2020

Monmouth County At-A-Glance









Prepared by
Monmouth County Division of Planning

2020 Monmouth County At-A-Glance

A Monmouth County Division of Planning Publication

June 2020

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Lillian G. Burry
Pat Impreveduto
Nick DiRocco

Cover Photos, In Order From Left to Right:
Background photo: Sandy Hook National Seashore
The Link at Aberdeen Station, Aberdeen |2019 Monmouth County Planning Merit Award Recipient
Pedestrian Safety Demonstration Project, Red Bank |2019 Monmouth County Planning Merit Award Recipient
CentraState Medical Center's Solar Energy Initiative, Freehold Township | 2019 Monmouth County Planning Merit Award Recipient

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Table of Contents

Introduction	5
Commonly Used Acronyms	6
County Map	6
Monmouth County	7
Aberdeen	9
Allenhurst	11
Allentown	13
Asbury Park	15
Atlantic Highlands	17
Avon-by-the-Sea	19
Belmar	21
Bradley Beach	23
Brielle	25
Colts Neck	27
Deal	29
Eatontown	31
Englishtown	33
Fair Haven	35
Farmingdale	37
Freehold Borough	39
Freehold Township	41
Hazlet	43
Highlands	45
Holmdel	47
Howell	49
Interlaken	51
Keansburg	53
Keyport	55
Lake Como	57
Little Silver	59
Loch Arbour	61
Long Branch	63
Manalapan	65
Manasquan	67
Marlboro	69
Matawan	71
Middletown	73
Millstone	75
Monmouth Beach	77
Neptune City	79
Neptune Township	81
Ocean	83
Oceanport	85
Red Bank	87
Roosevelt	89
Rumson	91
Sea Bright	93
Sea Girt	95
Shrewsbury Borough	97
Shrewsbury Township	99
Spring Lake	101
Spring Lake Heights	103
Tinton Falls	105
Union Beach	107
Upper Freehold	109
Wall	111
West Long Branch	113
Appendix / Sources	115



Upper Freehold

Introduction

Monmouth County At-A-Glance is a report produced by the Monmouth County Division of Planning that provides a snapshot of the 53 municipalities that make up Monmouth County. 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 reexamination reports, planning board minutes, approved ordinances relating to planning and zoning, and local news publications.
Monmouth County At-A-Glance comprehensively displays demographic, educational attainment, housing, and employment numbers collected from the most recent United States Census data releases, using the American Community Survey (ACS) 5-Year Estimates (2018). Average Residential Property Tax , Net Valuation, and Median Housing Value data was sourced from the State of New Jersey Department of Consumer Affairs - Property Tax Tables. Maps of each individual municipality were created using ArcMap and information collected from the County's Geographic Information Systems (GIS) database. From that database, Planning Staff combined parcel data and property classification information from the County Tax Board to calculate the Land Usage for each municipality. Images in the report were taken by Planning Staff, unless sourced by an outside photographer or department, of whom are cited below their contributing photo. Monmouth County At-A-Glace 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."



Hunt Street, Rumson



Boardwalk, Ocean Grove

Commonly Used Acronyms

ABFE – Advisory Base Flood Elevation
ADA – Americans with Disabilities Act
BFE – Base Flood Elevation
CAFRA – Coastal Area Facilities Review Act
CBRS – Coastal Barrier Resource System
CDBG – Community Development Block Grant
CLONet – Coastal Lakes Observing Network
CRS – Community Rating System
DoD – Department of Defense
FEMA – Federal Emergency Management Agency
FIRM – Flood Insurance Rate Map
FMERA – Fort Monmouth Economic Revitalization Authority
GIS – Geographic Information System
HUD – Housing and Urban Development
JCP&L – Jersey Central Power and Light
JLUS – Joint Land Use Study
LGEA – Local Government Energy Audit
NFIP – National Flood Insurance Program
NJ FRAMES – New Jersey Fostering Regional Adaptation through Municipal Economic Scenarios
NJBPU – New Jersey Board of Public Unities
NJDEP – New Jersey Department of Environmental Protection
NJDOT – New Jersey Department of Transportation
NJEIT – New Jersey Environmental Infrastructure Trust
NJTPA – New Jersey Transportation Planning Authority
NPP – National Preservation Program
NWSE – Naval Weapons Station Earle
REDI – Readiness and Environmental Protection Integration Program
SDAT – Sustainable Design Assessment Team
USACE – United States Army Corps of Engineers
USFWS – United States Fish & Wildlife Service

Programs

Sustainable Jersey is a nonprofit organization that provides tools, training and financial incentives to support communities as they pursue sustainability programs. By supporting community efforts to reduce waste, cut greenhouse gas emissions, and improve environmental equity. Sustainable Jersey is empowering communities to build a better world for future generations. Sustainable Jersey certification is a prestigious designation for municipal governments in New Jersey. Municipalities that achieve the certification are considered by their peers, State government, and experts and civic organizations in New Jersey, to be among the leading municipalities. The certification is free and completely voluntary.

The Community Rating System (CRS) program which is run by (Federal Emergency Management Agency (FEMA) through the National Flood Insurance Program (NFIP) scores communities on their effectiveness in dealing with flood mitigation as well as flood plain management and development. Flood insurance policy holders in participating CRS communities are eligible for discounts in Special Flood Hazard Areas based on their community's CRS rating. Participation in the CRS program is voluntary.



Holland Ridge Farms, Cream Ridge (Source: Holland Ridge Farms)

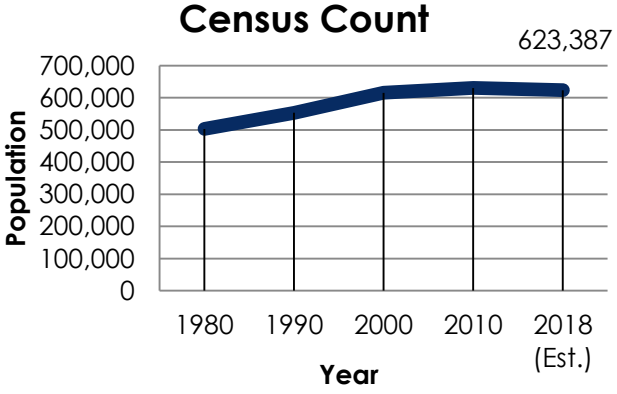
Monmouth County

Monmouth County is the most northern county along the Jersey Shore and is part of the New York Metropolitan region. With a population of 623,387 (2018), 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. The County currently has 16 communities participating in the National Flood Insurance Programs (NFIP) Community Rating System (CRS), with an annual flood insurance policy holder's savings of approximately 2.4 million dollars County-Wide.

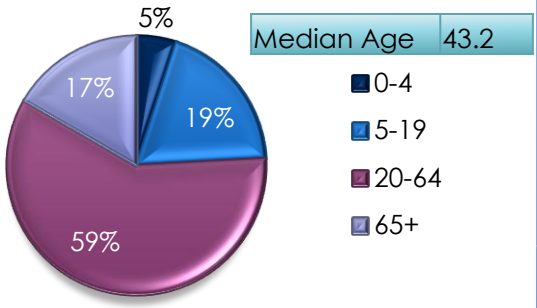


Hall of Records (Freehold Borough)

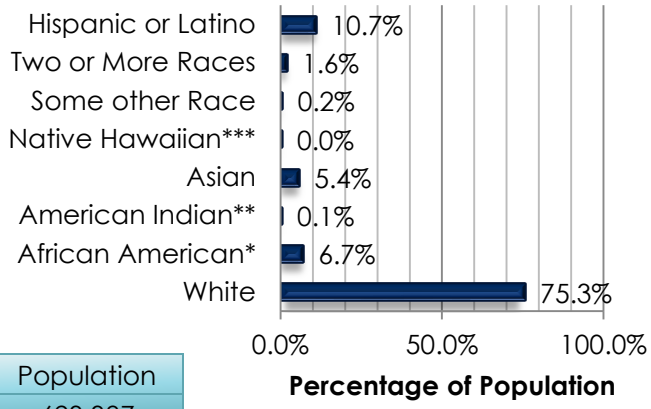
Census Count



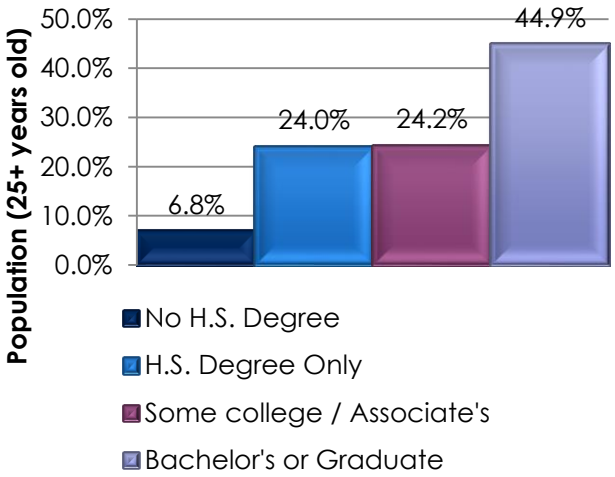
Age Composition



Race & Ethnicity

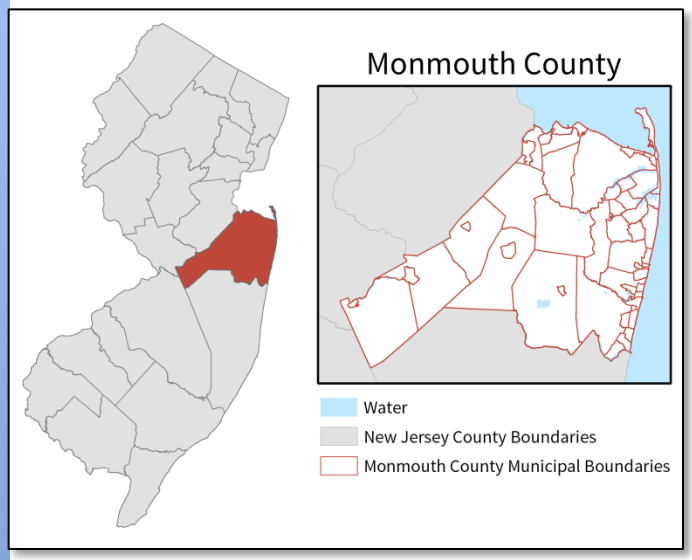


Educational Attainment

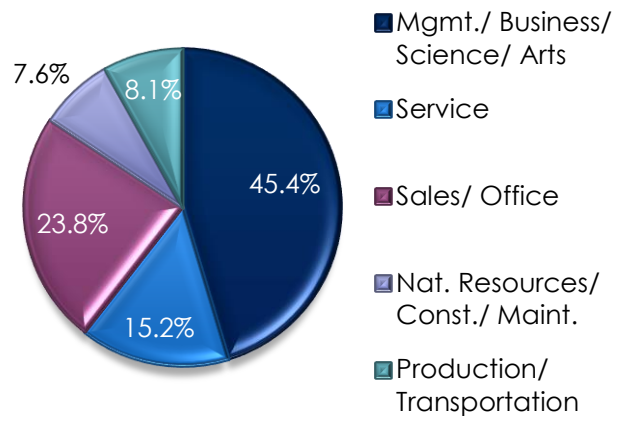


Population
623,387

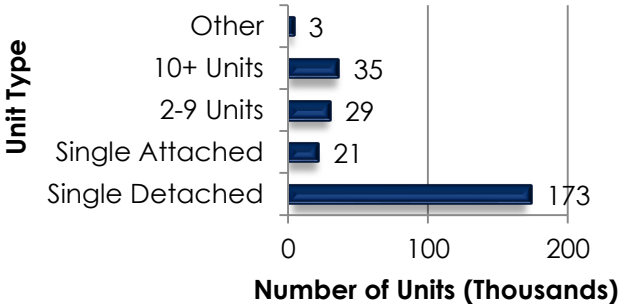
Median Household Income	$99,642	Taxes	
Per Capita Income	$51,716	Avg. Res Property Tax	$9,227
Poverty Rate	6.6%	Net Valuation (2018)	$119,785,889,692



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	96,859.5	35.9%
Apartment	1,606.2	0.6%
Commercial	16,740.3	6.2%
Industrial	2,826.9	1.0%
Farmland	49,862.9	18.5%
Vacant	18,044.6	6.7%
Public	66,204.5	24.5%
Public School	4,242.5	1.6%
Other School	649.1	0.2%
Church	2,303.6	0.9%
Cemetery	1,181.2	0.4%
Rail	295.3	0.1%
Other Exempt	2,584.2	1.0%
Unknown	6,753.7	2.5%

Housing	Number	Percent
Total Housing	261,139	100.0%
Owner-Occupied	172,322	66.0%
Renter-Occupied	61,552	23.6%
Median Housing Value	$474,254	
Median Rent	$1,402	

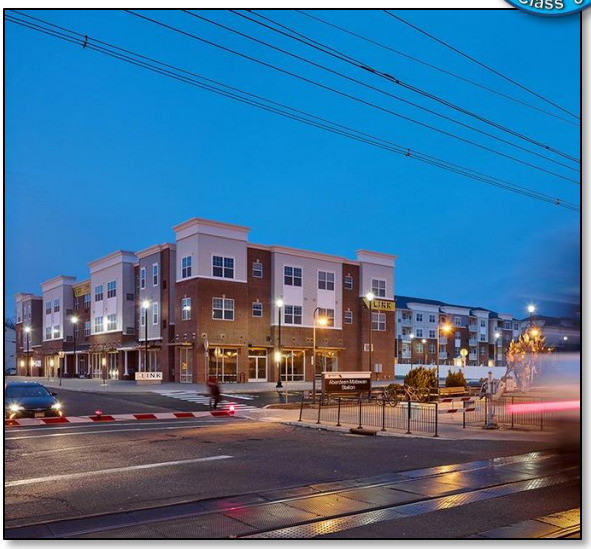
Topical Planning Issues:

In 2016, the Monmouth County Planning Board adopted the first comprehensive Master Plan in 34 years. This Plan was the culmination of a 3-year study conducted entirely in-house by the professional staff. The Plan centers on 12-Primary Elements and offers 62 recommendations that provide a framework for investment which supports the Plan's goals of economic development, preservation, and coordination among government entities. As a follow up to the Joint Land Use Study (JLUS) with Naval Weapons Station Earl (NWSE), the Planning Division secured a federal grant to conduct a Coastal Resilience Planning Study along the Raritan Bayshore. The study, completed in 2019, resulted in nine resilience recommendations including: coordinate efforts for naturalized beach erosion/shoreline protection projects protecting Navy and community waterfronts; develop a marsh and dune restoration plan in coordination with partners to determine public facilities that could be suitable locations; and investigate potential joint storm water management improvement projects. The Planning Division's GIS section continues to enhance its capabilities. After last year's complete software and systems architecture upgrades, in 2019 the GIS team developed, designed, and launched a new GeoHub website. This new community engagement platform allows residents to download GIS data and explore web maps and applications offered by the County. Other recent County planning accomplishments include: being awarded $765,000 from the Department of Defense's (DoD) Readiness and Environmental Protection Integration Program (REPI) funds to protect lands around NWSE; and there are now 15,669 acres of preserved farmland in Monmouth County. The County has recently adopted the new Monmouth County Open Space Plan, to help protect preserved and open space throughout the County.

Aberdeen

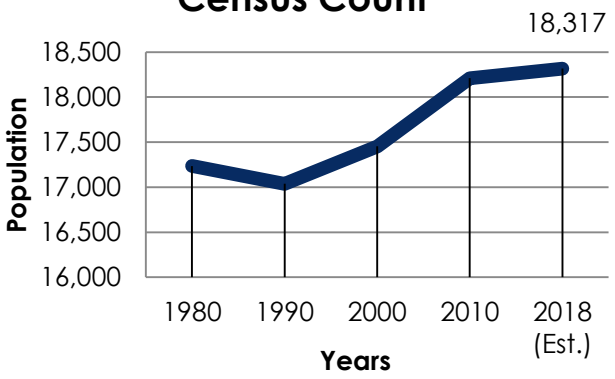
Aberdeen is a suburban township with a land area of 5.4 square miles. Aberdeen is part of the Bayshore Region, along with eight other municipalities in the northern part of the County, categorized by its dense residential neighborhoods, maritime history and natural beauty of the Raritan Bay coastline. 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 across the bayshore.

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

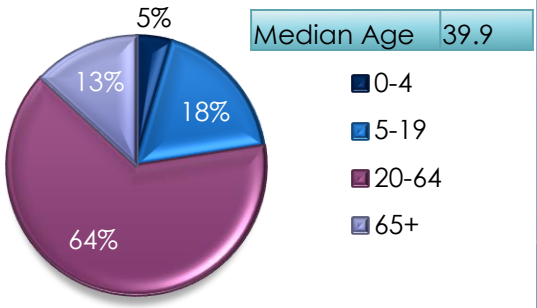


The Link at Aberdeen Station

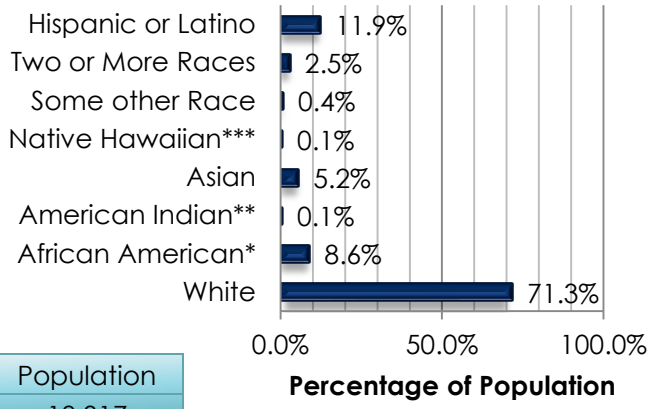
Census Count



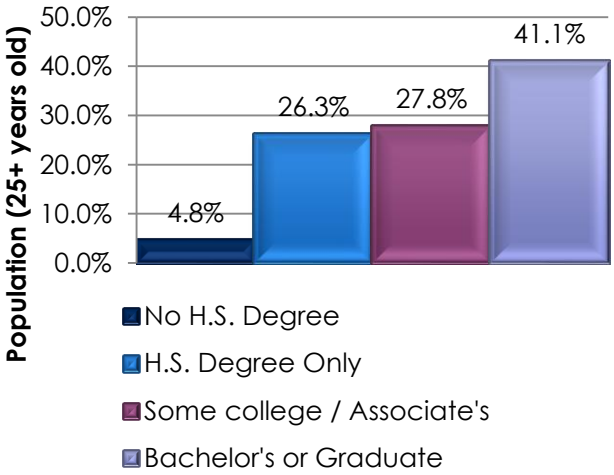
Age Composition



Race & Ethnicity

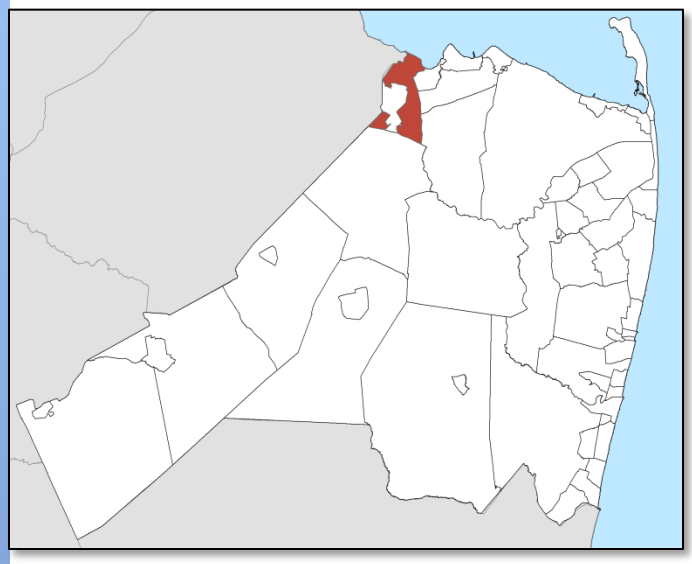


Educational Attainment

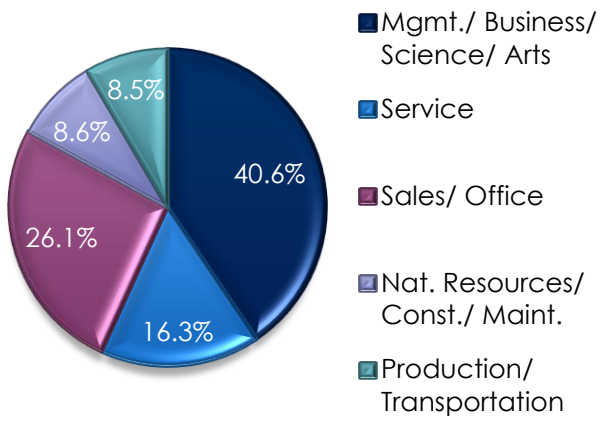


Population
18,317

Median Household Income	$93,016	Taxes	
Per Capita Income	$40,652	Avg. Res Property Tax	$7,514
Poverty Rate	5.5%	Net Valuation (2018)	$2,155,910,290

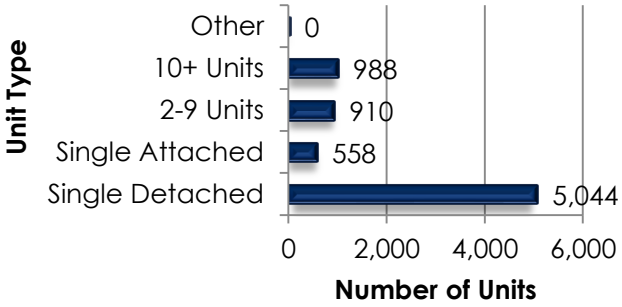


Type of Employment



Land Usage	Acreage	Percent
Residential	1,295.8	43.6%
Apartment	40.0	1.3%
Commercial	286.8	9.7%
Industrial	9.6	0.3%
Farmland	74.6	2.5%
Vacant	323.6	10.9%
Public	637.9	21.5%
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	109.7	3.7%

Housing Units



Housing	Number	Percent
Total Housing	7,500	2.9%
Owner-Occupied	5,376	71.7%
Renter-Occupied	1,730	23.1%
Median Housing Value	$288,286	
Median Rent	$1,538	

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. In 2018, Aberdeen adopted an updated Flood Insurance Rate Map (FIRM). Aberdeen Township has been steadily working 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 South River Metals site underwent significant environmental clean-up and is now the site of the Hudson Ridge Residences and Hudson Ridge Senior Residences, an affordable rental community that opened in 2018. The Hudson Ridge development also includes a senior center that is open to all Aberdeen senior residents. The Anchor Glass redevelopment, 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 affordable housing called "The Willows" started leasing in 2017. Another apartment complex, "The Link" also began leasing in 2017. The Link, a 2019 Monmouth County Planning Board Merit Award recipient, offers upscale rental residences intended to rival the transit-village lifestyle of Hoboken and Jersey City. The development also has street level commercial space. Aberdeen Township received a 2017 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, and expanded parking lot.

Allenhurst

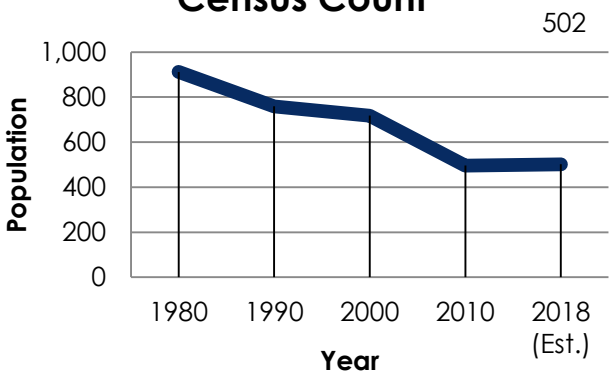
Allenhurst is a small, quiet resort community with a land area of 0.3 square miles. The Borough is fully developed with 72% of land use classified as residential. The Boroughs' housing is predominately single-family with a small number of multi-family units and apartments, located predominately along 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.

Source: Coastal Monmouth Plan (2010)

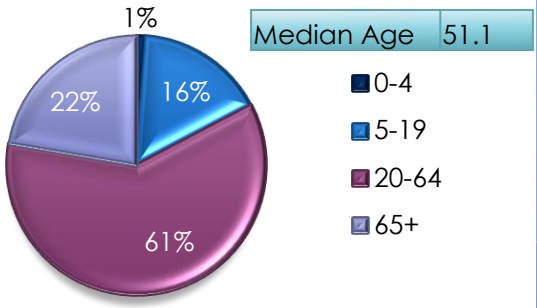


Spier Avenue

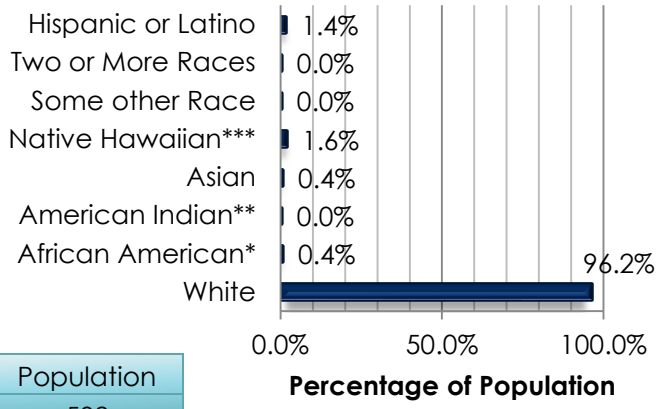
Census Count



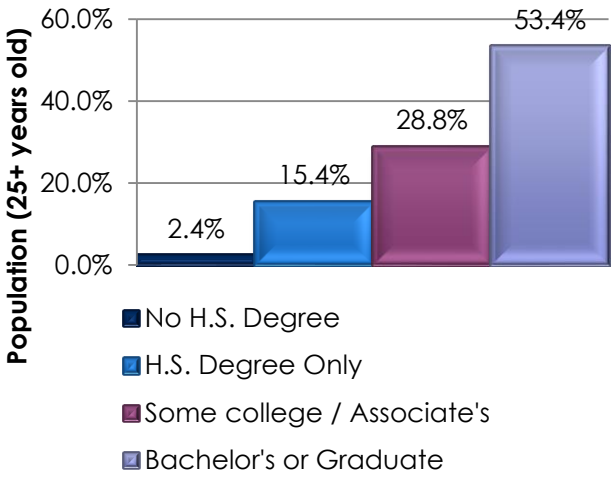
Age Composition



Race & Ethnicity

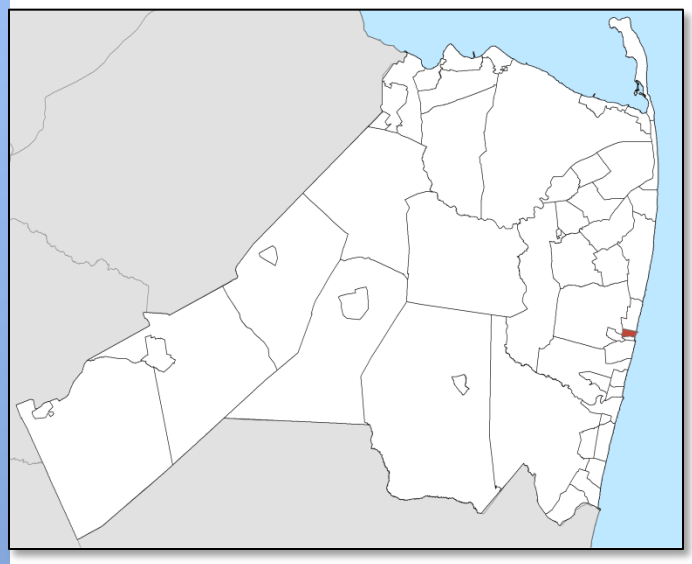


Educational Attainment

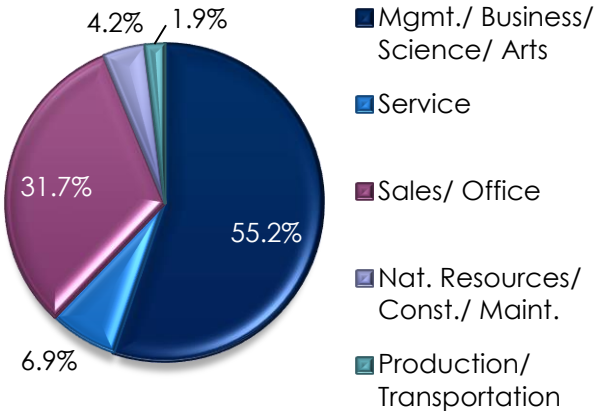


Population
502

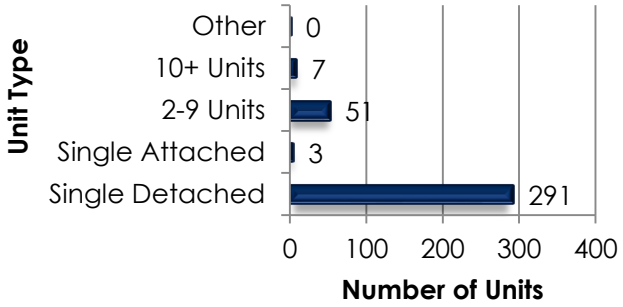
Median Household Income	$103,194	Taxes	
Per Capita Income	$84,773	Avg. Res Property Tax	$14,442
Poverty Rate	2.4%	Net Valuation (2018)	$578,721,189



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	92.4	74.9%
Apartment	1.0	0.8%
Commercial	8.2	6.6%
Industrial	0.5	0.4%
Farmland	0.0	0.0%
Vacant	2.3	1.8%
Public	8.8	7.2%
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	2.6%
Other Exempt	0.0	0.0%
Unknown	6.6	5.4%

Housing	Number	Percent
Total Housing	352	0.1%
Owner-Occupied	139	39.5%
Renter-Occupied	66	18.8%
Median Housing Value	$1,815,351	
Median Rent	$1,103	

Topical Planning Issues:

The foremost planning issue facing Allenhurst Borough for over a decade has been the loss of the Jersey Central Power & Light (JCP&L) plant. In November 2007, the Main Street Redevelopment Plan was adopted which includes a new park with housing along the east side of Main Street. The Plan also recommends adaptive reuse of the existing Art Deco JCP&L building and enhancing retail and housing opportunities in the area. The damaged caused by Hurricanes 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 Community Development Block Grant (CDBG) funding for improvements to Railroad Plaza Park. Allenhurst was part of the U.S. Army Corp of Engineers' (USACE) Loch Arbour to Deal Beach Erosion Control Project, which was completed in late 2016. 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 New Jersey Department of Environmental Protection (NJDEP). The Plan presents a "public access vision" for the town and lays out goals and objectives regarding public access to waterfront locations. In 2018, the Borough planning board adopted a Master Plan Reexamination Report that reaffirmed the residential district study findings.

Allentown

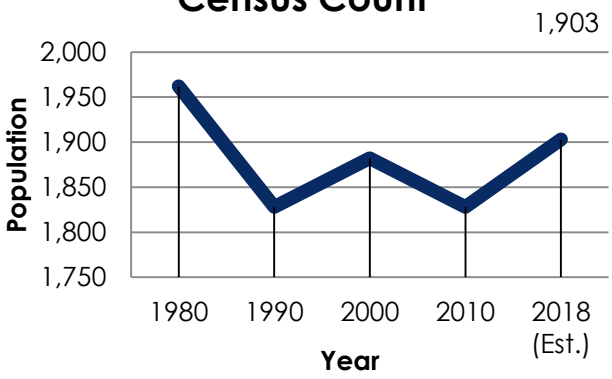
Allentown is a small, historic village located on the western border of the County, originally settled in the 17th century. In addition to its listing in the National Register of Historic Places, Allentown is recognized as one of the largest historic districts in New Jersey. There are currently 220 buildings 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.

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

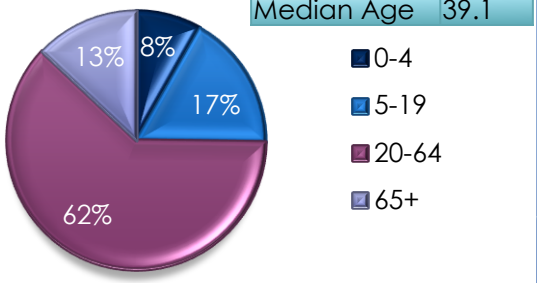


Connie's Pond

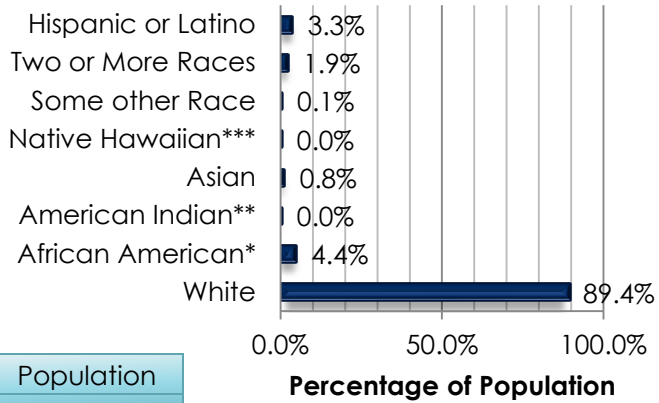
Census Count



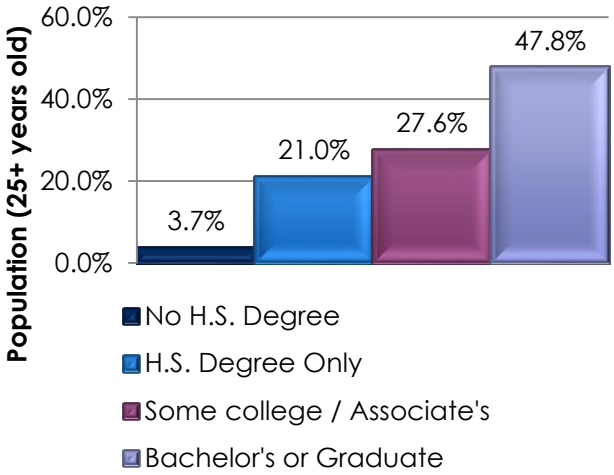
Age Composition



Race & Ethnicity

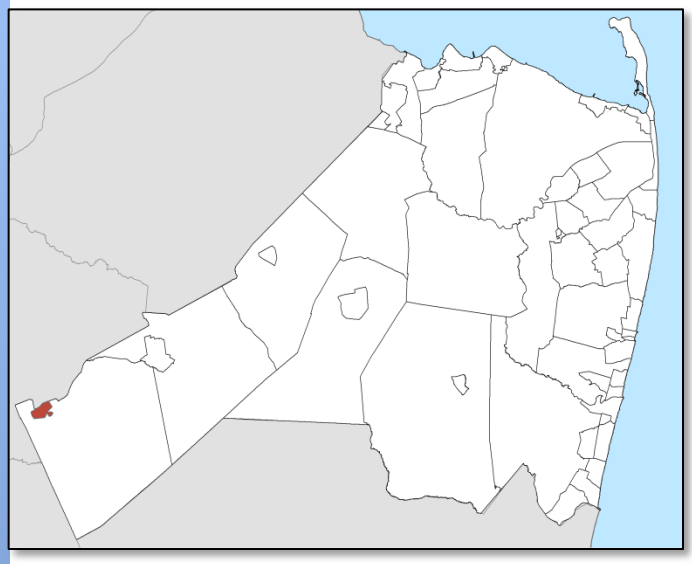


Educational Attainment

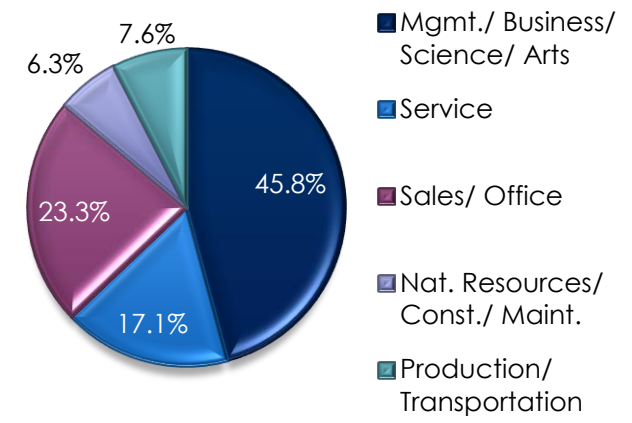


Population
1,903

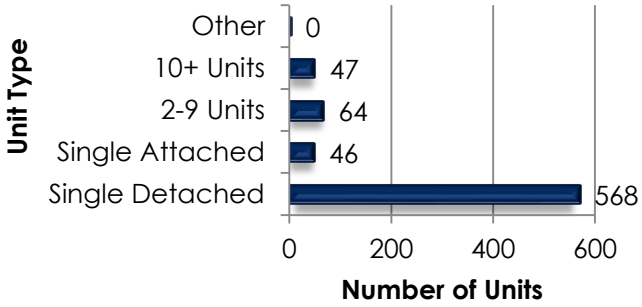
Median Household Income	$96,154	Taxes	
Per Capita Income	$46,054	Avg. Res Property Tax	$8,836
Poverty Rate	2.5%	Net Valuation (2018)	$192,297,000



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	194.0	57.0%
Apartment	9.9	2.9%
Commercial	17.4	5.1%
Industrial	0.0	0.0%
Farmland	0.8	0.2%
Vacant	5.1	1.5%
Public	69.5	20.4%
Public School	19.4	5.7%
Other School	0.0	0.0%
Church	12.7	3.7%
Cemetery	10.2	3.0%
Rail	0.0	0.0%
Other Exempt	0.0	0.0%
Unknown	1.4	0.4%

Housing	Number	Percent
Total Housing	725	0.3%
Owner-Occupied	555	76.6%
Renter-Occupied	160	22.1%
Median Housing Value	$290,153	
Median Rent	$1,191	

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 in the Borough include: 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. A byway committee comprised of representatives from the Borough, Upper Freehold, Monmouth County, and the Monmouth Conservation Foundation was reconstituted in 2019. In 2016, Monmouth County applied for a North Jersey Transportation Planning Authority (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 Monmouth Mercer Moving Mindfully study was completed in 2019 and provides an array of mitigation measure that will improve conditions for all users. While reducing the negative effects associated with freight related traffic without placing an undue burden on a single community or interest group. Allentown continues to remain on numerous lists as one of New Jersey's most charming and beautiful small towns. The most recent recognition comes from New Jersey Monthly Magazine's 16 Small Towns We Love.

Asbury Park

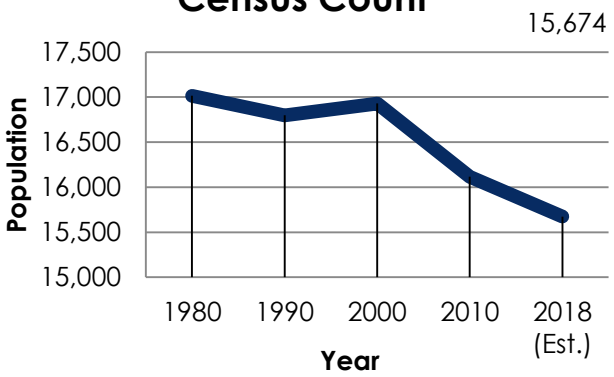
Asbury Park was founded in 1871 by James A. Bradley, a New York City broom manufacturer, who first saw the 500 acres of land while visiting Ocean Grove's Methodist summer camp. Bradley designed a progressive town with a boardwalk, electrical system, trolley network, tree-lined streets, and a viable oceanfront 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.

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

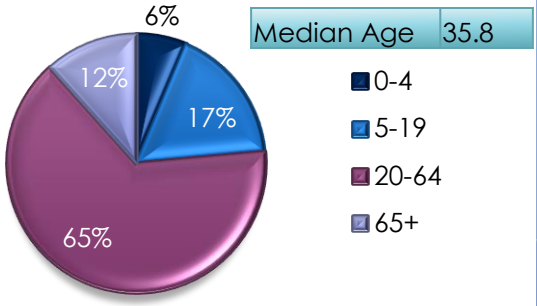


Asbury Park Boardwalk (Source: Jarrod Grim)

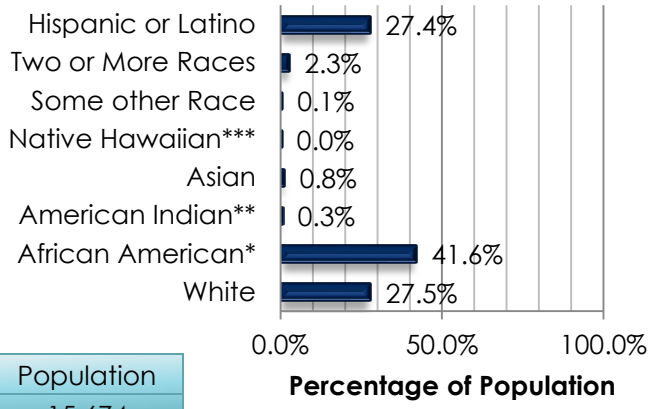
Census Count



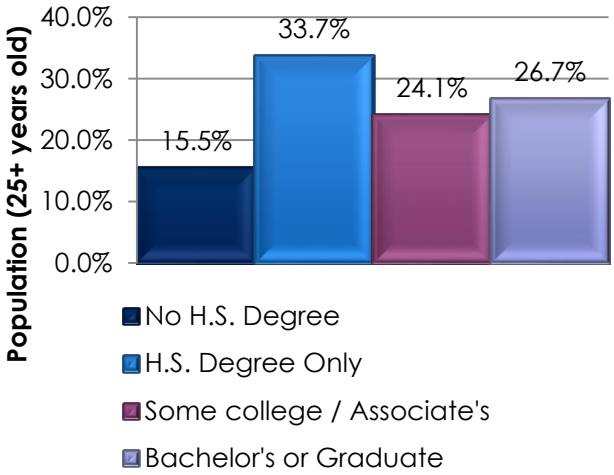
Age Composition



Race & Ethnicity

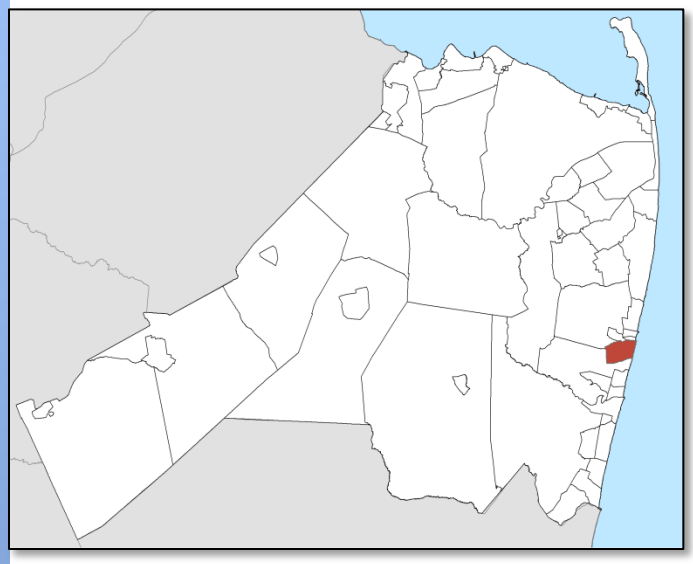


Educational Attainment

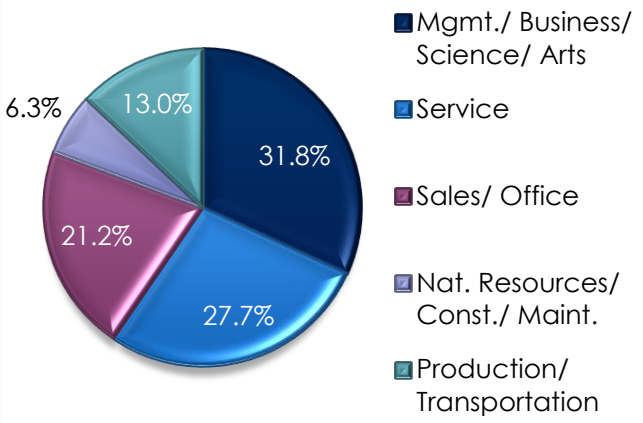


Population
15,674

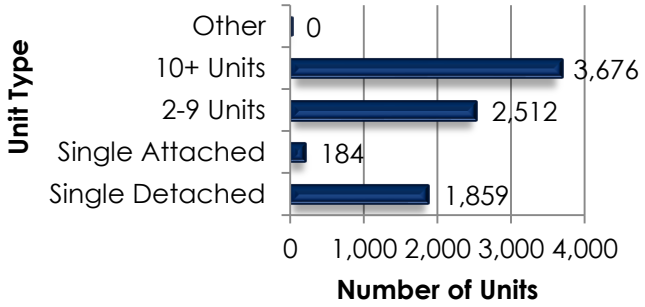
Median Household Income	$39,324	Taxes	
Per Capita Income	$27,070	Avg. Res Property Tax	$5,291
Poverty Rate	30.4%	Net Valuation (2018)	$1,637,788,300



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	256.1	41.7%
Apartment	36.8	6.0%
Commercial	96.5	15.7%
Industrial	1.2	0.2%
Farmland	0.0	0.0%
Vacant	58.1	9.5%
Public	85.1	13.9%
Public School	29.0	4.7%
Other School	2.8	0.4%
Church	26.2	4.3%
Cemetery	0.0	0.0%
Rail	8.8	1.4%
Other Exempt	13.2	2.1%
Unknown	0.0	0.0%

Housing	Number	Percent
Total Housing	8,231	3.2%
Owner-Occupied	1,413	17.2%
Renter-Occupied	5,308	64.5%
Median Housing Value	$297,058	
Median Rent	$1,231	

Topical Planning Issues:

While many objectives of the 2006 Master Plan remain relevant, the 2017 Master Plan Reexamination Report identified new objectives in Land Use, Mobility, Economic Development, Historic Preservation, and Sustainability elements. In 2018, areas of Asbury were designated as Opportunity Zones, which offer tax benefits to investors. While the east side of the city has undergone a resurgence attracting new restaurants, businesses, residents, and tourists, the west side, a neighborhood once thriving with an African American music and cultural scene, has lagged behind. In an effort to reinvigorate the west side, the city applied for and received a grant from Housing and Urban Development (HUD) to create the One City. Asbury Park. Choice Neighborhood Transformation Plan, adopted in 2019. The plan is the result of collaboration between the City's Planning Department, Housing Authority, Interfaith Neighbors, and numerous local stakeholders. The plan seeks to create a seamless Asbury Park, where the west side is physically and culturally integrated with the rest of the City and experiencing similar positive outcomes, while remaining unique. The Asbury Park Complete Streets Coalition, led by residents concerned with transportation safety and equity, has worked with the City over the past several years to accomplish goals including a bike share program, bike corrals/racks, a Bike and Pedestrian Master Plan, along with being designated a New Jersey Department of Transportation (NJDOT) Transit Village. As a Transit Village Asbury Park is eligible for numerous grants to continue to fund transportation improvement projects. Several major developments were completed in 2019 including the Boston Way redevelopment, a 104-unit mixed income rental community; the Renaissance, a 64-unit mixed-use affordable housing community; and Asbury Ocean Club, a mixed-use luxury waterfront development. Sources: WRT Planning & Design, Asbury Park Complete Streets Coalition

Atlantic Highlands

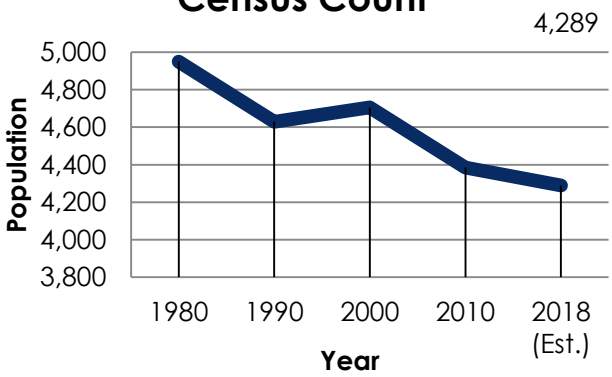
Originally part of Middletown Township and known as Portland Point, Atlantic Highlands has been attracting investors and visitors since the late 1880's. Construction of a large pier accommodated early steam ship service to New York City, putting Atlantic Highlands on the map. Growth in the town followed 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 businesses are just a few of the amenities that continue to attract people to Atlantic Highlands.

Source: http://newjerseyshore.com

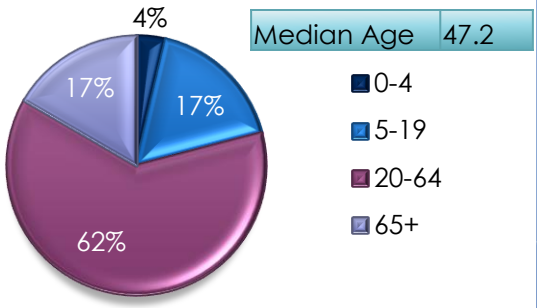


Downtown Atlantic Highlands

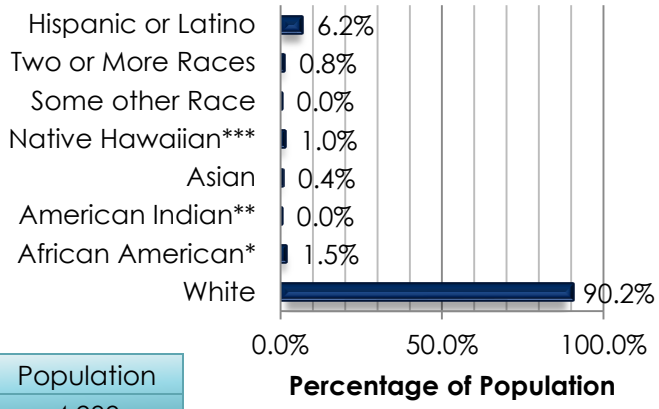
Census Count



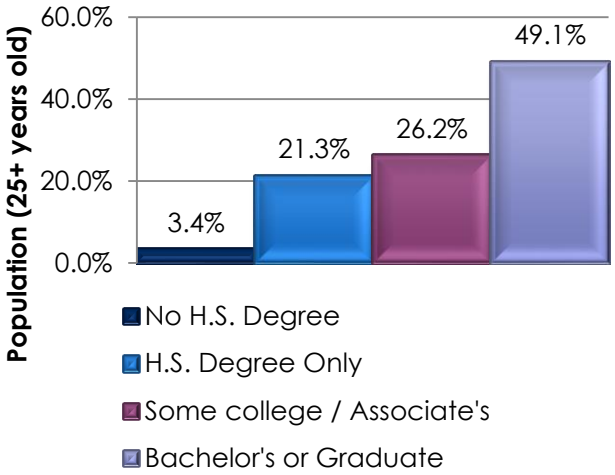
Age Composition



Race & Ethnicity

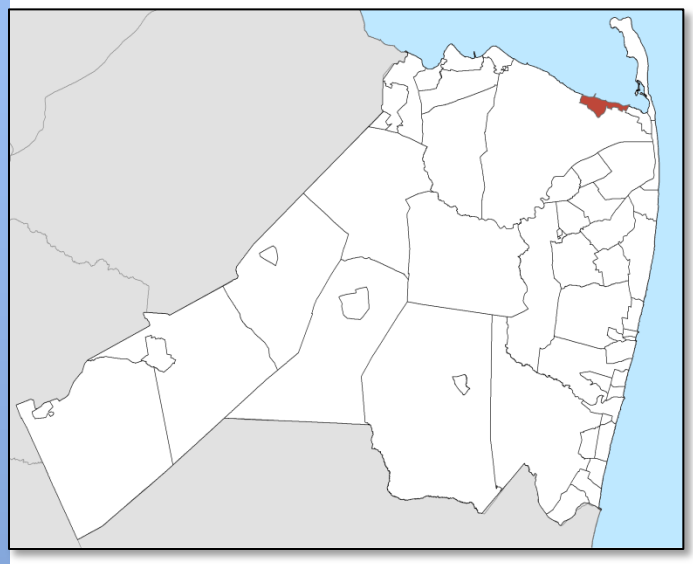


Educational Attainment

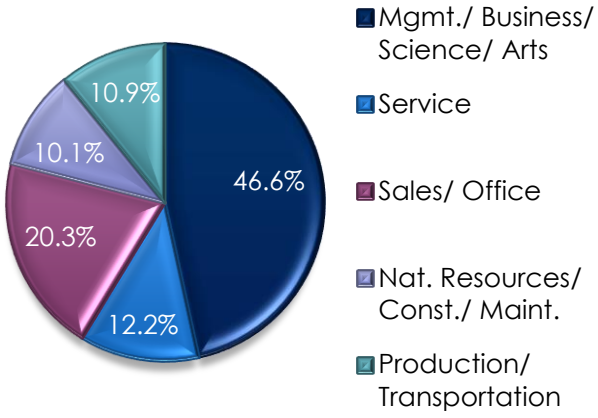


Population
4,289

Median Household Income	$95,248	Taxes	
Per Capita Income	$49,178	Avg. Res Property Tax	$9,244
Poverty Rate	6.6%	Net Valuation (2018)	$897,418,627

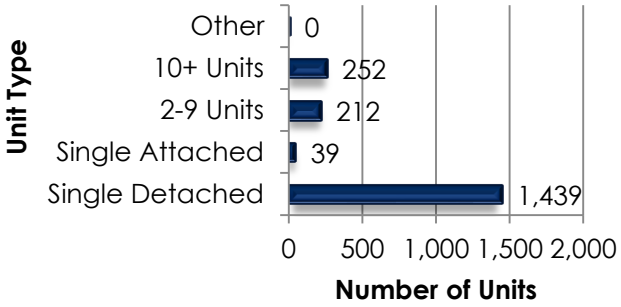


Type of Employment



Land Usage	Acreage	Percent
Residential	406.7	63.1%
Apartment	6.1	0.9%
Commercial	42.8	6.6%
Industrial	3.8	0.6%
Farmland	0.0	0.0%
Vacant	41.7	6.5%
Public	92.7	14.4%
Public School	2.1	0.3%
Other School	0.0	0.0%
Church	9.3	1.4%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	20.4	3.2%
Unknown	19.0	2.9%

Housing Units



Housing	Number	Percent
Total Housing	1,942	0.7%
Owner-Occupied	1,328	68.4%
Renter-Occupied	391	20.1%
Median Housing Value	$471,641	
Median Rent	$1,185	

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. Due to the Borough's advantageous location on Raritan Bay with direct ferry service to New York City, new development is beginning to challenge this established paradigm. Atlantic Highlands' newly adopted Master Plan (2019) 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. Included in this plan is a Coastal Waterfront Design Element which is intended to guide development and redevelopment along the waterfront and to coordinate local plans and ordinances as well as County and State Plans. A 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 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 NWSE JLUS study area, in which the second phase of the study was completed in 2019

Avon-by-the-Sea

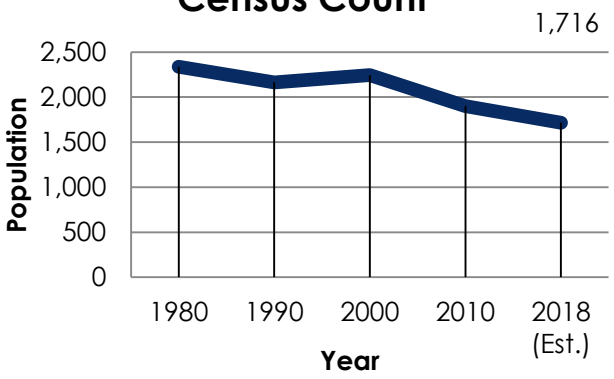
Avon-by-the-Sea, originally named "New Branch" in the nineteenth century, is a predominantly residential beachfront resort community located along the Atlantic Ocean and Shark River. The 0.4-square mile borough is characterized by a small commercial district along its Main Street Corridor and numerous 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.

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

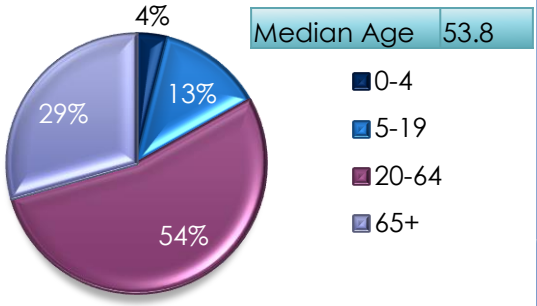


The Columns

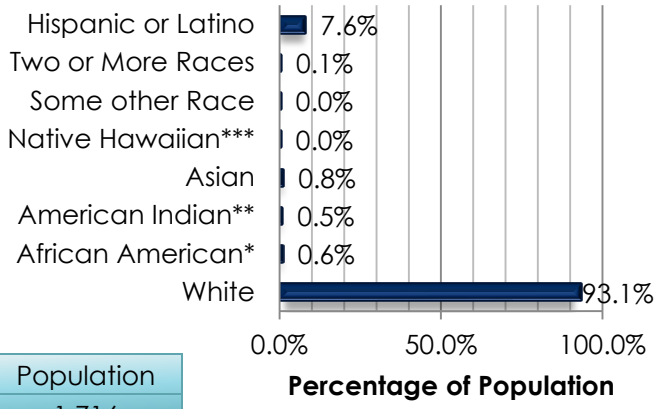
Census Count



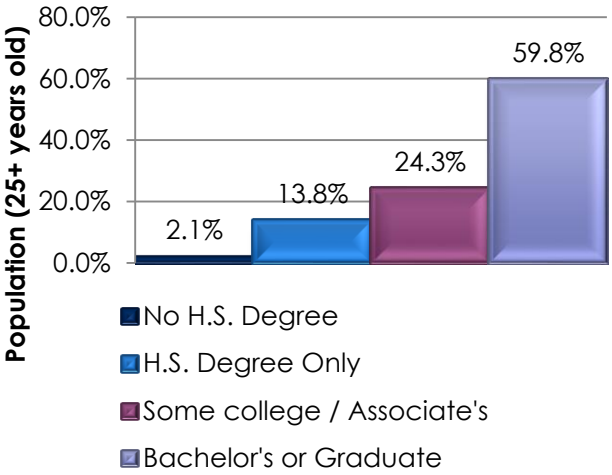
Age Composition



Race & Ethnicity

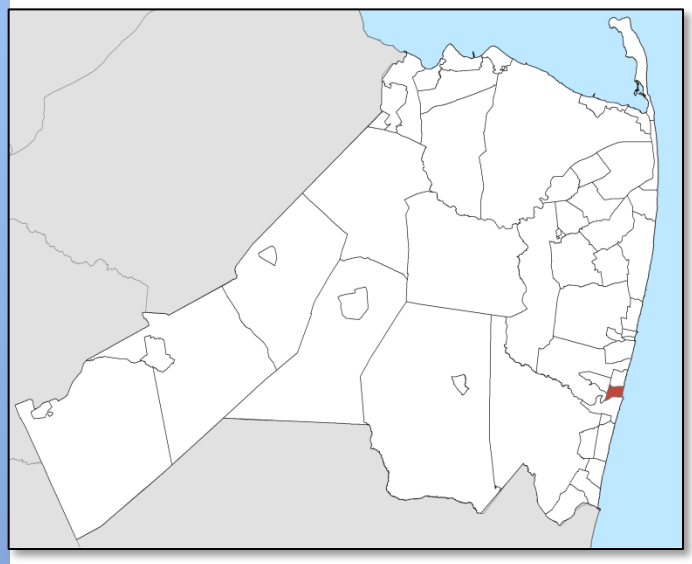


Educational Attainment

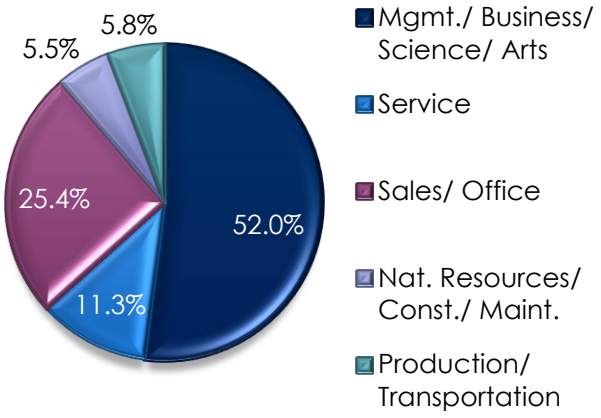


Population
1,716

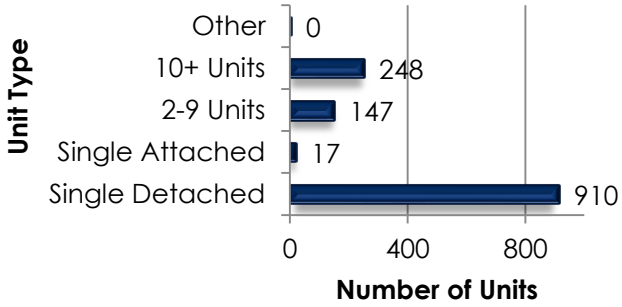
Median Household Income	$78,323	Taxes	
Per Capita Income	$69,976	Avg. Res Property Tax	$9,826
Poverty Rate	3.7%	Net Valuation (2018)	$921,002,500



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	119.0	68.4%
Apartment	1.2	0.7%
Commercial	9.0	5.2%
Industrial	0.8	0.4%
Farmland	0.0	0.0%
Vacant	3.4	1.9%
Public	24.7	14.2%
Public School	0.6	0.4%
Other School	0.0	0.0%
Church	1.3	0.8%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	1.8	1.0%
Unknown	12.2	7.0%

Housing	Number	Percent
Total Housing	1,322	0.5%
Owner-Occupied	592	44.8%
Renter-Occupied	303	22.9%
Median Housing Value	$856,498	
Median Rent	$1,496	

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. The Federal Emergency Management Agency (FEMA) assisted the community with funding that covered a portion of the boardwalk redevelopment cost. In 2016, Avon-by-the-Sea entered the 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.

Belmar

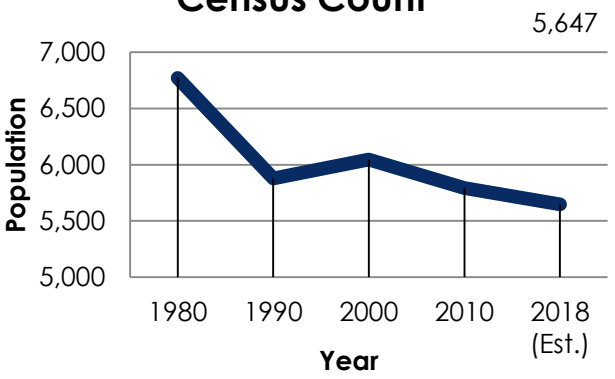
Founded as a Victorian shore town in the 1880s, Belmar is a 1-square mile community with 1.3 miles of Atlantic Ocean coastline. Belmar stands as one of the most active seaside communities along the Jersey Shore. Year-round attractions include restaurants and shops along Main Street, recreational activities, 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

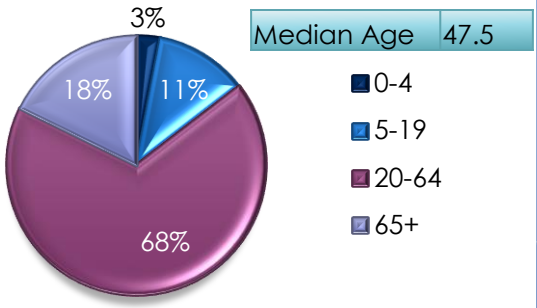


Shark River

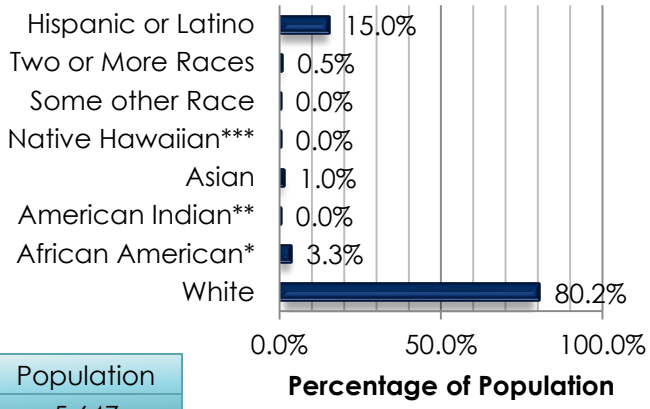
Census Count



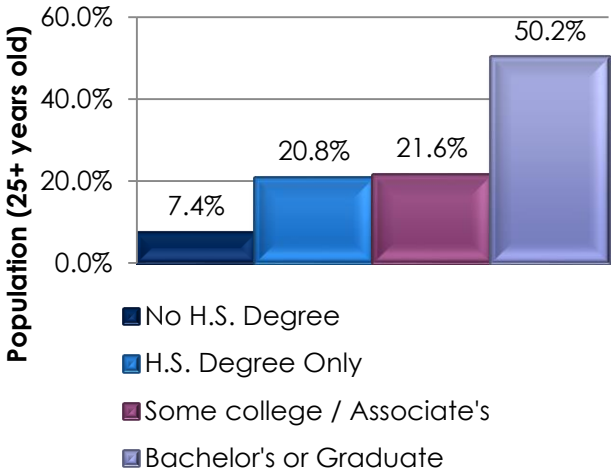
Age Composition



Race & Ethnicity

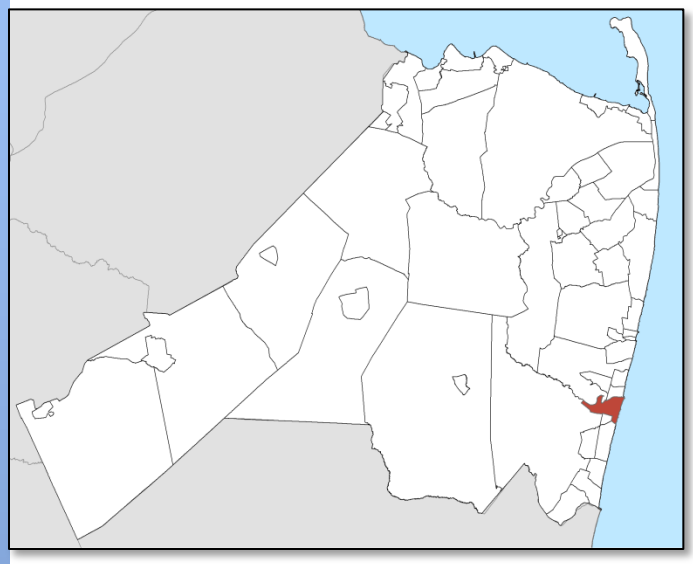


Educational Attainment

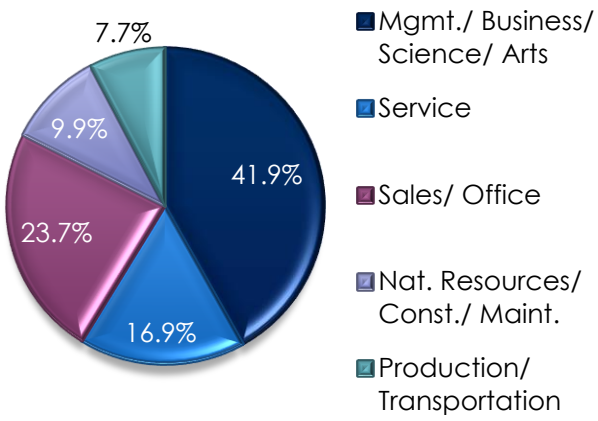


Population
5,647

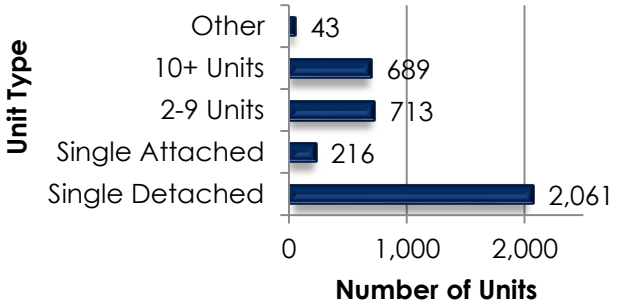
Median Household Income	$74,942	Taxes	
Per Capita Income	$47,217	Avg. Res Property Tax	$6,888
Poverty Rate	11.8%	Net Valuation (2018)	$1,683,434,200



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	285.3	64.6%
Apartment	11.7	2.6%
Commercial	37.9	8.6%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	9.1	2.1%
Public	66.2	15.0%
Public School	3.9	0.9%
Other School	0.0	0.0%
Church	6.9	1.6%
Cemetery	0.0	0.0%
Rail	4.1	0.9%
Other Exempt	16.0	3.6%
Unknown	0.6	0.1%

Housing	Number	Percent
Total Housing	3,722	1.4%
Owner-Occupied	1,252	33.6%
Renter-Occupied	1,308	35.1%
Median Housing Value	$558,045	
Median Rent	$1,463	

Topical Planning Issues:

Founded in 2004, the BAC, formerly the Belmar Arts Council, offers diverse experiences in both the visual and performing arts for people of all ages. In addition, a variety of public art displays such as murals and sculptures can be found throughout the Borough. Belmar can be explored through the self-guided "Belmar Treasure Trail" tour which highlights environmental, arts, cultural, and historic points of interest. Post Superstorm Sandy, the Borough joined the CRS program in 2015, providing savings to their flood insurance policyholders. Other proactive measures include the installation of a new drainage system for Silver Lake which experienced extreme flooding during Sandy. In 2019 Belmar adopted a beach management plan which provides for long-term protection and recovery of threatened and endangered species populations, while recognizing the need for storm protection and recreation. As part of this effort, the Borough has planted dune gardens, which feature pollinator-friendly plants in addition to traditional dune grasses, at the 12th and 4th Avenue beaches. Other projects include the 1st Ave & Shark River Environmental Beach, Maclearie Park, and Jane Magovern's Playground. 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. The redevelopment project has made the Belmar Marina more appealing for boat owning patrons and 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. Several new mixed-use development and redevelopment projects are in various stages of construction in Belmar's downtown district.

Bradley Beach

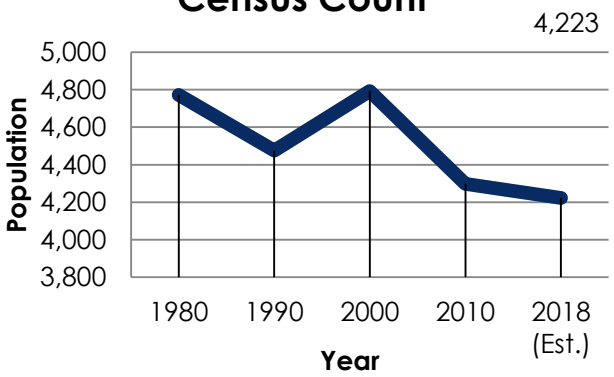
Similar to other seaside communities, Bradley Beach became a popular late 19th century resort town. Bradley Beach is named after James A. Bradley, who also founded Asbury Park. When James A. Bradley and William B. Bradner purchased the 54 acres of land that would become Bradley Beach, the borough was 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 recently refurbished historic Showroom Cinema, formerly the Bradley Beach Cinema, which in 1915 opened as Palace Theatre.

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

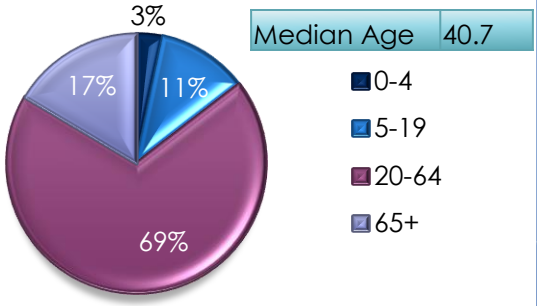


Fletcher Lake

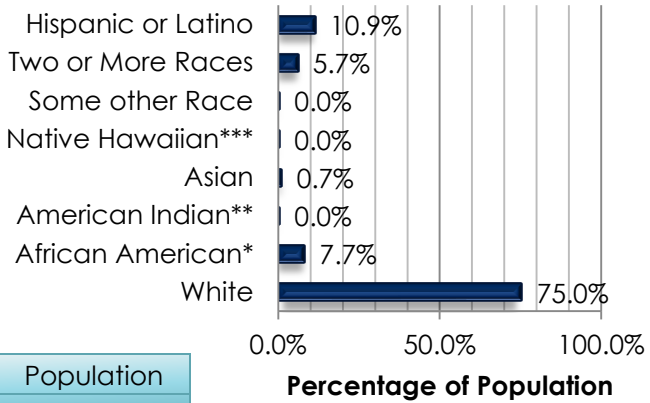
Census Count



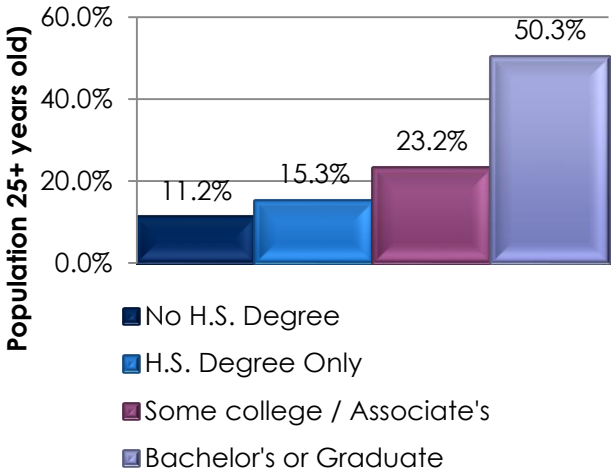
Age Composition



Race & Ethnicity

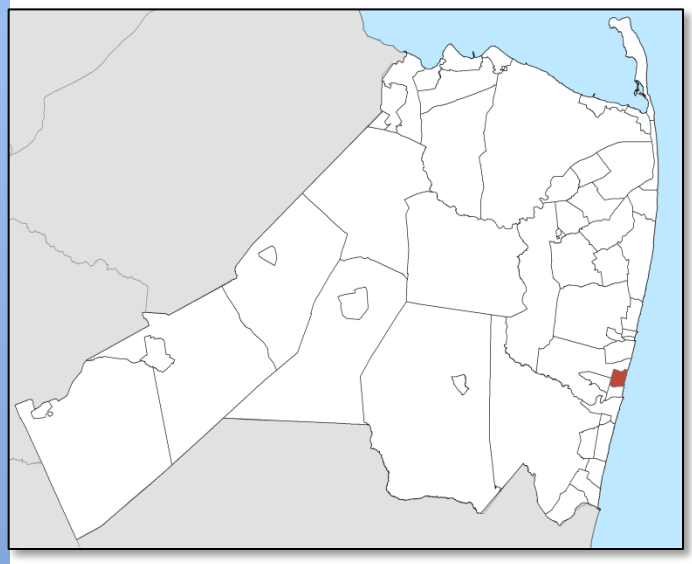


Educational Attainment

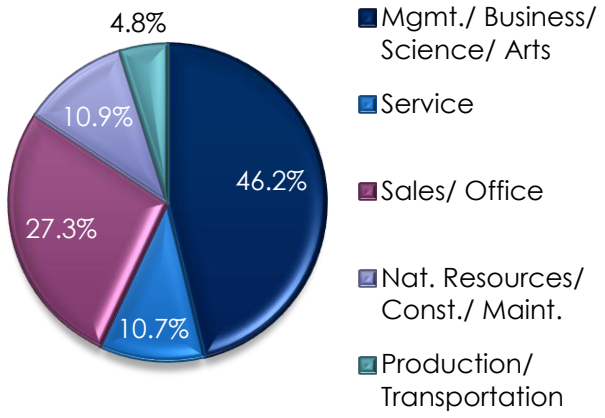


Population
4,223

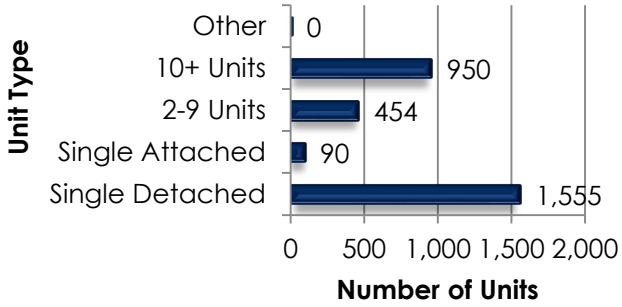
Median Household Income	$61,209	Taxes	
Per Capita Income	$51,586	Avg. Res Property Tax	$7,556
Poverty Rate	11.9%	Net Valuation (2018)	$1,188,301,100



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	170.9	66.6%
Apartment	12.5	4.9%
Commercial	17.1	6.7%
Industrial	0.9	0.4%
Farmland	0.0	0.0%
Vacant	2.5	1.0%
Public	27.8	10.9%
Public School	1.5	0.6%
Other School	0.0	0.0%
Church	4.8	1.9%
Cemetery	0.0	0.0%
Rail	7.5	2.9%
Other Exempt	9.2	3.6%
Unknown	1.8	0.7%

Housing	Number	Percent
Total Housing	3,049	1.2%
Owner-Occupied	962	31.6%
Renter-Occupied	1,158	38.0%
Median Housing Value	$546,232	
Median Rent	$1,361	

Topical Planning Issues:

To promote resiliency, provide educational outreach, and bring community awareness to using natural resources to mitigate coastal storm events, in 2013 Bradley Beach constructed a post-Sandy Maritime Forest with indigenous coastal trees, shrubs, and grass species at the north end of the town along Fletcher Lake. 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). Bradley Beach remains in the forefront of such community sustainability and livability efforts. Following NJDOT evaluation of Main Street, the Borough installed bicycle friendly infrastructure including bike racks and sharrows along Main Street. In 2018, Bradley Brew Project opened its doors. Along with the recent addition of the Anchors Aweigh tattoo parlor, Luna Verde, a vegan Mexican restaurant, and a Perfect Perk Café, revitalization along the Main Street corridor is nearly complete. Many folks are thrilled that the closed Beach Cinema, a Main Street fixture for almost a century, has reemerged under new ownership as the renovated ShowRoom Cinema. 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 CDBG, Riley Park underwent improvements in 2018. In an effort to preserve its historic character, the borough recently reached an agreement in principle with the Ocean Grove Camp Meeting Association to acquire the 120-year old historic First United Methodist Church of Bradley Beach.

Brielle

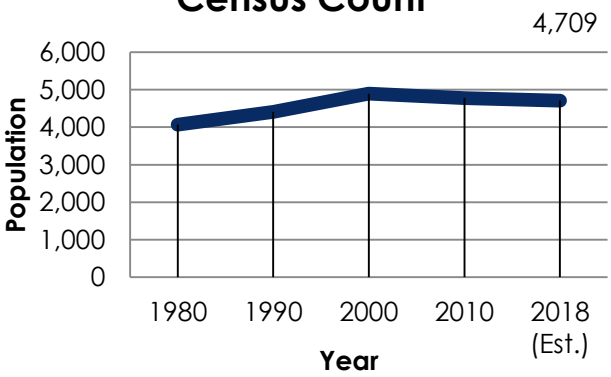
Located along the northern banks of the Manasquan River, Brielle, named after the town of Brielle, Holland due to its resemblance to the coastal towns along the North Sea and the English Channel, is a 1.65-square mile borough in southern Monmouth County. Union Landing, once a small commercial port, grew 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

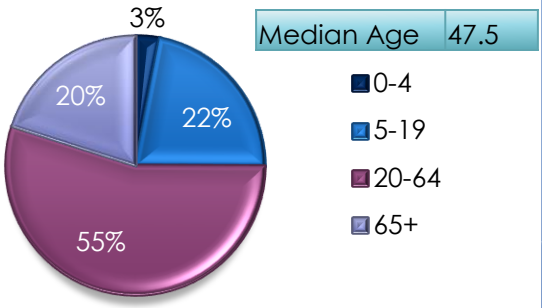


Brielle Yacht Club Marina

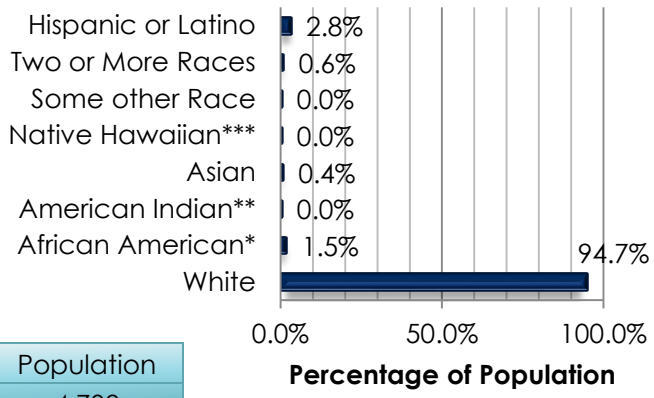
Census Count



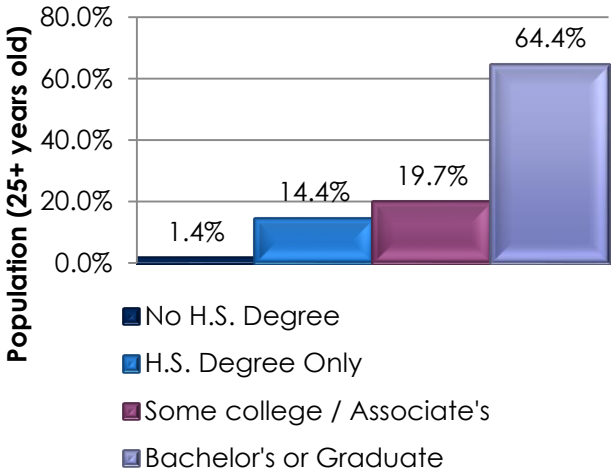
Age Composition



Race & Ethnicity

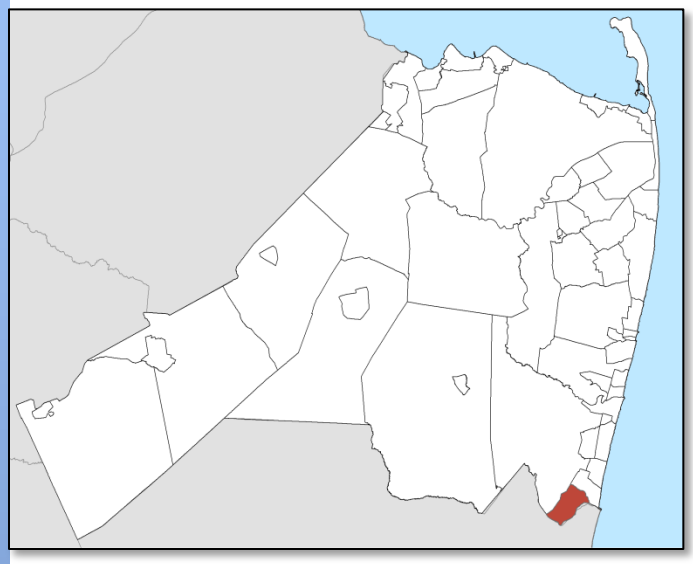


Educational Attainment

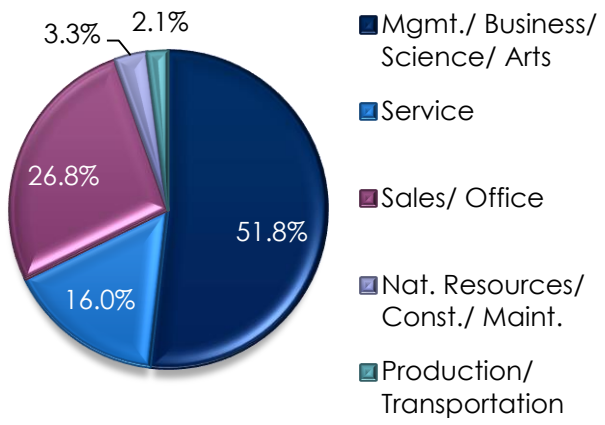


Population
4,709

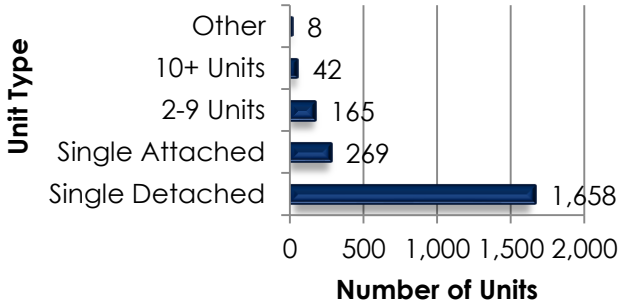
Median Household Income	$133,493	Taxes	
Per Capita Income	$62,022	Avg. Res Property Tax	$11,513
Poverty Rate	1.8%	Net Valuation (2018)	$1,530,792,800



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	591.2	62.9%
Apartment	19.0	2.0%
Commercial	144.2	15.3%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	109.6	11.7%
Public	37.7	4.0%
Public School	12.5	1.3%
Other School	0.0	0.0%
Church	1.9	0.2%
Cemetery	16.7	1.8%
Rail	1.5	0.2%
Other Exempt	1.4	0.2%
Unknown	4.5	0.5%

Housing	Number	Percent
Total Housing	2,142	0.8%
Owner-Occupied	1,617	75.5%
Renter-Occupied	163	7.6%
Median Housing Value	$546,232	
Median Rent	$2,138	

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 Reexamination 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 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.

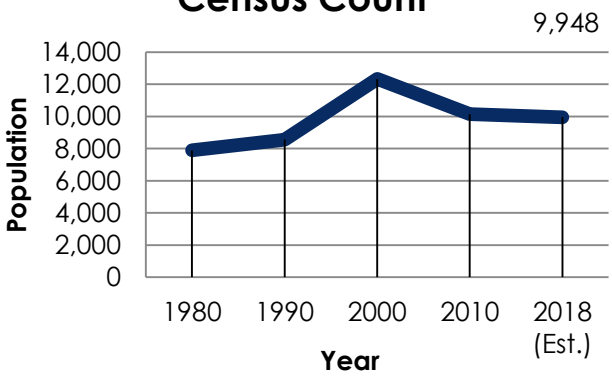
Colts Neck

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.

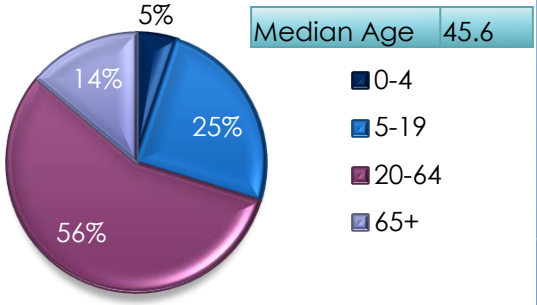


Colts Neck Roundabout

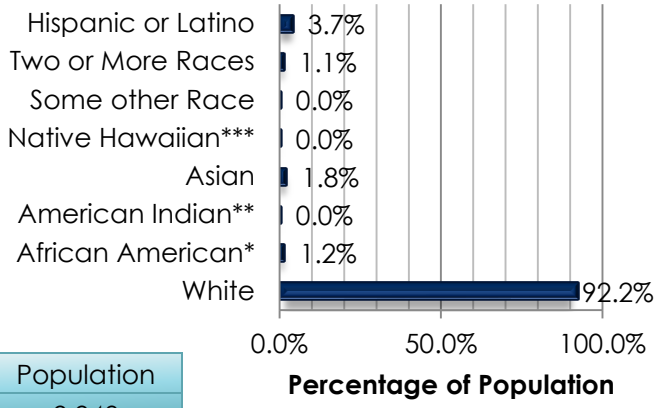
Census Count



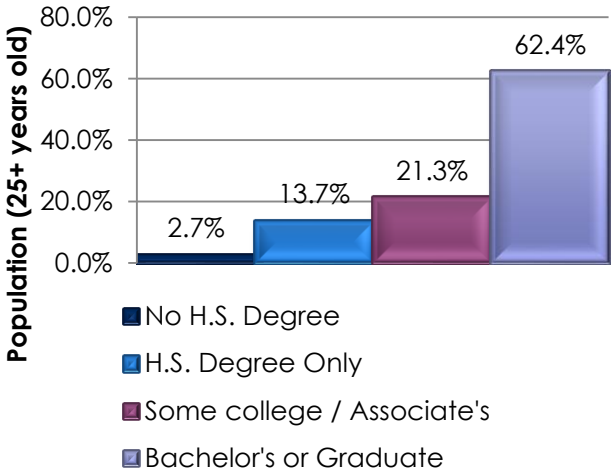
Age Composition



Race & Ethnicity

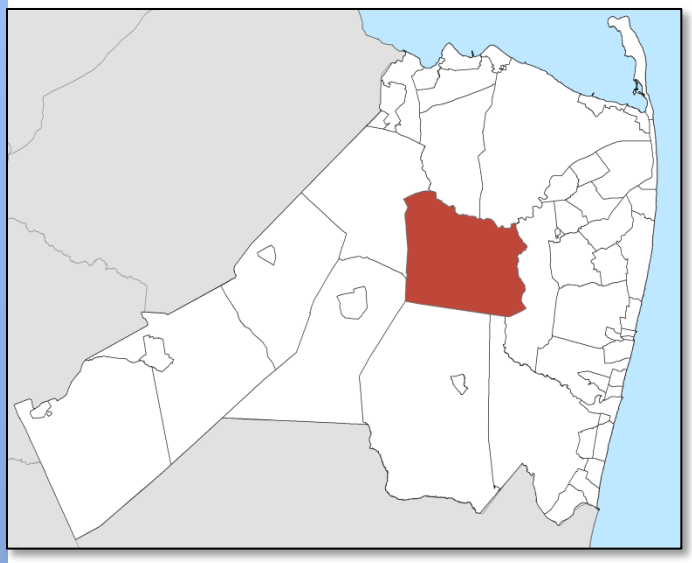


Educational Attainment

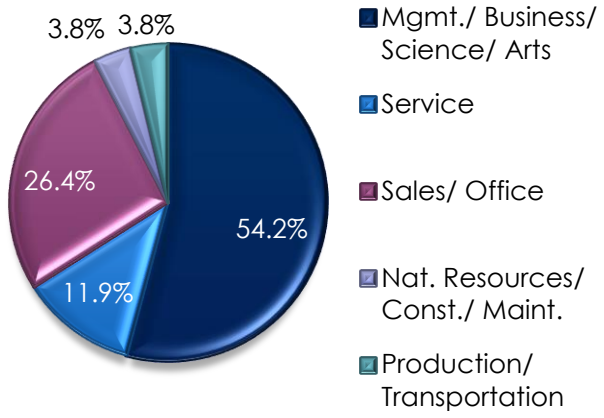


Population
9,948

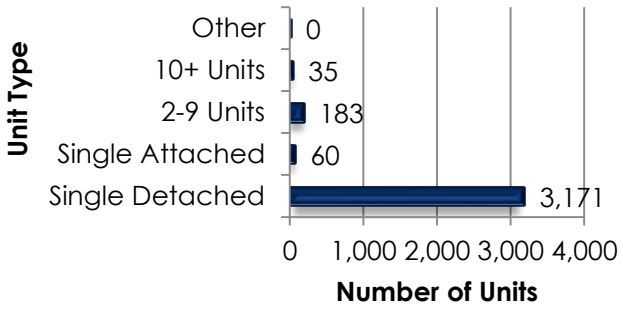
Median Household Income	$167,480	Taxes	
Per Capita Income	$71,809	Avg. Res Property Tax	$15,121
Poverty Rate	5.2%	Net Valuation (2018)	$3,025,076,763



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	5,293.7	28.2%
Apartment	0.0	0.0%
Commercial	641.4	3.4%
Industrial	0.0	0.0%
Farmland	5,229.5	27.8%
Vacant	506.0	2.7%
Public	6,848.3	36.4%
Public School	143.3	0.8%
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	81.0	0.4%

Housing	Number	Percent
Total Housing	3,449	1.3%
Owner-Occupied	2,969	86.1%
Renter-Occupied	293	8.5%
Median Housing Value	$852,203	
Median Rent	$1,551	

Topical Planning Issues:

In October 2017 Monmouth County, in cooperation with NJDOT, broke ground on intersection improvements and two bridge replacements with minimal disruption to the motoring public. The intersection of State Route 34 and County Route 537 services regional and local traffic and is a major county crossroad. The $17.5 million project was funded primarily through a Federal grant with the County responsible for $172,000 to pay for items like police protection for traffic control. Route 34 has been widened to six lanes approaching the intersection and a widened Route 537 includes an exclusive left turn lane, a through lane, a through/right turn lane, and two receiving lanes. In addition, the traffic signal was replaced, pedestrian improvements have been upgraded, and two bridges replaced, one on Route 34 and one on Route 537. 2019 saw the opening of a new distillery and a new brewery, both on Route 34. The Colts Neck StillHouse 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 located in a beautifully renovated dairy farm. "Source" 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. Two new farms entered into the farmland preservation program in 2019. The 18.4-acre Druesne and the 41.5 acre deGroot farm were purchased with State, County, and local preservation funds including financial assistance from the Monmouth Conservation Foundation.

Source: Two River Times

Deal

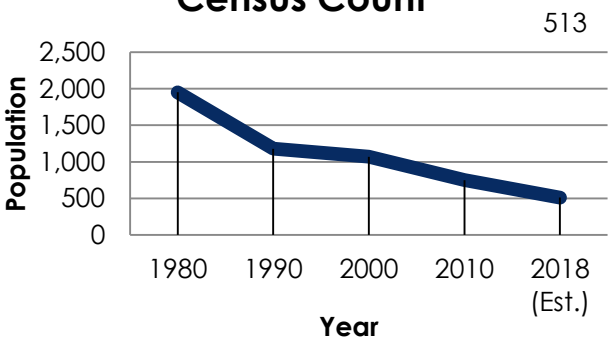
Deal dates back to 1670, when Thomas (Whyte) White purchased 500 acres along the Atlantic Coast in Shrewsbury and is believed to be named after his birthplace in Deale, Kent County, England. Originally, Deal included all of the area between Deal Lake and Takanassee Lake, but now has an area of 1.2 square 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)

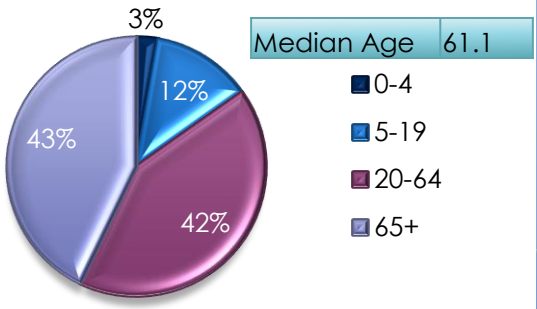


Deal Borough Hall

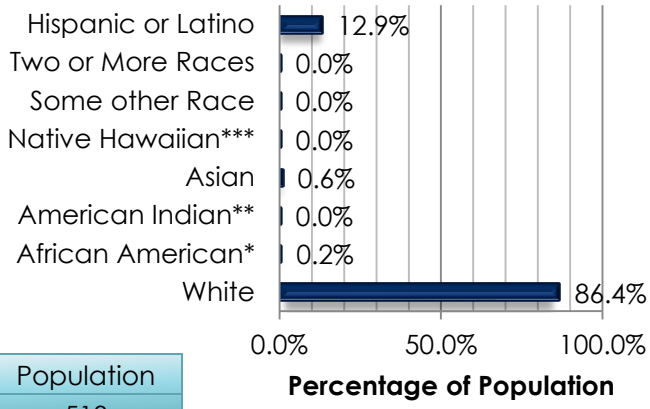
Census Count



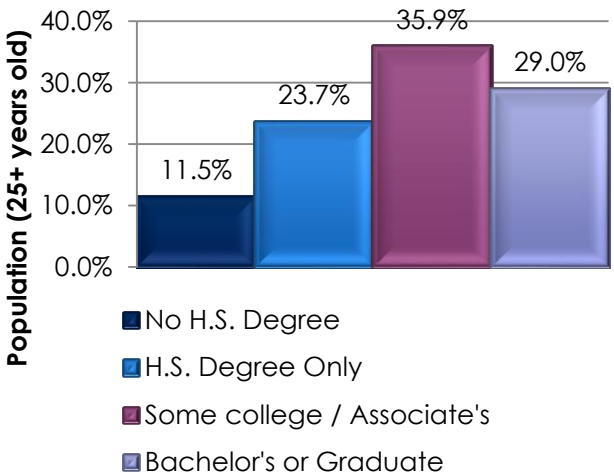
Age Composition



Race & Ethnicity

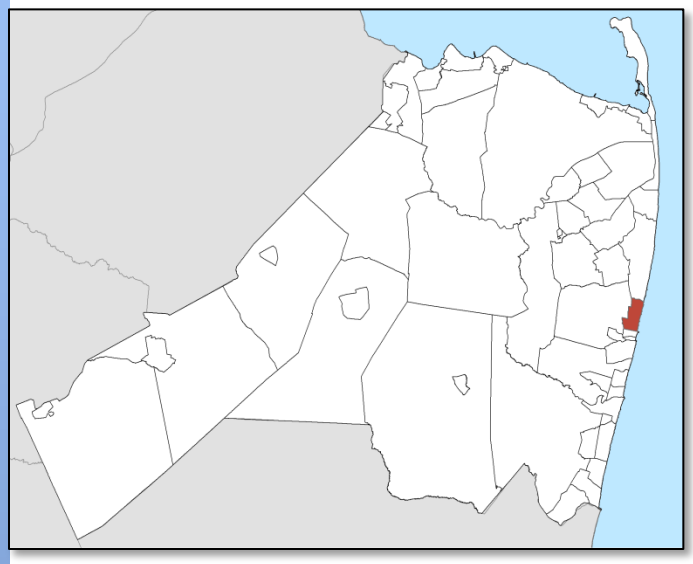


Educational Attainment

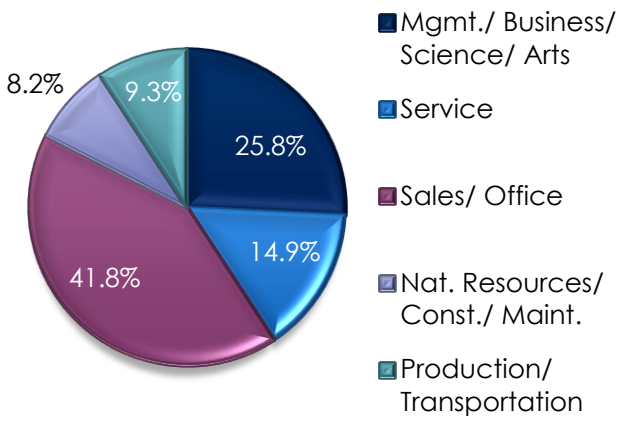


Population
513

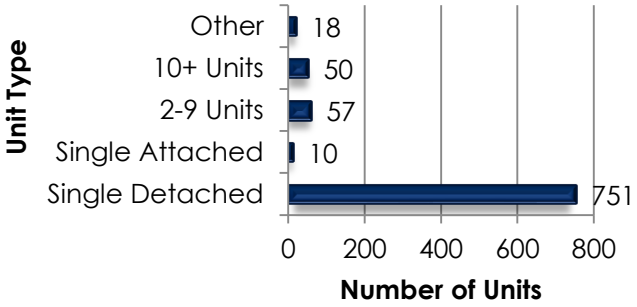
Median Household Income	$78,194	Taxes	
Per Capita Income	$67,416	Avg. Res Property Tax	$16,529
Poverty Rate	8.3%	Net Valuation (2018)	$2,153,629,815



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	466.8	78.4%
Apartment	0.8	0.1%
Commercial	22.2	3.7%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	38.4	6.5%
Public	45.1	7.6%
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%

Housing	Number	Percent
Total Housing	886	0.3%
Owner-Occupied	134	15.1%
Renter-Occupied	102	11.5%
Median Housing Value	$2,318,811	
Median Rent	$1,208	

Topical Planning Issues:

As 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 (2014) that discussed the impacts, current status, and recommended municipal actions to promote recovery and reduce vulnerabilities to future storms. The USACE Loch Arbour to Deal Beach Erosion Control Project 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. In 2017, the Borough submitted a Municipal Public Access Plan to NJDEP that provides a vision to tidal water and shoreline access within the municipality. The plan is currently pending review. The Deal Lake Master Plan (updated in 2018) highlights important issues for the watershed area, including NJDEP restrictions and permitting issues, dredge material disposal, storm water management, and storm drain issues, among others. The Borough is part of the Deal Lake Commission whose mission is to preserve and restore Deal Lake and its tributaries as a healthy and stable ecosystem as well as control lake levels during heavy storms. Deal Lake and Lake Takannassee are part of Monmouth University Urban Coast Institute's Coastal Lakes Observing Network (CLONet), which partners with municipalities and community groups to organize citizen science efforts, workshops and conferences dedicated to understanding the causes of environmental problems facing seaside water bodies. The 110,000 square foot Jewish Community Center located 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 yoga, bicycling, personal training, racquetball, basketball, swimming, pottery, and painting programming.

Eatontown

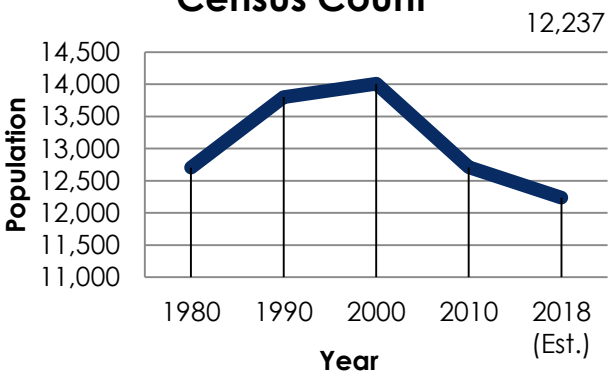
Eatontown is located in the central portion of eastern Monmouth County and encompasses 5.86 square miles. The Borough has several highways connecting it to other portions of the County, such as State Highways 18, 35, & 36 and County Route 547, which helped form its large commercial and retail corridor. 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)

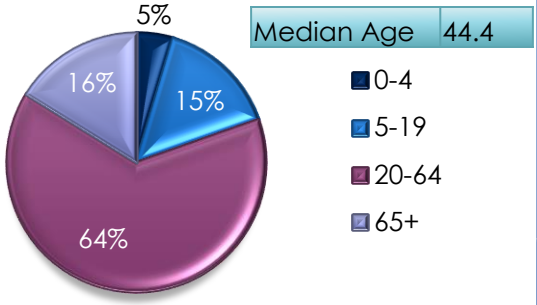


Monmouth Mall

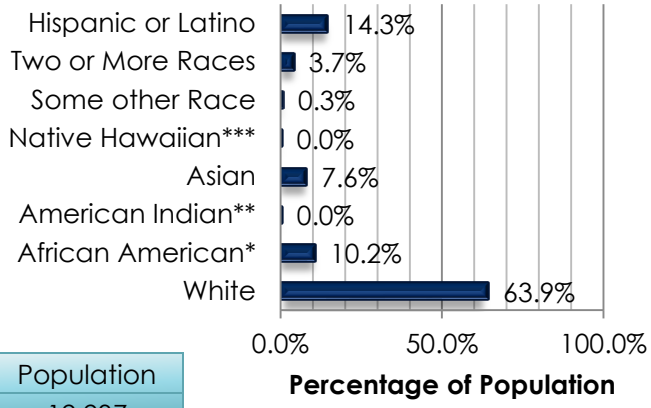
Census Count



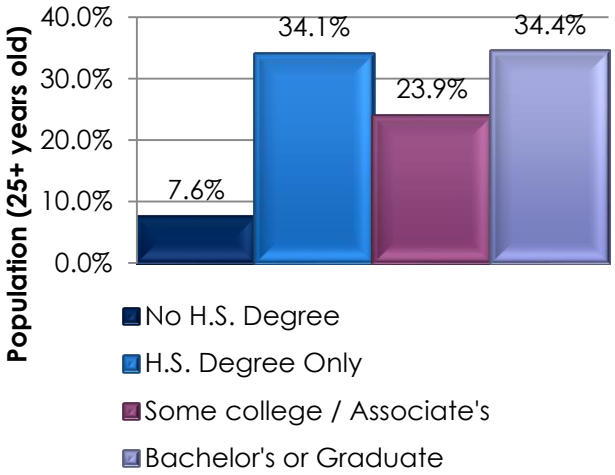
Age Composition



Race & Ethnicity

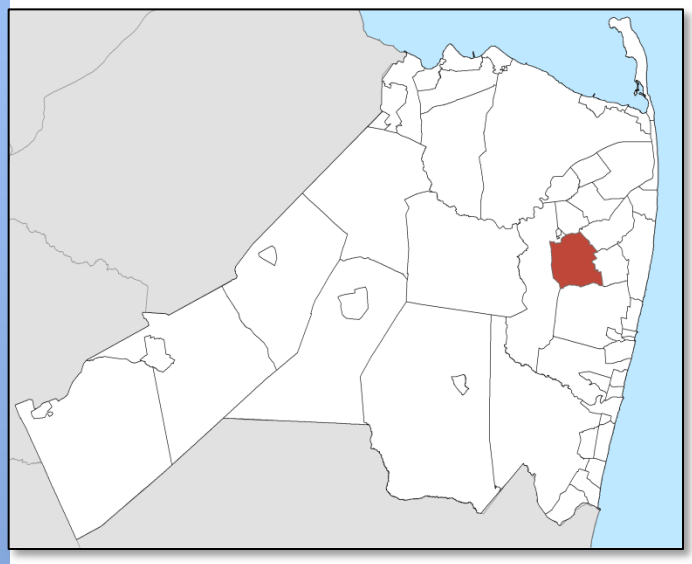


Educational Attainment

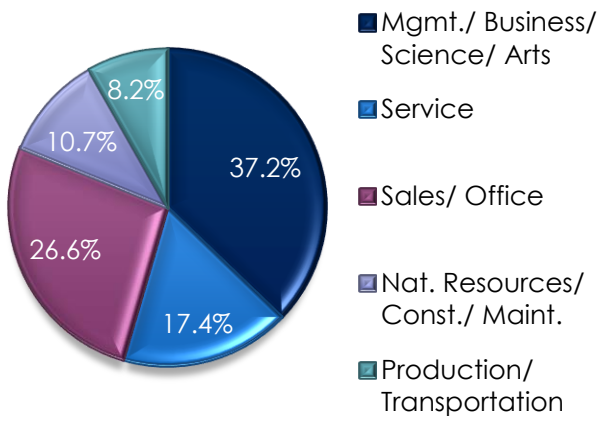


Population
12,237

Median Household Income	$66,470	Taxes	
Per Capita Income	$41,041	Avg. Res Property Tax	$7,725
Poverty Rate	9.2%	Net Valuation (2018)	$2,210,173,020

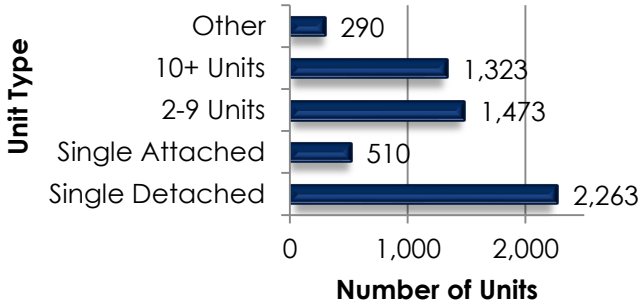


Type of Employment



Land Usage	Acreage	Percent
Residential	918.6	28.3%
Apartment	164.5	5.1%
Commercial	685.3	21.1%
Industrial	198.8	6.1%
Farmland	16.3	0.5%
Vacant	274.0	8.4%
Public	762.8	23.5%
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	2.5%

Housing Units



Housing	Number	Percent
Total Housing	5,859	2.2%
Owner-Occupied	2,849	48.6%
Renter-Occupied	2,557	43.6%
Median Housing Value	$334,422	
Median Rent	$1,184	

Topical Planning Issues:

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. Following this transfer, the Fort's CR 537 Extension, known as the Avenue of Memories, was opened to the public. The town's first large scale project at Fort Monmouth was approved by the Borough Planning Board in 2019. Martelli Development Inc., which entered into an agreement two years ago to buy the historic Suneagles Golf Course, will construct 60 luxury market-rate townhouses and 15 affordable townhouse units next to the golf course. 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. The Monmouth Mall redevelopment, also known as The Heights at Monmouth, received approval from the Eatontown Planning Board in 2018. In 2019, a revised plan for the site was put before the Planning Board. The new plan retains the 700 new apartments, however, the revisions no longer include opening up the existing two-story, indoor corridor and creating outdoor corridors and entertainment uses. Instead, the developer is proposing an indoor "winter garden" at the existing two-story corridor. A final revision calls for a four-story 82,000-square-foot medical office building instead of the two 40,000-square-foot buildings that were originally proposed. In addition, the revision would also allow for a three-story 33,000-square-foot medical office to be built at a later date. Source: Asbury Park Press

Englishtown

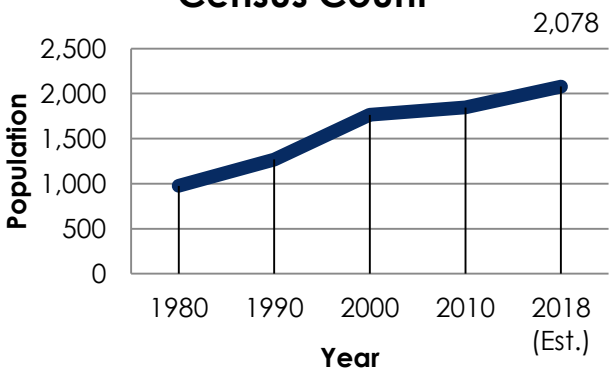
Located in western Monmouth County, Englishtown is completely surrounded by Manalapan Township. First settled as a "crossroads" community in 1726, Englishtown developed into a prosperous, rural town by the 1800's and 1900's. Englishtown, although only 0.57 square miles, is rich in history. During the Battle of Monmouth, Englishtown was used as a gathering point for Continental troops, and it is said that George Washington visited The Village Inn 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/aiab079670.pdf), "Parade to honor heros of Battle of Monmouth" http://sub.gmnews.com

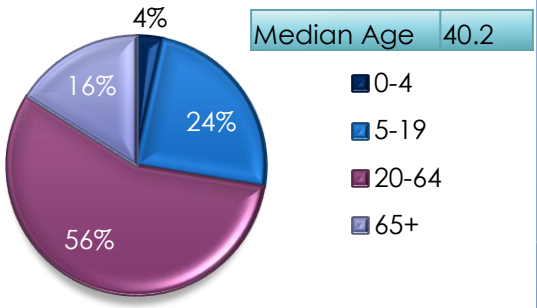


The Village Inn & Battleground Historical Society

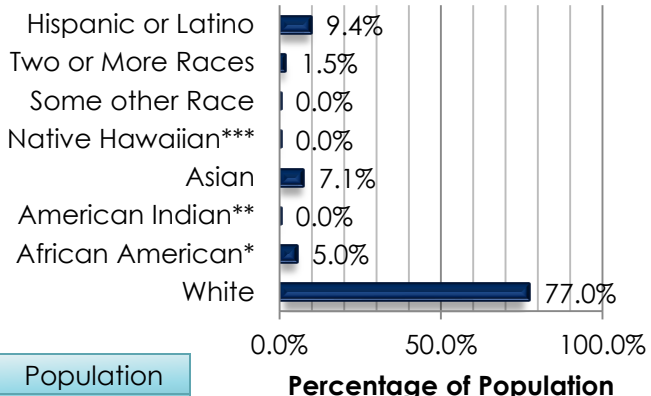
Census Count



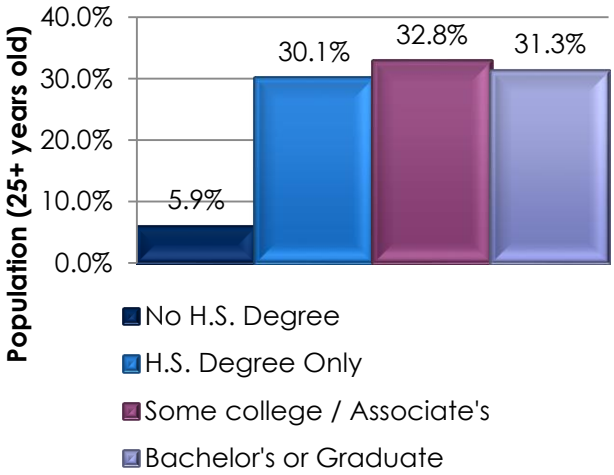
Age Composition



Race & Ethnicity

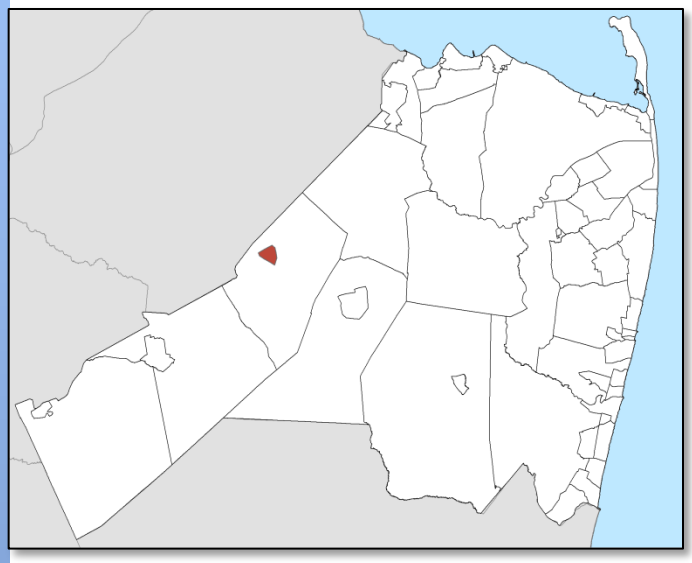


Educational Attainment

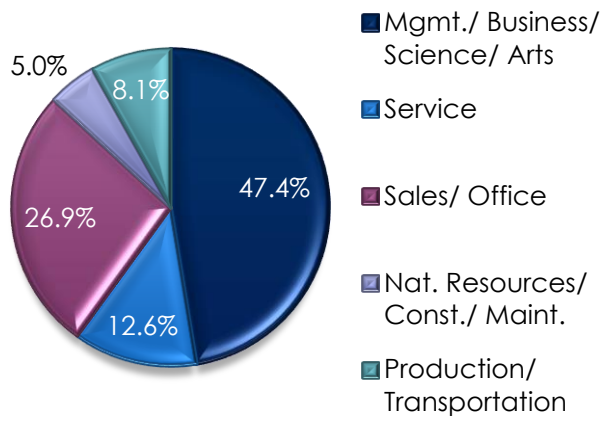


Population
2,078

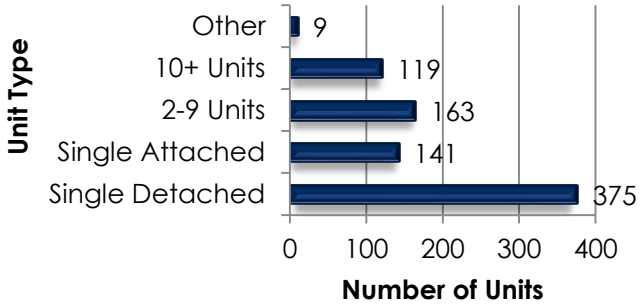
Median Household Income	$77,992	Taxes	
Per Capita Income	$31,579	Avg. Res Property Tax	$7,272
Poverty Rate	7.5%	Net Valuation (2018)	$248,186,000



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	144.5	43.3%
Apartment	11.0	3.3%
Commercial	41.0	12.3%
Industrial	13.2	3.9%
Farmland	0.0	0.0%
Vacant	55.6	16.7%
Public	52.2	15.6%
Public School	4.1	1.2%
Other School	0.0	0.0%
Church	6.9	2.1%
Cemetery	0.4	0.1%
Rail	0.0	0.0%
Other Exempt	1.0	0.3%
Unknown	3.9	1.2%

Housing	Number	Percent
Total Housing	807	0.3%
Owner-Occupied	480	59.5%
Renter-Occupied	259	32.1%
Median Housing Value	$310,912	
Median Rent	$1,689	

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.

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

Fair Haven

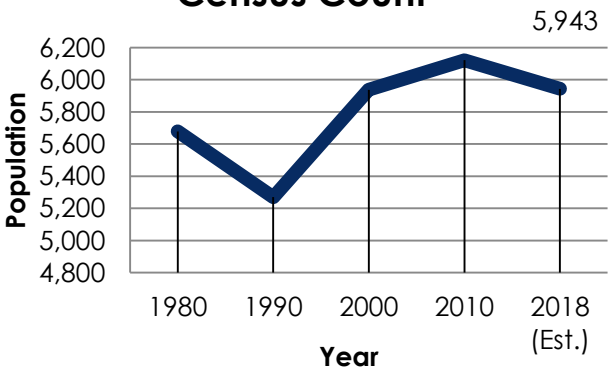
The first recorded history of Fair Haven dates back to the early 1800's when Fair Haven was a small community on the banks of the Navesink River, attracting steamboats transferring oysters along the New York-Red Bank steamboat line. The mid-19th century brought new residential construction along Fair 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.

Source: www.fairhavennj.org

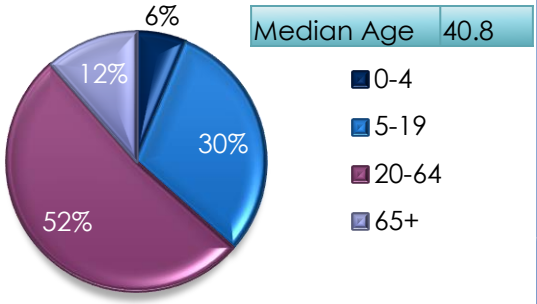


Fair Haven Road

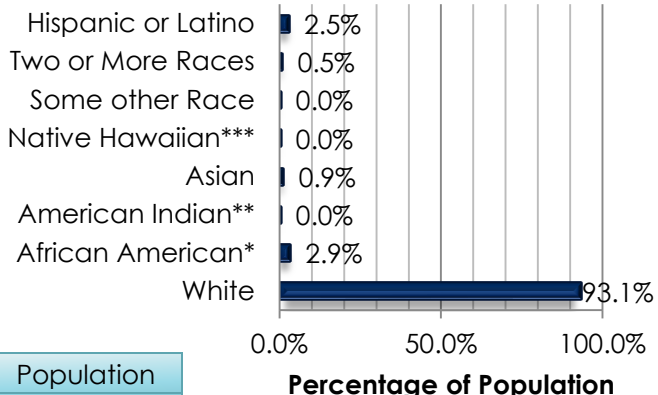
Census Count



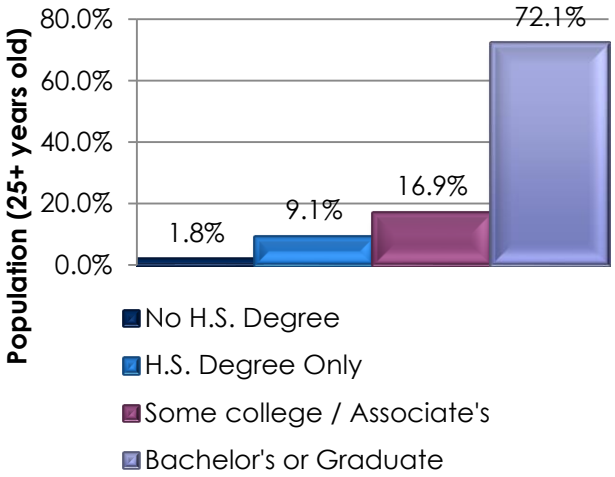
Age Composition



Race & Ethnicity

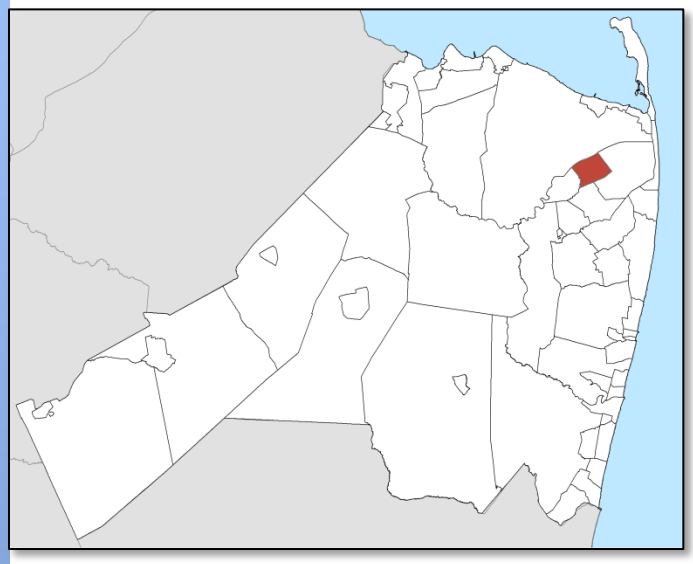


Educational Attainment

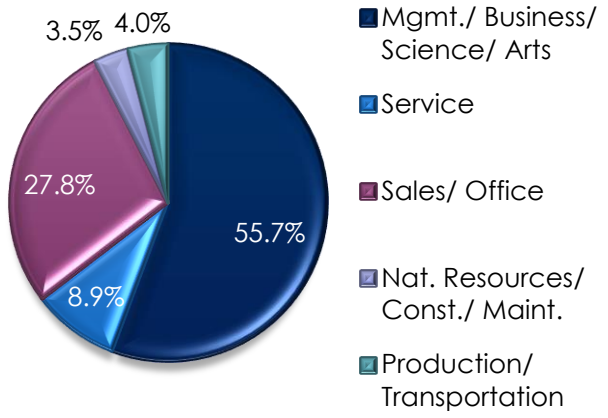


Population
5,943

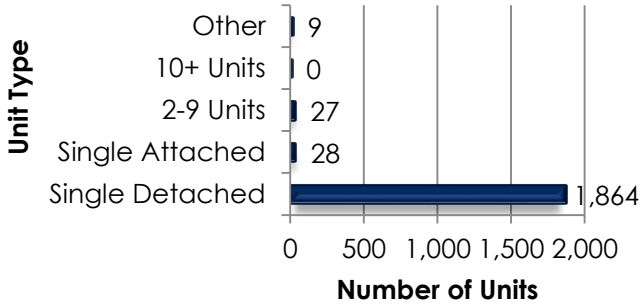
Median Household Income	$158,264	Taxes	
Per Capita Income	$64,598	Avg. Res Property Tax	$15,046
Poverty Rate	3.4%	Net Valuation (2018)	$1,721,059,780



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	696.7	79.9%
Apartment	0.0	0.0%
Commercial	22.9	2.6%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	14.6	1.7%
Public	95.6	11.0%
Public School	7.0	0.8%
Other School	3.2	0.4%
Church	12.9	1.5%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	8.3	0.9%
Unknown	10.4	1.2%

Housing	Number	Percent
Total Housing	1,928	0.7%
Owner-Occupied	1,682	87.2%
Renter-Occupied	182	9.4%
Median Housing Value	$808,044	
Median Rent	$2,625	

Topical Planning Issues:

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. In addition, in order to facilitate appropriate residential infill development, the report recommended simplifying and clarifying regulation of permitted floor area of houses. To support the resident priority of improving pedestrian and bicycle circulation the Borough has undertaken an Active Transportation Plan as part of the NJDOT'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. In late 2019, Williams, Albert, and Robards Park, a 0.6 acre of land and one of 10 parks and open spaces in Fair Haven, was opened. The park, which overlooks the Navesink River, allows residents to enjoy passive recreation activities like walking, seining, and fishing. The property was once home to Charles Williams and his wife Julia beginning in 1853. Charles was a free black man who received the property as a wedding gift. The couple lived there for the remainder of their lives and would allow the public to use the beach on the property free of charge. (Source: Two River Times)

Farmingdale

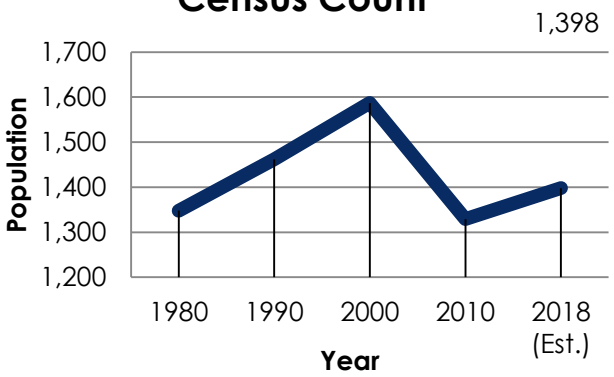
Farmingdale started as an indian path towards the Manasquan River, eventually evolving into a small town with two stores, two taverns, and a dozen dwellings. In 1903, the Borough incorporated into an independent municipality with a residential and light industrial community. Presently, Farmingdale is 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

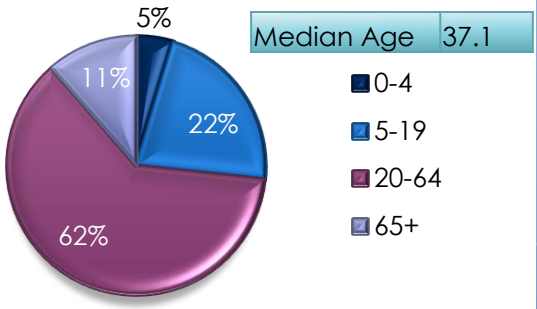


Intersection of Rt. 547 and Rt. 524

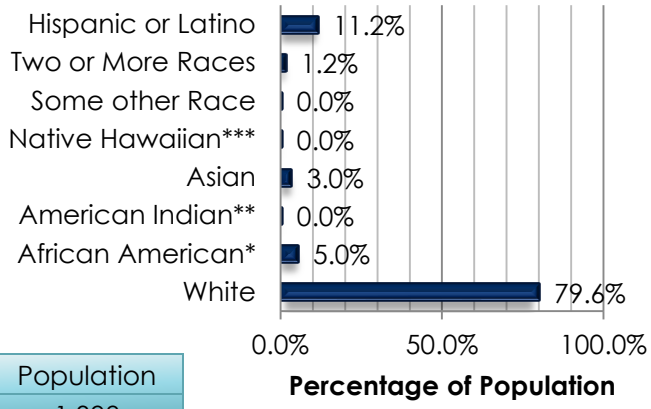
Census Count



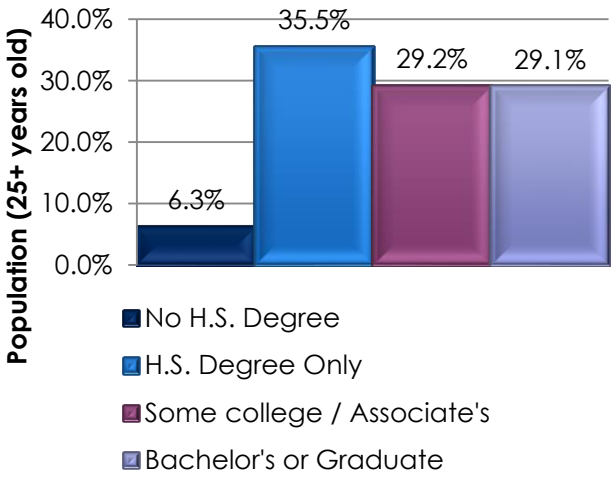
Age Composition



Race & Ethnicity



Educational Attainment

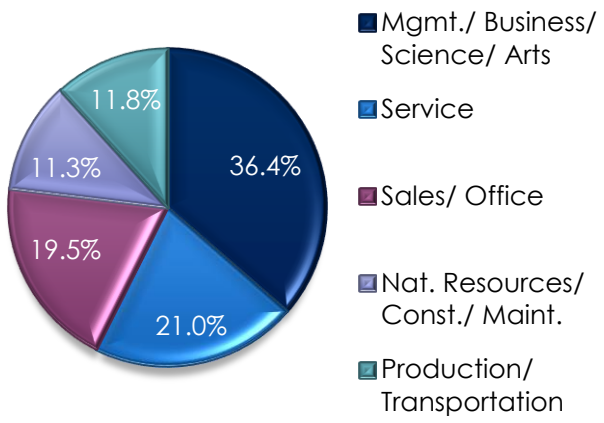


Population
1,398

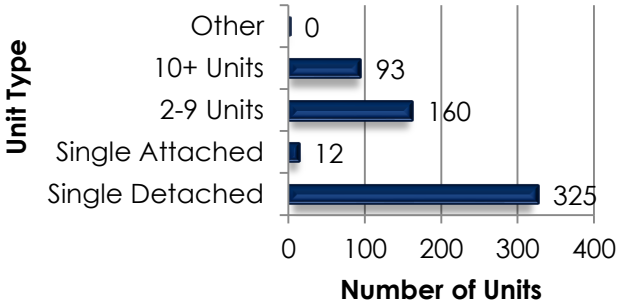
Median Household Income	$58,875	Taxes	
Per Capita Income	$28,100	Avg. Res Property Tax	$6,278
Poverty Rate	19.0%	Net Valuation (2018)	$166,874,600



Type of Employment



Housing Units



Land Usage	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%

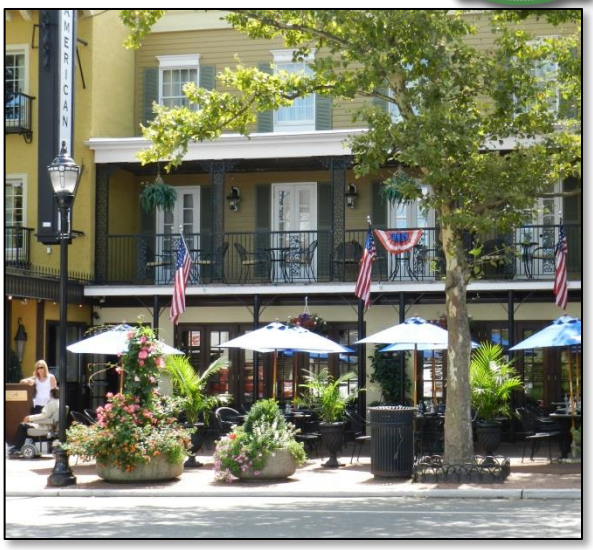
Housing	Number	Percent
Total Housing	590	0.2%
Owner-Occupied	285	48.3%
Renter-Occupied	281	47.6%
Median Housing Value	$318,211	
Median Rent	$1,195	

Topical Planning Issues:

In response to Farmingdale's 2003 Reexamination 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 CDBG 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.

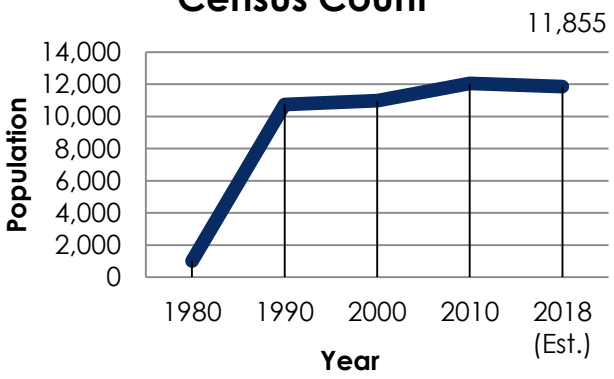
Freehold Borough

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 beautiful churches, restaurants, shops, and other commercial services.

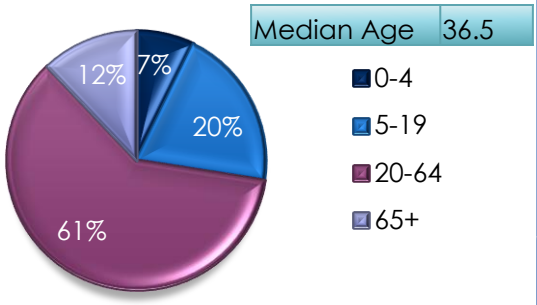


American Hotel

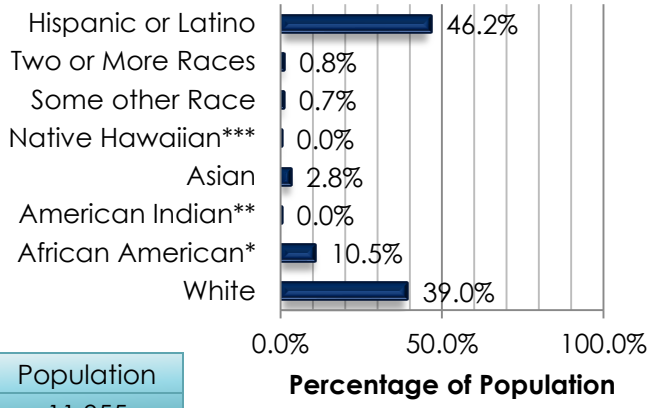
Census Count



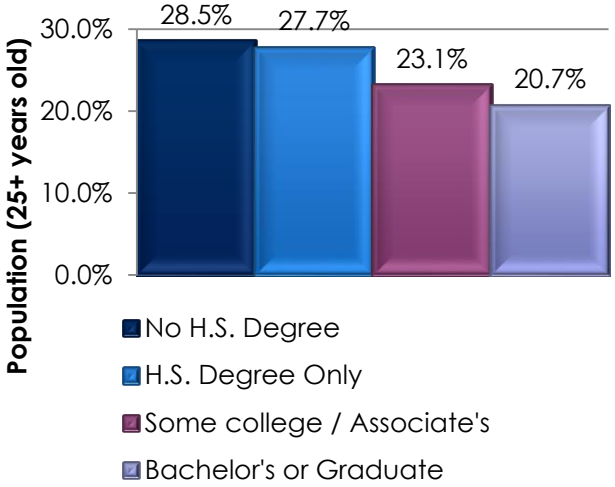
Age Composition



Race & Ethnicity



Educational Attainment

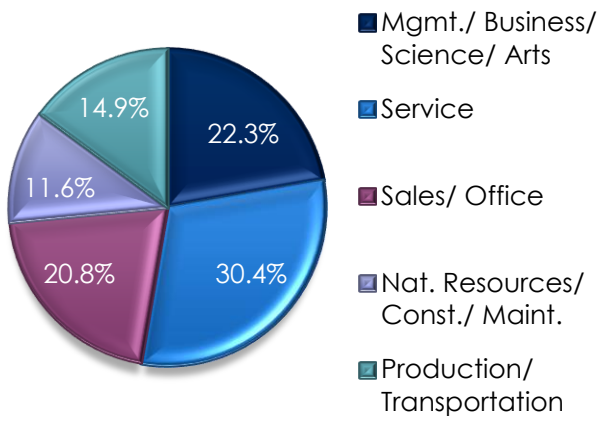


Population
11,855

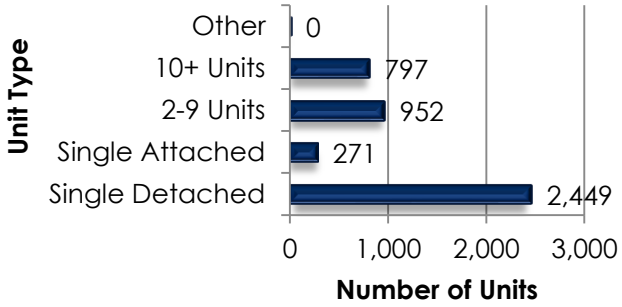
Median Household Income	$57,717	Taxes	
Per Capita Income	$25,386	Avg. Res Property Tax	$6,882
Poverty Rate	15.9%	Net Valuation (2018)	$1,055,470,500



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	547.0	52.6%
Apartment	21.3	2.0%
Commercial	176.3	16.9%
Industrial	27.6	2.6%
Farmland	0.0	0.0%
Vacant	64.4	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	13.2	1.3%
Other Exempt	9.7	0.9%
Unknown	0.9	0.1%

Housing	Number	Percent
Total Housing	4,469	1.7%
Owner-Occupied	1,954	43.7%
Renter-Occupied	2,154	48.2%
Median Housing Value	$254,884	
Median Rent	$1,417	

Topical Planning Issues:

Through an NJTPA 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, and several visioning and outreach events with various stakeholders, NJTPA finalized their findings and released the Downtown Freehold Vision Plan in July, 2018. 2019 marks the third year the Borough has participated in a participatory budget program. This program allows any resident 14 years and older and business owners to vote for two projects out of seven recommended by the town to be funded with $200K from the municipal budget. Four projects made the cut including lights at Lake Topanemus, solar power motor vehicle speed readers, new “Welcome to Freehold” signs, and refurbishing basketball courts at Liberty Park. Numerous municipal improvements marked 2019. Council members appropriated $7.2 million and authorized debt in the amount of $7.18 million to build the new treatment plant on a well field on Waterworks Road to replace the existing 1949/1977 plant. After years of effort, a new mid-block pedestrian crosswalk has been installed and is in operation on East Main Street in Freehold Borough. The Freehold Borough Bicycle and Pedestrian Plan, as commissioned by the NJDOT, had recommended the installation of a mid-block crosswalk to promote a safe movement of pedestrian traffic.

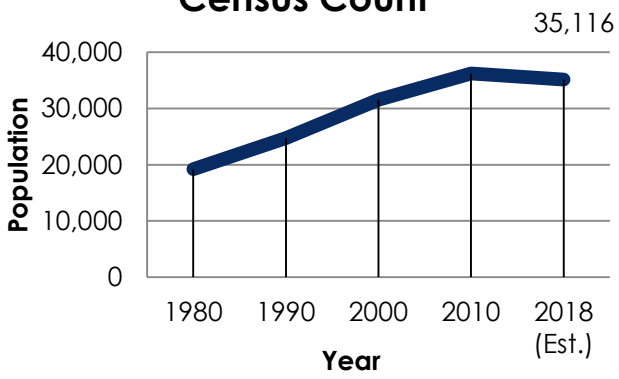
Freehold Township

Freehold, one of the three original townships in Monmouth County, received its official charter on October 31, 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 (east-west) and State Route 9 (north-south).

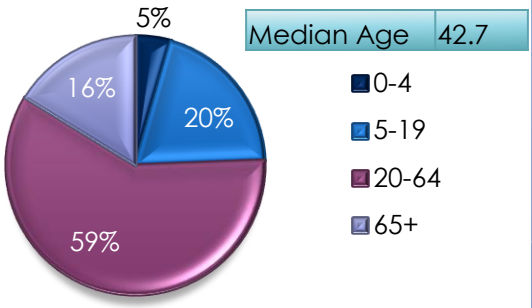


Oakley Farm

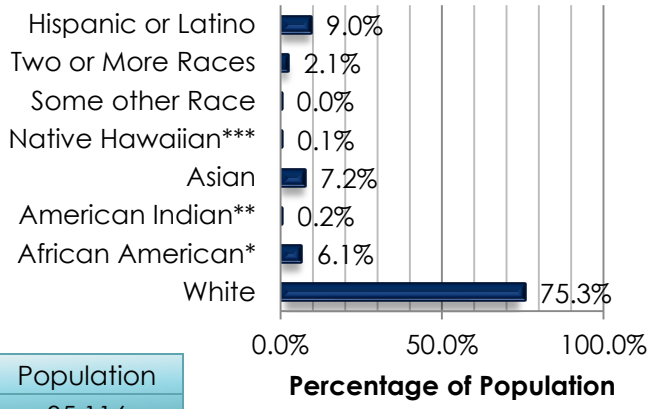
Census Count



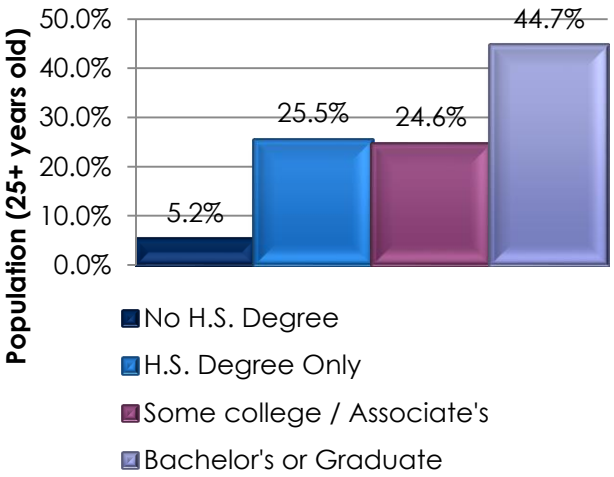
Age Composition



Race & Ethnicity

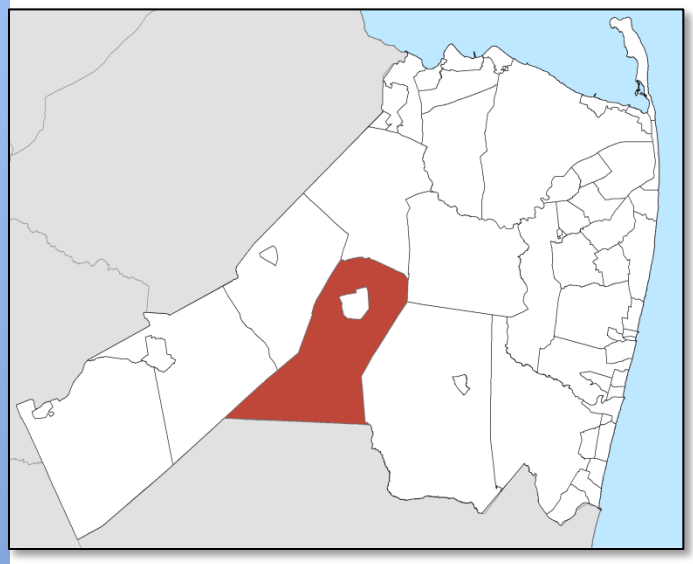


Educational Attainment

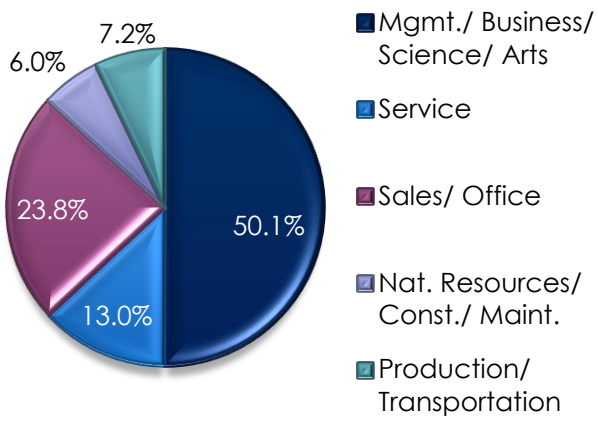


Population
35,116

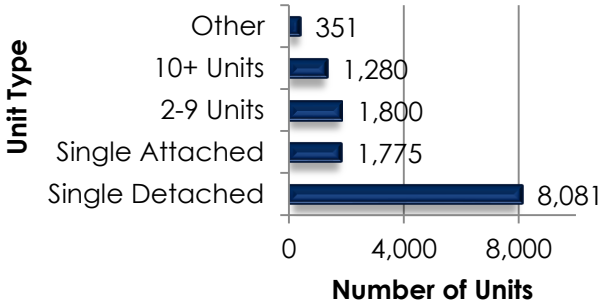
Median Household Income	$99,827	Taxes	
Per Capita Income	$46,291	Avg. Res Property Tax	$8,881
Poverty Rate	6.4%	Net Valuation (2018)	$6,326,367,000



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	6,809.7	29.6%
Apartment	57.6	0.2%
Commercial	1,402.6	6.1%
Industrial	269.8	1.2%
Farmland	2,940.2	12.8%
Vacant	1,500.0	6.5%
Public	8,071.5	35.0%
Public School	337.3	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	152.6	0.7%
Unknown	1,318.5	5.7%

Housing	Number	Percent
Total Housing	13,287	5.1%
Owner-Occupied	9,864	74.2%
Renter-Occupied	2,674	20.1%
Median Housing Value	$401,855	
Median Rent	$1,885	

Topical Planning Issues:

Freehold Township was 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. 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. The most recent update to the Master Plan was the 2019 Fair Share and Housing element. In 2015, the Township completed its first "universally integrated" playground at Michael J. Tighe Park designed to accommodate children of all ability levels and special needs to play together. That was followed by another integrated playground at Applegate Elementary School. In 2019, Freehold Township applied for funding from the Monmouth County Open Space Trust Fund to construct a third playground in Opatut Park. Another open space project in 2019, the Township passed an ordinance approving the permanent preservation of a 54-acre tract along Route 33.

Hazlet

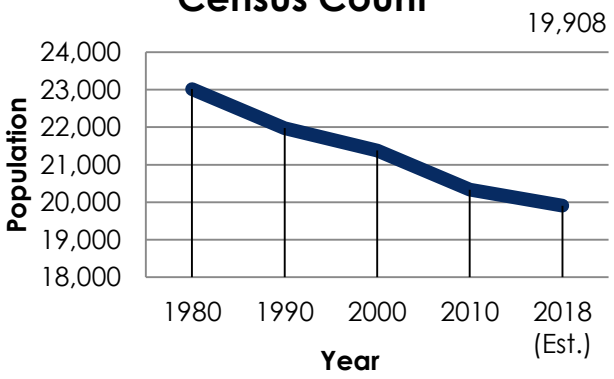
Originally founded as Raritan Township in 1848, Hazlet Township encompasses a land area of 5.60 square miles in the Monmouth County Bayshore Region. To establish a clearer identity and to differentiate from three other New Jersey towns of the same name, Raritan Township's name was changed to Hazlet in 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 office, 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.hazlettwp.org

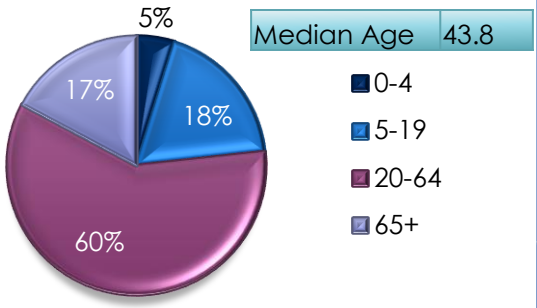


Hazlet Municipal Building

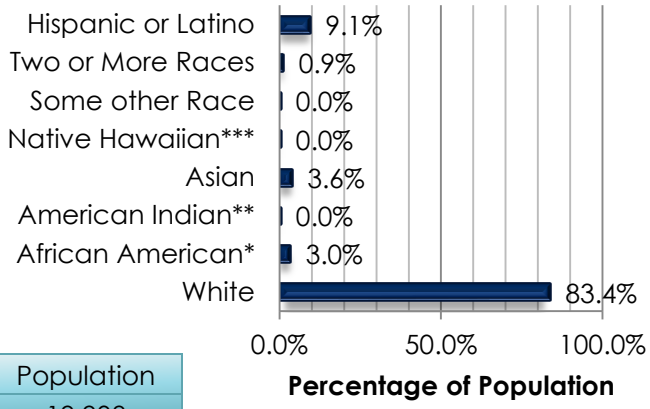
Census Count



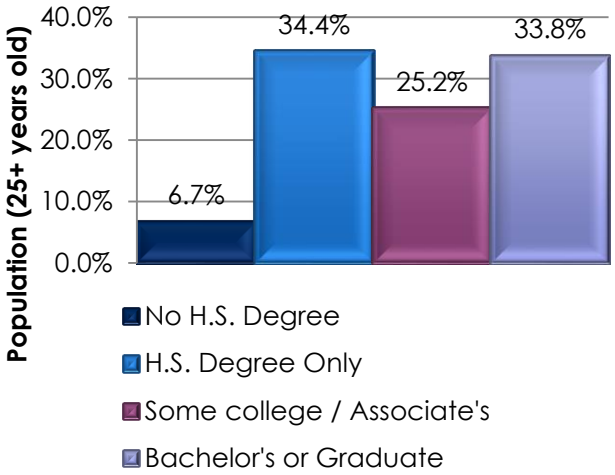
Age Composition



Race & Ethnicity

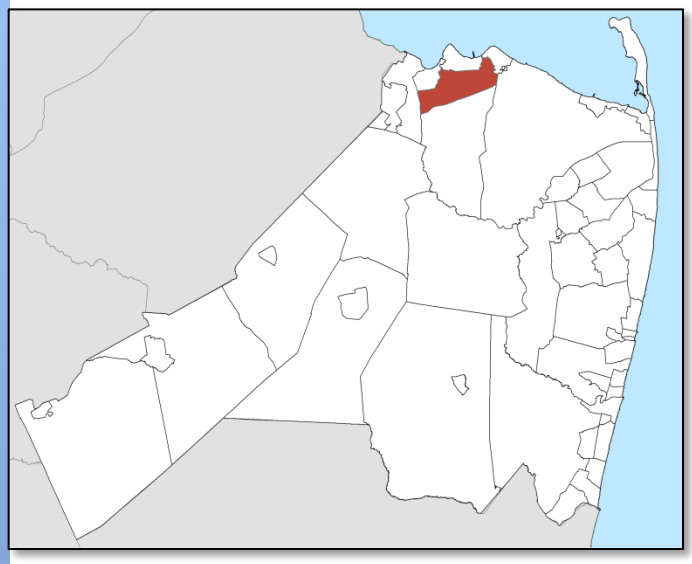


Educational Attainment

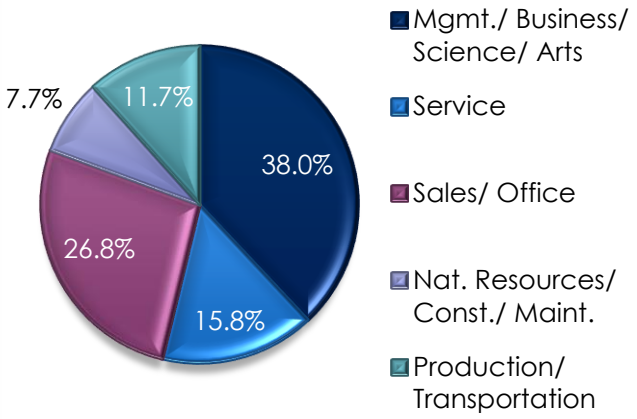


Population
19,908

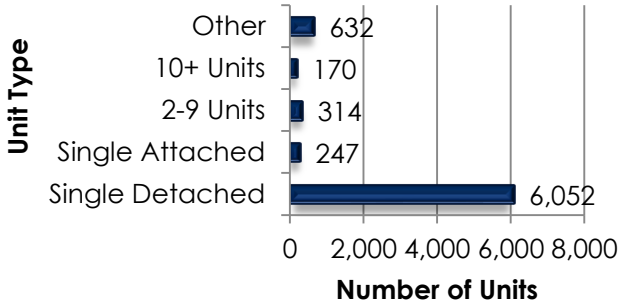
Median Household Income	$94,657	Taxes	
Per Capita Income	$38,040	Avg. Res Property Tax	$8,085
Poverty Rate	5.3%	Net Valuation (2018)	$2,437,607,921



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	1,432.2	46.5%
Apartment	0.0	0.0%
Commercial	425.8	13.8%
Industrial	60.0	1.9%
Farmland	32.4	1.1%
Vacant	186.4	6.0%
Public	656.8	21.3%
Public School	115.7	3.8%
Other School	18.6	0.6%
Church	11.5	0.4%
Cemetery	32.6	1.1%
Rail	0.0	0.0%
Other Exempt	38.8	1.3%
Unknown	70.8	2.3%

Housing	Number	Percent
Total Housing	7,415	2.8%
Owner-Occupied	6,152	83.0%
Renter-Occupied	888	12.0%
Median Housing Value	$315,430	
Median Rent	$1,032	

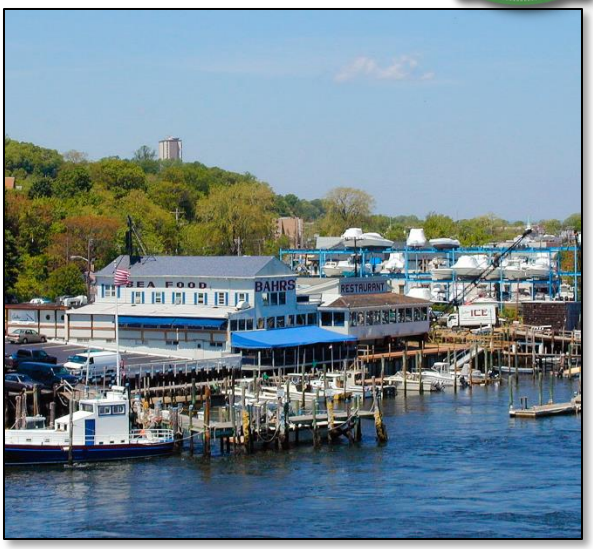
Topical Planning Issues:

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 roadway repairs began in 2019 and will be completed in phases with partial funding from NJDOT grants. Hazlet participates in the NFIP CRS program and has obtained a level 6 classification. Hazlet is also part of the NWSE JLUS area, which was completed in 2019.

Highlands

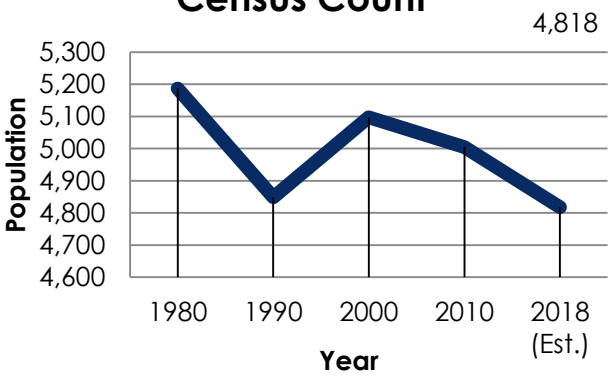
The Borough of Highlands is 1.3 square miles and located just to the south and west of Sandy Hook. The Highlands' bluff is not only home to the historic Twin Lights, the first lighthouse to use kerosene, electricity, and the French Fresnel lens to illuminate 22 miles into the ocean (1862), but it is also the highest point of land along the Eastern Seaboard, south of Maine, 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. Highlands has a longstanding fishing, clamming, and boating industry, and breathtaking views of New York City.

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

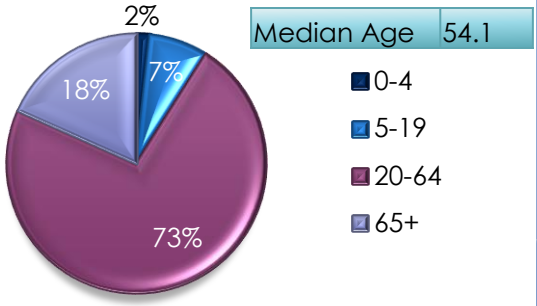


Barhs Restaurant

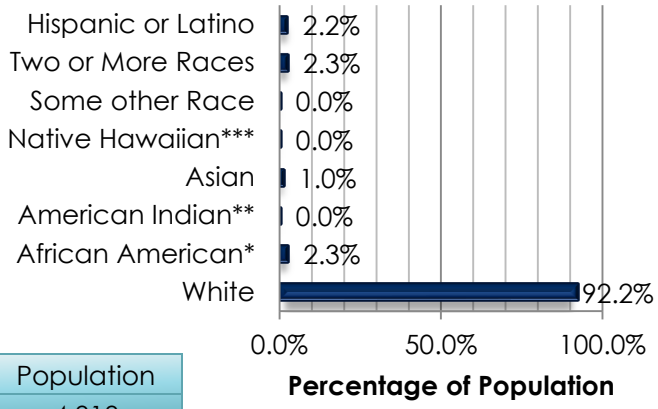
Census Count



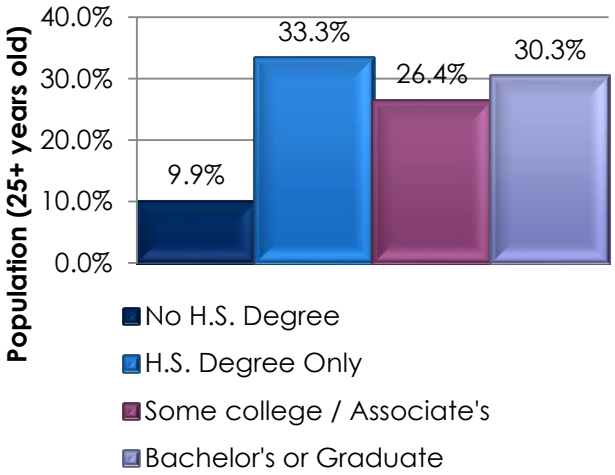
Age Composition



Race & Ethnicity

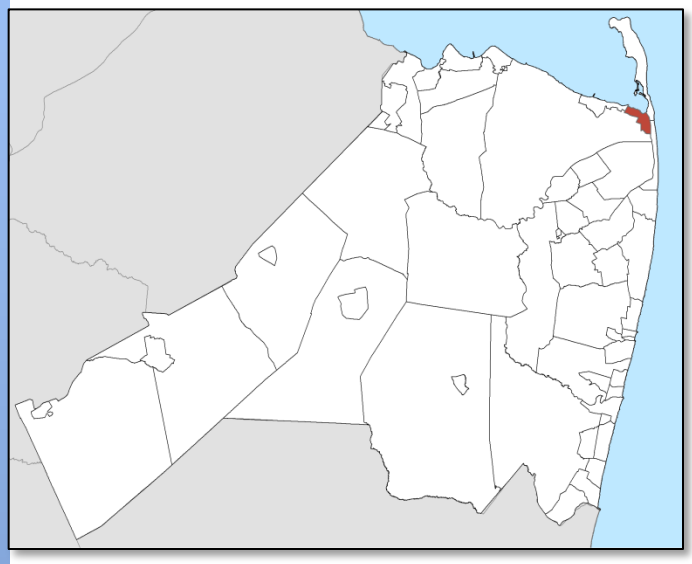


Educational Attainment

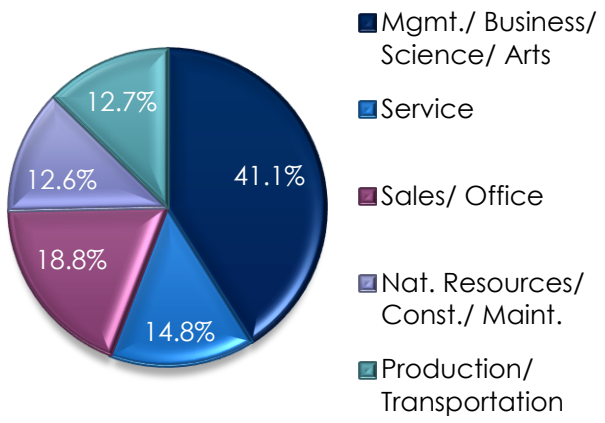


Population
4,818

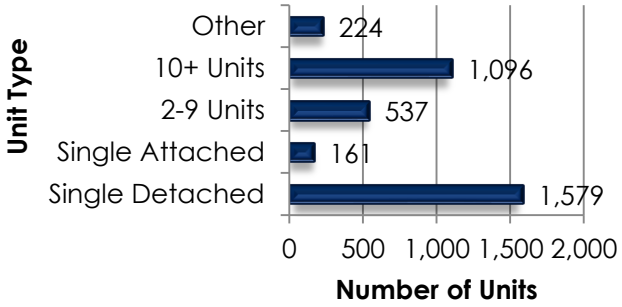
Median Household Income	$60,817	Taxes	
Per Capita Income	$50,288	Avg. Res Property Tax	$6,562
Poverty Rate	7.2%	Net Valuation (2018)	$606,337,559



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	178.6	47.3%
Apartment	5.7	1.5%
Commercial	47.0	12.4%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	22.9	6.0%
Public	18.7	4.9%
Public School	34.1	9.0%
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	4.2%
Unknown	51.7	13.7%

Housing	Number	Percent
Total Housing	3,597	1.4%
Owner-Occupied	1,715	47.7%
Renter-Occupied	1,072	29.8%
Median Housing Value	$234,221	
Median Rent	$1,205	

Topical Planning Issues:

Highlands has focused 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 adopted an ordinance amending Zoning and Land Use Regulations to assist residents in rebuilding homes damaged by Sandy. In 2018, Highlands comprehensively updated its Floodplain Ordinance and adopted FEMA's updated FIRM. Highlands is within the study area of two regional flood resilience projects; NJ FRAMES and the NWSE JLUS. 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. Highlands continues to work on street and drainage improvement projects throughout the Borough. The Borough recently purchased property on Navesink Avenue from the Our Lady of Perpetual Help parish. This property will be the future site of the Highlands Municipal Complex, which will replace municipal structures damaged and destroyed by Superstorm Sandy. The new complex will be developed outside of the Borough's floodplain. In 2018, the Monmouth County Parks 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 will be used to build a trail connecting Battery Lewis to the Twin Lights. Using a 2018 Open Space Trust Fund matching grant from the Monmouth County Board of Chosen Freeholders, Highlands will repair weather-damaged tennis and basketball courts and upgrade the playground at Snug Harbor Park.

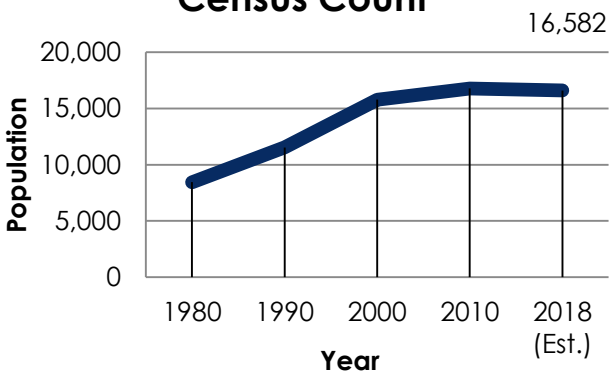
Holmdel

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. Holmdel is also home to numerous Nobel Prize recipients.

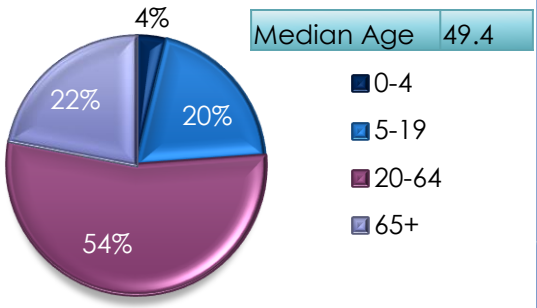


Bell Works

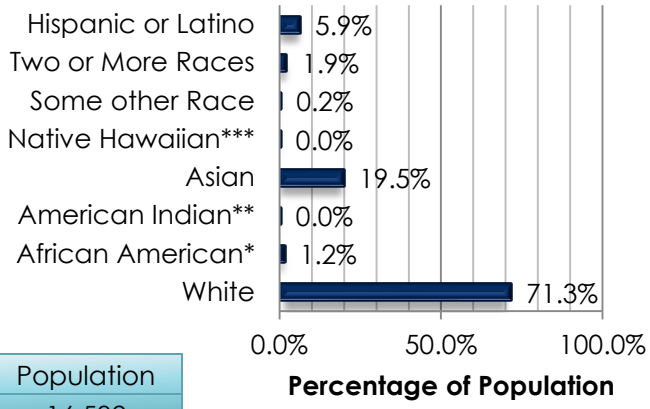
Census Count



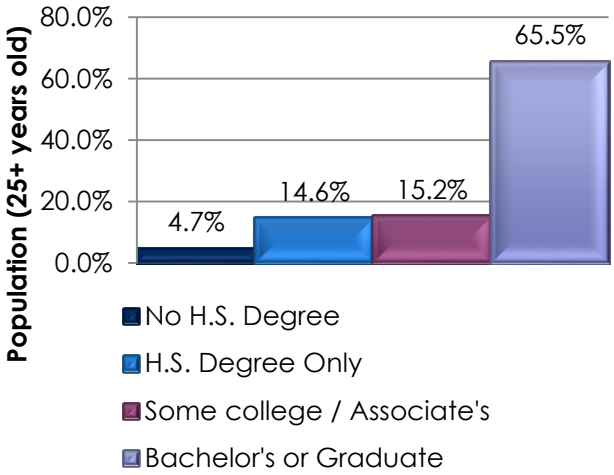
Age Composition



Race & Ethnicity

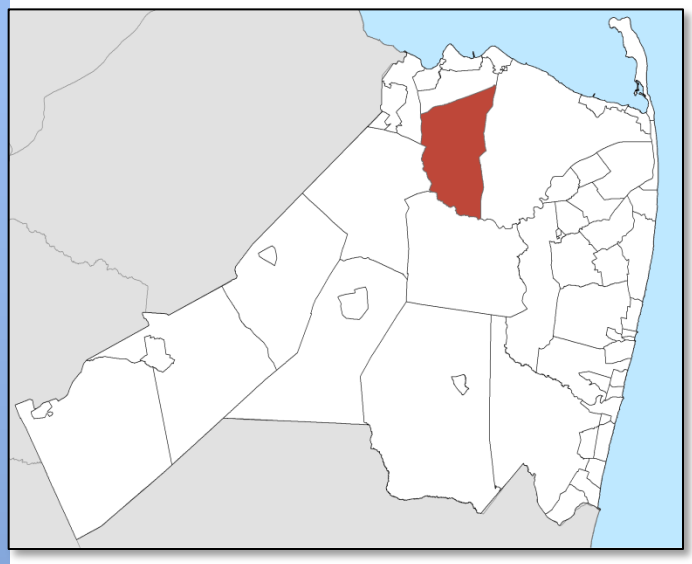


Educational Attainment

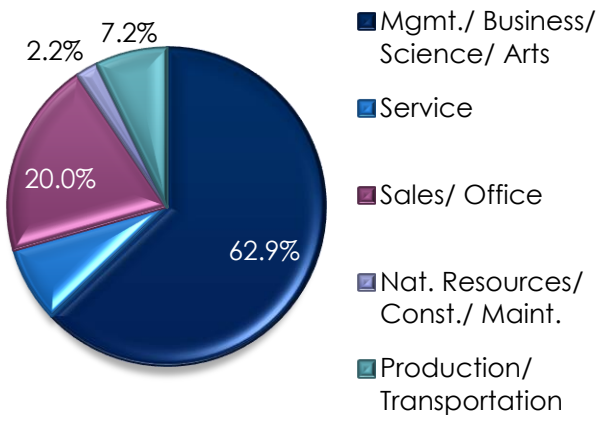


Population
16,582

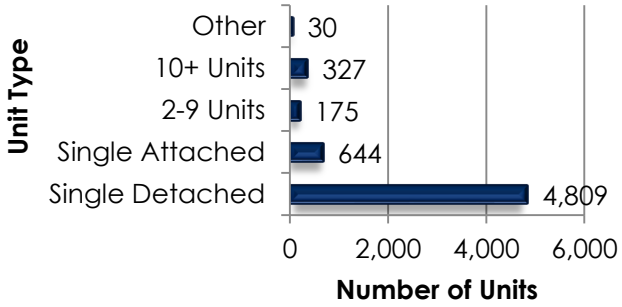
Median Household Income	$155,842	Taxes	
Per Capita Income	$70,556	Avg. Res Property Tax	$13,478
Poverty Rate	4.0%	Net Valuation (2018)	$4,220,798,515



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	5,126.4	48.8%
Apartment	11.4	0.1%
Commercial	402.5	3.8%
Industrial	187.1	1.8%
Farmland	1,138.6	10.8%
Vacant	911.5	8.7%
Public	2,251.9	21.4%
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	177.7	1.7%

Housing	Number	Percent
Total Housing	5,985	2.3%
Owner-Occupied	4,883	81.6%
Renter-Occupied	804	13.4%
Median Housing Value	$667,166	
Median Rent	$2,045	

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 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 project received a 2017 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. Among the tech companies, shops, restaurants, and unique gathering spaces, the Holmdel Township's public library moved into Bell Works in 2017, and occupies 17,000 sq. ft. of the building. Like many suburban communities, Holmdel has had to deal with meeting its regional affordable housing obligation. The Township is moving forward with rezoning three parcels in the northern section of town into higher density housing to meet the State mandate. Holmdel has a court-approved settlement agreement that calls for the construction of 280 new homes, with 93 of them set aside for families of low and moderate income.

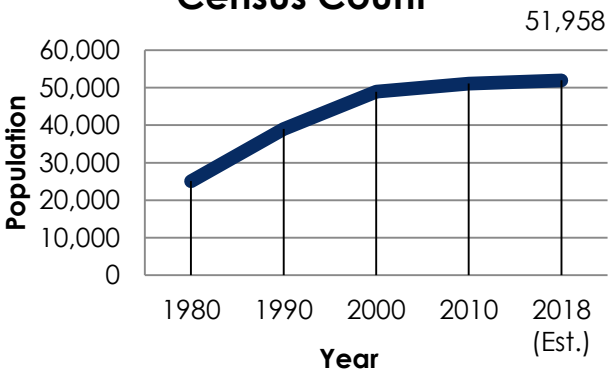
Howell

With a land area of 62.10 square miles, Howell Township stands as the largest municipality by land area 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.

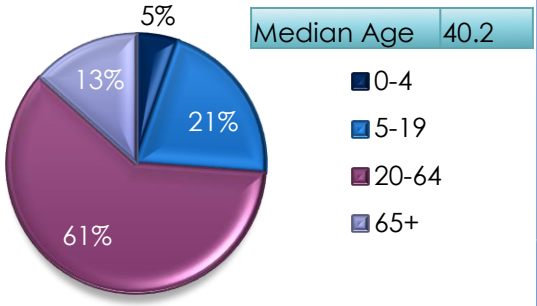


Manasquan Reservoir

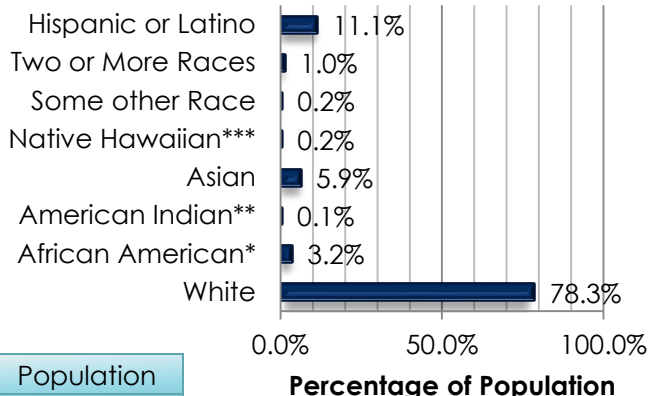
Census Count



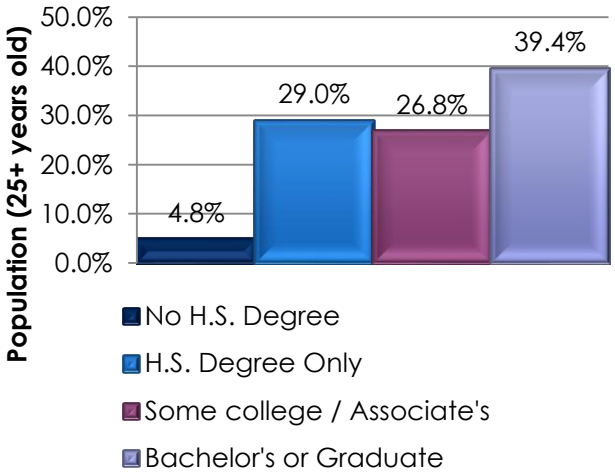
Age Composition



Race & Ethnicity

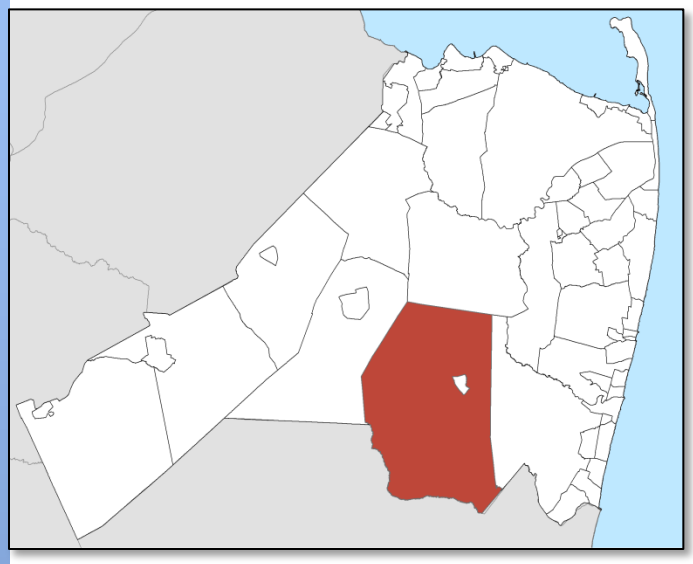


Educational Attainment

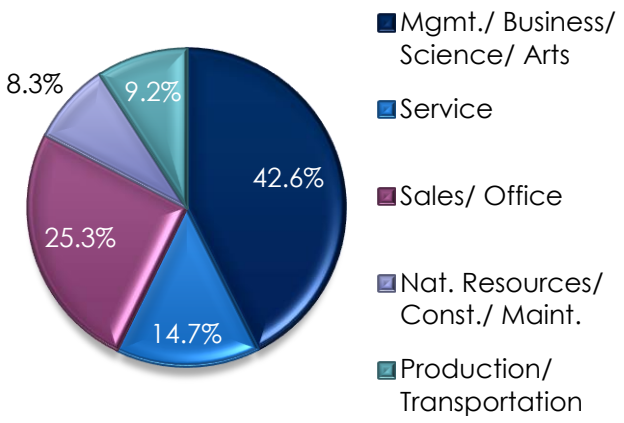


Population
51,958

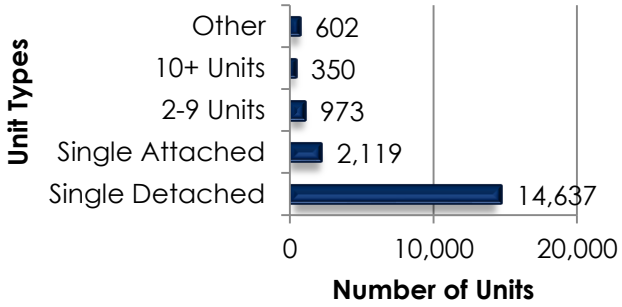
Median Household Income	$100,305	Taxes	
Per Capita Income	$41,107	Avg. Res Property Tax	$7,883
Poverty Rate	5.0%	Net Valuation (2018)	$690,393,200



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	10,468.4	29.3%
Apartment	25.6	0.1%
Commercial	2,168.3	6.1%
Industrial	501.9	1.4%
Farmland	5,560.9	15.6%
Vacant	3,336.8	9.3%
Public	10,094.2	28.2%
Public School	441.0	1.2%
Other School	40.1	0.1%
Church	239.1	0.7%
Cemetery	27.4	0.1%
Rail	110.1	0.3%
Other Exempt	300.6	0.8%
Unknown	2,428.6	6.8%

Housing	Number	Percent
Total Housing	18,681	7.2%
Owner-Occupied	15,711	84.1%
Renter-Occupied	2,052	11.0%
Median Housing Value	$343,615	
Median Rent	$1,502	

Topical Planning Issues:

In March 2014, the Township of Howell Planning Board adopted their Master Plan Reexamination 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. Sustainability efforts thrive in Howell. 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.. In 2019 The Howell Township K-8 School District achieved Sustainable Jersey for Schools certification. This voluntary program exemplifies administration, teacher, and student commitment to integrating sustainability efforts in their schools. Also in 2019, Monmouth County awarded a lease agreement with a private firm to turn the closed Howell Landfill into a solar farm. 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. In 2019 Township Planning Board adopted the Housing Element and Fair Share plan of the Master Plan. Later in the year, the Township Council began implementation of the plan by adopting several ordinances to designate areas of town as "Moderate and Low Income Housing Zone' and one ordinance to create affordable housing regulations in accordance with the municipality's affordable housing settlement. Three large scale age-restricted housing developments are either under construction or approved for construction. These include Four Seasons at Monmouth Woods (251 units), the Regency at Allaire (155 units), and Four Seasons at Colts Farm (111 units).

Interlaken

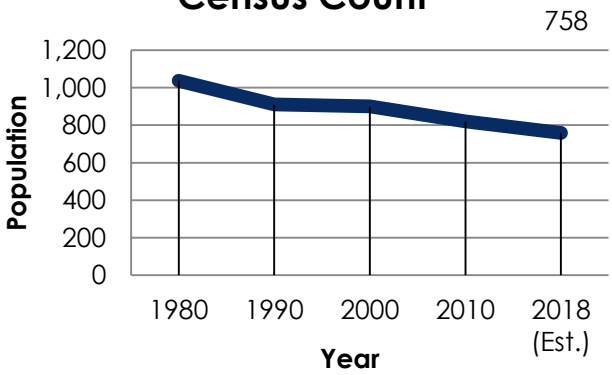
Partially located on a small peninsula along the shores of Deal Lake, Interlaken is aptly named after a resort in Switzerland with similar water features. In 1890 the Interlaken Land Company was established to turn a private farm into an exclusive residential community. Interlaken Borough was officially 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. 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.

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

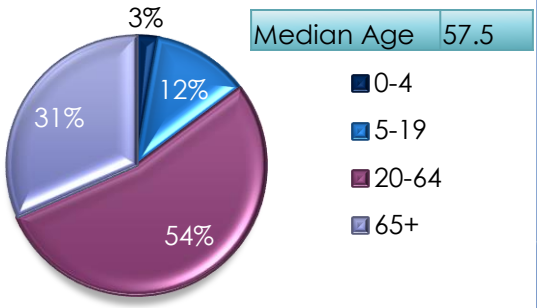


Grassmere Avenue

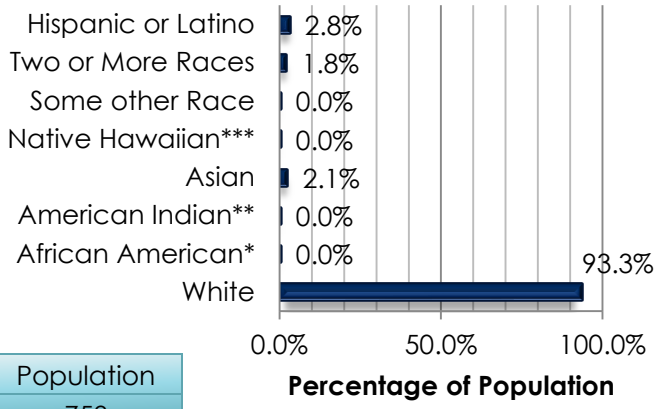
Census Count



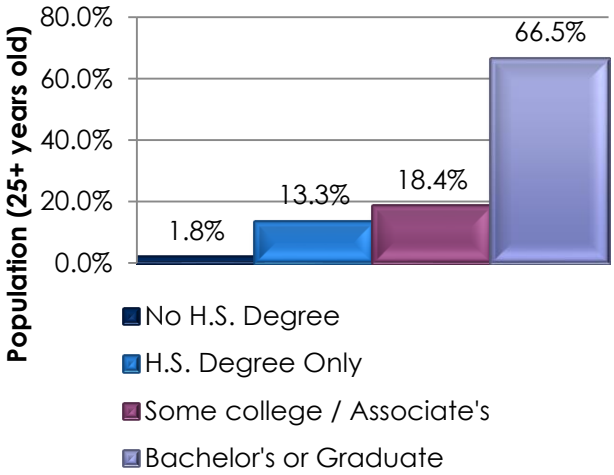
Age Composition



Race & Ethnicity

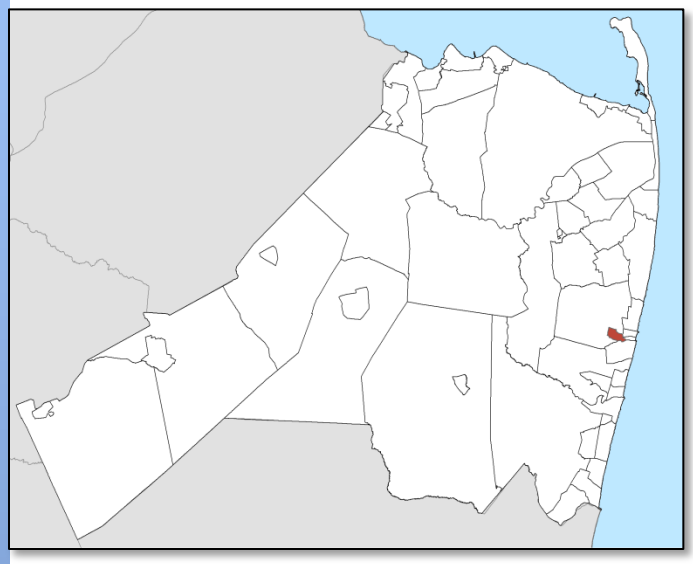


Educational Attainment

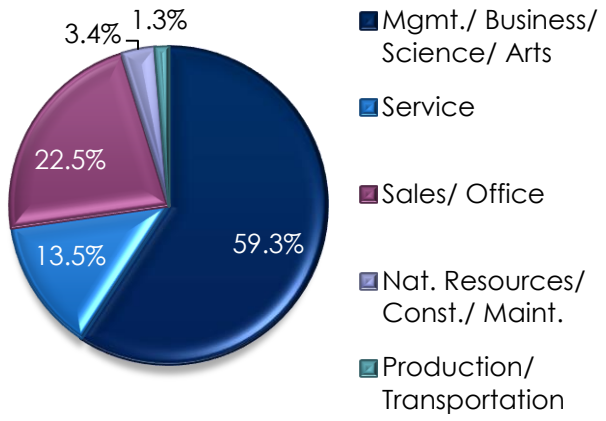


Population
758

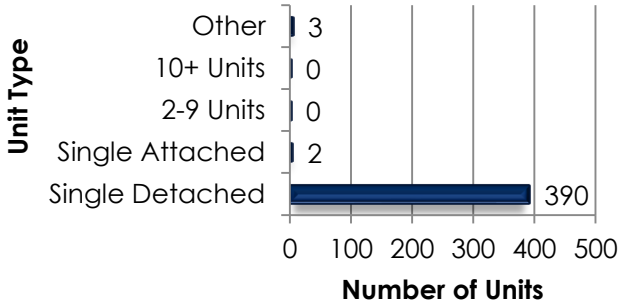
Median Household Income	$145,893	Taxes	
Per Capita Income	$71,229	Avg. Res Property Tax	$8,342
Poverty Rate	3.5%	Net Valuation (2018)	$262,010,622



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	145.5	88.0%
Apartment	0.0	0.0%
Commercial	0.0	0.0%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	2.7	1.6%
Public	15.4	9.3%
Public School	0.0	0.0%
Other School	0.0	0.0%
Church	0.0	0.0%
Cemetery	0.2	0.1%
Rail	0.8	0.5%
Other Exempt	0.0	0.0%
Unknown	0.7	0.4%

Housing	Number	Percent
Total Housing	395	0.2%
Owner-Occupied	330	83.5%
Renter-Occupied	13	3.3%
Median Housing Value	$657,809	
Median Rent	N/A	

Topical Planning Issues:

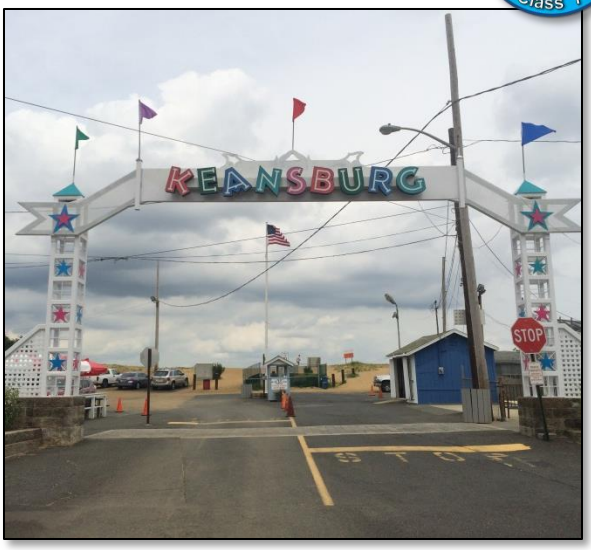
The Borough of Interlaken has historically maintained the neighborhood appearance of a single-family residential community. With the Borough nearly fully developed, forecasts for population, households, and jobs suggest little change in the near future. The 2016 Master Plan Reexamination Report addressed 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

Keansburg

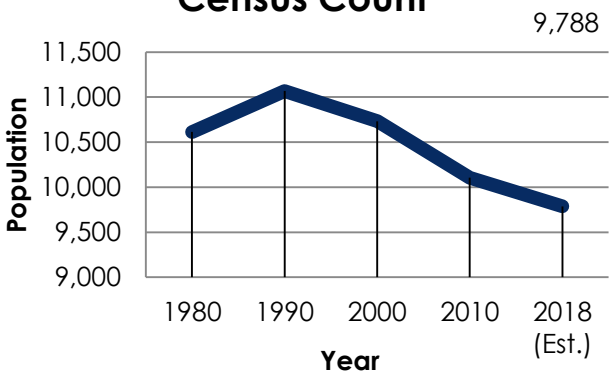
Coined the "Gem of the Bayshore," the Borough of Keansburg consists of 0.95 square miles located on the Raritan Bay. Originally known as Waackaack – the Lenape term for "land of plenty" – and later as Granville from the importance of grain producing farms in the region, the Borough was incorporated as 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.

Source: Bayshore Regional Strategic Plan (2006)

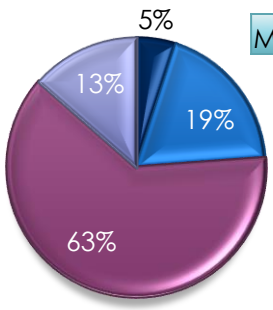


Keansburg Amusement Park

Census Count



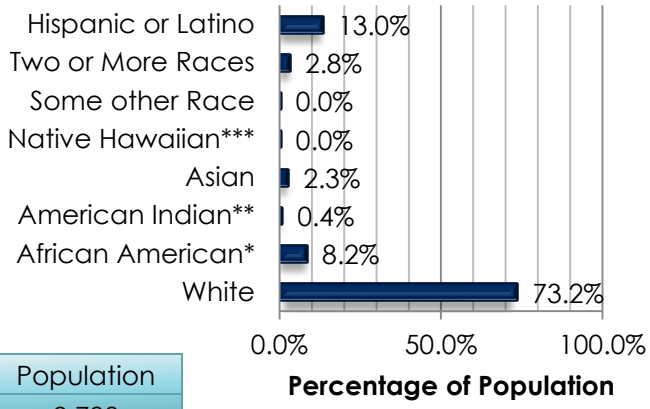
Age Composition



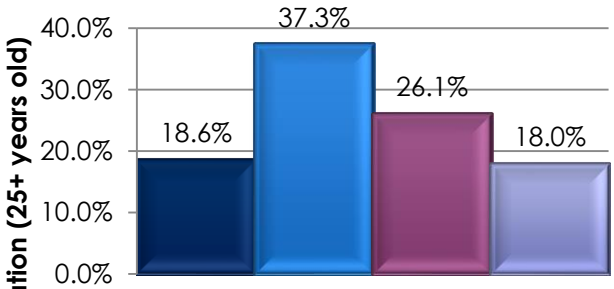
Median Age	41.3

0-4
5-19
20-64
65+

Race & Ethnicity



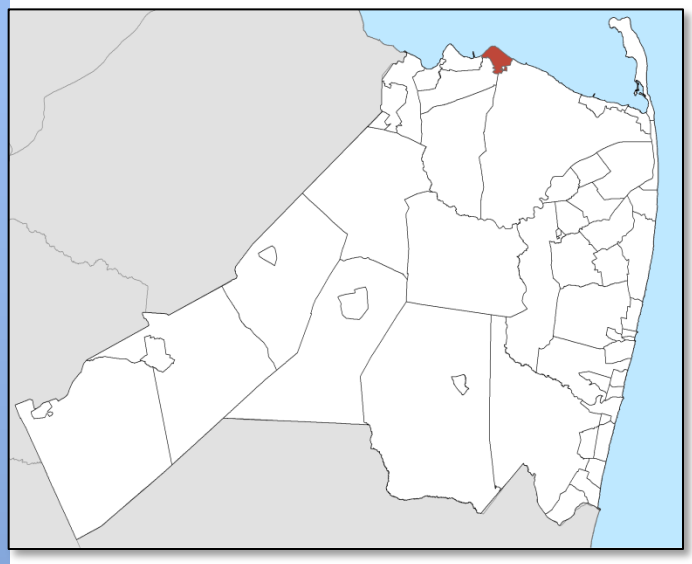
Educational Attainment



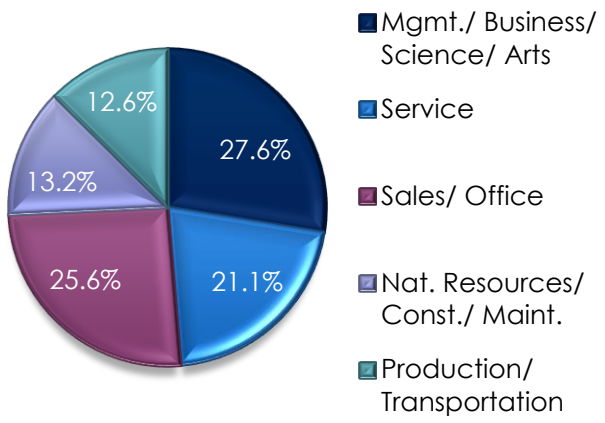
No H.S. Degree
H.S. Degree Only
Some college / Associate's
Bachelor's or Graduate

Population
9,788

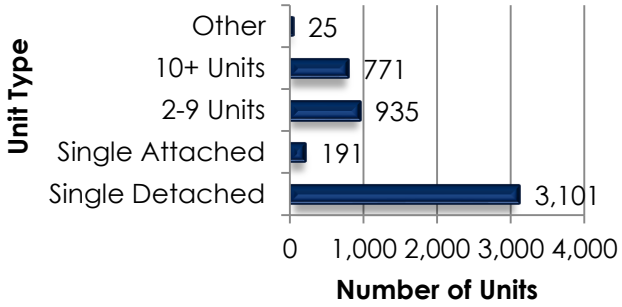
Median Household Income	$46,250	Taxes	
Per Capita Income	$29,640	Avg. Res Property Tax	$5,021
Poverty Rate	25.0%	Net Valuation (2018)	$452,848,272



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	338.4	59.7%
Apartment	6.4	1.1%
Commercial	46.2	8.2%
Industrial	1.3	0.2%
Farmland	0.0	0.0%
Vacant	43.0	7.6%
Public	49.0	8.7%
Public School	29.7	5.2%
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	2.5%
Unknown	26.6	4.7%

Housing	Number	Percent
Total Housing	5,023	1.9%
Owner-Occupied	2,127	42.3%
Renter-Occupied	1,902	37.9%
Median Housing Value	$128,469	
Median Rent	$1,212	

Topical Planning Issues:

With over two miles of beachfront, Keansburg contains the longest stretch of publicly accessible waterfront in the bayshore. Commercial activity is primarily located in the downtown and waterfront areas, with the main attraction being Keansburg Amusement and Runaway Rapids Waterpark. Due to Keansburg's flat topography, storm surge from Superstorm Sandy breached the protective dunes causing significant flooding and damaging approximately 1,500 properties. In early 2020, a Redevelopment Study and Preliminary Investigation Report was prepared for a 15 acre area surrounding the northern end of Carr Avenue which was significantly damaged by Sandy. 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. Rebuilding initiatives have included repairing the Borough's police station, beach replenishment, waterfront dredging, and building earthen levees. Keansburg is part of the CRS program at a classification level 7. Keansburg is also part of the NWSE JLUS area. In 2018 a 186-unit mixed-use mixed-income rental apartment complex on Beachway Avenue 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 2017 Keansburg submitted its Municipal Public Access Plan, which is pending approval from NJDEP. Keansburg will begin Bay Walk West boardwalk improvements using an Open Space Trust Fund matching grant from the Monmouth County Board of Chosen Freeholders. In addition, Keansburg welcomed several new restaurants and a brewery in its waterfront district.

Keyport

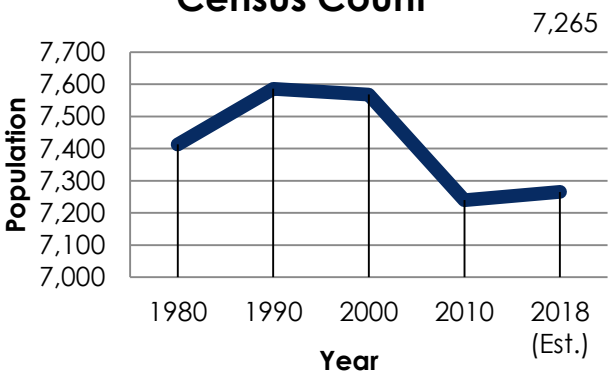
Nicknamed "The Pearl of the Bayshore, "Keyport has a land area of 1.40 square miles. Established as a Borough in 1908, Keyport's geographic location along the Raritan Bay has fostered numerous harbor facilities and a strong charter boat industry. The sheltered coast of Keyport allowed for the establishment 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.

Source: Bayshore Regional Strategic Plan (2006)

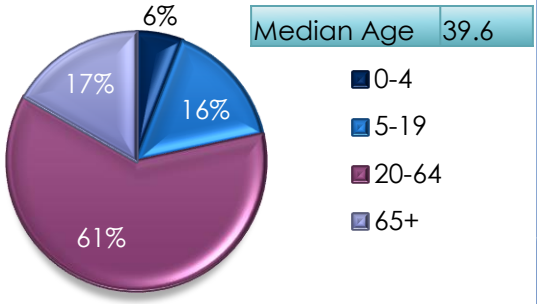


Keyport Waterfront

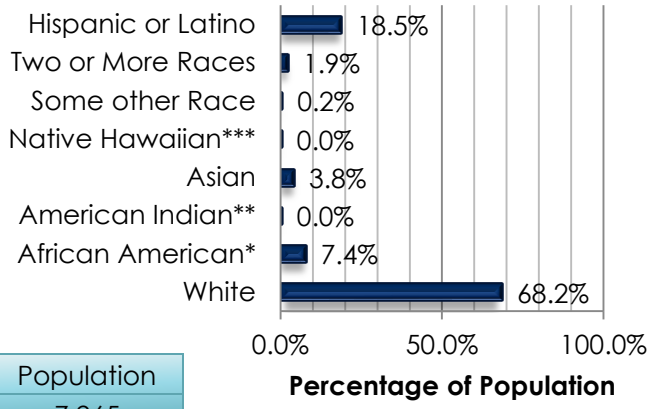
Census Count



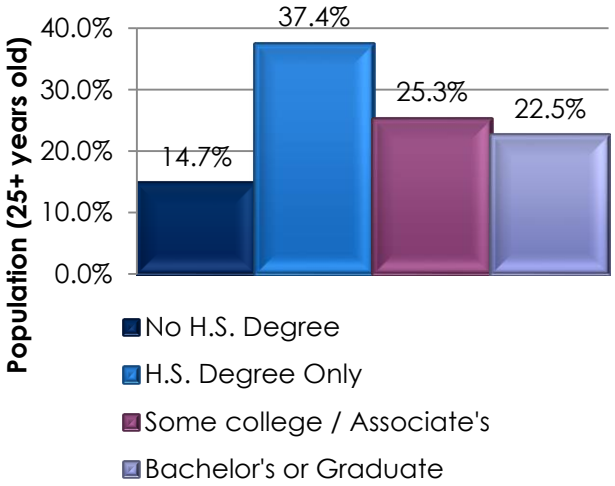
Age Composition



Race & Ethnicity

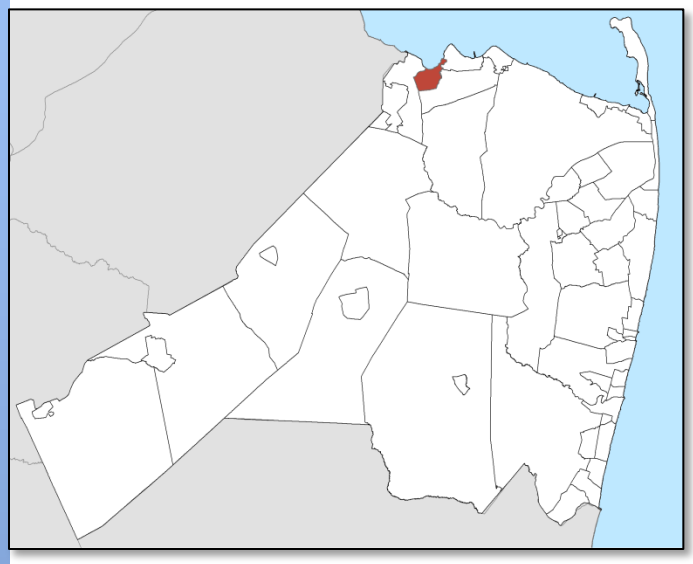


Educational Attainment

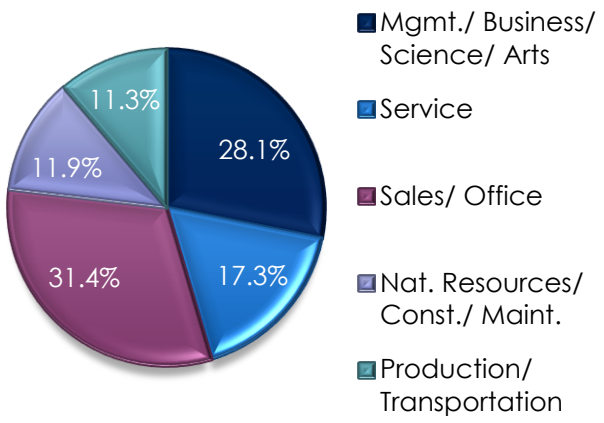


Population
7,265

Median Household Income	$56,935	Taxes	
Per Capita Income	$31,754	Avg. Res Property Tax	$6,744
Poverty Rate	12.6%	Net Valuation (2018)	$714,535,300

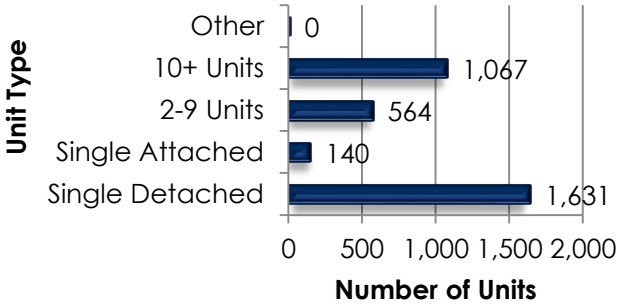


Type of Employment



Land Usage	Acreage	Percent
Residential	292.1	40.8%
Apartment	21.4	3.0%
Commercial	178.9	25.0%
Industrial	38.6	5.4%
Farmland	0.0	0.0%
Vacant	43.3	6.1%
Public	22.9	3.2%
Public School	21.4	3.0%
Other School	3.1	0.4%
Church	12.9	1.8%
Cemetery	27.3	3.8%
Rail	0.0	0.0%
Other Exempt	28.3	4.0%
Unknown	25.3	3.5%

Housing Units



Housing	Number	Percent
Total Housing	3,402	1.3%
Owner-Occupied	1,655	48.6%
Renter-Occupied	1,593	46.8%
Median Housing Value	$259,439	
Median Rent	$982	

Topical Planning Issues:

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, and repaired in the wake of Superstorm Sandy, 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. According to NJTPA, the agency will assist the Borough in the development of a Complete Streets Design and Implementation Plan. This plan will advance the Borough's sustainable land use, transportation, economic, and green building planning elements by establishing Complete Streets goals, design standards and review checklist, and a complete streets ordinance. The Borough has also been awarded a $125,000 grant from the Department of Community Affairs' Neighborhood Preservation Program (NPP) to conduct a study of areas in the municipality that are in need of rehabilitation.

Lake Como

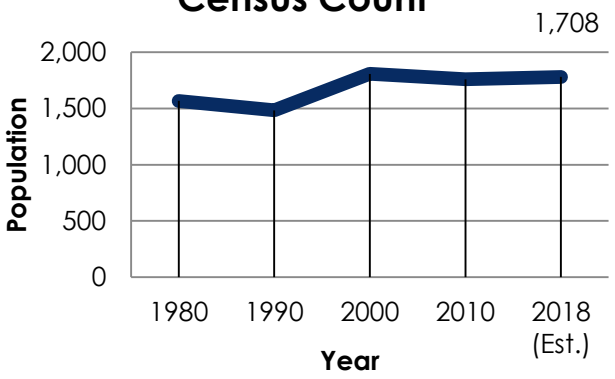
Lake Como is a small, interior community along the New Jersey Coast. The 0.2 square mile Borough is only separated from the Atlantic Ocean by a small portion of Belmar. In fact, the community was officially named South Belmar until 2005 when it was renamed to Lake Como. Originally, the Borough was part 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

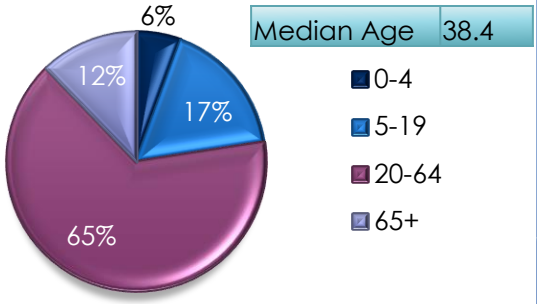


Lake Como

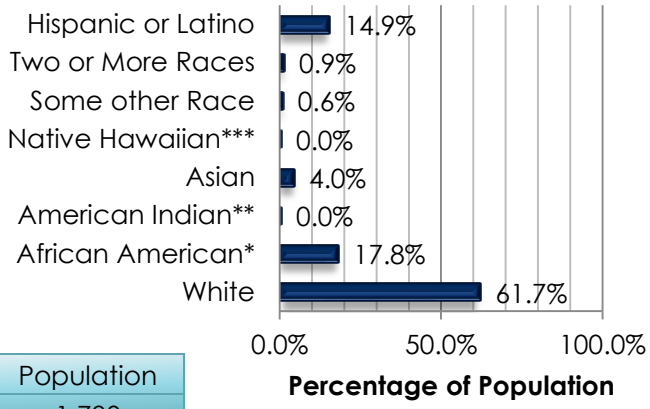
Census Count



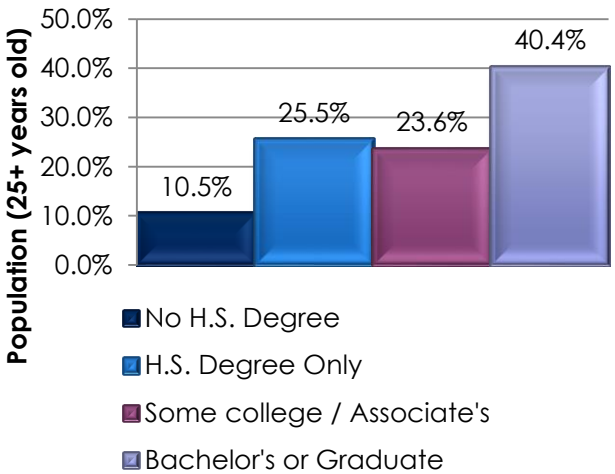
Age Composition



Race & Ethnicity

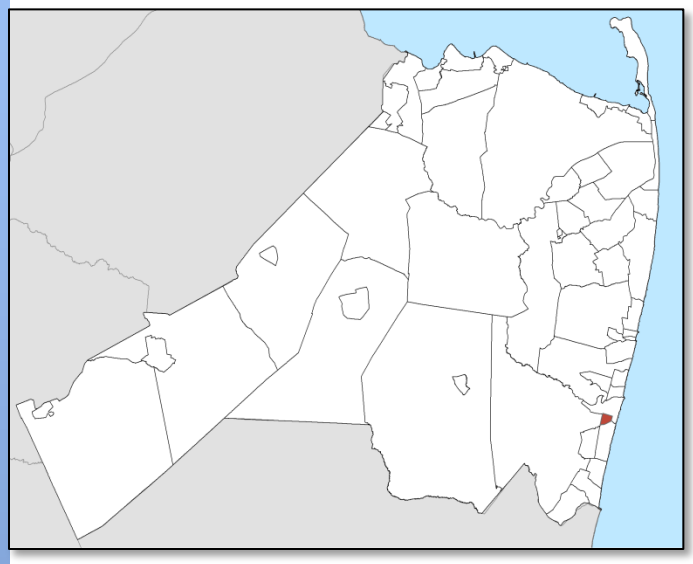


Educational Attainment

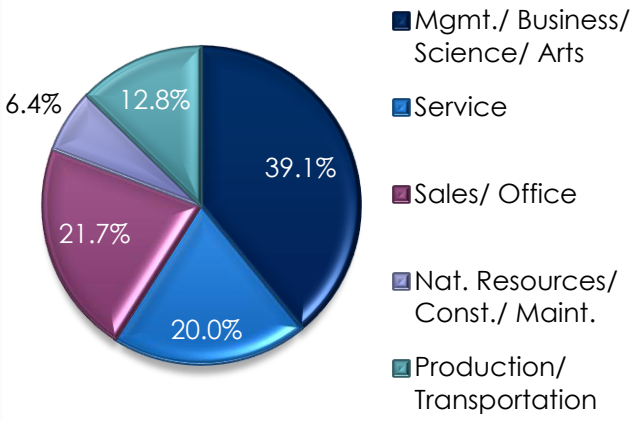


Population
1,780

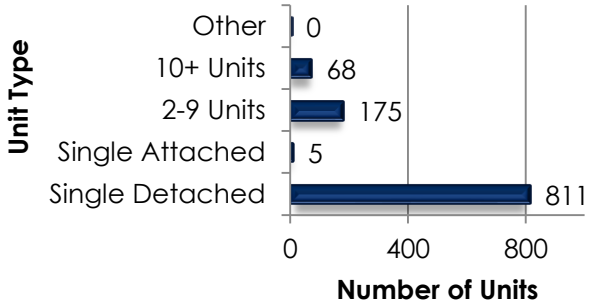
Median Household Income	$74,861	Taxes	
Per Capita Income	$43,894	Avg. Res Property Tax	$6,281
Poverty Rate	13.8%	Net Valuation (2018)	$411,608,600



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	93.0	74.6%
Apartment	1.5	1.2%
Commercial	10.5	8.4%
Industrial	1.0	0.8%
Farmland	0.0	0.0%
Vacant	5.6	4.5%
Public	9.1	7.3%
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%

Housing	Number	Percent
Total Housing	1,059	0.4%
Owner-Occupied	490	46.3%
Renter-Occupied	320	30.2%
Median Housing Value	$403,487	
Median Rent	$1,500	

Topical Planning Issues:

In 2019 Lake Como adopted its Master Plan Reexamination Report, updating its 2009 Master Plan Update. 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 early 2020, the Borough council approved a resolution authorizing a study to determine improvement needs for Main Street. In February 2014, the New Jersey Environmental Infrastructure Trust (NJEIT) and the NJDEP closed its first-ever disaster-emergency bridge loan. The loan, a $2.95 million package, allowed NJEIT and NJDEP to work together with South Monmouth Regional Sewerage Authority on the replacement and relocation of Lake Como's sewer pump station that was destroyed by Superstorm Sandy in 2012. New Jersey developed a Statewide Assistance Infrastructure Loan program to provide operators of water treatment and wastewater infrastructure with low-interest, short-term bridge loans in anticipation of federal disaster aid. 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. Lake Como is part of Monmouth University Urban Coast Institute's CLONet, which partners with municipalities and community groups to organize citizen science efforts, workshops and conferences dedicated to understanding the causes of environmental problems facing seaside water bodies.

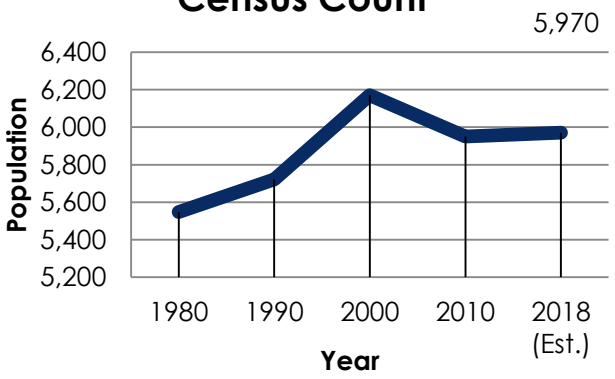
Little Silver

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.

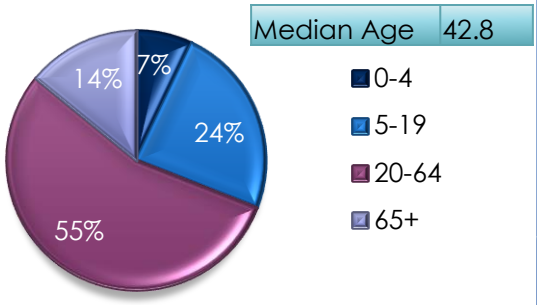


The Parker Homestead

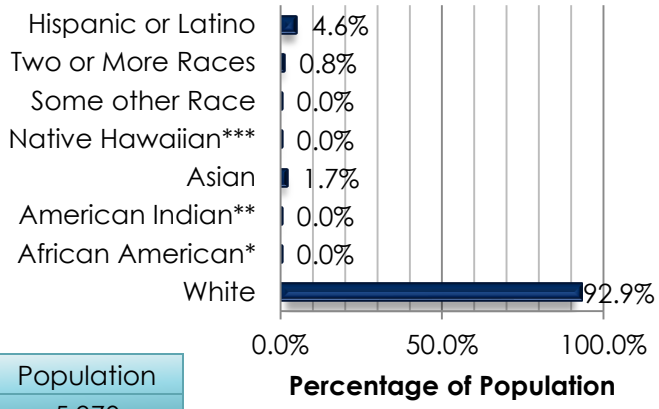
Census Count



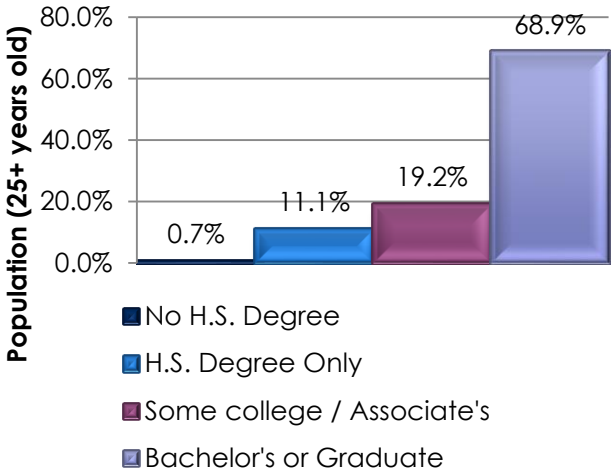
Age Composition



Race & Ethnicity

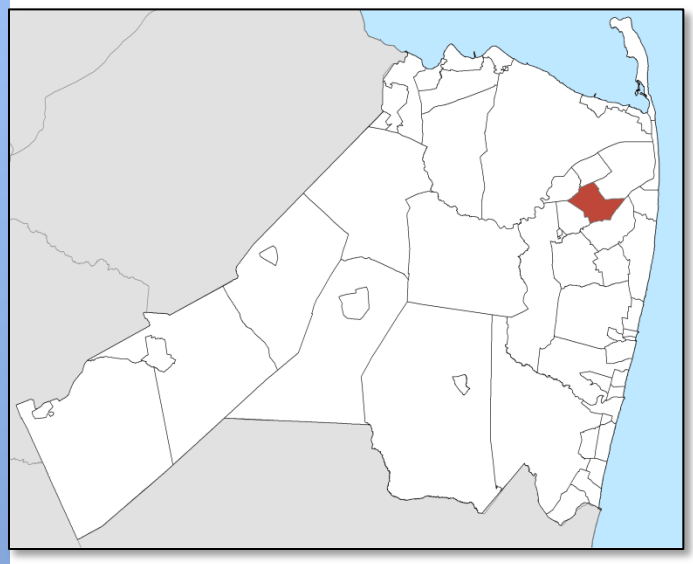


Educational Attainment

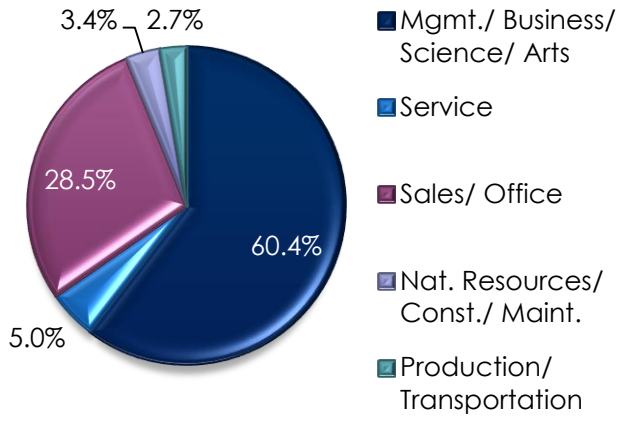


Population
5,970

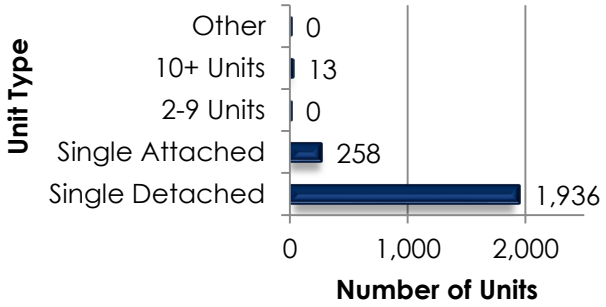
Median Household Income	$144,250	Taxes	
Per Capita Income	$75,491	Avg. Res Property Tax	$13,284
Poverty Rate	3.3%	Net Valuation (2018)	$1,688,517,667



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	1,086.4	70.9%
Apartment	0.4	0.0%
Commercial	63.4	4.1%
Industrial	0.0	0.0%
Farmland	18.5	1.2%
Vacant	26.4	1.7%
Public	149.4	9.7%
Public School	67.4	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	96.9	6.3%

Housing	Number	Percent
Total Housing	2,207	0.8%
Owner-Occupied	2,078	94.2%
Renter-Occupied	64	2.9%
Median Housing Value	$664,914	
Median Rent	2000+	

Topical Planning Issues:

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. Because of its proximity to the Fort Monmouth property, the Fort's Redevelopment Plan calls for the eventual establishment of a shuttle bus to the Borough's train station. In keeping up with state mandated regional affordable housing requirements, 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. Another recent project by the Borough includes the completion of parking lot improvements, bathroom upgrades and improvements at Challenger Field that are compliant with the Americans With Disabilities Act (ADA). Improvements were funded in part through a grant by the Monmouth County Open Space Trust Fund. The Borough is also moving ahead with a $3 million project that will bring sidewalks and curbing to Branch Avenue from the border of Red Bank to the corner of Little Silver's NJ Transit railway station along the southbound side of the roadway. Little Silver has an active Sustainable Jersey Green Team and now has a PTO green team comprised of teachers, parents, and administrators to increase awareness about making schools more environmentally sustainable. In 2014, the Borough approved a Sustainability Element to the Master Plan. In 2017, the Chair of the Environmental Commission, Bonnie Akey, was recognized as one of Sustainable Jersey's Sustainability Heroes. The Borough recently passed an ordinance limiting the use of single-use plastic bags, polystyrene foam containers, and plastic straws by businesses.

Loch Arbour

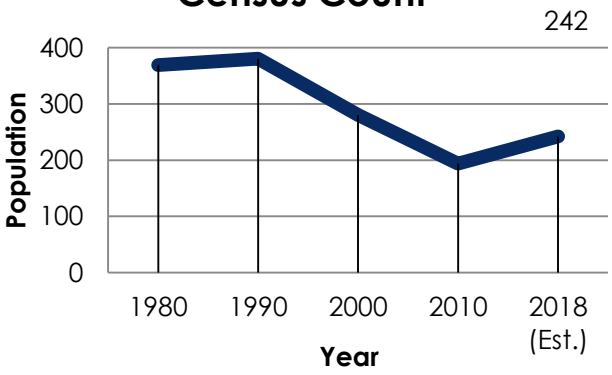
The Village of Loch Arbour is roughly 2 blocks wide and 5 blocks long, for a total land area of just 0.10 square miles. Loch Arbour has the smallest current population of any municipality in Monmouth County. Bordered by Deal Lake and Asbury Park to the south, the Village was established in 1957 as an 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)

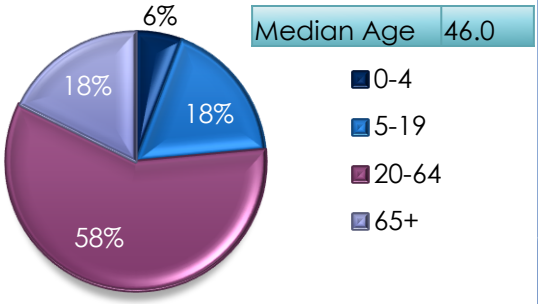


Edgemont Drive

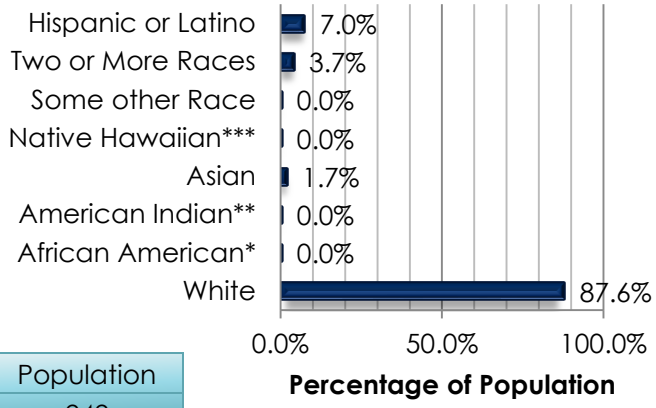
Census Count



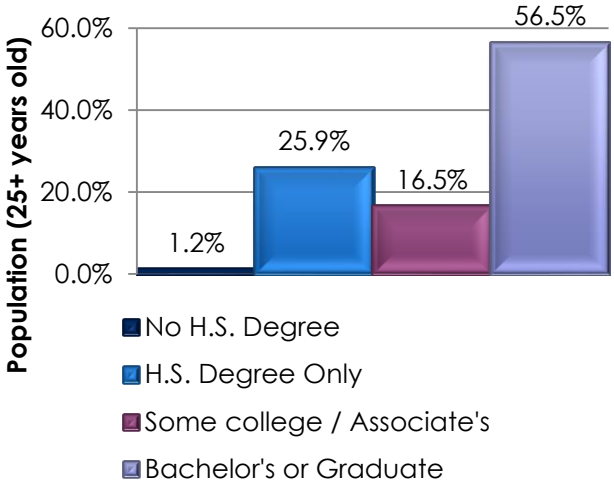
Age Composition



Race & Ethnicity

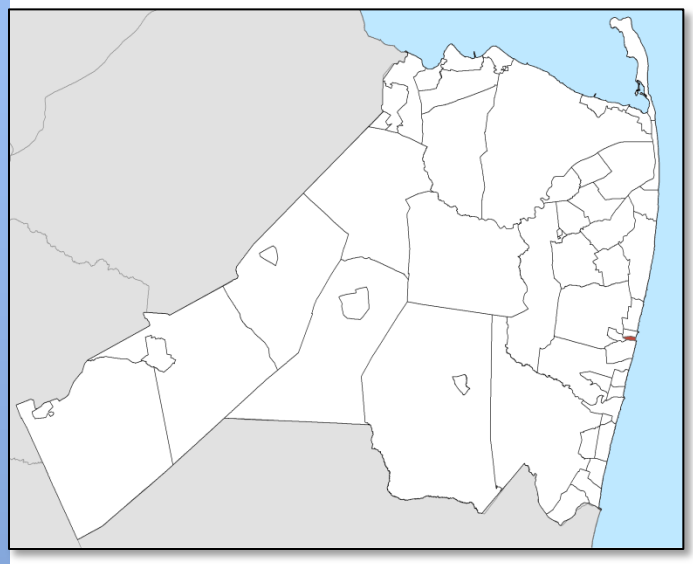


Educational Attainment

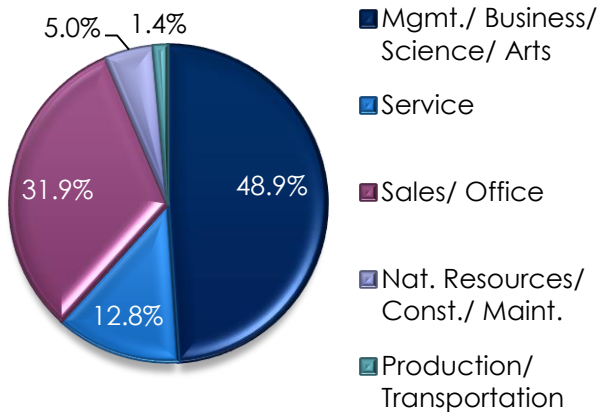


Population
242

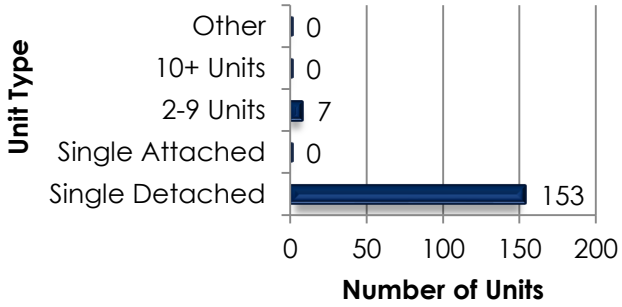
Median Household Income	$113,333	Taxes	
Per Capita Income	$68,899	Avg. Res Property Tax	$12,299
Poverty Rate	1.0%	Net Valuation (2018)	$172,022,851



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	31.1	79.7%
Apartment	0.2	0.4%
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%

Housing	Number	Percent
Total Housing	159	0.1%
Owner-Occupied	62	39.0%
Renter-Occupied	11	6.9%
Median Housing Value	$1,210,971	
Median Rent	$1,550	

Topical Planning Issues:

In response to Superstorm Sandy, Loch Arbour 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 (ABFE), 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).

Long Branch

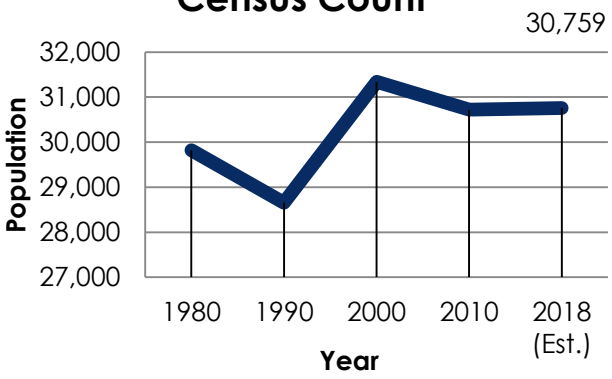
Named for its location along the southern branch of the Shrewsbury River, the City of Long Branch has a land area of 5.10 square miles. A beach resort dating back to the late 18th century, Long Branch has served as a vacation spot for seven sitting United States Presidents. Originally a resort town with 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

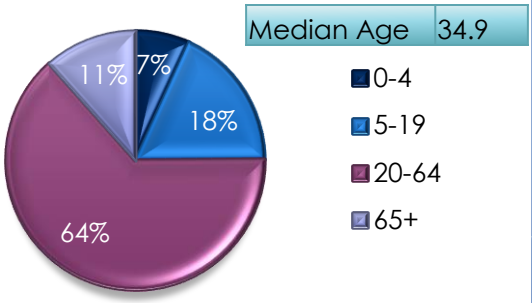


Pier Village

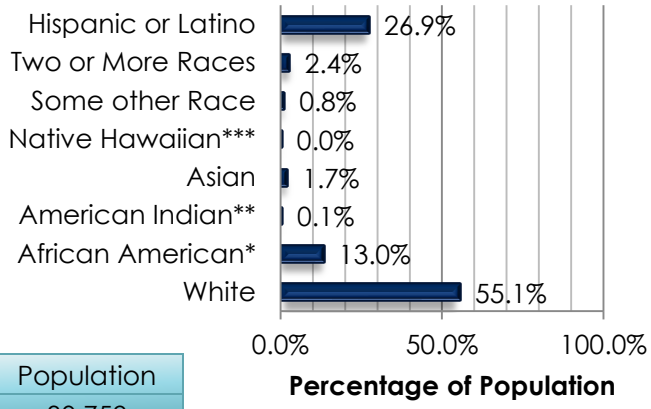
Census Count



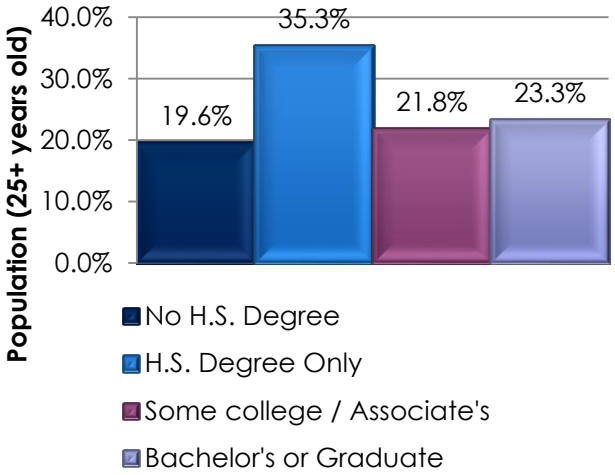
Age Composition



Race & Ethnicity

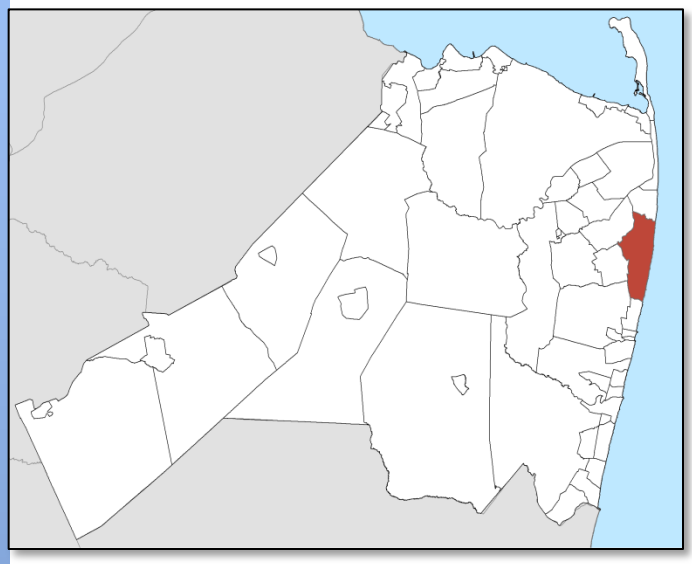


Educational Attainment

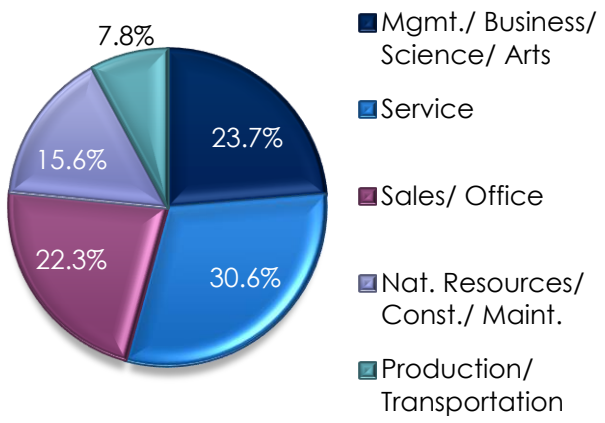


Population
30,759

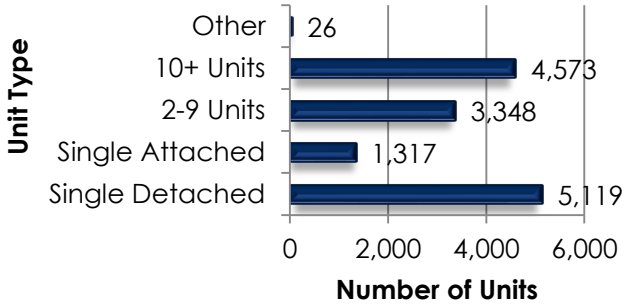
Median Household Income	$54,398	Taxes	
Per Capita Income	$32,420	Avg. Res Property Tax	$8,917
Poverty Rate	17.9%	Net Valuation (2018)	$4,539,905,160



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	1,479.2	55.3%
Apartment	163.8	6.1%
Commercial	215.7	8.1%
Industrial	8.2	0.3%
Farmland	7.3	0.3%
Vacant	292.3	10.9%
Public	247.6	9.2%
Public School	95.3	3.6%
Other School	8.9	0.3%
Church	62.4	2.3%
Cemetery	0.0	0.0%
Rail	41.9	1.6%
Other Exempt	35.5	1.3%
Unknown	19.0	0.7%

Housing	Number	Percent
Total Housing	14,383	5.5%
Owner-Occupied	4,746	33.0%
Renter-Occupied	7,230	50.3%
Median Housing Value	$421,844	
Median Rent	$1,237	

Topical Planning Issues:

Redevelopment of Long Branch has made great strides in recent years. The popular Pier Village has consistently drawn tourism and economic development for the City. The third phase of Pier Village was completed in 2019 and includes a boutique hotel, oceanfront condominiums, dining and shopping, a parking garage, and public recreational amenities. Long Branch funded $20 million for public improvements included in the project. Adding to its other developments in Long Branch, Kushner Companies will expand its dominant presence in the City with the recently approved Onada Surf Club, a new seven story, 100 room resort hotel that will be located across from Pier Village. Another major oceanfront development, South Beach at Long Branch, was also opened in 2019. This Miami inspired building consists of eight stories of luxury condominiums. The Long Branch City Council approved a redevelopment plan of the Lower Broadway corridor in 2018. The developer, Kushner Companies, was conditionally approved 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. In 2018, areas of Long Branch were designated as Opportunity Zones, which offer tax benefits to investors. A Transit Village has been designated by NJDOT in the area surrounding the City's train station. The City's redevelopment plan, centered around the waterfront, hospital, and train station, is intended to promote economic development and mass transit ridership. Construction on the NJ Repertory Company expansion into the former West End School was completed was in 2018, creating a cultural arts hub in the City. Other local initiatives include the community driven revitalization of Jackson Woods Park. Improvements include a gazebo, parking area, and trail improvements. Conservation and arts groups are working together to bring sculptures, poetry, and art into the park.

Manalapan

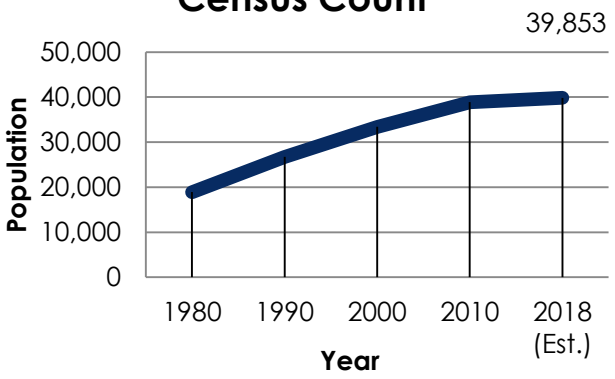
With its name derived from the Lenni Lenape phrase, meaning "land of good bread," Manalapan Township encompasses 30.85 square miles of land area within the western portion of Monmouth County. Established in 1858 from portions of Freehold Township, Manalapan remained predominately an agrarian community 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

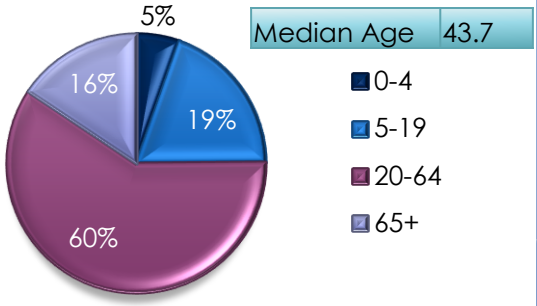


Monmouth Battlefield State Park

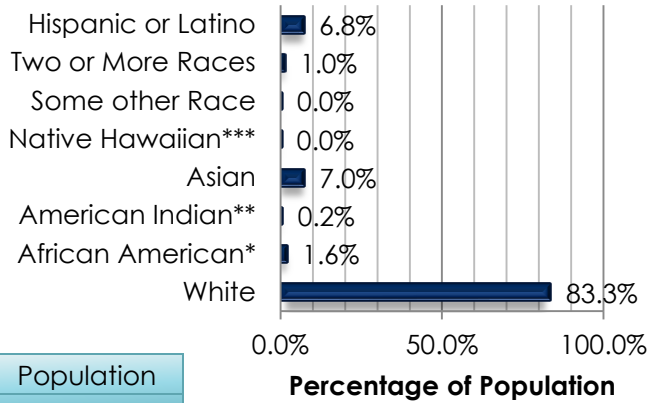
Census Count



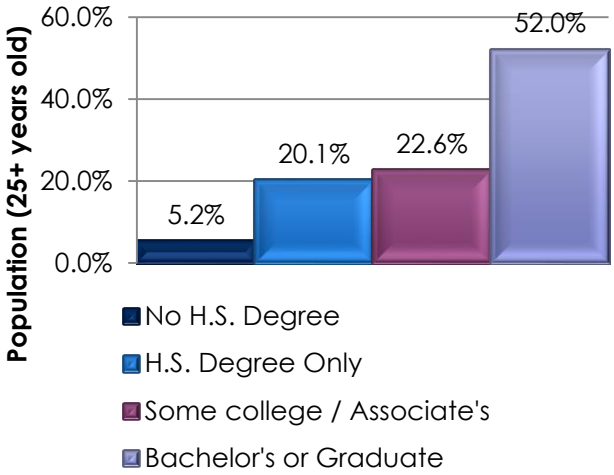
Age Composition



Race & Ethnicity

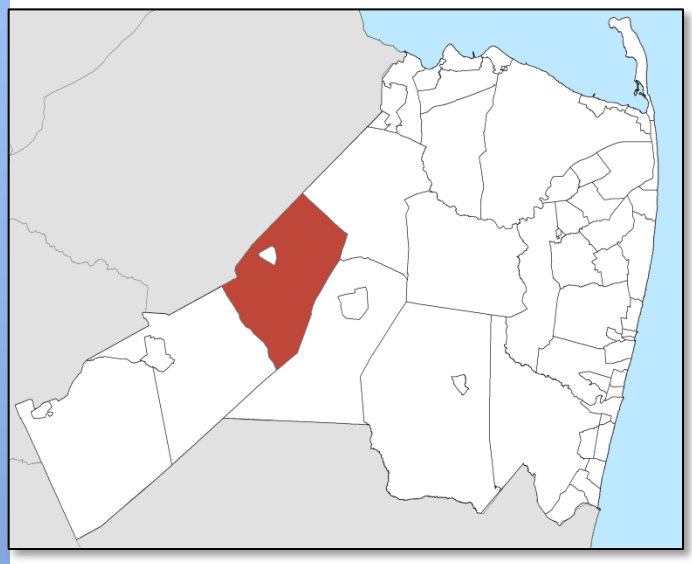


Educational Attainment

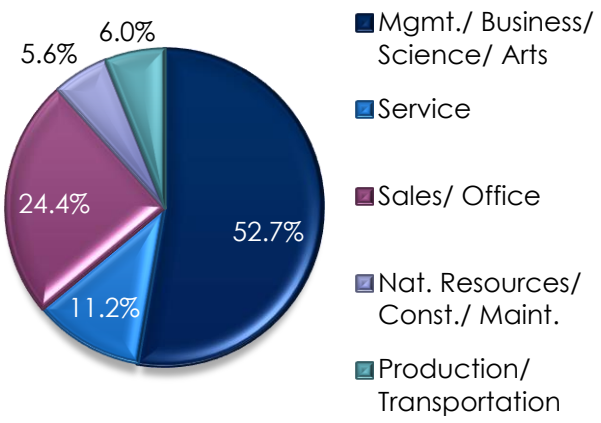


Population
39,853

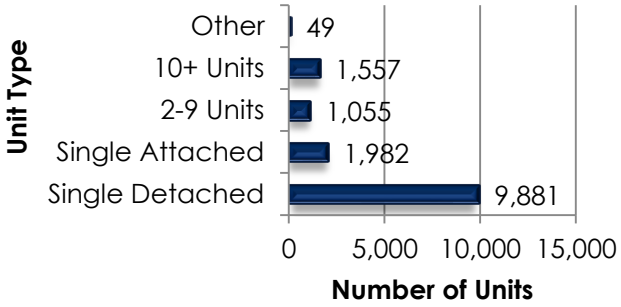
Median Household Income	$109,326	Taxes	
Per Capita Income	$50,108	Avg. Res Property Tax	$8,652
Poverty Rate	3.2%	Net Valuation (2018)	$6,641,165,500



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	7,875.1	43.2%
Apartment	0.0	0.0%
Commercial	866.0	4.8%
Industrial	77.3	0.4%
Farmland	3,846.3	21.1%
Vacant	2,061.3	11.3%
Public	2,789.0	15.3%
Public School	254.0	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	28.1	0.2%
Unknown	237.7	1.3%

Housing	Number	Percent
Total Housing	14,524	5.6%
Owner-Occupied	11,969	82.4%
Renter-Occupied	1,882	13.0%
Median Housing Value	$427,793	
Median Rent	$1,512	

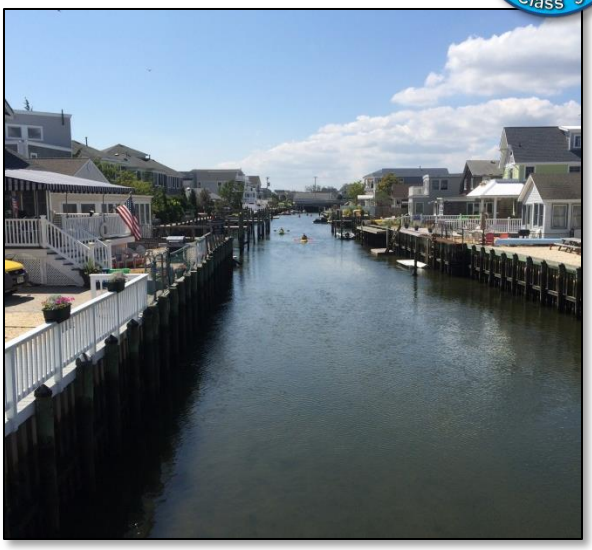
Topical Planning Issues:

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. Route 9 still carries the highest volume of traffic in Manalapan. However, regional and local development pressures are shifting away from Route 9 to the open land in southern and western regions of the Township along Route 33. Recent development approvals along Route 33 include a mix of commercial, warehouse, and residential uses including a new age restricted community, Four Seasons at Manalapan Brook. One of the largest approvals in recent memory, the Manalapan Planning Board granted final approval for Manalapan Crossing at Route 33 and Millhurst Road. The proposal includes 200,000 sq. ft. of retail, restaurant, and office development, 280 age-restricted single-family residential homes, non-age restricted affordable apartments, and an array of site amenities for residents and visitors. The developer will be responsible for roadway and intersection improvements including additional traffic lanes and jughandle modifications. Also in 2019, the Township Council agreed to approve and affordable housing settlement agreement which provides Manalapan with immunity from builder remedy litigation through 2025.

Manasquan

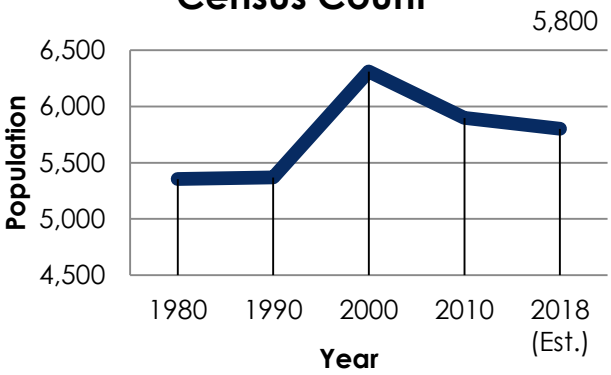
Manasquan is located along the southern coast of Monmouth County and was first settled by Native Americans, where they brought their wives ("squaws") and children in the summer to eat the shellfish and fruit of the Manasquan River. Officially becoming Manasquan in 1887, the town is the northern terminus 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

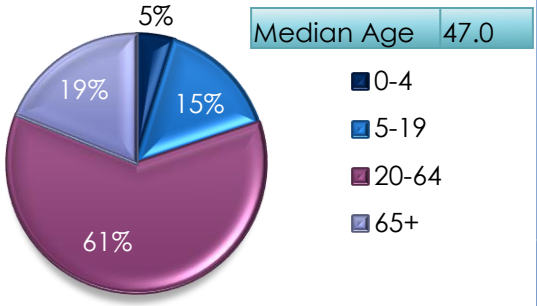


Watson Creek

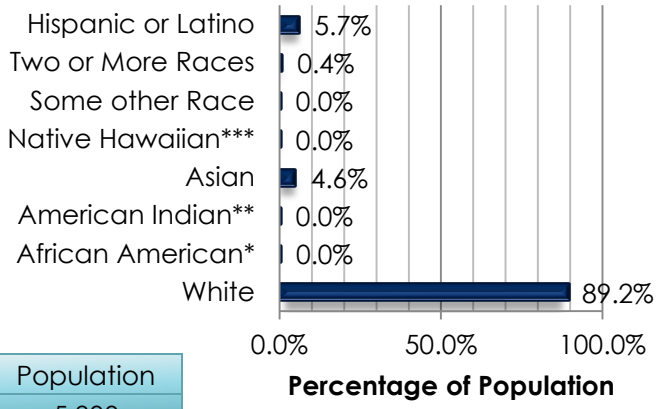
Census Count



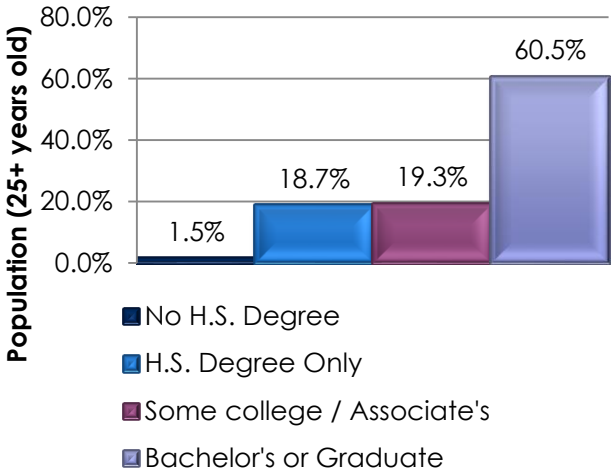
Age Composition



Race & Ethnicity

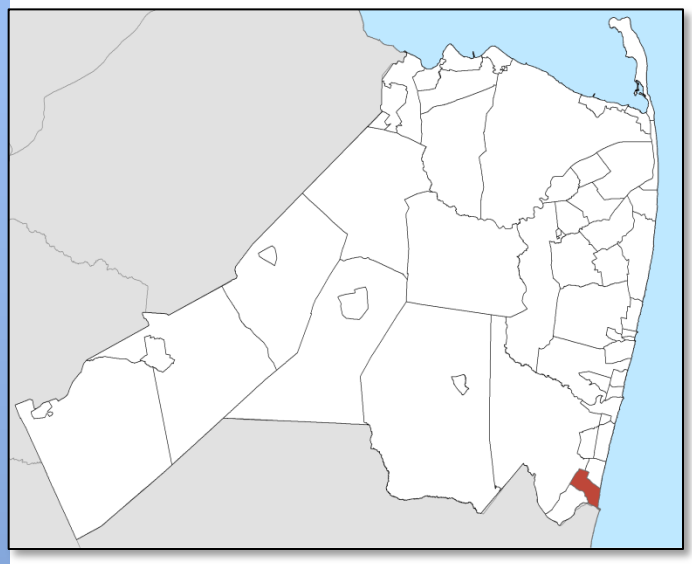


Educational Attainment

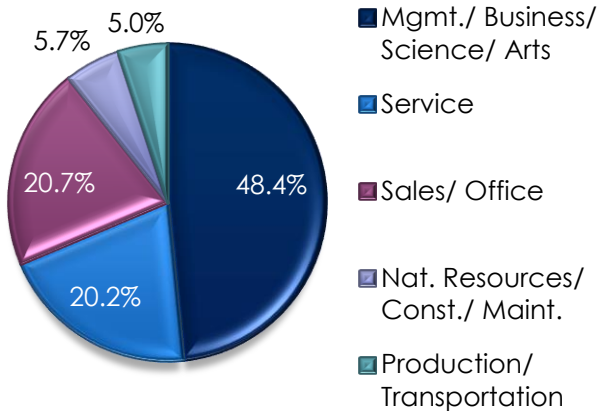


Population
5,800

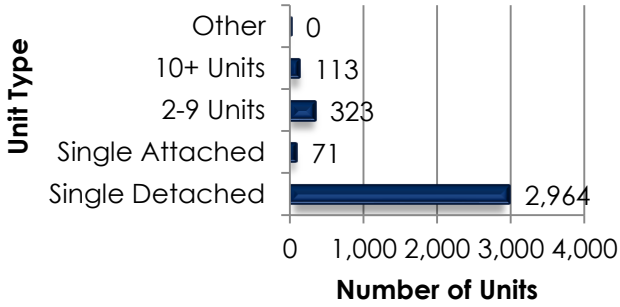
Median Household Income	$106,298	Taxes	
Per Capita Income	$51,961	Avg. Res Property Tax	$9,277
Poverty Rate	7.5%	Net Valuation (2018)	$1,982,950,975



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	409.1	59.4%
Apartment	2.1	0.3%
Commercial	54.7	7.9%
Industrial	2.8	0.4%
Farmland	0.0	0.0%
Vacant	17.0	2.5%
Public	123.4	17.9%
Public School	29.7	4.3%
Other School	3.0	0.4%
Church	7.7	1.1%
Cemetery	6.5	0.9%
Rail	9.7	1.4%
Other Exempt	13.7	2.0%
Unknown	9.9	1.4%

Housing	Number	Percent
Total Housing	3,471	1.3%
Owner-Occupied	1,965	56.6%
Renter-Occupied	365	10.5%
Median Housing Value	$624,345	
Median Rent	$1,228	

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 has been selected for a pilot program by Rutgers University which will result in high-resolution 3-D LIDAR mapping of the town. The project will allow residents to access detailed elevation data for their home and property. The project will serve as a base for future municipal flood mitigation projects and provide precise updates to evacuation mapping. Manasquan's municipal marina reopened in 2018 and the adjacent Mallard Park was 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. The Main Street Business District Streetscapes Project extends along Highway 71 and Main Street 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. The Main Street Repaving Project, which includes road resurfacing, drainage improvements, and flood mitigation is in the final design stage with construction expected to commence in Spring 2020.

Marlboro

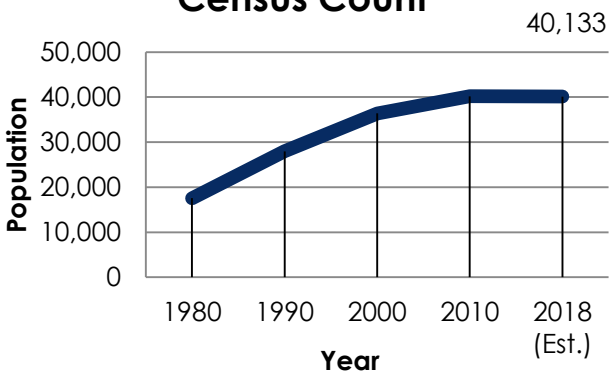
Located in western Monmouth County, the Township of Marlboro encompasses a land area of 30.31 square miles. Established in 1848 from portions of Freehold Township, Marlboro got its name from marl, a rich soil mixture of clay and shells discovered on a farm shortly before the Revolutionary War. Used to 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

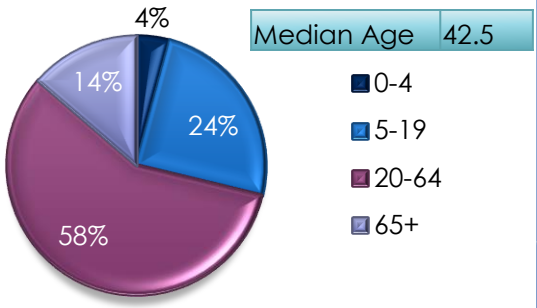


Marlboro Village

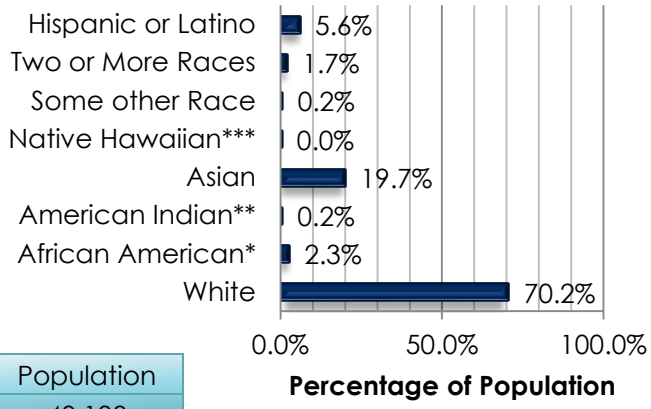
Census Count



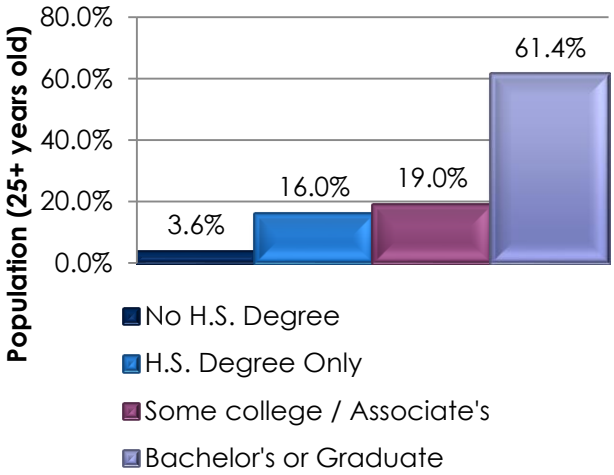
Age Composition



Race & Ethnicity

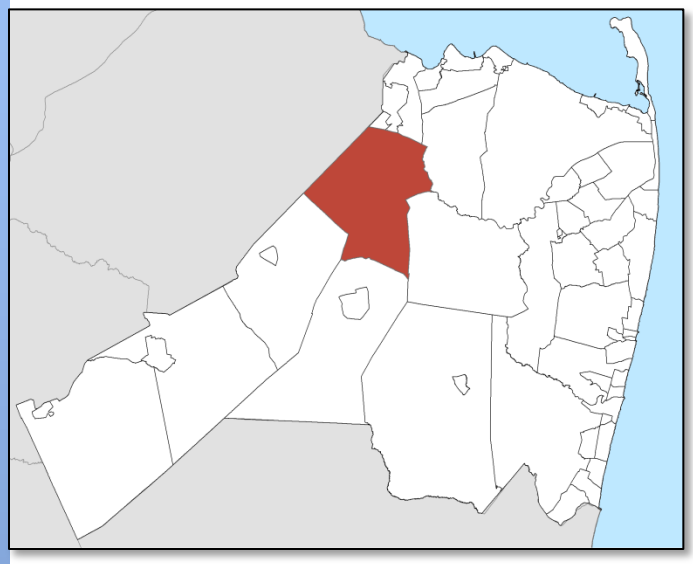


Educational Attainment

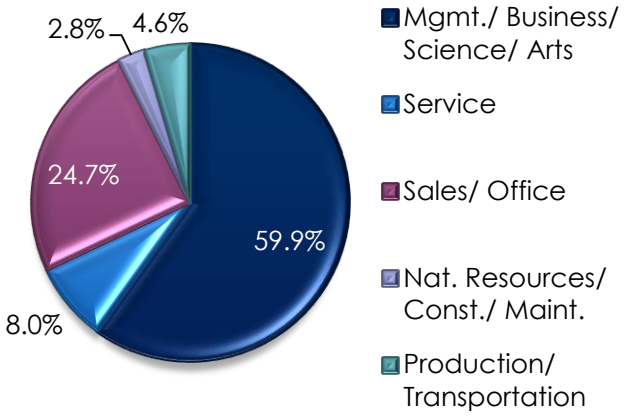


Population
40,133

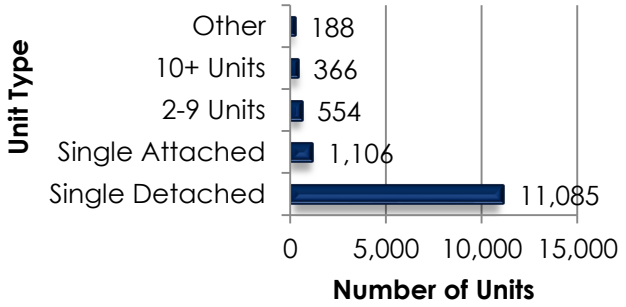
Median Household Income	$143,208	Taxes	
Per Capita Income	$58,136	Avg. Res Property Tax	$10,995
Poverty Rate	1.6%	Net Valuation (2018)	$7,189,317,700



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	8,200.4	46.6%
Apartment	48.2	0.3%
Commercial	849.1	4.8%
Industrial	183.0	1.0%
Farmland	2,231.5	12.7%
Vacant	1,639.5	9.3%
Public	3,545.1	20.1%
Public School	216.1	1.2%
Other School	20.9	0.1%
Church	131.4	0.7%
Cemetery	260.5	1.5%
Rail	0.0	0.0%
Other Exempt	69.6	0.4%
Unknown	215.8	1.2%

Housing	Number	Percent
Total Housing	13,299	5.1%
Owner-Occupied	11,824	88.9%
Renter-Occupied	877	6.6%
Median Housing Value	$493,720	
Median Rent	$2,209	

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 New Jersey Board of Public Utilities (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.

Matawan

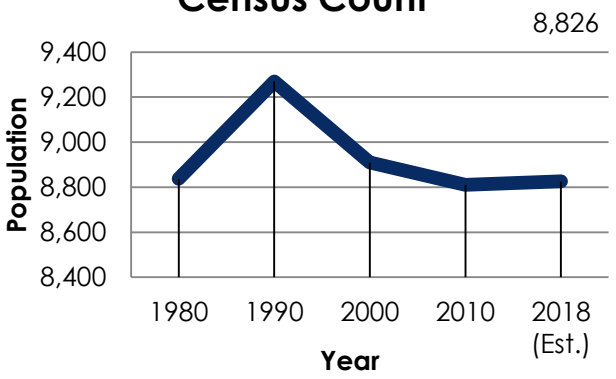
Situated at the head of the Matawan Creek, the Borough of Matawan has a land area of 2.26 square miles. The Borough appeals to a wide variety of residents due to its wealth of natural resources and extensive transportation network. The Aberdeen-Matawan Train Station is the County's northernmost stop along New Jersey Transit's 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).

Sources: www.matawanborough.com

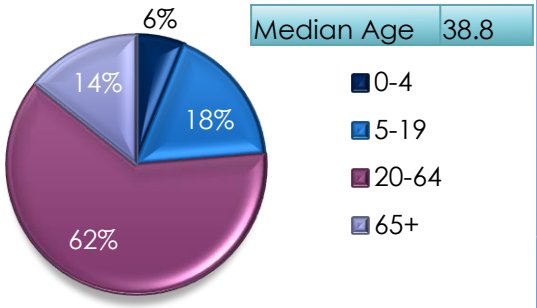


Lake Matawan

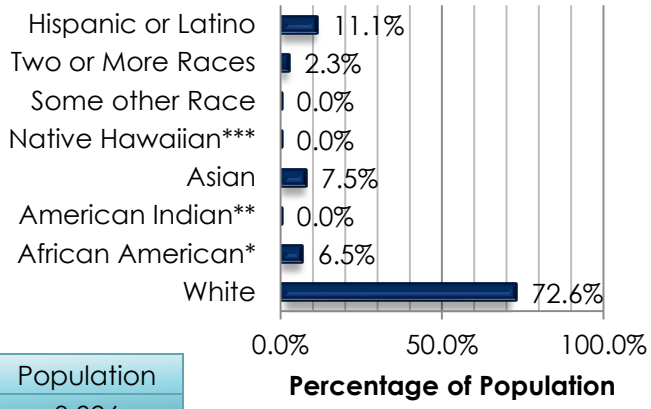
Census Count



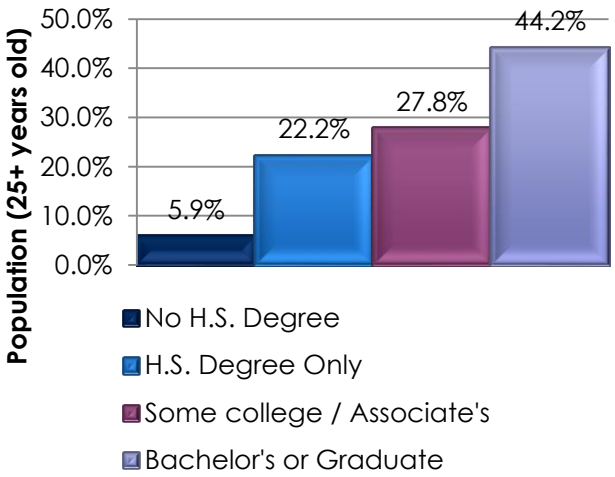
Age Composition



Race & Ethnicity



Educational Attainment

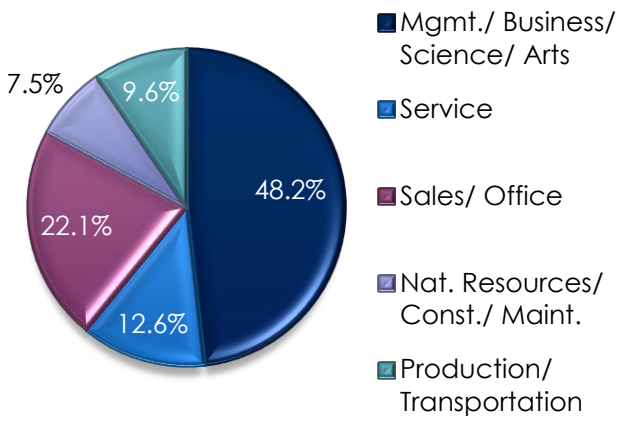


Population
8,826

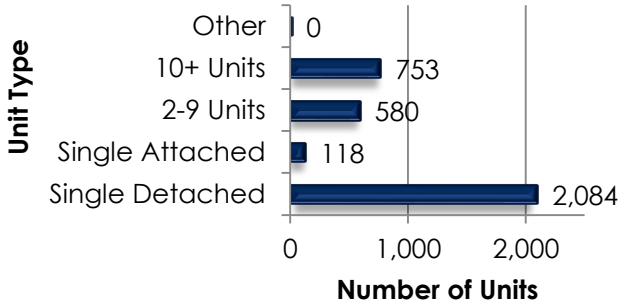
Median Household Income	$86,149	Taxes	
Per Capita Income	$41,510	Avg. Res Property Tax	$9,153
Poverty Rate	6.6%	Net Valuation (2018)	$1,085,431,500



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	734.0	59.0%
Apartment	68.7	5.5%
Commercial	89.8	7.2%
Industrial	14.2	1.1%
Farmland	0.0	0.0%
Vacant	35.7	2.9%
Public	193.9	15.6%
Public School	7.2	0.6%
Other School	0.0	0.0%
Church	42.2	3.4%
Cemetery	12.0	1.0%
Rail	0.0	0.0%
Other Exempt	14.0	1.1%
Unknown	33.1	2.7%

Housing	Number	Percent
Total Housing	3,535	1.4%
Owner-Occupied	2,233	63.2%
Renter-Occupied	1,192	33.7%
Median Housing Value	$329,909	
Median Rent	$1,450	

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. In 2019, the Borough and County arrived at an agreement to upgrade the Lake Lefferts Dam and to raise Aberdeen Road above flood levels. 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. Taking advantage of its transit village status, the Borough has seen an increased interest in new development. 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. This location features 12 studios and an exhibition space. New Jersey Transit and Matawan officials are partnering to create a pedestrian oriented, commuter centric, mixed-use development in the 7-acre parking lot adjacent to the train station between High Street and Main Street.

Middletown

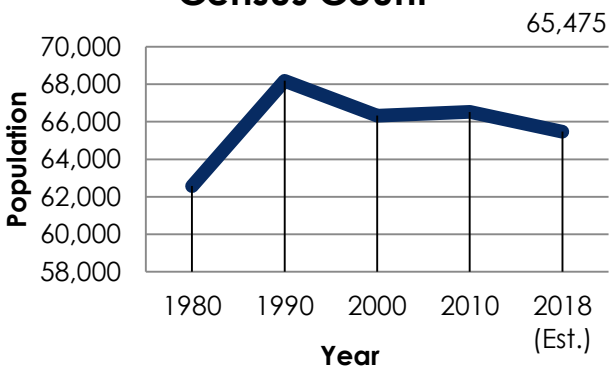
Middletown has the largest population in the County (65,475 persons in 2018) and is one of the original 1693 Townships of Monmouth County (along with Freehold and Shrewsbury Townships). Middletown is divided into several diverse residential neighborhoods, arising at different times over a long history. 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.

Source: www.middletownnj.org

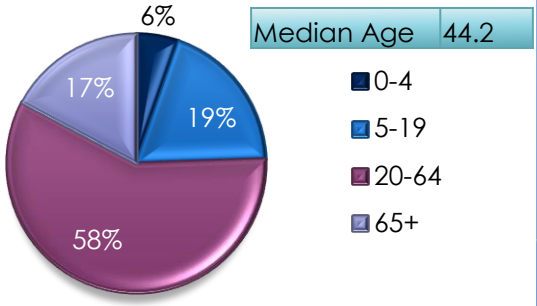


Thompson Park Visitor Center (Source: Monmouth County Parks System)

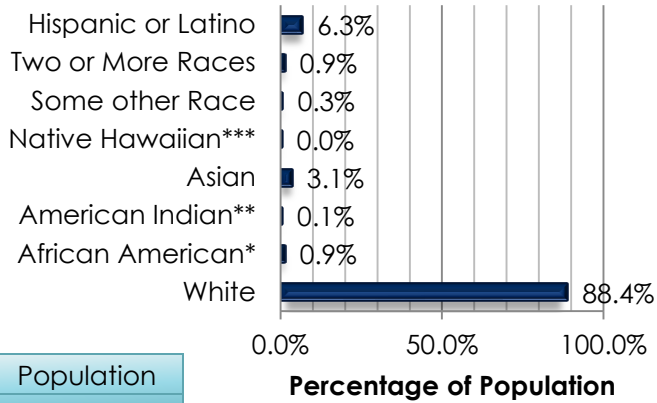
Census Count



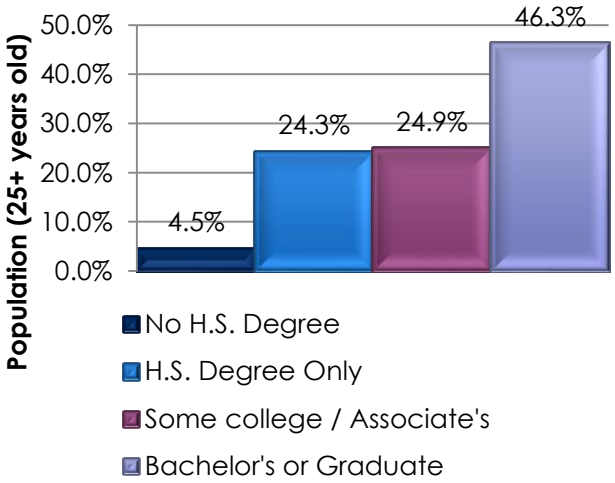
Age Composition



Race & Ethnicity

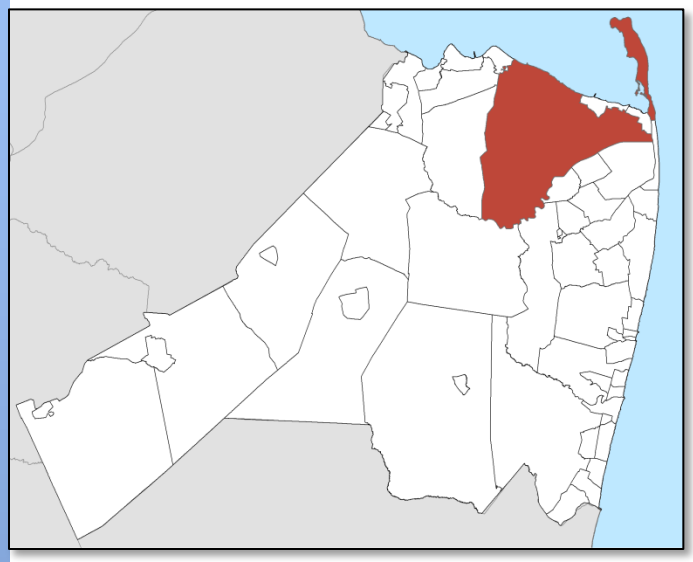


Educational Attainment

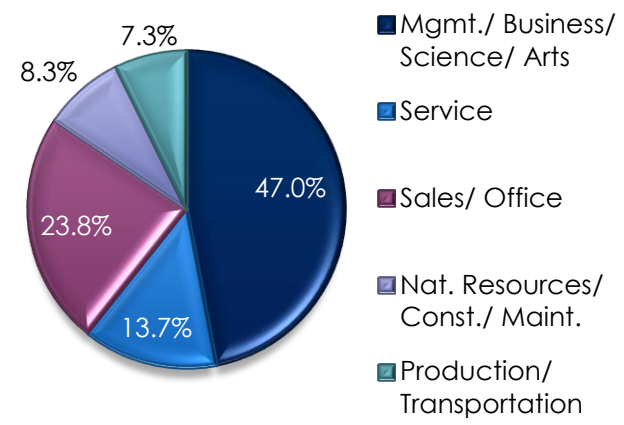


Population
65,475

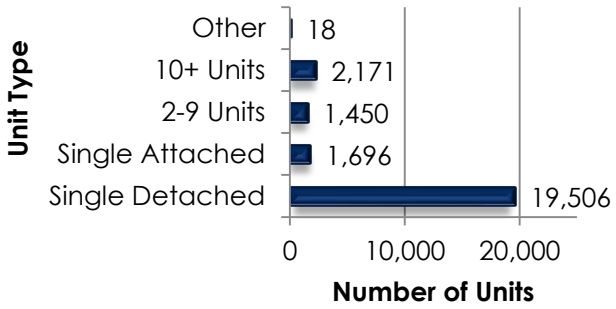
Median Household Income	$118,657	Taxes	
Per Capita Income	$54,053	Avg. Res Property Tax	$9,232
Poverty Rate	4.0%	Net Valuation (2018)	$10,864,913,784



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	9,971.6	46.0%
Apartment	101.0	0.5%
Commercial	1,300.3	6.0%
Industrial	15.4	0.1%
Farmland	1,903.4	8.8%
Vacant	858.4	4.0%
Public	5,272.2	24.3%
Public School	565.7	2.6%
Other School	180.0	0.8%
Church	766.7	3.5%
Cemetery	245.5	1.1%
Rail	0.0	0.0%
Other Exempt	83.1	0.4%
Unknown	435.7	2.0%

Housing	Number	Percent
Total Housing	24,841	9.5%
Owner-Occupied	19,765	79.6%
Renter-Occupied	3,926	15.8%
Median Housing Value	$426,120	
Median Rent	$1,361	

Topical Planning Issues:

Middletown's bayshore neighborhoods continue to face numerous challenges related to physical reconstruction, long-term sustainability, and housing affordability. The Township participated in two recently completed regional studies. The first is the JLUS, which a study is intended to improve both the development compatibility of areas surrounding the NWSE and storm resiliency. The second study, the New Jersey Fostering Regional Adaptation through Municipal Economics Scenarios (NJFRAMES) program, is regional and collaborative effort in coastal Monmouth County, which seeks to understand and begin to address future flood vulnerability. In 2016, Middletown identified certain properties near 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. In May 2017 a concept plan was presented to and approved by the Township. 2019 saw a number of large development projects move forward. On Half Mile Road, the 120,423-square-foot, three-story Life Time club, a luxury sport, fitness, and wellness center is expected to open its doors in late 2021. A four-story parking garage will be erected adjacent to the fitness facility for patrons. The properties are part of the Half Mile Road Redevelopment Plan adopted by the Township Committee in 2018. Toll Brothers gained approval for the Shoppes at Middletown. The 342,000-square-foot shopping complex project on Route 35 and Kings Highway will include a Wegmans grocery store and a CMX dine-in movie theater. The residential component includes 280 townhomes and 70 affordable apartments. The famous Calico the Clown sign will be preserved as part of the approval. The Township has entered into a public-private partnership agreement to build a new 72,000 square-foot town hall. The Township will lease the facility for 30 years at which time ownership of the land will revert back to the Township.

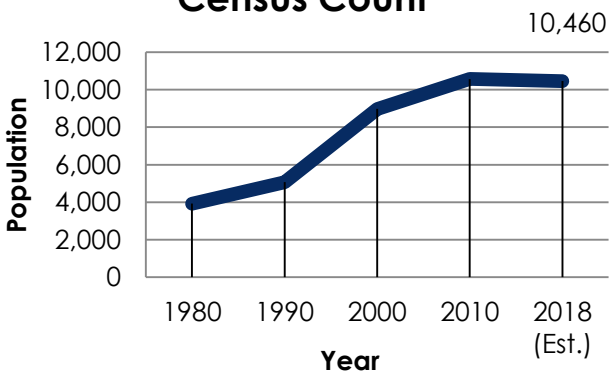
Millstone

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 remained 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.

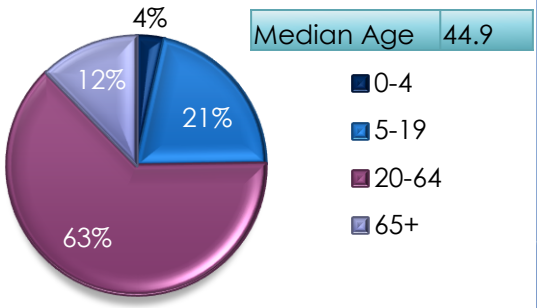


Sinha Farm

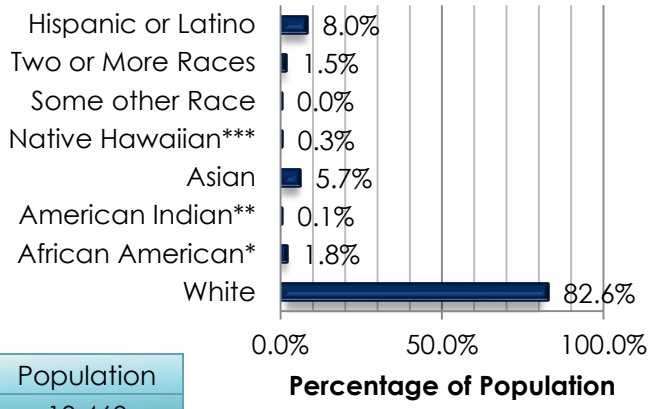
Census Count



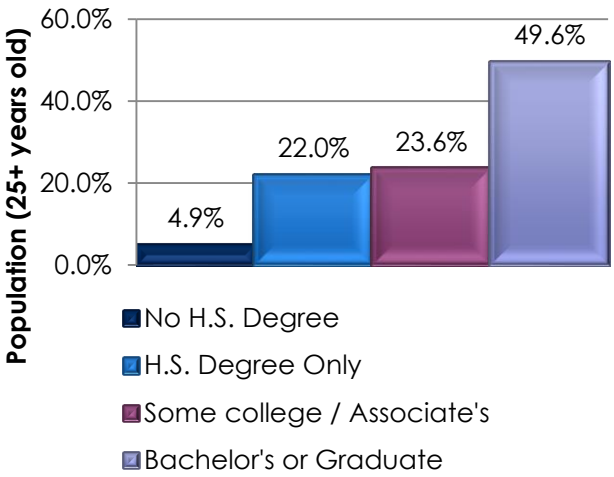
Age Composition



Race & Ethnicity

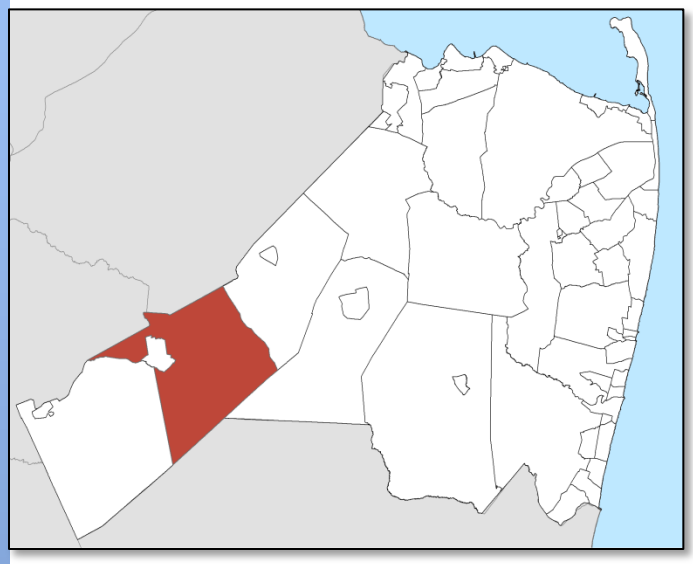


Educational Attainment

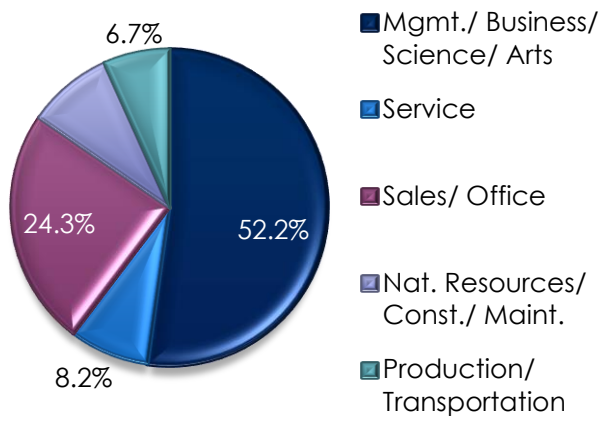


Population
10,460

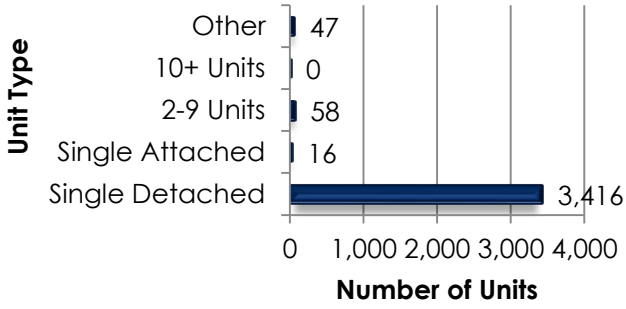
Median Household Income	$156,891	Taxes	
Per Capita Income	$59,564	Avg. Res Property Tax	$9,005
Poverty Rate	3.9%	Net Valuation (2018)	$52,325,900



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	8,216.5	36.6%
Apartment	0.0	0.0%
Commercial	438.2	2.0%
Industrial	33.8	0.2%
Farmland	7,252.8	32.3%
Vacant	1,259.3	5.6%
Public	4,964.8	22.1%
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	25.5	0.1%

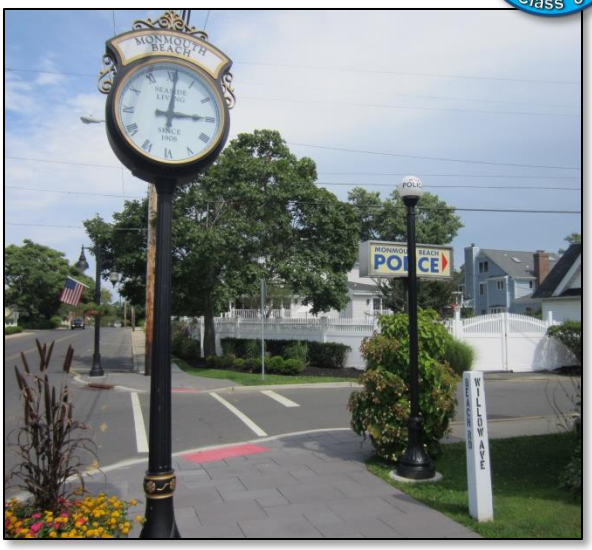
Housing	Number	Percent
Total Housing	3,537	1.4%
Owner-Occupied	3,108	87.9%
Renter-Occupied	162	4.6%
Median Housing Value	$525,092	
Median Rent	$1,489	

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 FundFund 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.

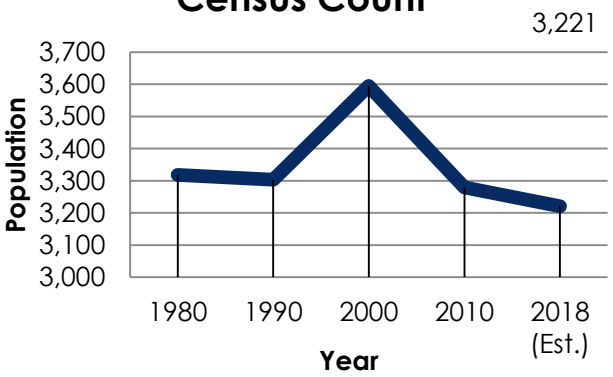
Monmouth Beach

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.

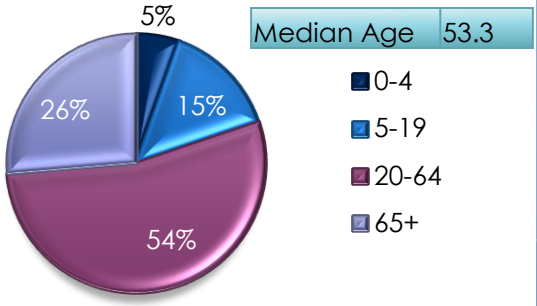


Beach Road

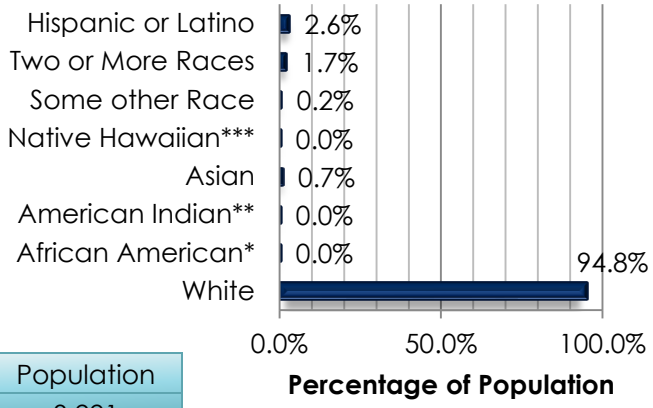
Census Count



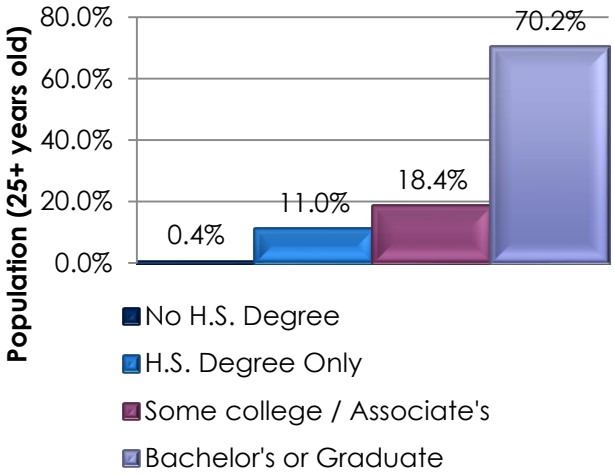
Age Composition



Race & Ethnicity

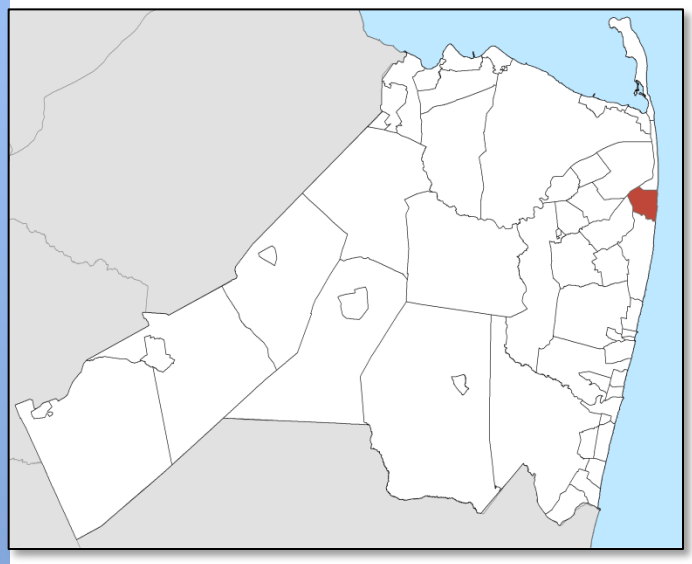


Educational Attainment

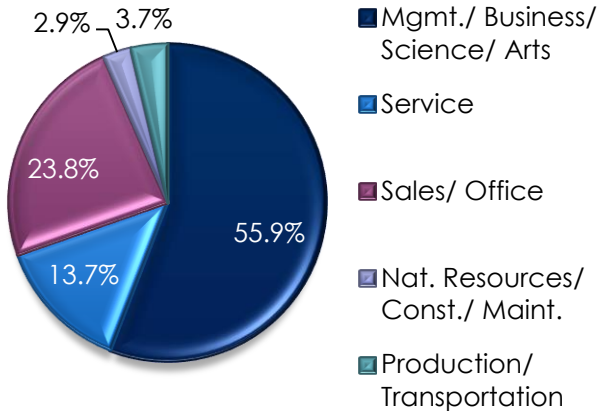


Population
3,221

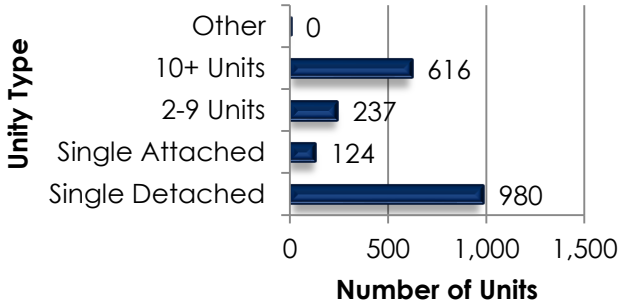
Median Household Income	$107,383	Taxes	
Per Capita Income	$64,168	Avg. Res Property Tax	$8,648
Poverty Rate	4.1%	Net Valuation (2018)	$1,465,914,900



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	352.0	63.8%
Apartment	0.0	0.0%
Commercial	22.9	4.1%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	80.0	14.5%
Public	41.2	7.5%
Public School	3.4	0.6%
Other School	0.0	0.0%
Church	3.3	0.6%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	26.8	4.9%
Unknown	21.9	4.0%

Housing	Number	Percent
Total Housing	1,957	0.7%
Owner-Occupied	1,212	61.9%
Renter-Occupied	207	10.6%
Median Housing Value	$704,142	
Median Rent	$2,393	

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. Repairs to the seawall and beach replenishment projects are ongoing. 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 NFIP's CRS program in 2017. Other recent Monmouth Beach rebuilding and resiliency projects include 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 2018, a Lot and Impervious Coverage Study was prepared for the Borough. The study was recommended by the Borough's Floodplain Management Plan to determine if the current impervious coverage conditions and regulations are negatively impacting drainage throughout the Borough. Based on the findings of the study, commissioners are able to make recommendations as to what ordinances should be updated. 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.

Neptune City

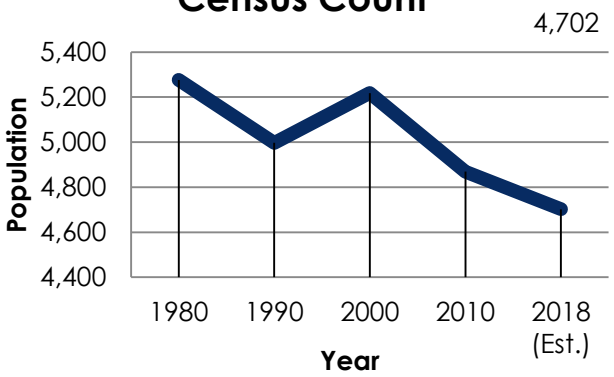
Located along the northern banks of the Shark River, the Borough of Neptune City has a land area of 0.90 square miles. Incorporated in 1881, the original boundaries included present day Neptune City, Avon-by-the-Sea, and the southern portion of Bradley Beach. Initially Neptune City was developed as a 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.

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

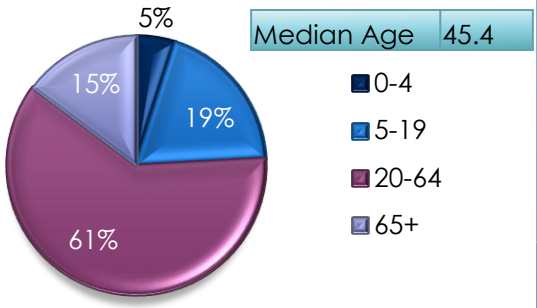


Neptune City Memorial Park

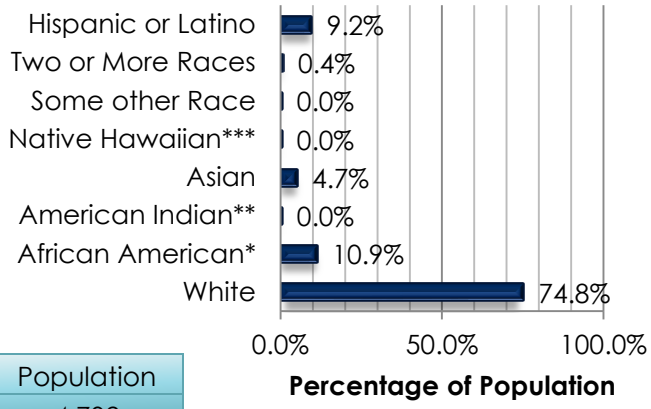
Census Count



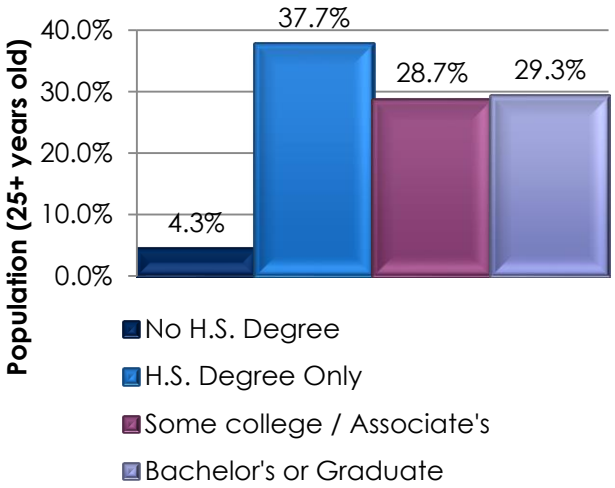
Age Composition



Race & Ethnicity

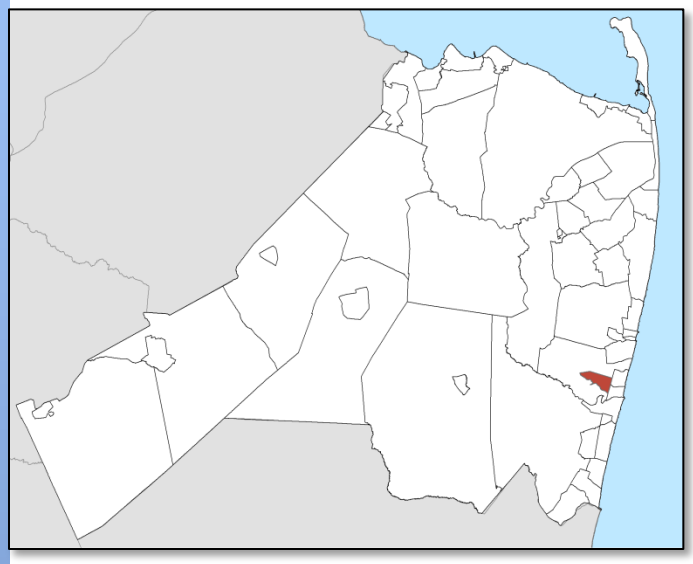


Educational Attainment

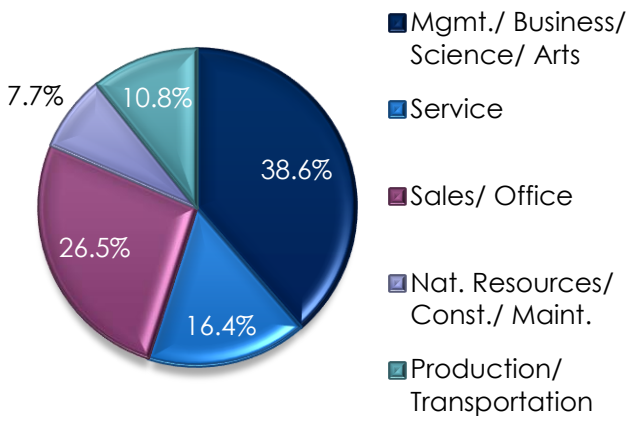


Population
4,702

Median Household Income	$58,936	Taxes	
Per Capita Income	$34,612	Avg. Res Property Tax	$6,523
Poverty Rate	15.3%	Net Valuation (2018)	$573,706,600

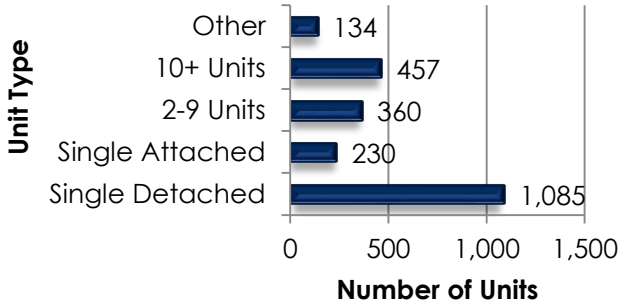


Type of Employment



Land Usage	Acreage	Percent
Residential	236.5	53.6%
Apartment	34.7	7.9%
Commercial	86.5	19.6%
Industrial	10.7	2.4%
Farmland	0.0	0.0%
Vacant	7.1	1.6%
Public	28.3	6.4%
Public School	6.4	1.5%
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%

Housing Units



Housing	Number	Percent
Total Housing	2,266	0.9%
Owner-Occupied	1,280	56.5%
Renter-Occupied	837	36.9%
Median Housing Value	$264,060	
Median Rent	$1,156	

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. 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. In 2017, the Borough introduced Participatory Budgeting, a civic engagement exercise intended to increase public understanding and involvement of government functions by allowing residents age 14 and above to vote on allocating funds for specific municipal projects.

Neptune Township

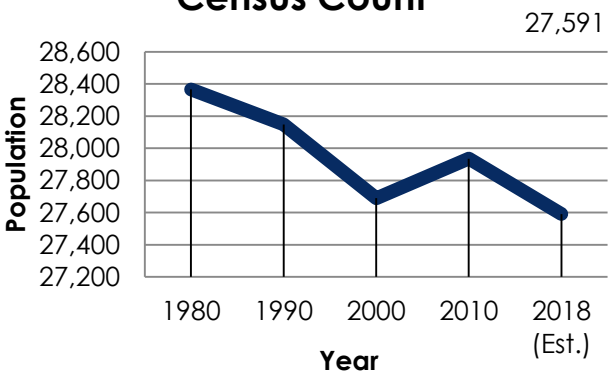
Neptune Township, named for the Roman God of the Sea, was established in 1879. Encompassing a land area of 8.0 square miles, the Township is home to several unique and distinct neighborhoods such as Ocean Grove, Shark River Hills, Mid-Town, Bradley Park, the Gables, Seaview Island, and West Neptune. 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, Monmouth County's first 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

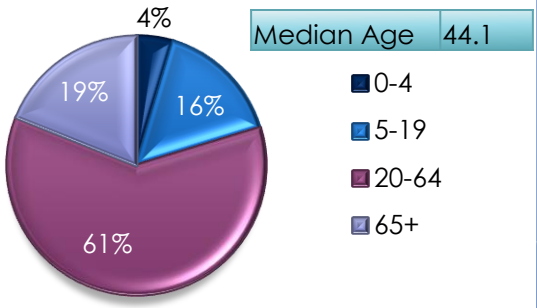


The Great Auditorium at Ocean Grove

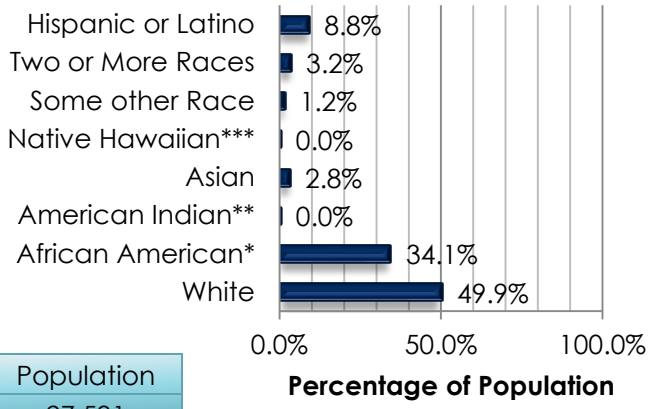
Census Count



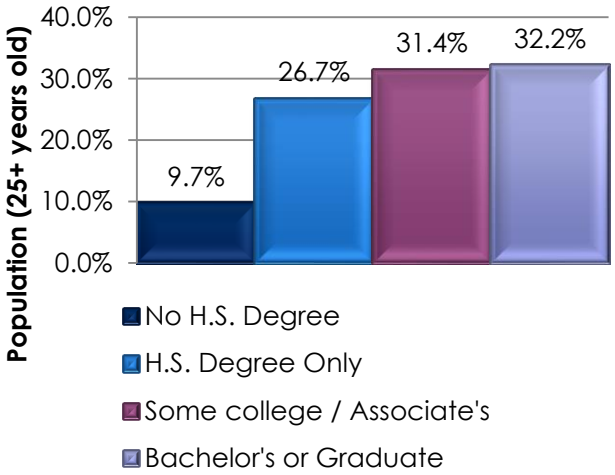
Age Composition



Race & Ethnicity

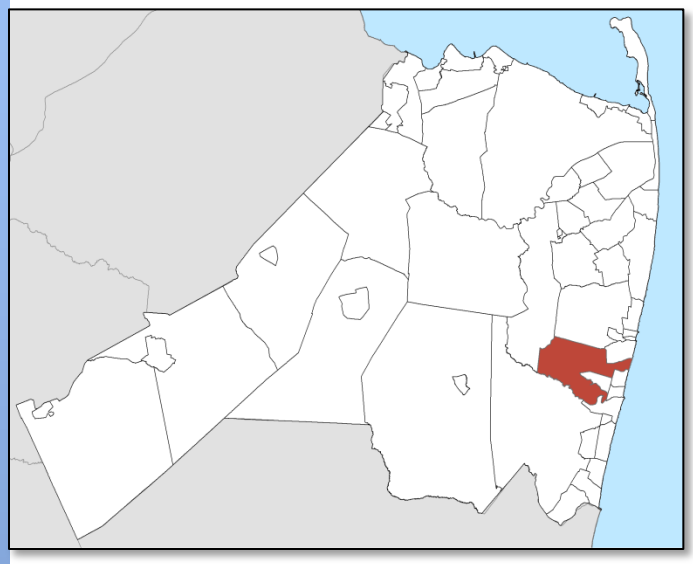


Educational Attainment

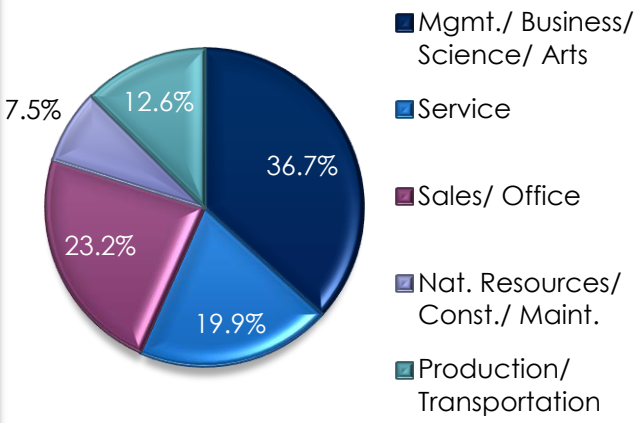


Population
27,591

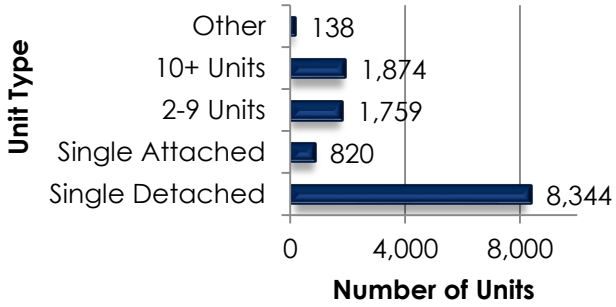
Median Household Income	$67,836	Taxes	
Per Capita Income	$35,884	Avg. Res Property Tax	$6,513
Poverty Rate	9.9%	Net Valuation (2018)	$3,906,392,700



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	1,803.4	42.5%
Apartment	94.3	2.2%
Commercial	605.6	14.3%
Industrial	102.0	2.4%
Farmland	21.5	0.5%
Vacant	398.5	9.4%
Public	660.2	15.6%
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	224.5	5.3%
Unknown	53.1	1.3%

Housing	Number	Percent
Total Housing	12,935	5.0%
Owner-Occupied	7,146	55.2%
Renter-Occupied	3,944	30.5%
Median Housing Value	$315,284	
Median Rent	$1,293	

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. Resiliency efforts include continued participation in the CRS program, acquiring/preserving open space in flood zones, and a feasibility study exploring a potential micro-grid to provide critical infrastructure with power during outages. In the Shark River Hills neighborhood, two notable resiliency projects moved forward; the acquisition/preservation of land along South Riverside Drive that was originally slated for nine single family homes, and construction of a living shoreline. Several major projects were completed in recent years including Jersey Shore University Medical Center's Hope Tower and reconstruction of the Ocean Grove boardwalk's north end (replacement of the southern section of the boardwalk will begin in 2020). 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 landmark was completed in 2019. Also in 2019, a skatepark in Sunshine Village Park Fields was opened. In the coming years, redevelopment proposals are anticipated for several vacant areas in town including the former Coca Cola bottling plant and Ocean Grove's north end beachfront.

Ocean

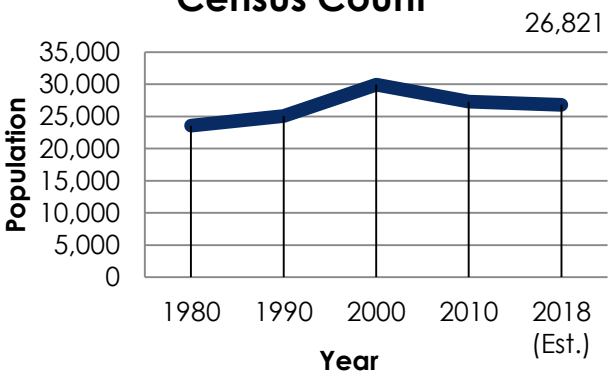
Ocean Township, with a land area of 11.2 square miles, was officially established by an act of the New Jersey State Assembly in 1849. The original boundaries of the Township stretched from the Shrewsbury River to the north bank of the Shark River. Over time, portions of the Township have broken off to 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

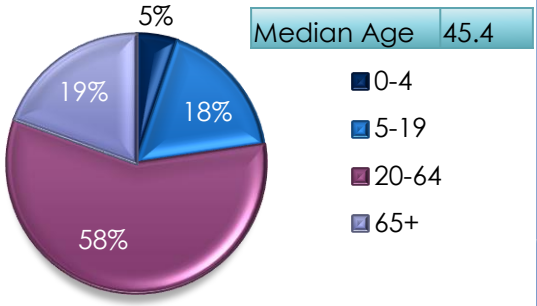


Ocean Historical Museum

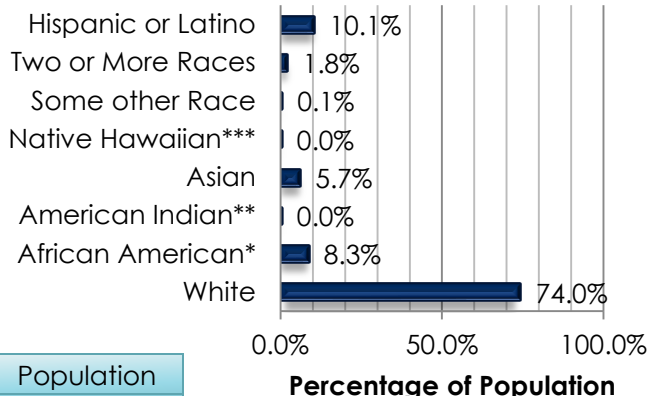
Census Count



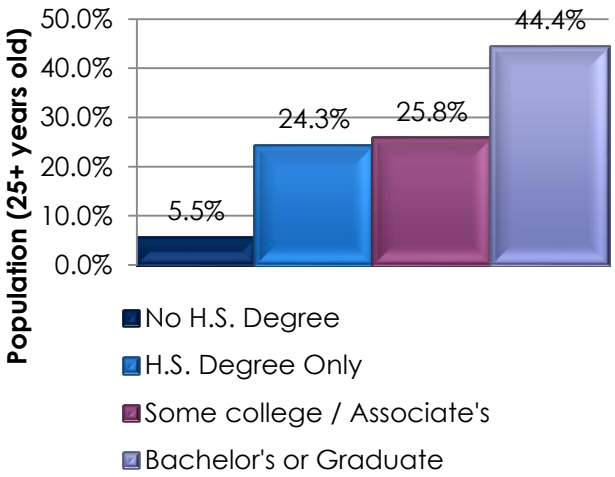
Age Composition



Race & Ethnicity

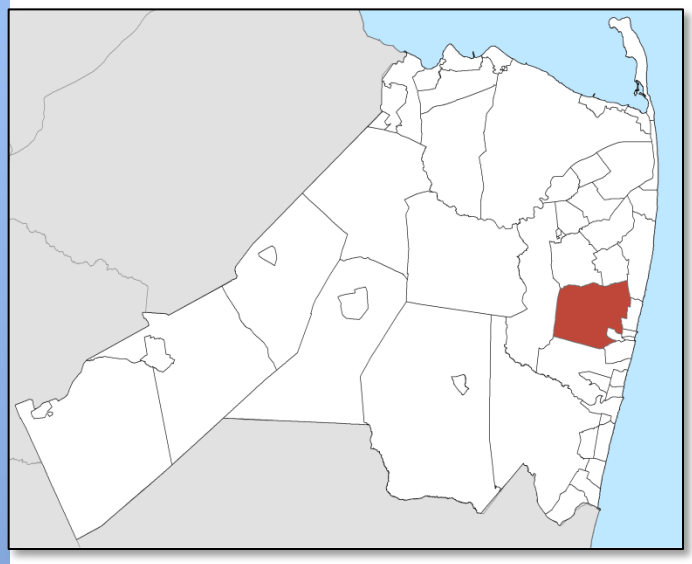


Educational Attainment

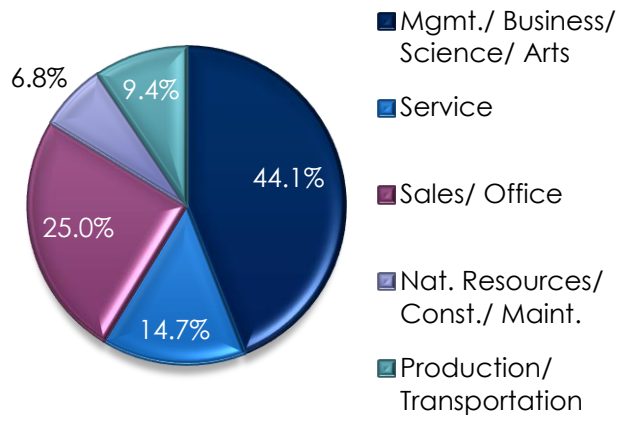


Population
26,821

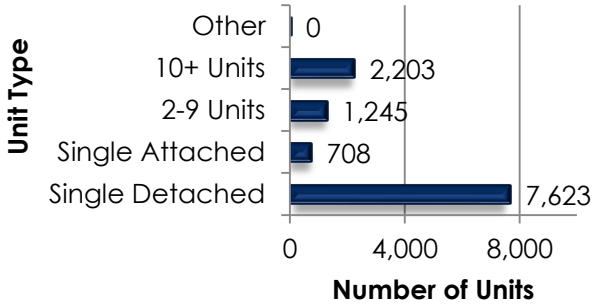
Median Household Income	$82,941	Taxes	
Per Capita Income	$42,602	Avg. Res Property Tax	$9,750
Poverty Rate	9.7%	Net Valuation (2018)	$4,984,379,860



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	2,668.4	45.2%
Apartment	272.2	4.6%
Commercial	801.5	13.6%
Industrial	0.0	0.0%
Farmland	34.1	0.6%
Vacant	342.4	5.8%
Public	786.1	13.3%
Public School	172.9	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	369.1	6.2%
Unknown	330.4	5.6%

Housing	Number	Percent
Total Housing	11,779	4.5%
Owner-Occupied	7,254	61.6%
Renter-Occupied	3,506	29.8%
Median Housing Value	$478,196	
Median Rent	$1,166	

Topical Planning Issues:

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 former Seaview Square Indoor Mall successfully redeveloped into the outdoor Seaview Square Shopping Center. This area continues to experience growth. The Affordable Housing Alliance, in partnership with a private developer using Superstorm Sandy relief funds and Low Income Housing Tax Credits, developed a 48 unit affordable apartment community on Cindy Lane in 2018. In 2019, the Township adopted a new Housing Element and Fair Share Plan. In 2019, Ocean Township purchased a 2.9 acre former school property on Logan Road, however no plans for the future use of the site have been established. Negotiations between the Township and developers proposing a mixed-use commercial/residential development at a 32-acre site on Deal Road and Route 35 were ongoing through 2019 and have continued into 2020. 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.

Oceanport

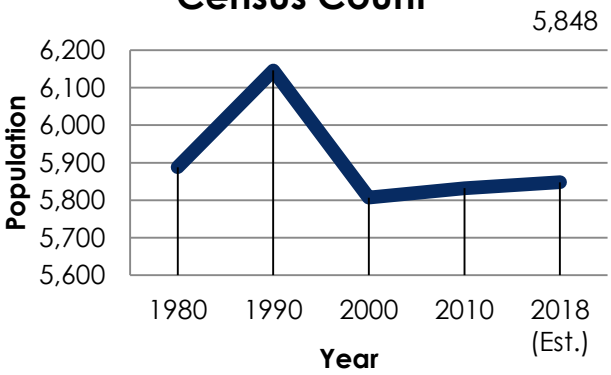
Sitting at the headwaters of the Shrewsbury River, Oceanport encompass approximately 3.10 square miles. Prior to the extension of rail lines through Monmouth County, Oceanport played an important role in the shipping of local agricultural harvests to New York. The Borough of Oceanport was officially 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 restaurant, Blu Grotto, opened in the summer of 2016.

Source: www.oceanportboro.com

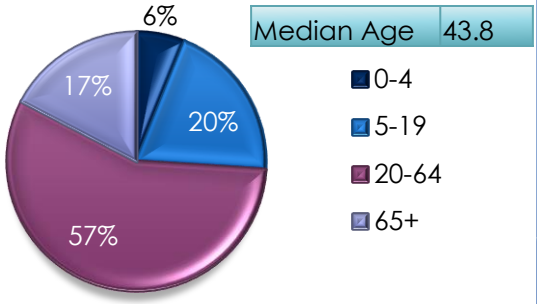


Monmouth Park Racetrack

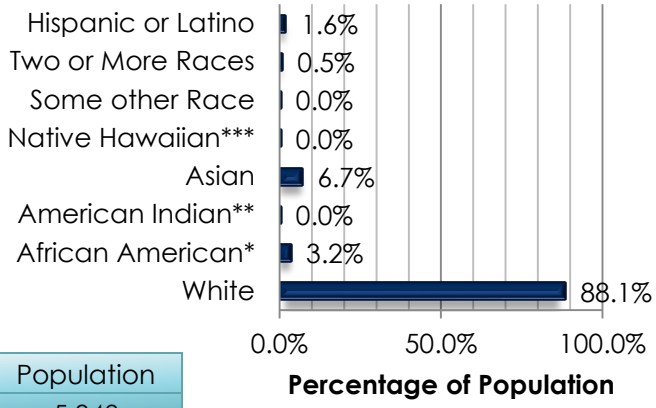
Census Count



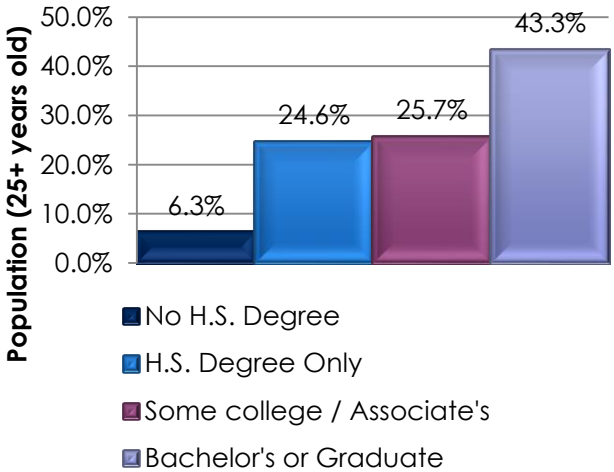
Age Composition



Race & Ethnicity

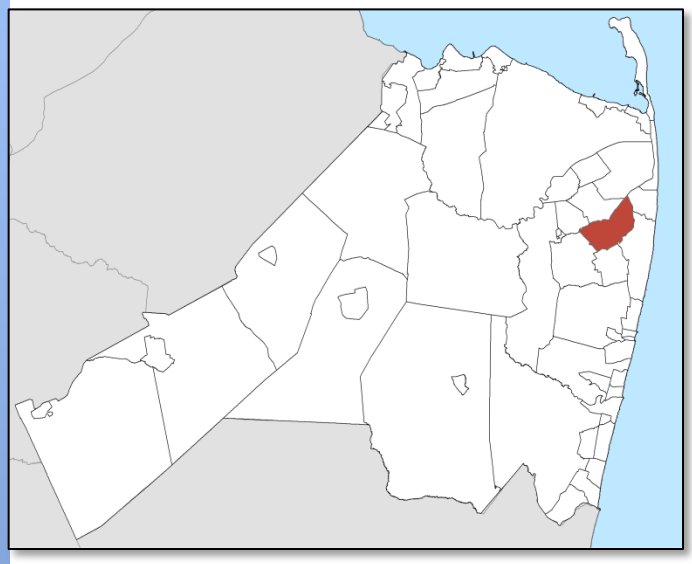


Educational Attainment

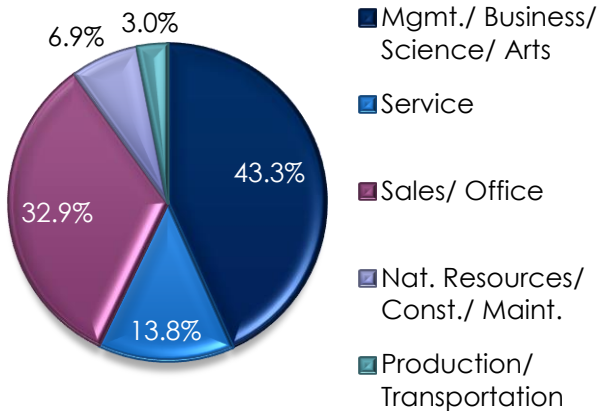


Population
5,848

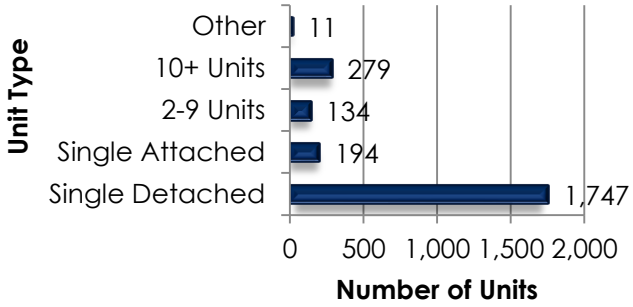
Median Household Income	$104,688	Taxes	
Per Capita Income	$44,557	Avg. Res Property Tax	$9,898
Poverty Rate	7.1%	Net Valuation (2018)	$1,296,916,659



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	658.0	37.0%
Apartment	0.0	0.0%
Commercial	273.6	15.4%
Industrial	0.0	0.0%
Farmland	5.3	0.3%
Vacant	145.4	8.2%
Public	278.4	15.6%
Public School	17.6	1.0%
Other School	0.0	0.0%
Church	1.8	0.1%
Cemetery	23.5	1.3%
Rail	0.0	0.0%
Other Exempt	366.7	20.6%
Unknown	8.7	0.5%

Housing	Number	Percent
Total Housing	2,365	0.9%
Owner-Occupied	1,867	78.9%
Renter-Occupied	272	11.5%
Median Housing Value	$553,296	
Median Rent	$613	

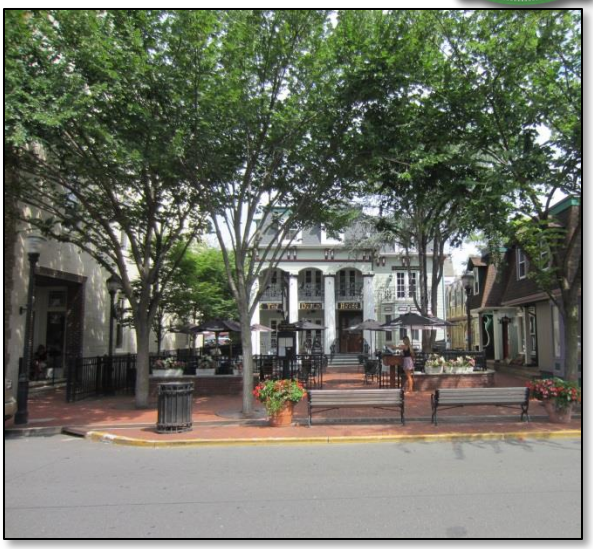
Topical Planning Issues:

During 2016, the 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 summer of 2020. 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. Fort Monmouth's Squire Hall is a 31-acre complex that will become the new satellite campus of New Jersey City University. Oceanport is also 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. 2020 marks the 100th anniversary of the incorporation of the Borough of Oceanport.

Red Bank

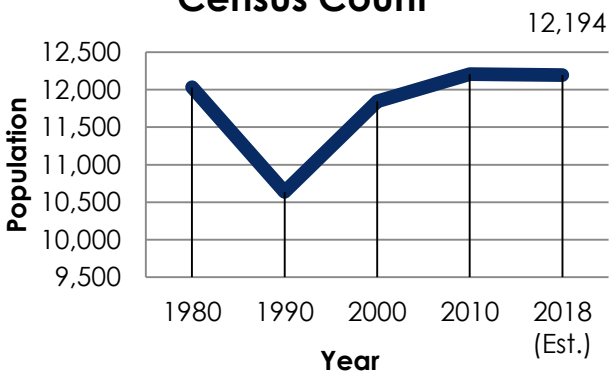
Red Bank is a popular year-round town with a thriving fine and performing arts district, active retail and an eclectic dining culture. Located along the southern banks of the Navesink River, Red Bank has an area of 1.75 square miles. Red Bank began to grow in the latter part of the 19th century when 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

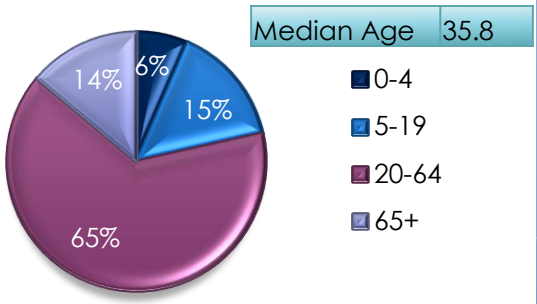


Monmouth Street - Dublin House

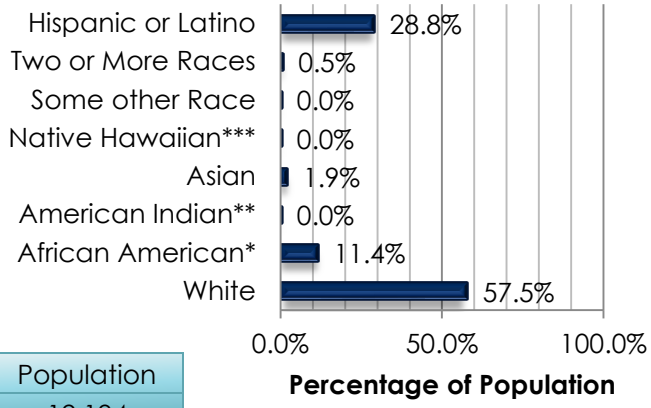
Census Count



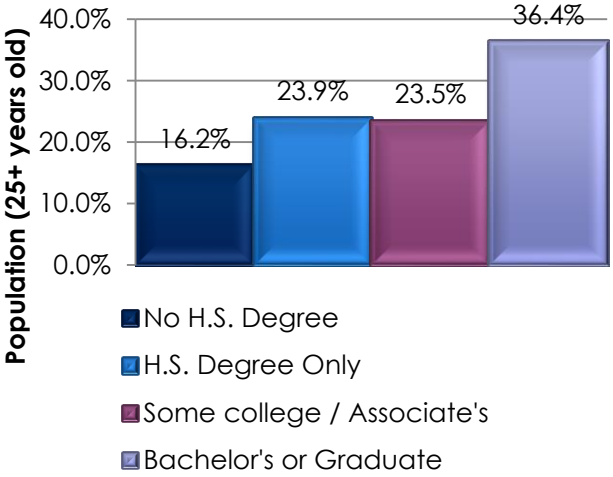
Age Composition



Race & Ethnicity

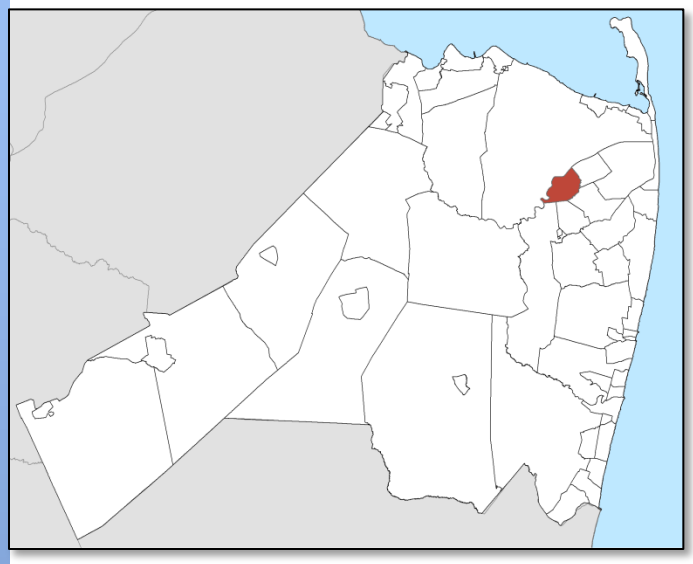


Educational Attainment

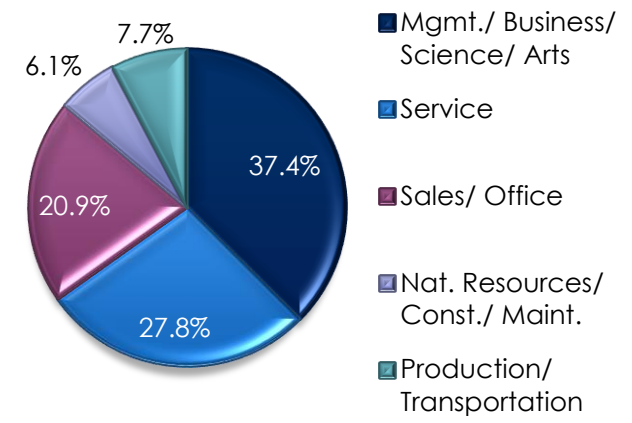


Population
12,194

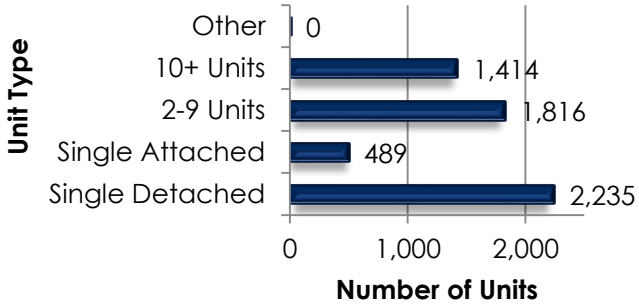
Median Household Income	$75,114	Taxes	
Per Capita Income	$42,105	Avg. Res Property Tax	$8,006
Poverty Rate	12.9%	Net Valuation (2018)	$2,136,180,157



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	439.4	47.9%
Apartment	38.5	4.2%
Commercial	152.1	16.6%
Industrial	14.3	1.6%
Farmland	0.0	0.0%
Vacant	49.0	5.3%
Public	58.9	6.4%
Public School	28.0	3.1%
Other School	0.0	0.0%
Church	39.6	4.3%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	36.1	3.9%
Unknown	61.7	6.7%

Housing	Number	Percent
Total Housing	5,954	2.3%
Owner-Occupied	2,521	42.3%
Renter-Occupied	2,793	46.9%
Median Housing Value	$366,231	
Median Rent	$1,282	

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. 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), and a parking garage. Other recent downtown and train station area redevelopments include Station Place, The Rail, and The Element. Red Bank is home to a growing performing and visual arts culture. 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. Completion is anticipated in the spring of 2020. Red Bank remains one of the largest cultural hubs in the County. Other arts organizations located here include the Two River Theatre which is also undergoing a significant expansion, the Art Alliance of Monmouth County, and Monmouth Arts, the County's official arts agency. Red Bank is home to "back to back" Monmouth County Planning Board Merit Award winners. In 2018, the T. Thomas Fortune House Historical Renovation and Preservation Project received a Merit Award. This African American cultural center opened in 2019. The following year, the Red Bank Pedestrian Safety Demonstration Project was the recipient for the use of art as a means of tactical urbanism to better define an intersection to improve motorists and pedestrian safety. Red Bank recently adopted a reexamination report that recommends incorporation of adopted redevelopment plans into the Land Use Element of the Borough Master Plan.

Roosevelt

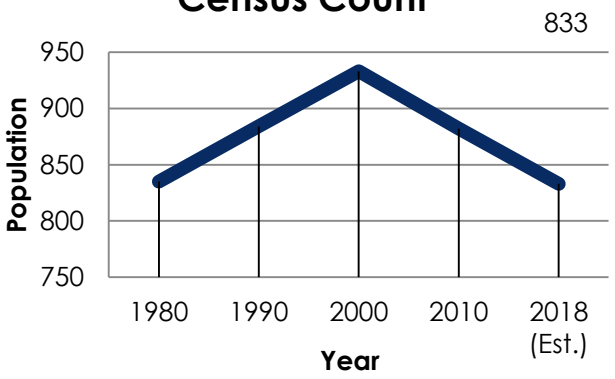
Located in the Panhandle region between Upper Freehold Township and Millstone Township, the Borough of Roosevelt has a land area of 1.93 square miles. Established as Jersey Homesteads in 1937, the Borough was built under the Roosevelt Administration as a New Deal farming and manufacturing cooperative 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.

Source: www.web2sons.org

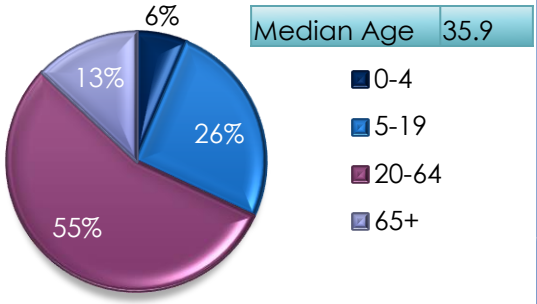


Roosevelt Memorial & Amphitheater

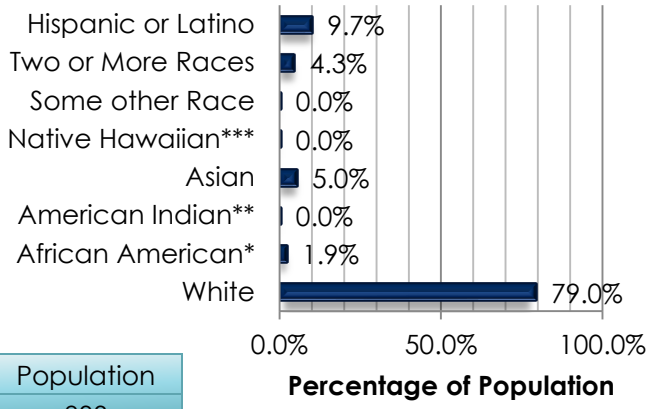
Census Count



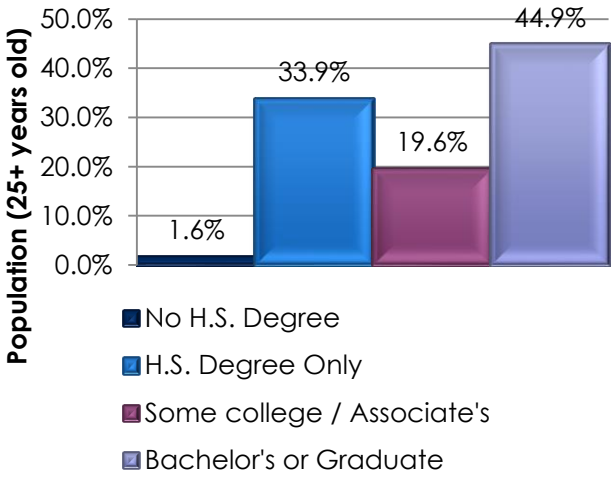
Age Composition



Race & Ethnicity



Educational Attainment

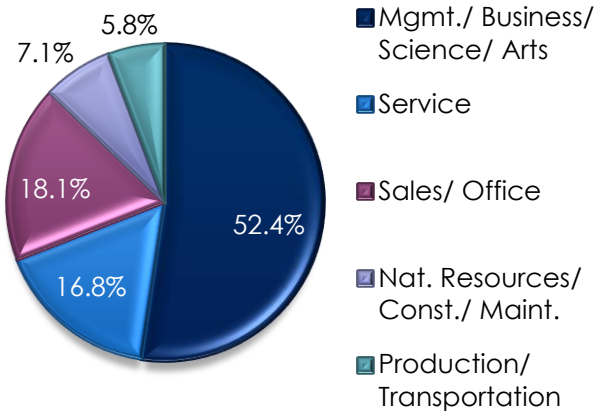


Population
833

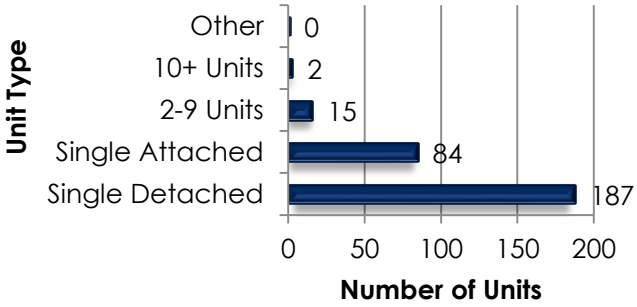
Median Household Income	$100,694	Taxes	
Per Capita Income	$39,278	Avg. Res Property Tax	$7,519
Poverty Rate	4.2%	Net Valuation (2018)	$85,814,213



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	221.0	18.7%
Apartment	1.8	0.2%
Commercial	6.7	0.6%
Industrial	4.9	0.4%
Farmland	191.5	16.2%
Vacant	1.4	0.1%
Public	570.8	48.4%
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%

Housing	Number	Percent
Total Housing	288	0.1%
Owner-Occupied	227	78.8%
Renter-Occupied	48	16.7%
Median Housing Value	$259,107	
Median Rent	$1,375	

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. The Borough is securing financial resources for roadway and other municipal infrastructure improvements.

Rumson

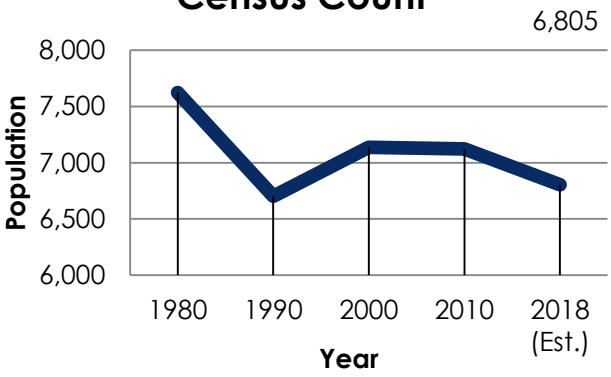
The Borough of Rumson is situated on a picturesque peninsula bounded by the Navesink and Shrewsbury Rivers. Native American settlers called the land "Navarumsunk" which over the years was eventually shortened to Rumson. The Borough was first settled in 1665 as a result of English settlers purchasing 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. According to Bloomberg News, the borough has been designated the 12th wealthiest place to lives in the country.

Source: www.rumsonnj.gov
https://www.bloomberg.com/news/articles/2019-02-13/silicon-valley-suburb-snags-richest-spot-in-u-s-for-third-year

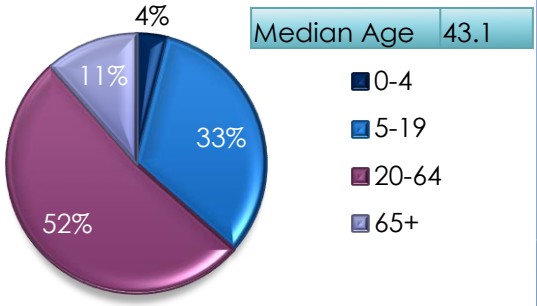


Rumson Country Club

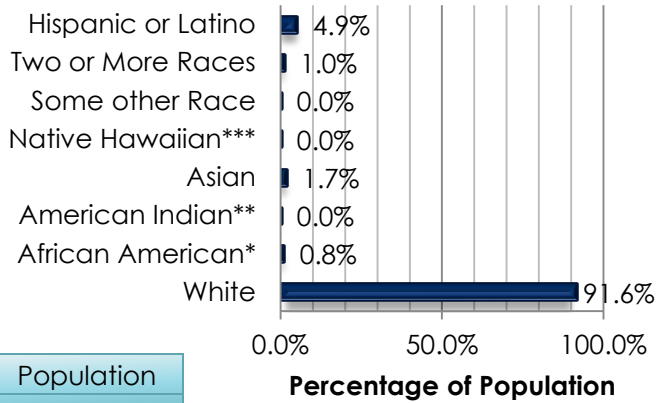
Census Count



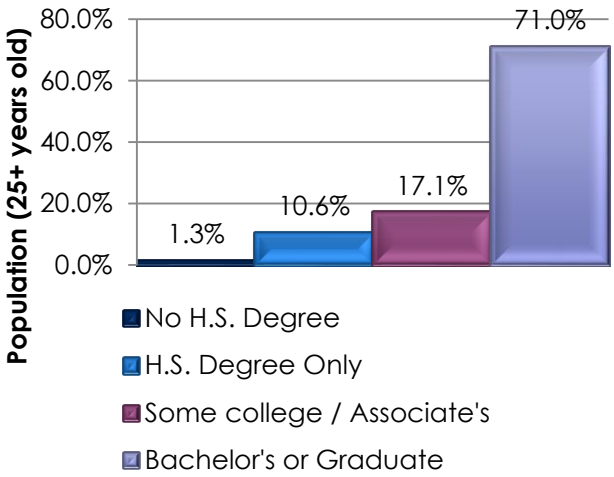
Age Composition



Race & Ethnicity

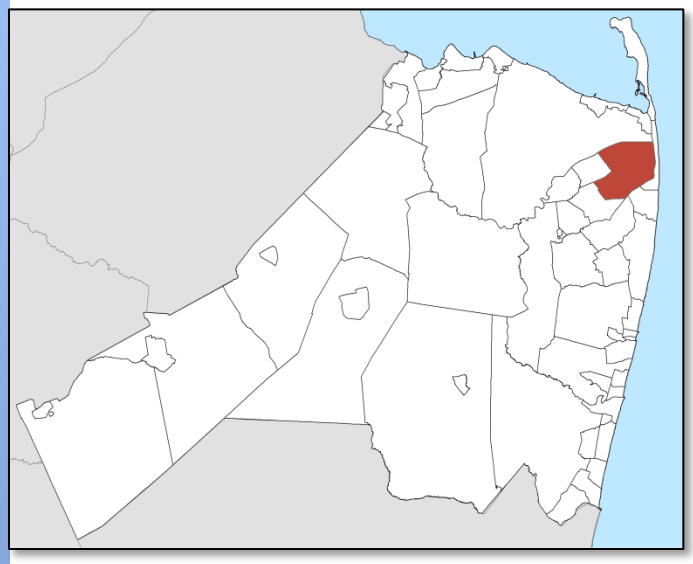


Educational Attainment

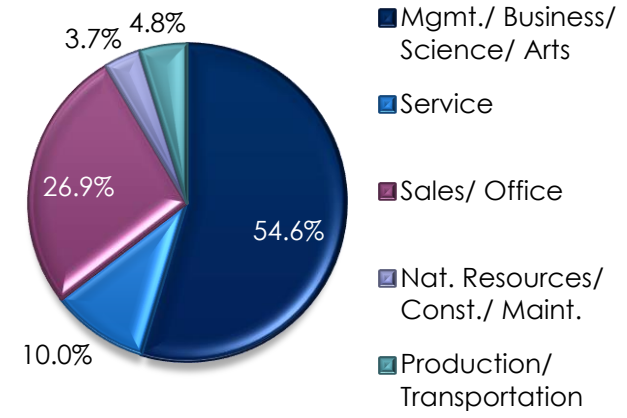


Population
6,805

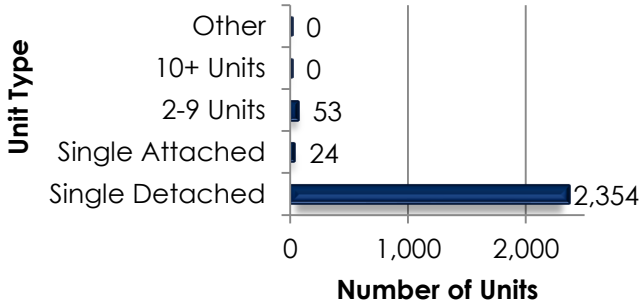
Median Household Income	$158,229	Taxes	
Per Capita Income	$99,083	Avg. Res Property Tax	$20,602
Poverty Rate	2.5%	Net Valuation (2018)	$3,576,104,047



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	2,250.2	76.8%
Apartment	0.4	0.0%
Commercial	268.3	9.2%
Industrial	0.0	0.0%
Farmland	69.1	2.4%
Vacant	100.7	3.4%
Public	175.5	6.0%
Public School	33.0	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	3.6	0.1%
Unknown	3.2	0.1%

Housing	Number	Percent
Total Housing	2,431	0.9%
Owner-Occupied	2,006	82.5%
Renter-Occupied	176	7.2%
Median Housing Value	$1,390,864	
Median Rent	$2,107	

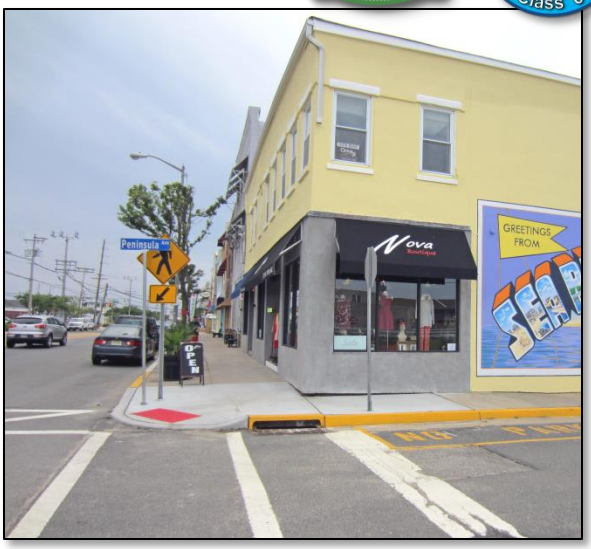
Topical Planning Issues:

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 United States Fish & Wildlife Services (USFWS) proposed the expansion of the CBRS in Rumson. The USFWS is currently reviewing comments and will make final map change recommendations to Congress. In 2019, Rumson voters approved a $25.74 million referendum for school upgrades in the pre-K through eighth-grade district. Also this year, the Borough has submitted a request to FEMA to begin participation in the CRS program. Looking forward, construction of a new county bridge over the Shrewsbury River connecting Rumson and Sea Bright is expected start in the spring of next year and take an estimated 24 months to complete.

Sea Bright

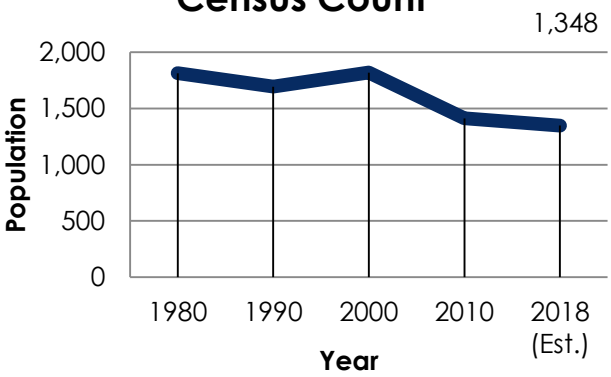
Sea Bright once served as a natural barrier full of tall, grass-topped sand dunes. In 1840, Sea Bright saw its first structure: a hotel offering fishing, fine sea bathing and access to the New York City via steamboat. In the 1860's, construction of the Raritan and Delaware Bay Railroad Line, in addition 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.

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

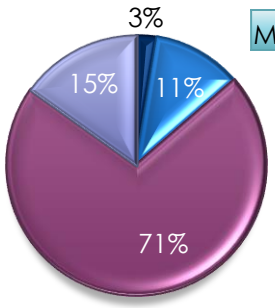


Intersection of Ocean Avenue & Peninsula Avenue

Census Count



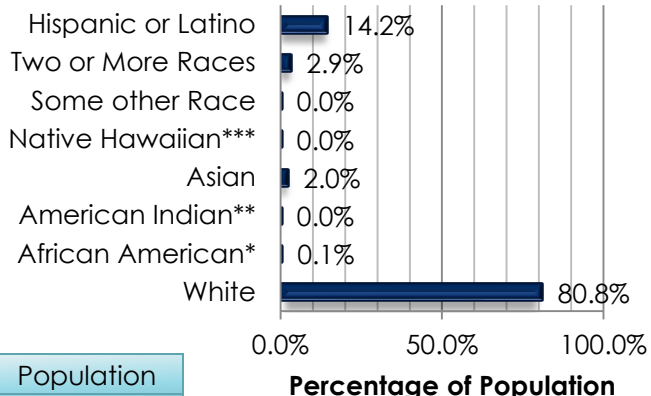
Age Composition



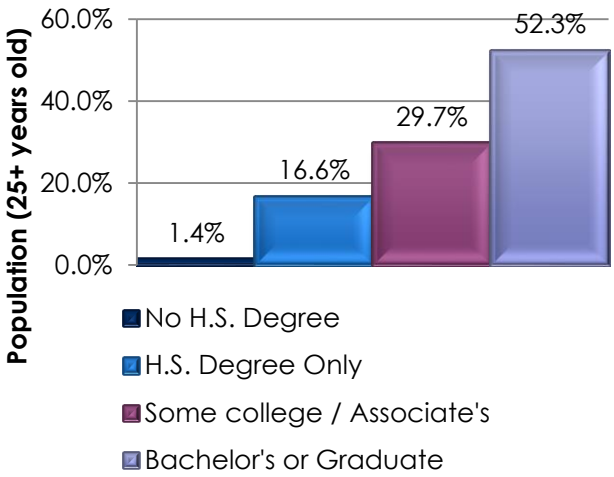
Median Age	44.0

0-4
5-19
20-64
65+

Race & Ethnicity

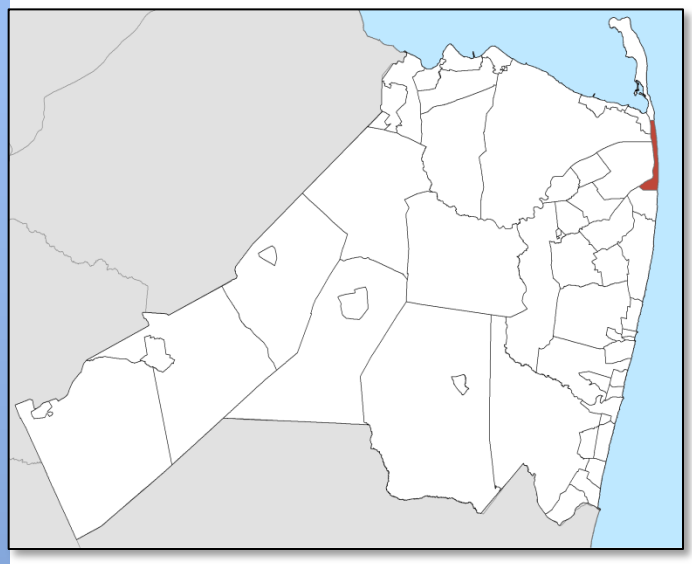


Educational Attainment

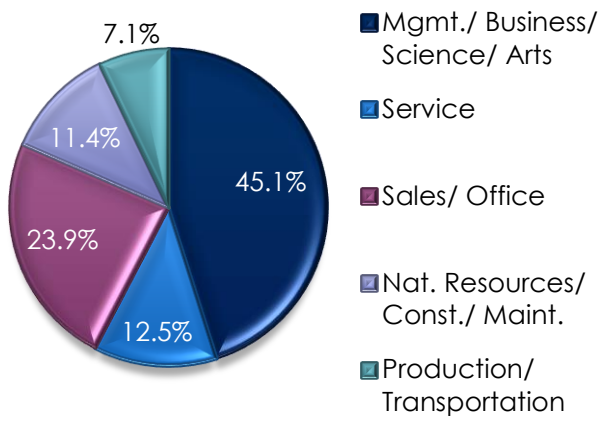


Population
1,348

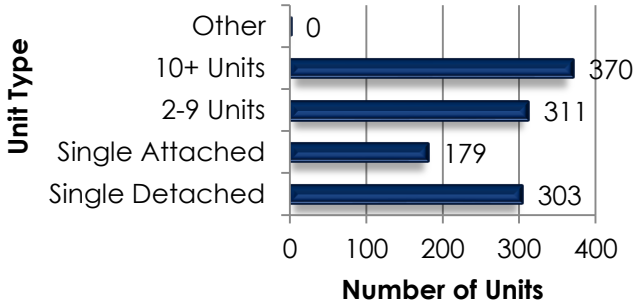
Median Household Income	$84,922	Taxes	
Per Capita Income	$72,165	Avg. Res Property Tax	$8,071
Poverty Rate	10.3%	Net Valuation (2018)	$738,116,674



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	79.1	33.7%
Apartment	1.2	0.5%
Commercial	70.6	30.1%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	49.9	21.3%
Public	26.9	11.5%
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	0.4%
Unknown	5.9	2.5%

Housing	Number	Percent
Total Housing	1,163	0.4%
Owner-Occupied	410	35.3%
Renter-Occupied	331	28.5%
Median Housing Value	$562,253	
Median Rent	$1,335	

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 NJDEP 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, sea wall repair, and new municipal complex were completed in 2018/2019. Construction to replace the Rumson-Sea Bright Bridge will begin in 2021. 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. In 2019, the historic Sea Bright School, which had fallen into disrepair, was demolished. The empty lot has been approved for an eight lot residential subdivision.

Sea Girt

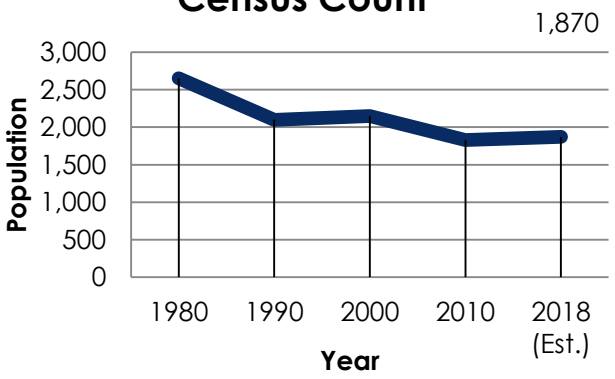
Officially becoming a borough in 1917, Sea Girt is roughly 1.05 square miles. Sea Girt is a quiet seaside community with a small commercial district along County Road 49 (Washington Blvd). The Borough offers historic bed and breakfasts, a quiet residential community, a large oceanfront park, and an active boardwalk spanning just about a mile. 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 Museum of New Jersey.

Source: http://seagirtboro.com

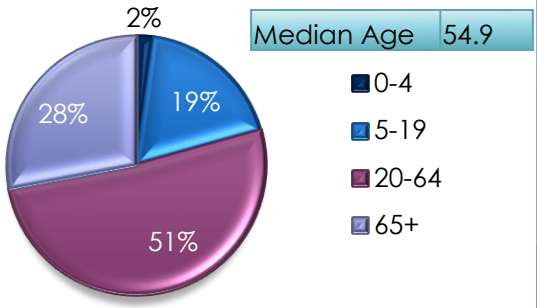


Sea Girt Boardwalk

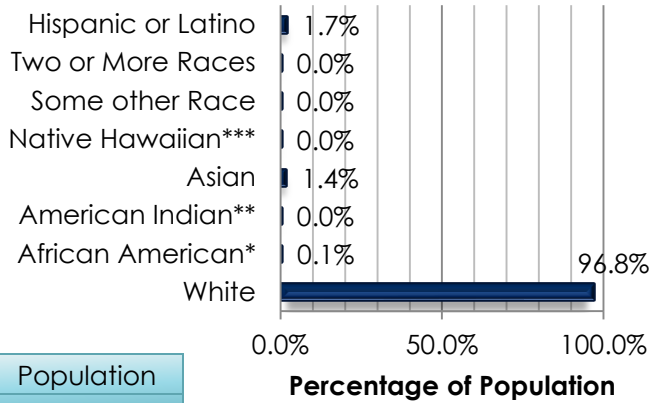
Census Count



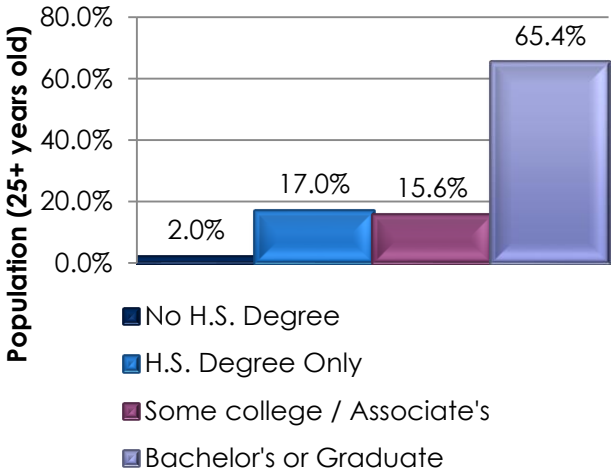
Age Composition



Race & Ethnicity

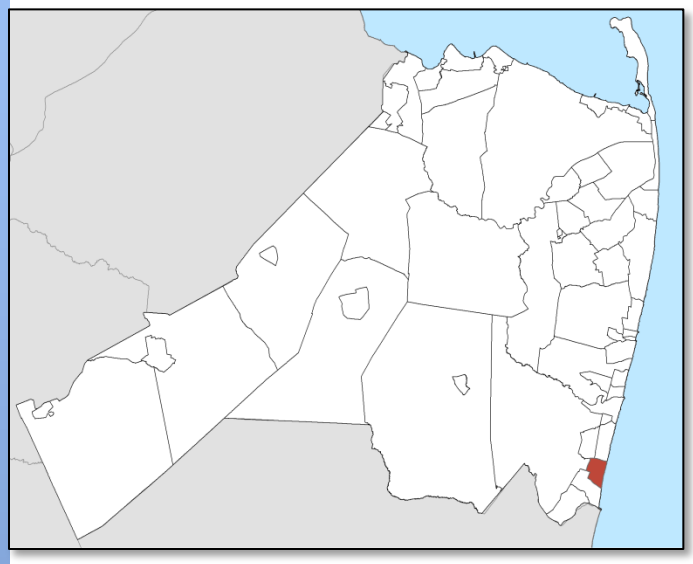


Educational Attainment

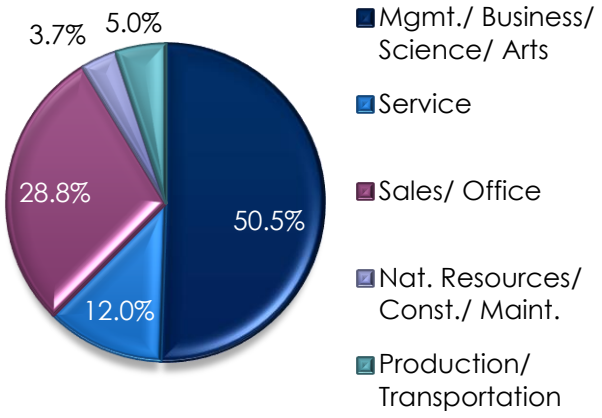


Population
1,870

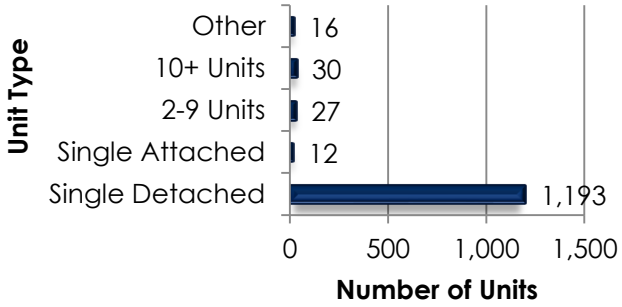
Median Household Income	$126,667	Taxes	
Per Capita Income	$99,847	Avg. Res Property Tax	$12,913
Poverty Rate	3.3%	Net Valuation (2018)	$2,451,198,800



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	259.6	48.0%
Apartment	0.0	0.0%
Commercial	8.6	1.6%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	12.1	2.2%
Public	246.9	45.7%
Public School	4.9	0.9%
Other School	0.0	0.0%
Church	2.2	0.4%
Cemetery	0.0	0.0%
Rail	5.4	1.0%
Other Exempt	0.3	0.0%
Unknown	0.5	0.1%

Housing	Number	Percent
Total Housing	1,278	0.5%
Owner-Occupied	702	54.9%
Renter-Occupied	65	5.1%
Median Housing Value	$1,907,807	
Median Rent	$1,924	

Topical Planning Issues:

The 2008 Borough Master Plan Reexamination 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. In June 2018, Sea Girt adopted a Master Plan Reexamination Report. The report identifies new issues raised during the reexamination process including tree preservation, maintaining the Borough's traditional character, community facilities improvements, and developing community consensus on the future of the downtown village area.

Shrewsbury Borough

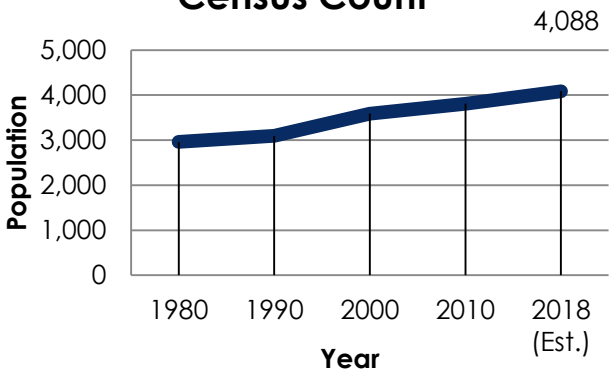
Shrewsbury Borough (as it exists today) was formed in 1926, encompassing 2.3 square miles. Shrewsbury is one of the earliest settlements in Monmouth County. Historically an old crossroads village, Shrewsbury has a National Historic District at the intersection of Sycamore Avenue and Broad Street, known 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.

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

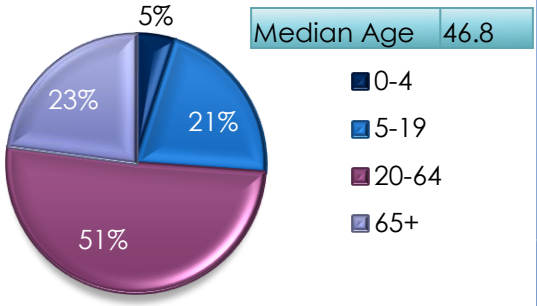


Christ Church

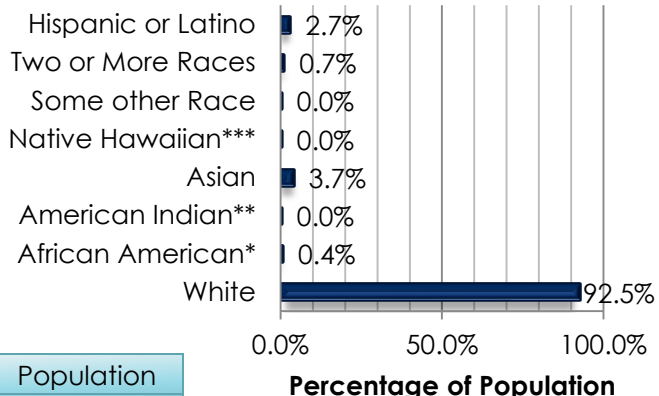
Census Count



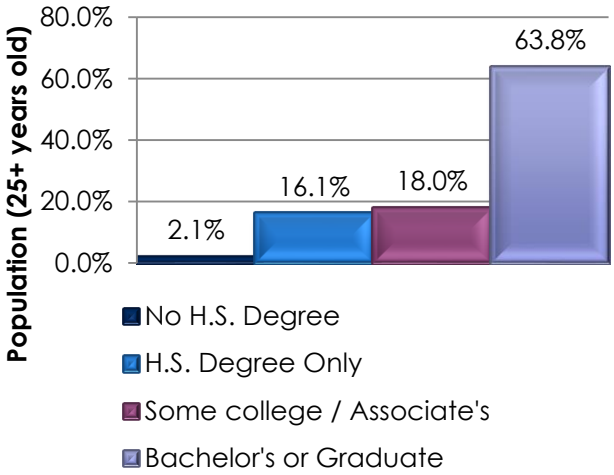
Age Composition



Race & Ethnicity

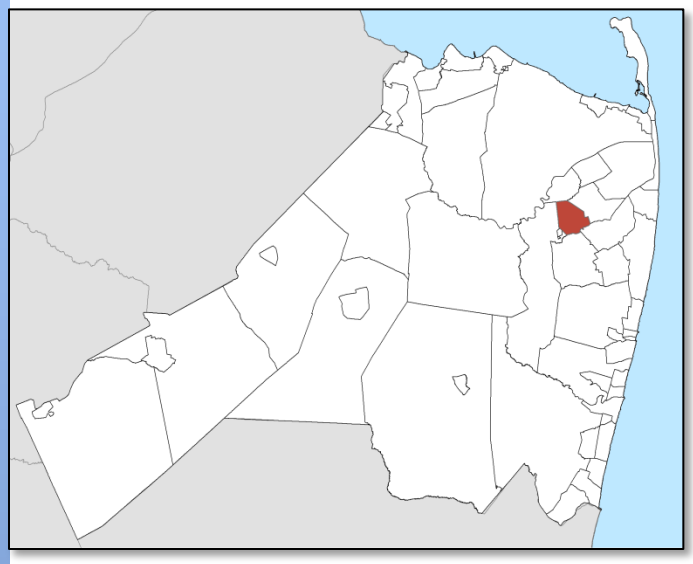


Educational Attainment

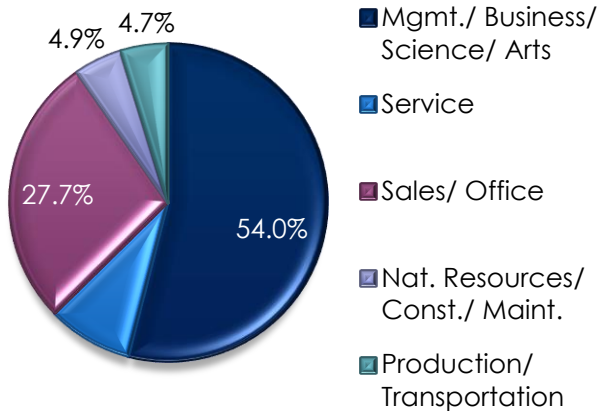


Population
4,088

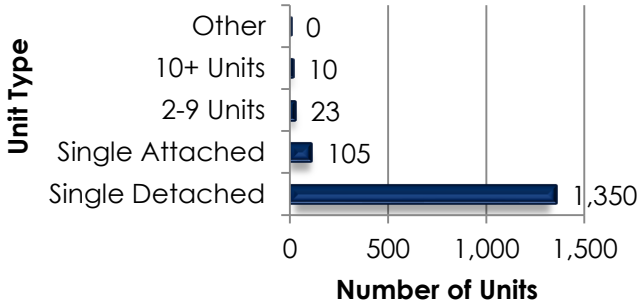
Median Household Income	$122,321	Taxes	
Per Capita Income	$55,346	Avg. Res Property Tax	$11,885
Poverty Rate	1.1%	Net Valuation (2018)	$1,169,547,013



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	649.6	53.2%
Apartment	0.0	0.0%
Commercial	291.2	23.8%
Industrial	0.0	0.0%
Farmland	14.5	1.2%
Vacant	106.3	8.7%
Public	108.2	8.9%
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%

Housing	Number	Percent
Total Housing	1,488	0.6%
Owner-Occupied	1,338	89.9%
Renter-Occupied	116	7.8%
Median Housing Value	$552,544	
Median Rent	$2,365	

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 Cultural and Heritage Virtual 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. Like many other communities in the state, Shrewsbury Borough has been working diligently on plans to accommodate its affordable housing obligation.

Shrewsbury Township

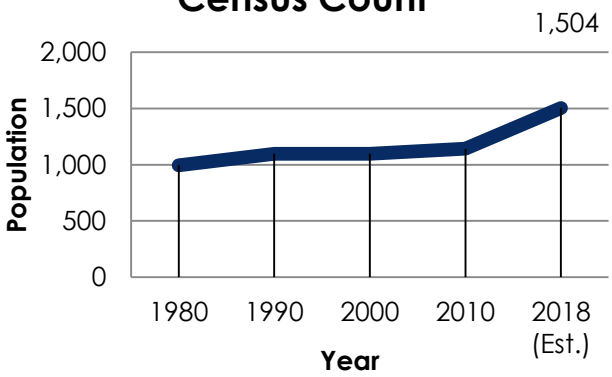
Shrewsbury Township was one of the original three townships located within Monmouth County, dating back to 1693. At the time of inception, the Township covered almost 1,000 square miles, ranging from the Navensink River to all of present-day Ocean County. After several municipalities seceded from the 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/

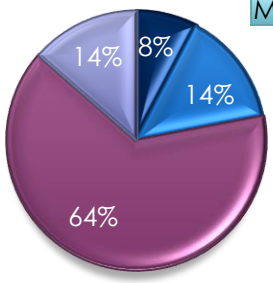


Township Entrance

Census Count



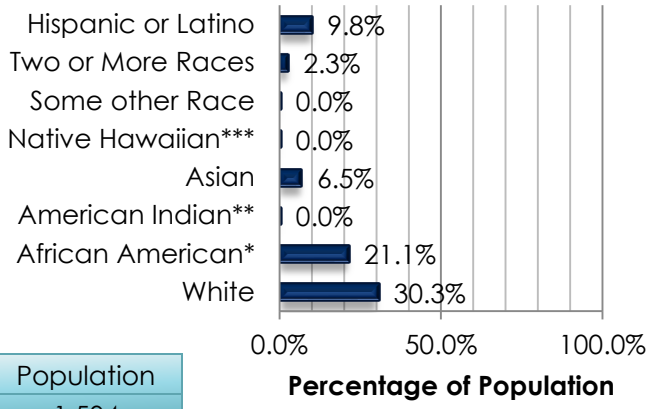
Age Composition



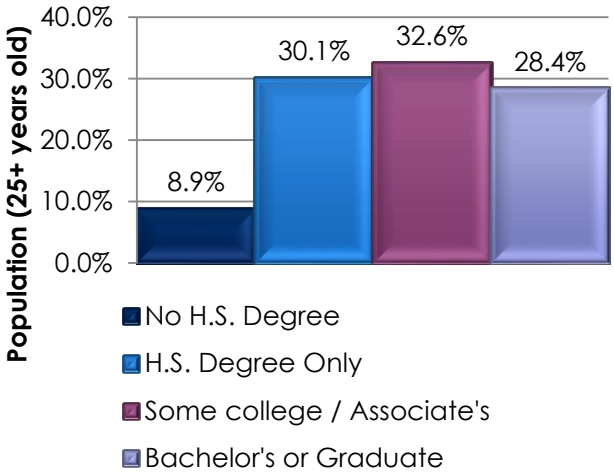
Median Age	39.5

0-4
5-19
20-64
65+

Race & Ethnicity

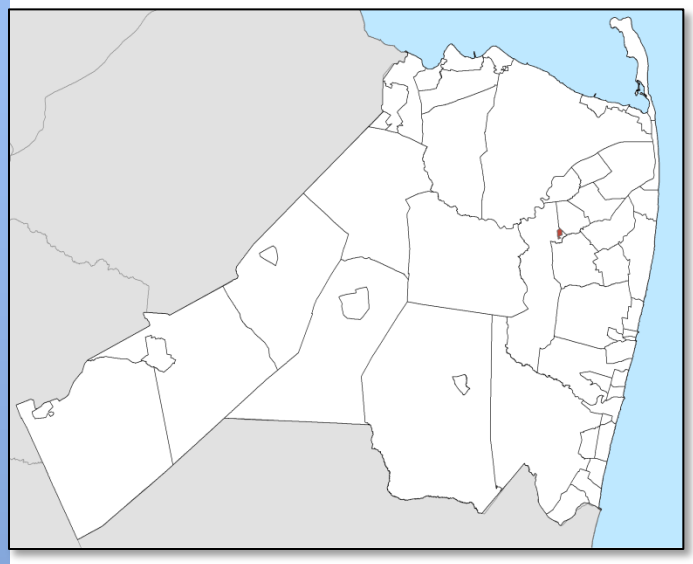


Educational Attainment

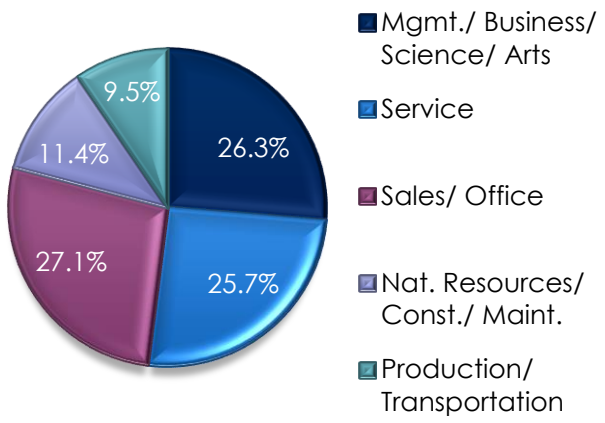


Population
1,504

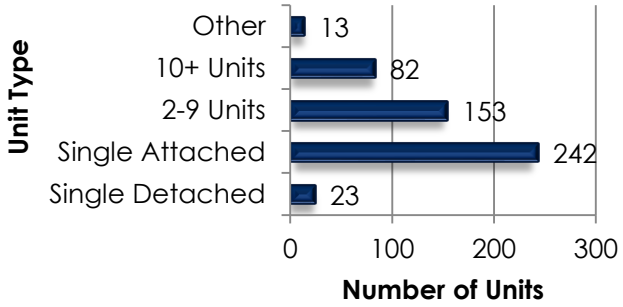
Median Household Income	$57,697	Taxes	
Per Capita Income	$28,565	Avg. Res Property Tax	$4,169
Poverty Rate	14.6%	Net Valuation (2018)	$58,340,445



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	2.2	4.0%
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	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	11.1	20.5%

Housing	Number	Percent
Total Housing	513	0.2%
Owner-Occupied	295	57.5%
Renter-Occupied	180	35.1%
Median Housing Value	$162,916	
Median Rent	$1,338	

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 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.

Spring Lake

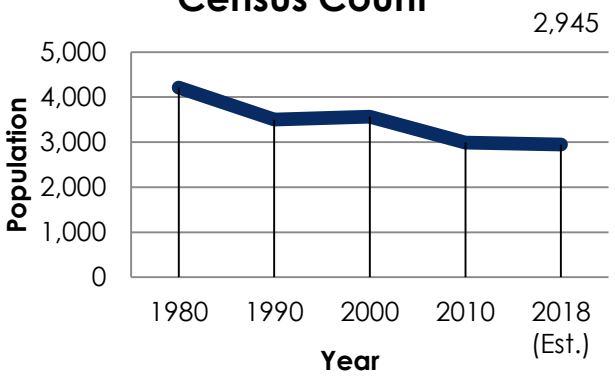
Spring Lake Borough has maintained much of the aura from its Victorian heyday with picturesque homes and small-town charm. Commonly known as the "Jewel of the Jersey Shore," the Borough was originally developed as a summer getaway for the 19th century industry barons with grand waterfront hotels and 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

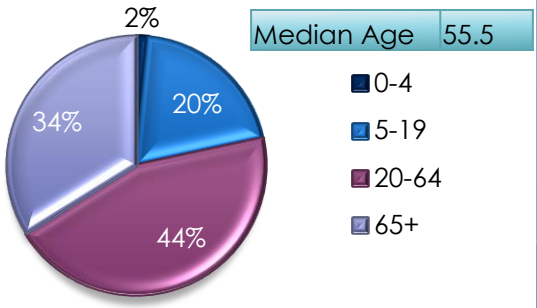


Spring Lake

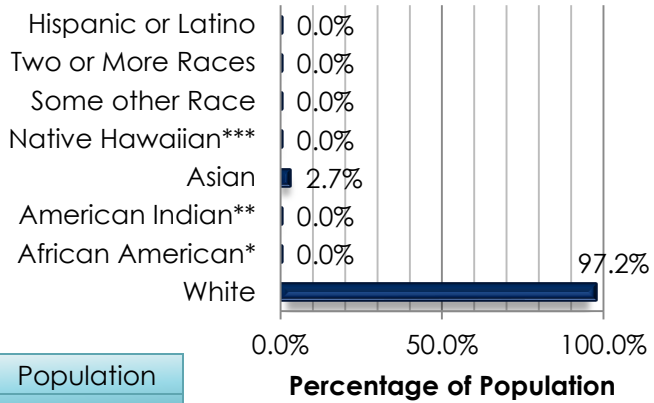
Census Count



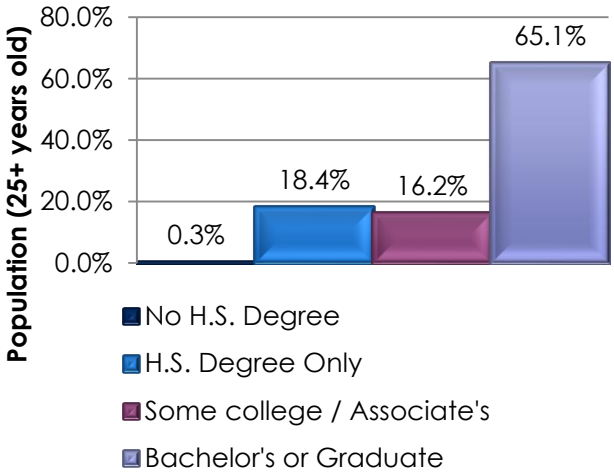
Age Composition



Race & Ethnicity

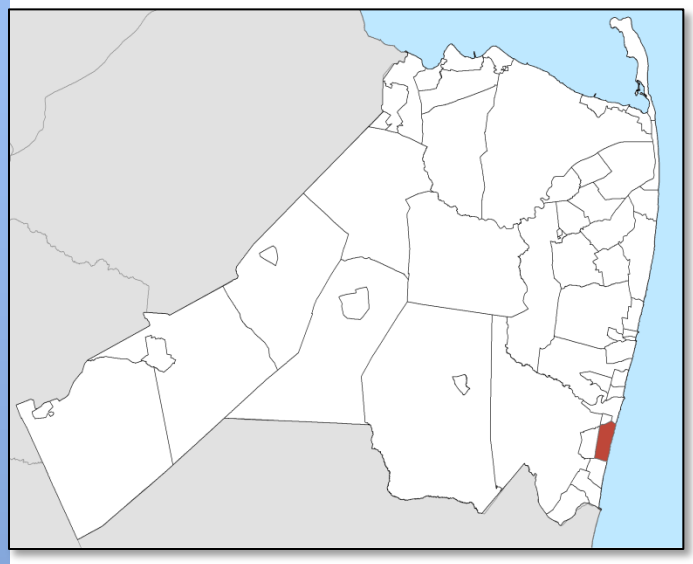


Educational Attainment

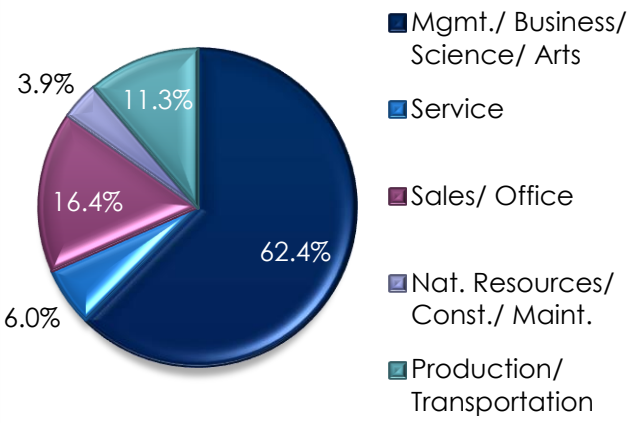


Population
2,945

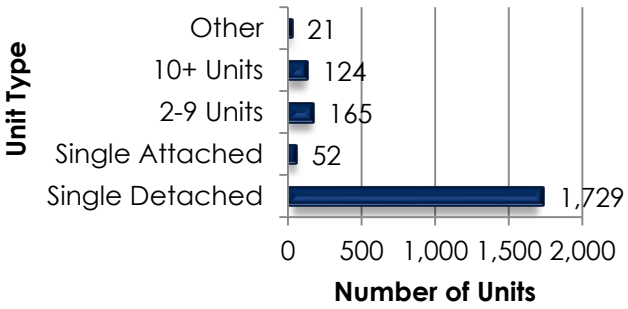
Median Household Income	$88,679	Taxes	
Per Capita Income	$57,116	Avg. Res Property Tax	$12,610
Poverty Rate	5.8%	Net Valuation (2018)	$4,096,227,100



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	423.7	69.2%
Apartment	0.0	0.0%
Commercial	19.4	3.2%
Industrial	0.5	0.1%
Farmland	0.0	0.0%
Vacant	17.4	2.8%
Public	127.2	20.8%
Public School	3.4	0.6%
Other School	4.3	0.7%
Church	2.9	0.5%
Cemetery	0.0	0.0%
Rail	11.7	1.9%
Other Exempt	0.9	0.1%
Unknown	1.1	0.2%

Housing	Number	Percent
Total Housing	2,091	0.8%
Owner-Occupied	956	45.7%
Renter-Occupied	255	12.2%
Median Housing Value	$2,009,536	
Median Rent	$1,797	

Topical Planning Issues:

Early planners established the Borough's street grid system and varied lot sizes. The open spaces established in this early period of development continue to be prevalent within the Borough today. One of the primary goals established 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. 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. Throughout 2019, the Borough completed several infrastructure projects such as sewer upgrades, road paving, and improving the Morris Avenue streetscape. During the spring and summer of 2019, the Spring Lake Business Improvement District hosted an interactive sculpture exhibit which featured 16 sculptures from renowned artist Seward Johnson staged throughout the downtown. 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. The Borough recently passed an ordinance prohibiting property rentals of less than seven days, a measure that will further preserve the character of the community. 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's Wreck Pond Restoration Action Plan included dredging and berm construction to address water quality issues and provide flood mitigation.

Spring Lake Heights

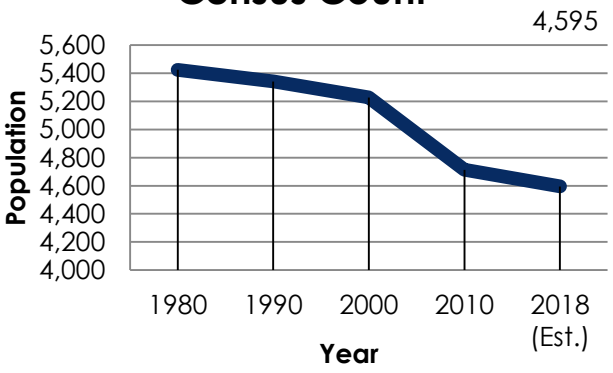
Located in the County's southern coastal region, the 1.30 square mile borough of Spring Lake Heights was established in 1927. Residents of two village sections in Wall Township, known as Lake Como and Villa Park, passed a public referendum to secede and incorporate as a Borough, now known as Spring Lake 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

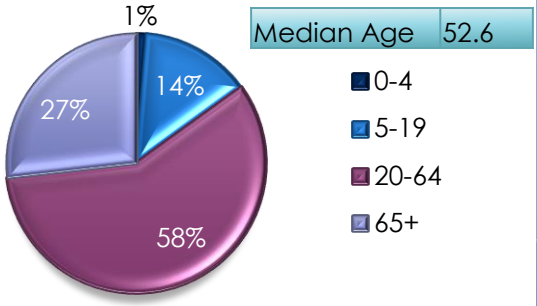


Old Mill Pond

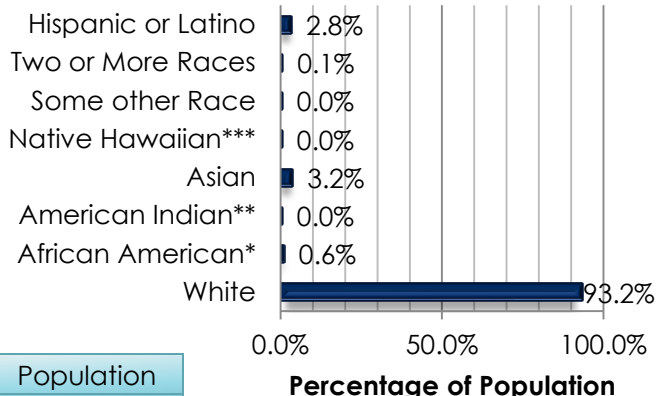
Census Count



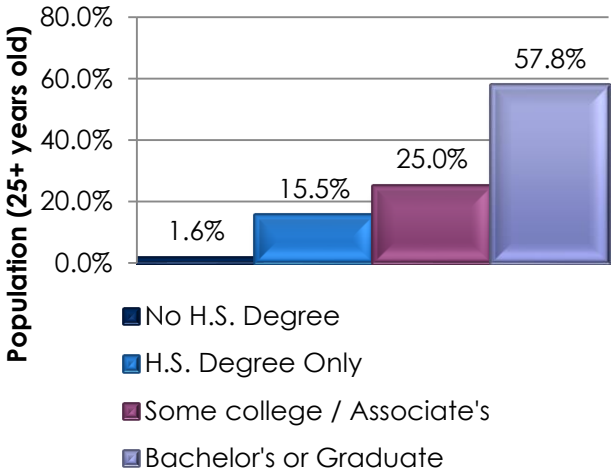
Age Composition



Race & Ethnicity

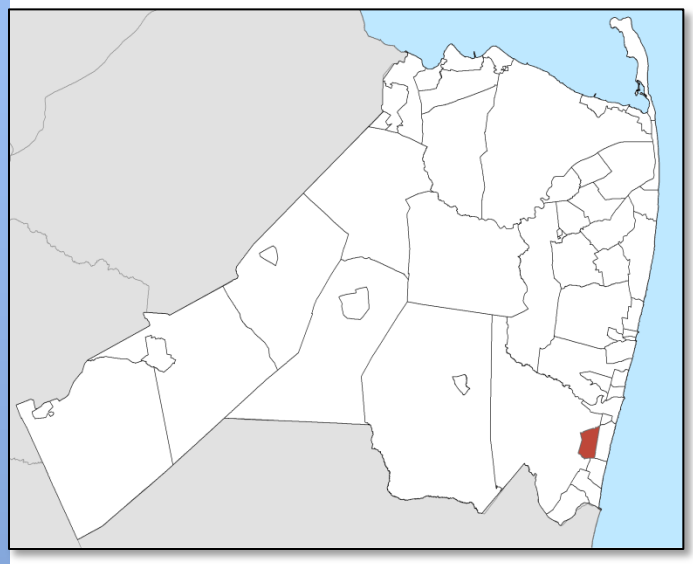


Educational Attainment

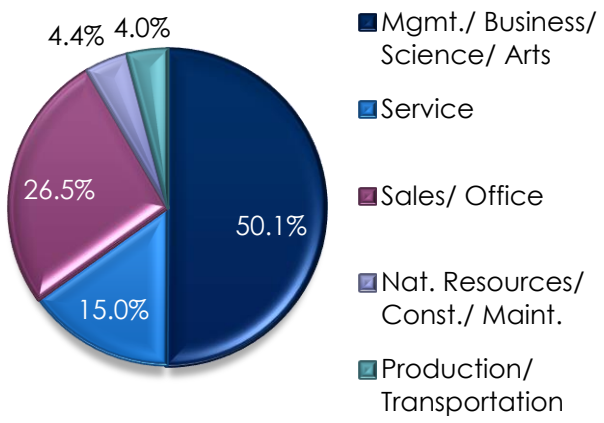


Population
4,595

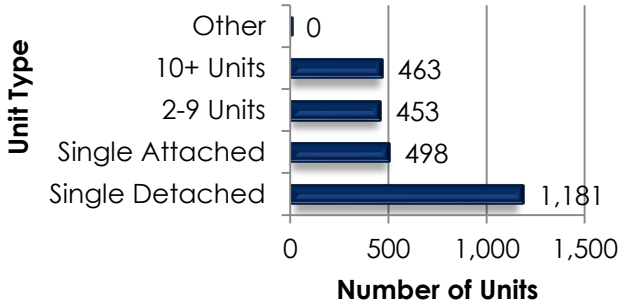
Median Household Income	$78,829	Taxes	
Per Capita Income	$49,690	Avg. Res Property Tax	$6,935
Poverty Rate	4.6%	Net Valuation (2018)	$1,240,340,300



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	310.1	44.2%
Apartment	44.7	6.4%
Commercial	177.8	25.4%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	11.1	1.6%
Public	34.9	5.0%
Public School	10.6	1.5%
Other School	0.0	0.0%
Church	3.2	0.5%
Cemetery	3.3	0.5%
Rail	0.0	0.0%
Other Exempt	2.0	0.3%
Unknown	103.6	14.8%

Housing	Number	Percent
Total Housing	2,595	1.0%
Owner-Occupied	1,389	53.5%
Renter-Occupied	907	35.0%
Median Housing Value	$492,217	
Median Rent	$1,545	

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 Reexamination 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. The Borough is presently in the process of conducting a Master Plan Reexamination.

Tinton Falls

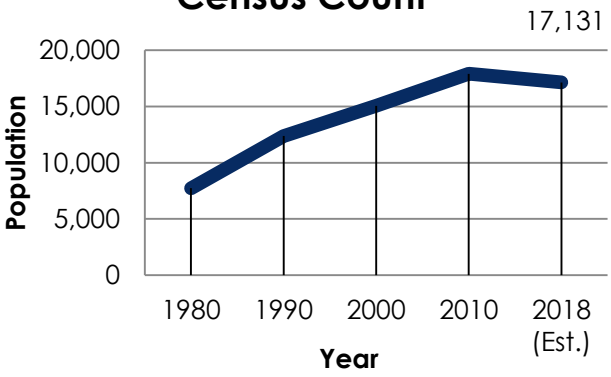
With a land area encompassing 15.20 square miles, the Borough of Tinton Falls played an important role history in the settlement of Monmouth County. Colonel Lewis Morris, one of the area's early settlers, is often credited with influencing the naming of the County after his ancestral homeland Monmouthshire, 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

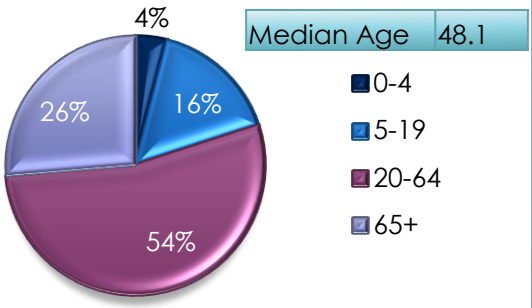


Jersey Shore Premium Outlets

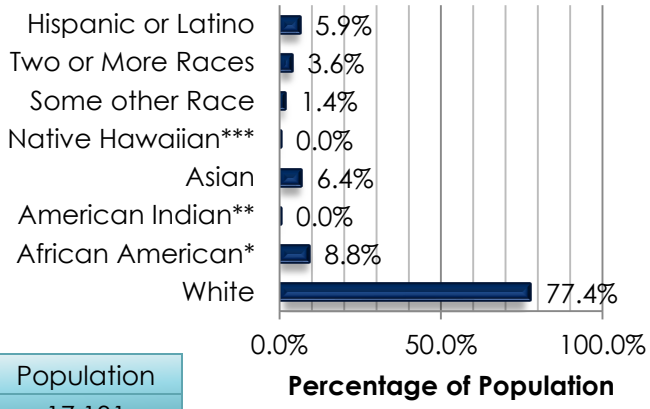
Census Count



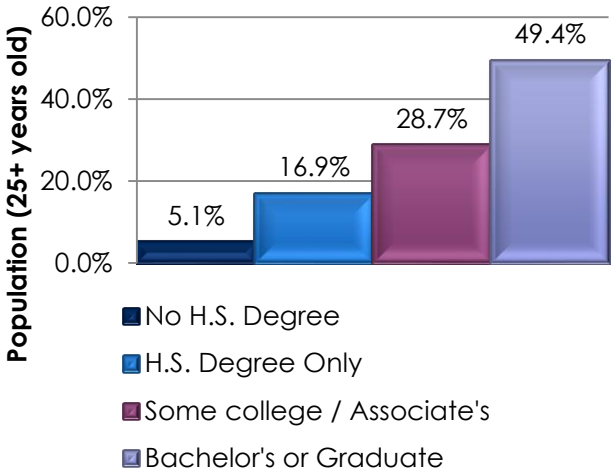
Age Composition



Race & Ethnicity

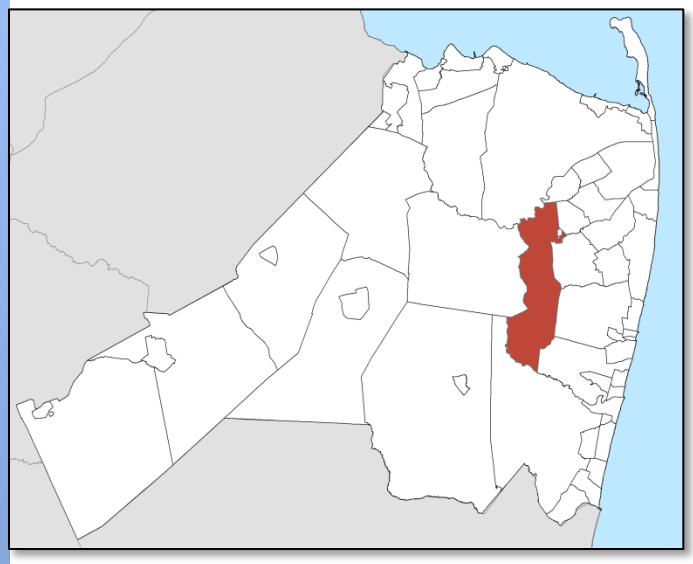


Educational Attainment

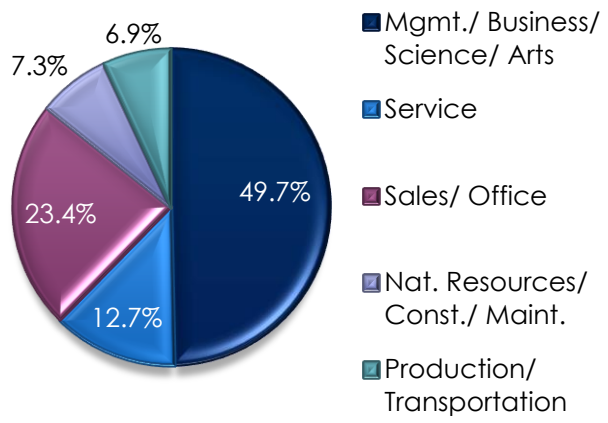


Population
17,131

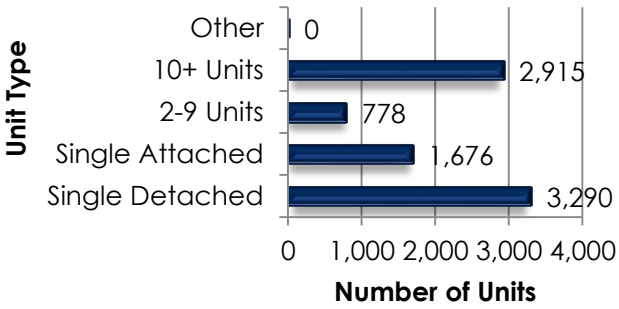
Median Household Income	$79,206	Taxes	
Per Capita Income	$48,932	Avg. Res Property Tax	$6,659
Poverty Rate	6.9%	Net Valuation (2018)	$3,186,061,290



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	2,034.2	24.5%
Apartment	160.2	1.9%
Commercial	806.8	9.7%
Industrial	98.7	1.2%
Farmland	397.6	4.8%
Vacant	1,075.1	12.9%
Public	3,007.4	36.2%
Public School	125.0	1.5%
Other School	100.9	1.2%
Church	67.8	0.8%
Cemetery	63.4	0.8%
Rail	2.4	0.0%
Other Exempt	97.5	1.2%
Unknown	269.2	3.2%

Housing	Number	Percent
Total Housing	8,659	3.3%
Owner-Occupied	5,403	62.4%
Renter-Occupied	2,689	31.1%
Median Housing Value	$343,784	
Median Rent	$1,998	

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. Tinton Falls has been actively involved in utilizing redevelopment as a strategy towards achieving goals and objectives outlined within their Master Plan. Since the closure of Fort Monmouth in 2011, the FMERA has guided investment and growth while advancing the Fort Monmouth Reuse and Redevelopment Plan. In 2016, FMERA purchased the remaining 560 acres from the U.S. Army to accelerate a proactive approach in attracting developers and creating jobs. The County backed the loans, allowing FMERA to take advantage of their AAA bond rating. A formerly wooded 40-acre site is being developed as Patriot's Square, consisting of 243 townhomes and 58,000 square feet of commercial space. Part of the same project, Anthem Place will consist of 45 single-family detached homes. Both projects will open in phases and are the latest of the former Fort Monmouth to be redeveloped. Anticipated for opening in 2021, a comprehensive residential community for homeless veterans will be constructed on Essex Road, adjacent to Fort Monmouth. The community will be run by Soldier On, a non-profit organization with similar communities throughout the northeast. Tinton Falls recently received an Open Space Trust Fund matching grant from the Monmouth County Board of Chosen Freeholders for the development of Traditions Park on Wardell Road. The park, previously obtained through NJDEP Green Acres funding and the Borough's Open Space Trust Fund, will be about two acres of the 45-acre property. The proposal is to construct tennis courts, pickleball courts, basketball court with bleachers, playground, shade trees, and a parking lot. Existing open space surrounding Traditions Park will be preserved for passive recreation.

Union Beach

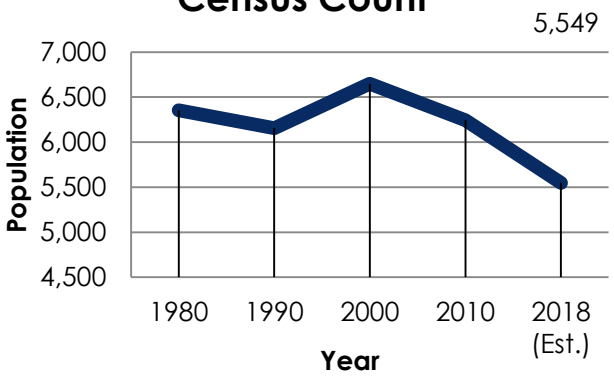
With a land area of 1.80 square miles bordering Raritan Bay, the Borough of Union Beach was officially established in 1925. The abundant clay pits yielded a thriving brick and tile business in the late 19th century. In the early 20th century, Union Beach became a vacation community for New York City 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)

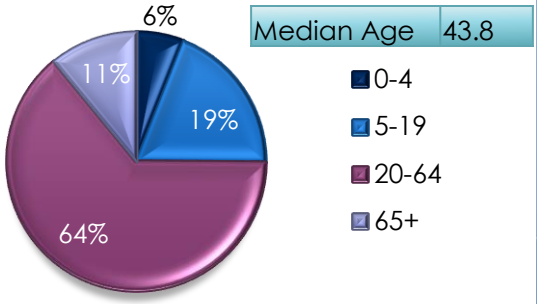


Union Beach Waterfront Park

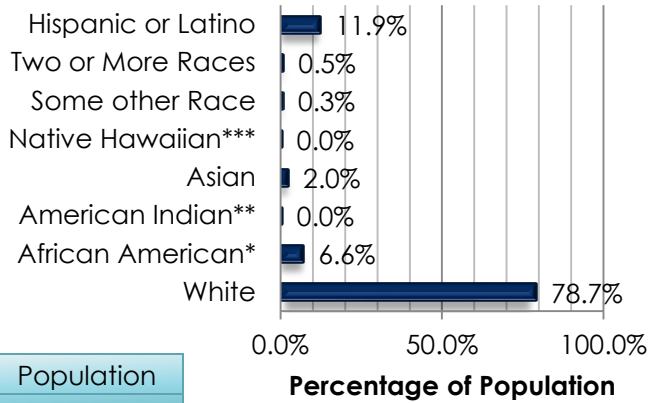
Census Count



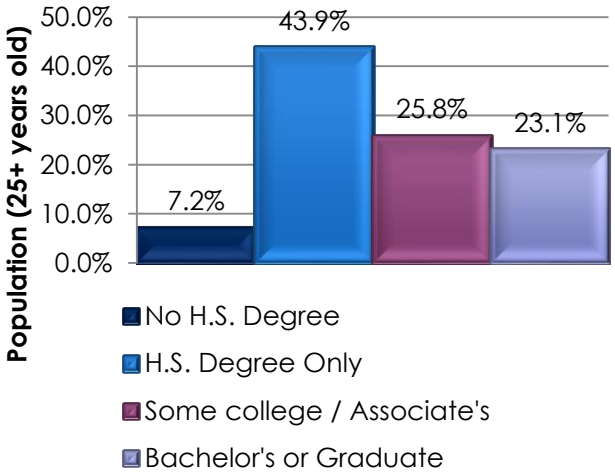
Age Composition



Race & Ethnicity

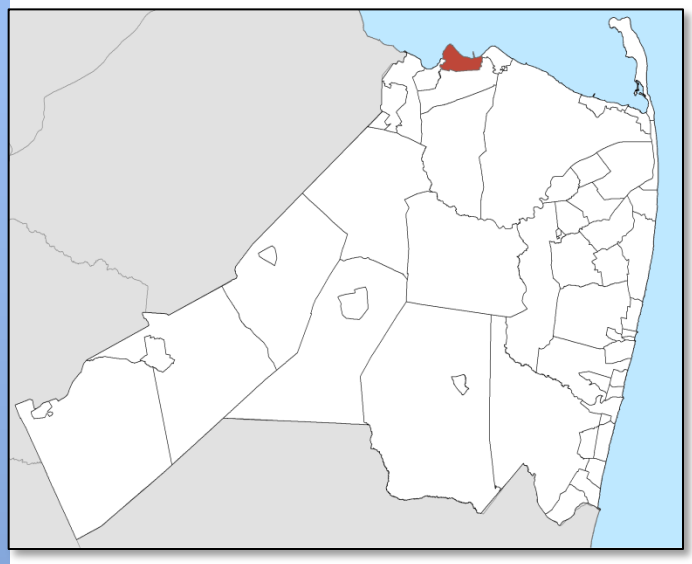


Educational Attainment

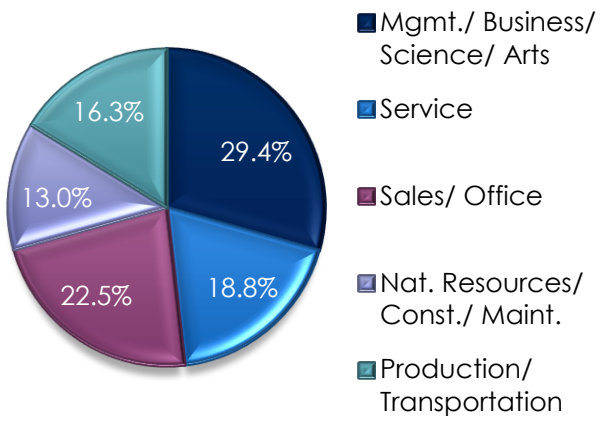


Population
5,549

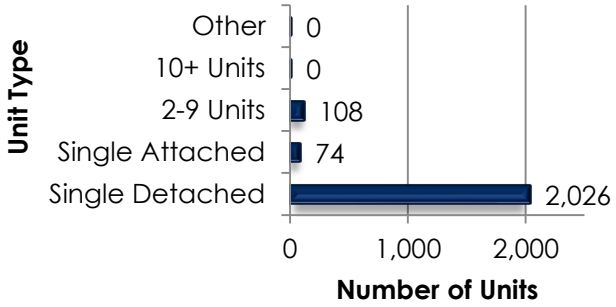
Median Household Income	$77,324	Taxes	
Per Capita Income	$31,025	Avg. Res Property Tax	$6,369
Poverty Rate	13.0%	Net Valuation (2018)	$565,380,893



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	336.2	34.7%
Apartment	0.6	0.1%
Commercial	15.7	1.6%
Industrial	145.5	15.0%
Farmland	0.0	0.0%
Vacant	91.4	9.4%
Public	343.7	35.5%
Public School	8.6	0.9%
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	1.9%

Housing	Number	Percent
Total Housing	2,208	0.8%
Owner-Occupied	1,757	79.6%
Renter-Occupied	136	6.2%
Median Housing Value	$237,412	
Median Rent	$1,667	

Topical Planning Issues:

When Superstorm Sandy hit in 2012, 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. In 2016 Union Beach was awarded $162,545 in CDBG funds towards the reconstruction of Johnson Avenue. Improvements included the total reconstruction of the existing roadway, installation of a new drainage system and the installation of new concrete curbs and sidewalks for the length of the entire roadway. Union Beach was awarded $173,636 in FY2018 CDBG funds towards the reconstruction of St James Avenue from Pool Avenue to 10th Street. The project was part of Union Beach's road plan. Work on this project was completed in July 2019.

Upper Freehold

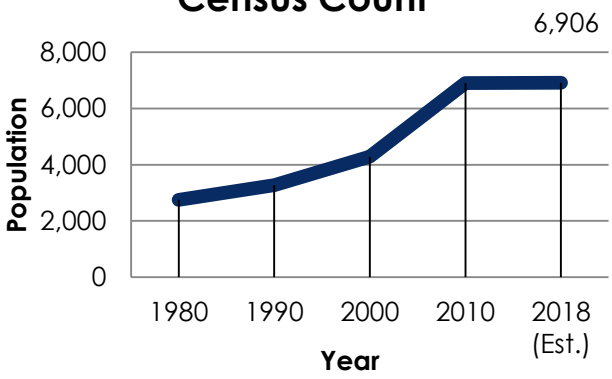
Located in the extreme western Panhandle of Monmouth County, Upper Freehold Township has a land area of 47.45 square miles. Since the 18th century, the area's rich fertile soil has attracted farmers, establishing a strong agricultural character. While the nature of farming has evolved from large dairy 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 57.2% of the Township's total taxed acreage. Additionally 32.9% of the County's active agricultural acres, including cropland and permanent pasture, is located within the Township.

Sources: 2020 Monmouth County At-A-Glance
www.uftnj.com

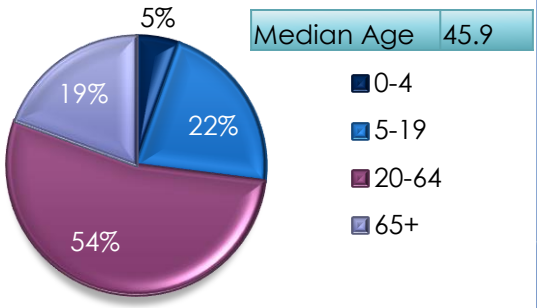


Historic Walnford House

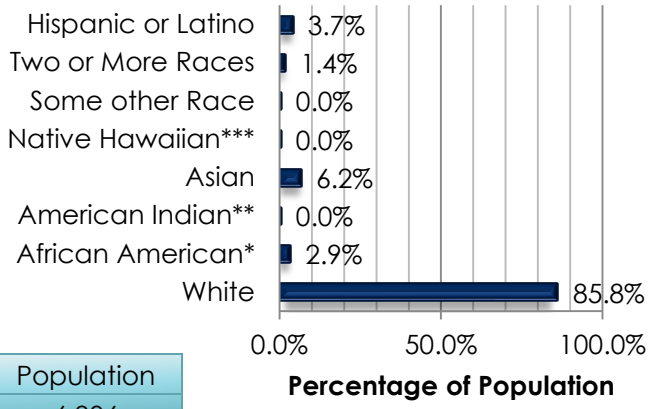
Census Count



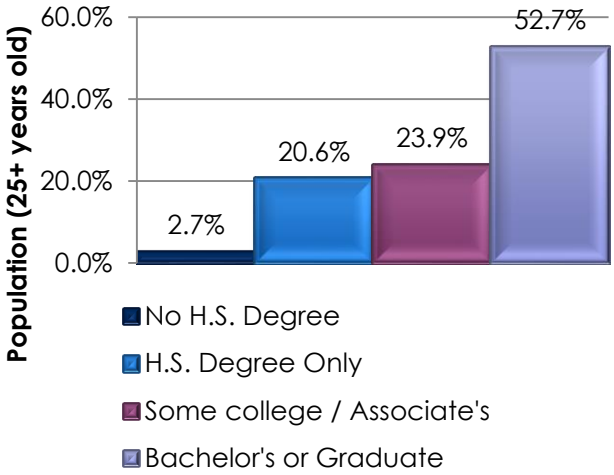
Age Composition



Race & Ethnicity

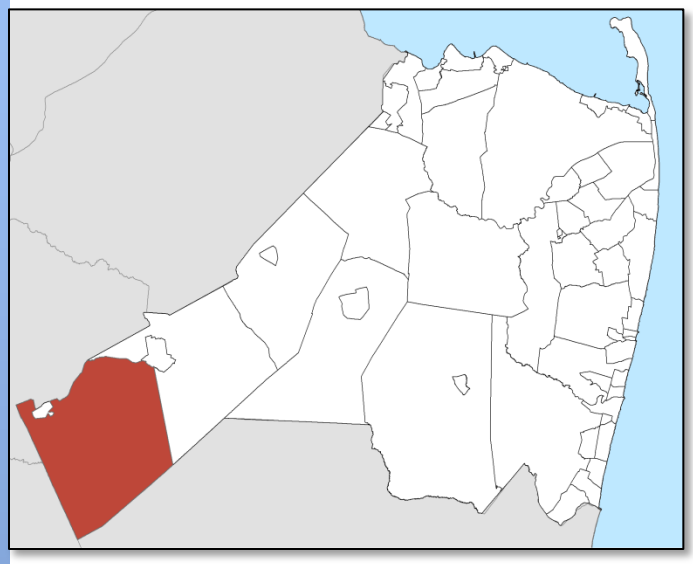


Educational Attainment

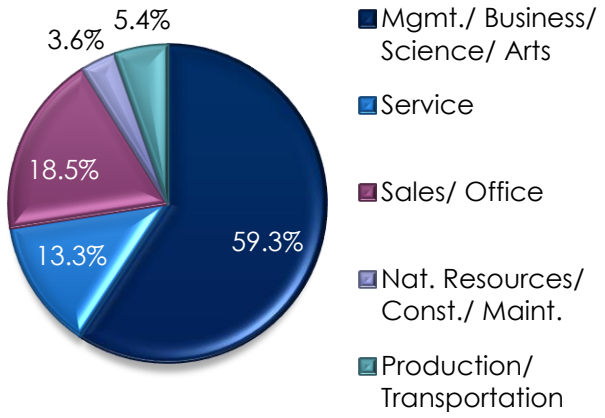


Population
6,906

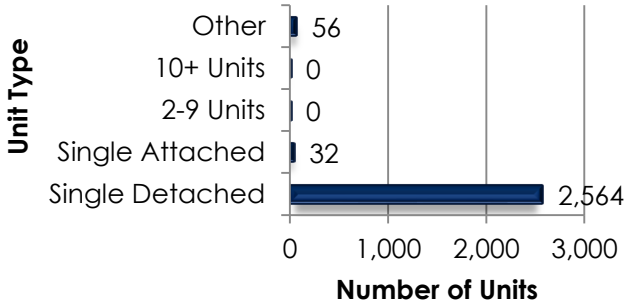
Median Household Income	$133,920	Taxes	
Per Capita Income	$54,727	Avg. Res Property Tax	$11,496
Poverty Rate	2.7%	Net Valuation (2018)	$1,250,287,700



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	3,767.0	13.1%
Apartment	1.8	0.0%
Commercial	445.9	1.6%
Industrial	80.8	0.3%
Farmland	16,427.6	57.2%
Vacant	618.7	2.2%
Public	6,756.3	23.5%
Public School	462.4	1.6%
Other School	0.0	0.0%
Church	23.3	0.1%
Cemetery	24.1	0.1%
Rail	0.0	0.0%
Other Exempt	24.8	0.1%
Unknown	93.2	0.3%

Housing	Number	Percent
Total Housing	2,652	1.0%
Owner-Occupied	2,363	89.1%
Renter-Occupied	105	4.0%
Median Housing Value	$472,683	
Median Rent	N/A	

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 NJDOT in 2006, this 24-mile state 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 Tourism 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 participated in the NJTPA funded "Moving Mindfully: Monmouth/ Mercer" freight transportation study area. The report, finalized by the Monmouth County Division of Planning in 2019, provides a set of twenty-six Mitigation Measures intended to address issues documented in the study in a way that reduces conflicts and respects the rights of all travelers.

Wall

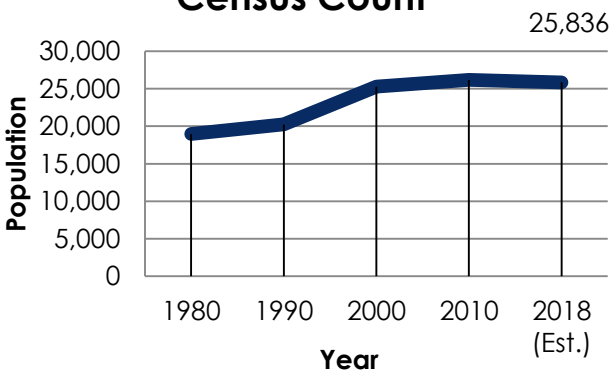
Wall Township, incorporated in 1851 by an Act of the New Jersey Legislature, is approximately 32 square miles. Named after U.S. Senator Garret D. Wall, the Township is a currently a crossroads of southern Monmouth County. The Garden State Parkway, State Highways 34, 35, 71, 138, and Interstate 195 all 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. Allarie 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.

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

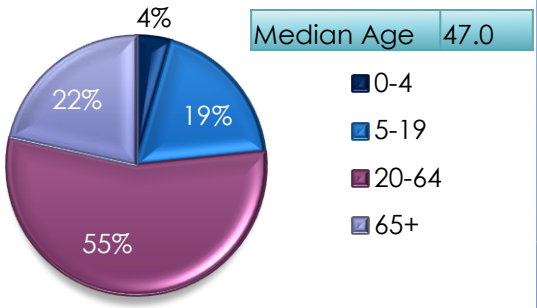


Atlantic Farms

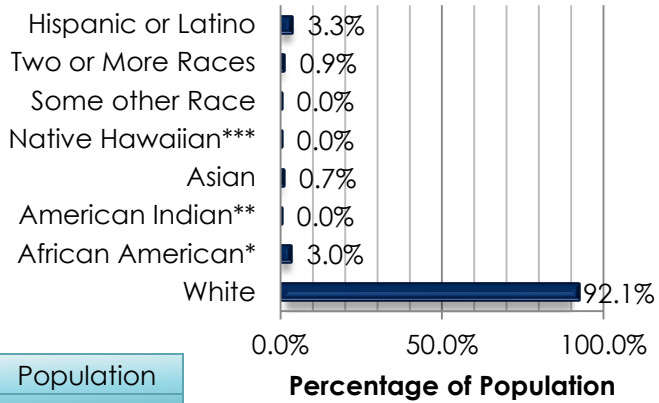
Census Count



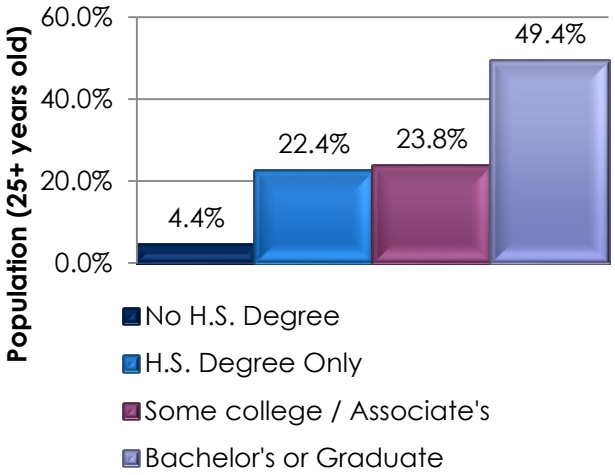
Age Composition



Race & Ethnicity

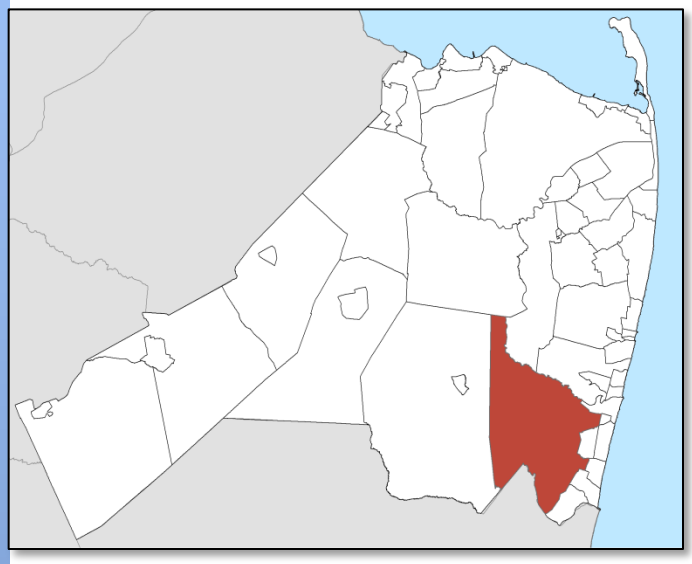


Educational Attainment

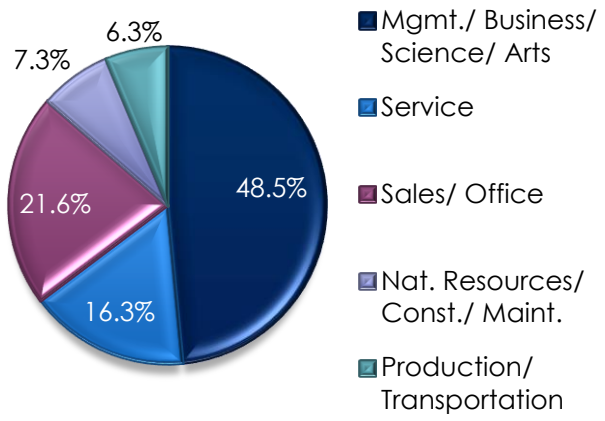


Population
25,836

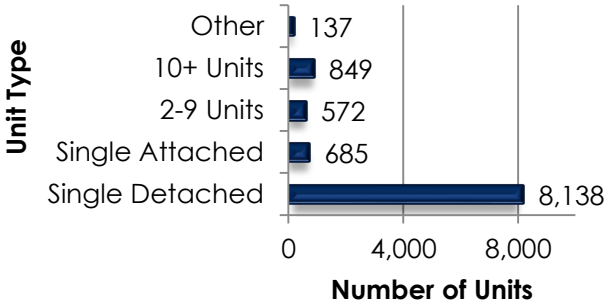
Median Household Income	$101,983	Taxes	
Per Capita Income	$49,250	Avg. Res Property Tax	$9,033
Poverty Rate	6.0%	Net Valuation (2018)	$5,970,706,935



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	4,988.9	29.2%
Apartment	42.9	0.3%
Commercial	1,627.3	9.5%
Industrial	707.4	4.1%
Farmland	2,392.4	14.0%
Vacant	1,115.7	6.5%
Public	5,411.9	31.6%
Public School	205.4	1.2%
Other School	21.4	0.1%
Church	106.1	0.6%
Cemetery	79.1	0.5%
Rail	0.0	0.0%
Other Exempt	385.5	2.3%
Unknown	24.9	0.1%

Housing	Number	Percent
Total Housing	10,381	4.0%
Owner-Occupied	7,897	76.1%
Renter-Occupied	1,738	16.7%
Median Housing Value	$479,688	
Median Rent	$1,326	

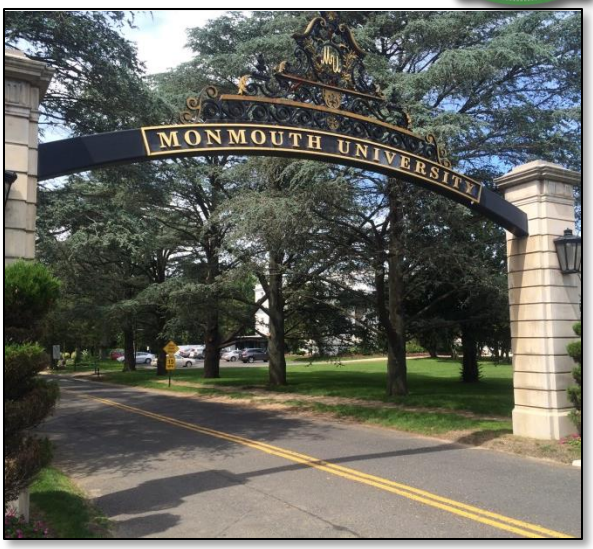
Topical Planning Issues:

In 2008, Wall Township adopted the Open Space and Recreation Plan, providing an inventory of existing 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 2019, the NJDEP Green Acres Program and Monmouth Conservation Foundation purchased 190 acres of forests and forested wetlands that will be added to Allaire State Park in Wall. Construction of the new Allenwood Terrace Apartments, an age restricted affordable-housing complex, is expected to be completed in late 2020. The complex will be located on the corner of Allenwood Road and Route 138 on the site of the former state police building. In recent years, the Route 35 corridor has experienced 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 shops, restaurants and retail services. Many new retailers and services can be found along this portion of Route 35. A mile to the south is the redeveloped Sea Girt Square containing a 52,000+ square feet mix of retail, restaurants, and professional services. 2018 witnessed the end of an era with the demolition of a local landmark, the Circus Drive-In (Est. 1954), to make way for another new redevelopment opportunity on Route 35. Wall is currently investigating other properties along the corridor that may be areas in need of redevelopment.

West Long Branch

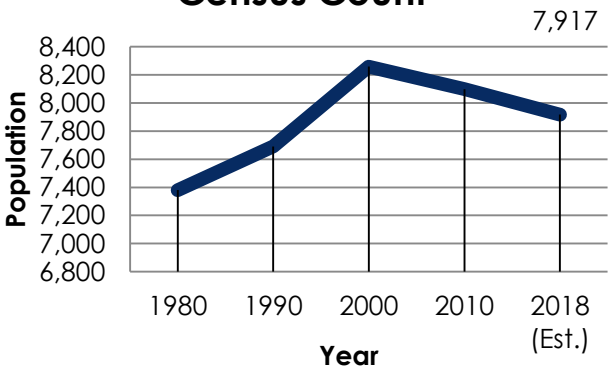
Prior to being called West Long Branch, this area had been known by various names: Hoppersville (from the Hopper family), Mechanicsville, and Branchburg, possibly due to it's proximately to the long branch of the Shrewsbury River. With a land area of 2.83 square miles, the Borough was a popular location 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

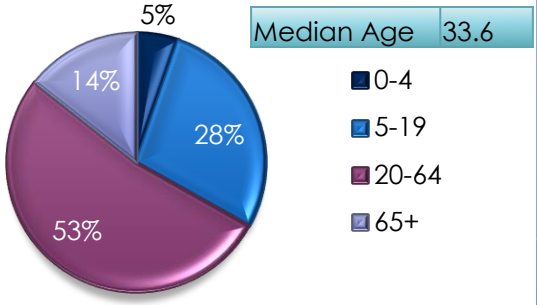


Monmouth University

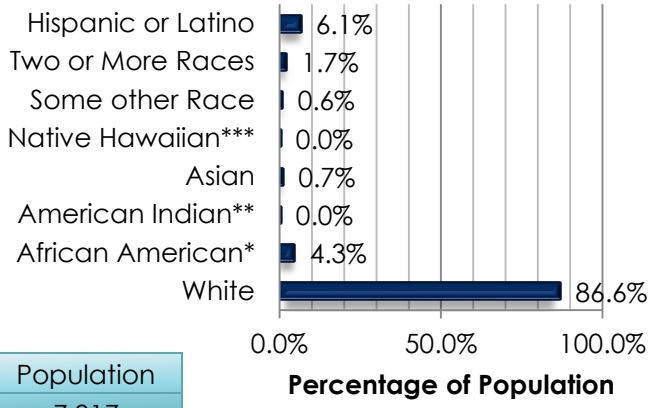
Census Count



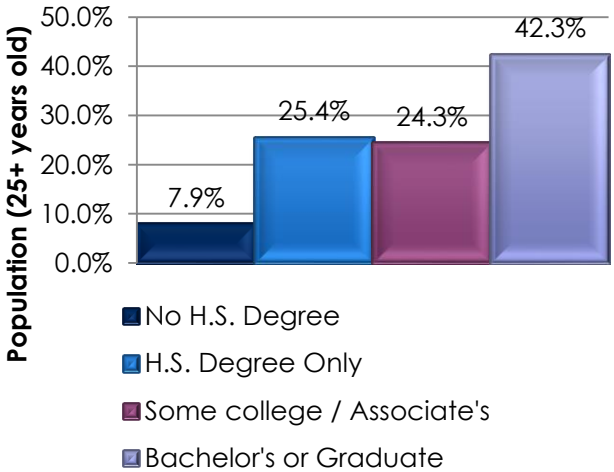
Age Composition



Race & Ethnicity

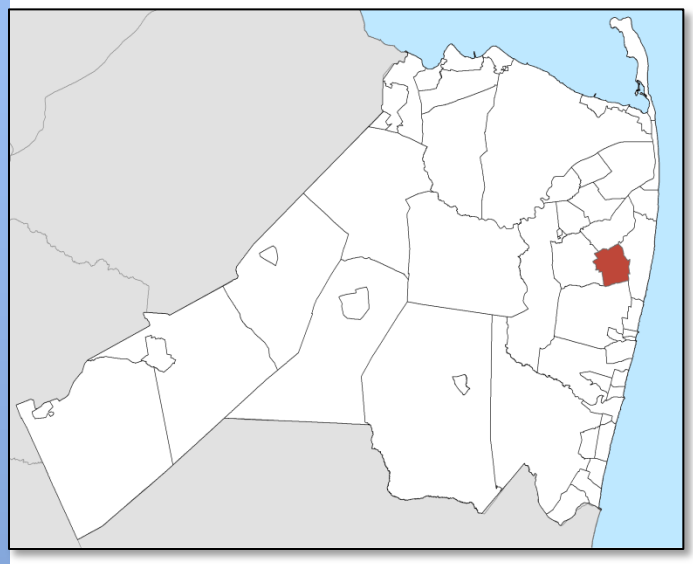


Educational Attainment

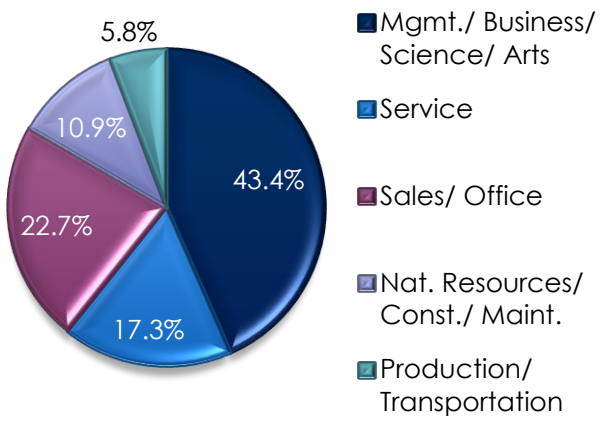


Population
7,917

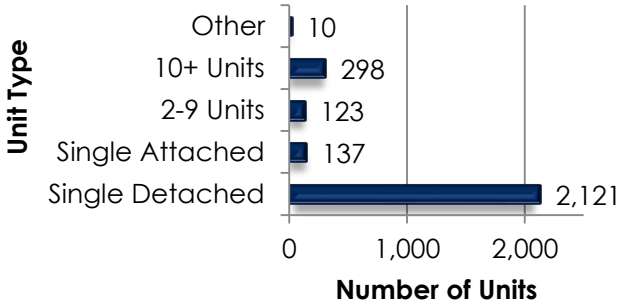
Median Household Income	$104,566	Taxes	
Per Capita Income	$39,709	Avg. Res Property Tax	$9,575
Poverty Rate	4.9%	Net Valuation (2018)	$1,297,979,270



Type of Employment



Housing Units



Land Usage	Acreage	Percent
Residential	878.1	55.5%
Apartment	10.8	0.7%
Commercial	208.0	13.2%
Industrial	5.9	0.4%
Farmland	32.9	2.1%
Vacant	44.9	2.8%
Public	98.5	6.2%
Public School	58.1	3.7%
Other School	124.4	7.9%
Church	24.9	1.6%
Cemetery	48.7	3.1%
Rail	0.0	0.0%
Other Exempt	20.2	1.3%
Unknown	25.5	1.6%

Housing	Number	Percent
Total Housing	2,689	1.0%
Owner-Occupied	1,885	70.1%
Renter-Occupied	574	21.3%
Median Housing Value	$452,688	
Median Rent	$1,586	

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.

Appendix / Sources

Municipality Description Sources:

Documents:

2013 Monmouth County Profile
Bayshore Region Strategic Plan (2006)
Coastal Monmouth Plan (2010)
Neptune Steiner Ave. Redevelopment
Panhandle Region Plan (2011)
Scattered Sites Redevelopment Plan
Shrewsbury Master Plan (2014)

Websites / Groups:

Englishtown Sustainable Design Assessment Team: (www.aia.org/aiaucmp/groups/aia/documents/pdf/aiab079670.pdf)
http://aphistoricalsociety.org
http://lakecomonj.org
http://newjerseyshore.com
http://seabrightnj.org
http://seagirtboro.com
www.aberdeennj.org
www.allentownnj.org
www.army.mil/info/organization/cecom/
www.avonbytheseanj.com
www.belmar.com
www.bradley-beach.com
www.bradleybeachnj.gov
www.briellenj.com
www.dealborough.com
www.fairhavennj.org
www.farmingdaleborough.org
www.hazlettwp.org
www.highlandsnj.com
www.interlakenboro.com
www.livingplaces.com
www.livingplaces.com
www.manasquan-nj.com
www.marlboro-nj.gov
www.matawanborough.com
www.middletownnj.org
www.monmouth.edu
www.mtnj.org
www.neptunetownship.org
www.njbelmar.com
www.oceanportboro.com
www.oceantwp.org
www.redbanknj.org
www.rumsonnj.gov
www.springlakeboro.org
www.springlakehts.com
www.state.nj.us
www.tintonfalls.com
www.uftnj.com
www.visit.redbank.com
www.visitlongbranch.com
www.wallnj.com
www.web2sons.org
www.westlongbranch.org

News Articles:

"Parade to honor heros of Battle of Monmouth": http://sub.gmnews.com
https://www.bloomberg.com/news/articles/2019-02-13/silicon-valley-suburb-snags-richest-spot-in-u-s-for-third-year

Census Sources:

-The following tables / sources were used to distinguish the outlined categories

Table DP05: ACS Demographic and Housing Estimates

Demographics - "Hispanic or Latino and Race"
Age - "Sex and Age" (also includes median age)

Table DP04: Selected Housing Characteristics

Housing Units - Units in Structure
Housing -
- "Housing Occupancy"
- "Housing Tenure"
- "Gross Rent"

Table DP03: Selected Economic Characteristics

Type of Employment – Occupation (Civilians employed 16+)

Table DP02 Selected Social Characteristics in the United States

Educational Attainment – Educational Attainment (Population 25+)

Department of Community Affairs - Property Tax Tables

- Median Hosing Values
- Average Resident Property Tax
- Net Valuation

Censusreporter.com

- Household Income
- Per Capita Income
- Poverty Rate



View of Sea Bright Borough from Highlands Borough



Navesink River, Red Bank

Appendix / Sources (Continued)

Methodology & Calculations:

The following represent categorically how data was combined or calculated, to best represent the county and municipalities.

Age:

- Pre School Age (0 - 4 years old)
- School Age (5 - 19 years old)
- Working Age (20 - 64 years old)
- Seniors (65 + years old)

Housing:

- Single Detached
- Single Attached
- 2-9 Units ("3 - 4 Units" + "5 - 9 Units")
- 10+ Units ("10 - 19 Units" + "20 + Units")
- Other ("Mobile" + "Boat, RV, Van")

Education:

(Calculated on population 25+ years old)

- No H.S. Degree ("Less than 9th Grade" + "9th to 12th Grade no diploma")
- H.S Degree Only
- Some College / Associate's ("Some College" + "Associate's")
- Bachelor's or Graduate ("Bachelor's" + "Graduate")

Land Usage:

- Residential ("2 - Residential" + "3B - Farm House")
- Apartment
- Commercial
- Industrial
- Farmland
- Vacant
- Public (*Includes parkland)
- Public School
- Other School
- Church
- Cemetery
- Rail ("5A - Railroad Class I" + "5B - Railroad Class II")
- Other Exempt
- Unknown

Footnotes:

Race & Ethnicity:

*Black or African American

**American Indian and Alaskan Native

***Native Hawaiian or Other Pacific Islander

Type of Employment:

Production/ Transportation = "Production, transportation, and material moving occupations"


"The Place You Want to Be."