highways helped it transform into a popular residential community. The main thoroughfares, Routes 33 and 35, are important local retail and commercial areas.



Memorial Park

Sources: Neptune Steiner Ave. Redevelopment, Scattered Sites Redevelopment Plan

Demographics

Total Population

Year	Number
1980	5,276
1990	4,997
2000	5,218
2010	4,869

2010 Race and Ethnicity

	Number	Percent
White	3,798	78.0%
Black	517	10.6%
Asian	217	4.5%
Other	337	6.9%
Hispanic Origin	491	10.1%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	169	5.1%
High school graduate only	1,334	40.0%
Some college or associate's	1,015	30.5%
Bachelor's or grad. degree	814	24.4%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	2,141	100.0%
Owner-Occupied	1,217	56.8%
Renter-Occupied	855	39.9%
Vacant	69	3.2%
Seasonal	19	

Avg. Household Size 2.26

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,001	48.9%
Single Attached	159	7.8%
2-4 Units	153	7.5%
5-9 Units	213	10.4%
10+ Units	521	25.5%
Mobile Homes & Other	94	

Taxes

Average Residential Property Tax (2017)	\$6,291
Net Valuation (2018)	\$574 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,806	82.0%
Employed outside Monmouth Co.	396	18.0%

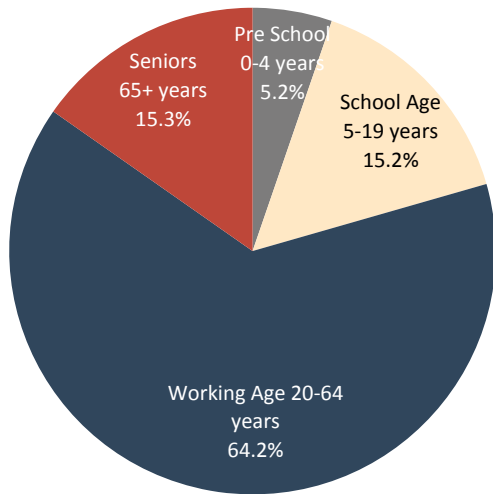
Type of Employment

16 Years and Older (2013-2017)

	Number	Percent
Mgmt, business, science, arts	842	37.0%
Service	391	17%
Sales, office	561	24.7%
Natural resources, construction, maintenance	168	7.4%
Production, transportation, materials, moving	311	13.7%

2017 Resident Unemployment

Number	Percent
173	6.3%



Age Composition 2010



Topical Planning Issues

Neptune City contains defined residential and commercial areas with scattered industry. Development opportunities consist of infill uses of vacant properties. In 2018, the Borough adopted the Master Plan Reexamination Report, which discusses ongoing efforts to redevelop underutilized industrial properties and eliminate incompatibilities between adjacent residential uses. The Borough has faced challenges in formulating a district-wide approach and instead adopted the Steiner Avenue Scattered Sites Redevelopment Plan (2010) and the 142 Steiner Avenue Redevelopment Plan (2017). These plans encourage mixed-use development that is compatible to adjacent neighborhoods and is in close proximity to the Bradley Beach Train Station. An intersection improvement project at Memorial Drive and Evergreen Avenue included widening of approach lanes, concrete curbs, ADA compliant ramps, drainage improvements, and a new traffic signal linked to NJ Transit to coordinate traffic flow with train schedules. In 2018, areas of Neptune City were designated as Opportunity Zones, which offer tax benefits to investors.

Upgrades within Memorial Park include new stair access and ADA ramp to the beach, new boardwalk, and a 520-foot composite bulkhead which increased the size of the beach and picnic/recreation areas. A Monmouth County Open Space Trust Fund matching grant will fund additional playground improvements. Improved public access to Shark River is an objective the Borough continues to pursue. Dredging of Shark River concluded in 2017, restoring the navigable channel making it safer and more attractive to boaters. Reconstruction of County Bridge W-38 over Shark River was completed in 2018.

Median Household Income: \$58,936
Median Housing Value: \$271,000
Median Rent: \$1,109/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	236.7	53.4%
Apartment	34.7	7.8%
Commercial	86.5	19.5%
Industrial	10.7	2.4%
Farmland	0.0	0.0%
Vacant	7.1	1.6%
Public	29.7	6.7%
Public School	6.4	1.4%
Other School	0.0	0.0%
Church	0.7	0.2%
Cemetery	0.2	0.0%
Rail	0.0	0.0%
Other Exempt	4.0	0.9%
Unknown	26.4	6.0%

Source: Monmouth County Board of Taxation (2018)

Neptune Township

Median Age (2010): 42.7

Neptune Township, named for the Roman God of the Sea, was established in 1879. Encompassing a land area of 8.0 square miles, the Township is home to several unique and distinct neighborhoods such as Ocean Grove, Shark River Hills, Mid-Town, Bradley Park, the Gables, Seaview Island, and West Neptune. Ocean Grove, a 19th century planned community, has the largest concentration of Victorian architecture in the United States. This Community was designated a State and National Historic District in 1975. In addition to its oceanfront area, the Township is home to Shark River Park, the first County park. With many major roads passing through the area, such as State Highways 18, 33, 36, 66, and 71, Neptune is known as the "Crossroads of the Jersey Shore."

Source: www.neptunetownship.org



The Great Auditorium at Ocean Grove

Demographics

Total Population

Year	Number
1980	28,366
1990	28,148
2000	27,690
2010	27,935

2010 Race and Ethnicity

	Number	Percent
White	14,855	53.2%
Black	10,772	38.6%
Asian	632	2.3%
Other	1,676	6.0%
Hispanic	2,607	9.3%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	1,793	8.7%
High school graduate only	6,228	30.4%
Some college or associate's	6,206	30.3%
Bachelor's or grad. degree	6,280	30.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	13,058	100.0%
Owner-Occupied	7,303	55.9%
Renter-Occupied	3,643	27.9%
Vacant	2,112	16.2%
Seasonal	1,004	

Avg. Household Size 2.49

Housing Units

(2013-2017)

	Number	Percent
Single Detached	8,412	65.0%
Single Attached	806	6.2%
2-4 Units	1,028	7.9%
5-9 Units	872	6.7%
10+ Units	1,829	14.1%
Mobile Homes & Other	111	

Taxes

Average Residential Property Tax (2017)	\$6,268
Net Valuation (2018)	\$3.9 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	10,501	76.7%
Employed outside Monmouth Co.	3,191	23.3%

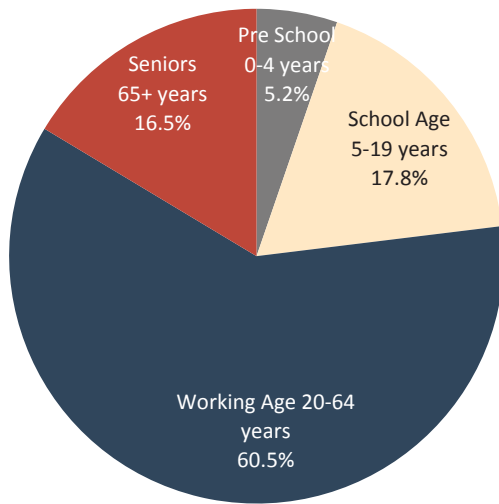
Type of Employment

16 Years and Older (2013-2017)

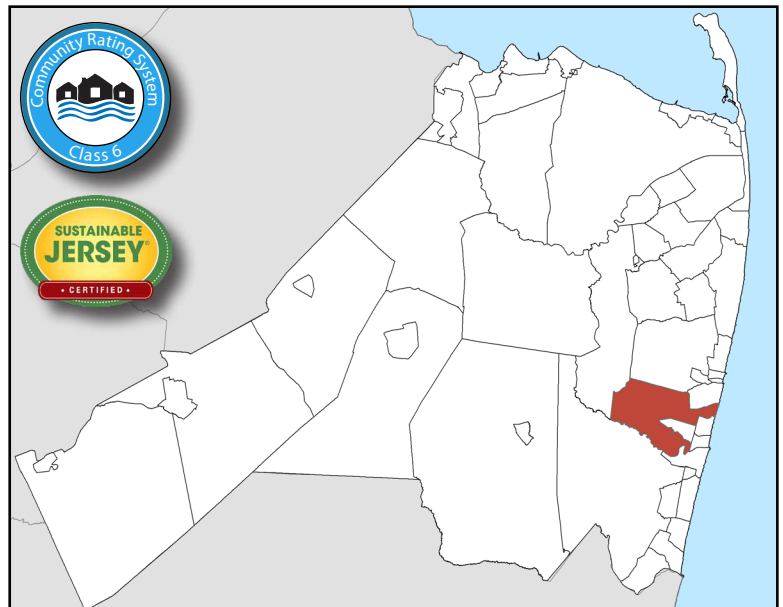
	Number	Percent
Mgmt, business, science, arts	5,034	35.7%
Service	2,617	19%
Sales, office	3,603	25.6%
Natural resources, construction, maintenance	1,152	8.2%
Production, transportation, materials, moving	1,687	12.0%

2017 Resident Unemployment

Number	Percent
853	5.6%



Age Composition 2010



Topical Planning Issues

Located in the crossroads of several major corridors and consisting of diverse neighborhoods, commercial and industrial areas, parks, institutions, and its seaside hamlet of Ocean Grove, Neptune Township is both a destination and a busy thoroughfare. Neptune's most recent planning efforts established a township-wide vision for physical and economic revitalization through residential and commercial rehabilitation, creation, and preservation. Neptune was designated a NJ American Planning Association 2017 Great Place, with Ocean Grove winning for Great Neighborhood. In 2018, areas of Neptune were designated as Opportunity Zones, which offer tax benefits to investors.

After sustaining significant damage from Superstorm Sandy, Neptune adopted the Strategic Recovery Planning Report, providing several recommendations that the Township is currently addressing. Recent resiliency projects include continued participation in the Community Rating System, acquiring/preserving open space in flood zones, and a feasibility study exploring the potential development of a micro-grid to provide critical infrastructure with power during major outages.

The S.S. Adams Co. building, of Joy Buzzer manufacturing fame, was demolished in 2017; a new building replicating exterior architectural features of the original is anticipated for the site. Major projects completed in 2018 include Jersey Shore University Medical Center's Hope Tower, reconstruction of County Bridge W-38 over Shark River, and reconstruction of the Ocean Grove boardwalk's north end. In 2018, ground was broken for the Neptune Skatepark in the Sunshine Village Park Fields.

Median Household Income: \$67,836
Median Housing Value: \$294,500
Median Rent: \$1,125/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	1,804.6	41.9%
Apartment	95.2	2.2%
Commercial	611.2	14.2%
Industrial	102.2	2.4%
Farmland	21.8	0.5%
Vacant	400.5	9.3%
Public	684.2	15.9%
Public School	120.8	2.8%
Other School	18.7	0.4%
Church	44.5	1.0%
Cemetery	91.0	2.1%
Rail	4.7	0.1%
Other Exempt	252.6	5.9%
Unknown	53.5	1.2%

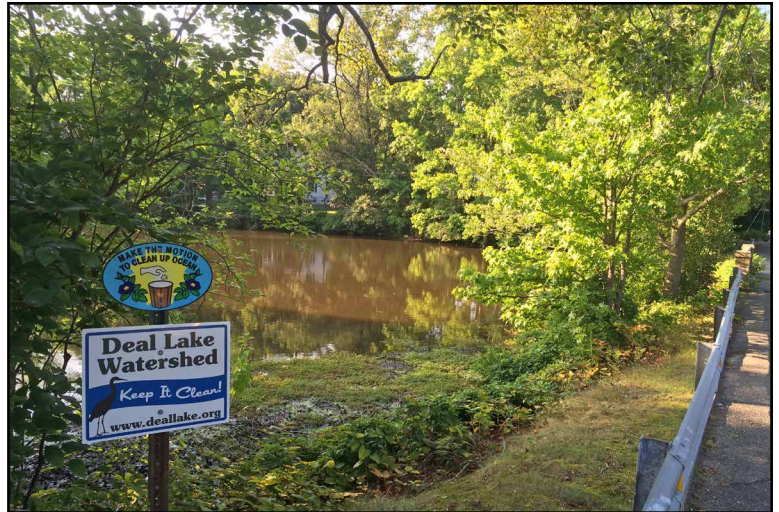
Source: Monmouth County Board of Taxation (2018)

Ocean

Median Age (2010): 42.8

Ocean Township, with a land area of 11.2 square miles, was officially established by an act of the New Jersey State Assembly in 1849. The original boundaries of the Township stretched from the Shrewsbury River to the north bank of the Shark River. Over time, portions of the Township have broken off to form 10 additional coastal municipalities. In the early 20th century, the Ross Fenton Farm in the Wanamassa section of the Township attracted entertainers from throughout the country with its casinos and luxury hotel. Today, Ocean Township is primarily a residential community with self-identifying neighborhoods, such as Wayside, Wanamassa, Oakhurst, Colonial Terrace, Deal Park, and West Allenhurst.

Source: www.oceantwp.org



Wanamassa

Demographics

Total Population

Year	Number
1980	23,570
1990	25,058
2000	26,959
2010	27,291

2010 Race and Ethnicity

	Number	Percent
White	22,013	80.7%
Black	2,173	8.0%
Asian	1,791	6.6%
Other	1,314	4.8%
Hispanic	2,453	9.0%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	1,307	6.8%
High school graduate only	4,873	25.4%
Some college or associate's	4,576	23.8%
Bachelor's or grad. degree	8,466	44.0%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	11,562	100.0%
Owner-Occupied	7,003	60.6%
Renter-Occupied	3,672	31.8%
Vacant	887	7.7%
Seasonal	587	

Avg. Household Size 2.53

Housing Units

(2013-2017)

	Number	Percent
Single Detached	7,330	63.4%
Single Attached	786	6.8%
2-4 Units	661	5.7%
5-9 Units	459	4.0%
10+ Units	2,326	20.1%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$9,366
Net Valuation (2018)	\$5 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	10,054	74.7%
Employed outside Monmouth Co.	3,411	25.3%

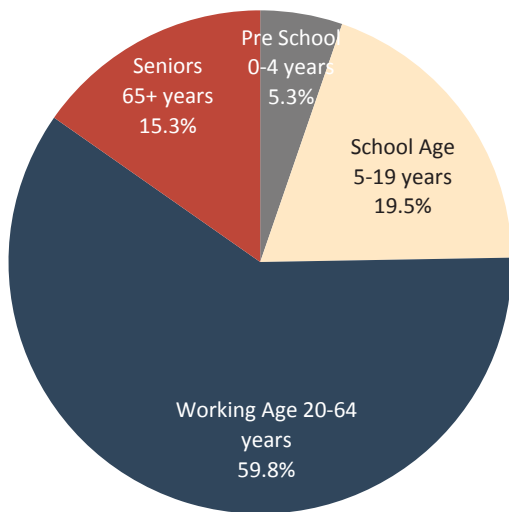
Type of Employment

16 Years and Older (2013-2017)

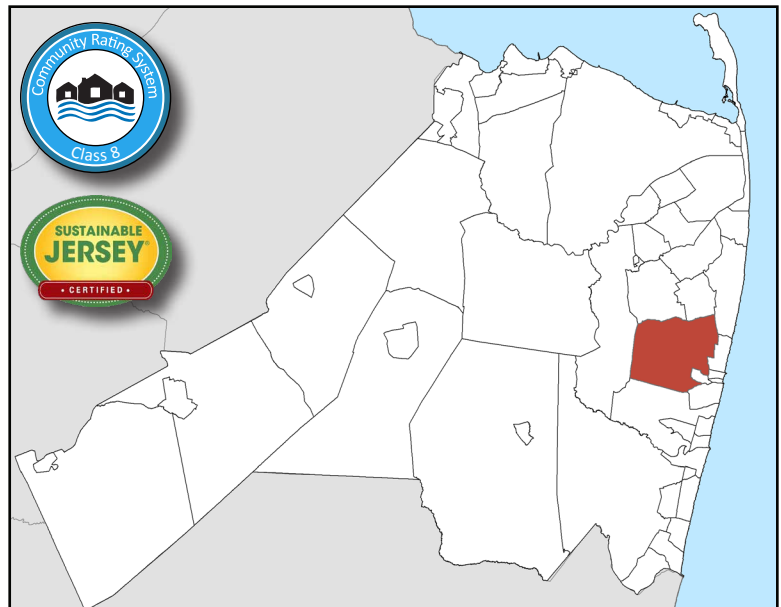
	Number	Percent
Mgmt, business, science, arts	5,875	42.9%
Service	2,243	16%
Sales, office	3,561	26.0%
Natural resources, construction, maintenance	807	5.9%
Production, transportation, materials, moving	1,198	8.8%

2017 Resident Unemployment

Number	Percent
582	3.9%



Age Composition 2010



Topical Planning Issues

Ocean Township is divided into three distinct areas. The Wayside Area, stretching from Route 35 to the western township boundary, is primarily comprised of single-family homes and medium-density residential complexes. Between Routes 18 and 35, development consists of medium-density residential complexes, with big box/strip retail along Route 35. To the east of Route 35, the Oakhurst and Wanamassa neighborhoods form the oldest part of Ocean Township.

Capitalizing on its stable population and desirable location, Ocean Township has experienced economic growth throughout the municipality, with commercial concentrations along the Route 35 corridor and in the industrial park. The Affordable Housing Alliance, in partnership with a private developer using Super Storm Sandy relief funds and Low Income Housing Tax Credits, developed a 48 unit affordable apartment community on Cindy Lane in 2018.

During 2016, Ocean Township implemented its Bicycle and Pedestrian Network Plan by constructing bike lanes along Logan Road and Sunset Avenue. The plan intends to build off existing infrastructure and recreational trails to create a network of pedestrian and bicycle paths connecting neighborhoods to schools, parks, places of worship, recreational facilities, and shopping. In 2017, residents approved an open space tax to provide for purchasing, preservation, and maintenance of open space in the Township. In 2018 the Township was awarded a Sustainable Jersey grant to complete their first Environmental Resource Inventory.

Median Household Income: \$82,941
Median Housing Value: \$400,000
Median Rent: \$995/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	2,669.7	44.9%
Apartment	272.7	4.6%
Commercial	804.6	13.5%
Industrial	0.0	0.0%
Farmland	34.6	0.6%
Vacant	343.8	5.8%
Public	794.4	13.4%
Public School	172.8	2.9%
Other School	27.4	0.5%
Church	101.3	1.7%
Cemetery	2.4	0.0%
Rail	1.6	0.0%
Other Exempt	371.7	6.3%
Unknown	348.9	5.9%

Source: Monmouth County Board of Taxation (2018)

Oceanport

Median Age (2010): 44.4

Sitting at the headwaters of the Shrewsbury River, Oceanport encompass approximately 3.10 square miles. Prior to the extension of rail lines through Monmouth County, Oceanport played an important role in the shipping of local agricultural harvests to New York. The Borough of Oceanport was officially incorporated in 1920 from portions of Eatontown Township. A shore tradition since 1870, the third reiteration of Monmouth Park opened in June 1946 after the New Jersey Legislature passed a bill permitting wagers on horse racing. Drawing thousands of spectators every summer, Monmouth Park's new restaurant, Blu Grotto, opened in the summer of 2016.

Source: www.oceanportboro.com



Old Wharf Park

Demographics

Total Population

Year	Number
1980	5,888
1990	6,146
2000	5,807
2010	5,832

2010 Race and Ethnicity

	Number	Percent
White	5,445	93.4%
Black	175	3.0%
Asian	93	1.6%
Other	119	2.0%
Hispanic Origin	236	4.0%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	143	3.4%
High school graduate only	959	22.6%
Some college or associate's	910	21.5%
Bachelor's or grad. degree	2,227	52.5%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	2,460	100.0%
Owner-Occupied	1,776	72.2%
Renter-Occupied	356	14.5%
Vacant	328	13.3%

Seasonal

0

Avg. Household Size 2.69

Housing Units

(2013-2017)

	Number	Percent
Single Detached	2,053	83.5%
Single Attached	103	4.2%
2-4 Units	25	1.0%
5-9 Units	0	0.0%
10+ Units	279	11.3%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$9,675
Net Valuation (2018)	\$1.3 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	2,142	75.2%
Employed outside Monmouth Co.	705	24.8%

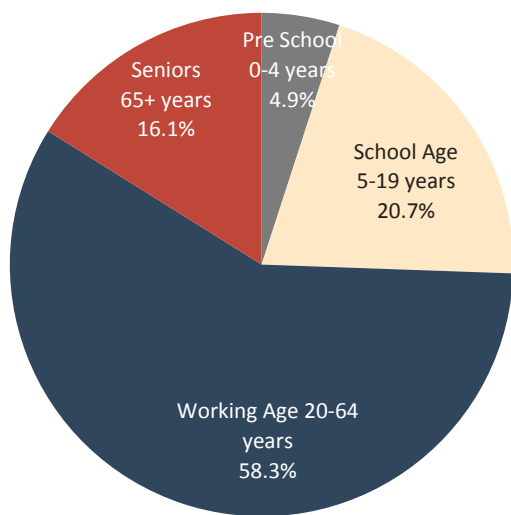
Type of Employment

16 Years and Older (2013-2017)

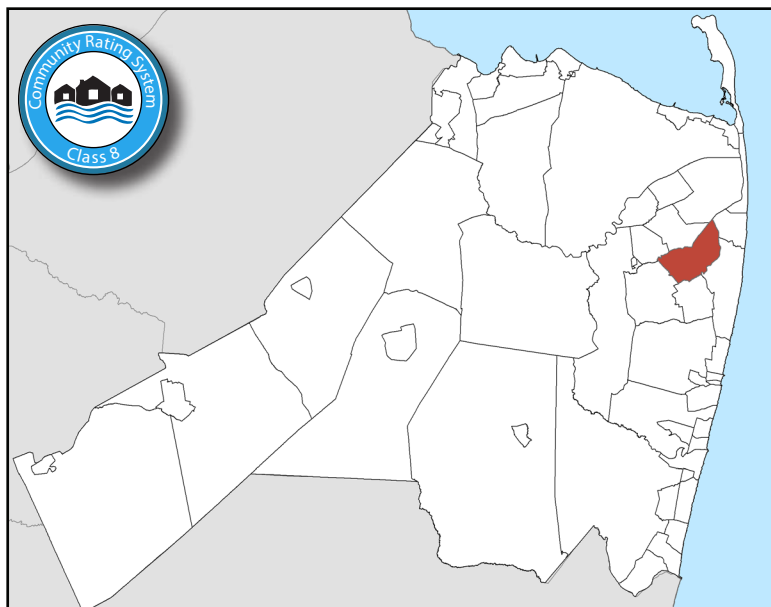
	Number	Percent
Mgmt, business, science, arts	1,424	50.0%
Service	391	14%
Sales, office	742	26.1%
Natural resources, construction, maintenance	188	6.6%
Production, transportation, materials, moving	101	3.5%

2017 Resident Unemployment

Number	Percent
121	4.1%



Age Composition 2010



Topical Planning Issues

During 2016, the Fort Monmouth Economic Revitalization Authority (FMERA) purchased the remaining 560 acres from the U.S. Army to accelerate a proactive approach in attracting developers and creating job growth in the County. The County backed the loans, allowing FMERA to take advantage of the County's AAA bond rating. In January 2017, Monmouth County opened the County Route 537 Extension through the Fort property reconnecting Route 35 in Eatontown to Oceanport Avenue in Oceanport in a concerted effort to support further redevelopment on the Fort property. At around the same time, it was announced that the borough was to receive \$2.1 million in federal grants to reimburse 90% of the cost to replace its public works and police building. In December 2017 the Borough demolished the Sandy damaged municipal building. Borough officials hope to have a brand new municipal complex on the Fort grounds fully operational by the end of 2019.

In 2018, Oceanport Borough saw the first redeveloped residential Fort property to be offered to the public for purchase. Called East Gate, the original buildings are part of the Fort Monmouth Historic District and are comprised of single-family homes, duplexes and townhomes constructed between 1929 and 1936. East Gate was the recipient of a 2018 Monmouth County Planning Board Merit Award for its adaptive reuse of historic structures.

Oceanport is home to the Monmouth Park Racetrack. In June 2018, Monmouth Parks began accepting sports bets after the racetrack's owner, the New Jersey Thoroughbred Horseman's Association, won its legal battle before the U.S. Supreme Court.

Median Household Income: \$107,571
Median Housing Value: \$441,600
Median Rent: \$1,127/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	659.6	36.8%
Apartment	0.0	0.0%
Commercial	277.7	15.5%
Industrial	0.0	0.0%
Farmland	5.4	0.3%
Vacant	146.3	8.2%
Public	280.5	15.6%
Public School	17.6	1.0%
Other School	0.0	0.0%
Church	1.8	0.1%
Cemetery	23.8	1.3%
Rail	0.0	0.0%
Other Exempt	370.6	20.7%
Unknown	10.0	0.6%

Source: Monmouth County Board of Taxation (2018)

Red Bank

Median Age (2010): 35.2

Red Bank is a popular year-round town with a thriving fine and performing arts district, active retail and an eclectic dining culture. Located along the southern banks of the Navesink River, Red Bank has an area of 1.75 square miles. Red Bank began to grow in the latter part of the 19th century when it started transporting freight to New York via steamboat and railroad. The Borough continued to thrive until the 1980's, when nearby sprawling shopping malls pushed local businesses in Red Bank's downtown out of business. In the early 1990's, the Borough created the Red Bank RiverCenter to redevelop the downtown corridor and designated the downtown as a "Special Improvement District," jump-starting redevelopment efforts that continue into present day.

Sources: www.redbanknj.org, www.visit.redbank.com



Businesses along Broad Street

Demographics

Total Population

Year	Number
1980	12,031
1990	10,636
2000	11,844
2010	12,206

2010 Race and Ethnicity

	Number	Percent
White	7,714	63.2%
Black	1,516	12.4%
Asian	226	1.9%
Other	2,750	22.5%
Hispanic	4,198	34.4%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	1,861	21.6%
High school graduate only	1,651	19.2%
Some college or associate's	1,637	19.0%
Bachelor's or grad. degree	3,465	40.2%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	5,573	100.0%
Owner-Occupied	2,398	43.0%
Renter-Occupied	2,710	48.6%
Vacant	465	8.3%
Seasonal	98	

Avg. Household Size 2.36

Housing Units

(2013-2017)

	Number	Percent
Single Detached	2,272	40.8%
Single Attached	548	9.8%
2-4 Units	1,110	19.9%
5-9 Units	290	5.2%
10+ Units	1,353	24.3%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$7,645
Net Valuation (2018)	\$2.1 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	5,302	76.3%
Employed outside Monmouth Co.	1,648	23.7%

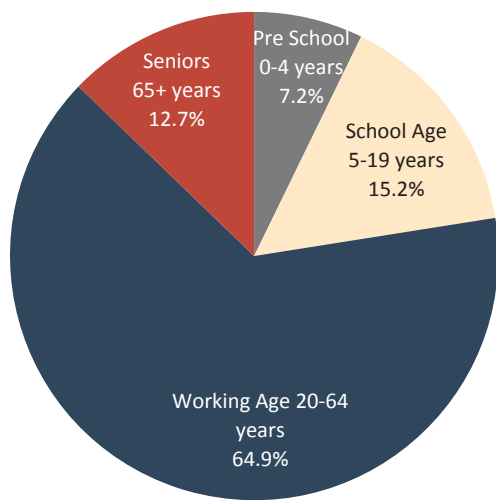
Type of Employment

16 Years and Older (2013-2017)

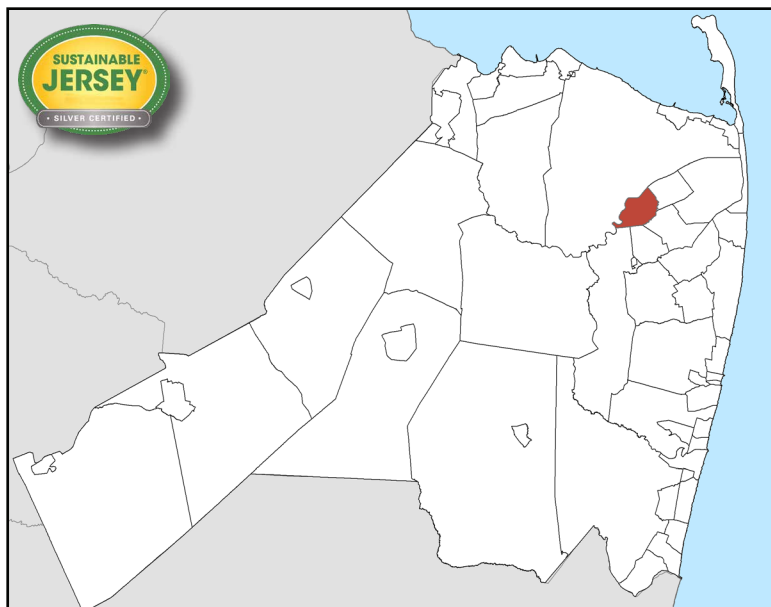
	Number	Percent
Mgmt, business, science, arts	2,976	41.9%
Service	1,672	24%
Sales, office	1,349	19.0%
Natural resources, construction, maintenance	604	8.5%
Production, transportation, materials, moving	507	7.1%

2017 Resident Unemployment

Number	Percent
221	3.2%



Age Composition 2010



Topical Planning Issues

With its location along the New Jersey Transit North Jersey Coast Line (NJCL), popular arts district, and demand for luxury rentals, there is high competition among developers to build in Red Bank. One new project includes a mixed-use, artist loft project on a former lumber yard site, located at the intersection of West Front Street and Bridge Avenue. The West Side Lofts opened in the spring of 2015, with 92 rental units, 13,000 sq. ft. of retail space (including Triumph Brewery as the main retail component), a parking garage, and 6 live/work artist lofts.

Red Bank is home to a growing performing and visual arts culture. In 2018, the Count Basie Center for the Arts in Red Bank changed the name of its main performance space from Count Basie Theatre to Hackensack Meridian Health Theater. In September 2017, The Count Basie Center for the Arts broke ground on a \$23 million expansion that would transform the Basie's area of Monmouth Street into an arts, entertainment, and education campus spanning a full city block. Red Bank remains one of the largest cultural hubs in the County. Other arts organizations include the Art Alliance of Monmouth County and Monmouth Arts, the County's official arts agency. With the assistance of Monmouth Arts, the Monmouth County (MoCo) Arts Corridor was created. MoCo serves as a partnership between government agencies, civic groups, artists, businesses, educational institutions, tourism, and public transportation, highlighting cultural destinations along the NJCL. Lastly, in 2018 the T. Thomas Fortune House Historical Renovation and Preservation Project received a Planning Merit Award from the Monmouth County Planning Board. This African American cultural center is expected to open in 2019.

Median Household Income: \$75,114
Median Housing Value: \$369,400
Median Rent: \$1,292/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	440.7	46.6%
Apartment	38.6	4.1%
Commercial	153.0	16.2%
Industrial	14.3	1.5%
Farmland	0.0	0.0%
Vacant	49.2	5.2%
Public	61.8	6.5%
Public School	29.3	3.1%
Other School	0.0	0.0%
Church	40.8	4.3%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	36.2	3.8%
Unknown	81.6	8.6%

Source: Monmouth County Board of Taxation (2018)

Roosevelt

Median Age (2010): 45.8

Located in the Panhandle region between Upper Freehold Township and Millstone Township, the Borough of Roosevelt has a land area of 1.93 square miles. Established as Jersey Homesteads in 1937, the Borough was built under the Roosevelt Administration as a New Deal farming and manufacturing cooperative project. Renamed Roosevelt Borough in 1945, the town has retained much of its original architecture and appearance with relatively low-to-moderate density single-family residential units, surrounded by preserved open space and farmland. In recognition of its part in local and national history, the entire municipality earned a place on the National Register of Historic Places in 1983.



Roosevelt Memorial & Amphitheater

Source: www.web2sons.org

Demographics

Total Population

Year	Number
1980	835
1990	884
2000	933
2010	882

2010 Race and Ethnicity

	Number	Percent
White	816	92.5%
Black	8	0.9%
Asian	28	3.2%
Other	30	3.4%
Hispanic Origin	52	5.9%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	22	3.8%
High school graduate only	138	23.6%
Some college or associate's	149	25.5%
Bachelor's or grad. degree	275	47.1%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	293	100.0%
Owner-Occupied	245	83.6%
Renter-Occupied	34	11.6%
Vacant	14	4.8%
Seasonal	2	

Avg. Household Size 2.9

Housing Units

(2013-2017)

	Number	Percent
Single Detached	197	67.2%
Single Attached	73	24.9%
2-4 Units	16	5.5%
5-9 Units	0	0.0%
10+ Units	7	2.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$7,522
Net Valuation (2018)	\$86 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	111	29.5%
Employed outside Monmouth Co.	265	70.5%

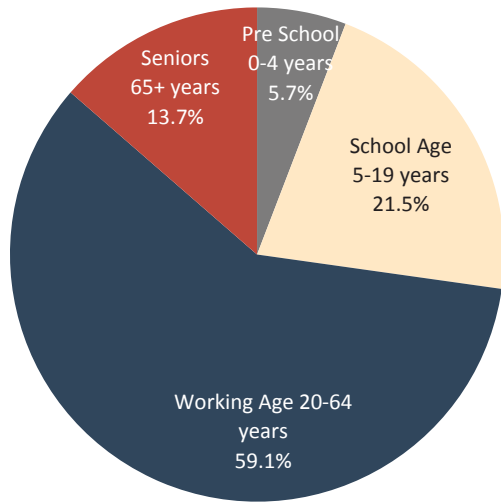
Type of Employment

16 Years and Older (2013-2017)

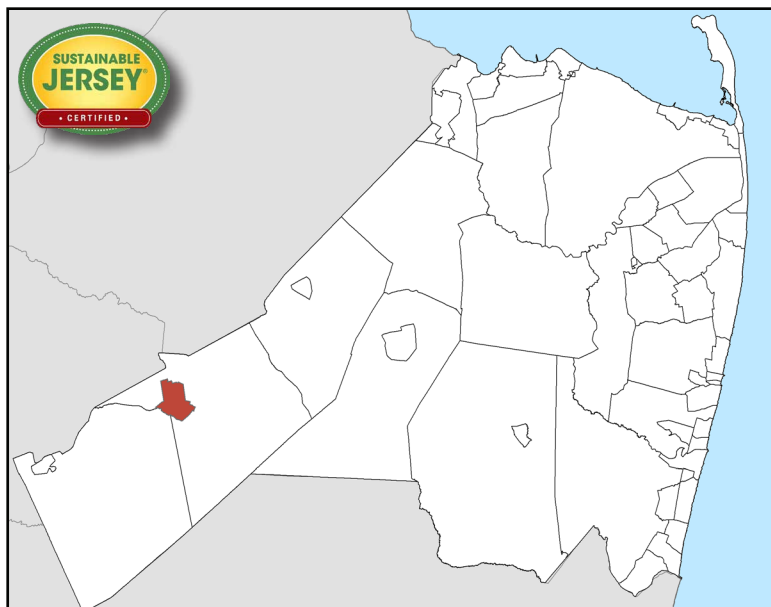
	Number	Percent
Mgmt, business, science, arts	226	55.8%
Service	51	13%
Sales, office	51	12.6%
Natural resources, construction, maintenance	33	8.1%
Production, transportation, materials, moving	44	10.9%

2017 Resident Unemployment

Number	Percent
18	4.3%



Age Composition 2010



Topical Planning Issues

Created as a new town from vacant farm land, the origins of Roosevelt's physical design can be traced to concepts of Ebenezer Howard's early 20th century Garden City Movement. The Borough's residences are integrated with community parks, a green belt of farmland, and conservation areas. According to the County's Panhandle Region Plan (2011), Roosevelt's municipal vision includes the continued preservation of open space, continuation of the green belt surrounding the Borough, protection of the Borough's historic character, and encouraging community retail uses within the village core. The Master Plan sets out to support the historic community planning principles upon which Roosevelt was designed and implemented. Rather than be a separate element, historic preservation is integrated into the overall planning elements of the Borough's Master Plan.

With the development of the Borough nearly complete, current land use issues focus on conservation and redevelopment. A majority of the open space green belts have been preserved through state or municipal ownerships, or by conservation easements. Planning issues that have arisen are linked to the historic nature of the Borough. One concern in recent years is the cost of maintaining water and sewer infrastructure within the Borough. While Roosevelt has no plans to expand the existing public water and sewer network, the original water system is still in use. Another issue identified by the community is private vehicle storage on small lots. With more vehicles per family and existing garages not large enough for some types of cars, parking areas and circulation congestion are issues within the Borough, impacting streetscape aesthetics.

Median Household Income: \$100,694
Median Housing Value: \$282,300
Median Rent: \$384/month

Source: 2013-2017 ACS; Median Rent Source: 2011-2015 ACS

Land Use		
	Assessed Acreage	Percent
Residential	219.1	18.5%
Apartment	1.8	0.2%
Commercial	6.8	0.6%
Industrial	4.9	0.4%
Farmland	196.6	16.6%
Vacant	1.4	0.1%
Public	572.2	48.3%
Public School	15.9	1.3%
Other School	0.0	0.0%
Church	1.8	0.2%
Cemetery	9.7	0.8%
Rail	0.0	0.0%
Other Exempt	0.0	0.0%
Unknown	154.7	13.1%

Source: Monmouth County Board of Taxation (2018)

Rumson

Median Age (2010): 41.6

The Borough of Rumson is situated on a picturesque peninsula bounded by the Navesink and Shrewsbury Rivers. Native American settlers called the land "Navarumsunk" which over the years was eventually shortened to Rumson. The Borough was first settled in 1665 as a result of English settlers purchasing the land from the Lenni Lenape Tribe through the Monmouth Patent. Officially incorporated in 1907, the Borough has a land area of 5.20 square miles, and is known for its estates and shady, tree-lined streets. These sprawling turn-of-the-century homes along the Shrewsbury and Navesink River were built as summer estates for wealthy New York City bankers and industrialists.



Hunt Street

Source: www.rumsonnj.gov

Demographics

Total Population

Year	Number
1980	7,623
1990	6,701
2000	7,137
2010	7,122

2010 Race and Ethnicity

	Number	Percent
White	6,924	97.2%
Black	18	0.3%
Asian	90	1.3%
Other	90	1.3%
Hispanic Origin	173	2.4%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	59	1.4%
High school graduate only	408	9.9%
Some college or associate's	714	17.4%
Bachelor's or grad. degree	2,920	71.2%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	2,473	100.0%
Owner-Occupied	1,983	80.2%
Renter-Occupied	241	9.7%
Vacant	249	10.1%
Seasonal	135	

Avg. Household Size 3.08

Housing Units

(2013-2017)

	Number	Percent
Single Detached	2,353	95.1%
Single Attached	68	2.7%
2-4 Units	52	2.1%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$19,589
Net Valuation (2018)	\$3.6 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,633	59.1%
Employed outside Monmouth Co.	1,128	40.9%

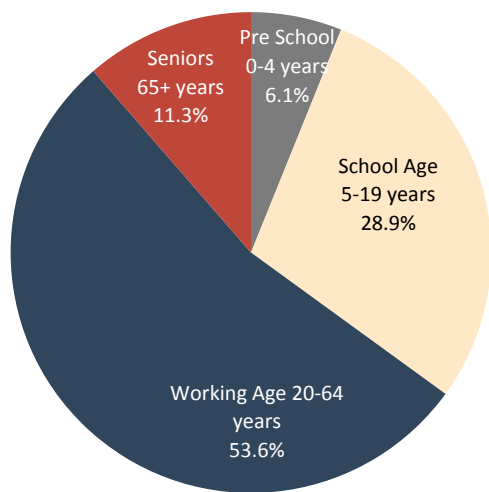
Type of Employment

16 Years and Older (2013-2017)

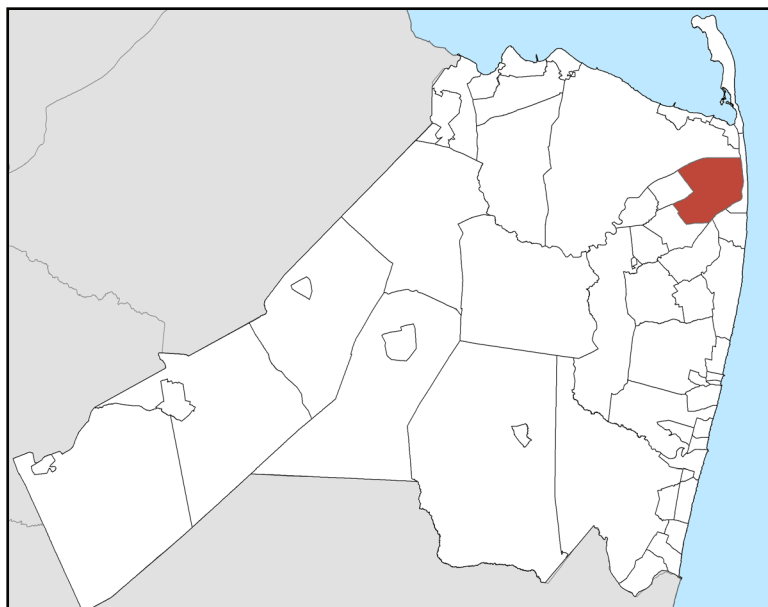
	Number	Percent
Mgmt, business, science, arts	1,523	53.7%
Service	316	11%
Sales, office	782	27.6%
Natural resources, construction, maintenance	116	4.1%
Production, transportation, materials, moving	101	3.6%

2017 Resident Unemployment

Number	Percent
91	3.0%



Age Composition 2010



Topical Planning Issues

In 2015, Rumson adopted a new Master Plan Reexamination Report in response to the significant damage caused by Superstorm Sandy. The Reexamination Report focused on resiliency and recovery, adding a Community Facilities and Resiliency Plan Element as well as an amended Stormwater Management Plan incorporating green infrastructure techniques.

The Monmouth University School of Science has partnered with the Borough of Rumson to establish the Monmouth Marine and Environmental Field Station on the Navesink River. The field station, located on the Borough's waterfront facility will be active year-round to monitor water levels for floods, test pollution, and house classes, sustainability programs, and laboratories. Monmouth University officials envision having real-time water quality reports that can be used in local science classrooms. The station will be essential in future flood prevention efforts and for the protection of the local fishing industry. Rumson is also part of the NJ FRAMES study area.

Parts of Rumson are within the Coastal Barrier Resource System (CBRS), making those areas ineligible for most new Federal expenditures in order to discourage development of coastal barriers. In 2018, the USFWS proposed the expansion of the CBRS in Rumson. USFWS is currently reviewing comments and will make final map change recommendations to Congress.

Median Household Income: \$158,229
Median Housing Value: \$1,048,500
Median Rent: \$2,485/month

Source: 2013-2017 ACS

Land Use

	Assessed Acreage	Percent
Residential	2,278.8	76.5%
Apartment	0.4	0.0%
Commercial	272.6	9.2%
Industrial	0.0	0.0%
Farmland	70.4	2.4%
Vacant	102.9	3.5%
Public	182.6	6.1%
Public School	33.6	1.1%
Other School	11.7	0.4%
Church	13.8	0.5%
Cemetery	0.5	0.0%
Rail	0.0	0.0%
Other Exempt	3.7	0.1%
Unknown	6.3	0.2%

Source: Monmouth County Board of Taxation (2018)

Sea Bright

Median Age (2010): 46.7

Sea Bright once served as a natural barrier full of tall, grass-topped sand dunes. In 1840, Sea Bright saw its first structure: a hotel offering fishing, fine sea bathing and access to the New York City via steamboat. In the 1860's, construction of the Raritan and Delaware Bay Railroad Line, in addition to the Jumping-Point Bridge, connected Sea Bright to Long Branch, New York, and Red Bank markets, transforming the Borough into a flourishing summer society of wealthy New Yorkers. Most of the historic buildings from this era however, have been altered or destroyed due to the rough coastal storms that hit the barrier spit. Over a century ago, Sea Bright built its iconic sea wall to protect the rail line (now Route 36) from coastal storms.



Ocean Ave. & Peninsula Ave.

Sources: www.livingplaces.com, <http://seabrightnj.org>

Demographics

Total Population

Year	Number
1980	1,812
1990	1,693
2000	1,818
2010	1,412

2010 Race and Ethnicity

	Number	Percent
White	1,335	94.5%
Black	11	0.8%
Asian	32	2.3%
Other	34	2.4%
Hispanic Origin	78	5.5%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	4	0.4%
High school graduate only	169	15.9%
Some college or associate's	235	22.1%
Bachelor's or grad. degree	654	61.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	1,130	100.0%
Owner-Occupied	484	42.8%
Renter-Occupied	231	20.4%
Vacant	415	36.7%
Seasonal	213	

Avg. Household Size 1.82

Housing Units

(2013-2017)

	Number	Percent
Single Detached	380	33.6%
Single Attached	204	18.1%
2-4 Units	122	10.8%
5-9 Units	117	10.4%
10+ Units	307	27.2%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$7,737
Net Valuation (2018)	\$738 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	314	45.5%
Employed outside Monmouth Co.	376	54.5%

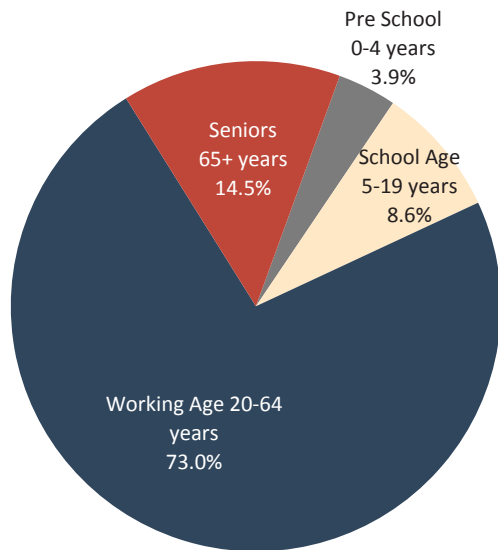
Type of Employment

16 Years and Older (2013-2017)

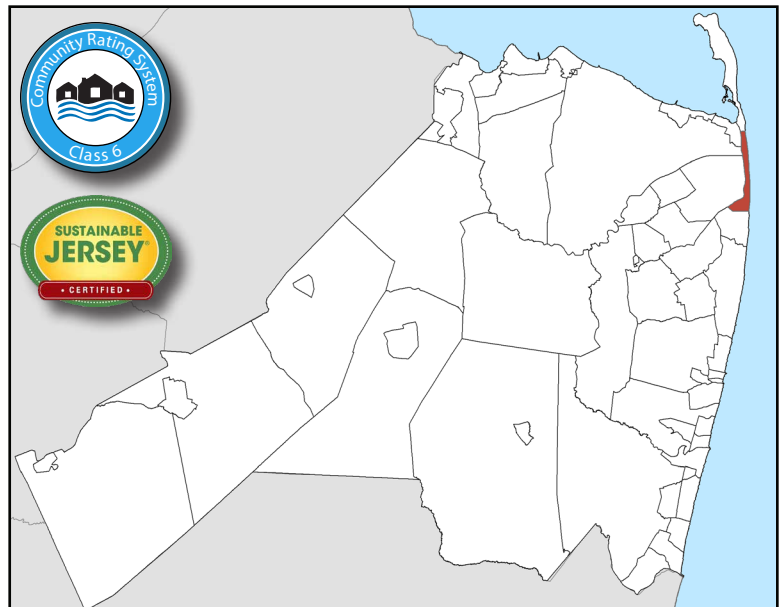
	Number	Percent
Mgmt, business, science, arts	393	55.6%
Service	83	12%
Sales, office	160	22.6%
Natural resources, construction, maintenance	59	8.3%
Production, transportation, materials, moving	12	1.7%

2017 Resident Unemployment

Number	Percent
33	3.7%



Age Composition 2010



Topical Planning Issues

The topical planning issue for Sea Bright has been rebuilding and resiliency since Superstorm Sandy. Recovery efforts included a community driven process named Sea Bright 2020 resulting in a Community Recovery Plan that prioritized a list of recovery projects. Sea Bright also took advantage of the “Getting to Resilience” tool developed by the New Jersey Department of Environmental Protection and Jacques Cousteau National Estuarine Research Reserve which examined Sea Bright’s Master Plan, ordinances, and data to determine the Borough’s preparedness for future storms and generated a resiliency recommendations report.

Pursuant to those recommendations, several projects were implemented. The Ocean Avenue Streetscape Improvements Project, completed in 2017, addressed numerous recovery and planning issues with the result being a safer, more accessible, and attractive downtown. The project included curb bump-outs at intersections, new sidewalks and crosswalks, stationary benches and trash receptacles, ADA-compliant ramps, decorative street lights, landscaping and street trees, and way-finding signage. The new beach pavilion/library, repaving of Ocean Avenue, and sea wall repair were completed in 2018. The new municipal complex is anticipated for completion in 2019.

Sea Bright’s updated Master Plan (2017) recommends building resiliency through development regulations. In 2018, the Borough amended its Flood Damage Prevention ordinance to require more stringent building elevations, beyond what is required by the NFIP, for new development and redevelopment in flood hazard areas. Sea Bright was recently accepted into the CRS program at a level 6 and is part of the NJ FRAMES study area.

Median Household Income: \$84,922
Median Housing Value: \$491,500
Median Rent: \$1,338/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	79.8	31.5%
Apartment	1.2	0.5%
Commercial	76.0	29.9%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	51.4	20.3%
Public	27.0	10.6%
Public School	0.0	0.0%
Other School	0.0	0.0%
Church	0.1	0.0%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	0.8	0.3%
Unknown	17.4	6.9%

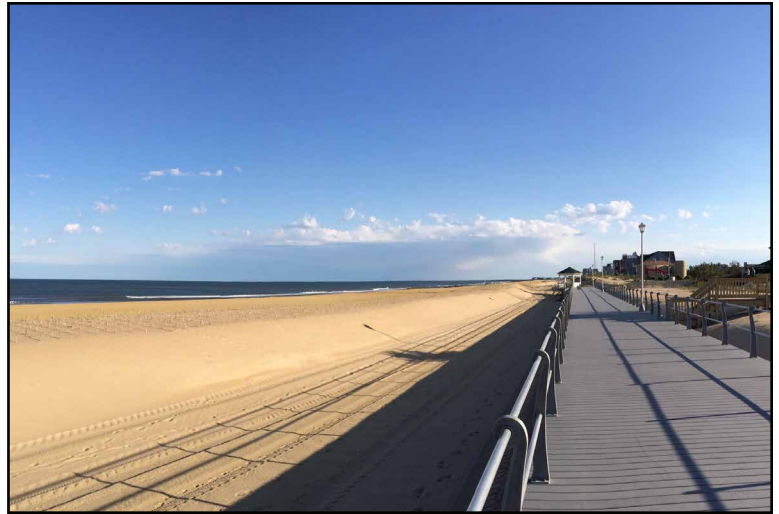
Source: Monmouth County Board of Taxation (2018)

Sea Girt

Median Age (2010): 53.5

In addition to its beautiful beach, Sea Girt is home to the New Jersey National Guard, created in 1887 as a permanent summer training and mobilization camp for New Jersey Guardsmen. These Guardsmen served in the Spanish American War, Mexican Border Campaign of 1916, and both World Wars. The Sea Girt National Guard Training Center, operated by the National Guard, houses the National Guard Militia Main Museum of New Jersey. Officially becoming a borough in 1917, Sea Girt is roughly 1.05 square miles. Sea Girt is a quiet seaside community with a small commercial district along County Road 49. The Borough offers historic bed and breakfasts, a quiet residential community, a large oceanfront park, and an active boardwalk spanning just about a mile.

Source: <http://seagirtboro.com>



Sea Girt Boardwalk

Demographics

Total Population

Year	Number
1980	2,650
1990	2,099
2000	2,148
2010	1,828

2010 Race and Ethnicity

	Number	Percent
White	1,812	99.1%
Black	0	0.0%
Asian	4	0.2%
Other	12	0.7%
Hispanic Origin	30	1.6%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	5	0.4%
High school graduate only	184	13.3%
Some college or associate's	228	16.5%
Bachelor's or grad. degree	962	69.8%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	1,290	100.0%
Owner-Occupied	745	57.8%
Renter-Occupied	35	2.7%
Vacant	510	39.5%
Seasonal	424	

Avg. Household Size 2.19

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,215	96.4%
Single Attached	6	0.5%
2-4 Units	30	2.4%
5-9 Units	0	0.0%
10+ Units	9	0.7%
Mobile Homes & Other	30	

Taxes

Average Residential Property Tax (2017)	\$12,634
Net Valuation (2018)	\$2.5 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	370	54.8%
Employed outside Monmouth Co.	305	45.2%

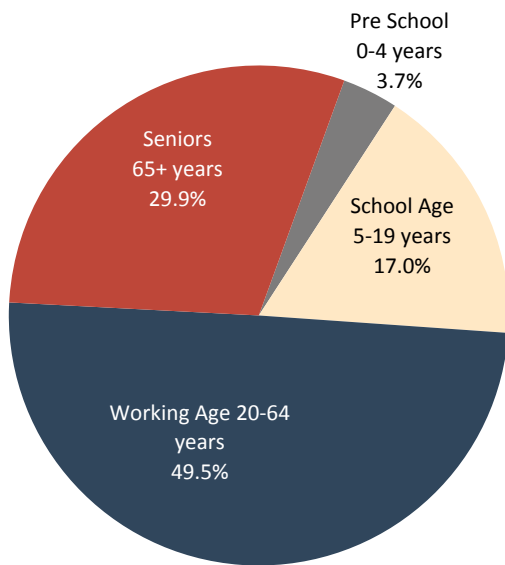
Type of Employment

16 Years and Older (2013-2017)

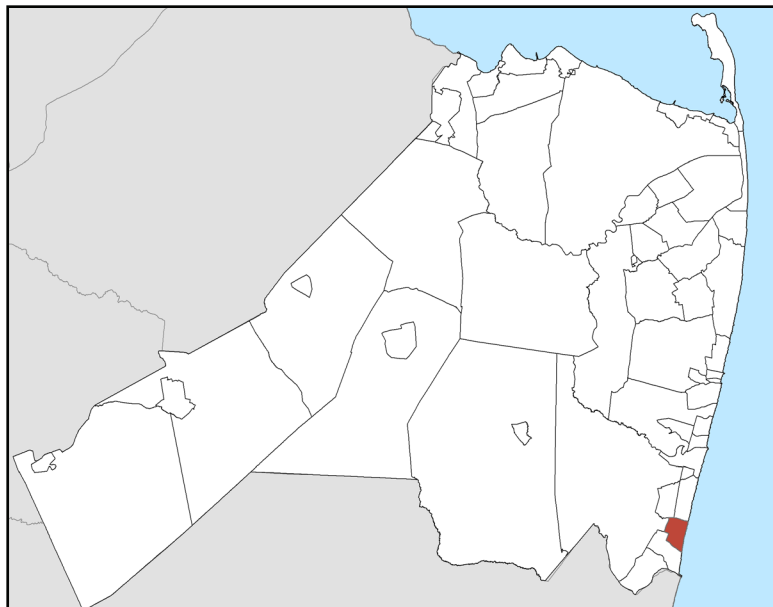
	Number	Percent
Mgmt, business, science, arts	339	49.9%
Service	69	10%
Sales, office	210	30.9%
Natural resources, construction, maintenance	33	4.9%
Production, transportation, materials, moving	29	4.3%

2017 Resident Unemployment

Number	Percent
24	2.9%



Age Composition 2010



Topical Planning Issues

The 2008 Borough Master Plan Re-Examination Report recommended rezoning the 168-acre National Guard Training Center property from “Residential” to “Recreational Open Space,” as the site is ideal for active and passive recreation should it no longer function as a training camp. Following the Report’s recommendation, the Borough adopted Ordinance 09-2008 making the zoning change. The purpose of the zone change is “to preserve passive and active recreational uses, provide adequate light, air, and open space which promotes appropriate population densities and preserves the land and natural resources,”

Starting in 2013, Sea Girt reconstructed their dune system destroyed by Superstorm Sandy. The dunes were refurbished with sand and 4,000 plugs of dune grass from the Pinelands. Phase II of the Borough’s beach grass planting and dune restoration project began in October 2014, hosted by the Surfrider Foundation: Jersey Shore Chapter. The dune grass was planted on top of the newly constructed dunes, two blocks along Sea Girt’s beach. The event was a part of the Rethink the Jersey Shore campaign to promote community resiliency and sustainability.

Median Household Income: \$126,667
Median Housing Value: \$1,404,000
Median Rent: \$2,094/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	259.7	44.2%
Apartment	0.0	0.0%
Commercial	8.6	1.5%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	12.1	2.1%
Public	293.9	50.0%
Public School	4.9	0.8%
Other School	0.0	0.0%
Church	2.2	0.4%
Cemetery	0.0	0.0%
Rail	5.4	0.9%
Other Exempt	0.3	0.0%
Unknown	0.5	0.1%

Source: Monmouth County Board of Taxation (2018)

Shrewsbury Borough

Median Age
(2010): 44.3

Shrewsbury Borough (as it exists today) was formed in 1926, encompassing 2.3 square miles. Shrewsbury is one of the earliest settlements in Monmouth County. Historically an old crossroads village, Shrewsbury has a National Historic District at the intersection of Sycamore Avenue and Broad Street, known as "Historic Four Corners." Shrewsbury is home to several late 18th to early 20th century homes and churches, including the Christ Church and the Allen House, which were both listed on the National Register of Historic Places in 1978. Commercial development in the borough is located along Route 35, and 1950's suburban development lies in the northern and eastern sections of the borough.



Christ Church at the Intersection of Sycamore Ave. & Broad St.

Sources: Shrewsbury Master Plan (2014), www.livingplaces.com

Demographics

Total Population

Year	Number
1980	2,962
1990	3,096
2000	3,590
2010	3,809

2010 Race and Ethnicity

	Number	Percent
White	3,642	95.6%
Black	25	0.7%
Asian	81	2.1%
Other	61	1.6%
Hispanic	95	2.5%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	85	3.1%
High school graduate only	496	17.8%
Some college or associate's	522	18.7%
Bachelor's or grad. degree	1,682	60.4%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	1,516	100.0%
Owner-Occupied	1,331	87.8%
Renter-Occupied	119	7.8%
Vacant	66	4.4%
Seasonal	0	

Avg. Household Size 2.7

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,366	90.1%
Single Attached	122	8.0%
2-4 Units	8	0.5%
5-9 Units	12	0.8%
10+ Units	8	0.5%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$11,521
Net Valuation (2018)	\$1.2 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,207	65.9%
Employed outside Monmouth Co.	624	34.1%

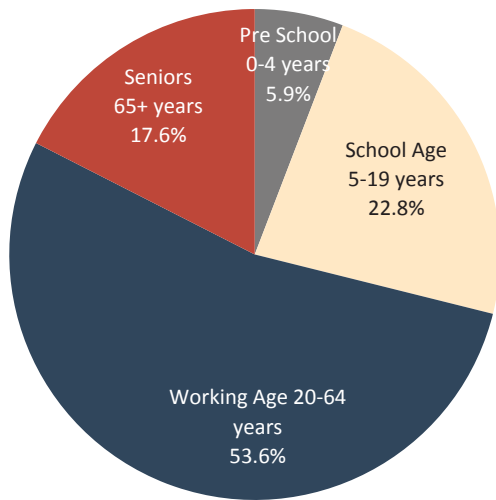
Type of Employment

16 Years and Older (2013-2017)

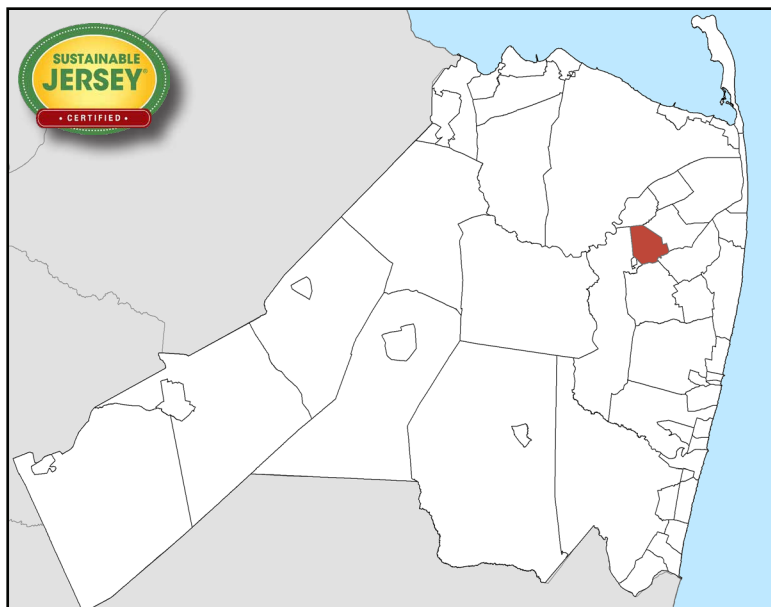
	Number	Percent
Mgmt, business, science, arts	912	49.2%
Service	201	11%
Sales, office	561	30.2%
Natural resources, construction, maintenance	103	5.6%
Production, transportation, materials, moving	78	4.2%

2017 Resident Unemployment

Number	Percent
65	3.0%



Age Composition 2010



Topical Planning Issues

In 2006, the Borough adopted its Municipal Stormwater Management Plan which outlines the strategy for the Borough to address stormwater-related impacts, such as groundwater recharge, stormwater quantity, and stormwater quality impacts by incorporating stormwater design and performance standards for new major development. In 2007, the Mayor and Council of the Borough of Shrewsbury endorsed and supported the Historic Preservation Revitalization Act, creating a 25 percent investment tax credit for owners of historic residential and commercial properties who substantially rehabilitate their properties. This Act aligns with the Borough's vision to protect the historic small town character of Shrewsbury (Coastal Monmouth Plan, 2010). The Monmouth County Virtual Culture and Heritage Tours program (2018) reinforces this small community's historic significance by showcasing a number of buildings in and around the historic four corners district along two tour routes.

In 2012, Shrewsbury became Sustainable Jersey certified, saving the Borough money by implementing practices that lead to lower energy bills, while giving the Borough access to training and tools for developing a comprehensive sustainable community program. In 2013, Shrewsbury created a Sustainability Element to its Master Plan, which established a framework to guide the transformation of the Borough. The sustainable focus enacted governmental policies to ensure the preservation of a healthy, natural environment and a prosperous local economy. In addition to sustainability, the Borough of Shrewsbury has focused their planning efforts on stormwater management strategies and historic preservation.

Median Household Income: \$122,321
Median Housing Value: \$530,100
Median Rent: \$2,250/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	652.4	53.0%
Apartment	0.0	0.0%
Commercial	292.0	23.7%
Industrial	0.0	0.0%
Farmland	14.7	1.2%
Vacant	107.4	8.7%
Public	111.8	9.1%
Public School	10.1	0.8%
Other School	1.3	0.1%
Church	13.3	1.1%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	5.6	0.5%
Unknown	22.0	1.8%

Source: Monmouth County Board of Taxation (2018)

Shrewsbury Township

Median Age
(2010): 41.9

Shrewsbury Township was one of the original three townships located within Monmouth County, dating back to 1693. At the time of inception, the Township covered almost 1,000 square miles, ranging from the Navensink River to all of present-day Ocean County. After several municipalities seceded from the Township to create their own municipality (e.g. Red Bank, Eatontown, and Shrewsbury Borough), the U.S. Army, in cooperation with the Federal Public Housing Authority, bought the remaining land in Shrewsbury Township and constructed 265 homes during World War II (accommodating the influx of personnel assigned to Fort Monmouth). The Township now encompasses 0.1 square miles and is the smallest municipality, in terms of land area, in the County.

Source: www.army.mil/info/organization/cecom/



Entrance to Shrewsbury Township

Demographics

Total Population

Year	Number
1980	995
1990	1,098
2000	1,098
2010	1,141

2010 Race and Ethnicity

	Number	Percent
White	823	72.1%
Black	163	14.3%
Asian	75	6.6%
Other	80	7.0%
Hispanic	161	14.1%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	73	8.7%
High school graduate only	252	30.2%
Some college or associate's	285	34.1%
Bachelor's or grad. degree	225	26.9%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	534	100.0%
Owner-Occupied	296	55.4%
Renter-Occupied	203	38.0%
Vacant	35	6.6%
Seasonal	8	

Avg. Household Size 2.24

Housing Units

(2013-2017)

	Number	Percent
Single Detached	19	3.6%
Single Attached	265	50.5%
2-4 Units	38	7.2%
5-9 Units	115	21.9%
10+ Units	88	16.8%
Mobile Homes & Other	9	

Taxes

Average Residential Property Tax (2017)	\$4,590
Net Valuation (2018)	\$58 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	560	76.7%
Employed outside Monmouth Co.	170	23.3%

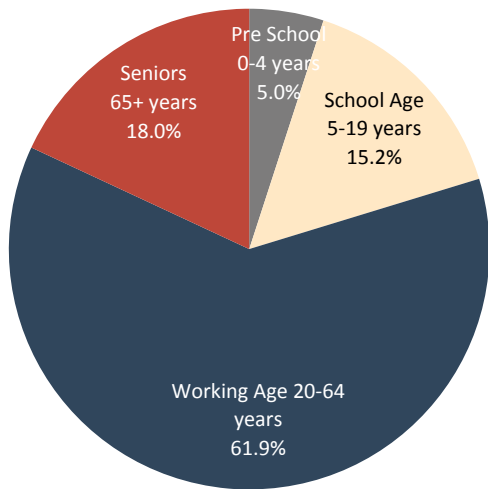
Type of Employment

16 Years and Older (2013-2017)

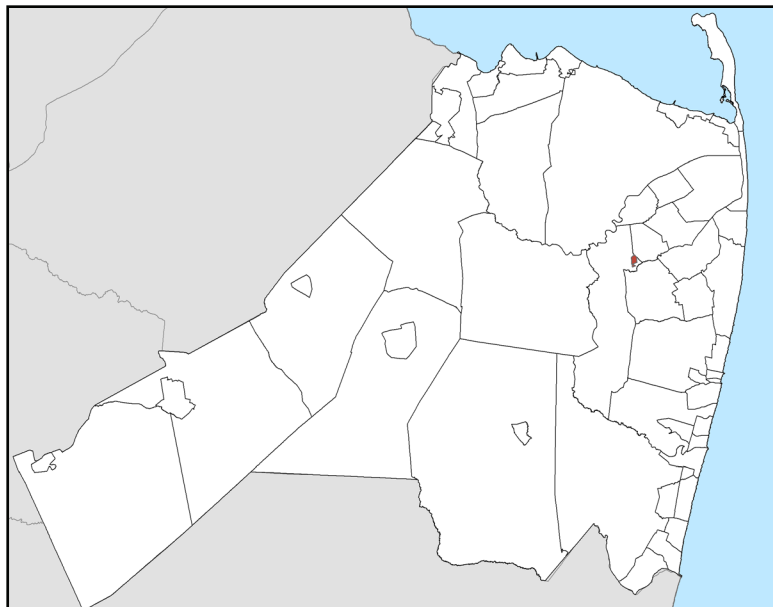
	Number	Percent
Mgmt, business, science, arts	181	24.6%
Service	225	31%
Sales, office	197	26.8%
Natural resources, construction, maintenance	70	9.5%
Production, transportation, materials, moving	62	8.4%

2017 Resident Unemployment

Number	Percent
28	4.8%



Age Composition 2010



Topical Planning Issues

According to the County's Coastal Monmouth Plan (2010), Shrewsbury Township's vision is to maintain and improve existing facilities. Their "Top Planning Issues," which were also identified in the Plan included enlarging the Municipal Building/Community Center, maintaining infrastructure, and addressing insufficient parking.

In 2014, the Township announced it was awarded a Community Development Block Grant (CDBG) for the completion of a new gym at the community center. Shrewsbury Township also authorized a feasibility study to determine costs to update the Township's electrical facilities, repair the Township's recycling area, and create a snow plowing agreement with Shrewsbury Woods.

On their municipal website, Shrewsbury Township has public information available on solutions to stormwater pollution. Stormwater Best Practices has remained a focus of the Township since 2008, when the Township first adopted the Municipal Stormwater Management Plan and a Stormwater Control Ordinance.

Recent planning issues in the Township include shared service agreements between Shrewsbury Township and the Borough of Red Bank for Certified Recycling Services and Municipal Court. There is also a shared service agreement between the Township and the Borough of Shrewsbury for website maintenance and fire protection services. Because the community is comprised of former military housing, a large portion of residents live in an apartment complex. In 2018 the Township Committee adopted a rent control ordinance to protect tenant affordability.

Median Household Income: \$57,697
Median Housing Value: \$121,200
Median Rent: \$1,208/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	13.3	24.6%
Apartment	36.9	68.3%
Commercial	0.0	0.0%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	0.0	0.0%
Public	3.9	7.2%
Public School		0.0%
Other School	0.0	0.0%
Church	0.0	0.0%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	0.0	0.0%
Unknown	0.0	0.0%

Source: Monmouth County Board of Taxation (2018)

Spring Lake

Median Age (2010): 51.9

Spring Lake Borough has maintained much of the aura from its Victorian heyday with picturesque homes and small-town charm. Commonly known as the “Jewel of the Jersey Shore,” the Borough was originally developed as a summer getaway for the 19th century industry barons with grand waterfront hotels and homes. With a land area of 1.30 square miles and two miles of beach front, the Borough continues to serve as a popular summer tourist destination. Named for the lake located within the center of town, Spring Lake was formed as a borough in 1892. This lake serves as a popular spot for leisure and recreation. The Spring Lake boardwalk has been recognized as the longest, uninterrupted, non-commercial boardwalk in the State of New Jersey.

Source: www.springlakeboro.org



Spring Lake

Demographics

Total Population

Year	Number
1980	4,215
1990	3,499
2000	3,567
2010	2,993

2010 Race and Ethnicity

	Number	Percent
White	2,922	97.6%
Black	8	0.3%
Asian	30	1.0%
Other	33	1.1%
Hispanic	57	1.9%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	17	0.8%
High school graduate only	466	21.1%
Some college or associate's	373	16.9%
Bachelor's or grad. degree	1,355	61.3%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	2,203	100.0%
Owner-Occupied	984	44.7%
Renter-Occupied	257	11.7%
Vacant	962	43.7%
Seasonal	739	

Avg. Household Size 2.4

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,746	80.1%
Single Attached	82	3.8%
2-4 Units	150	6.9%
5-9 Units	24	1.1%
10+ Units	177	8.1%
Mobile Homes & Other	24	

Taxes

Average Residential Property Tax (2017)	\$12,203
Net Valuation (2018)	\$4.1 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	756	59.7%
Employed outside Monmouth Co.	510	40.3%

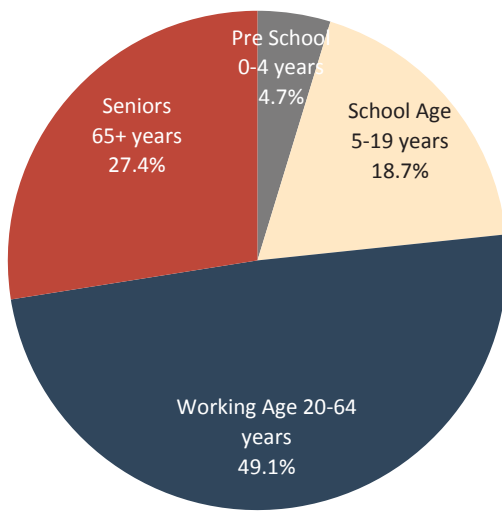
Type of Employment

16 Years and Older (2013-2017)

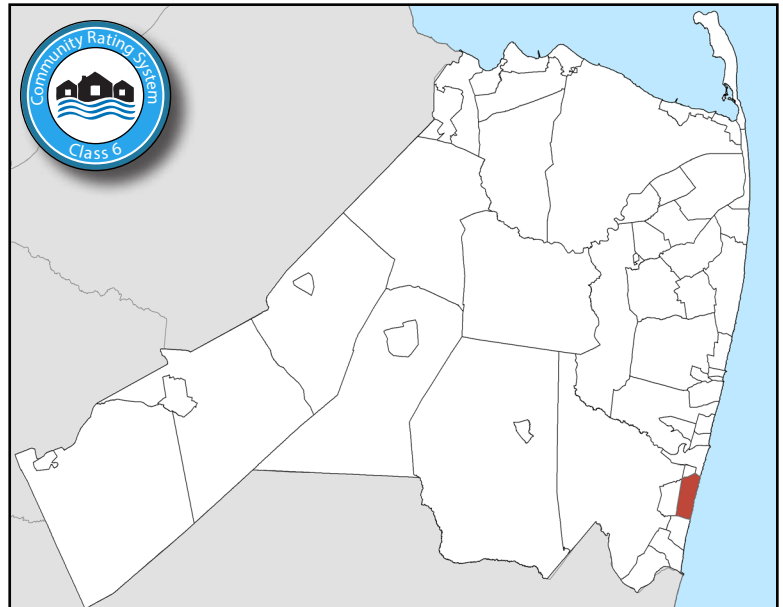
	Number	Percent
Mgmt, business, science, arts	708	55.9%
Service	76	6%
Sales, office	305	24.1%
Natural resources, construction, maintenance	37	2.9%
Production, transportation, materials, moving	140	11.1%

2017 Resident Unemployment

Number	Percent
38	3.3%



Age Composition 2010



Topical Planning Issues

Early planners established the Borough's street grid system and varied lot sizes. The open spaces preserved in this early period of development continue to be prevalent within the borough today. One of the primary goals put forth within the 2010 Master Plan is to take advantage of the popularity of Spring Lake's beaches and strengthen its remaining hotels, bed & breakfasts, and retail establishments. These businesses are recognized as significant contributors towards the architectural heritage and unique character of the Borough. Proposals included collaborating with the Chamber of Commerce and the Business Improvement District to implement wayfinding signage and information programs targeted to the beachfront. To encourage a vibrant downtown, Borough officials passed measures to limit ground floor office space, permit outdoor dining, and created the Spring Lake Business Improvement District.

Spring Lake's Master Plan addresses the continuing pressure for single-family homes to be replaced, expanded, and/or modernized. With the new construction and revitalization of the Borough's housing stock, Spring Lake is addressing new appropriate housing sizes to keep the residential character consistent within the existing neighborhoods. Another significant planning issue for the Borough is flooding concerns due to its coastal lakes and proximity to the ocean. In 2016, the Wreck Pond Inlet and Dunes Restoration Project was completed. The NJDEP developed Wreck Pond Restoration Action Plan included dredging and berm construction to address water quality issues and provide flood mitigation.

Median Household Income: \$88,679
Median Housing Value: \$1,420,900
Median Rent: \$1,732/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	424.0	60.1%
Apartment	0.0	0.0%
Commercial	19.4	2.8%
Industrial	0.5	0.1%
Farmland	0.0	0.0%
Vacant	17.5	2.5%
Public	219.7	31.1%
Public School	3.4	0.5%
Other School	4.3	0.6%
Church	2.9	0.4%
Cemetery	0.0	0.0%
Rail	11.7	1.7%
Other Exempt	0.9	0.1%
Unknown	1.1	0.2%

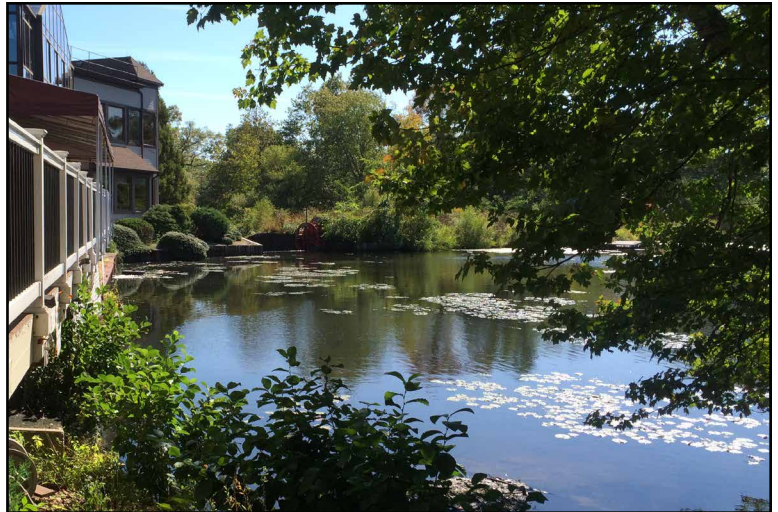
Source: Monmouth County Board of Taxation (2018)

Spring Lake Heights

Median Age (2010):
49.6

Located in the County's southern coastal region, the 1.30 square mile borough of Spring Lake Heights was established in 1927. Residents of two village sections in Wall Township, known as Lake Como and Villa Park, passed a public referendum to secede and incorporate as a Borough, now known as Spring Lake Heights. Today, the close proximity to local beaches, commercial areas, transit corridors, and services has made Spring Lake Heights a popular year-round residential community. A small service-oriented commercial area has developed along Route 71, where professional buildings mix with century-old homes. Spring Lake Heights stands as a blend of the old and new, integrating historic buildings to fit the needs of present and future elements.

Source: www.springlakehts.com



Old Mill Pond Dam

Demographics

Total Population

Year	Number
1980	5,424
1990	5,341
2000	5,227
2010	4,713

2010 Race and Ethnicity

	Number	Percent
White	4,553	96.6%
Black	30	0.6%
Asian	51	1.1%
Other	79	1.7%
Hispanic Origin	155	3.3%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	58	1.7%
High school graduate only	599	17.1%
Some college or associate's	1,005	28.8%
Bachelor's or grad. degree	1,831	52.4%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	2,657	100.0%
Owner-Occupied	1,420	53.4%
Renter-Occupied	839	31.6%
Vacant	398	15.0%
Seasonal	328	

Avg. Household Size 2.06

Housing Units

(2013-2017)

	Number	Percent
Single Detached	1,292	48.6%
Single Attached	476	17.9%
2-4 Units	271	10.2%
5-9 Units	187	7.0%
10+ Units	431	16.2%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$6,626
Net Valuation (2018)	\$1.2 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,527	62.1%
Employed outside Monmouth Co.	930	37.9%

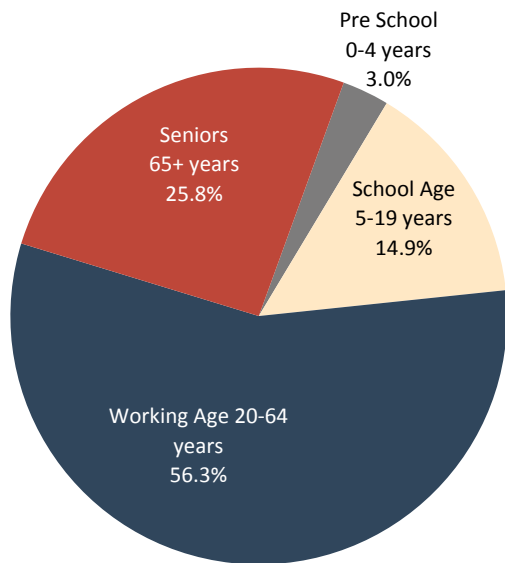
Type of Employment

16 Years and Older (2013-2017)

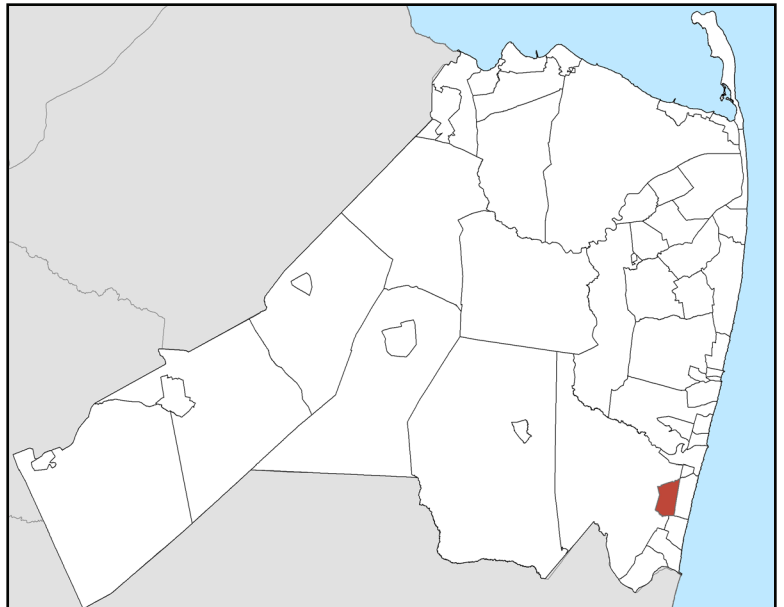
	Number	Percent
Mgmt, business, science, arts	1,148	46.2%
Service	525	21%
Sales, office	649	26.1%
Natural resources, construction, maintenance	104	4.2%
Production, transportation, materials, moving	58	2.3%

2017 Resident Unemployment

Number	Percent
111	4.4%



Age Composition 2010



Topical Planning Issues

During the 1960's and 1970's, the Borough maintained a steady growth with farms and estates, making way for suburban development coming in the form of single-family homes and garden apartment complexes. Today the Spring Lake Golf Club is the only large undeveloped tract zoned for residential use. Future residential development will take place primarily as infill of vacant lots and redevelopment of existing residential uses. Recent development trends are towards lower density, as small single-family lots are combined with others to create one large lot. Spring Lake Heights officials and residents both take an active role at meetings ensuring that existing neighborhood character is maintained. Borough officials continue to guide growth away from environmentally sensitive areas and directing it to more suitable locations, while recognizing the shortage of vacant developable land to meet the many competing needs in the community.

With the community approaching full build out, the Master Plan Re-Examination Report discusses the continued maintenance of open space and creating better linkages between neighborhoods and recreational parks. In December 2013, the Borough engineer reported a review of neighborhoods with the highest likelihood of foot traffic and made recommendations as to where it would increase pedestrian and bike safety by installing sidewalks. In June, 2014, a Recreation Working Group discussion took place concerning uses and potential improvements to recreation facilities.

Median Household Income: \$78,829
Median Housing Value: \$478,000
Median Rent: \$1,372/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	310.6	43.2%
Apartment	44.7	6.2%
Commercial	181.2	25.2%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	11.3	1.6%
Public	46.1	6.4%
Public School	10.6	1.5%
Other School	0.0	0.0%
Church	3.2	0.4%
Cemetery	3.3	0.5%
Rail	0.0	0.0%
Other Exempt	2.0	0.3%

Unknown 105.8 14.7%

Source: Monmouth County Board of Taxation (2018)

Tinton Falls

Median Age (2010): 46.9

With a land area encompassing 15.20 square miles, the Borough of Tinton Falls played an important history in the settlement of Monmouth County. Colonel Lewis Morris, one of the area's early settlers, is often credited with influencing the naming of the County after his ancestral homeland Monmouthshire, Wales. Water power, forests and ample iron ore deposits served as incentives for early industrial development; the Tinton Manor ironworks being one of the first constructed within the entire U.S. The Borough is home to the highest waterfall along the Atlantic Coastal Plain. The Falls were key to early settlement and successful economic development. Formed as the Borough of New Shrewsbury in 1950, it was renamed Tinton Falls in 1975.

Source: www.tintonfalls.com



Tinton Falls & MJ's Pizza

Demographics

Total Population

Year	Number
1980	7,740
1990	12,361
2000	15,053
2010	17,892

2010 Race and Ethnicity

	Number	Percent
White	14,741	82.4%
Black	1,672	9.3%
Asian	835	4.7%
Other	644	3.6%
Hispanic Origin	1,118	6.2%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	610	4.5%
High school graduate only	2,492	18.6%
Some college or associate's	3,792	28.3%
Bachelor's or grad. degree	6,525	48.6%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	8,759	100.0%
Owner-Occupied	5,459	62.3%
Renter-Occupied	2,644	30.2%
Vacant	656	7.5%

Seasonal 16

Avg. Household Size 2.18

Housing Units

(2013-2017)

	Number	Percent
Single Detached	3,132	35.9%
Single Attached	1,624	18.6%
2-4 Units	222	2.5%
5-9 Units	714	8.2%
10+ Units	3,037	34.8%
Mobile Homes & Other	30	

Taxes

Average Residential Property Tax (2017)	\$6,584
Net Valuation (2018)	\$3.2 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	5,935	68.9%
Employed outside Monmouth Co.	2,685	31.1%

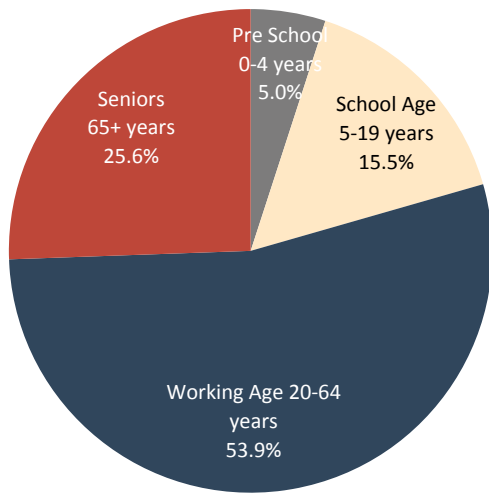
Type of Employment

16 Years and Older (2013-2017)

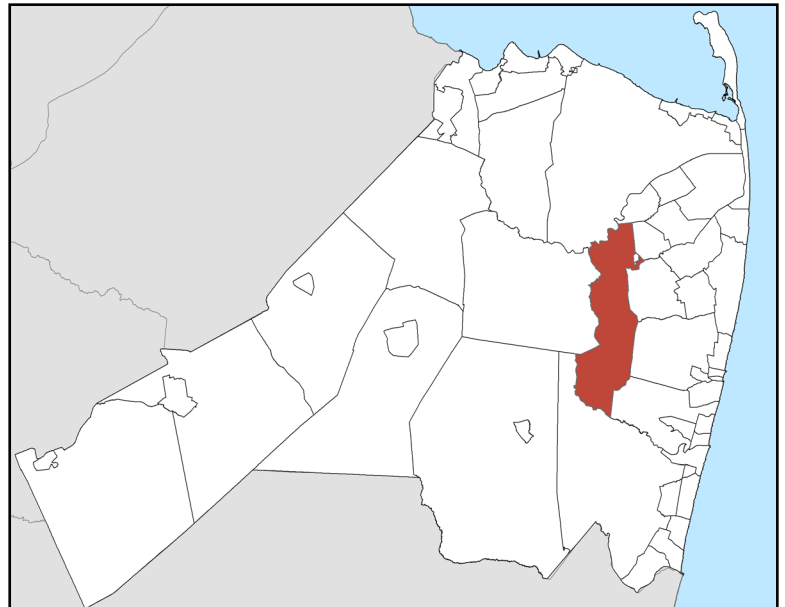
	Number	Percent
Mgmt, business, science, arts	4,353	49.9%
Service	1,348	15%
Sales, office	2,157	24.7%
Natural resources, construction, maintenance	520	6.0%
Production, transportation, materials, moving	346	4.0%

2017 Resident Unemployment

Number	Percent
356	3.9%



Age Composition 2010



Topical Planning Issues

The Borough of Tinton Falls is a large suburban community with residential neighborhoods, commercial developments, a portion of Naval Weapons Stations Earle, and the former Fort Monmouth property.

Since the closure of Fort Monmouth in 2011, the Fort Monmouth Economic Revitalization Authority (FMERA) has guided the investment and growth while advancing the Fort Monmouth Reuse and Redevelopment Plan (2008). During 2016, FMERA purchased the remaining 560 acres from the U.S. Army to accelerate a proactive approach in attracting developers and creating job growth in the County. The County backed the loans, allowing FMERA to take advantage of the County's AAA bond rating.

In December 2017, the Tinton Falls Planning Board adopted a Master Plan Reexamination Report and Master Plan Update. The report encourages a balanced development pattern, making a specific note of the rapid development that has occurred in the "South End" and the redevelopment that will occur due to the closing of Fort Monmouth. The report also states that the Borough should promote land use policy designed to create a "sense of place," preserve and protect the existing residential neighborhoods, coordinate land use and transportation planning, maintain and update the existing system of community facilities, and enhance pedestrian connections. In addition the plan also recommends promoting development of a Borough-wide system of greenways and other pedestrian connections, maintaining and updating existing system of parks and recreation, encouraging historic preservation, and analyzing sanitary sewerage and public water to determine the need for future studies and possible improvements.

Median Household Income: \$79,206
Median Housing Value: \$319,100
Median Rent: \$1,787/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	2,036.4	24.2%
Apartment	164.1	2.0%
Commercial	811.8	9.7%
Industrial	98.7	1.2%
Farmland	408.4	4.9%
Vacant	1,078.9	12.8%
Public	3,055.7	36.4%
Public School	126.2	1.5%
Other School	101.8	1.2%
Church	68.0	0.8%
Cemetery	63.5	0.8%
Rail	2.6	0.0%
Other Exempt	97.5	1.2%
Unknown	284.0	3.4%

Source: Monmouth County Board of Taxation (2018)

Union Beach

Median Age (2010): 38.6

With a land area of 1.80 square miles bordering Raritan Bay, the Borough of Union Beach was officially established in 1925. The abundant clay pits yielded a thriving brick and tile business in the late 19th century. In the early 20th century, Union Beach became a vacation community for New York City and Northern New Jersey residents. With inexpensive property close to the beach, Union Beach soon developed into a popular year-round residential destination. Today Union Beach is predominately residential. Portions of the coast were formerly zoned for heavy industrial purposes, but are now managed by the municipality. Union Beach offers abundant public space along its waterfront with impressive views of Manhattan, as seen from the newly constructed Waterfront Park.

Source: Bayshore Regional Strategic Plan (2006)



Waterfront Park

Demographics

Total Population

Year	Number
1980	6,354
1990	6,156
2000	6,649
2010	6,245

2010 Race and Ethnicity

	Number	Percent
White	5,686	91.0%
Black	96	1.5%
Asian	113	1.8%
Other	350	5.6%
Hispanic Origin	686	11.0%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	329	9.0%
High school graduate only	1,514	41.3%
Some college or associate's	936	25.6%
Bachelor's or grad. degree	883	24.1%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	2,230	100.0%
Owner-Occupied	1,648	73.9%
Renter-Occupied	233	10.4%
Vacant	349	15.7%
Seasonal	66	

Avg. Household Size 2.99

Housing Units

(2013-2017)

	Number	Percent
Single Detached	2,018	90.5%
Single Attached	64	2.9%
2-4 Units	148	6.6%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2017)	\$6,227
Net Valuation (2018)	\$565 million

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,557	58.2%
Employed outside Monmouth Co.	1,117	41.8%

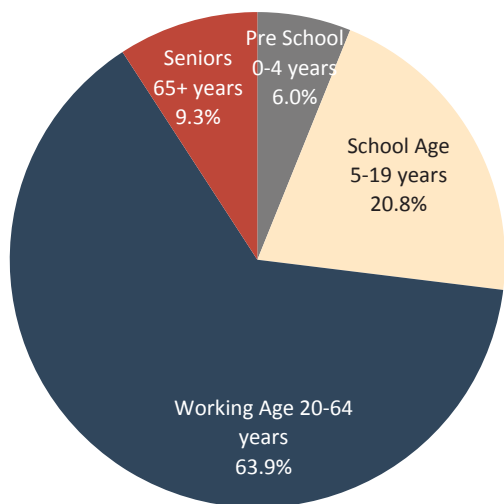
Type of Employment

16 Years and Older (2013-2017)

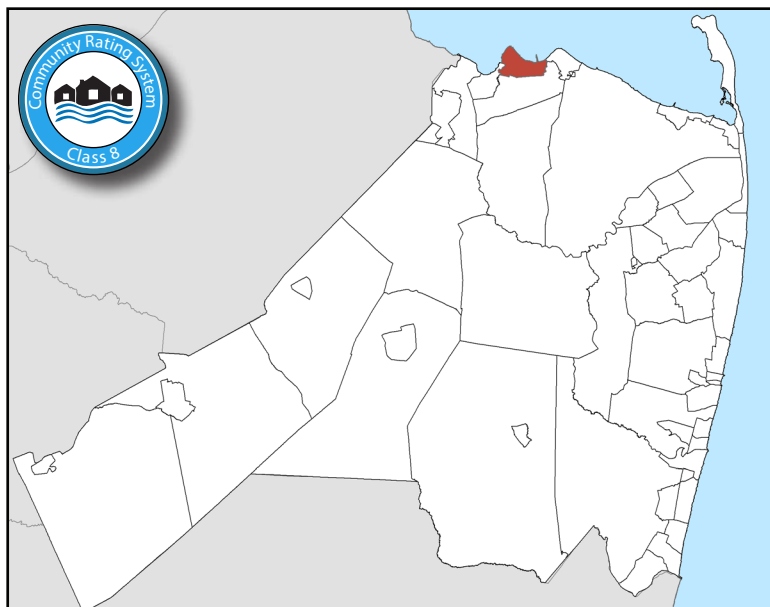
	Number	Percent
Mgmt, business, science, arts	804	29.7%
Service	534	20%
Sales, office	870	32.2%
Natural resources, construction, maintenance	235	8.7%
Production, transportation, materials, moving	263	9.7%

2017 Resident Unemployment

Number	Percent
153	5.0%



Age Composition 2010



Topical Planning Issues

The 2005 Master Plan defined Union Beach as an older suburban, single-family residential community. Adjacent to the Raritan Bay, lot sizes range from approximately 2,000 square feet to 106 acres in size. Much of the waterfront is privately held, comprised mostly of wetlands and residential uses. According to the Master Plan, a substantial amount of undersized lots exist in the Borough under common ownership. Bungalows constructed on these small lots, sometimes referred to as “cottages,” date to the beginning of the 20th century or earlier. When Superstorm Sandy hit, more than 85% of the homes in Union Beach flooded with at least two feet of water.

In July 2015, Union Beach adopted their Master Plan Reexamination Report. The 2015 Report places special emphasis on facilitating recovery from Superstorm Sandy’s impacts, as well as promoting resiliency to future storm impacts and other potential hazards. To achieve this, the Report recommends a number of changes to the Borough’s municipal master plan and development regulations. In May 2015, Union Beach adopted a Commercial Corridors Resiliency Plan - Route 36 and Union Avenue, which combines flood protection and commercial revitalization in Union Beach to provide a stronger response to the next major storm event. The overall goal of the plan is to encourage sustainable and resilient commercial development, provide for critical amenities and services for recovery after major storm events. It also encourages growth in strategic areas to promote long-term recovery by increasing tax base and reduce repetitive loss, and fosters pedestrian-oriented environment to provide economic viability and develop a sense of place.

Sources: www.unionbeach.net, “Union Beach recovery update” (Asbury Park Press, 05/24/2014), “Union Beach Residents Face Limited Options After Sandy” (NJSpotlight, 03/15/13)

Median Household Income: \$77,324
Median Housing Value: \$259,800
Median Rent: \$1,353/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	336.2	33.0%
Apartment	0.6	0.1%
Commercial	15.8	1.6%
Industrial	148.8	14.6%
Farmland	0.0	0.0%
Vacant	92.9	9.1%
Public	389.3	38.2%
Public School	8.6	0.8%
Other School	0.0	0.0%
Church	4.9	0.5%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	2.9	0.3%
Unknown	18.4	1.8%

Source: Monmouth County Board of Taxation (2018)

Upper Freehold

Median Age (2010): 43.7

Located in the extreme western Panhandle of Monmouth County, Upper Freehold Township has a land area of 47.45 square miles. Since the 18th century, the area's rich fertile soil has attracted farmers, establishing a strong agricultural character. While the nature of farming has evolved from large dairy farms to feed and crop farming, the Township ranks first in Monmouth County and in the State of New Jersey for farmland preservation. Upper Freehold ranked 2nd in the State in terms of assessed farmland acres, which encompasses 56.6% of the Township's total taxed acreage. Additionally 38% of the County's active agricultural acres, including cropland and permanent pasture, is located within the Township.



Sources: 2013 Monmouth County Profile, www.uftnj.com

Demographics

Total Population

Year	Number
1980	2,750
1990	3,277
2000	4,282
2010	6,902

2010 Race and Ethnicity

	Number	Percent
White	6,315	91.5%
Black	139	2.0%
Asian	300	4.3%
Other	148	2.1%
Hispanic	254	3.7%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	121	2.5%
High school graduate only	1,062	21.7%
Some college or associate's	1,089	22.3%
Bachelor's or grad. degree	2,612	53.5%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	2,585	100.0%
Owner-Occupied	2,304	89.1%
Renter-Occupied	134	5.2%
Vacant	147	5.7%
Seasonal	14	

Avg. Household Size 2.83

Housing Units

(2013-2017)

	Number	Percent
Single Detached	2,485	97.7%
Single Attached	59	2.3%
2-4 Units	0	0.0%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	41	

Taxes

Average Residential Property Tax (2017)	\$11,158
Net Valuation (2018)	\$1.3 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	1,230	35.9%
Employed outside Monmouth Co.	2,192	64.1%

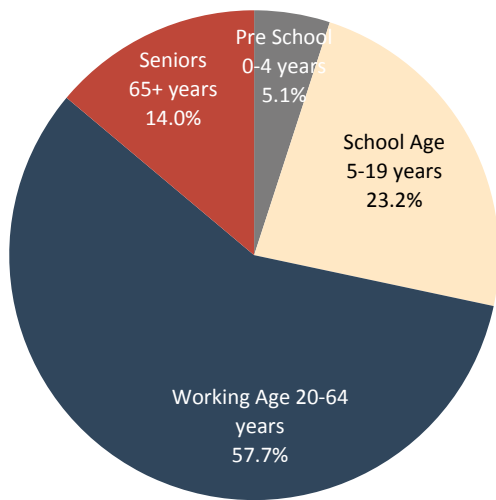
Type of Employment

16 Years and Older (2013-2017)

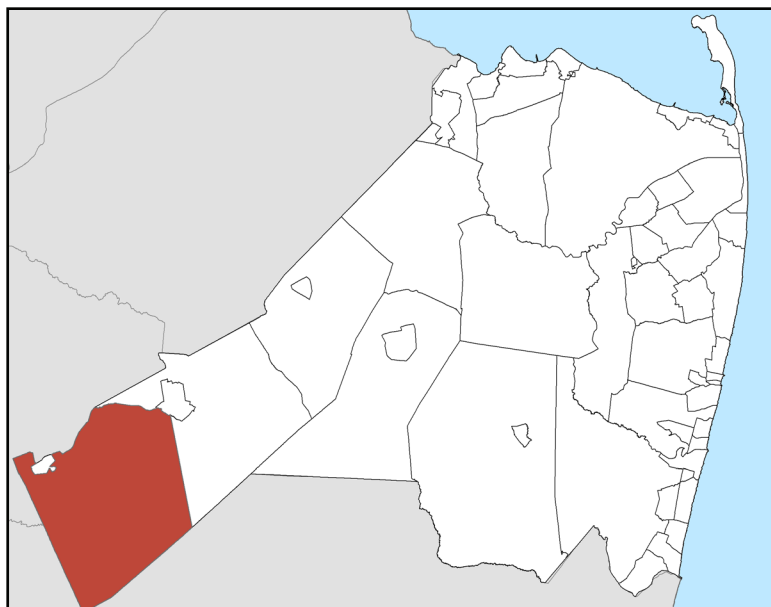
	Number	Percent
Mgmt, business, science, arts	2,029	58.1%
Service	495	14%
Sales, office	680	19.5%
Natural resources, construction, maintenance	154	4.4%
Production, transportation, materials, moving	134	3.8%

2017 Resident Unemployment

Number	Percent
111	3.4%



Age Composition 2010



Topical Planning Issues

Rich soils and favorable growing conditions provide Upper Freehold with a natural suitability for farming. Between 2000 and 2010, the residential population of the Township increased by 61.2%, however its 2017 Master Plan and Development Regulations Reexamination Report reaffirmed its goal of maintaining the prevailing rural landscape. In 2018 the Township reached a milestone, ten thousand acres of permanently preserved agricultural land. Upper Freehold now boasts the largest number of agricultural easements of any municipality in New Jersey and is second in the state in terms of total acreage of easements in New Jersey's Farmland Preservation Program

The Upper Freehold Historic Farmland Byway showcases the unique agricultural, cultural, scenic, and historic qualities of the panhandle region. The first in Monmouth County, the Byway is one of nine scenic byways in New Jersey. Designated by the New Jersey Department of Transportation in 2006, this 24-mile byway travels through portions of Allentown Borough and Upper Freehold Township. An interactive virtual online tour of the Byway can be found at the Monmouth County Division of Planning Website. In 2015, the Screamin' Hill Brewery, was a recipient of the Monmouth County Planning Merit Award. The brewery is New Jersey's first farm brewery, growing most of the ingredients used to produce beer on the preserved farm site.

Upper Freehold is part of the "Moving Mindfully: Monmouth/Mercer" freight transportation study area. The data will be used to develop strategies to better manage freight routing and reduce conflicts with other travelers in the region.

Median Household Income: \$133,920
Median Housing Value: \$490,700
Median Rent: \$1,122/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	3,631.8	12.4%
Apartment	1.8	0.0%
Commercial	459.1	1.6%
Industrial	80.8	0.3%
Farmland	16,762.5	57.2%
Vacant	634.1	2.2%
Public	7,070.3	24.1%
Public School	475.4	1.6%
Other School	0.0	0.0%
Church	24.0	0.1%
Cemetery	24.1	0.1%
Rail	0.0	0.0%
Other Exempt	24.8	0.1%
Unknown	94.8	0.3%

Source: Monmouth County Board of Taxation (2018)

Wall

Median Age (2010): 45.0

Wall Township, incorporated in 1851 by an Act of the New Jersey Legislature, is approximately 32 square miles. Named after U.S. Senator Garret D. Wall, the Township is a currently a crossroads of southern Monmouth County. The Garden State Parkway, State Highways 34, 35, 71, 138, and Interstate 195 all cross through the Township. Wall is home to the historic 19th century Allaire Village and Howell Works, which at the time, was the largest bog iron manufacturing site in the state. Allaire Village and the Howell Works site were later preserved and given to the State, forming the present day 3,205-acre Allaire State Park. The Park is home to over 200 species of wildflowers, trees, and plants, as well as a habitat for birds and other wildlife.



Atlantic Farms

Sources: www.wallnj.com, www.state.nj.us

Demographics

Total Population

Year	Number
1980	18,952
1990	20,244
2000	25,261
2010	26,164

2010 Race and Ethnicity

	Number	Percent
White	24,521	93.7%
Black	639	2.4%
Asian	421	1.6%
Other	583	2.2%
Hispanic	908	3.5%
Origin		

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	875	4.8%
High school graduate only	4,303	23.6%
Some college or associate's	4,265	23.4%
Bachelor's or grad. degree	8,794	48.2%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	10,240	100.0%
Owner-Occupied	7,761	75.8%
Renter-Occupied	1,753	17.1%
Vacant	726	7.1%
Seasonal	446	

Avg. Household Size 2.69

Housing Units

(2013-2017)

	Number	Percent
Single Detached	7,957	79.1%
Single Attached	699	7.0%
2-4 Units	273	2.7%
5-9 Units	336	3.3%
10+ Units	791	7.9%
Mobile Homes & Other	184	

Taxes

Average Residential Property Tax (2017)	\$8,885
Net Valuation (2018)	\$6 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	8,383	66.2%
Employed outside Monmouth Co.	4,279	33.8%

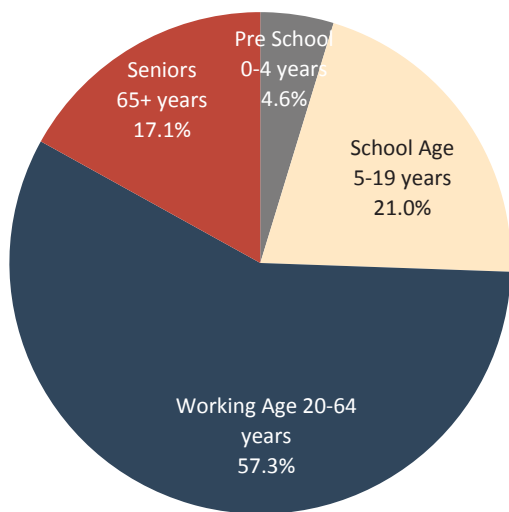
Type of Employment

16 Years and Older (2013-2017)

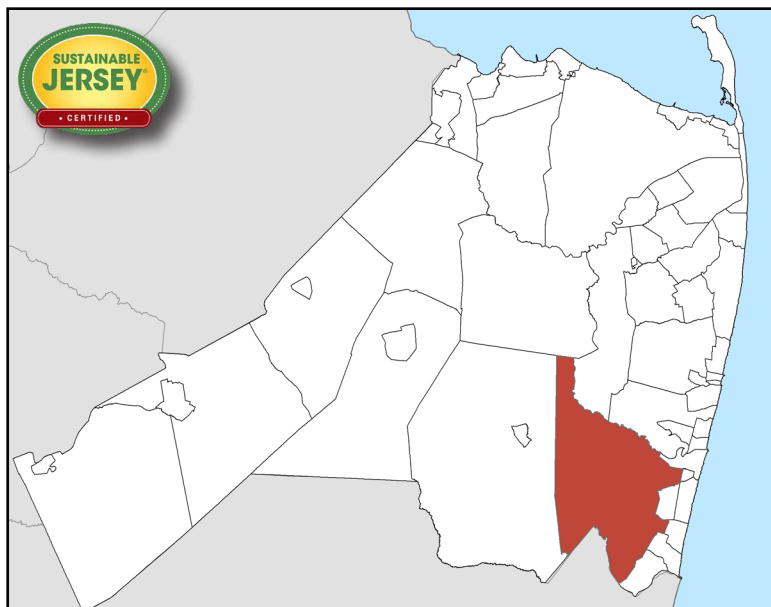
	Number	Percent
Mgmt, business, science, arts	6,274	48.1%
Service	2,220	17%
Sales, office	2,744	21.0%
Natural resources, construction, maintenance	1,011	7.7%
Production, transportation, materials, moving	808	6.2%

2017 Resident Unemployment

Number	Percent
524	3.9%



Age Composition 2010



Topical Planning Issues

In 2008, Wall Township adopted the Open Space and Recreation Plan, providing a full inventory of existing and preserved environmental and recreational resources and identifying the current and future needs of the community. Wall Township found a need to expand parks and open spaces to protect properties subject to possible development. The Edgar Felix Bikeway in Wall Township is a popular recreational amenity that follows an abandoned railroad right-of-way, connecting Allaire State Park to Manasquan Borough as part of the Capital to Coast Trail. There is a trail extension north of the Edgar Felix Bikeway which is approximately 2 miles in length and ends at the Wall Municipal Complex. In 2008, Wall requested financial assistance from the Department of Transportation to continue the bicycle path network to the Howell boundary, with the goal of eventually connecting to the Manasquan Reservoir.

Over the past few years, the Route 35 corridor has experienced some sizable redevelopment of existing shopping plazas. The most recent redevelopment is the demolition of the Levitz Furniture building replaced by the new Wall Promenade Shopping Center. The 10+ acre site contains nearly 60,000 square feet of specialty shops, restaurants and retail services. New retailers and services found along this portion of Route 35 include Whole Foods, Aldi, Starbucks, MedExpress, Planet Fitness, and more. A mile to the south is the redeveloped Sea Girt Square contains 52,000+ square feet of mix of retail, restaurants, and professional services. 2018 witnessed the end of an era with the demolition of a local land mark, the Circus Drive-In (Est. 1954), to make way for another new redevelopment opportunity on Route 35.

Median Household Income: \$101,983
Median Housing Value: \$460,900
Median Rent: \$1,149/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	5,014.6	28.6%
Apartment	42.9	0.2%
Commercial	1,635.0	9.3%
Industrial	710.1	4.1%
Farmland	2,444.6	14.0%
Vacant	1,241.8	7.1%
Public	5,591.8	31.9%
Public School	205.4	1.2%
Other School	21.4	0.1%
Church	106.5	0.6%
Cemetery	80.7	0.5%
Rail	0.0	0.0%
Other Exempt	387.1	2.2%
Unknown	32.5	0.2%

Source: Monmouth County Board of Taxation (2018)

West Long Branch

Median Age (2010): 32.4

Prior to being called West Long Branch, this area had been known by various names: Hoppersville (from the Hopper family), Mechanicsville, and Branchburg, possibly due to it's proximity to the long branch of the Shrewsbury River. With a land area of 2.83 square miles, the Borough was a popular location for the grand summer estates of the wealthy in the early 1900's. The Borough of West Long Branch was officially established in May 1908, after voters approved the proposed separation from Eatontown. Founded in 1933, Monmouth University is spread across a 159-acre campus within the southern portion of the Borough. Two estates, Shadow Lawn, and Guggenheim were integrated into the campus, serving as classroom space and administrative offices.

Sources: www.westlongbranch.org, www.monmouth.edu



Intersection of Rt. 71 and Cedar Ave.

Demographics

Total Population

Year	Number
1980	7,380
1990	7,690
2000	8,258
2010	8,097

2010 Race and Ethnicity

	Number	Percent
White	7,648	94.5%
Black	179	2.2%
Asian	96	1.2%
Other	174	2.1%
Hispanic Origin	407	5.0%

Educational Attainment

25 Years and Older (2013-2017)

	Number	Percent
No high school degree	344	7.6%
High school graduate only	1,195	26.2%
Some college or associate's	1,170	25.7%
Bachelor's or grad. degree	1,846	40.5%

Housing

Housing Characteristics

(2013-2017)

	Number	Percent
Total	2,589	100.0%
Owner-Occupied	1,826	70.5%
Renter-Occupied	628	24.3%
Vacant	135	5.2%

Seasonal 81

Avg. Household Size 2.73

Housing Units

(2013-2017)

	Number	Percent
Single Detached	2,025	78.5%
Single Attached	124	4.8%
2-4 Units	108	4.2%
5-9 Units	35	1.4%
10+ Units	286	11.1%
Mobile Homes & Other	11	

Taxes

Average Residential Property Tax (2017)	\$9,517
Net Valuation (2018)	\$1.3 billion

Employment

Place of Employment

16 Years and Older (2013-2017)

	Number	Percent
Employed in Monmouth Co.	3,008	81.1%
Employed outside Monmouth Co.	702	18.9%

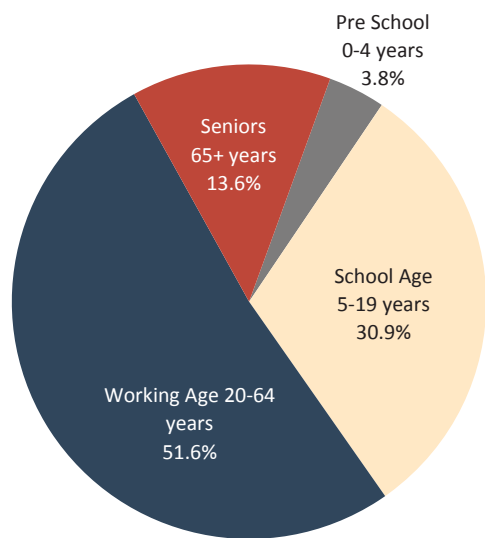
Type of Employment

16 Years and Older (2013-2017)

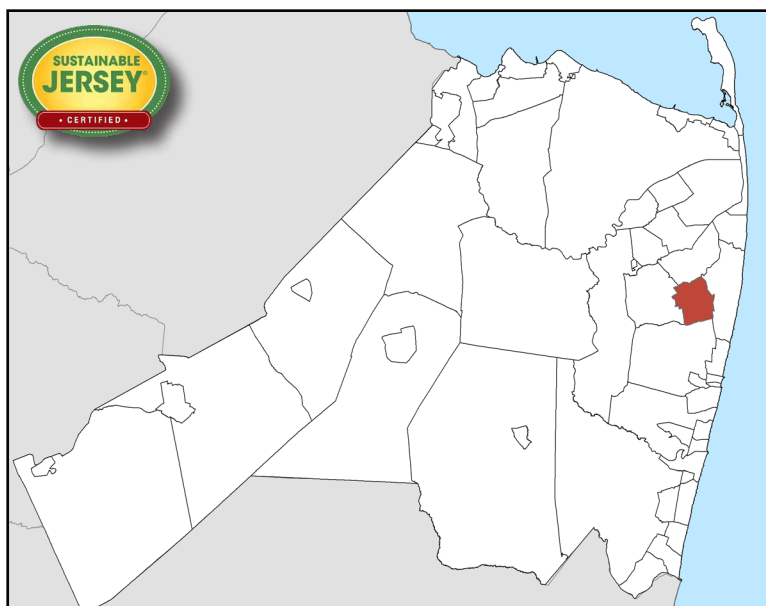
	Number	Percent
Mgmt, business, science, arts	1,710	44.7%
Service	588	15%
Sales, office	941	24.6%
Natural resources, construction, maintenance	376	9.8%
Production, transportation, materials, moving	210	5.5%

2017 Resident Unemployment

Number	Percent
171	4.1%



Age Composition 2010



Topical Planning Issues

The Borough of West Long Branch is almost fully developed with the exception of several small scattered vacant lots and underdeveloped lots. With the pattern of existing development firmly established within the borough, the Master Plan and subsequent amendments emphasize maintaining the established Borough character. Public and quasi-public lands are found in large quantities throughout the Borough, with Monmouth University being one of the largest land holders. With limited space on the campus, all Monmouth University facility expansions are extensively evaluated by the West Long Branch Planning and Zoning Boards to determine the effects on the surrounding community (e.g. parking, traffic, infrastructure needs, stormwater runoff, etc.). The Boards collaborate closely with the University to ensure all proposed development is compatible within the surrounding areas. Monmouth Stadium, approved by the board in 2016, was completed in September 2017. The new 4,200 seat facility replaces the outdated Kessler Field.

Traffic through the Borough continues to be an issue of concern. Speeding traffic along Parker Road is a significant problem with motorists bypassing Route 36. A new traffic light at Locust Avenue and Parker Road was installed in 2014 to help ease traffic and alert drivers of pedestrian crossings, specifically school children and residents walking to the community center. The intersection was reconfigured with dedicated left-turn lanes and the widening of Parker Road, providing additional space for a right-turn lane. In addition, ADA compliant ramps were installed along the sidewalks.

Median Household Income: \$100,000
Median Housing Value: \$412,300
Median Rent: \$1,245/month

Source: 2013-2017 ACS

Land Use		
	Assessed Acreage	Percent
Residential	876.4	54.7%
Apartment	10.8	0.7%
Commercial	209.4	13.1%
Industrial	5.9	0.4%
Farmland	34.3	2.1%
Vacant	45.6	2.8%
Public	118.0	7.4%
Public School	58.3	3.6%
Other School	124.4	7.8%
Church	24.9	1.6%
Cemetery	48.7	3.0%
Rail	0.0	0.0%
Other Exempt	20.2	1.3%
Unknown	25.7	1.6%

Source: Monmouth County Board of Taxation (2018)

