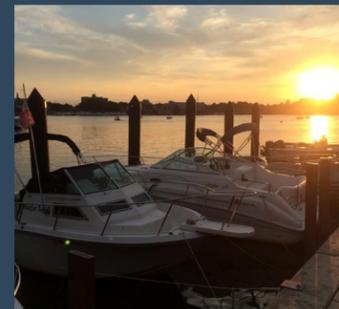


Monmouth County At-A-Glance



Prepared by
Monmouth County Division of Planning

Monmouth County Board of Chosen Freeholders

Gary J. Rich, Sr., Director
Serena DiMaso, Deputy Director
Lillian G. Burry
John P. Curley
Thomas A. Arnone

Monmouth County Planning Board

Members

Vincent Domidion, Chairman
Paul Kiernan, Jr., Vice-Chairman
Charles Casagrande
Jennifer DiLorenzo
James Giannell
Nancy Grbelja
Serena DiMaso, Esq., Freeholder Deputy Director
Lillian G. Burry, Freeholder Representative
Joseph M. Ettore, PE, County Engineer

Alternate Members

John Mele, Citizen Alternate No. 1
Marcy McMullen, Citizen Alternate No. 2
Director Gary J. Rich, Sr., Freeholder Alternate Representative
Ming Kao, PE, PP, Alternate for County Engineer

Executive Staff

Edward Sampson, PP, AICP, Director of Planning
Joe Barris, PP, AICP, Assistant Director of Planning
JoAnn Denton, Secretary to the Board
Mark R. Aikins, Esq., Counsel to the Board

Monmouth County At-A-Glance

Monmouth County Division of Planning
March 2015

Table of Contents

Introduction	1
Monmouth County	2
Aberdeen	4
Allenhurst	6
Allentown	8
Asbury Park	10
Atlantic Highlands	12
Avon-by-the-Sea	14
Belmar	16
Bradley Beach	18
Brielle	20
Colts Neck	22
Deal	24
Eatontown	26
Englishtown	28
Fair Haven	30
Farmingdale	32
Freehold Borough	34
Freehold Township	36
Hazlet	38
Highlands	40
Holmdel	42
Howell	44
Interlaken	46
Keansburg	48
Keyport	50
Lake Como	52
Little Silver	54



Contributing Staff

Project Manager

Laura Kirby, AICP, Senior Planner, Division of Planning

Writer & Designer

Brittany Ashman, Planner Trainee, Division of Planning

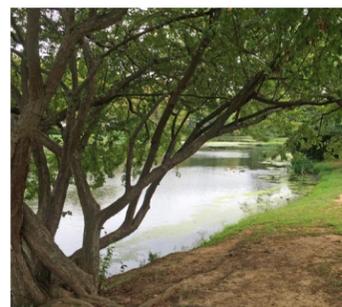
Editors

Edward Sampson, PP, AICP, Planning Director

Joe Barris, PP, AICP, Assistant Planning Director

Table of Contents (continued)

- 56 Loch Arbour
- 58 Long Branch
- 60 Manalapan
- 62 Manasquan
- 64 Marlboro
- 66 Matawan
- 68 Middletown
- 70 Millstone
- 72 Monmouth Beach
- 74 Neptune City
- 76 Neptune Township
- 78 Ocean
- 80 Oceanport
- 82 Red Bank
- 84 Roosevelt
- 86 Rumson
- 88 Sea Bright
- 90 Sea Girt
- 92 Shrewsbury Borough
- 94 Shrewsbury Township
- 96 Spring Lake
- 98 Spring Lake Heights
- 100 Tinton Falls
- 102 Union Beach
- 104 Upper Freehold
- 106 Wall
- 108 West Long Branch



Introduction

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

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

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

"The Place You Want to Be."

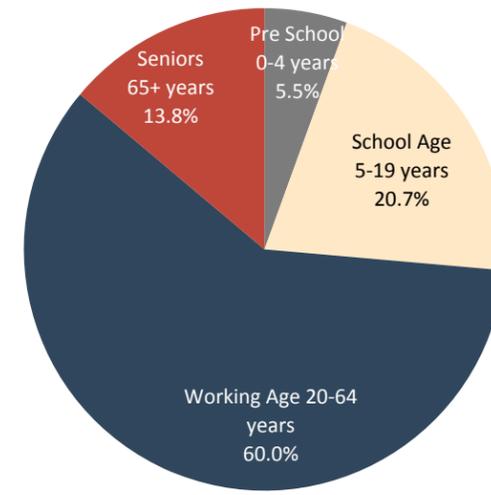
Monmouth County

Median Age (2010): 41.3

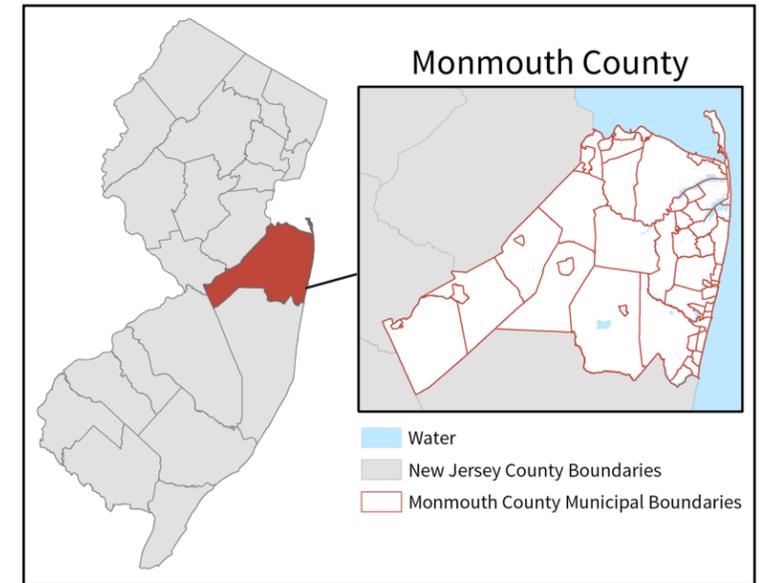
Monmouth County is the most northern county along the Jersey Shore and is part of the New York Metropolitan region. With a population of 630,380 (2010), it's the fifth most populous county in the State of New Jersey and is ranked 38th among highest-income counties in the United States. Monmouth County's 472 square miles of land is home to 53 municipalities, ranging in size from 0.1 square miles to 62.1 square miles, with populations ranging from 380 to 68,000 individuals, the majority of whom live within 5 miles of the 27-mile coastline. The County Seat is Freehold Borough, located in central Monmouth County near State Routes 9 and 33. Monmouth County is accessible by rail, through the North Jersey Coast Line, and bus routes within the County and to New York City.



Hall of Records in Freehold Borough



Age Composition 2010



Topical Planning Issues

Monmouth County is in the process of writing its first comprehensive master plan update in over 30 years. The first stage of the master planning process was working group meetings for each master plan element (e.g. transportation, community resiliency, open space) in order to gain feedback from community stakeholders on how the County can improve its programming. After several months of working groups meetings (May-October 2014), Planning Staff reviewed community feedback to create a comprehensive list of recommendations for the Division of Planning's 10-year work program. Staff also used feedback to create stakeholder strategies to be achieved at the local level and long range planning challenges affecting Monmouth County past the Master Plan's 10-year horizon.

Given the Superstorm Sandy damage to Monmouth County municipalities, the Monmouth County Board of Chosen Freeholders passed a resolution in March 2014 to coordinate with the County Office of Emergency Management (OEM) in encouraging municipal participation in the Community Rating System (CRS). The National Flood Insurance Program (NFIP) administers CRS which scores towns on their effectiveness in dealing with the mitigation of flood hazard events. Within participating municipalities, earning CRS points lowers flood insurance premiums for homeowners and businesses located in Special Flood Hazard Areas (SFHA). The resolution states that the Planning Board will provide professional and technical assistance to municipalities through the Monmouth County CRS Users Group, a forum to advance knowledge and understanding of the NFIP CRS program. The Planning Board and OEM staff holds these User Group Meetings quarterly throughout the County.

Median Household Income: \$84,746
 Median Housing Value: \$399,000
 Median Rent: \$1,077/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	97,699.2	35.5%
Apartment	1,431.8	0.5%
Commercial	17,347.7	6.3%
Industrial	3,005.1	1.1%
Farmland	52,285.4	19.0%
Vacant	19,408.4	7.1%
Public	55,778.8	20.3%
Public School	3,952.3	1.4%
Other School	687.3	0.2%
Church	1,612.4	0.6%
Cemetery	1,154.5	0.4%
Rail	274.8	0.1%
Other Exempt	9,519.9	3.5%
Unknown	11,107.0	4.0%

Source: Monmouth County Board of Taxation (2014)

Demographics

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

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

Educational Attainment

	Number	Percent
No high school degree	34,855	8.1%
High school graduate only	114,032	26.5%
Some college or associate's	108,043	25.1%
Bachelor's or grad. degree	173,444	40.3%

Housing

	Number	Percent
Total	258,480	100.0%
Owner-Occupied	176,642	68.3%
Renter-Occupied	57,019	22.1%
Vacant	24,819	9.6%
Seasonal	10,696	

	Number	Percent
Avg. Household Size	2.66	
Single Detached	171,440	66.3%
Single Attached	20,141	7.8%
2-4 Units	18,592	7.2%
5-9 Units	10,586	4.1%
10+ Units	34,465	13.3%
Mobile Homes & Other	3,256	

Taxes

Average Residential Property Tax (2013)	\$8,204
Net Valuation (2013)	102.13 billion

Employment

	Number	Percent
Employed in Monmouth Co.	185,198	61.3%
Employed outside Monmouth Co.	116,676	38.7%

	Number	Percent
Mgmt, business, science, arts	131,077	42.5%
Service	47,683	16%
Sales, office	82,803	26.9%
Natural resources, construction, maintenance	24,368	7.9%
Production, transportation, materials, moving	22,186	7.2%

2013 Resident Unemployment

Number	24,520
Percent	7.5%

Aberdeen

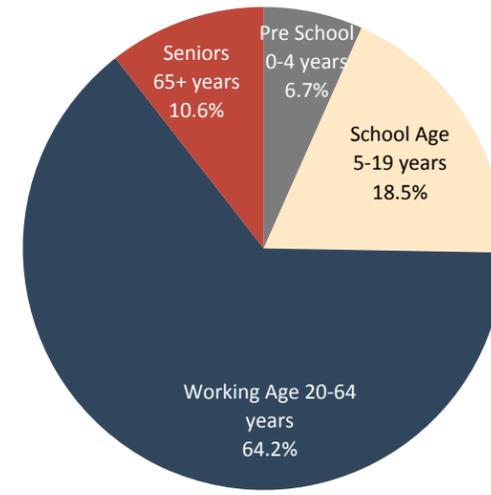
Aberdeen is a suburban township with a land area of 5.4 square miles. Aberdeen is part of the Bayshore Regional Strategic Plan (2006), along with eight other municipalities in the northern part of the County, categorized by its dense residential neighborhoods, maritime history and natural beauty of the Raritan Bay coastline. Aberdeen is a predominantly residential community with commercial uses along Route 35 to the north and Route 34 to the south. In 1977, residents of Matawan Township voted to change the name to Aberdeen Township to create a community identity separate from Matawan Borough. The 9-mile Henry Hudson Trail, which was built on the former Central Railroad of New Jersey right-of-way, connects Aberdeen to Atlantic Highlands.

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

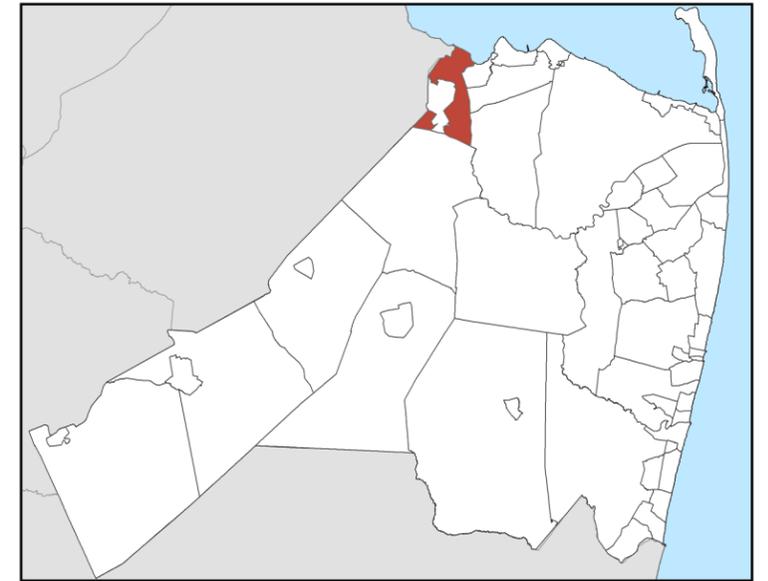


Cliffwood Beach

Median Age (2010): 39.0



Age Composition 2010



Topical Planning Issues

According to the County's Bayshore Region Strategic Plan, the municipal vision for the Township is to redevelop underutilized land (including former industrial sites), create a mixed-use center near the train station, and preserve natural lands while developing new recreational resources. The regional vision for the Bayshore Region is to increase awareness of the Region, design aesthetic and economic improvements along Route 36, revitalize downtowns, and redevelop large vacant and underutilized sites.

Aberdeen Township has started to redevelop vacant and underutilized sites, including the former South River Metals site on Church Street and the former industrial 52-acre Anchor Glass site just north of the Garden State Parkway. The Anchor Glass redevelopment plan, known as Glassworks, includes townhouses for rent and sale, 110 units of affordable housing, a mixed-use "main street," 110-room hotel, movie theater, and a 2-acre Glassworks Park. In 2013, the Aberdeen Planning Board approved the preliminary and final site plan for the site.

In 2010, the Township Council passed a resolution approving a Green Acres grant to preserve a 183.5-acre tract of land in the Freneau section of Aberdeen, creating a public park and an extension to Monmouth County's Henry Hudson Trail. The Township Council also recently adopted a Redevelopment Plan (Ordinance No. 2-2014) for a 28-acre tract of land in the southern portion of the Township. The Plan is for a 200-unit multi-family residential community with associated amenities called Aberdeen Village, located off Route 34 at the border of Aberdeen and Marlboro Township.

Source: "Aberdeen board approves Glassworks redevelopment" (Independent 08/22/13)

Median Household Income: \$87,941
Median Housing Value: \$319,600
Median Rent: \$1,165/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	1,324.4	44.2%
Apartment	40.0	1.3%
Commercial	272.9	9.1%
Industrial	60.9	2.0%
Farmland	106.0	3.5%
Vacant	263.9	8.8%
Public	515.6	17.2%
Public School	125.6	4.2%
Other School	0.0	0.0%
Church	77.9	2.6%
Cemetery	5.6	0.2%
Rail	26.8	0.9%
Other Exempt	21.6	0.7%
Unknown	155.2	5.2%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	810	6.3%
High school graduate only	3,508	27.3%
Some college or associate's	3,777	29.4%
Bachelor's or grad. degree	4,748	37.0%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	7,085	100.0%
Owner-Occupied	5,247	74.1%
Renter-Occupied	1,633	23.0%
Vacant	205	2.9%
Seasonal	8	

Avg. Household Size 2.63

Housing Units (2008-2012)

	Number	Percent
Single Detached	4,760	67.2%
Single Attached	573	8.1%
2-4 Units	300	4.2%
5-9 Units	393	5.5%
10+ Units	1,052	14.8%
Mobile Homes & Other	7	

Taxes

Average Residential Property Tax (2013)	\$6,741
Net Valuation (2013)	2.07 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	4,226	45.2%
Employed outside Monmouth Co.	5,117	54.8%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	4,094	42.9%
Service	1,449	15%
Sales, office	2,469	25.9%
Natural resources, construction, maintenance	748	7.8%
Production, transportation, materials, moving	785	8.2%

2013 Resident Unemployment

Number	Percent
853	8.3%

Allenhurst

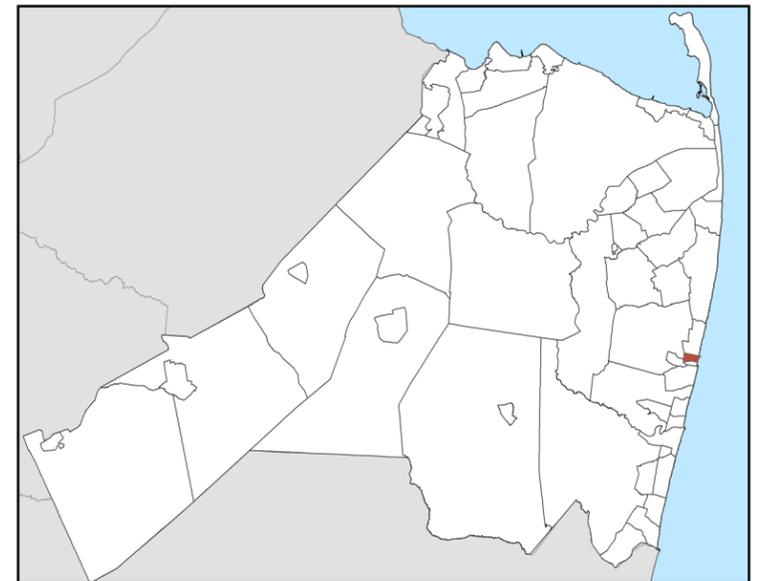
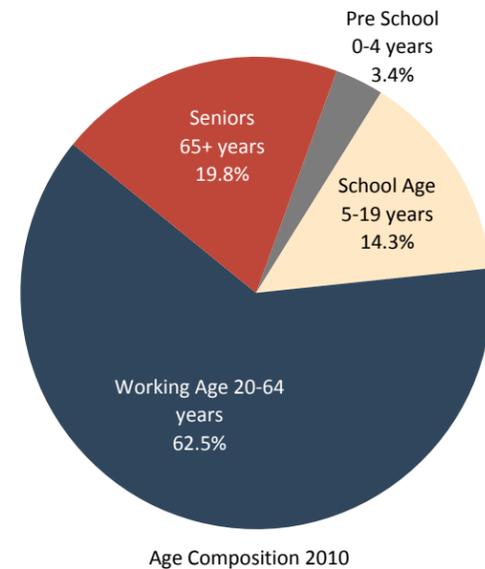
Allenhurst is a small, quiet resort community with a land area of 0.3 square miles. Allenhurst is fully developed with 76.4% of land use classified as residential. Allenhurst's housing is predominately single-family with a small number of multi-family units and apartments, predominately located along Main Street/Route 71. Allenhurst has a train station on the western edge of the Borough along New Jersey Transit's North Jersey Coast line, extending from New York City to 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

Median Age (2010): 47.2



Topical Planning Issues

The State of New Jersey handles construction permits for the Borough, while Allenhurst's Planning Board meets on the second Wednesday of each month. The main planning issue for the Borough in recent years is the loss of the Jersey Central Power & Light plant, which created a need for a redevelopment plan. In November of 2004, Allenhurst's governing body adopted a resolution formally delineating the area in the southwestern portion of the Borough, particularly along Main Street, for redevelopment. In 2007, the Borough approved the Main Street Redevelopment Plan for the 8-acre redevelopment site. The Plan proposes "a new park along Main Street with single-family homes on the east side of Main Street...[and] adaptively re-using the existing Art Deco Jersey Central Power & Light (JCP&L) buildings and enhancing retail and housing opportunities along Main Street." The Plan's goals include a mixed-use pedestrian-oriented development around the rail station, gateways, and plaza areas along Main Street, and maintaining the historic character and scale of the community. The redevelopment plan is available on the municipal website.

Allenhurst is within the 3.5-mile Elberon to Loch Arbour beach replenishment project, where 4.5 million cubic yards of sand will be deposited over existing rocks and groins. The U.S. Army Corps of Engineering has revised original replenishment plans in the immediate area in response to public concern over the potential impacts on the local marine environment.

Median Household Income: \$80,750
 Median Housing Value: \$1,000,000+
 Median Rent: \$892/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	92.6	76.4%
Apartment	1.0	0.8%
Commercial	8.2	6.7%
Industrial	0.5	0.4%
Farmland	0.0	0.0%
Vacant	1.9	1.6%
Public	9.4	7.7%
Public School	0.0	0.0%
Other School	0.0	0.0%
Church	0.4	0.3%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	0.2	0.1%
Unknown	7.0	5.8%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

Year	Number
1980	912
1990	759
2000	718
2010	496

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	15	3.9%
High school graduate only	79	20.3%
Some college or associate's	68	17.5%
Bachelor's or grad. degree	227	58.4%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	356	100.0%
Owner-Occupied	145	40.7%
Renter-Occupied	85	23.9%
Vacant	126	35.4%
Seasonal	99	

Avg. Household Size 2.29

Housing Units (2008-2012)

	Number	Percent
Single Detached	269	75.6%
Single Attached	0	0.0%
2-4 Units	58	16.3%
5-9 Units	16	4.5%
10+ Units	13	3.7%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$11,999
Net Valuation (2013)	580 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	222	81.0%
Employed outside Monmouth Co.	52	19.0%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	92	32.7%
Service	55	20%
Sales, office	96	34.2%
Natural resources, construction, maintenance	11	3.9%
Production, transportation, materials, moving	27	9.6%

2013 Resident Unemployment

	Number	Percent
	23	7.6%

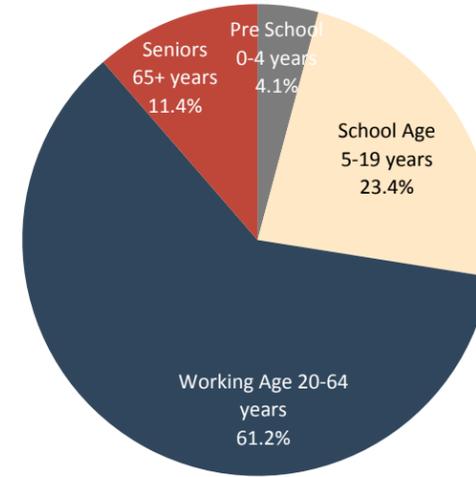
Allentown

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.

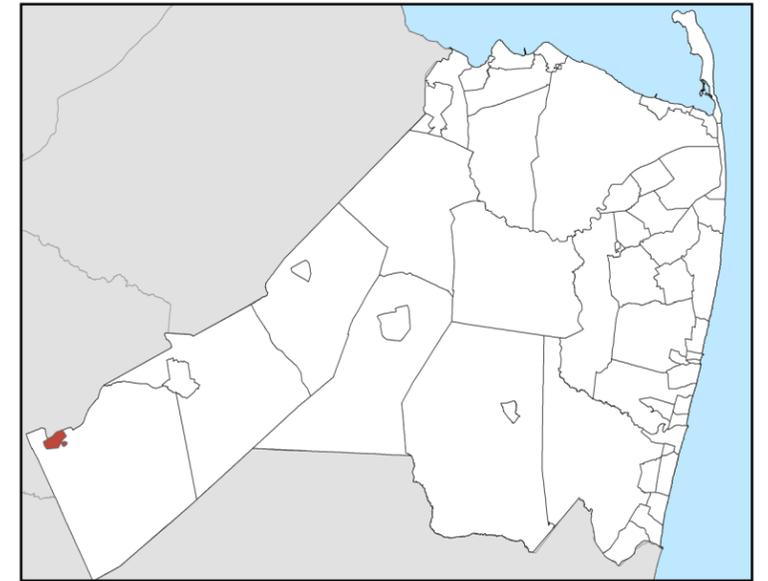


Conines Millpond

Median Age (2010): 42.4



Age Composition 2010



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

Demographics

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

2010 Race and Ethnicity		
	Number	Percent
White	1,663	91.0%
Black	81	4.4%
Asian	28	1.5%
Other	56	3.1%
Hispanic Origin	65	3.6%

Educational Attainment

25 Years and Older (2008-2012)		
	Number	Percent
No high school degree	50	4.1%
High school graduate only	318	26.3%
Some college or associate's	284	23.5%
Bachelor's or grad. degree	559	46.2%

Housing

Housing Characteristics (2008-2012)		
	Number	Percent
Total	727	100.0%
Owner-Occupied	533	73.3%
Renter-Occupied	158	21.7%
Vacant	36	5.0%
Seasonal	4	
Avg. Household Size		2.69

Housing Units (2008-2012)		
	Number	Percent
Single Detached	580	79.8%
Single Attached	59	8.1%
2-4 Units	48	6.6%
5-9 Units	3	0.4%
10+ Units	37	5.1%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$7,889
Net Valuation (2013)	191 million

Employment

Place of Employment (2008-2012)		
	Number	Percent
Employed in Monmouth Co.	235	24.4%
Employed outside Monmouth Co.	727	75.6%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	465	47.4%
Service	134	14%
Sales, office	278	28.3%
Natural resources, construction, maintenance	57	5.8%
Production, transportation, materials, moving	48	4.9%

2013 Resident Unemployment

Number	Percent
52	5.1%

Topical Planning Issues

According to the County's Panhandle Region Plan (2011), Allentown's "Top Planning Issues" were downtown congestion, preservation of historic character, economic viability, and retaining "mom and pop" stores. Redevelopment efforts for the Borough includes revitalizing the business district, replacing the bridge over Allentown Pond Dam, 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.

The Allentown Village Initiative (AVI), established in 2013, is a group of local volunteers seeking to improve community life by enhancing the Borough's natural and historic assets, especially in the downtown area. AVI is in the process of utilizing social media to publicize and promote local businesses in the downtown area and intends to apply for nonprofit status in order to qualify for grants.

Median Household Income: \$102,760
 Median Housing Value: \$321,800
 Median Rent: \$1,014/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	199.6	56.0%
Apartment	10.0	2.8%
Commercial	17.7	5.0%
Industrial	0.0	0.0%
Farmland	0.8	0.2%
Vacant	6.2	1.7%
Public	37.1	10.4%
Public School	19.4	5.4%
Other School	0.0	0.0%
Church	13.2	3.7%
Cemetery	10.2	2.9%
Rail	0.0	0.0%
Other Exempt	42.0	11.8%
Unknown	0.4	0.1%

Source: Monmouth County Board of Taxation (2014)

Asbury Park

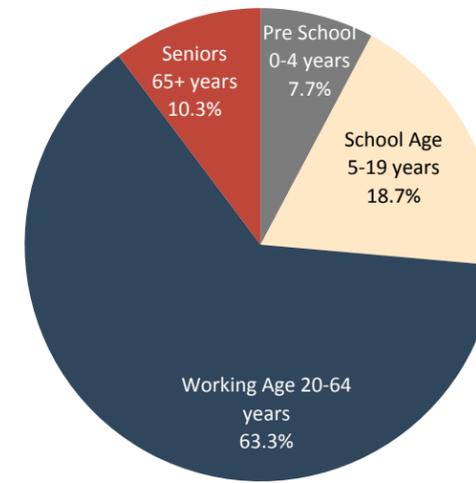
Asbury Park was founded in 1871 by James A. Bradley, a New York City broom manufacturer, who first saw the 500 acres of land while visiting Ocean Grove's Methodist summer camp. Bradley designed a progressive town with a boardwalk, electrical system, trolley network, tree-lined streets, and a viable oceanfront 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://aphistoricalociety.org>, Coastal Monmouth Plan (2010)

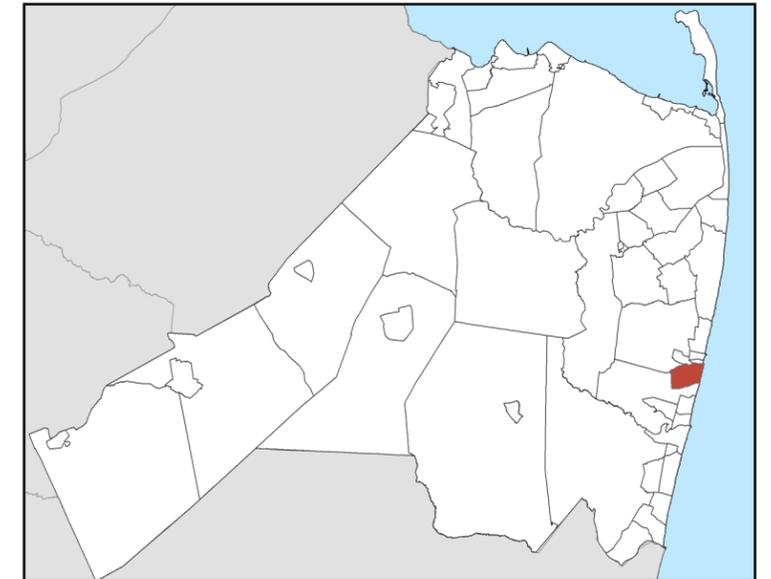
Median Age (2010): 34.0



Asbury Park Boardwalk, Source: Jarrod Grim



Age Composition 2010



Topical Planning Issues

Asbury Park acknowledged the need for redevelopment as early as 1978. Starting with the Waterfront Redevelopment Plan (1984), several programs and plans were created for Asbury Park over the next 30 years, including Scattered Site Redevelopment Program (2003), Springwood Avenue Redevelopment Plan (2007), Main Street Redevelopment Plan (2008), and Washington Avenue Redevelopment Plan (2010). In 2013, Together North Jersey funded a report, Connecting Community Corridors: Monmouth County recommending a walkable, mixed-use corridor from Asbury Park to Bradley Beach and Neptune Township. In the report, a concept plan for the area around the Asbury Park Transit Center seeks to connect redevelopment efforts along Cookman Avenue to the west side of the City.

The City Council in 2014 approved submission of a Green Acres application for the purchase of a 0.6 acre-waterfront parcel in the City's north end beach, that had been planned for a 15-unit townhouse development. Other recent Planning Board topics include plan amendments to the Springwood Ave. Redevelopment Plan, converting commercial space along Mattison Avenue into a residential penthouse, and the development of several residential units along Memorial Drive.

Post- Superstorm Sandy, the U.S. Department of Housing & Urban Development (HUD) initiated a design competition called "Rebuild by Design," connecting researchers and designers with Sandy-affected areas. Asbury Park was selected as a site for resilient redevelopment proposals, including a combined boardwalk dune system and a living shoreline protection around its coastal lakes.

Sources: <http://cityofasburypark.com>, www.rebuildbydesign.org

Median Household Income: \$32,695
 Median Housing Value: \$325,700
 Median Rent: \$911/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	254.7	38.2%
Apartment	38.7	5.8%
Commercial	90.5	13.6%
Industrial	1.2	0.2%
Farmland	0.0	0.0%
Vacant	60.8	9.1%
Public	139.4	20.9%
Public School	29.0	4.4%
Other School	2.8	0.4%
Church	22.6	3.4%
Cemetery	0.0	0.0%
Rail	8.8	1.3%
Other Exempt	13.1	2.0%
Unknown	5.8	0.9%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	2,376	23.3%
High school graduate only	3,314	32.5%
Some college or associate's	2,541	25.0%
Bachelor's or grad. degree	1,952	19.2%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	8,359	100.0%
Owner-Occupied	1,459	17.5%
Renter-Occupied	5,279	63.2%
Vacant	1,621	19.4%
Seasonal	518	

Avg. Household Size 2.35

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,860	22.3%
Single Attached	246	2.9%
2-4 Units	1,913	22.9%
5-9 Units	539	6.4%
10+ Units	3,769	45.1%
Mobile Homes & Other	32	

Taxes

Average Residential Property Tax (2013)	\$4,968
Net Valuation (2013)	416 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	5,690	81.1%
Employed outside Monmouth Co.	1,328	18.9%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,627	22.4%
Service	2,038	28%
Sales, office	1,484	20.4%
Natural resources, construction, maintenance	981	13.5%
Production, transportation, materials, moving	1,130	15.6%

2013 Resident Unemployment

	Number	Percent
	1,050	12.8%

Atlantic Highlands

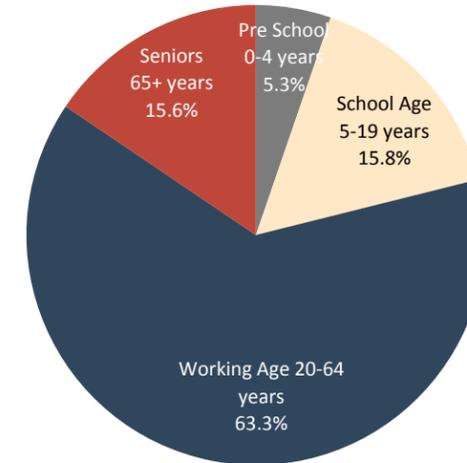
Median Age (2010): 45.0

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

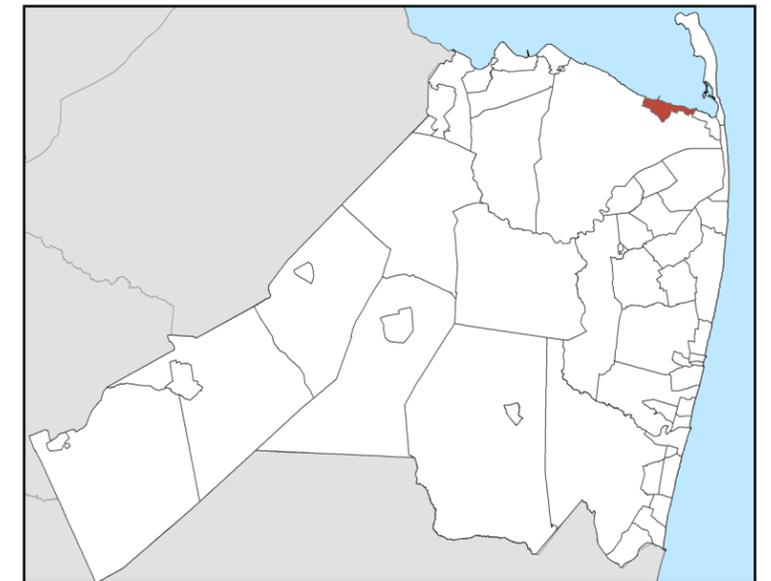


1st Ave

Source: <http://newjerseyshore.com>



Age Composition 2010



Topical Planning Issues

When Atlantic Highlands created their first Master Plan in 1964, a majority of the borough was single-family residential, with very few multi-family units. Atlantic Highlands' most up-to-date Master Plan Re-Examination was revised in 2007, where the Borough 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, and quality education.

Atlantic Highlands provides public access to Geographic Information System (GIS) maps through a direct link on the borough's website, making Atlantic Highlands data easy and accessible to both visitors and residents. Users can access municipal and property related information such as tax maps, property assessment data, recent sales, emergency service locations, zoning maps, and recycling schedules. Additional data will be added as it becomes available, strengthening the flow of information from the borough to its residents.

Superstorm Sandy devastated Atlantic Highland's municipally-owned marina (the largest in the State) and harbor-owned buildings in October of 2012. In the summer of 2014, the demolition and reconstruction of the marina was complete and business surpassed pre-storm rates. According to the Federal Emergency Management Agency (FEMA), the reconstruction project cost nearly \$20 million, making the project the seventh largest Sandy recovery project funded with federal disaster money.

Sources: Atlantic Highlands Master Plan (2007), www.ahnj.com, "Back afloat in Atlantic Highlands" (Asbury Park Press, 9/9/14), Bayshore Regional Strategic Plan (2006)

Median Household Income: \$90,577
 Median Housing Value: \$396,000
 Median Rent: \$1,200/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	403.7	43.4%
Apartment	6.0	0.6%
Commercial	42.8	4.6%
Industrial	3.8	0.4%
Farmland	0.0	0.0%
Vacant	75.6	8.1%
Public	309.2	33.2%
Public School	2.1	0.2%
Other School	0.0	0.0%
Church	9.8	1.1%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	54.3	5.8%
Unknown	23.2	2.5%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	168	5.5%
High school graduate only	619	20.4%
Some college or associate's	852	28.1%
Bachelor's or grad. degree	1,393	45.9%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	1,856	100.0%
Owner-Occupied	1,391	74.9%
Renter-Occupied	377	20.3%
Vacant	88	4.7%
Seasonal	35	

Avg. Household Size 2.48

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,353	72.9%
Single Attached	22	1.2%
2-4 Units	134	7.2%
5-9 Units	18	1.0%
10+ Units	329	17.7%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$8,236
Net Valuation (2013)	632 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	1,558	67.5%
Employed outside Monmouth Co.	749	32.5%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,017	41.8%
Service	324	13%
Sales, office	734	30.2%
Natural resources, construction, maintenance	193	7.9%
Production, transportation, materials, moving	165	6.8%

2013 Resident Unemployment

	Number	Percent
	185	7.2%

Avon-by-the-Sea

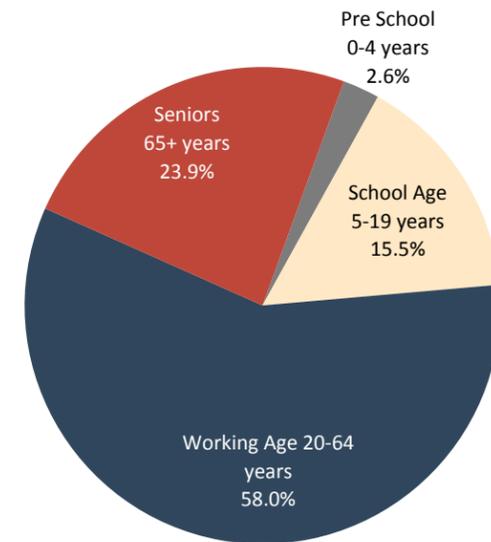
Median Age (2010): 49.1

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

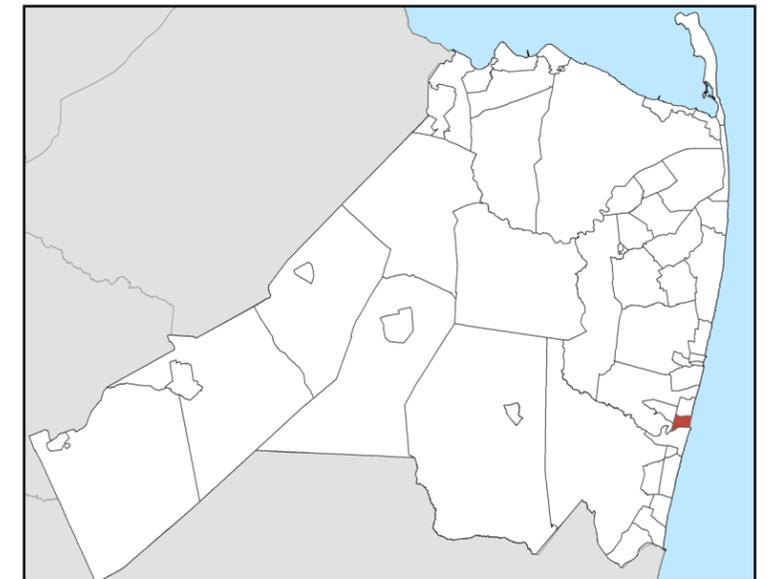


The Columns

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



Age Composition 2010



Topical Planning Issues

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

As a seaside resort community, 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 the storm, Avon reconstructed a new three-quarter-mile boardwalk with 58,230 square feet of decking, 51,000 feet of aluminum railing, the reinstallation of 40 light poles, and 133 benches. FEMA assisted the community with funding that covered a portion of the boardwalk redevelopment cost.

Due to the small size of Avon-by-the-Sea, the New Jersey Municipal Land Use Law (MLUL) allows the Municipal Planning Board and Zoning Board of Appeals to be combined into one board. Recent meeting topics included reducing impervious surfaces and building coverage, allowing water to infiltrate into the ground during storm events, and addressing new height regulations for post-Sandy construction on privately-owned parcels in the borough. Variance relief is also a common request to the Planning Board, especially with recent changes to height requirements within flood hazard areas.

Median Household Income: \$78,618
 Median Housing Value: \$957,900
 Median Rent: \$1,100/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	119.6	63.6%
Apartment	1.2	0.6%
Commercial	9.0	4.8%
Industrial	0.8	0.4%
Farmland	0.0	0.0%
Vacant	4.9	2.6%
Public	34.4	18.3%
Public School	0.6	0.3%
Other School	0.0	0.0%
Church	1.7	0.9%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	1.2	0.6%
Unknown	14.7	7.8%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	64	4.3%
High school graduate only	192	12.9%
Some college or associate's	253	17.0%
Bachelor's or grad. degree	983	65.9%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	1,315	100.0%
Owner-Occupied	589	44.8%
Renter-Occupied	354	26.9%
Vacant	372	28.3%
Seasonal	306	

Avg. Household Size 2.09

Housing Units (2008-2012)

	Number	Percent
Single Detached	918	69.8%
Single Attached	25	1.9%
2-4 Units	195	14.8%
5-9 Units	19	1.4%
10+ Units	158	12.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$9,301
Net Valuation (2013)	971 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	616	66.8%
Employed outside Monmouth Co.	306	33.2%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	464	50.0%
Service	104	11%
Sales, office	280	30.2%
Natural resources, construction, maintenance	32	3.4%
Production, transportation, materials, moving	48	5.2%

2013 Resident Unemployment

	Number	Percent
	95	9.4%

Belmar

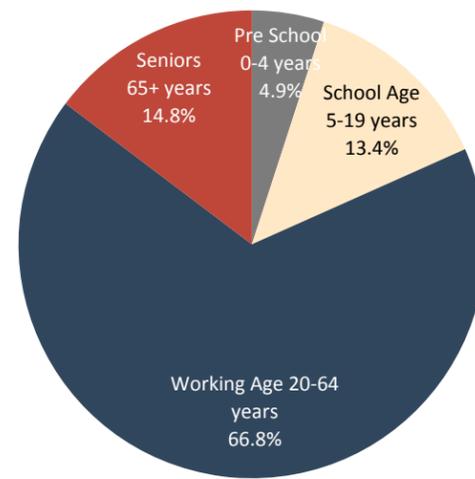
Founded as a Victorian shore town in the 1880s, Belmar is a 1-square mile community with 1.3 miles of Atlantic Ocean coastline. Belmar stands as one of the most active seaside communities along the Jersey Shore. Year-round attractions include restaurants and shops along Main Street, recreational activities,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

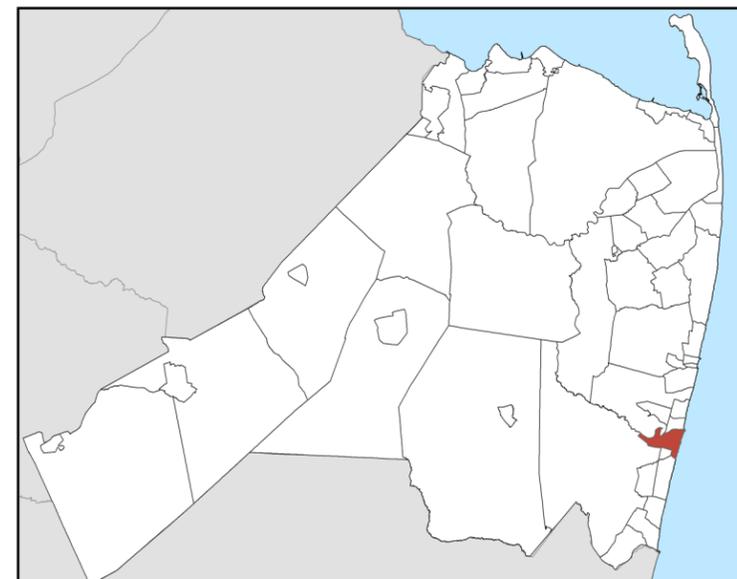
Median Age (2010): 41.9



Newly Redeveloped Belmar Boardwalk



Age Composition 2010



Topical Planning Issues

Currently, Belmar is working on a new plan to replace the 2003 Seaport Development Program. The Mayor convened a committee comprised of 11 local residents and business stakeholders to draft the plan. The committee will hold monthly meetings incorporating public feedback into the plan and in 2015, the committee will submit an advisory report to the Borough Council. Local officials believe a new plan with input from residents, representing various interests, will help streamline future projects along Belmar's waterfront and Main Street.

Founded in 2004, The Belmar Arts Council (also known as BelmarArts) is dedicated to offering year-round, diverse, and exciting experiences in both the visual and performing arts for people of all ages. The Council promotes public participation in the arts through art classes and workshops, art exhibits, and performances in music, comedy, poetry, and improv. One exhibit includes the 2014 Art Walk along Belmar's Main Street including the community arts mural at the Belmar Train Station.

In 2008, Belmar received a New Jersey Future Smart Growth Planning Award for a mixed-use development along Main Street. Once an unsightly and vacant car dealership, the property was converted into 38 housing units of various sizes and types, with ground floor retail space below. The project includes shared parking, a green roof, community garden, and close proximity to the train station.

Median Household Income: \$60,280
Median Housing Value: \$486,900
Median Rent: \$1,151/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	293.7	64.1%
Apartment	11.9	2.6%
Commercial	40.2	8.8%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	13.6	3.0%
Public	82.5	18.0%
Public School	3.9	0.9%
Other School	0.0	0.0%
Church	6.9	1.5%
Cemetery	0.0	0.0%
Rail	4.1	0.9%
Other Exempt	0.8	0.2%
Unknown	0.3	0.1%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	396	9.1%
High school graduate only	1,389	32.0%
Some college or associate's	971	22.3%
Bachelor's or grad. degree	1,591	36.6%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	3,776	100.0%
Owner-Occupied	1,179	31.2%
Renter-Occupied	1,456	38.6%
Vacant	1,141	30.2%
Seasonal	726	

Avg. Household Size 2.19

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,923	50.9%
Single Attached	148	3.9%
2-4 Units	825	21.8%
5-9 Units	142	3.8%
10+ Units	690	18.3%
Mobile Homes & Other	48	

Taxes

Average Residential Property Tax (2013)	\$6,482
Net Valuation (2013)	1.03 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	2,486	75.5%
Employed outside Monmouth Co.	806	24.5%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,238	37.4%
Service	820	25%
Sales, office	673	20.4%
Natural resources, construction, maintenance	287	8.7%
Production, transportation, materials, moving	289	8.7%

2013 Resident Unemployment

	Number	Percent
	276	7.8%

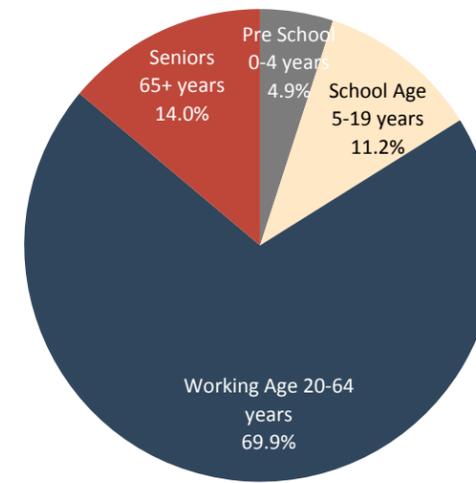
Bradley Beach

Median Age (2010): 41.5

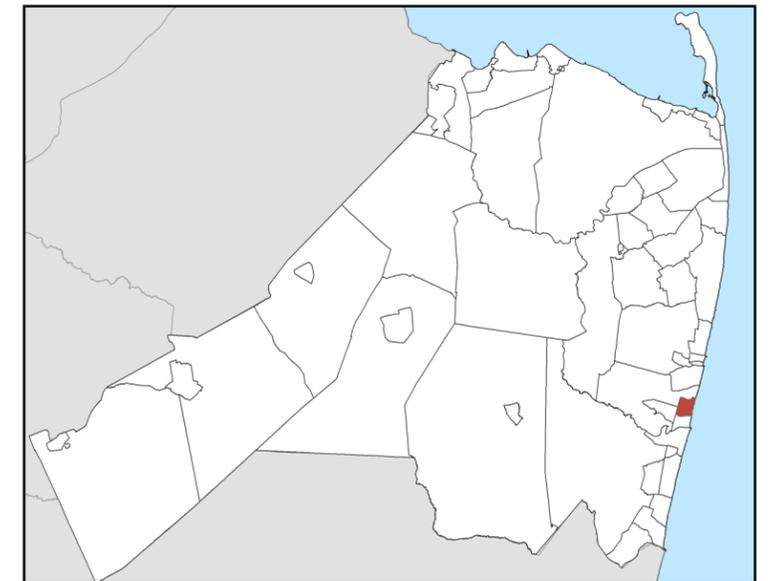
Similar to other seaside communities, Bradley Beach became a popular late 19th century resort town. Bradley Beach is named after James A. Bradley, who also founded Asbury Park. When James A. Bradley and William B. Bradner purchased the 54 acres of land that would become Bradley Beach, the borough was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



Main Street/Route 71



Age Composition 2010



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

Demographics

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)		
	Number	Percent
No high school degree	422	13.0%
High school graduate only	640	19.8%
Some college or associate's	902	27.9%
Bachelor's or grad. degree	1,270	39.3%

Housing

Housing Characteristics (2008-2012)		
	Number	Percent
Total	3,452	100.0%
Owner-Occupied	958	27.8%
Renter-Occupied	1,385	40.1%
Vacant	1,109	32.1%
Seasonal	889	

Avg. Household Size

1.85

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,568	45.4%
Single Attached	186	5.4%
2-4 Units	749	21.7%
5-9 Units	76	2.2%
10+ Units	873	25.3%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$7,170
Net Valuation (2013)	1.12 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	1,821	72.0%
Employed outside Monmouth Co.	707	28.0%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	998	37.8%
Service	550	21%
Sales, office	662	25.1%
Natural resources, construction, maintenance	279	10.6%
Production, transportation, materials, moving	152	5.8%

2013 Resident Unemployment

	Number	Percent
	163	5.9%

Topical Planning Issues

Together North Jersey created a report through their Local Demonstration Project program to connect Asbury Park, Bradley Beach, and Neptune Township through a walkable, mixed-use transit corridor. Connecting Community Corridors: Monmouth County (2013) plans to overcome the east-west boundaries created by Memorial Drive and the North Jersey Coast Line. The report included a concept plan placing the Bradley Beach Transit Center at the center of a larger viable business district which spans both sides of the tracks, while reconnecting Bradley Park in Neptune with Bradley Beach. The earlier phases of implementation involve working with willing property owners and businesses on Main Street to identify key locations for higher-value infill reinvestment. The plan calls for new development along Memorial Drive to be small in scale to complement existing land uses in Bradley Beach.

In 2013, Bradley Beach constructed a post-Sandy Maritime Forest with approximately 22 indigenous coastal trees, shrubs, and grass species. The project intended to promote resiliency, provide educational outreach, and bring community awareness to using natural resources to mitigate coastal storm events. The forest also improves water quality, biodiversity, and stewardship. The Borough recently applied for a Sustainable Jersey grant to provide funding for solar lighting, educational signage, and additional replanting. The Monmouth County Planning Board awarded Bradley Beach a 2014 Planning Merit Award for excellent planning techniques in addressing community resiliency through the maritime forest.

Median Household Income: \$59,788
Median Housing Value: \$544,100
Median Rent: \$1,006/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	173.2	68.9%
Apartment	11.2	4.4%
Commercial	17.2	6.8%
Industrial	0.9	0.4%
Farmland	0.0	0.0%
Vacant	7.3	2.9%
Public	8.4	3.4%
Public School	1.5	0.6%
Other School	0.0	0.0%
Church	5.1	2.0%
Cemetery	0.0	0.0%
Rail	6.8	2.7%
Other Exempt	0.6	0.2%
Unknown	19.3	7.7%

Source: Monmouth County Board of Taxation (2014)

Brielle

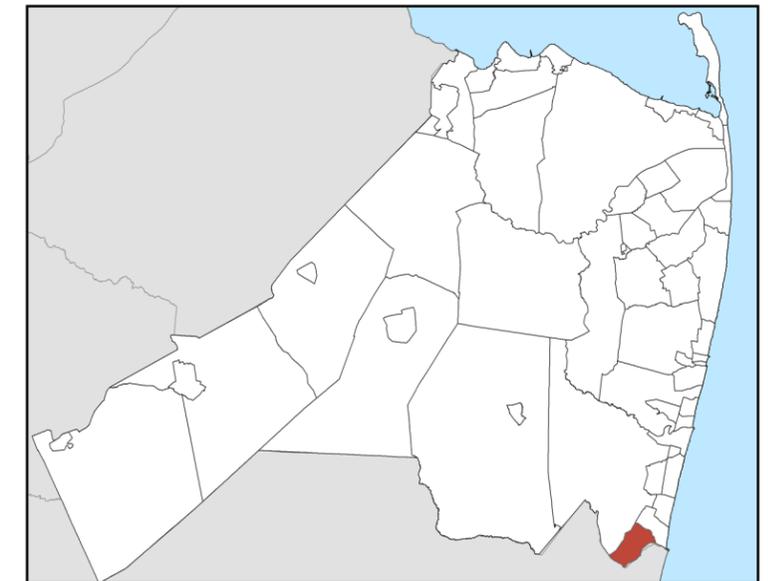
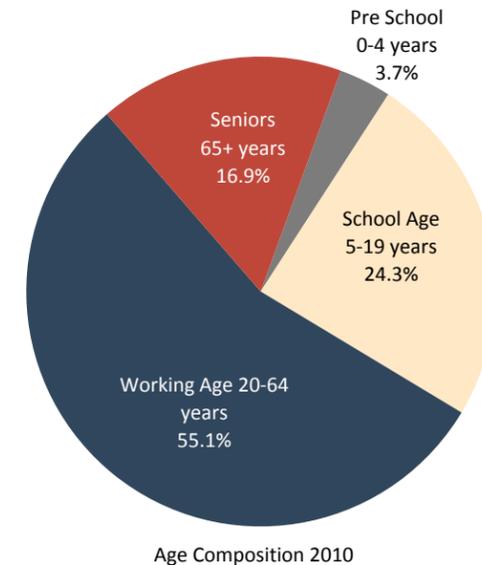
Located along the northern banks of the Manasquan River, Brielle, named after the town of Brielle, Holland due to its resemblance to the coastal towns along the North Sea and the English Channel, is a 1.65 square mile borough in southern Monmouth County. Union Landing, once a small commercial port, grew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

Median Age (2010): 44.9



Topical Planning Issues

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

According to the County's Coastal Monmouth Plan (2010), Brielle's vision is to maintain stable and limited growth. The Plan states that the borough's "Top Planning Issues" include the loss of marina and associated uses along the Manasquan River, utilizing infill development where possible, and the lack of open river frontage. Brielle is focusing on redevelopment and unification along Route 71 and Higgins Avenue to revitalize the business district. Brielle's design concepts include street improvements and the inclusion of a "Seashore Colonial" design theme. Conservation efforts by the borough include maintaining zoning ordinances that address the tree preservation, steep slopes, and on-site grading issues. Brielle participated in the Manasquan Watershed Planning Group, a non-profit corporation that provided a regional forum to discuss DEP regulations and compare municipal planning techniques for the watershed.

Sources: Master Plan Re-Examination Report (Birdsall Engineering, Inc., 2006), Coastal Monmouth Plan (2010), www.manasquanriver.org

Median Household Income: \$104,659
 Median Housing Value: \$584,400
 Median Rent: \$1,613/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	628.8	61.4%
Apartment	19.0	1.9%
Commercial	157.6	15.4%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	124.4	12.2%
Public	48.5	4.7%
Public School	12.5	1.2%
Other School	0.0	0.0%
Church	1.9	0.2%
Cemetery	16.7	1.6%
Rail	1.6	0.2%
Other Exempt	2.0	0.2%
Unknown	10.6	1.0%

Source: Monmouth County Board of Taxation (2014)

Demographics

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

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

Educational Attainment

	Number	Percent
No high school degree	45	1.3%
High school graduate only	592	16.9%
Some college or associate's	814	23.3%
Bachelor's or grad. degree	2,042	58.5%

Housing

	Number	Percent
Total	2,180	100.0%
Owner-Occupied	1,769	81.1%
Renter-Occupied	188	8.6%
Vacant	223	10.2%
Seasonal	175	

	Number	Percent
Avg. Household Size	2.45	
Single Detached	1,727	79.2%
Single Attached	173	7.9%
2-4 Units	208	9.5%
5-9 Units	33	1.5%
10+ Units	25	1.1%
Mobile Homes & Other	14	

Taxes

Average Residential Property Tax (2013)	\$10,630
Net Valuation (2013)	1.57 billion

Employment

	Number	Percent
Employed in Monmouth Co.	1,390	63.9%
Employed outside Monmouth Co.	786	36.1%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,169	51.8%
Service	271	12%
Sales, office	587	26.0%
Natural resources, construction, maintenance	173	7.7%
Production, transportation, materials, moving	56	2.5%

2013 Resident Unemployment

	Number	Percent
	148	6.2%

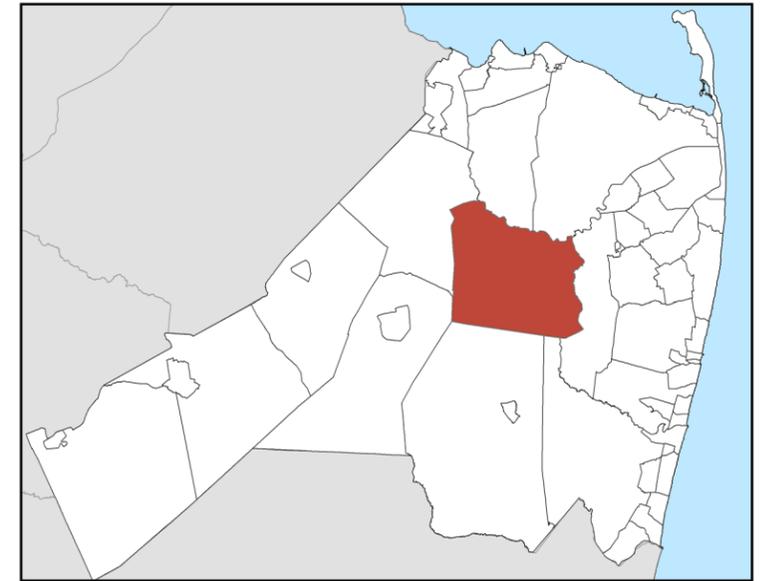
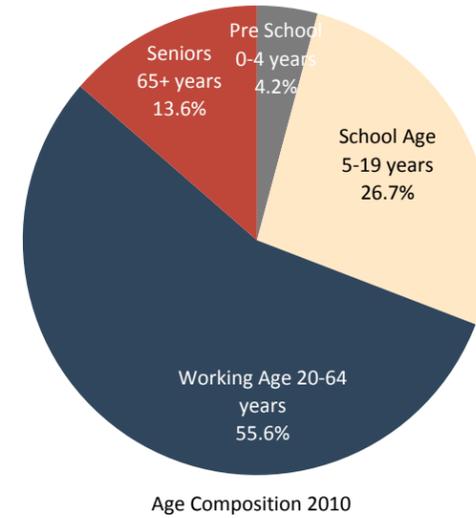
Colts Neck

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 was built in 1717 in what was then called Scobeyville. The Inn served as a stopping point for stagecoaches and dispatch riders traveling from Freehold to Amboy.



Delicious Orchards on Route 34

Median Age (2010): 43.6



Topical Planning Issues

The Colts Neck Planning Board addresses variances to their zoning ordinances, which strictly regulates farmland, open space, and recreational land uses in the Township in order to maintain low density development. The criteria for the Light Industrial Zone was recently revised by the Planning Board to align new development with the existing rural residential character, recommending industries such as vineyards, large-scale fresh produce markets, and farming industries to locate within Colts Neck.

The Township recently launched a new program called Colts Neck Township Community Energy Aggregation (CNCEA), designed to save residents money on their monthly power bills, encourage energy conservation, provide tools and information to control energy use, and create a foundation for future clean energy programs. Community Energy Aggregation is a program that allows Colts Neck to conduct a "bulk purchase" of energy supply, on behalf of its residents and businesses, at lower prices than the average utility price. Additional benefits include higher renewable energy content. Colts Neck has additional information about community energy aggregation on their municipal website.

Median Household Income: \$145,972
 Median Housing Value: \$790,600
 Median Rent: \$2,000+/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	4,995.0	25.7%
Apartment	0.0	0.0%
Commercial	1,419.6	7.3%
Industrial	0.0	0.0%
Farmland	5,089.0	26.2%
Vacant	680.3	3.5%
Public	2,176.4	11.2%
Public School	143.3	0.7%
Other School	0.0	0.0%
Church	36.3	0.2%
Cemetery	6.8	0.0%
Rail	0.0	0.0%
Other Exempt	4,678.3	24.1%
Unknown	196.7	1.0%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	175	2.7%
High school graduate only	1,134	17.3%
Some college or associate's	1,505	22.9%
Bachelor's or grad. degree	3,754	57.2%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	3,483	100.0%
Owner-Occupied	3,023	86.8%
Renter-Occupied	210	6.0%
Vacant	250	7.2%
Seasonal	92	

Avg. Household Size 3.12

Housing Units (2008-2012)

	Number	Percent
Single Detached	3,178	91.2%
Single Attached	64	1.8%
2-4 Units	136	3.9%
5-9 Units	97	2.8%
10+ Units	8	0.2%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$13,861
Net Valuation (2013)	3.05 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	2,419	55.5%
Employed outside Monmouth Co.	1,941	44.5%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	2,445	55.5%
Service	227	5%
Sales, office	1,274	28.9%
Natural resources, construction, maintenance	263	6.0%
Production, transportation, materials, moving	196	4.4%

2013 Resident Unemployment

	Number	Percent
	139	3.1%

Deal

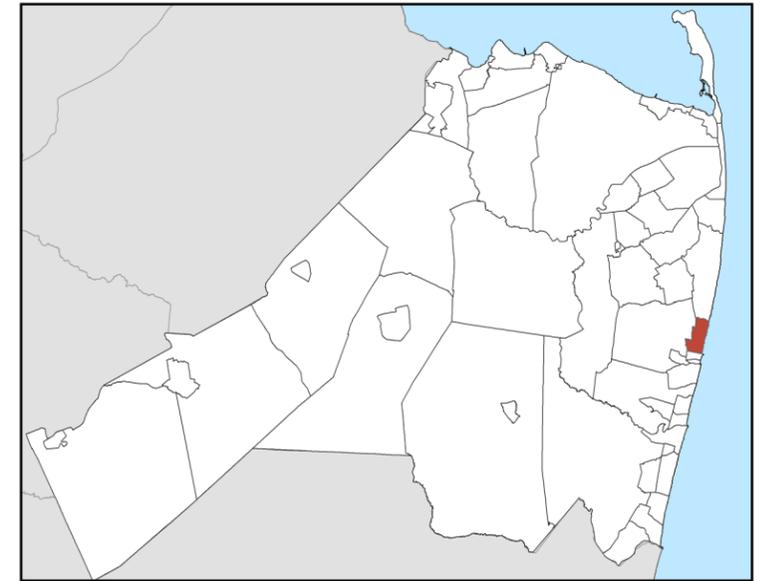
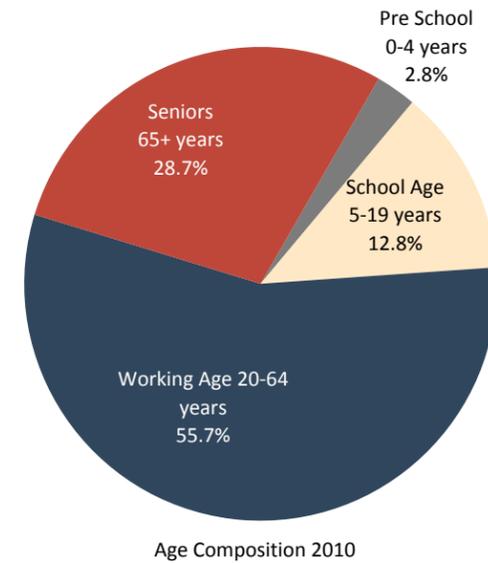
Deal dates back to 1670, when Thomas (Whyte) White purchased 500 acres along the Atlantic Coast in Shrewsbury and is believed to be named after his birthplace in Deale, Kent County, England. Originally, Deal included all of the area between Deal Lake and Takenesse Lake, but now has an area of 1.2 square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

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



Deal Borough Hall

Median Age (2010): 50.9



Topical Planning Issues

Current planning topics in Deal revolve around rebuilding after Superstorm Sandy's devastation along the beachfront. As of July 2014, the Borough was busy completing repairs on the Deal Casino and W. Stanley Conover Pavilion, which completed Phase One on July 27, 2014. Phase One included newly reconstructed restrooms, showers, and a snack bar. The Borough's Sanitary Sewer Pump Station recently came back on line and plans for Beach Replenishment are scheduled to begin in late 2014 and be completed by 2015.

Deal is along the 3.5-mile Elberon to Loch Arbour Beach Replenishment Project that will help protect Deal and other seaside communities from future storm damage. The Beach Replenishment Project however, has raised local concern over the large amount of extra sand placed on the beach, which could potentially clog waterway outflows to the sea and harm fragile coastal ecosystems. There is also local concern over the U.S. Army Corps of Engineers plan to notch, or remove jetty rocks closest to the shore so water can pass through. Notching along the shore can disrupt the unique marine ecosystem that exists. As a result, The Corps announced at an April 2014 meeting that they revised the Beach Replenishment plans. Instead of notching six groins between Elberon to Loch Arbour, The Corps will only notch three groins, eliminating plans to notch the groins at the end of Whitehall Avenue and Roseld Avenue in Deal.

Sources: www.dealborough.com, "Asbury Park Protesters complain beach replenishment may damage waterways, ecosystems" (nj.com, 3/22/14), "Pallone Announces Changes to Jetty Notching Plan for Elberon to Loch Arbour Beach Replenishment Project" (www.politickernj.com, 6/23/14)

Median Household Income: \$74,375
Median Housing Value: \$941,700
Median Rent: \$981/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	467.2	79.6%
Apartment	0.8	0.1%
Commercial	23.0	3.9%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	37.0	6.3%
Public	8.0	1.4%
Public School	11.4	1.9%
Other School	0.0	0.0%
Church	5.7	1.0%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	28.8	4.9%
Unknown	5.1	0.9%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	79	11.5%
High school graduate only	244	35.5%
Some college or associate's	167	24.3%
Bachelor's or grad. degree	198	28.8%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	905	100.0%
Owner-Occupied	261	28.8%
Renter-Occupied	115	12.7%
Vacant	529	58.5%
Seasonal	453	

Avg. Household Size 2.47

Housing Units (2008-2012)

	Number	Percent
Single Detached	778	86.0%
Single Attached	3	0.3%
2-4 Units	35	3.9%
5-9 Units	15	1.7%
10+ Units	74	8.2%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$15,935
Net Valuation (2013)	2.18 billion

Employment

Place of Employment

	Number	Percent
Employed in Monmouth Co.	252	64.5%
Employed outside Monmouth Co.	139	35.5%

Type of Employment

	Number	Percent
Mgmt, business, science, arts	133	33.4%
Service	102	26%
Sales, office	116	29.1%
Natural resources, construction, maintenance	19	4.8%
Production, transportation, materials, moving	28	7.0%

2013 Resident Unemployment

Number	Percent
25	6.1%

Eatontown

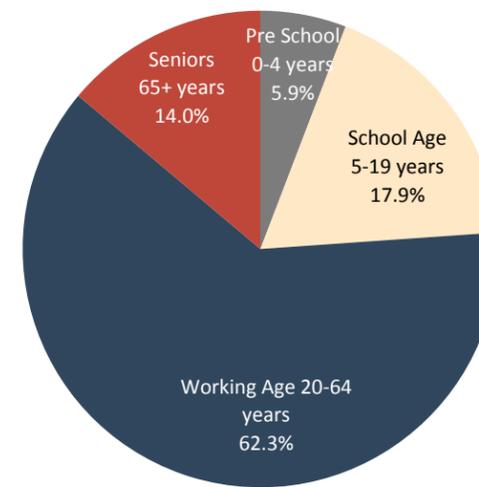
Eatontown is located in the central portion of eastern Monmouth County and encompasses 5.86 square miles. The Borough has several highways connecting it to other portions of the County, such as Route 18, Route 35, Route 36, and Route 547, which helped form its large commercial and retail corridor. Eatontown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

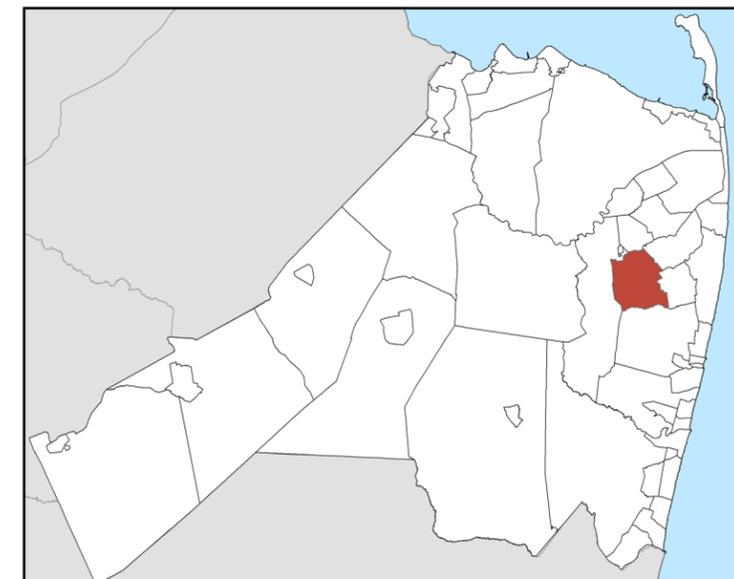


Monmouth Mall

Median Age (2010): 39.6



Age Composition 2010



Topical Planning Issues

According to the County's Coastal Monmouth Plan (2010), the "Top Planning Issues" for Eatontown were redeveloping Fort Monmouth and the Eatontown Historic District, expanding open space opportunities, and remediating major traffic problems. The Fort Monmouth Economic Revitalization Planning Authority (FMERPA) produced a Reuse and Redevelopment Plan for economic development, growth, and planning, with a focus on attracting future technology-based industries. The Fort Monmouth Economic Revitalization Authority (FMERA) now replaces the FMERPA and provides investment, continuity, and economic growth to Eatontown, Oceanport, and Tinton Falls while advancing FMERPA's Plan. The Fort Monmouth Economic Revitalization Authority is currently working on redevelopment options for Eatontown's portion of the site.

In 2013, Eatontown became Bronze Certified in Sustainable Jersey's certification program and created a borough Green Team to implement a series of short-and long-term strategies for greener energy sources, energy conservation, efficient purchasing, and inter-connectivity of its neighborhoods. In addition to their Green Team, Eatontown also established the Pride in Eatontown Committee (PIE). PIE organizes borough-wide cleanups throughout the year, maintains the borough-owned planters and mini-gardens, planned a "Butterfly Garden" in Wampum Park, conducts surveys on businesses in town, presents beautification awards each year, and donates packets of marigold seeds for environmental education. In 2013, PIE was recognized by the N.J. Clean Communities Council and awarded a plaque for a highly successful spring cleanup.

Sources: www.fortmonmouth.nj.com, www.eatontownnj.com

Median Household Income: \$63,567
Median Housing Value: \$329,900
Median Rent: \$1,073/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	921.6	28.2%
Apartment	164.5	5.0%
Commercial	715.0	21.9%
Industrial	179.7	5.5%
Farmland	16.4	0.5%
Vacant	263.5	8.1%
Public	318.4	9.7%
Public School	51.9	1.6%
Other School	16.1	0.5%
Church	24.2	0.7%
Cemetery	11.8	0.4%
Rail	0.0	0.0%
Other Exempt	511.8	15.7%
Unknown	72.9	2.2%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	840	9.3%
High school graduate only	2,459	27.4%
Some college or associate's	2,587	28.8%
Bachelor's or grad. degree	3,104	34.5%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	5,704	100.0%
Owner-Occupied	2,889	50.6%
Renter-Occupied	2,399	42.1%
Vacant	416	7.3%
Seasonal	0	

Avg. Household Size 2.33

Housing Units (2008-2012)

	Number	Percent
Single Detached	2,182	38.3%
Single Attached	464	8.1%
2-4 Units	912	16.0%
5-9 Units	662	11.6%
10+ Units	1,210	21.2%
Mobile Homes & Other	274	

Taxes

Average Residential Property Tax (2013)	\$6,682
Net Valuation (2013)	2.03 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	5,204	78.3%
Employed outside Monmouth Co.	1,442	21.7%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	2,398	35.8%
Service	1,179	18%
Sales, office	1,866	27.8%
Natural resources, construction, maintenance	511	7.6%
Production, transportation, materials, moving	752	11.2%

2013 Resident Unemployment

	Number	Percent
	622	8.6%

Englishtown

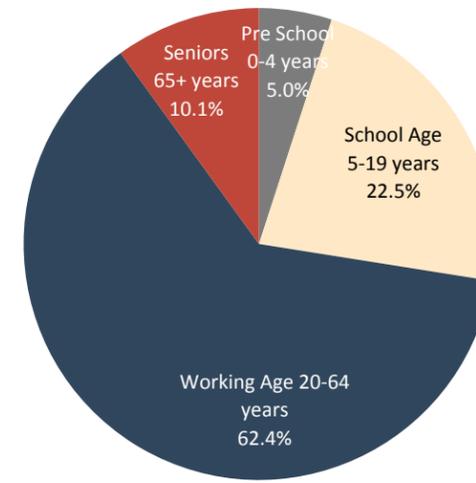
Located in western Monmouth County, Englishtown is completely surrounded by Manalapan Township. First settled as a "crossroads" community in 1726, Englishtown developed into a prosperous, rural town by the 1800's and 1900's. Englishtown, although only 0.57 square miles, is rich in history; during the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

Sources: Englishtown Sustainable Design Assessment Team (www.aia.org/aiaucmp/groups/aia/documents/pdf/aia079670.pdf), "Parade to honor heroes of Battle of Monmouth" http://sub.gmnews.com

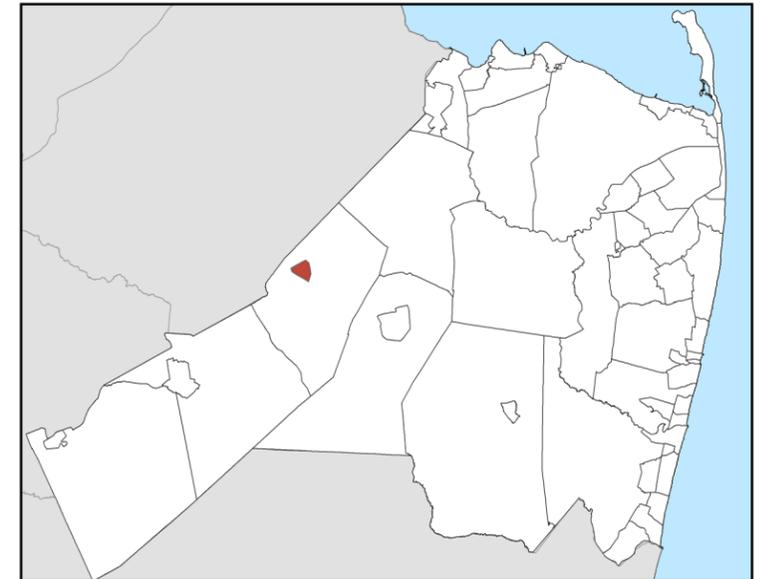


The Village Inn/Battleground Historical Society

Median Age (2010): 38.6



Age Composition 2010



Topical Planning Issues

In 2007, an American Institute of Architects Sustainable Design Assessment Team (SDAT) worked with local residents and stakeholders to identify the strengths and weaknesses of the borough while forming immediate and long term recommendations to move towards a sustainable future. The Team 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" (Patch.com 10/28/14)

Median Household Income: \$77,763
 Median Housing Value: \$315,800
 Median Rent: \$1,191/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	921.6	28.2%
Apartment	164.5	5.0%
Commercial	715.0	21.9%
Industrial	179.7	5.5%
Farmland	16.4	0.5%
Vacant	263.5	8.1%
Public	318.4	9.7%
Public School	51.9	1.6%
Other School	16.1	0.5%
Church	24.2	0.7%
Cemetery	11.8	0.4%
Rail	0.0	0.0%
Other Exempt	511.8	15.7%
Unknown	72.9	2.2%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	106	9.2%
High school graduate only	405	35.1%
Some college or associate's	391	33.9%
Bachelor's or grad. degree	252	21.8%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	732	100.0%
Owner-Occupied	445	60.8%
Renter-Occupied	227	31.0%
Vacant	60	8.2%
Seasonal	0	

Avg. Household Size

2.57

Housing Units (2008-2012)

	Number	Percent
Single Detached	364	49.7%
Single Attached	135	18.4%
2-4 Units	113	15.4%
5-9 Units	5	0.7%
10+ Units	115	15.7%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$6,711
Net Valuation (2013)	254 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	470	54.0%
Employed outside Monmouth Co.	401	46.0%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	279	31.1%
Service	125	14%
Sales, office	268	29.8%
Natural resources, construction, maintenance	131	14.6%
Production, transportation, materials, moving	95	10.6%

2013 Resident Unemployment

	Number	Percent
	60	6.4%

Fair Haven

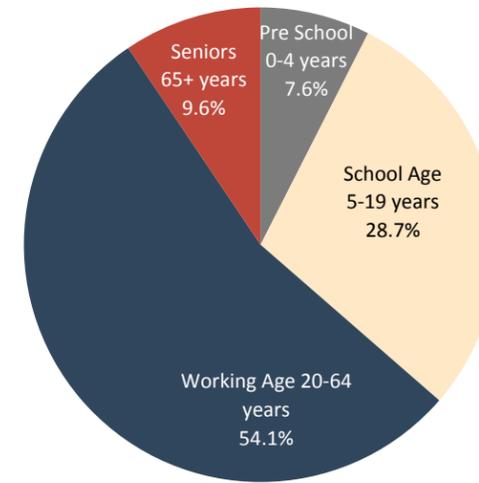
The first recorded history of Fair Haven dates back to the early 1800's when Fair Haven was a small community on the banks of the Navesink River, attracting steamboats transferring oysters along the New York-Red Bank steamboat line. The mid-19th century brought new residential construction along Fair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

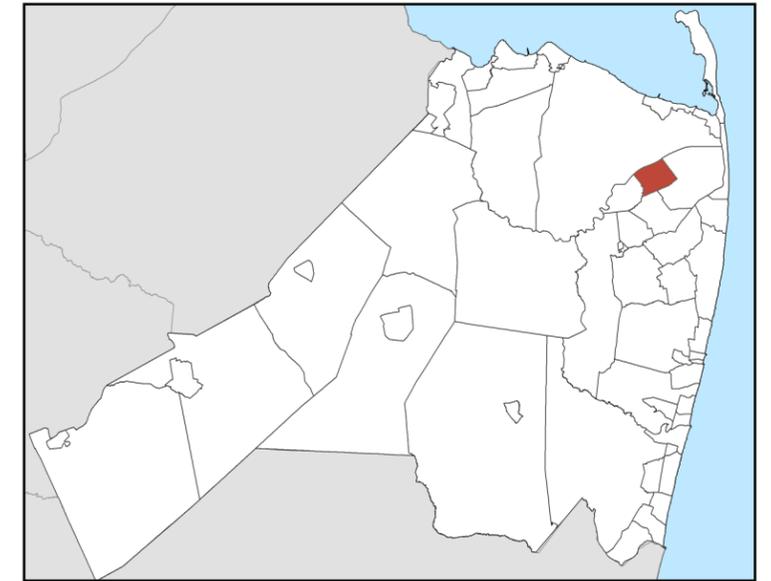


Fair Haven Road

Median Age (2010): 39.3



Age Composition 2010



Topical Planning Issues

With its location on the Navesink River, Fair Haven's planning issues include preparing the Borough for future storm events. In the August/September 2014 Newsletter of Focus on Fairhaven, the Chair of the Environmental Commission explained how to reduce boat and dock damage during future storms. The Chairman encouraged the installation of floating docks with pilings higher than storm surges, reducing damage to docks and boats on the Navesink River. The Fair Haven Environmental Commission is also encouraging its residents to use rain barrels at their private residence to collect rainwater from roofs and gutters to reuse for irrigation on lawns and gardens.

In April 2014, the Fair Haven Planning Board discussed creating a full Master Plan document, rather than a Re-Examination Report, to address the new local planning issues facing the borough. The Board plans to form a Master Plan Committee and hold public meetings to gather community feedback on to Fair Haven's local issues, such as addressing housing and environmental issues, walkability in the borough, economic development opportunities (especially in the River Road downtown area), and the impact of climate change on existing regulations in regards to flooding and waterfront properties.

The Garden Club of Fair Haven was awarded a Presidential Citation for their dune restoration work in the nearby Borough of Sea Bright. The Club organized a coalition of six local garden clubs and raised over \$20,000 in grants to replant landscapes and planters along Sea Bright's Main Street, all destroyed by Sandy. The Club also helped form a Dunes Restoration Committee for Sea Bright.

Sources: www.fairhavennj.org, Focus on Fair Haven Newsletter (Aug/Sep 2014)

Median Household Income: \$128,977
 Median Housing Value: \$672,900
 Median Rent: \$918/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	707.4	76.8%
Apartment	0.0	0.0%
Commercial	23.4	2.5%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	15.2	1.6%
Public	103.2	11.2%
Public School	7.0	0.8%
Other School	3.2	0.3%
Church	13.5	1.5%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	3.3	0.4%
Unknown	44.4	4.8%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	54	1.4%
High school graduate only	513	13.2%
Some college or associate's	500	12.8%
Bachelor's or grad. degree	2,831	72.6%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	2,158	100.0%
Owner-Occupied	1,993	92.4%
Renter-Occupied	115	5.3%
Vacant	50	2.3%
Seasonal	0	

Avg. Household Size 2.89

Housing Units (2008-2012)

	Number	Percent
Single Detached	2,084	96.6%
Single Attached	44	2.0%
2-4 Units	16	0.7%
5-9 Units	0	0.0%
10+ Units	14	0.6%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$13,040
Net Valuation (2013)	1.16 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	1,764	66.4%
Employed outside Monmouth Co.	894	33.6%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,721	61.2%
Service	277	10%
Sales, office	706	25.1%
Natural resources, construction, maintenance	83	3.0%
Production, transportation, materials, moving	23	0.8%

2013 Resident Unemployment

	Number	Percent
	116	4.0%

Farmingdale

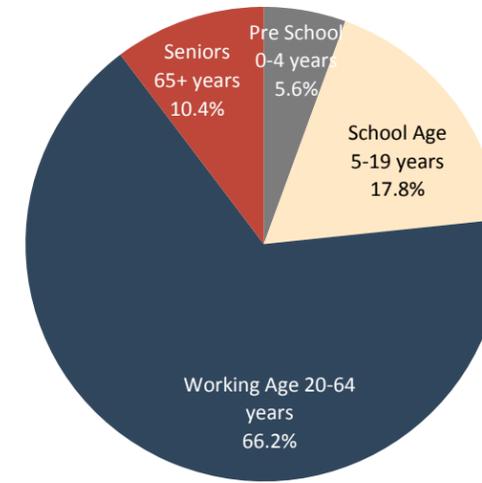
Farmingdale started as an Indian Path towards the Manasquan River, eventually evolving into a small town with two stores, two taverns, and a dozen dwellings. In 1903, the Borough incorporated into an independent municipality with a residential and light industrial community. Presently, Farmingdale is 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 Asbury Ave./Rt. 547 and Rt. 524

Median Age (2010): 39.8



Age Composition 2010



Topical Planning Issues

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

Farmingdale implemented its Housing Plan and Land Use Plan Elements of the Master Plan by converting a "General Commercial GC" zone to an "Affordable Housing (AH-1) Overlay" along West Main Street. This zone permits 100% affordable multi-family residential use subject to affordability controls of the Council of Affordable Housing (COAH) in 2009. Farmingdale then developed a six-unit Senior Citizen housing development along Main Street affordable to low and moderate-level income senior citizens.

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. As a relatively new program (July 2012), 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.

Sources: www.farmingdaleborough.org, Master Plan Re-Examination Report (2009)

Median Household Income: \$65,583
Median Housing Value: \$335,400
Median Rent: \$993/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	127.5	42.6%
Apartment	15.4	5.2%
Commercial	40.8	13.6%
Industrial	5.6	1.9%
Farmland	18.7	6.3%
Vacant	49.0	16.4%
Public	14.3	4.8%
Public School	4.8	1.6%
Other School	0.0	0.0%
Church	3.9	1.3%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	0.2	0.1%
Unknown	19.2	6.4%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	64	6.9%
High school graduate only	298	31.9%
Some college or associate's	256	27.4%
Bachelor's or grad. degree	316	33.8%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	599	100.0%
Owner-Occupied	291	48.6%
Renter-Occupied	276	46.1%
Vacant	32	5.3%
Seasonal	0	

Avg. Household Size 2.31

Housing Units (2008-2012)

	Number	Percent
Single Detached	322	53.8%
Single Attached	11	1.8%
2-4 Units	41	6.8%
5-9 Units	90	15.0%
10+ Units	135	22.5%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$6,153
Net Valuation (2013)	151 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	506	74.6%
Employed outside Monmouth Co.	172	25.4%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	251	35.4%
Service	84	12%
Sales, office	228	32.1%
Natural resources, construction, maintenance	69	9.7%
Production, transportation, materials, moving	78	11.0%

2013 Resident Unemployment

	Number	Percent
	45	6.1%

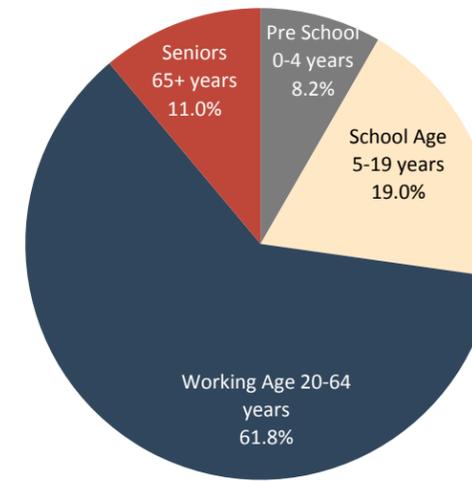
Freehold Borough

Median Age (2010): 33.3

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



American Hotel in Downtown Freehold



Age Composition 2010



Topical Planning Issues

With Freehold Borough being a fully developed community, an underlying objective emphasized within their Master Plan has been to preserve and enhance the community as it is, rather than seeking a new or changed direction. The exception to this objective is the Freehold Center Core, designated by the Freehold Borough Governing Body as an "Area in Need of Rehabilitation". The Vision and Revitalization Plan for the Freehold Center Core Redevelopment Plan Area (2008) was developed to streamline the process for new businesses and developers within the designated redevelopment area. The 35-acre Core is considered the Borough's central district with commercial businesses, residential neighborhoods, and community facilities. The plan and additional amendments stipulate each parcel to be rehabilitated and/or redeveloped in a manner that is most complementary with the surrounding environment.

A key stakeholder in the downtown rehabilitation is the Freehold Center Management Corporation DBA Downtown Freehold, a nonprofit entity established to manage the borough's special improvement district. Downtown Freehold collaborates with Freehold Borough, community business owners, and residents to encourage downtown renewal through three main goals: fostering the downtown's economic development, encouraging revitalization, and preserving the downtown's historic past. Downtown Freehold holds events year round that promote local commercial businesses and products. Since its establishment, more than \$2 million has been invested towards sidewalk, lighting, decorations, and other aesthetic façade improvements.

Sources: www.downtownfreehold.com, Vision and Revitalization Plan for the Freehold Center Core Redevelopment Plan Area (2008)

Median Household Income: \$55,248
Median Housing Value: \$281,900
Median Rent: \$1,138/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	544.3	52.3%
Apartment	21.3	2.0%
Commercial	173.3	16.7%
Industrial	27.6	2.7%
Farmland	0.0	0.0%
Vacant	70.1	6.7%
Public	82.7	7.9%
Public School	68.8	6.6%
Other School	3.2	0.3%
Church	24.4	2.3%
Cemetery	1.7	0.2%
Rail	12.9	1.2%
Other Exempt	8.6	0.8%
Unknown	1.7	0.2%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	2,099	27.7%
High school graduate only	2,253	29.7%
Some college or associate's	1,614	21.3%
Bachelor's or grad. degree	1,608	21.2%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	4,075	100.0%
Owner-Occupied	2,122	52.1%
Renter-Occupied	1,757	43.1%
Vacant	196	4.8%
Seasonal	0	

Avg. Household Size 3.08

Housing Units (2008-2012)

	Number	Percent
Single Detached	2,182	53.5%
Single Attached	385	9.4%
2-4 Units	463	11.4%
5-9 Units	294	7.2%
10+ Units	751	18.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$6,054
Net Valuation (2013)	1.06 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	4,764	79.8%
Employed outside Monmouth Co.	1,206	20.2%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,438	23.6%
Service	2,446	40%
Sales, office	1,027	16.8%
Natural resources, construction, maintenance	480	7.9%
Production, transportation, materials, moving	715	11.7%

2013 Resident Unemployment

	Number	Percent
	457	7.0%

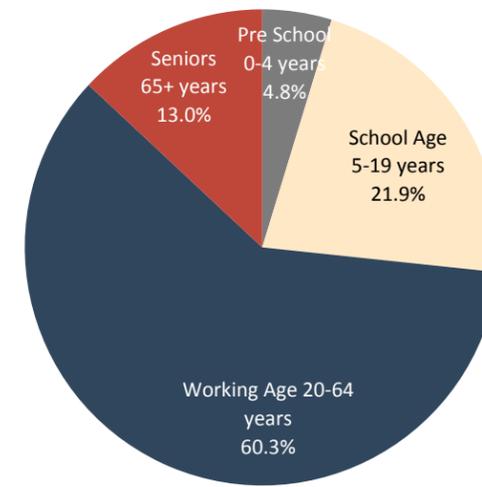
Freehold Township

Median Age (2010): 41.3

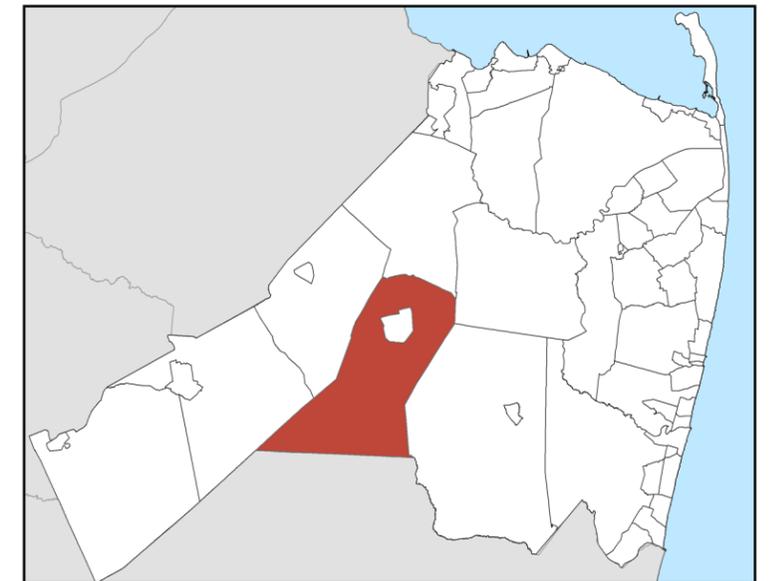
Freehold, one of the three original townships in Monmouth County, received its official charter in October 1693. Incorporated by the New Jersey Legislature in 1798, the current Freehold Township encompasses 37.0 square miles. Until the mid-1950's, the Township was primarily a rural, agricultural community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



Freehold Township Municipal Complex



Age Composition 2010



Topical Planning Issues

Freehold Township is one of the fastest growing municipalities in Monmouth County, with its population increasing 15.4% between the 2000 and 2010 censuses. Periodic updates to the Master Plan, Zoning Map, and Land Use Ordinance have provided the Township tools to address unforeseen changes in development patterns, new land uses, and planning initiatives from various levels of government. Recent planning initiatives demonstrate the changing market in commercial office-type development. One example is the re-designation of the 77-acre parcel at the intersection of N.J. Route 33 Bypass and County Route 537. The property, once a corporate multi-use property, is now zoned a Planned Unit Development, offering a unique opportunity for a range of neighborhood and commercial interests. In response to this zoning change, the Planning Board amended their Circulation Element introducing a Trotters Way extension to ease traffic flow between Route 9, County Route 537, and Freehold Raceway Mall.

Another recent planning project is the South Freehold Shopping Center. Anchored by a ShopRite Supermarket, the site is bordered by Route 9 north, Route 79, and the Route 33 Bypass. In 2014, the Freehold Township Committee designated the site as an "Area in Need of Redevelopment." This designation facilitates innovative approaches towards its redevelopment. Currently, the Board is working with the shopping center owner to develop a plan. Officials envision safer traffic patterns, better visibility from Route 9, and an upgraded modern retail design for the site.

Median Household Income: \$97,944
 Median Housing Value: \$401,000
 Median Rent: \$1,396/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	6,822.7	29.4%
Apartment	58.1	0.3%
Commercial	1,318.6	5.7%
Industrial	253.8	1.1%
Farmland	3,179.2	13.7%
Vacant	1,606.0	6.9%
Public	8,084.5	34.9%
Public School	349.9	1.5%
Other School	15.8	0.1%
Church	67.8	0.3%
Cemetery	66.2	0.3%
Rail	28.5	0.1%
Other Exempt	191.3	0.8%
Unknown	1,127.0	4.9%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	1,658	6.6%
High school graduate only	6,506	25.9%
Some college or associate's	6,330	25.2%
Bachelor's or grad. degree	10,617	42.3%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	13,271	100.0%
Owner-Occupied	10,868	81.9%
Renter-Occupied	1,788	13.5%
Vacant	615	4.6%
Seasonal	98	

Avg. Household Size 2.71

Housing Units (2008-2012)

	Number	Percent
Single Detached	8,380	63.1%
Single Attached	1,774	13.4%
2-4 Units	351	2.6%
5-9 Units	1,250	9.4%
10+ Units	1,127	8.5%
Mobile Homes & Other	389	

Taxes

Average Residential Property Tax (2013)	\$7,956
Net Valuation (2013)	5.49 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	9,137	54.2%
Employed outside Monmouth Co.	7,728	45.8%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	8,132	47.3%
Service	1,890	11%
Sales, office	5,165	30.1%
Natural resources, construction, maintenance	1,067	6.2%
Production, transportation, materials, moving	921	5.4%

2013 Resident Unemployment

	Number	Percent
	1,237	6.4%

Hazlet

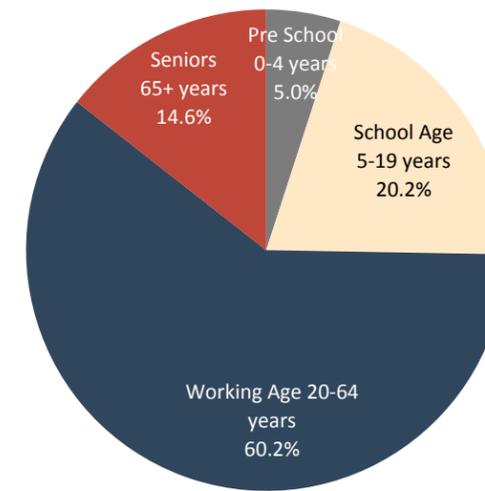
Originally founded as Raritan Township in 1848, Hazlet Township encompasses a land area of 5.60 square miles in the Monmouth County Bayshore Region. To establish a clearer identity and to differentiate from three other New Jersey towns of the same name, Raritan Township's name was changed to Hazlet after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

Source: www.hazlettp.org

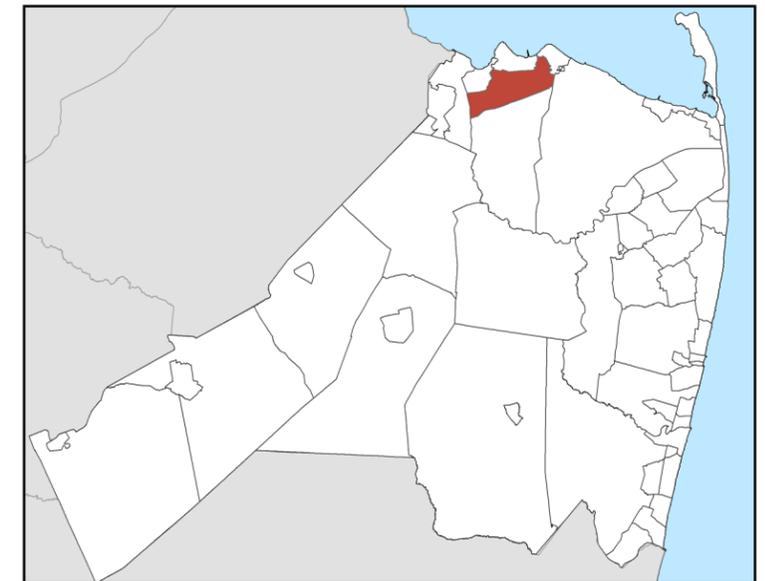


Hazlet Township Municipal Building in Veterans Park

Median Age (2010): 42.3



Age Composition 2010



Topical Planning Issues

Having no downtown area or 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 and review zoning lot size requirements in various areas. In 2008, Hazlet was awarded a Smart Future Planning Grant to create a community vision plan. The final visioning plan, Hazlet 2030, was designed with active resident input, outlining goals to guide future redevelopment for the Township. Included within this twenty year vision plan is promotion of mixed-use development, a community bus shuttle, and an expanded open space system.

In April 2014, Hazlet was officially designated as an "Area in Need of Rehabilitation." The Township qualifies for this designation due to the fact that 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 a long term tax exemption. Township Committee members proposed a five-year tax abatement for improvements to most single-and multi-family homes.

Hazlet has recently become part of the Community Rating System (CRS) in Monmouth County and passed an ordinance in 2014 establishing a Program for Public Information (PPI) Committee for public outreach within the CRS program. Hazlet's PPI sets forth outreach projects to educate the community about flood risks, with the goal to increase the number of residents taking protective measures against future storms and buying flood insurance.

Sources: www.hazlettp.org, Bayshore Regional Strategic Plan (2006)

Median Household Income: \$82,390
 Median Housing Value: \$327,600
 Median Rent: \$532/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	1,443.2	46.4%
Apartment	0.0	0.0%
Commercial	434.2	14.0%
Industrial	60.0	1.9%
Farmland	26.3	0.8%
Vacant	222.7	7.2%
Public	514.5	16.5%
Public School	115.7	3.7%
Other School	19.0	0.6%
Church	11.4	0.4%
Cemetery	32.6	1.0%
Rail	0.0	0.0%
Other Exempt	208.5	6.7%
Unknown	21.7	0.7%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	1,329	9.1%
High school graduate only	5,327	36.4%
Some college or associate's	4,282	29.3%
Bachelor's or grad. degree	3,700	25.3%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	7,489	100.0%
Owner-Occupied	6,595	88.1%
Renter-Occupied	691	9.2%
Vacant	203	2.7%
Seasonal	0	

Avg. Household Size 2.77

Housing Units (2008-2012)

	Number	Percent
Single Detached	6,065	81.0%
Single Attached	232	3.1%
2-4 Units	110	1.5%
5-9 Units	151	2.0%
10+ Units	270	3.6%
Mobile Homes & Other	661	

Taxes

Average Residential Property Tax (2013)	\$7,001
Net Valuation (2013)	2.05 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	5,118	53.0%
Employed outside Monmouth Co.	4,540	47.0%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	3,551	36.1%
Service	1,434	15%
Sales, office	3,082	31.3%
Natural resources, construction, maintenance	1,124	11.4%
Production, transportation, materials, moving	642	6.5%

2013 Resident Unemployment

	Number	Percent
	900	8.5%

Highlands

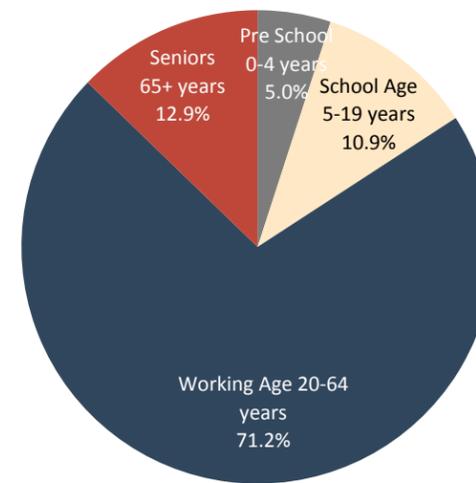
The Borough of the Highlands is 1.3 square miles located just to the south and west of Sandy Hook. The Highlands' bluff is not only home to the historic Twin Lights, the first lighthouse to use kerosene, electricity, and the French Fresnel lens to illuminate 22 miles into the ocean (1862), but it is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

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

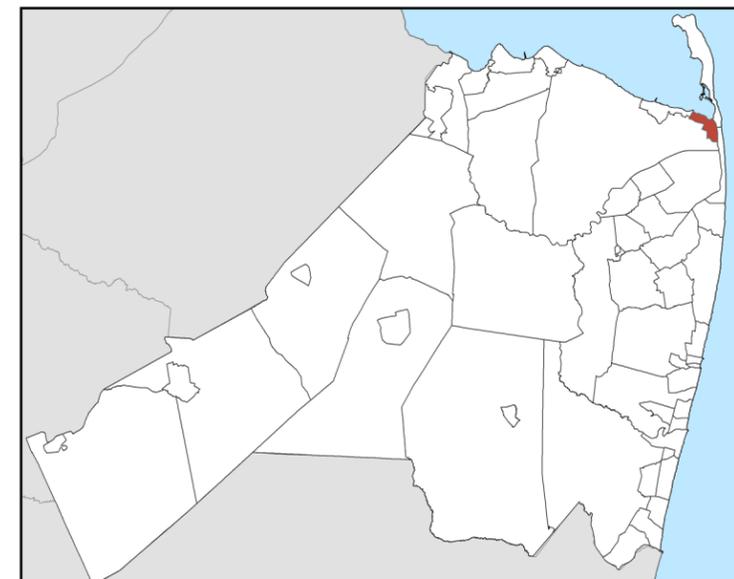


Twins Lights Lighthouse

Median Age (2010): 45.1



Age Composition 2010



Topical Planning Issues

Since Superstorm Sandy hit New Jersey's coast in late 2012, the Highlands has been focusing their planning strategies on rebuilding a resilient community. In 2013, the Governing Body of the Borough of Highlands adopted an ordinance amending Zoning and Land Use Regulations to assist residents in rebuilding homes damaged by Superstorm Sandy. The Governing Body also adopted the Advisory Base Flood Elevations (ABFE) maps, as recommended by the Federal Emergency Management Agency (FEMA), and approved new definitions of "Flood Hazard Area," "Floodproofing," and "Floodway," given the flood records seen during Superstorm Sandy.

To assist Highlands with the rebuilding process, Creative New Jersey, a non-profit organization dedicated to empowering cross-sector partnerships, created an outreach event called "Creative Highlands" in May 2014. The event encouraged community stakeholders to creative problem-solving discussions and innovative solutions in response to rebuilding post-Sandy. In May 2014, the Rutgers University Edward J. Bloustein School of Planning and Public Policy graduate studio identified planning goals and design visions for Highlands' 20-block downtown corridor. This Study includes adoption of mitigation measures, facilitating public access to the waterfront, enhancing streetscapes and public spaces, developing urban infill, and addressing community equity issues. FEMA also 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.

Sources: "Creative Highlands' Event to Discuss Post-Sandy Recovery" (monmouth.journalsnj.com 8/22/14), Rutgers Studio (policy.rutgers.edu/academics/projects/studios/highlands14.pdf), Highlands Community Recovery Plan (www.highlandsnj.us/MasterPlan/2013-11%20Highlands%20Community%20Recovery%20Plan.pdf)

Median Household Income: \$67,292
Median Housing Value: \$284,400
Median Rent: \$1,028/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	182.6	44.5%
Apartment	3.6	0.9%
Commercial	49.4	12.0%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	42.3	10.3%
Public	24.4	5.9%
Public School	34.2	8.3%
Other School	0.0	0.0%
Church	3.2	0.8%
Cemetery	0.3	0.1%
Rail	0.0	0.0%
Other Exempt	16.2	4.0%
Unknown	54.5	13.3%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	104	2.7%
High school graduate only	986	25.8%
Some college or associate's	1,168	30.6%
Bachelor's or grad. degree	1,563	40.9%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	2,989	100.0%
Owner-Occupied	1,624	54.3%
Renter-Occupied	736	24.6%
Vacant	629	21.0%
Seasonal	319	

Avg. Household Size 2.12

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,446	48.4%
Single Attached	250	8.4%
2-4 Units	381	12.7%
5-9 Units	126	4.2%
10+ Units	696	23.3%
Mobile Homes & Other	90	

Taxes

Average Residential Property Tax (2013)	\$5,817
Net Valuation (2013)	575 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	1,626	61.6%
Employed outside Monmouth Co.	1,012	38.4%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,333	49.8%
Service	346	13%
Sales, office	730	27.3%
Natural resources, construction, maintenance	123	4.6%
Production, transportation, materials, moving	143	5.3%

2013 Resident Unemployment

	Number	Percent
	339	11.4%

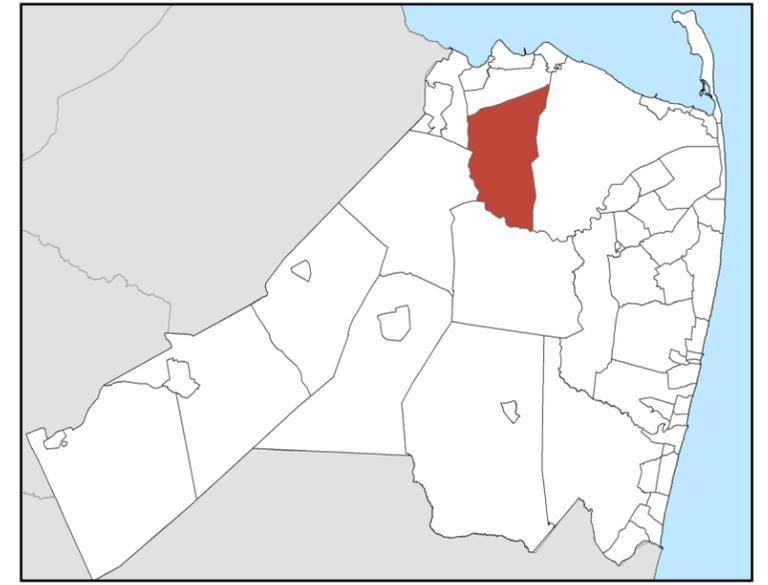
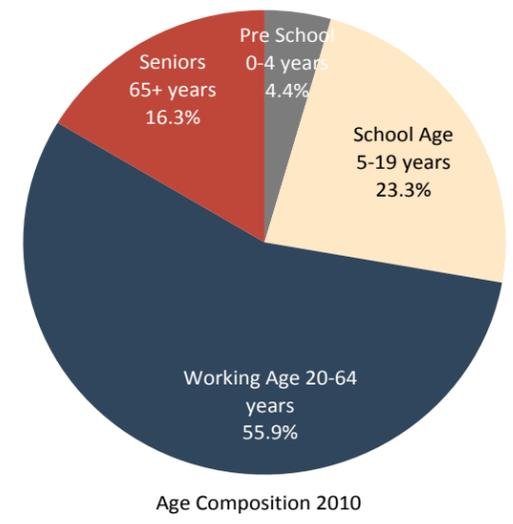
Holmdel

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.



New Jersey Vietnam Veterans Memorial

Median Age (2010): 45.1



Topical Planning Issues

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

A major redevelopment initiative within the Township is the Alcatel Lucent Complex, which occupies a centrally located 472-acre vacant site. Following seven years of discussions, Holmdel Township designated Somerset Development as the official redeveloper of the former Bell Labs property. The Township Planning Board officially approved the developer's site plan, which calls for preserving and repurposing the iconic two-million-square-foot structure designed by famed architect Eero Saarinen. Now named Bell Works, the building is currently undergoing adaptive reuse development, transforming the facility into a mixed-use center. The developer plans for the project to be anchored by a medical office space. The development will have a pedestrian promenade within the existing atrium that will serve as the central gathering space (including dining, entertainment, and a health center), newly renovated office space, educational facilities, hotel, and conference center. The Plan also allows for residential development, recreation, and open space on the site.

Median Household Income: \$122,713
 Median Housing Value: \$621,900
 Median Rent: \$909/month

Source: 2008-2012 ACS

Land Use		
	Assessed Acreage	Percent
Residential	5,033.7	47.2%
Apartment	11.3	0.1%
Commercial	474.6	4.5%
Industrial	484.4	4.5%
Farmland	1,356.3	12.7%
Vacant	385.4	3.6%
Public	1,977.5	18.5%
Public School	130.2	1.2%
Other School	60.5	0.6%
Church	62.3	0.6%
Cemetery	18.5	0.2%
Rail	0.0	0.0%
Other Exempt	358.6	3.4%
Unknown	307.4	2.9%

Source: Monmouth County Board of Taxation (2014)

Demographics

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)		
	Number	Percent
No high school degree	734	6.5%
High school graduate only	2,208	19.5%
Some college or associate's	1,922	17.0%
Bachelor's or grad. degree	6,454	57.0%

Housing

Housing Characteristics (2008-2012)		
	Number	Percent
Total	5,955	100.0%
Owner-Occupied	5,061	85.0%
Renter-Occupied	405	6.8%
Vacant	489	8.2%
Seasonal	39	
Avg. Household Size	2.97	

Housing Units (2008-2012)		
	Number	Percent
Single Detached	4,811	80.8%
Single Attached	662	11.1%
2-4 Units	40	0.7%
5-9 Units	52	0.9%
10+ Units	279	4.7%
Mobile Homes & Other	111	

Taxes

Average Residential Property Tax (2013)	\$12,711
Net Valuation (2013)	3.83 billion

Employment

Place of Employment (2008-2012)		
	Number	Percent
Employed in Monmouth Co.	3,732	53.1%
Employed outside Monmouth Co.	3,300	46.9%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	4,255	60.2%
Service	499	7%
Sales, office	1,861	26.3%
Natural resources, construction, maintenance	127	1.8%
Production, transportation, materials, moving	331	4.7%

2013 Resident Unemployment

	Number	Percent
	388	5.3%

Sources: Master Plan Re-Examination Report (2010), "Somerset Development Unveils 'Bel Works' Mixed-Use Center in Holmdel, N.J." (Patch, 07/16/14)

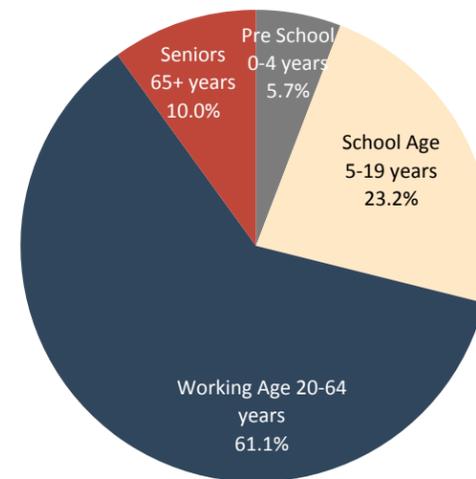
Howell

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

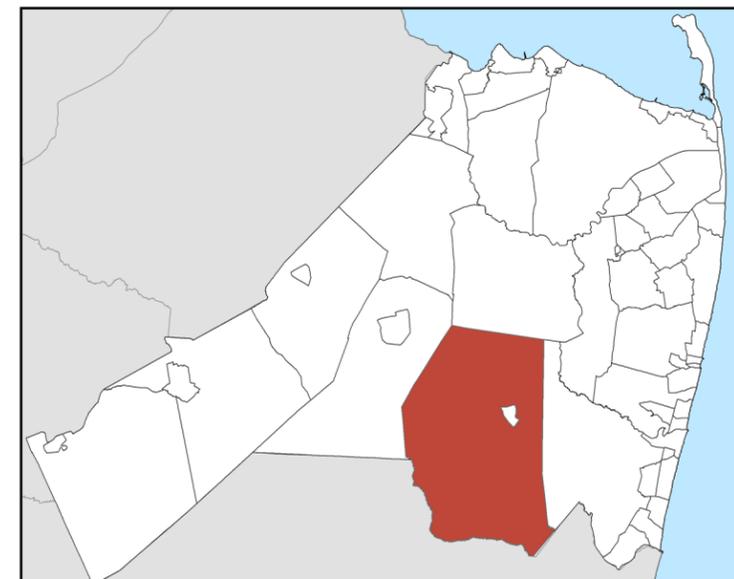


Manasquan Reservoir

Median Age (2010): 39.6



Age Composition 2010



Topical Planning Issues

In March 2014, the Township of Howell Planning Board adopted their Master Plan Re-Examination Report. Specific goals include rehabilitation and infill development of the housing stock while maintaining the character, scale, and privacy of Howell's neighborhoods. Additional goals include coordinating land uses with transportation facilities, improving circulation throughout the Township, and pursuing investments in key commercial, retail, and recreation areas. To encourage alternatives to the automobile, the Report recommends streetscape and circulation improvements and the creation of a wayfinding program, directing residents and visitors to transit, parks, and local amenities. Specific recommendations include the creation of a municipal green team, a botanical garden, Sustainable Jersey certification, access and linkages to greenways, and incentives for rain gardens.

In 2014, Howell's Mayor and Council introduced an ordinance authorizing coordination with the non-profit group, Howell Organic Community Garden, to create a community garden in Howell. Residents will have the opportunity to grow their own fresh produce, as well as donate their produce to local organizations. The garden will also provide educational opportunities to learn about gardening, sustainability, and wellness. Howell recently joined with nearby towns 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. The change was planned for the summer of 2014 and is expected to save Howell residents \$1,260,000 annually.

Median Household Income: \$91,620
 Median Housing Value: \$339,700
 Median Rent: \$895/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	10,197.4	27.7%
Apartment	0.0	0.0%
Commercial	2,067.9	5.6%
Industrial	512.9	1.4%
Farmland	5,982.8	16.3%
Vacant	3,528.7	9.6%
Public	10,450.4	28.4%
Public School	305.9	0.8%
Other School	40.1	0.1%
Church	162.9	0.4%
Cemetery	27.4	0.1%
Rail	114.8	0.3%
Other Exempt	349.7	1.0%
Unknown	3,050.8	8.3%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	2,784	8.5%
High school graduate only	9,113	27.7%
Some college or associate's	9,655	29.3%
Bachelor's or grad. degree	11,379	34.6%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	18,077	100.0%
Owner-Occupied	15,752	87.1%
Renter-Occupied	1,743	9.6%
Vacant	582	3.2%
Seasonal	28	

Avg. Household Size 2.91

Housing Units (2008-2012)

	Number	Percent
Single Detached	13,932	77.1%
Single Attached	1,755	9.7%
2-4 Units	524	2.9%
5-9 Units	536	3.0%
10+ Units	607	3.4%
Mobile Homes & Other	723	

Taxes

Average Residential Property Tax (2013)	\$7,164
Net Valuation (2013)	5.53 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	14,579	58.6%
Employed outside Monmouth Co.	10,284	41.4%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	9,869	38.9%
Service	3,925	16%
Sales, office	6,977	27.5%
Natural resources, construction, maintenance	2,431	9.6%
Production, transportation, materials, moving	2,199	8.7%

2013 Resident Unemployment

	Number	Percent
	2,066	7.6%

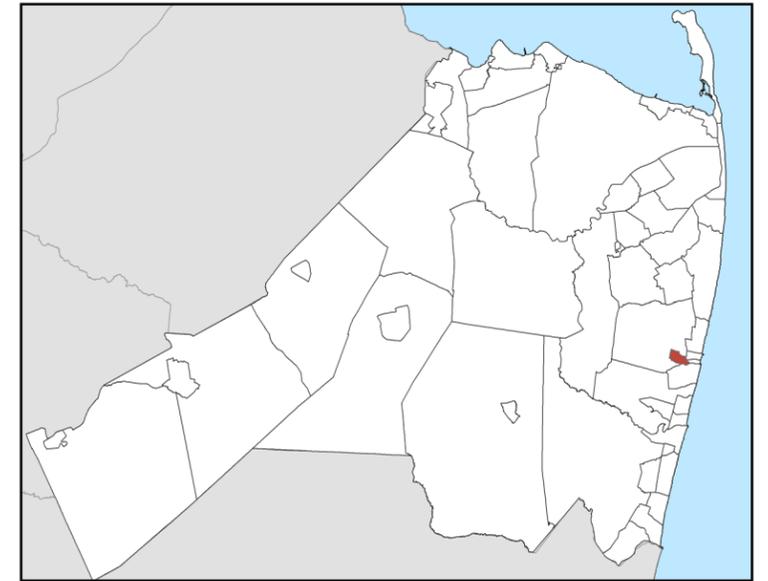
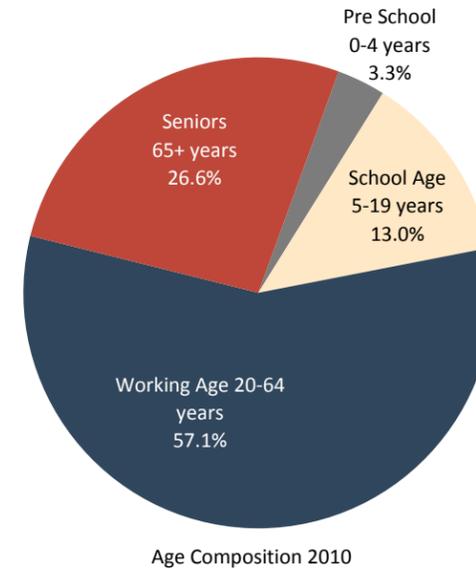
Interlaken

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



Grassmere Avenue

Median Age (2010): 54.3



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

Demographics

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

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

Educational Attainment

	Number	Percent
No high school degree	16	2.4%
High school graduate only	85	12.8%
Some college or associate's	105	15.8%
Bachelor's or grad. degree	459	69.0%

Housing

	Number	Percent
Total	386	100.0%
Owner-Occupied	335	86.8%
Renter-Occupied	31	8.0%
Vacant	20	5.2%
Seasonal	12	
Avg. Household Size	2.24	

	Number	Percent
Single Detached	383	99.2%
Single Attached	0	0.0%
2-4 Units	0	0.0%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	3	

Taxes

Average Residential Property Tax (2013)	\$8,327
Net Valuation (2013)	227 million

Employment

	Number	Percent
Employed in Monmouth Co.	226	59.3%
Employed outside Monmouth Co.	155	40.7%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	218	56.3%
Service	29	8%
Sales, office	134	34.6%
Natural resources, construction, maintenance	3	0.8%
Production, transportation, materials, moving	3	0.8%

2013 Resident Unemployment

	Number	Percent
	26	6.4%

Topical Planning Issues

The Borough of Interlaken has historically maintained the neighborhood appearance of a single-family residential community. According to the Coastal Monmouth Plan (2010), the vision is to retain and preserve the current character of the borough as a quiet community near ocean beaches and shopping. With the Borough nearly fully-developed, forecasts for population, households, and jobs suggest little change in the near future. The 2007 Master Plan Reexamination Report addressed the increasing concern towards the construction of oversized homes on existing residential lots. Officials stated the large homes could potentially cause significant aesthetic and environmental impacts for the Borough. To address this concern, the Interlaken Borough Council amended the maximum lot coverage allowed within the single-family residential zone.

In 1927, the first Interlaken Shade Tree Commission planted 291 trees throughout the Borough. The Commission's ongoing tree planting and maintenance programs earned the borough a designation as "Tree City USA" in 1988. Interlaken continues to meet the criteria for this designation on an annual basis. To protect the Deal Lake ecosystem, the Borough established an Arboretum along the lakefront. The Commission seeks to extend the Arboretum, renovate the lake front, and develop pocket parks along the lake shores.

The Borough of Interlaken has recently allocated municipal funding for the completion of handicapped accessible improvements, including sidewalk and handicapped accessible ramps along the municipal roadway system.

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

Median Household Income: \$123,750
 Median Housing Value: \$649,600
 Median Rent: \$2,000+/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	147.5	71.0%
Apartment	0.0	0.0%
Commercial	0.0	0.0%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	2.4	1.2%
Public	49.4	23.8%
Public School	0.0	0.0%
Other School	0.1	0.0%
Church	0.0	0.0%
Cemetery	0.0	0.0%
Rail	1.0	0.5%
Other Exempt	6.7	3.2%
Unknown	0.6	0.3%

Source: Monmouth County Board of Taxation (2014)

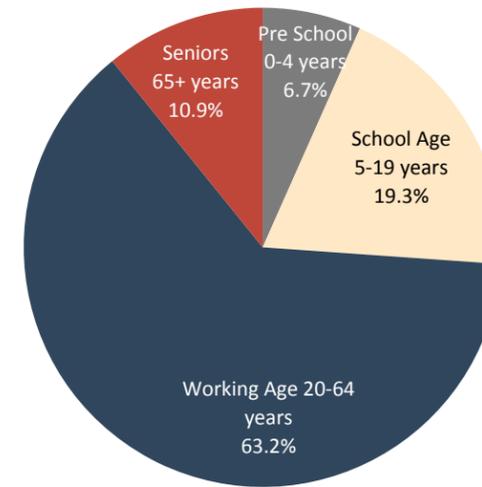
Keansburg

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 and Runaway Rapids Waterpark continue to attract visitors from all over the region.

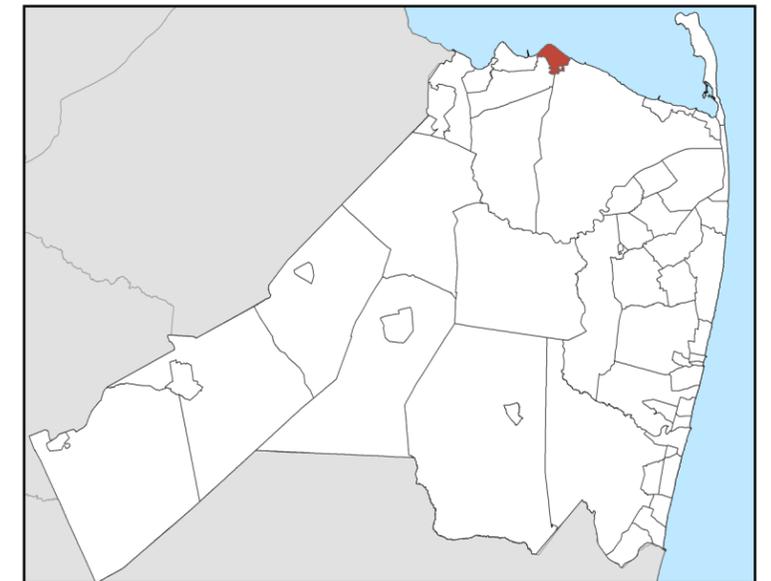


Median Age (2010): 36.8

Keansburg Amusement Park



Age Composition 2010



Source: Bayshore Regional Strategic Plan (2006)

Topical Planning Issues

With over two miles of dunes and beachfront, Keansburg contains the longest stretch of publicly accessible waterfront in all the bayshore municipalities. Commercial activity in the Borough is primarily located in the downtown area and near the waterfront, with the main commercial attraction being the Keansburg Amusement and Runaway Rapids Waterpark. In July 2005, Keansburg designated the entire Borough as an "Area in Need of Rehabilitation," allowing officials to adopt redevelopment plans encouraging revitalization and investment within the town's commercial areas. In July 2006, a redevelopment plan was adopted for four sub-areas of the Borough. The Main/Church Street corridor had plans for development of a node and activity center, additional housing units, small infill, revitalization of commercial businesses, and necessary utility and infrastructure upgrades.

Due to Keansburg's flat topography, the storm surge from Superstorm Sandy breached the protective dunes bringing significant flooding to the Borough. Approximately 1,500 properties were damaged by Sandy. Recent rebuilding initiatives include \$1.47 million in federal funding to repair the Borough's police station. The U.S. Army Corps of Engineers approved a \$40.1 million project to replenish the Borough's beach, dredge its waterfront, and build earthen levees. Homeowners continue to apply for grants to raise their homes above federally established flood levels. Keansburg is actively seeking to join the Community Rating System (CRS) program in Monmouth County, that incentivizes communities to work toward minimizing the cost of flood insurance for policy holders.

Sources: Bayshore Regional Strategic Plan (2006), Master Plan Reexamination Report (March 2012)

Median Household Income: \$43,162
 Median Housing Value: \$227,200
 Median Rent: \$957/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	338.3	58.0%
Apartment	7.4	1.3%
Commercial	45.0	7.7%
Industrial	1.3	0.2%
Farmland	0.0	0.0%
Vacant	34.6	5.9%
Public	41.8	7.2%
Public School	29.7	5.1%
Other School	0.0	0.0%
Church	8.1	1.4%
Cemetery	4.0	0.7%
Rail	0.0	0.0%
Other Exempt	19.3	3.3%
Unknown	53.5	9.2%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	1,099	16.3%
High school graduate only	3,019	44.7%
Some college or associate's	1,785	26.4%
Bachelor's or grad. degree	852	12.6%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	4,372	100.0%
Owner-Occupied	2,198	50.3%
Renter-Occupied	1,799	41.1%
Vacant	375	8.6%
Seasonal	0	

Avg. Household Size 2.49

Housing Units (2008-2012)

	Number	Percent
Single Detached	2,750	62.9%
Single Attached	291	6.7%
2-4 Units	469	10.7%
5-9 Units	131	3.0%
10+ Units	731	16.7%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$4,622
Net Valuation (2013)	486 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	2,946	64.9%
Employed outside Monmouth Co.	1,594	35.1%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,197	25.6%
Service	1,004	22%
Sales, office	1,207	25.8%
Natural resources, construction, maintenance	502	10.7%
Production, transportation, materials, moving	766	16.4%

2013 Resident Unemployment

	Number	Percent
	512	10.0%

Keyport

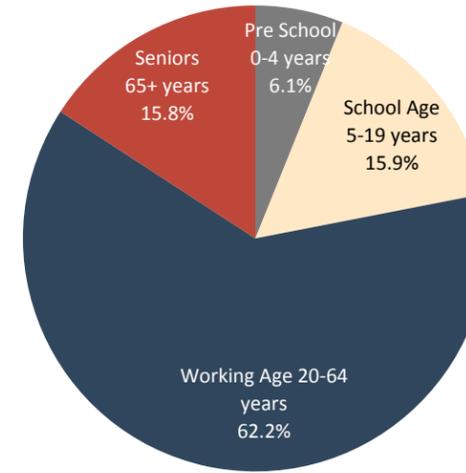
Nicknamed "The Pearl of the Bayshore," Keyport has a land area of 1.40 square miles. Established as a borough in 1908, Keyport's geographic location along the Raritan Bay has fostered numerous harbor facilities and a strong charter boat industry. The sheltered coast of Keyport allowed for the establishment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

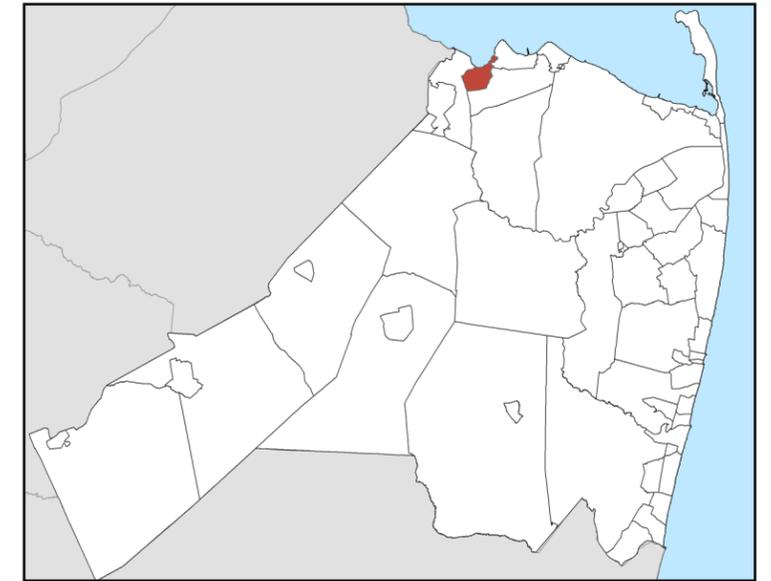


Rain Garden along Keyport Waterfront Path

Median Age (2010): 40.5



Age Composition 2010



Topical Planning Issues

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

Superstorm Sandy brought quantifiable impacts to Keyport's waterfront developments and downtown district. To qualify for additional Post Sandy planning assistance, Keyport's Strategic Recovery Planning Report serves as a guide for actions to be taken going forward to not only recover from the effects of Superstorm Sandy, but also to reduce potential vulnerabilities to future disasters. The Report completed a needs assessment, vulnerability analysis, and recommended an extensive series of projects organized into three categories: infrastructure, hazard mitigation, and preparedness.

Sources: Strategic Recovery Planning Report (April 2014), "Towns use Sandy grant for long-term planning" (Independent, 05/22/2014), www.keyportonline.com

Median Household Income: \$54,162
Median Housing Value: \$288,700
Median Rent: \$906/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	302.1	39.9%
Apartment	21.4	2.8%
Commercial	194.5	25.7%
Industrial	35.7	4.7%
Farmland	0.0	0.0%
Vacant	48.7	6.4%
Public	37.5	5.0%
Public School	21.7	2.9%
Other School	1.1	0.1%
Church	16.6	2.2%
Cemetery	27.3	3.6%
Rail	0.0	0.0%
Other Exempt	26.2	3.5%
Unknown	24.6	3.3%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	788	14.7%
High school graduate only	2,001	37.4%
Some college or associate's	1,350	25.3%
Bachelor's or grad. degree	1,205	22.5%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	3,402	100.0%
Owner-Occupied	1,655	48.6%
Renter-Occupied	1,593	46.8%
Vacant	154	4.5%
Seasonal	0	

Avg. Household Size 2.23

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,631	47.9%
Single Attached	140	4.1%
2-4 Units	394	11.6%
5-9 Units	170	5.0%
10+ Units	1,067	31.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$6,077
Net Valuation (2013)	734 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	2,386	61.8%
Employed outside Monmouth Co.	1,472	38.2%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,102	28.1%
Service	678	17%
Sales, office	1,231	31.4%
Natural resources, construction, maintenance	466	11.9%
Production, transportation, materials, moving	441	11.3%

2013 Resident Unemployment

	Number	Percent
	242	5.9%

Lake Como

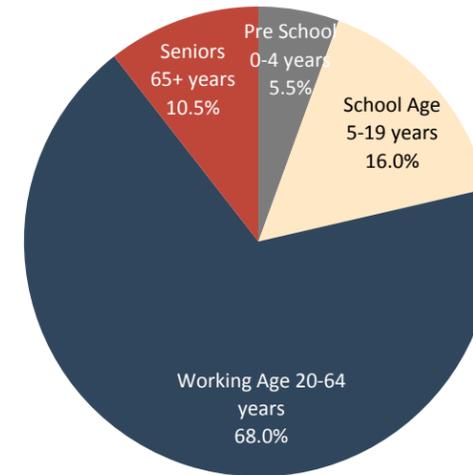
Lake Como is a small, interior community along the New Jersey Coast. The 0.2 square mile borough is only separated from the Atlantic Ocean by a small portion of Belmar. In fact, the community was officially named South Belmar until 2005 when it was renamed to Lake Como. Originally, the borough was part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

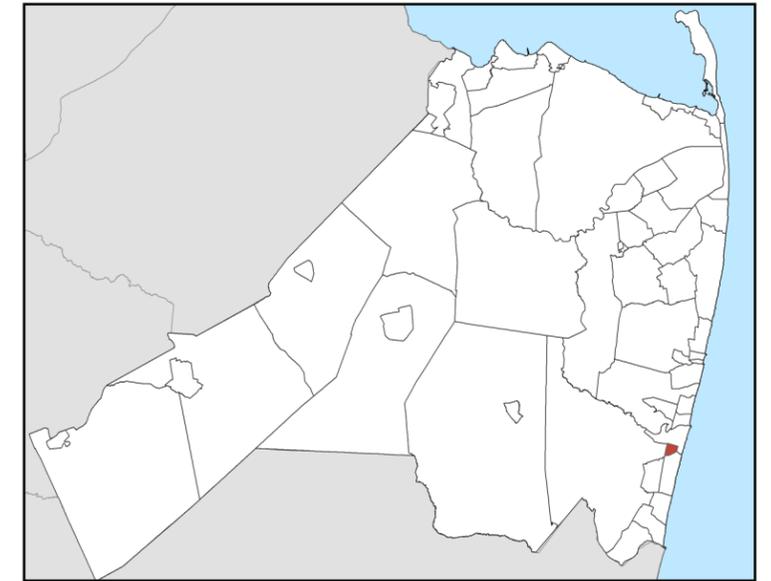


Lake Como

Median Age (2010): 38.4



Age Composition 2010



Topical Planning Issues

In February 2014, the New Jersey Environmental Infrastructure Trust (NJEIT) and the Department of Environmental Protection (DEP) closed its first-ever disaster-emergency bridge loan. The loan, a \$2.95 million package, allowed NJEIT and DEP to work together with South Monmouth Regional Sewerage Authority (SMRSA) on the replacement and relocation of Lake Como's sewer pump station that was destroyed by Superstorm Sandy in 2012. New Jersey developed a Statewide Assistance Infrastructure Loan (SAIL) program to provide operators of water treatment and wastewater infrastructure with low-interest, short-term bridge loans in anticipation of federal disaster aid. The SAIL allows work on critical water treatment and wastewater infrastructure projects to move forward without waiting on the release of the entire federal grant funding.

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

Median Household Income: \$59,609
 Median Housing Value: \$375,300
 Median Rent: \$1,250/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	90.8	70.2%
Apartment	1.5	1.2%
Commercial	11.8	9.1%
Industrial	1.0	0.8%
Farmland	0.0	0.0%
Vacant	8.1	6.2%
Public	13.4	10.4%
Public School	0.0	0.0%
Other School	0.7	0.6%
Church	1.2	0.9%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	0.3	0.2%
Unknown	0.5	0.4%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	133	10.5%
High school graduate only	323	25.5%
Some college or associate's	299	23.6%
Bachelor's or grad. degree	511	40.4%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	1,059	100.0%
Owner-Occupied	490	46.3%
Renter-Occupied	320	30.2%
Vacant	249	23.5%
Seasonal	172	

Avg. Household Size 2.2

Housing Units (2008-2012)

	Number	Percent
Single Detached	811	76.6%
Single Attached	5	0.5%
2-4 Units	145	13.7%
5-9 Units	30	2.8%
10+ Units	68	6.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$6,406
Net Valuation (2013)	389 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	578	64.4%
Employed outside Monmouth Co.	319	35.6%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	358	39.1%
Service	183	20%
Sales, office	199	21.7%
Natural resources, construction, maintenance	59	6.4%
Production, transportation, materials, moving	117	12.8%

2013 Resident Unemployment

	Number	Percent
	143	13.7%

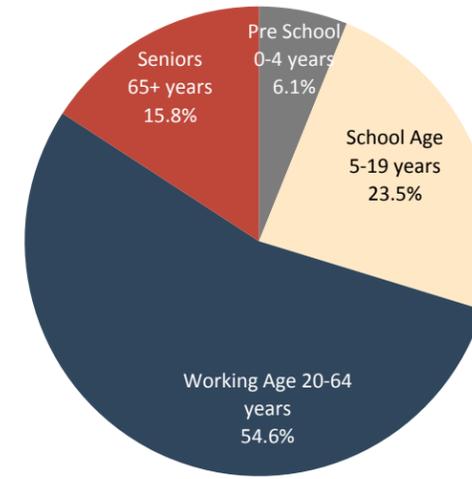
Little Silver

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 Registrar 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 Registrar of Historic Places, this structure remained in the family until 1996 when the homestead was bequeathed to the Borough.

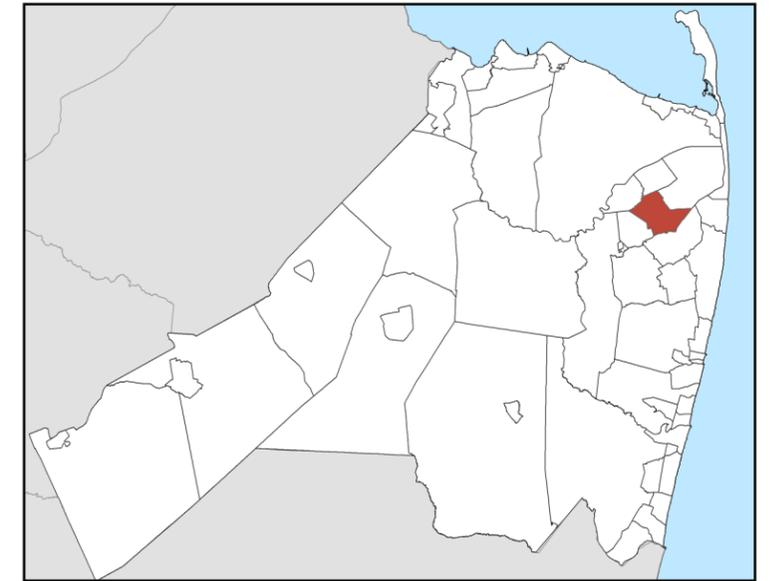


The Parker Homestead

Median Age (2010): 43.8



Age Composition 2010



Topical Planning Issues

With a varied history as a resort town, agricultural area, and fishing village, present-day Little Silver is primarily residential in nature. According to the American Community Survey (ACS), approximately 65% of all Borough residences were built prior to 1959. 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. The 2012 Re-Examination Report discourages additional development in flood hazard areas and promotes the preservation and conservation of open space/environmentally sensitive areas. Little Silver recently purchased a parcel of land on Prospect Avenue with Green Acres funding, which was originally proposed as a site for a bank branch and now will be preserved as open space.

The historic Little Silver train station was originally built in 1875. The current station opened in 1890 and was added to the National Register of Historic Places in 1984. The station underwent extensive renovations from 2001-2003, while recent development initiatives have focused on improving properties surrounding the station. A 39-unit luxury townhome complex is currently under construction, with expected completion in the summer of 2016. With its location adjacent to the redeveloping Fort Monmouth property, the Coastal Monmouth Plan and the FMERA Redevelopment Plan suggest establishing a shuttle service connecting potential new residential units with the train station.

Median Household Income: \$152,411
 Median Housing Value: \$595,100
 Median Rent: \$2,000+/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	1,075.2	70.3%
Apartment	0.0	0.0%
Commercial	62.5	4.1%
Industrial	0.0	0.0%
Farmland	20.8	1.4%
Vacant	52.4	3.4%
Public	118.6	7.8%
Public School	67.7	4.4%
Other School	0.0	0.0%
Church	13.3	0.9%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	11.1	0.7%
Unknown	107.5	7.0%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	29	0.7%
High school graduate only	430	11.1%
Some college or associate's	743	19.2%
Bachelor's or grad. degree	2,666	68.9%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	2,207	100.0%
Owner-Occupied	2,014	91.3%
Renter-Occupied	64	2.9%
Vacant	129	5.8%
Seasonal	42	

Avg. Household Size 2.87

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,936	87.7%
Single Attached	258	11.7%
2-4 Units	0	0.0%
5-9 Units	0	0.0%
10+ Units	13	0.6%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$12,050
Net Valuation (2013)	1.36 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	1,801	66.4%
Employed outside Monmouth Co.	910	33.6%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,716	60.4%
Service	141	5%
Sales, office	810	28.5%
Natural resources, construction, maintenance	98	3.4%
Production, transportation, materials, moving	76	2.7%

2013 Resident Unemployment

	Number	Percent
	138	4.7%

Loch Arbour

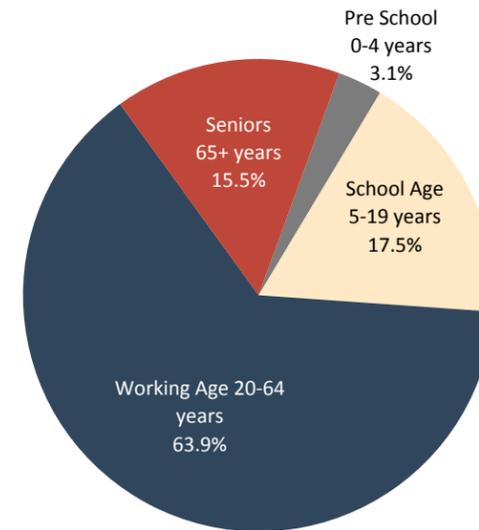
The Village of Loch Arbour is roughly 2 blocks wide and 5 blocks long, for a total land area of just 0.10 square miles. Loch Arbour has the smallest current population of any municipality in Monmouth County. Bordered by Deal Lake and Asbury Park to the south, the Village was established in 1957 as an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

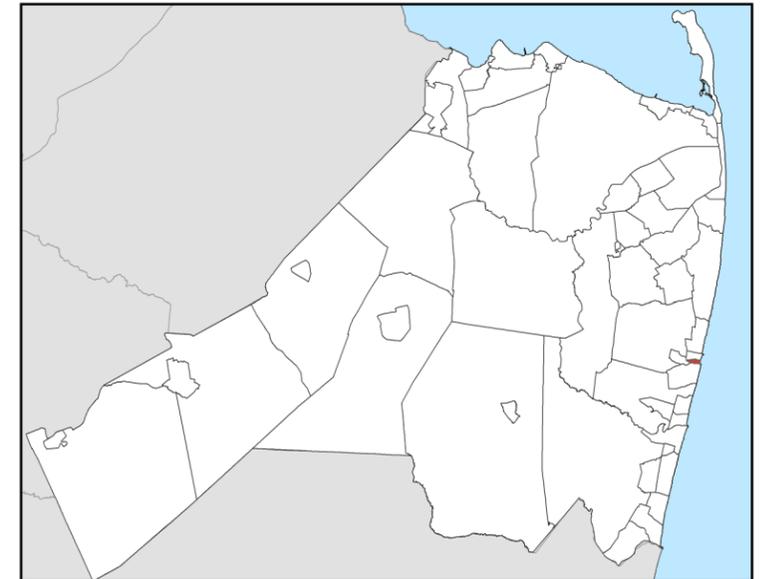


Edgemont Drive

Median Age (2010): 49.0



Age Composition 2010



Topical Planning Issues

The main planning issue in this primarily residential village is flood prevention, due to its proximity to Deal Lake and the Atlantic Ocean. The Village experienced extensive storm damage from Superstorm Sandy in 2012 and therefore in 2013, adopted the "Flood Damage Prevention" chapter in the Village Code. Loch Arbour updated definitions of flood terms, such as Advisory Base Flood Elevation (ABFE) and Substantial Damage. The Village also updated the basis for establishing Special Flood Hazard Areas (SFHA), listed new standards for residential and nonresidential construction, and explained that structures must be elevated above the Base Flood Elevation (BFE), advisory base flood elevation, or as required by the Uniform Construction Code. Loch Arbour also adopted an ordinance in March 2014 reducing the Maximum Building Coverage of a principal use or structure from 30% to 20% of the total lot size. This minimizes the amount of impervious surface on the lot, allowing more water to infiltrate through the soil and therefore reduce flooding in the Village.

In addition to Loch Arbour's approach to flood reduction, The U.S. Army Corps of Engineering is planning a 3.5-mile Loch Arbour to Elberon beach replenishment project, where 4.5 million cubic yards of sand will be deposited over existing rocks near the shoreline. Due to public concern over disrupting the unique marine ecosystem that currently resides around the jetties, The Corps announced at an April 2014 meeting that they revised their plans to notch only three groins from Elberon to Loch Arbour, instead of six as originally planned.

Median Household Income: \$128,125
 Median Housing Value: \$1,000,000+
 Median Rent: \$1,063/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	30.9	79.3%
Apartment	0.2	0.5%
Commercial	1.9	5.0%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	4.2	10.8%
Public	1.5	3.9%
Public School	0.0	0.0%
Other School	0.0	0.0%
Church		0.0%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	0.0	0.0%
Unknown	0.2	0.5%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

Year	Number
1980	369
1990	380
2000	280
2010	194

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	2	1.2%
High school graduate only	44	25.9%
Some college or associate's	28	16.5%
Bachelor's or grad. degree	96	56.5%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	160	100.0%
Owner-Occupied	73	45.6%
Renter-Occupied	14	8.8%
Vacant	73	45.6%
Seasonal	59	

Avg. Household Size 2.78

Housing Units (2008-2012)

	Number	Percent
Single Detached	153	95.6%
Single Attached	0	0.0%
2-4 Units	1	0.6%
5-9 Units	6	3.8%
10+ Units	0	0.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$21,781
Net Valuation (2013)	154 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	70	50.7%
Employed outside Monmouth Co.	68	49.3%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	69	48.9%
Service	18	13%
Sales, office	45	31.9%
Natural resources, construction, maintenance	7	5.0%
Production, transportation, materials, moving	2	1.4%

2013 Resident Unemployment

	Number	Percent
	4	3.0%

Long Branch

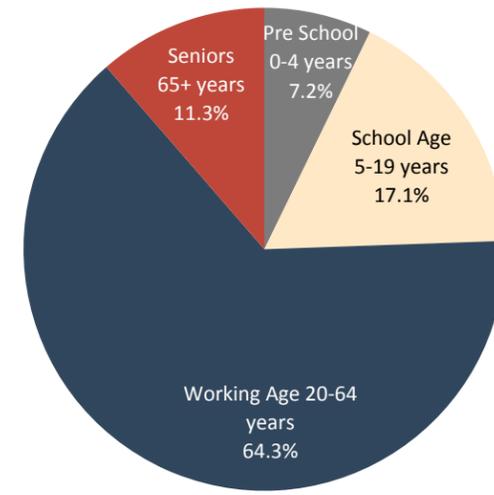
Named for its location along the southern branch of the Shrewsbury River, the City of Long Branch has a land area of 5.10 square miles. A beach resort dating back to the late 18th century, Long Branch has served as a vacation spot for seven sitting United States Presidents. Originally a resort town with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

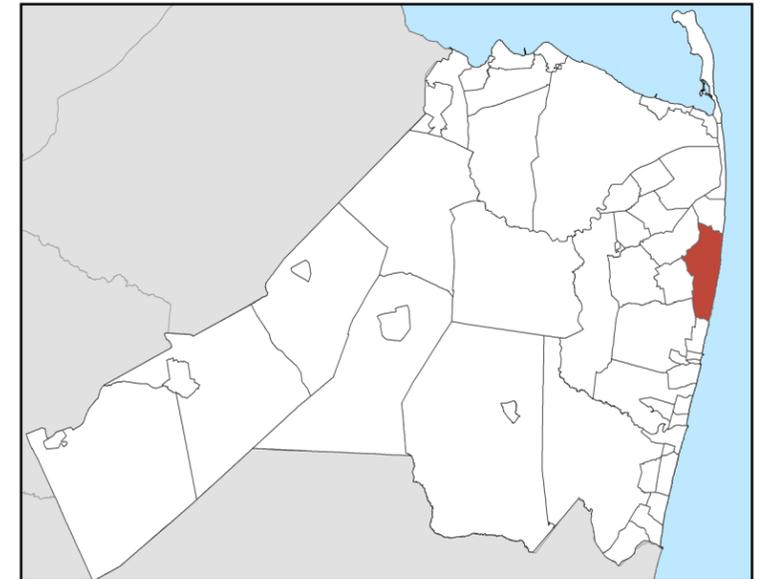
Median Age (2010): 33.8



Pier Village



Age Composition 2010



Topical Planning Issues

Revitalization of the Broadway Corridor, a planned redevelopment of the commercial center located two blocks from the beachfront, is finally starting to move forward. City officials have met with the new owner of the 52-lot site, discussing plans to develop the properties in phases, starting with sections that have fewer environmental issues to remediate. Currently, two development projects are underway. The Long Branch Planning Board recently approved an application for a sustainable beer garden on the corner of Broadway and 2nd Avenue. This development is one of the first major private redevelopment projects west of Ocean Boulevard. Across the street from the proposed beer garden site is the development of a 13,000 square foot CVS pharmacy. Current plans call for aesthetic features similar to Pier Village to be incorporated into CVS' design, creating a more cohesive look in the City. Officials hope these developments will kick start growth within the surrounding areas.

Long Branch is taking steps towards achieving a Transit Village designation from the New Jersey Department of Transportation and NJ Transit. In June 2013, the City Council approved a zoning change for the area around the train station, allowing for denser, pedestrian-friendly, mixed-use residential and commercial development. Long Branch's oceanfront redevelopment plan encompasses a two-mile portion of the waterfront stretching from Seaview Avenue to Bath Avenue and expanding several blocks inland. Project proposals before the Planning Board for this redevelopment area include a small townhouse development and a modern high rise condominium building.

Sources: 2010 Master Plan, "Redevelopment of Long Branch's blighted downtown takes 'big step forward'" (nj.com 03/26/2014)

Median Household Income: \$50,956
 Median Housing Value: \$354,700
 Median Rent: \$1,110/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	1,475.7	55.2%
Apartment	164.1	6.1%
Commercial	207.8	7.8%
Industrial	8.1	0.3%
Farmland	7.9	0.3%
Vacant	205.3	7.7%
Public	244.6	9.2%
Public School	99.2	3.7%
Other School	8.0	0.3%
Church	66.7	2.5%
Cemetery	0.0	0.0%
Rail	32.5	1.2%
Other Exempt	29.2	1.1%
Unknown	123.6	4.6%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	4,051	19.6%
High school graduate only	7,301	35.3%
Some college or associate's	4,508	21.8%
Bachelor's or grad. degree	4,829	23.3%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	14,383	100.0%
Owner-Occupied	4,746	33.0%
Renter-Occupied	7,230	50.3%
Vacant	2,407	16.7%
Seasonal	1,173	

Avg. Household Size 2.55

Housing Units (2008-2012)

	Number	Percent
Single Detached	5,119	35.6%
Single Attached	1,317	9.2%
2-4 Units	2,525	17.6%
5-9 Units	823	5.7%
10+ Units	4,573	31.8%
Mobile Homes & Other	26	

Taxes

Average Residential Property Tax (2013)	\$7,738
Net Valuation (2013)	4.05 billion

Employment

Place of Employment

	Number	Percent
Employed in Monmouth Co.	12,087	77.8%
Employed outside Monmouth Co.	3,441	22.2%

Type of Employment

	Number	Percent
Mgmt, business, science, arts	3,758	23.7%
Service	4,848	31%
Sales, office	3,534	22.3%
Natural resources, construction, maintenance	2,474	15.6%
Production, transportation, materials, moving	1,242	7.8%

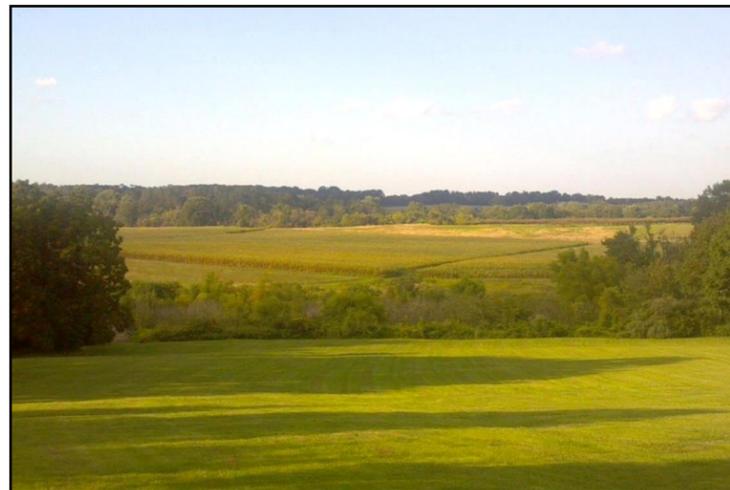
2013 Resident Unemployment

	Number	Percent
	1,341	8.7%

Manalapan

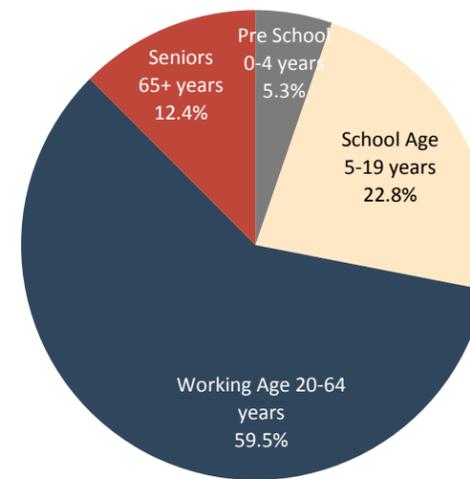
With its name derived from the Lenni Lenape phrase, meaning "land of good bread," Manalapan Township encompasses 30.85 square miles of land area within the western portion of Monmouth County. Established in 1858 from portions of Freehold Township, Manalapan remained predominately an agrarian community until the residential and commercial development boom in the 1960's. The Battle of Monmouth 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, Thompson Grove Park, and the Manalapan Recreation Center.

Source: www.mtnj.org

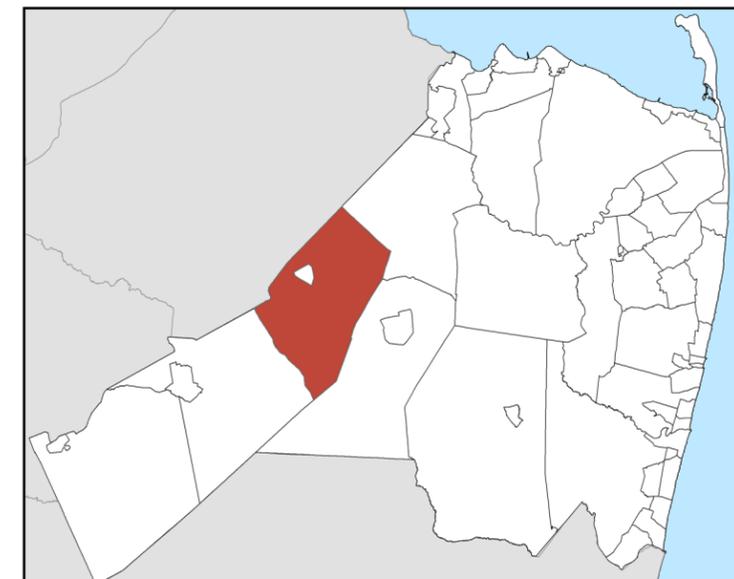


Monmouth Battlefield State Park

Median Age (2010): 41.7



Age Composition 2010



Topical Planning Issues

Manalapan Township's Master Plan 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 acknowledges the loss of open space, woodlands, landmarks, scenic areas, natural habitat areas, and farmland to development.

The Route 9 Corridor within the Township has undergone extensive development over the past 40 years. The rapid growing population concentrated in residential areas to the east and west of the corridor has attracted numerous developers to the corridor. Route 9 carries the highest volume of traffic in Manalapan, with average daily traffic ranging from 49,000-60,000 vehicles per day.

Regional and local development pressures are shifting from the Route 9 Corridor to the open land in southern and western regions of the Township along Route 33. In 2003, an amendment to the Master Plan Land Use Element was approved, guiding development specifically along the Route 33 Corridor. Less developed than the Route 9 Corridor, lots and tracts along Route 33 are generally larger in size. Concepts discussed for the highway have included residential and commercial development, restaurants, hotels, a movie theater, a sport/convention center, and a research lab. Township officials are currently considering the establishment of a working group with both public and professional participants to take a comprehensive look at development proposals for the Route 33 corridor.

Sources: "Manalapan fields Rt. 33 proposals" (New Transcript 08/21/14), www.mtnj.org

Median Household Income: \$106,806
 Median Housing Value: \$439,000
 Median Rent: \$1,149/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	8,071.2	44.0%
Apartment	0.0	0.0%
Commercial	826.9	4.5%
Industrial	77.6	0.4%
Farmland	4,141.4	22.6%
Vacant	1,818.8	9.9%
Public	935.3	5.1%
Public School	255.5	1.4%
Other School	0.0	0.0%
Church	96.4	0.5%
Cemetery	38.0	0.2%
Rail	0.0	0.0%
Other Exempt	1,639.4	8.9%
Unknown	430.2	2.3%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	1,690	6.5%
High school graduate only	6,200	23.8%
Some college or associate's	6,893	26.4%
Bachelor's or grad. degree	11,315	43.4%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	13,609	100.0%
Owner-Occupied	12,117	89.0%
Renter-Occupied	976	7.2%
Vacant	516	3.8%
Seasonal	89	

Avg. Household Size 2.94

Housing Units (2008-2012)

	Number	Percent
Single Detached	9,685	71.2%
Single Attached	1,705	12.5%
2-4 Units	402	3.0%
5-9 Units	586	4.3%
10+ Units	1,200	8.8%
Mobile Homes & Other	31	

Taxes

Average Residential Property Tax (2013)	\$7,706
Net Valuation (2013)	5.79 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	8,502	45.1%
Employed outside Monmouth Co.	10,347	54.9%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	8,721	45.4%
Service	2,342	12%
Sales, office	5,867	30.6%
Natural resources, construction, maintenance	1,443	7.5%
Production, transportation, materials, moving	816	4.3%

2013 Resident Unemployment

	Number	Percent
	1,378	7.0%

Manasquan

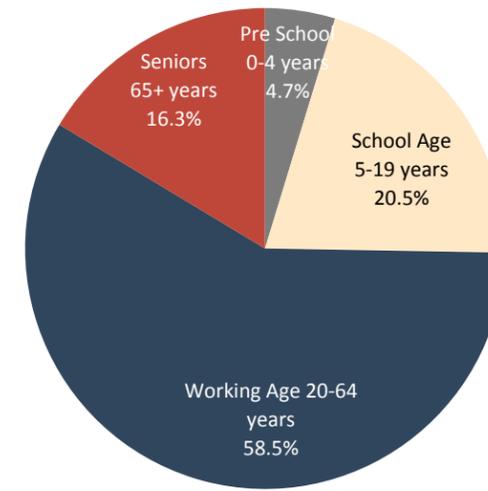
Manasquan is located along the southern coast of Monmouth County and was first settled by Native Americans, where they brought their wives (“squaws”) and children in the summer to eat the shellfish and fruit of the Manasquan River. Officially becoming Manasquan in 1887, the town is the northern terminus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

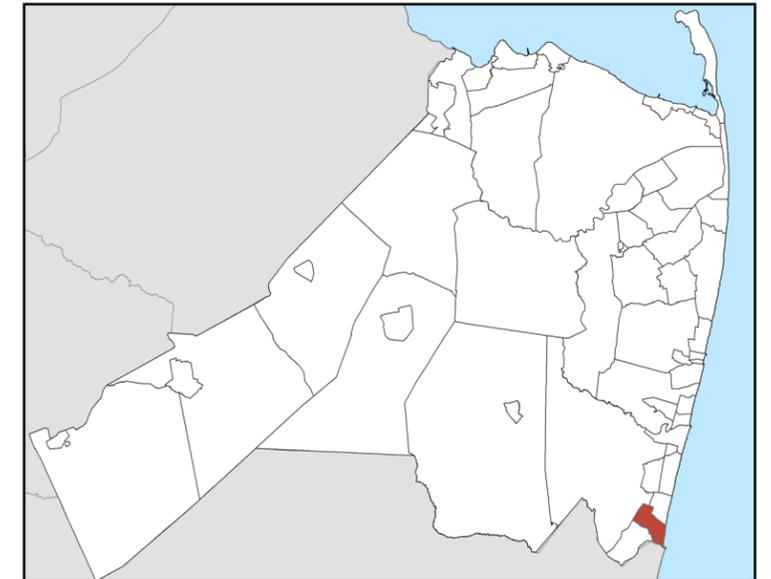


Watson Creek

Median Age (2010): 43.5



Age Composition 2010



Topical Planning Issues

The Borough of Manasquan Planning Board approved its Master Plan Re-Examination Report in 2009, recommending a Green Buildings and Environmental Sustainability Plan Element. Manasquan’s beach, rivers, lakes, streams, and brooks put the borough at a risk of coastal flooding, as seen during Superstorm Sandy in 2012. Also recommended in the Report was maintenance of the borough’s historic, coastal character. The Borough addressed development of the large parcels along Route 71, encouraging local restaurants with takeout food options, aligning with the overall community character, rather than drive-through, fast service restaurants.

Manasquan has ample post-Sandy rebuilding information available on their municipal website. There are direct links for residents and non-residents to explore new elevation standards for houses, the Borough’s draft Hazard Mitigation Plan (HMP), home repair assistance from the Manasquan Home Rehabilitation Program, counseling for people affected by Superstorm Sandy, and the Borough’s Stormwater Management Plan (2006).

Manasquan is home to M.O.V.E. (Manasquan Organization of Volunteer Efforts), a volunteer group comprised of local area churches, community organizations, towns, and schools seeking to create a long-term plan to rebuild Manasquan and its nearby communities. In 2014, M.O.V.E. hosted a seminar on “Healthy Homes for Everyday Living and Recover after Sandy” in coordination with the Monmouth County Health Department.

Median Household Income: \$85,781
 Median Housing Value: \$637,900
 Median Rent: \$1,087/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	413.4	55.8%
Apartment	2.5	0.3%
Commercial	49.7	6.7%
Industrial	2.8	0.4%
Farmland	0.0	0.0%
Vacant	21.6	2.9%
Public	164.2	22.2%
Public School	29.7	4.0%
Other School	3.0	0.4%
Church	7.3	1.0%
Cemetery	6.5	0.9%
Rail	8.6	1.2%
Other Exempt	13.1	1.8%
Unknown	18.6	2.5%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	197	4.6%
High school graduate only	971	22.9%
Some college or associate's	1,071	25.2%
Bachelor's or grad. degree	2,006	47.3%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	3,646	100.0%
Owner-Occupied	1,830	50.2%
Renter-Occupied	623	17.1%
Vacant	1,193	32.7%
Seasonal	849	

Avg. Household Size 2.41

Housing Units (2008-2012)

	Number	Percent
Single Detached	2,843	78.0%
Single Attached	157	4.3%
2-4 Units	471	12.9%
5-9 Units	132	3.6%
10+ Units	9	0.2%
Mobile Homes & Other	34	

Taxes

Average Residential Property Tax (2013)	\$7,708
Net Valuation (2013)	1.52 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	1,621	57.2%
Employed outside Monmouth Co.	1,215	42.8%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,287	44.2%
Service	329	11%
Sales, office	896	30.8%
Natural resources, construction, maintenance	208	7.2%
Production, transportation, materials, moving	189	6.5%

2013 Resident Unemployment

	Number	Percent
	149	4.9%

Marlboro

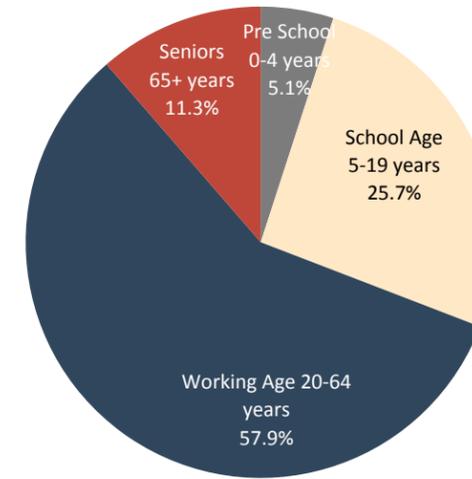
Located in western Monmouth County, the Township of Marlboro encompasses a land area of 30.31 square miles. Established in 1848 from portions of Freehold Township, Marlboro got its name from the discovery of marl, a mixture of clay and shells on a farm shortly before the Revolutionary War. Used to improve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

Source: www.marlboro-nj.gov

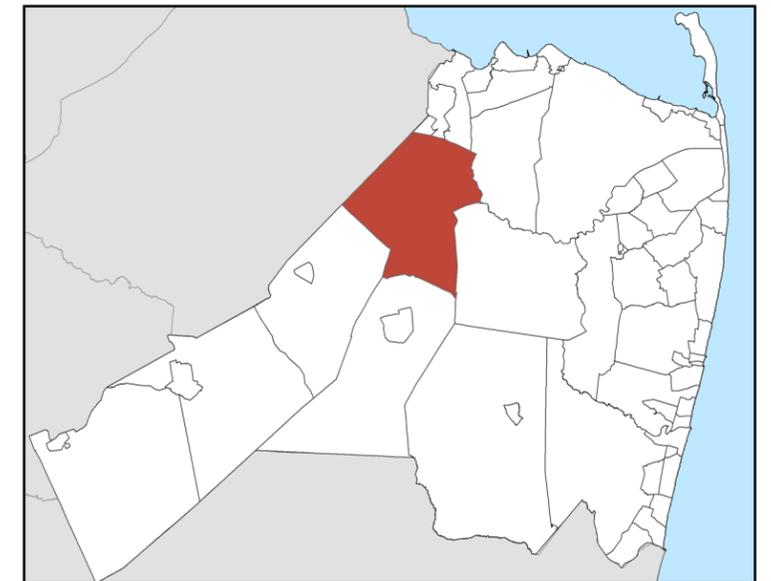


Marlboro Town Hall

Median Age (2010): 41.7



Age Composition 2010



Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	983	3.8%
High school graduate only	4,847	18.8%
Some college or associate's	5,199	20.1%
Bachelor's or grad. degree	14,796	57.3%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	12,936	100.0%
Owner-Occupied	12,006	92.8%
Renter-Occupied	578	4.5%
Vacant	352	2.7%
Seasonal	0	

Avg. Household Size 3.16

Housing Units (2008-2012)

	Number	Percent
Single Detached	11,026	85.2%
Single Attached	1,036	8.0%
2-4 Units	178	1.4%
5-9 Units	155	1.2%
10+ Units	361	2.8%
Mobile Homes & Other	180	

Taxes

Average Residential Property Tax (2013)	\$9,846
Net Valuation (2013)	6.75 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	7,614	41.5%
Employed outside Monmouth Co.	10,729	58.5%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	10,738	57.8%
Service	1,363	7%
Sales, office	4,904	26.4%
Natural resources, construction, maintenance	862	4.6%
Production, transportation, materials, moving	709	3.8%

2013 Resident Unemployment

	Number	Percent
	1,214	5.9%

Topical Planning Issues

In the late 1800's and early 1900's, Marlboro had several hamlets and village centers. However, with the spread of suburban development, these areas are now developed as single family homes, strip retail centers, and offices. 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.

The Marlboro Township Economic Development Program, in an effort to find innovating ways to encourage residents to shop locally and support local businesses, developed the "Shop Marlboro" tax reward program. Funded through local business owners, this program is available to all property owners. When coded program cards are used at participating establishments, a percentage of each sale is applied towards the resident's property tax bill. At the conclusion of the first fiscal year, participating merchants reported more than \$1,000,000 in Shop Marlboro sales and Township residents saved nearly \$65,000 in property taxes.

Sources: Form Based Code Marlboro Village Center (2012), www.marlboro-nj.gov

Median Household Income: \$136,735
Median Housing Value: \$509,400
Median Rent: \$1,929/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	8,363.4	47.3%
Apartment	48.2	0.3%
Commercial	791.8	4.5%
Industrial	175.7	1.0%
Farmland	2,457.7	13.9%
Vacant	1,617.3	9.1%
Public	3,321.6	18.8%
Public School	216.3	1.2%
Other School	20.9	0.1%
Church	98.2	0.6%
Cemetery	261.4	1.5%
Rail	0.0	0.0%
Other Exempt	55.6	0.3%
Unknown	258.0	1.5%

Source: Monmouth County Board of Taxation (2014)

Matawan

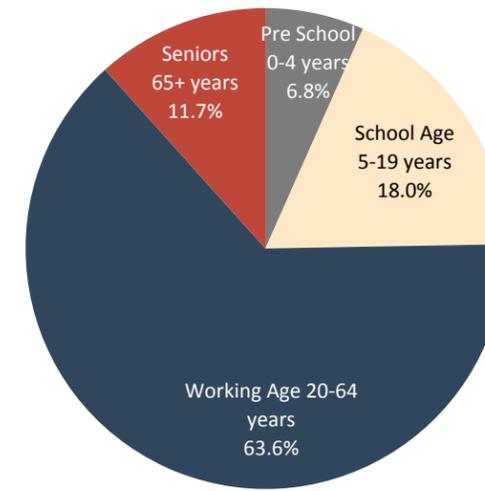
Situated at the head of the Matawan Creek, the Borough of Matawan has a land area of 2.26 square miles. The Borough appeals to a wide variety of residents due to its wealth of natural resources and extensive transportation network. The Aberdeen-Matawan Train Station is the County's northernmost stop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

Sources: www.matawanborough.com

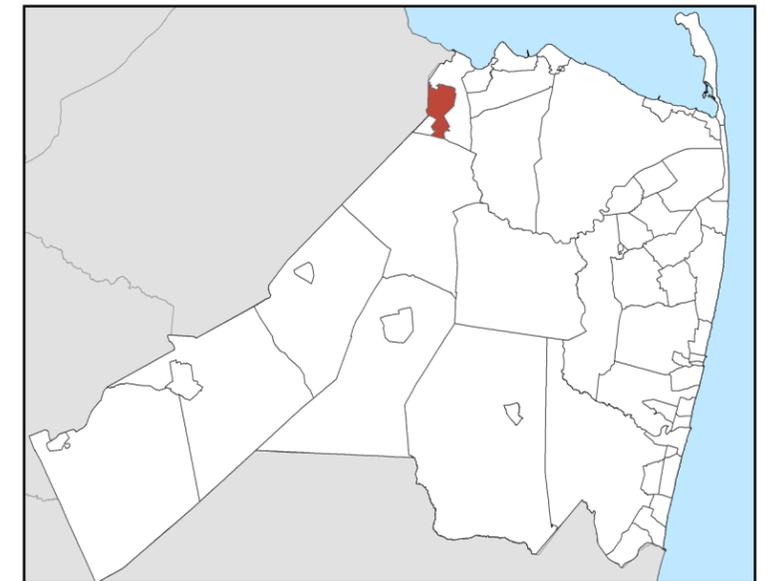
Median Age (2010): 38.3



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



Age Composition 2010



Topical Planning Issues

The Monmouth County Bayshore Region Strategic Plan (2006) outlines Matawan's planning initiatives including a downtown streetscape program, a capital infrastructure program, and lakefront restoration. In 2003, the Borough received a state grant to prepare design guidelines for the downtown business district and to conduct a parking study for the downtown and train station area. Outside of the parcels surrounding the train station, there are few vacant parcels within the Borough. In 2000, Matawan designated the 44.23 acres surrounding the station as an "Area in Need of Redevelopment." Designated a NJ Transit Village, the Borough adopted a Redevelopment Area Plan in 2001. This document calls for a transit and pedestrian-oriented development incorporating mid-rise apartments or townhouses in the northern portion of the property, office and retail uses in the southern and eastern portions, and a hotel/conference center with office and retail uses in the central portion.

Matawan continues to take steps towards the revitalization of its downtown. In September 2013, the Matawan Unified Planning/Zoning Board of Adjustments approved a mixed-use development proposal for a vacant lot at Route 34 and Broad Street. Final plans for the site call for an L-shaped building that includes approximately 26,000 square feet of retail space and 130 residential units on the four floors above. Additionally, the Planning and Zoning Board continues to hear potential plans for the former C-Town Supermarket site, a property with close proximity to the train station and a central downtown location.

Source: Bayshore Regional Strategic Plan (2006)

Median Household Income: \$83,974
 Median Housing Value: \$340,300
 Median Rent: \$1,128/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	746.5	55.8%
Apartment	67.0	5.0%
Commercial	81.1	6.1%
Industrial	19.3	1.4%
Farmland	0.0	0.0%
Vacant	67.0	5.0%
Public	207.7	15.5%
Public School	7.2	0.5%
Other School	0.0	0.0%
Church	47.8	3.6%
Cemetery	12.2	0.9%
Rail	0.0	0.0%
Other Exempt	24.0	1.8%
Unknown	56.9	4.3%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	396	6.4%
High school graduate only	1,514	24.4%
Some college or associate's	1,915	30.9%
Bachelor's or grad. degree	2,373	38.3%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	3,678	100.0%
Owner-Occupied	2,328	63.3%
Renter-Occupied	1,116	30.3%
Vacant	234	6.4%
Seasonal	0	

Avg. Household Size 2.54

Housing Units (2008-2012)

	Number	Percent
Single Detached	2,288	62.2%
Single Attached	51	1.4%
2-4 Units	240	6.5%
5-9 Units	271	7.4%
10+ Units	828	22.5%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$8,330
Net Valuation (2013)	1.04 billion

Employment

Place of Employment

	Number	Percent
Employed in Monmouth Co.	1,965	44.3%
Employed outside Monmouth Co.	2,472	55.7%

Type of Employment

	Number	Percent
Mgmt, business, science, arts	1,823	40.3%
Service	567	13%
Sales, office	1,409	31.1%
Natural resources, construction, maintenance	364	8.0%
Production, transportation, materials, moving	363	8.0%

2013 Resident Unemployment

	Number	Percent
	408	8.4%

Middletown

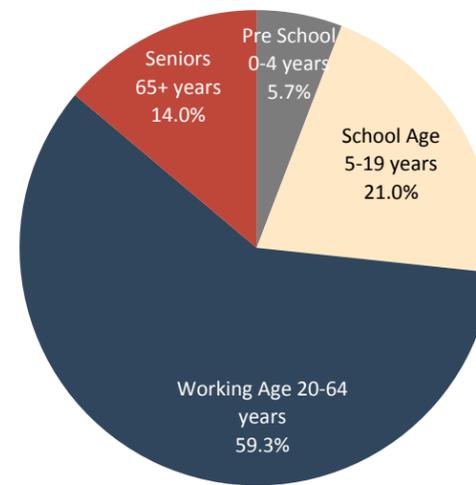
Middletown has the largest population in the County (66,522 persons in 2010) and is one of the original 1693 Townships in Monmouth County (along with Freehold and Shrewsbury Township). Middletown is divided into several diverse residential neighborhoods, arising at different times over a long history. Dating back to 1809, Chapel Hill is one of the oldest neighborhoods in the Township that is extant. Middletown's residential 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

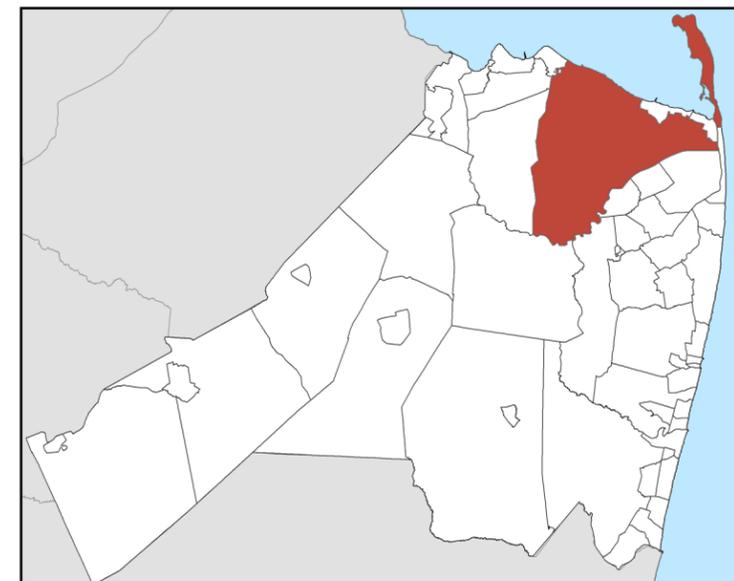


Huber Woods

Median Age (2010): 42.5



Age Composition 2010



Topical Planning Issues

Middletown's Master Plan Re-Examination Report recommends to lower residential dwelling unit densities in areas where significant environmental constraints exist. Useful municipal tools include Transfer of Development Rights (TDR) and implementation of Middletown's Performance Residential Development (PRD) standards.

Middletown's bayshore neighborhoods face numerous challenges related to physical reconstruction, long-term sustainability, and housing affordability. The Township plans to mitigate impacts for flood events through participation in FEMA's Community Rating System (CRS), monitor and assess the needs of its neighborhoods, pursue planning grants for Sandy-damaged areas and natural beachfronts, and create a hazard mitigation plan. The U.S. Army Corps of Engineers is in the process of designing and constructing a flood control project in Port Monmouth which includes beach nourishment, dune construction, levees, floodwalls, flood gates, and pump stations.

In 2009, Middletown developed an Energy Efficiency & Conservation Strategy funded through a block grant. The Strategy recommended energy efficient equipment for municipal facilities and the purchase of fuel-efficient vehicles (which Middletown accomplished through the purchase of two compressed natural gas recycling trucks). Middletown recently partnered with New Jersey Natural Gas to serve as a host for a re-fueling station, in addition to becoming Sustainable Jersey certified. The certification requires the creation of a municipal green team and provides access to training and tools for developing a comprehensive sustainable community program for the Township.

Source: www.sustainablejersey.com, www.middletownnj.org

Median Household Income: \$102,537
Median Housing Value: \$411,100
Median Rent: \$1,070/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	11,620.1	47.4%
Apartment	102.3	0.4%
Commercial	1,630.1	6.6%
Industrial	5.4	0.0%
Farmland	1,957.1	8.0%
Vacant	1,290.8	5.3%
Public	5,560.6	22.7%
Public School	567.6	2.3%
Other School	186.3	0.8%
Church	273.2	1.1%
Cemetery	246.0	1.0%
Rail	0.0	0.0%
Other Exempt	93.9	0.4%
Unknown	1,000.6	4.1%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	2,243	4.9%
High school graduate only	13,080	28.4%
Some college or associate's	12,094	26.2%
Bachelor's or grad. degree	18,658	40.5%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	24,904	100.0%
Owner-Occupied	20,474	82.2%
Renter-Occupied	3,364	13.5%
Vacant	1,066	4.3%
Seasonal	81	

Avg. Household Size 2.77

Housing Units (2008-2012)

	Number	Percent
Single Detached	19,995	80.3%
Single Attached	1,787	7.2%
2-4 Units	828	3.3%
5-9 Units	432	1.7%
10+ Units	1,829	7.3%
Mobile Homes & Other	33	

Taxes

Average Residential Property Tax (2013)	\$8,121
Net Valuation (2013)	9.82 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	18,380	57.9%
Employed outside Monmouth Co.	13,373	42.1%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	14,937	45.9%
Service	3,954	12%
Sales, office	8,662	26.6%
Natural resources, construction, maintenance	2,577	7.9%
Production, transportation, materials, moving	2,383	7.3%

2013 Resident Unemployment

	Number	Percent
	2,497	7.0%

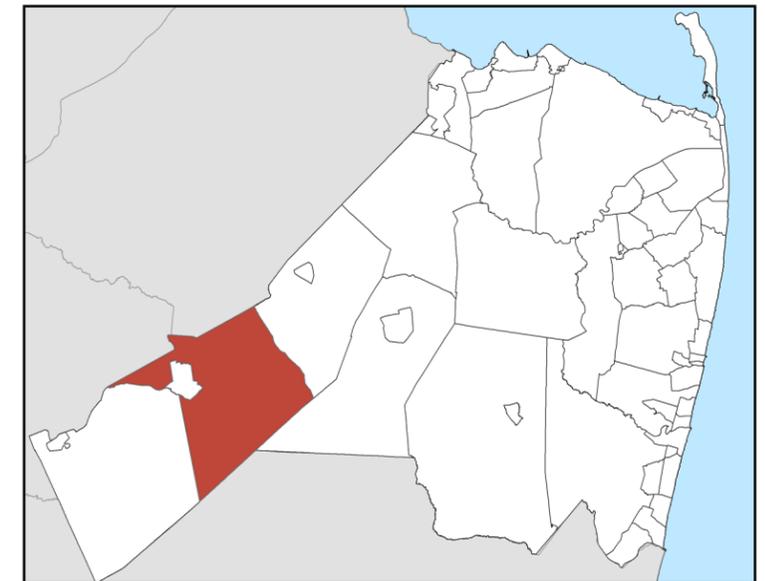
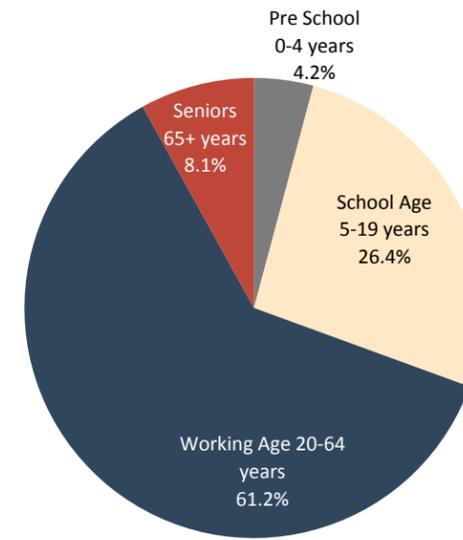
Millstone

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 remains one of the fastest growing residential areas in the County. Local land development ordinances seek to keep an equal balance between existing farmland and new development, preserving not only the rural way of life but Millstone's surrounding ecosystems.



Sinha Farm

Median Age (2010): 42.6



Topical Planning Issues

Between 1990 and 2010, the population of Millstone more than doubled, growing from 5,069 to 10,566 people. The Township has maintained a 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. The Township works to maintain a balance between farmland and new developments, while attracting clean and environmentally compatible commercial ratables.

The Master Plan recommended the establishment of 10-acre zoning in low density residential areas. In addition to preserving the Township's rural nature, the zoning code seeks to protect the local ecosystem, which includes a "convergence zone" for several central New Jersey watersheds. Land use is significantly impacted by steep slope conditions which occur in several locations throughout Millstone.

Horse farms and equestrian activities are an important part of the rural character of Millstone. Historically, government officials have negotiated with private land owners to acquire strips of land, creating a continuous network of public riding trails throughout the Township. The 2002 Master Plan provides a Bridle Path Network Plan and recommends that Millstone's Land Use Ordinance be revised to require properties along these routes to dedicate a 15-foot wide easement for the purpose of providing paths for equestrian use only. In addition to a Bridle Path Network Plan, Millstone's Comprehensive Recreation, Parks and Open Space Plan recommends a system of greenways to connect existing and future open spaces.

Sources: Panhandle Plan (2011), Comprehensive Recreation, Parks and Open Space Plan (2007), www.millstonenj.gov

Median Household Income: \$134,484
 Median Housing Value: \$567,300
 Median Rent: \$1,755/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	7,679.9	33.7%
Apartment	0.0	0.0%
Commercial	423.8	1.9%
Industrial	33.8	0.1%
Farmland	8,172.9	35.8%
Vacant	1,445.9	6.3%
Public	4,526.9	19.8%
Public School	121.2	0.5%
Other School	0.0	0.0%
Church	20.0	0.1%
Cemetery	28.6	0.1%
Rail	0.0	0.0%
Other Exempt	211.4	0.9%
Unknown	147.6	0.6%

Source: Monmouth County Board of Taxation (2014)

Demographics

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

2010 Race and Ethnicity

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

Educational Attainment

	Number	Percent
No high school degree	407	5.9%
High school graduate only	1,355	19.6%
Some college or associate's	1,693	24.5%
Bachelor's or grad. degree	3,466	50.1%

Housing

	Number	Percent
Total	3,512	100.0%
Owner-Occupied	3,243	92.3%
Renter-Occupied	95	2.7%
Vacant	174	5.0%
Seasonal	18	

Avg. Household Size: 3.11

Housing Units (2008-2012)

	Number	Percent
Single Detached	3,471	98.8%
Single Attached	41	1.2%
2-4 Units	0	0.0%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$10,995
Net Valuation (2013)	1.57 billion

Employment

	Number	Percent
Employed in Monmouth Co.	1,845	34.9%
Employed outside Monmouth Co.	3,446	65.1%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	2,765	51.9%
Service	595	11%
Sales, office	1,335	25.1%
Natural resources, construction, maintenance	326	6.1%
Production, transportation, materials, moving	302	5.7%

2013 Resident Unemployment

	Number	Percent
	310	5.6%

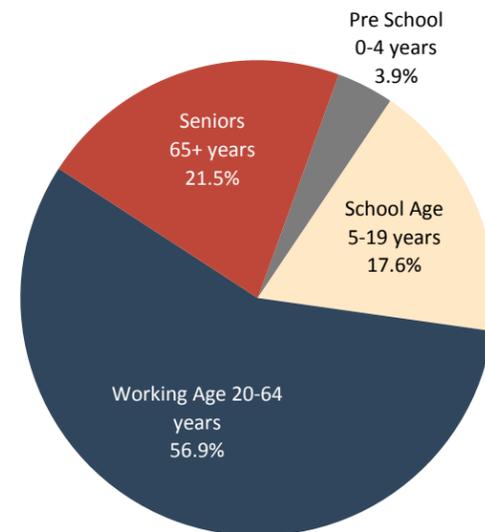
Monmouth Beach

Median Age (2010): 48.7

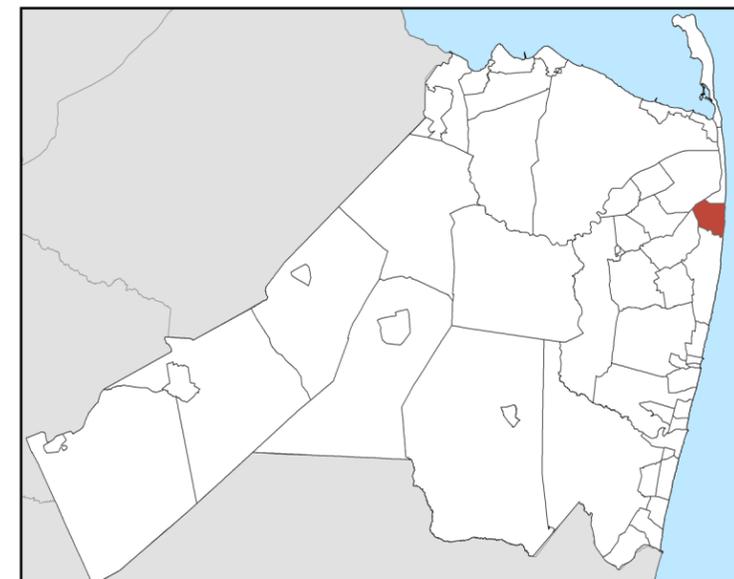
The Borough of Monmouth Beach makes up the southernmost portion of the Sandy Hook Peninsula and barrier beach, encompassing approximately 1.10 square miles. Located between the Atlantic Ocean to the east and the Shrewsbury River to the west, approximately 10% of all residences are considered waterfront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



Beach Road



Age Composition 2010



Topical Planning Issues

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

Since the destruction of Sandy, Monmouth Beach has made significant strides in the rebuilding process. All of the businesses are rebuilt and operating, and two new businesses have opened downtown. Beach replenishment was completed in October 2013 and the seawall was repaired. The U.S. Department of the Interior recently announced a federal matching grant of \$1.78 million to build a beachfront dune system and reinforce the marsh islands in the Shrewsbury River. The grant stipulates the funding will be used to construct a 6,400 foot coastal dune system, running the entire length of the beachfront and restoring over 17 acres of marshland. In June 2014, Monmouth Beach was allocated New Jersey Department of Transportation grant funds for streetscape improvements along Beach Road, including repaving the road, improving drainage along the roadway, adding new curbs and streetlights, and revamping the sidewalks.

Median Household Income: \$91,023
 Median Housing Value: \$597,800
 Median Rent: \$1,418/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	368.2	64.5%
Apartment	0.0	0.0%
Commercial	27.8	4.9%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	71.6	12.5%
Public	32.5	5.7%
Public School	3.4	0.6%
Other School	0.0	0.0%
Church	3.4	0.6%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	27.1	4.8%
Unknown	37.1	6.5%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	35	1.4%
High school graduate only	501	19.6%
Some college or associate's	526	20.6%
Bachelor's or grad. degree	1,492	58.4%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	2,100	100.0%
Owner-Occupied	1,333	63.5%
Renter-Occupied	270	12.9%
Vacant	497	23.7%
Seasonal	378	

Avg. Household Size 2.06

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,029	49.0%
Single Attached	145	6.9%
2-4 Units	93	4.4%
5-9 Units	169	8.0%
10+ Units	664	31.6%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$7,487
Net Valuation (2013)	1.21 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	993	55.1%
Employed outside Monmouth Co.	810	44.9%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	927	50.3%
Service	216	12%
Sales, office	551	29.9%
Natural resources, construction, maintenance	85	4.6%
Production, transportation, materials, moving	65	3.5%

2013 Resident Unemployment

	Number	Percent
	43	2.3%

Neptune City

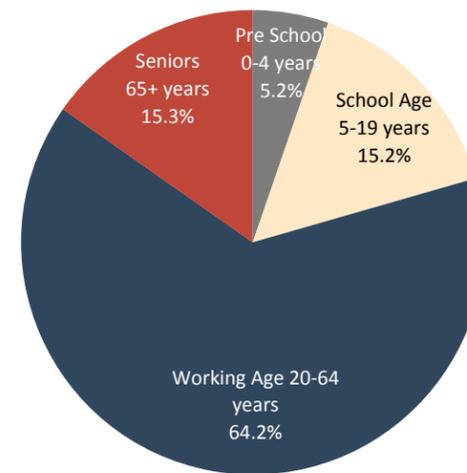
Located along the northern banks of the Shark River, the Borough of Neptune City has a land area of 0.90 square miles. Incorporated in 1881, the original boundaries included present day Neptune City, Avon-by-the-Sea, and the southern portion of Bradley Beach. Initially Neptune City was developed as a 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. Neptune City's main thoroughfares, Routes 33 and 35, have become important local retail and commercial areas.

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

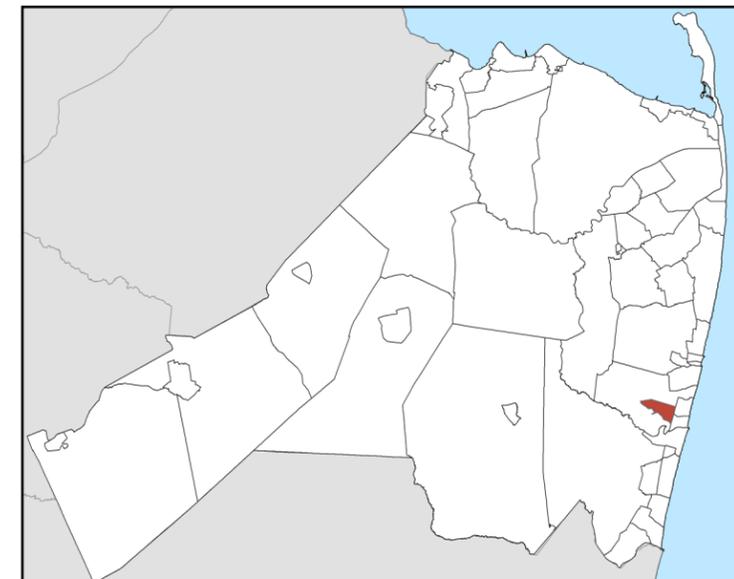


Memorial Park

Median Age (2010): 43.1



Age Composition 2010



Topical Planning Issues

Approved by the Borough Council in 2010, the Steiner Avenue Scattered Sites Plan envisions new townhomes and retail sites within a 5.3-acre redevelopment area. Consisting of ten parcels distributed across five tax blocks, the Plan works to encourage the development of selected sites and promote a mixture of uses compatible with the Borough's surrounding neighborhoods. Local and regional access to the redevelopment area will provide economic development opportunities and amend the "hodge-podge development that currently exists".

Recent improvements within Memorial Park will improve public access for city residents. In 2014, the Borough removed the timber bulkhead along Shark River and constructed a new 520-foot composite bulkhead. This new bulkhead increased the size of the beach and provided more picnic/recreation areas. Additionally, the Borough constructed a new stair access to the beach, installed timber for the future boardwalk, and designed an ADA ramp towards the beach.

To improve city access for residents and visitors, Neptune City collaborated with the County, the Port Authority, N.J. Transit, State Department, and Bradley Beach to establish a traffic light at the Memorial Drive and Evergreen Avenue intersection. The new traffic signal has a system linked to NJ Transit to manage traffic flow in coordination with commuter train schedules. In addition to the traffic signal, this intersection improvement project included widening of approach lanes, concrete curbs, new ADA compliant ramps, and drainage improvements.

Median Household Income: \$70,470
Median Housing Value: \$291,900
Median Rent: \$1,141/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	228.5	51.6%
Apartment	34.9	7.9%
Commercial	86.5	19.5%
Industrial	13.8	3.1%
Farmland	0.0	0.0%
Vacant	10.7	2.4%
Public	29.2	6.6%
Public School	6.4	1.4%
Other School	0.0	0.0%
Church	1.3	0.3%
Cemetery	0.2	0.0%
Rail	0.0	0.0%
Other Exempt	2.0	0.4%
Unknown	29.5	6.7%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	390	11.0%
High school graduate only	1,328	37.4%
Some college or associate's	977	27.5%
Bachelor's or grad. degree	859	24.2%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	2,279	100.0%
Owner-Occupied	1,345	59.0%
Renter-Occupied	752	33.0%
Vacant	182	8.0%
Seasonal	105	

Avg. Household Size 2.28

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,338	58.7%
Single Attached	107	4.7%
2-4 Units	208	9.1%
5-9 Units	41	1.8%
10+ Units	450	19.7%
Mobile Homes & Other	135	

Taxes

Average Residential Property Tax (2013)	\$5,907
Net Valuation (2013)	435 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	1,926	81.5%
Employed outside Monmouth Co.	436	18.5%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	718	29.2%
Service	350	14%
Sales, office	796	32.3%
Natural resources, construction, maintenance	270	11.0%
Production, transportation, materials, moving	328	13.3%

2013 Resident Unemployment

	Number	Percent
	313	11.4%

Neptune Township

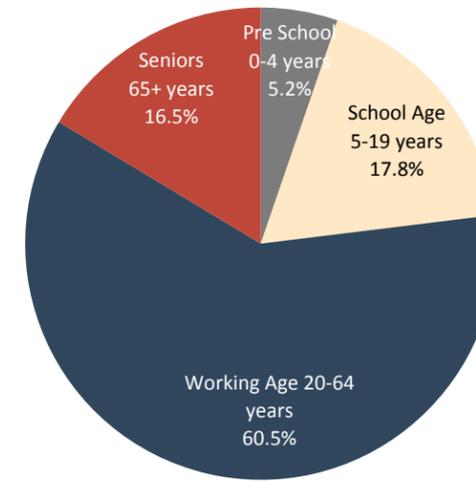
Median Age (2010): 42.7

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

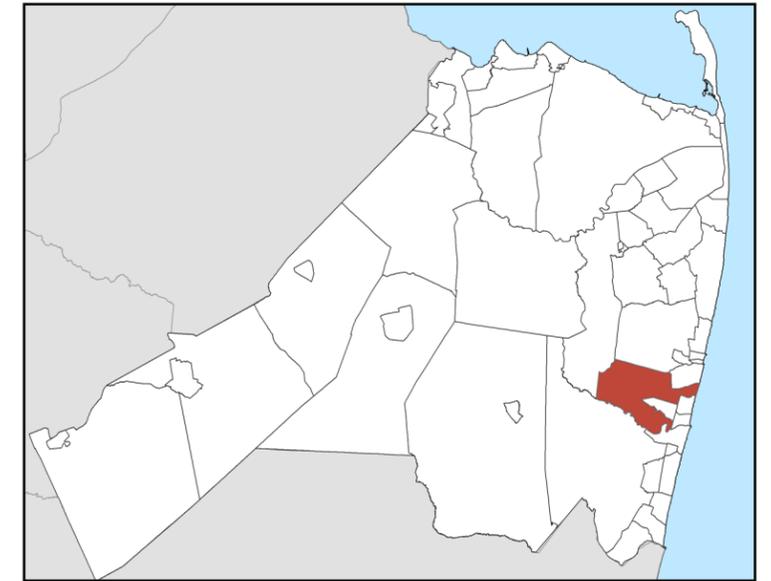


The Great Auditorium at Ocean Grove

Source: www.neptunetownship.org



Age Composition 2010



Topical Planning Issues

With its seaside hamlet of Ocean Grove, Neptune Township is both a destination and a busy thoroughfare for shore-bound travelers. The Neptune Strategic Revitalization Plan establishes a township-wide vision for the future physical and economic revitalization of Neptune's neighborhoods. Revitalization strategies include rehabilitation of housing within existing neighborhoods, creation of new residential housing, expansion and improvement of existing businesses, development of new business opportunities, and creation of new community facilities. In 2014, the Township Committee adopted an ordinance providing local officials a way to handle derelict and abandoned buildings. This ordinance will establish an official list of properties defined as derelict and abandoned and provide the Township leverage in moving forward.

The Neptune Strategic Revitalization Plan encompasses all of the Township's "Gateway Areas," particularly focusing on the West Lake Avenue corridor. The Plan recommends specific steps to create a pedestrian-friendly neighborhood center that provides new jobs, shopping opportunities, and services to West Lake Avenue and its surrounding neighborhoods. Phase One of the Midtown Commons project was a 51,000 square foot office/health center complex. Officially dedicated in 2011, the Midtown Commons Park currently serves as the site for farmer's markets and community events. The Transit Village Study Area Land Use Plan envisions the transformation of the area closest to the Bradley Beach train station. The Plan outlines the necessary framework to rezone this industrial and commercial area into a thriving transit-oriented neighborhood.

Sources: www.neptunetownship.org, "Community Revitalization Comes to Main Street in Neptune" (New Jersey Future)

Median Household Income: \$62,674
 Median Housing Value: \$325,600
 Median Rent: \$1,062/month

Source: 2008-2012 ACS

Demographics

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

2010 Race and Ethnicity		
	Number	Percent
White	14,855	53.2%
Black	10,772	38.6%
Asian	632	2.3%
Other	1,676	6.0%
Hispanic Origin	2,607	9.3%

Educational Attainment

25 Years and Older (2008-2012)		
	Number	Percent
No high school degree	1,921	9.8%
High school graduate only	6,091	31.1%
Some college or associate's	6,154	31.4%
Bachelor's or grad. degree	5,449	27.8%

Housing

Housing Characteristics (2008-2012)		
	Number	Percent
Total	13,130	100.0%
Owner-Occupied	7,534	57.4%
Renter-Occupied	3,700	28.2%
Vacant	1,896	14.4%
Seasonal	964	

Housing Units (2008-2012)		
	Number	Percent
Avg. Household Size	2.44	
Single Detached	8,387	63.9%
Single Attached	794	6.0%
2-4 Units	1,386	10.6%
5-9 Units	760	5.8%
10+ Units	1,665	12.7%
Mobile Homes & Other	138	

Taxes

Average Residential Property Tax (2013)	\$5,829
Net Valuation (2013)	2.90 billion

Employment

Place of Employment (2008-2012)		
	Number	Percent
Employed in Monmouth Co.	10,720	78.7%
Employed outside Monmouth Co.	2,898	21.3%

Type of Employment (2008-2012)		
	Number	Percent
Mgmt, business, science, arts	4,883	35.2%
Service	2,686	19%
Sales, office	3,994	28.8%
Natural resources, construction, maintenance	934	6.7%
Production, transportation, materials, moving	1,381	10.0%

2013 Resident Unemployment

Number	1,466
Percent	10.0%

Land Use

	Assessed Acreage	Percent
Residential	1,739.6	40.7%
Apartment	70.7	1.7%
Commercial	631.1	14.8%
Industrial	98.8	2.3%
Farmland	33.5	0.8%
Vacant	357.0	8.4%
Public	528.5	12.4%
Public School	130.1	3.0%
Other School	18.7	0.4%
Church	43.7	1.0%
Cemetery	91.0	2.1%
Rail	0.0	0.0%
Other Exempt	114.3	2.7%
Unknown	416.9	9.8%

Source: Monmouth County Board of Taxation (2014)

Ocean

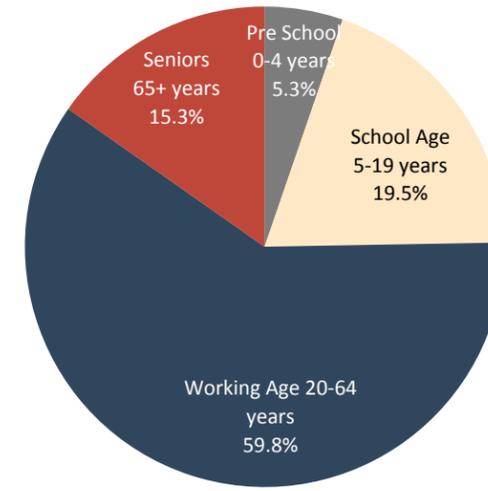
Ocean Township, with a land area of 11.2 square miles, was officially established by an act of the New Jersey State Assembly in 1849. The original boundaries of the Township stretched from the Shrewsbury River to the north bank of the Shark River. Over time, portions of the Township have broken off to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

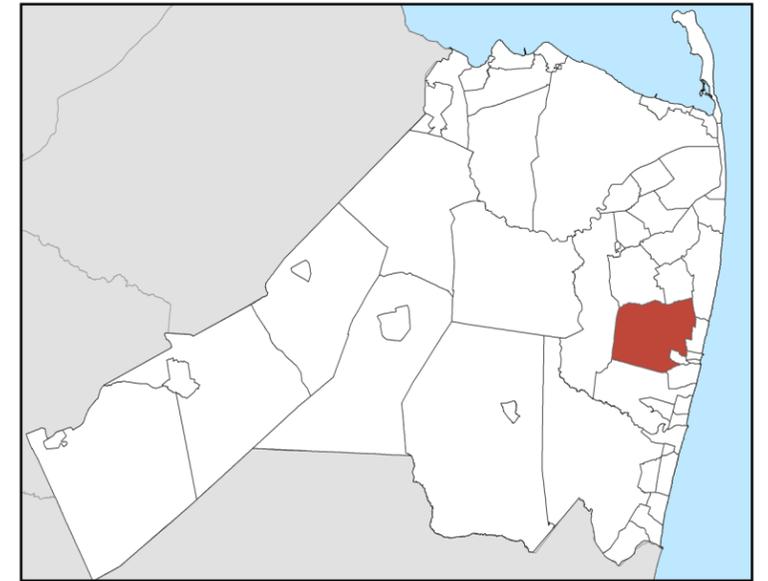


Wanamassa

Median Age (2010): 42.8



Age Composition 2010



Topical Planning Issues

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

Capitalizing on its stable population and desirable location, Ocean Township has experienced economic growth throughout the municipality, with significant commercial concentrations along the Route 35 corridor and in the Township's industrial park. Seaview Square Mall, a former indoor mall, was redeveloped into an outdoor shopping center. The redevelopment of Seaview Square encouraged additional retail openings in Ocean, including the newly constructed Wegmans grocery store.

The Ocean Township Bicycle and Pedestrian Network Plan establishes a prioritized network of conceptual pedestrian and bicycle routes. The Plan strives to improve pedestrian and bicycling conditions while adequately addressing the challenges they face related to access, connectivity, and safety. The Plan explains that a majority of the recommendations are long-term concepts. However, by the incorporation of immediate, location-specific actions, momentum could build towards implementation of the recommendations. Proposed routes and facilities are built on existing trail and sidewalk systems, and utilize a full range of on and off-road options.

Sources: Coastal Monmouth Plan (2010), www.oceantwp.org

Median Household Income: \$80,687
 Median Housing Value: \$403,300
 Median Rent: \$960/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	2,762.2	46.5%
Apartment	262.1	4.4%
Commercial	824.1	13.9%
Industrial	0.0	0.0%
Farmland	35.1	0.6%
Vacant	587.3	9.9%
Public	755.0	12.7%
Public School	172.8	2.9%
Other School	30.3	0.5%
Church	100.6	1.7%
Cemetery	2.6	0.0%
Rail	1.6	0.0%
Other Exempt	10.8	0.2%
Unknown	400.3	6.7%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	1,370	7.2%
High school graduate only	4,417	23.3%
Some college or associate's	4,643	24.5%
Bachelor's or grad. degree	8,497	44.9%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	11,465	100.0%
Owner-Occupied	6,986	60.9%
Renter-Occupied	3,604	31.4%
Vacant	875	7.6%
Seasonal	426	

Avg. Household Size 2.57

Housing Units (2008-2012)

	Number	Percent
Single Detached	7,260	63.3%
Single Attached	823	7.2%
2-4 Units	626	5.5%
5-9 Units	591	5.2%
10+ Units	2,151	18.8%
Mobile Homes & Other	14	

Taxes

Average Residential Property Tax (2013)	\$8,720
Net Valuation (2013)	4.27 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	10,195	75.6%
Employed outside Monmouth Co.	3,283	24.4%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	6,293	45.4%
Service	2,141	15%
Sales, office	3,451	24.9%
Natural resources, construction, maintenance	877	6.3%
Production, transportation, materials, moving	1,108	8.0%

2013 Resident Unemployment

	Number	Percent
	1,073	7.3%

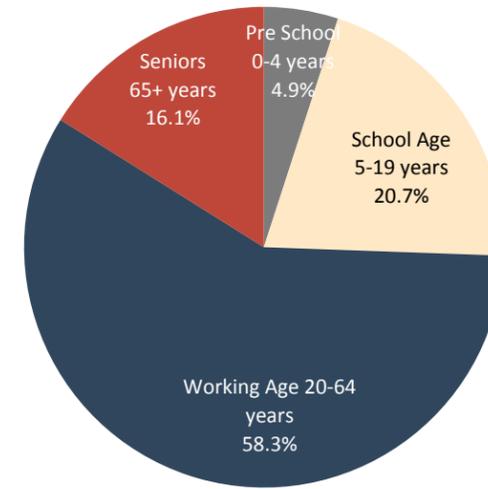
Oceanport

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 is in the process of constructing a new year-round restaurant.



Old Wharf Park

Median Age (2010): 44.4



Age Composition 2010



Source: www.oceanportboro.com

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	247	6.3%
High school graduate only	970	24.6%
Some college or associate's	1,013	25.7%
Bachelor's or grad. degree	1,706	43.3%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	2,365	100.0%
Owner-Occupied	1,867	78.9%
Renter-Occupied	272	11.5%
Vacant	226	9.6%
Seasonal	37	

Avg. Household Size 2.69

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,747	73.9%
Single Attached	194	8.2%
2-4 Units	107	4.5%
5-9 Units	27	1.1%
10+ Units	279	11.8%
Mobile Homes & Other	11	

Taxes

Average Residential Property Tax (2013)	\$8,977
Net Valuation (2013)	1.02 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	2,051	79.4%
Employed outside Monmouth Co.	532	20.6%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,145	43.3%
Service	366	14%
Sales, office	871	32.9%
Natural resources, construction, maintenance	183	6.9%
Production, transportation, materials, moving	80	3.0%

2013 Resident Unemployment

	Number	Percent
	394	13.1%

Topical Planning Issues

Following the Federal closure of Fort Monmouth in 2011, Oceanport created a vision plan outlining proposals for the redevelopment of the 419 acres within the Borough's boundaries. Adopted as an amendment to the Master Plan in 2008, From Fort to Village, a Vision for Oceanport's Fort Monmouth, strategized a balance between preserving the character of the borough and the new development that will occur as the property is sold to private owners.

Recent progress on the Fort Monmouth property has included the purchase of the former Patterson Army Health Clinic. Rather than demolish the existing structure, the developer plans to undertake substantial renovations, repurposing the building into a state-of-the-art health care facility. The Fort Monmouth Marina opened to boat traffic in June 2014. The current owner is negotiating with the redevelopment agency to become the permanent owner. The Fort Monmouth Economic Revitalization Authority recently passed a resolution allowing the purchase of a 28-acre parcel that consists of a chapel, administrative building and a recreation center.

Officials report more than half of the Borough's homes sustained flooding or trees damage during Superstorm Sandy. The Borough Hall was deemed uninhabitable. The federal government granted Oceanport funding for a new municipal building and local officials plan to set up subcommittees comprised of residents and municipal employees to gather input and narrow down choices of a rebuilding location.

Median Household Income: \$101,354
Median Housing Value: \$472,900
Median Rent: \$606/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	650.4	36.7%
Apartment	0.0	0.0%
Commercial	273.0	15.4%
Industrial	0.0	0.0%
Farmland	10.2	0.6%
Vacant	153.1	8.6%
Public	279.7	15.8%
Public School	17.6	1.0%
Other School	0.0	0.0%
Church	1.8	0.1%
Cemetery	23.8	1.3%
Rail	0.0	0.0%
Other Exempt	355.3	20.0%
Unknown	7.8	0.4%

Source: Monmouth County Board of Taxation (2014)

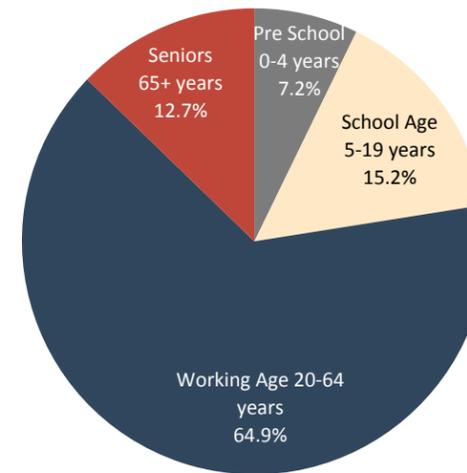
Red Bank

Median Age (2010): 35.2

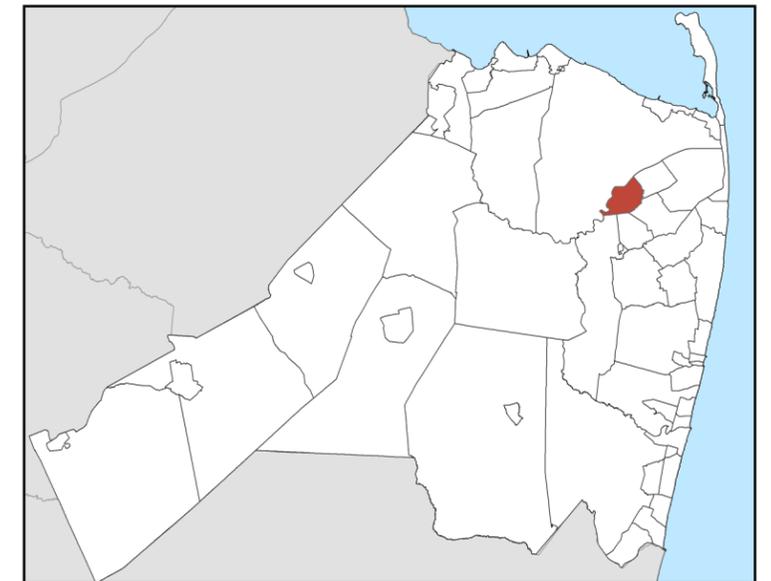
Red Bank is a popular year-round town with a thriving fine and performing arts district, active retail and an eclectic dining culture. Located along the southern banks of the Navesink River, Red Bank has an area of 1.75 square miles. Red Bank began to grow in the latter part of the 19th century when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



Businesses along Broad Street



Age Composition 2010



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

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	1,412	16.2%
High school graduate only	2,087	23.9%
Some college or associate's	2,050	23.5%
Bachelor's or grad. degree	3,174	36.4%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	5,954	100.0%
Owner-Occupied	2,521	42.3%
Renter-Occupied	2,793	46.9%
Vacant	640	10.7%
Seasonal	69	

Avg. Household Size 2.26

Housing Units (2008-2012)

	Number	Percent
Single Detached	2,235	37.5%
Single Attached	489	8.2%
2-4 Units	1,416	23.8%
5-9 Units	400	6.7%
10+ Units	1,414	23.7%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$7,167
Net Valuation (2013)	2.23 billion

Employment

Place of Employment

	Number	Percent
Employed in Monmouth Co.	4,802	75.2%
Employed outside Monmouth Co.	1,586	24.8%

Type of Employment

	Number	Percent
Mgmt, business, science, arts	2,439	37.4%
Service	1,811	28%
Sales, office	1,365	20.9%
Natural resources, construction, maintenance	401	6.1%
Production, transportation, materials, moving	505	7.7%

2013 Resident Unemployment

Number	Percent
629	8.9%

Topical Planning Issues

Since its downtown revitalization in the early 1990's, Red Bank has reviewed several plans for redevelopment. With its location along the North Jersey Coast Line, popular arts district, and demand for luxury rentals, there is high competition among developers to build in Red Bank. One new project includes a mixed-use, artist loft project on a former lumber yard site, located at the intersection of West Front Street and Bridge Avenue. Expected to be completed in late 2014, West Side Lofts will include 92 rental units, 13,000 square feet of retail space (including Triumph Brewery as the main retail component), a 221-car parking garage, and 6 live/work artist lofts. Amongst the rapid development, Red Bank is attempting to preserve its rich history. In September 2014, local preservationists wanted to save the T. Thomas Fortune House Project when the structure was slated to be demolished. The House was home to Timothy Thomas Fortune, the founder of the New York Age, a nationwide black newspaper during the early twentieth century.

Red Bank is home to a growing performing and visual arts culture. In addition to Count Basie Theatre and Two River Theater, Red Bank's arts culture includes the Art Alliance of Monmouth County and the Monmouth County Arts Council (Monmouth Arts). With the assistance of Monmouth Arts, the Monmouth County (MoCo) Arts Corridor was created. MoCo serves as a partnership between government agencies, civic groups, artists, businesses, educational institutions, tourism, and public transportation, highlighting cultural destinations along the New Jersey Transit North Jersey Coast Line. Red Bank remains one of the largest cultural hubs in the County.

Sources: www.woodmontproperties.com, www.artallianceofmonmouth.org, <http://monmoutharts.org>, <http://moconj.org>, "Red Bank residents seek to save T. Thomas Fortune House" (Asbury Park Press, 09/21/14)

Median Household Income: \$62,143
Median Housing Value: \$370,900
Median Rent: \$1,150/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	467.4	49.5%
Apartment	37.5	4.0%
Commercial	139.6	14.8%
Industrial	18.5	2.0%
Farmland	0.0	0.0%
Vacant	23.3	2.5%
Public	61.6	6.5%
Public School	29.3	3.1%
Other School	0.0	0.0%
Church	44.9	4.7%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	37.0	3.9%
Unknown	85.4	9.0%

Source: Monmouth County Board of Taxation (2014)

Roosevelt

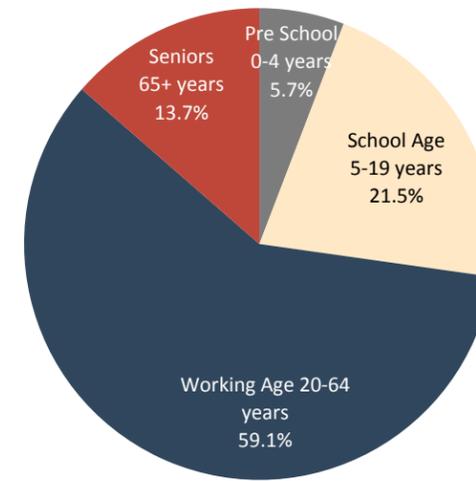
Located in the Panhandle region between Upper Freehold Township and Millstone Township, the Borough of Roosevelt has a land area of 1.93 square miles. Established as Jersey Homesteads in 1937, the Borough was built under the Roosevelt Administration as a New Deal farming and manufacturing cooperative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

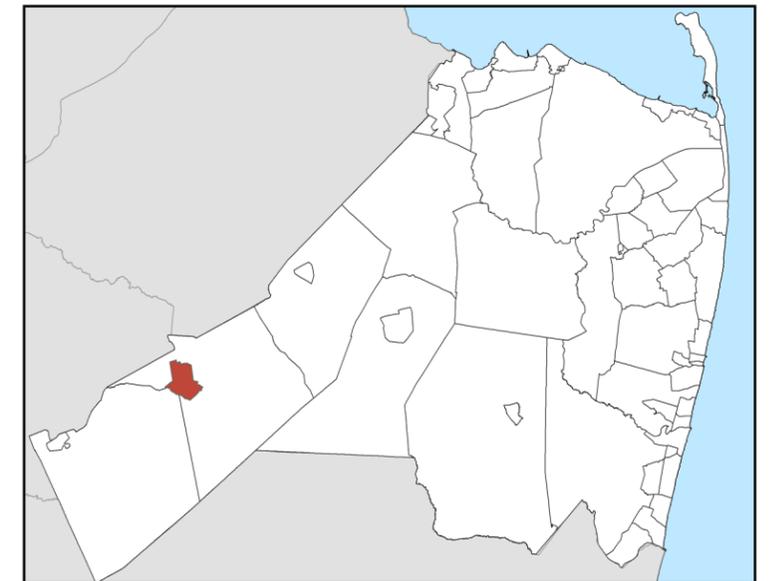
Median Age (2010): 45.8



Roosevelt Memorial & Amphitheater



Age Composition 2010



Topical Planning Issues

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

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

Sources: Panhandle Plan (2011), Roosevelt Master Plan (2001)

Median Household Income: \$77,188
 Median Housing Value: \$270,800
 Median Rent: \$740/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	219.2	18.5%
Apartment	1.8	0.2%
Commercial	6.8	0.6%
Industrial	4.9	0.4%
Farmland	197.6	16.7%
Vacant	1.4	0.1%
Public	571.5	48.2%
Public School	15.9	1.3%
Other School	0.0	0.0%
Church	1.8	0.2%
Cemetery	9.7	0.8%
Rail	0.0	0.0%
Other Exempt	0.0	0.0%
Unknown	154.7	13.1%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

Year	Number
1980	835
1990	884
2000	933
2010	882

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	9	1.6%
High school graduate only	185	33.9%
Some college or associate's	107	19.6%
Bachelor's or grad. degree	245	44.9%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	288	100.0%
Owner-Occupied	227	78.8%
Renter-Occupied	48	16.7%
Vacant	13	4.5%
Seasonal	0	

Avg. Household Size 3.03

Housing Units (2008-2012)

	Number	Percent
Single Detached	187	64.9%
Single Attached	84	29.2%
2-4 Units	15	5.2%
5-9 Units	0	0.0%
10+ Units	2	0.7%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$7,307
Net Valuation (2013)	84 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	127	34.2%
Employed outside Monmouth Co.	244	65.8%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	200	52.4%
Service	64	17%
Sales, office	69	18.1%
Natural resources, construction, maintenance	27	7.1%
Production, transportation, materials, moving	22	5.8%

2013 Resident Unemployment

	Number	Percent
	32	7.9%

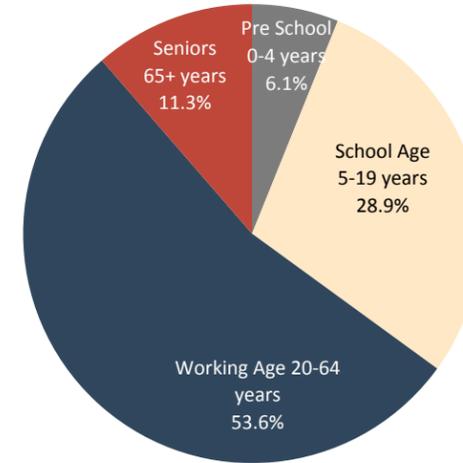
Rumson

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.

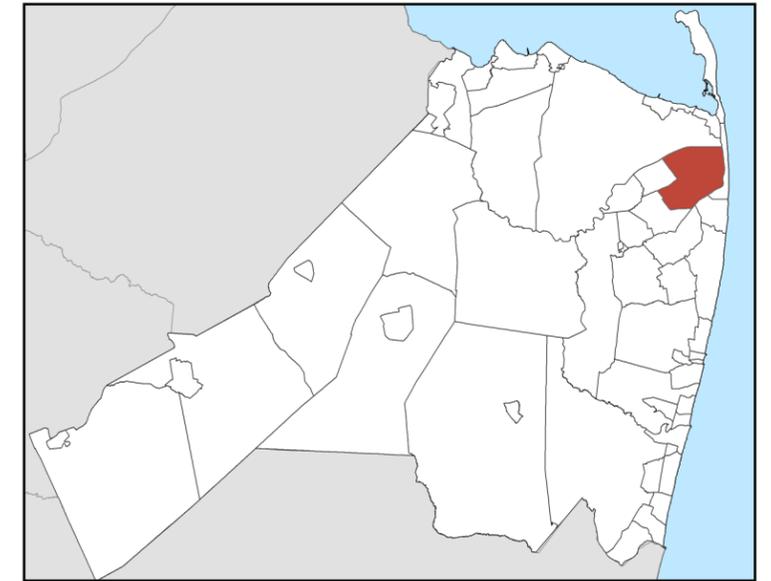


Hunt Street

Median Age (2010): 41.6



Age Composition 2010



Source: www.rumsonnj.gov

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	93	2.1%
High school graduate only	668	15.2%
Some college or associate's	826	18.8%
Bachelor's or grad. degree	2,816	64.0%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	2,644	100.0%
Owner-Occupied	2,129	80.5%
Renter-Occupied	252	9.5%
Vacant	263	9.9%
Seasonal	106	

Avg. Household Size 2.98

Housing Units (2008-2012)

	Number	Percent
Single Detached	2,467	93.3%
Single Attached	55	2.1%
2-4 Units	51	1.9%
5-9 Units	6	0.2%
10+ Units	40	1.5%
Mobile Homes & Other	25	

Taxes

Average Residential Property Tax (2013)	\$18,216
Net Valuation (2013)	2.91 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	2,052	71.1%
Employed outside Monmouth Co.	833	28.9%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,621	54.3%
Service	262	9%
Sales, office	816	27.3%
Natural resources, construction, maintenance	193	6.5%
Production, transportation, materials, moving	92	3.1%

2013 Resident Unemployment

	Number	Percent
	139	4.5%

Topical Planning Issues

Rumson's 1988 Master Plan and subsequent Re-Examination Reports focus on maintaining the Borough's character as a residential community, encouraging the most appropriate use of land consistent with existing neighborhood characters, and establishing appropriate population densities. Due to a lack of undeveloped land within the borough, the 2012 Re-Examination Report included the Planning Board's continued concern about potentially adverse impacts of infill development. Recent public building initiatives have focused on rehabilitating or replacing historic buildings. In 2009, Rumson constructed a new Borough Hall replacing Memorial Hall, a former 1870's era home that had been used as the municipal center since 1929. In 2014, fundraisers were held to update the exterior of the Oceanic Library. Originally a grocery store (and later the town's post office), the library moved from 2nd Street to its current location (Avenue of 2 Rivers) in the late 1950's.

Rumson received a grant from the New Jersey Department of Community Affairs (DCA) for the preparation of a Strategic Recovery Planning Report. Adopted by the Borough Council in January 2014, the Report identifies seven long-term planning projects to help Rumson recover from Superstorm Sandy and prepare for future weather events. These proposed projects include an updated hazard mitigation plan, new Geographic Information System (GIS) software, and a resiliency-based capital improvement plan. State officials approved the plan and Rumson was one of the first municipalities to receive a 2nd round of DCA funding.

Median Household Income: \$141,830
 Median Housing Value: \$897,300
 Median Rent: \$1,875/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	2,285.2	76.8%
Apartment	0.4	0.0%
Commercial	273.3	9.2%
Industrial	0.0	0.0%
Farmland	54.6	1.8%
Vacant	104.4	3.5%
Public	118.8	4.0%
Public School	33.6	1.1%
Other School	19.3	0.6%
Church	6.2	0.2%
Cemetery	0.5	0.0%
Rail	0.0	0.0%
Other Exempt	69.1	2.3%
Unknown	9.4	0.3%

Source: Monmouth County Board of Taxation (2014)

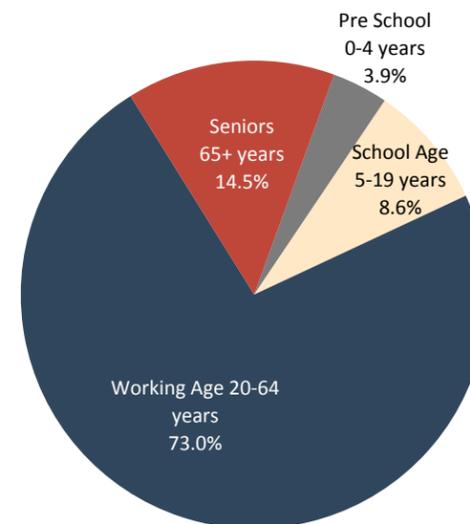
Sea Bright

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.

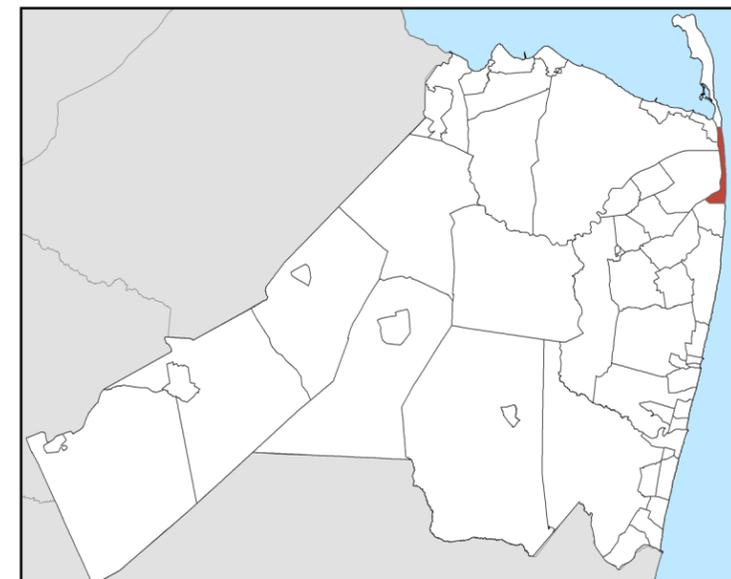


Median Age (2010): 46.7

Ocean Ave. & Peninsula Ave.



Age Composition 2010



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

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	15	1.4%
High school graduate only	179	16.6%
Some college or associate's	321	29.7%
Bachelor's or grad. degree	565	52.3%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	1,163	100.0%
Owner-Occupied	410	35.3%
Renter-Occupied	331	28.5%
Vacant	422	36.3%
Seasonal	277	

Avg. Household Size 1.82

Housing Units (2008-2012)

	Number	Percent
Single Detached	303	26.1%
Single Attached	179	15.4%
2-4 Units	223	19.2%
5-9 Units	88	7.6%
10+ Units	370	31.8%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$6,552
Net Valuation (2013)	448 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	494	64.2%
Employed outside Monmouth Co.	275	35.8%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	361	45.1%
Service	100	13%
Sales, office	191	23.9%
Natural resources, construction, maintenance	91	11.4%
Production, transportation, materials, moving	57	7.1%

2013 Resident Unemployment

	Number	Percent
	78	9.0%

Topical Planning Issues

The topical planning issue for Sea Bright over the past two years has been rebuilding after Superstorm Sandy. As a result of Sandy, Sea Bright 2020 was established, a community-driven recovery process highlighting key recovery issues, summarizing recovery projects that address those issues, and outlining the Sea Bright's strategy for creating a stronger community. After holding three public meetings, the Sea Bright 2020 Committee created the Sea Bright 2020 Community Recovery Plan which prioritizes a list of recovery projects based on a FEMA formula that integrates factors such as community support and population into the equation. Working alongside the Mayor, the committee plans to present their findings to residents, the Mayor, and Borough Council in late 2014.

In 2014, Sea Bright took advantage of a new resource called "Getting to Resilience" (GTR), a tool developed by the New Jersey Department of Environmental Protection (NJDEP) and Jacques Cousteau National Estuarine Research Reserve (JCNERR). During the GTR process, Sea Bright's Master Plan, ordinances and data were examined to determine the Borough's preparedness for future storms. Using their existing documents, JCNERR created a report of resiliency recommendations specific to Sea Bright.

Governor Chris Christie announced in August 2014 that Sea Bright will receive \$8.5 million from the Department of Environment Protection's Shore Protection Fund to repair and expand its seawall. Gov. Christie stated that construction on the sea wall will begin in the spring or summer of 2015.

Sources: seabrightnj.org, seabrightcr.org, "Getting to Resilience in Sea Bright" (www.njfuture.org 06/03/14), "Christie announces \$8.5M plan to repair Sea Bright's sea wall damaged by Hurricane Sandy" (nj.com 8/28/14)

Median Household Income: \$78,688
Median Housing Value: \$524,100
Median Rent: \$1,153/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	89.3	36.1%
Apartment	2.2	0.9%
Commercial	63.3	25.6%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	55.0	22.2%
Public	19.8	8.0%
Public School	0.0	0.0%
Other School	0.0	0.0%
Church	0.7	0.3%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	0.8	0.3%
Unknown	16.2	6.5%

Source: Monmouth County Board of Taxation (2014)

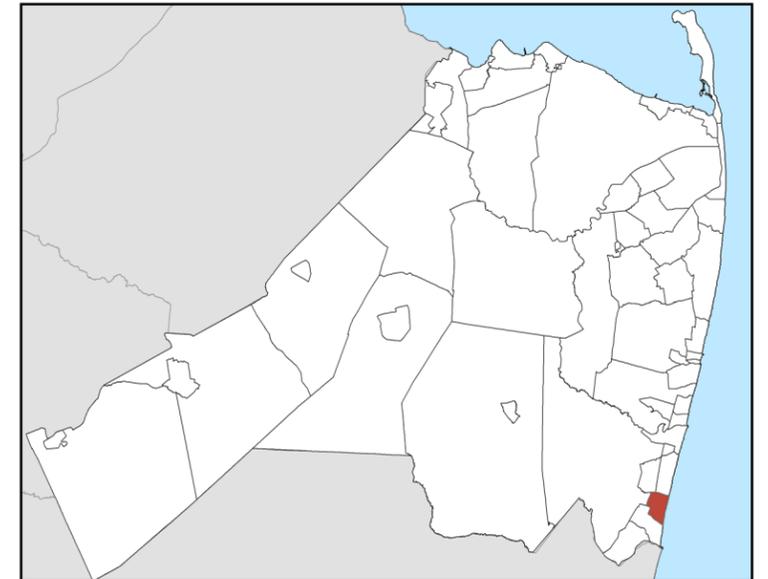
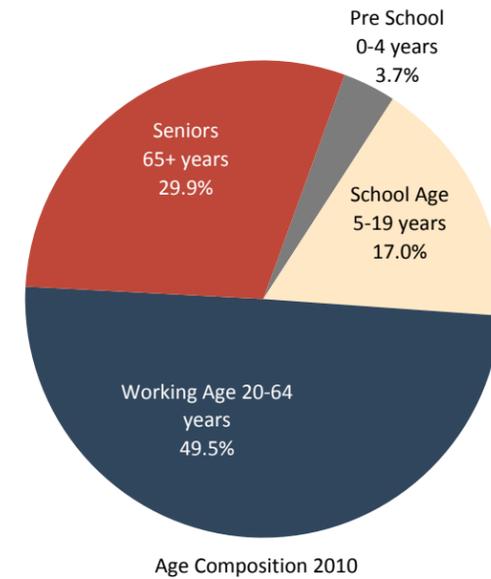
Sea Girt

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. Officially becoming a borough in 1917, Sea Girt is roughly 1.05 square miles, located between Stockton Lake, Wreck Pond, and the Atlantic Ocean. Sea Girt is a quiet seaside community with a small commercial district along County Road 49. The Borough offers historic bed and breakfasts, a quiet residential community, a large oceanfront park, and an active boardwalk spanning just about a mile.



Sea Girt Boardwalk

Median Age (2010): 53.5



Source: <http://seagirtboro.com>

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	27	2.0%
High school graduate only	234	17.0%
Some college or associate's	215	15.6%
Bachelor's or grad. degree	898	65.4%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	1,278	100.0%
Owner-Occupied	702	54.9%
Renter-Occupied	65	5.1%
Vacant	511	40.0%
Seasonal	459	

Avg. Household Size

2.43

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,193	93.3%
Single Attached	12	0.9%
2-4 Units	23	1.8%
5-9 Units	4	0.3%
10+ Units	30	2.3%
Mobile Homes & Other	16	

Taxes

Average Residential Property Tax (2013)	\$11,962
Net Valuation (2013)	1.99 billion

Employment

Place of Employment

	Number	Percent
Employed in Monmouth Co.	513	65.4%
Employed outside Monmouth Co.	271	34.6%

Type of Employment

	Number	Percent
Mgmt, business, science, arts	401	50.5%
Service	95	12%
Sales, office	229	28.8%
Natural resources, construction, maintenance	29	3.7%
Production, transportation, materials, moving	40	5.0%

2013 Resident Unemployment

Number	Percent
53	6.4%

Topical Planning Issues

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

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

Median Household Income: \$102,461
Median Housing Value: \$1,000,000+
Median Rent: \$1,806/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	262.8	48.3%
Apartment	0.0	0.0%
Commercial	8.2	1.5%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	7.7	1.4%
Public	235.8	43.3%
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	0.1%
Unknown	17.0	3.1%

Source: Monmouth County Board of Taxation (2014)

Shrewsbury Borough

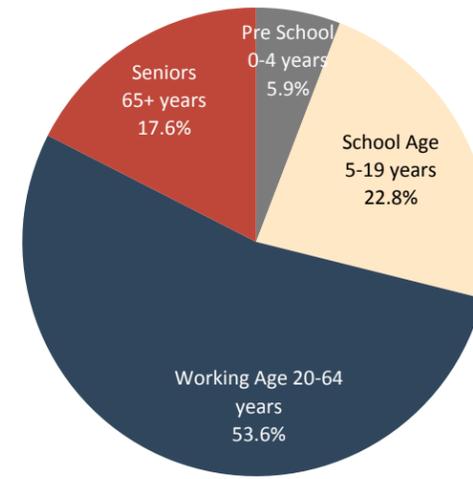
Median Age (2010): 44.3

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

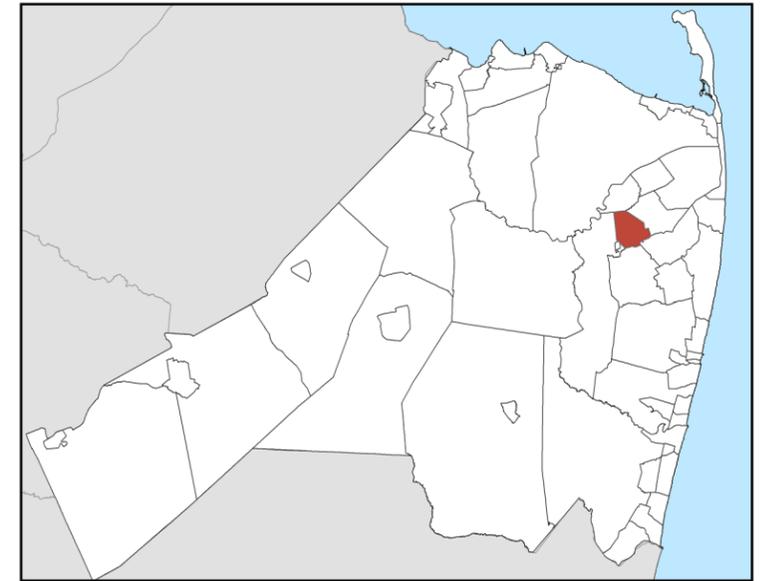


Christ Church at the Intersection of Sycamore Ave. & Broad St.

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



Age Composition 2010



Topical Planning Issues

The Borough of Shrewsbury is taking several planning initiatives towards becoming a more sustainable and resilient community. In 2012, Shrewsbury became Sustainable Jersey Certified, saving the borough money by implementing practices that lead to lower energy bills, while giving the borough access to training and tools for developing a comprehensive sustainable community program. In 2013, Shrewsbury created a Sustainability Element to its Master Plan, which established a framework to guide the transformation of the borough. The sustainable focus enacted governmental policies to ensure the preservation of a healthy, natural environment and a prosperous local economy.

In addition to sustainability, the Borough of Shrewsbury has focused their planning efforts on stormwater management strategies and historic preservation. 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 in the Coastal Monmouth Plan (2010) to protect the historic small town character of Shrewsbury.

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

Median Household Income: \$116,875
 Median Housing Value: \$536,500
 Median Rent: \$1,917/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	643.5	52.7%
Apartment	0.0	0.0%
Commercial	293.4	24.0%
Industrial	0.0	0.0%
Farmland	14.7	1.2%
Vacant	72.0	5.9%
Public	108.6	8.9%
Public School	10.1	0.8%
Other School	0.0	0.0%
Church	13.3	1.1%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	6.3	0.5%
Unknown	59.0	4.8%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	105	4.1%
High school graduate only	427	16.6%
Some college or associate's	523	20.3%
Bachelor's or grad. degree	1,520	59.0%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	1,374	100.0%
Owner-Occupied	1,310	95.3%
Renter-Occupied	57	4.1%
Vacant	7	0.5%
Seasonal	0	

Avg. Household Size 2.72

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,302	94.8%
Single Attached	57	4.1%
2-4 Units	0	0.0%
5-9 Units	0	0.0%
10+ Units	15	1.1%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$10,218
Net Valuation (2013)	1.00 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	1,236	67.3%
Employed outside Monmouth Co.	600	32.7%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	948	50.6%
Service	147	8%
Sales, office	543	29.0%
Natural resources, construction, maintenance	177	9.4%
Production, transportation, materials, moving	60	3.2%

2013 Resident Unemployment

	Number	Percent
	48	2.5%

Shrewsbury Township

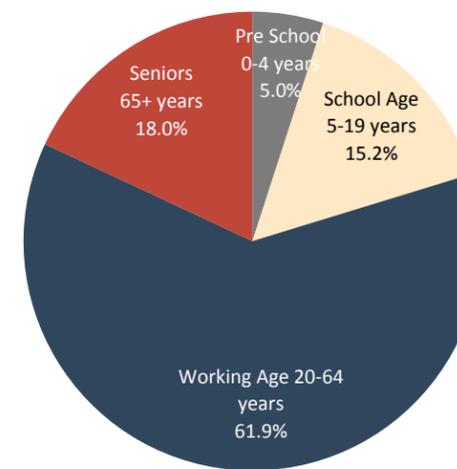
Median Age
(2010): 41.9

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

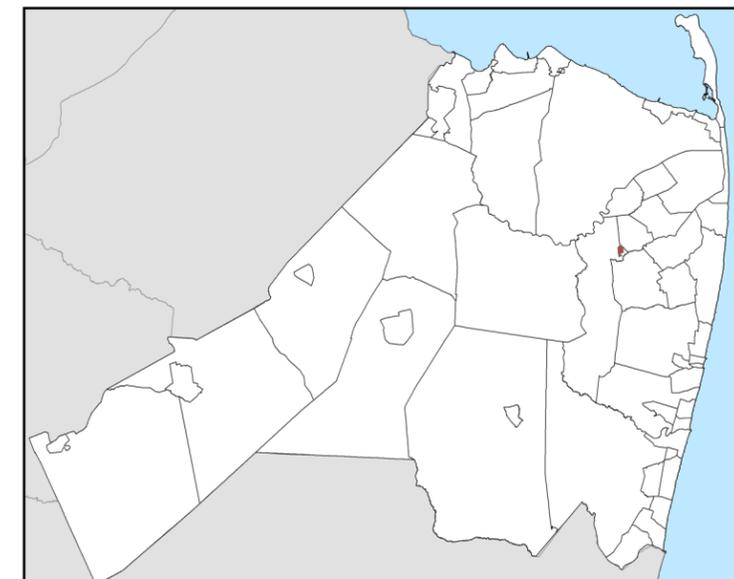
Source: www.army.mil/info/organization/cecom/



Entrance to Shrewsbury Township



Age Composition 2010



Topical Planning Issues

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.

In 2014, the Township announced it was awarded a Community Development Block Grant 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.

According to the County's Coastal Monmouth Plan (2010), Shrewsbury Township's vision is to maintain and improve existing facilities. This was a recent concern raised at a Planning Board meeting by residents expressing a need for new recreational facilities at the Township's park. Their "Top Planning Issues," which were also identified in the Coastal Monmouth Plan, included enlarging the Municipal Building/Community Center (which the 2014 Community Development Block Grant funded), maintaining infrastructure, and addressing insufficient parking.

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.

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

Median Household Income: \$56,048
Median Housing Value: \$155,200
Median Rent: \$1,091/month

Source: 2008-2012 ACS

Land Use

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

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	39	5.3%
High school graduate only	262	35.5%
Some college or associate's	255	34.5%
Bachelor's or grad. degree	183	24.8%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	608	100.0%
Owner-Occupied	267	43.9%
Renter-Occupied	251	41.3%
Vacant	90	14.8%
Seasonal	0	

Avg. Household Size 2.06

Housing Units (2008-2012)

	Number	Percent
Single Detached	10	1.6%
Single Attached	309	50.8%
2-4 Units	73	12.0%
5-9 Units	128	21.1%
10+ Units	88	14.5%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$4,979
Net Valuation (2013)	57 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	400	73.5%
Employed outside Monmouth Co.	144	26.5%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	180	32.9%
Service	119	22%
Sales, office	152	27.8%
Natural resources, construction, maintenance	46	8.4%
Production, transportation, materials, moving	50	9.1%

2013 Resident Unemployment

	Number	Percent
	47	8.0%

Spring Lake

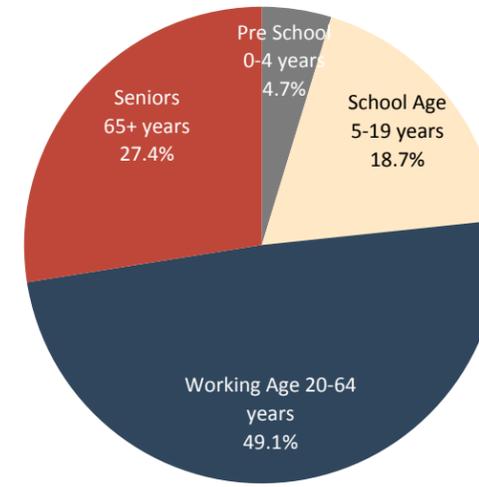
Spring Lake Borough has maintained much of the aura from its Victorian heyday with picturesque homes and small-town charm. Commonly known as the "Jewel of the Jersey Shore," the Borough was originally developed as a summer getaway for the 19th century industry barons with grand waterfront hotels and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

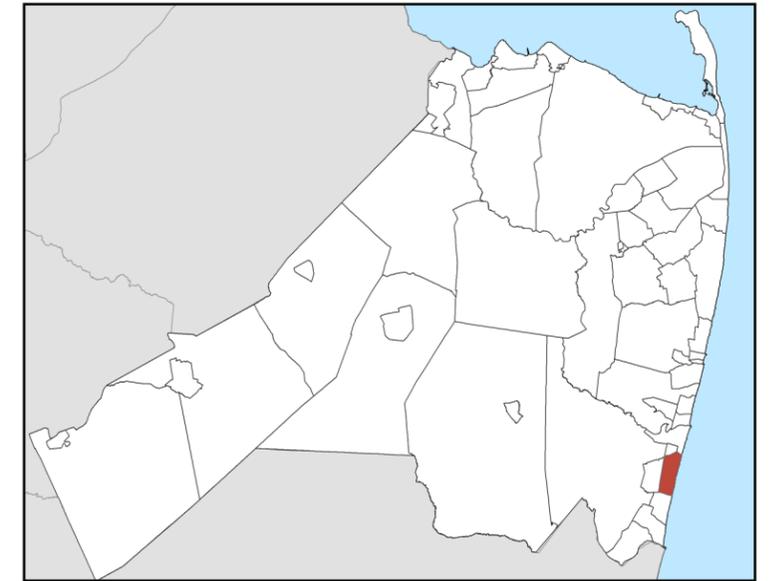


Spring Lake

Median Age (2010): 51.9



Age Composition 2010



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. Proposals included collaborating with the Chamber of Commerce and the Business Improvement District to implement wayfinding signage and information programs targeted to the beachfront. To encourage a vibrant downtown, Borough officials passed measures to limit ground floor office space, permit outdoor dining, and created the Spring Lake Business Improvement District.

Spring Lake's Master Plan addresses the continuing pressure for single-family homes to be replaced, expanded, and/or modernized. With the new construction and revitalization of the Borough's housing stock, Spring Lake is addressing new appropriate housing sizes to keep the residential character consistent within the existing neighborhoods. Another significant planning issue for the Borough is flooding concerns due to its coastal lakes and proximity to the ocean. Recently adopted ordinances have raised the height limits of residential structures to comply with FEMA construction mandates. Recent allocations of federal funds have allowed for creation of a protective berm, and the placement of sluice gates on the outflow pipe running between Wreck Pond and the Atlantic Ocean.

Sources: 2010 Spring Lake Master Plan, Coastal Monmouth Plan (2010), www.springlakeboro.org

Median Household Income: \$109,688
 Median Housing Value: \$1,000,000+
 Median Rent: \$1,402/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	424.8	60.2%
Apartment	0.2	0.0%
Commercial	20.6	2.9%
Industrial	0.5	0.1%
Farmland	0.0	0.0%
Vacant	10.4	1.5%
Public	219.4	31.1%
Public School	3.4	0.5%
Other School	4.3	0.6%
Church	2.9	0.4%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	1.1	0.2%
Unknown	17.7	2.5%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	28	1.2%
High school graduate only	305	13.5%
Some college or associate's	410	18.1%
Bachelor's or grad. degree	1,521	67.2%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	2,038	100.0%
Owner-Occupied	1,110	54.5%
Renter-Occupied	108	5.3%
Vacant	820	40.2%
Seasonal	694	

Avg. Household Size 2.47

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,772	86.9%
Single Attached	0	0.0%
2-4 Units	31	1.5%
5-9 Units	35	1.7%
10+ Units	200	9.8%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$11,241
Net Valuation (2013)	3.40 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	601	60.1%
Employed outside Monmouth Co.	399	39.9%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	639	62.6%
Service	121	12%
Sales, office	222	21.7%
Natural resources, construction, maintenance	39	3.8%
Production, transportation, materials, moving	0	0.0%

2013 Resident Unemployment

	Number	Percent
	94	8.6%

Spring Lake Heights

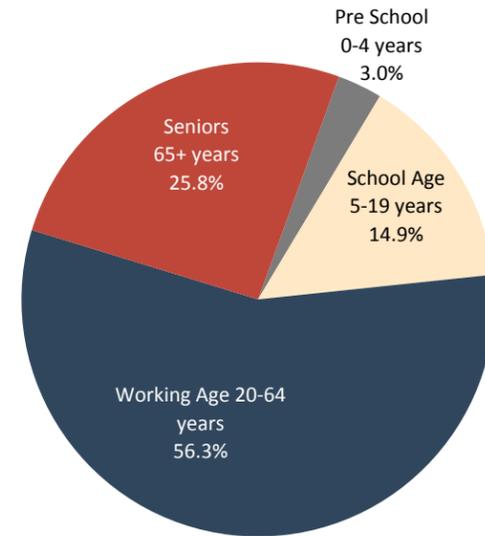
Median Age (2010):
49.6

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

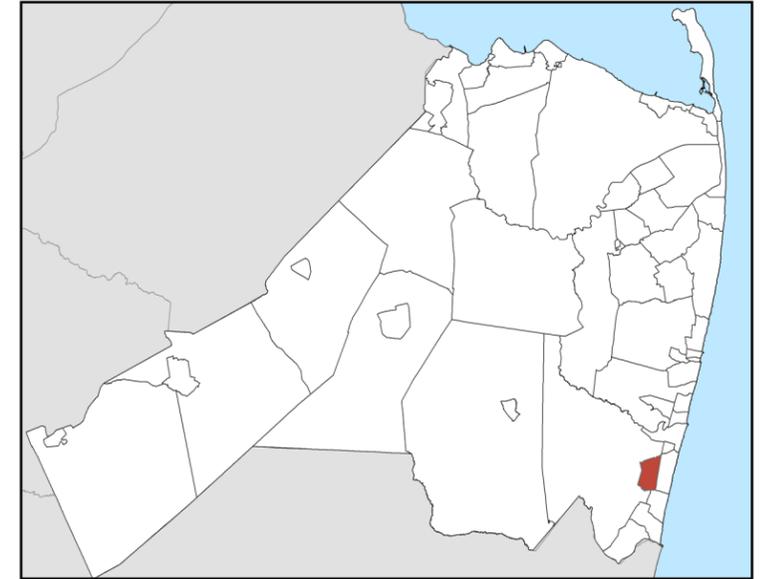


Old Mill Pond Dam

Source: www.springlakehts.com



Age Composition 2010



Topical Planning Issues

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

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

Median Household Income: \$73,304
Median Housing Value: \$509,400
Median Rent: \$1,314/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	310.9	43.7%
Apartment	44.7	6.3%
Commercial	181.1	25.4%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	13.4	1.9%
Public	35.9	5.0%
Public School	10.6	1.5%
Other School	0.0	0.0%
Church	3.2	0.4%
Cemetery	3.3	0.5%
Rail	0.0	0.0%
Other Exempt	1.4	0.2%

Unknown 107.4 15.1%
Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	143	4.1%
High school graduate only	730	20.8%
Some college or associate's	677	19.3%
Bachelor's or grad. degree	1,964	55.9%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	2,752	100.0%
Owner-Occupied	1,205	43.8%
Renter-Occupied	911	33.1%
Vacant	636	23.1%
Seasonal	395	

Avg. Household Size 2.23

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,308	47.5%
Single Attached	411	14.9%
2-4 Units	320	11.6%
5-9 Units	351	12.8%
10+ Units	362	13.2%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$5,864
Net Valuation (2013)	1.16 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	1,401	64.1%
Employed outside Monmouth Co.	783	35.9%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,046	47.7%
Service	204	9%
Sales, office	598	27.3%
Natural resources, construction, maintenance	246	11.2%
Production, transportation, materials, moving	100	4.6%

2013 Resident Unemployment

	Number	Percent
	153	6.6%

Tinton Falls

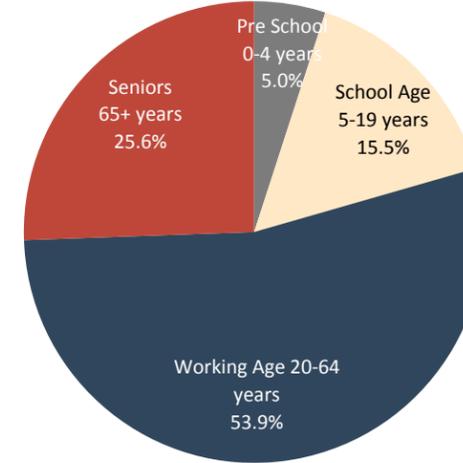
With a land area encompassing 15.20 square miles, the Borough of Tinton Falls played an important history in the settlement of Monmouth County. Colonel Lewis Morris, one of the area's early settlers, is often credited with influencing the naming of the County after his ancestral homeland Monmouthshire,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

Source: www.tintonfalls.com

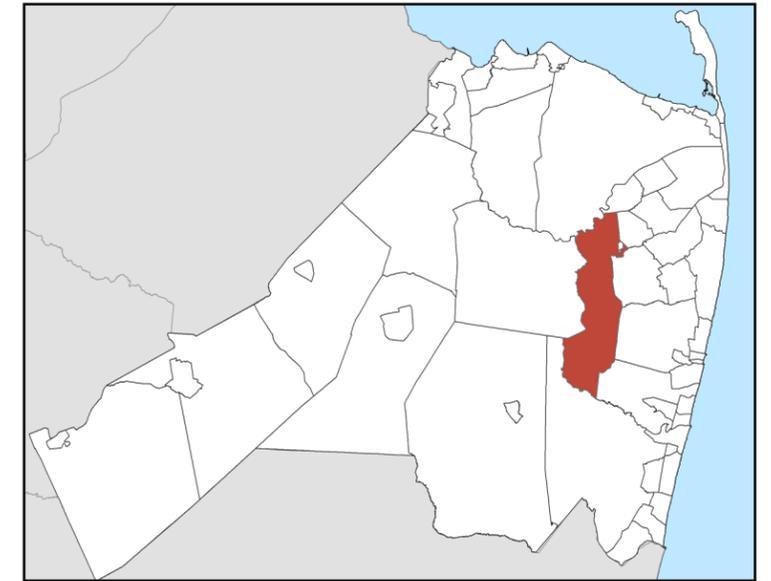


Tinton Falls & MJ's Pizza

Median Age (2010): 46.9



Age Composition 2010



Topical Planning Issues

The Borough of Tinton Falls is a large suburban community with residential neighborhoods, commercial developments, a portion of Naval Weapons Stations Earle, and the former Fort Monmouth property. Tinton Falls has been actively involved in utilizing redevelopment as a strategy towards achieving goals and objectives outlined within their Master Plan. The Fort Monmouth redevelopment area comprises a total of 54.77 acres, is centrally located within the borough, and is in close proximity to major highways allowing an easy commute to regional commercial and employment centers.

Originally adopted in February 2005, the U.S. Army Communications Electronics Command Redevelopment Plan was revised in 2011 and again in 2013 within the context of the recent economic and planning trends. Original office structures constructed within Fort Monmouth do not coordinate with the surrounding land uses of low density single-family development. Currently, the site is slated for construction of 180 single-family age restricted units.

Progress on development of the Borough's portion of the Fort Monmouth property occurred in January 2013, when the Fort Monmouth Economic Revitalization Authority (FMERA) and CommVault (a data-protection software company) closed on the sale of a 55-acre site. Work is currently underway on the first 275,000 square-foot structure with completion scheduled for late 2014. When fully completed the 650,000 square-foot, high tech office research complex will serve as CommVault's headquarters, employing between 2,500 and 3,000 employees.

Sources: U.S. Army Communications Electronics Command Redevelopment Plan (2013), www.tintonfalls.com

Median Household Income: \$74,741
Median Housing Value: \$333,000
Median Rent: \$1,606/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	2,046.0	24.4%
Apartment	164.1	2.0%
Commercial	769.5	9.2%
Industrial	98.8	1.2%
Farmland	414.1	4.9%
Vacant	1,107.9	13.2%
Public	2,987.0	35.6%
Public School	117.2	1.4%
Other School	108.9	1.3%
Church	48.8	0.6%
Cemetery	63.5	0.8%
Rail	21.4	0.3%
Other Exempt	45.0	0.5%
Unknown	397.8	4.7%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	642	4.8%
High school graduate only	3,325	24.7%
Some college or associate's	3,553	26.4%
Bachelor's or grad. degree	5,944	44.1%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	8,465	100.0%
Owner-Occupied	6,201	73.3%
Renter-Occupied	1,679	19.8%
Vacant	585	6.9%
Seasonal	104	

Avg. Household Size 2.23

Housing Units (2008-2012)

	Number	Percent
Single Detached	3,375	39.9%
Single Attached	1,675	19.8%
2-4 Units	167	2.0%
5-9 Units	418	4.9%
10+ Units	2,830	33.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$6,000
Net Valuation (2013)	2.76 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	5,663	68.1%
Employed outside Monmouth Co.	2,653	31.9%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	4,051	47.8%
Service	1,473	17%
Sales, office	2,037	24.1%
Natural resources, construction, maintenance	432	5.1%
Production, transportation, materials, moving	474	5.6%

2013 Resident Unemployment

	Number	Percent
	787	8.6%

Union Beach

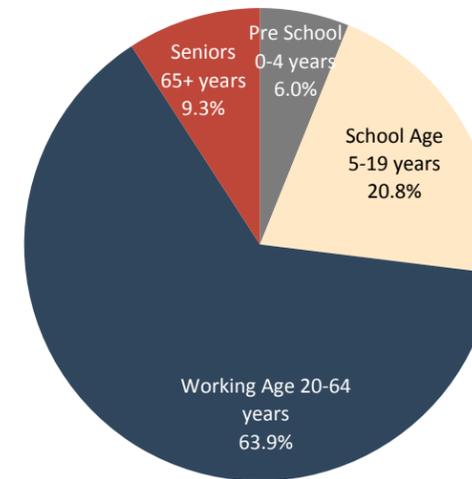
With a land area of 1.80 square miles bordering Raritan Bay, the Borough of Union Beach was officially established in 1925. The abundant clay pits yielded a thriving brick and tile business in the late 19th century. In the early 20th century, Union Beach became a vacation community for New York City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

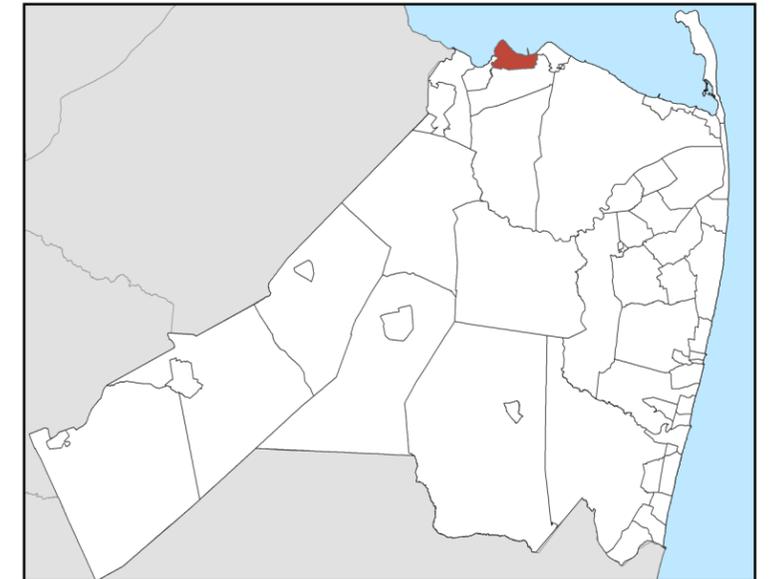


Waterfront Park

Median Age (2010): 38.6



Age Composition 2010



Topical Planning Issues

The 2005 Master Plan defined Union Beach as an older suburban, single-family residential community. Adjacent to the Raritan Bay, lot sizes range from approximately 2,000 square feet to 106 acres in size. Much of the waterfront is privately held, comprised mostly of wetlands and residential uses. According to the Master Plan, a substantial amount of undersized lots exist in the Borough under common ownership. Bungalows constructed on these small lots, sometimes referred to as "cottages," date to the beginning of the 20th century or earlier. When Superstorm Sandy hit, more than 80% of the homes in Union Beach flooded with at least two feet of water. In addition to the residential property losses, Union Beach lost four firehouses, ambulance squad, the school facility, and a fleet of municipal emergency vehicles.

Union Beach is currently in the midst of rebuilding. As of May 2014, 272 homes have been demolished, 15 homes have been elevated (out of the 115 planned), 156 new homes were under construction, and 30 homes were built. Current rebuilding standards require homes to be raised at least 2 feet higher than the new FEMA base flood elevation maps dictate. These minimum height requirements however, conflict with the Borough's height maximums of 35 feet. Therefore in January 2014, the borough passed an ordinance amending and adding provisions regarding residential construction in flood hazard areas. In addition to residential rebuilding project, local officials awarded contracts for the rehabilitation of the waterfront bulkhead, shorefront walkway/Scholer Park, reconstruction of 7th Street, utility upgrades, and the preparation of design plans for several major intersections.

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

Median Household Income: \$66,419
Median Housing Value: \$274,500
Median Rent: \$1,237/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	318.7	31.3%
Apartment	0.3	0.0%
Commercial	14.6	1.4%
Industrial	149.2	14.7%
Farmland	0.0	0.0%
Vacant	299.0	29.4%
Public	214.9	21.1%
Public School	5.4	0.5%
Other School	0.0	0.0%
Church	5.1	0.5%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	2.6	0.3%
Unknown	8.2	0.8%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	568	14.0%
High school graduate only	1,705	41.9%
Some college or associate's	1,255	30.8%
Bachelor's or grad. degree	541	13.3%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	2,118	100.0%
Owner-Occupied	1,830	86.4%
Renter-Occupied	268	12.7%
Vacant	20	0.9%
Seasonal	0	

Avg. Household Size

2.97

Housing Units (2008-2012)

	Number	Percent
Single Detached	1,833	86.5%
Single Attached	141	6.7%
2-4 Units	74	3.5%
5-9 Units	50	2.4%
10+ Units	0	0.0%
Mobile Homes & Other	20	

Taxes

Average Residential Property Tax (2013)	\$5,582
Net Valuation (2013)	403 million

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	1,662	56.5%
Employed outside Monmouth Co.	1,279	43.5%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	803	26.7%
Service	523	17%
Sales, office	894	29.7%
Natural resources, construction, maintenance	414	13.8%
Production, transportation, materials, moving	372	12.4%

2013 Resident Unemployment

	Number	Percent
	283	8.7%

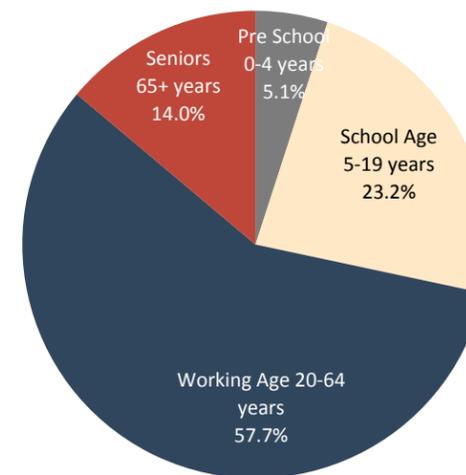
Upper Freehold

Median Age (2010): 43.7

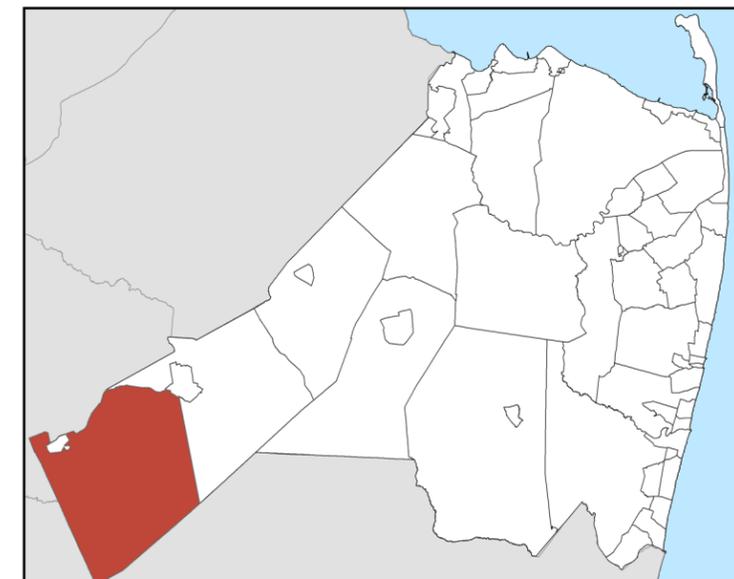
Located in the extreme western Panhandle of Monmouth County, Upper Freehold Township has a land area of 47.45 square miles. Since the 18th century, the area's rich fertile soil has attracted farmers, establishing a strong agricultural character. While the nature of farming has evolved from large dairy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



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



Age Composition 2010



Topical Planning Issues

The primary reason the Township has maintained its rural, agricultural characteristic is that a significant portion of the land continues to be actively used for farming purposes. The 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%. The Township aims to determine appropriate densities to support agricultural land uses while maintaining its rural character.

The Upper Freehold Historic Farmland Byway showcases the unique agricultural, cultural, scenic, and historic qualities of the panhandle region. The first of its type to be accomplished in Monmouth County, the Byway is one of only eight scenic byways in New Jersey. Designated by the New Jersey Department of Transportation in 2006, this 31.5-mile byway travels through portions of Allentown Borough and Upper Freehold Township. The Upper Freehold Historic Farmland Byway Corridor Management Plan (2010) outlines specific goals and strategies for preserving the Byway's visual character, intrinsic qualities, and abundant farmland.

In addition to farmland preservation, Upper Freehold is actively involved in the preservation of natural open space. Crosswicks Creek Greenway, with Historic Walnford as its centerpiece, is a 1,500+ acre greenway surrounded by another 2,700 acres of preserved farmland. A former railroad right-of-way, the first four miles of the Union Transportation Trail are now open for use.

Median Household Income: \$122,989
Median Housing Value: \$531,900
Median Rent: \$917/month

Source: 2008-2012 ACS

Demographics

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

2010 Race and Ethnicity		
	Number	Percent
White	6,315	91.5%
Black	139	2.0%
Asian	300	4.3%
Other	148	2.1%
Hispanic Origin	254	3.7%

Educational Attainment

25 Years and Older (2008-2012)		
	Number	Percent
No high school degree	193	4.2%
High school graduate only	1,128	24.7%
Some college or associate's	872	19.1%
Bachelor's or grad. degree	2,369	51.9%

Housing

Housing Characteristics (2008-2012)		
	Number	Percent
Total	2,460	100.0%
Owner-Occupied	2,200	89.4%
Renter-Occupied	90	3.7%
Vacant	170	6.9%
Seasonal	0	

Avg. Household Size: 2.95

Housing Units (2008-2012)		
	Number	Percent
Single Detached	2,403	97.7%
Single Attached	50	2.0%
2-4 Units	7	0.3%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$10,216
Net Valuation (2013)	1.19 billion

Employment

Place of Employment (2008-2012)		
	Number	Percent
Employed in Monmouth Co.	1,092	36.7%
Employed outside Monmouth Co.	1,886	63.3%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,657	54.8%
Service	458	15%
Sales, office	504	16.7%
Natural resources, construction, maintenance	194	6.4%
Production, transportation, materials, moving	210	6.9%

2013 Resident Unemployment

Number	Percent
232	7.2%

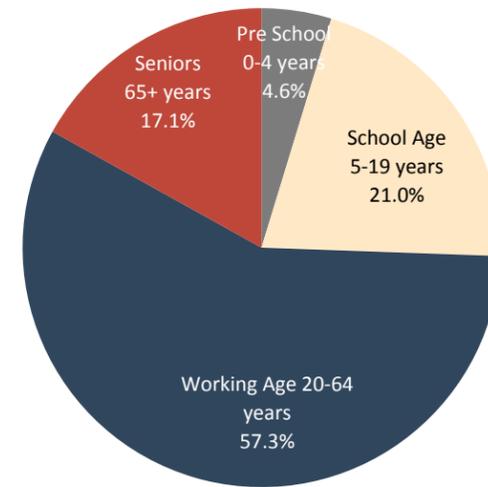
Wall

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.

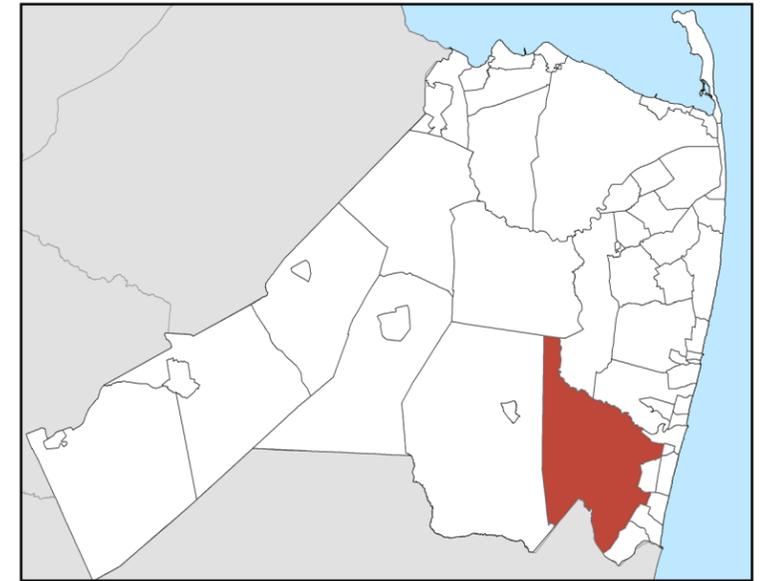


Atlantic Farms

Median Age (2010): 45.0



Age Composition 2010



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

Demographics

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

2010 Race and Ethnicity		
	Number	Percent
White	24,521	93.7%
Black	639	2.4%
Asian	421	1.6%
Other	583	2.2%
Hispanic Origin	908	3.5%

Educational Attainment

25 Years and Older (2008-2012)		
	Number	Percent
No high school degree	788	4.5%
High school graduate only	4,792	27.1%
Some college or associate's	4,048	22.9%
Bachelor's or grad. degree	8,075	45.6%

Housing

Housing Characteristics (2008-2012)		
	Number	Percent
Total	10,520	100.0%
Owner-Occupied	7,741	73.6%
Renter-Occupied	1,930	18.3%
Vacant	849	8.1%
Seasonal	391	
Avg. Household Size	2.66	

Housing Units (2008-2012)		
	Number	Percent
Single Detached	8,274	78.7%
Single Attached	521	5.0%
2-4 Units	301	2.9%
5-9 Units	239	2.3%
10+ Units	944	9.0%
Mobile Homes & Other	241	

Taxes

Average Residential Property Tax (2013)	\$8,466
Net Valuation (2013)	3.71 billion

Employment

Place of Employment (2008-2012)		
	Number	Percent
Employed in Monmouth Co.	8,470	70.1%
Employed outside Monmouth Co.	3,621	29.9%

Type of Employment (2008-2012)		
	Number	Percent
Mgmt, business, science, arts	5,541	45.3%
Service	1,690	14%
Sales, office	3,520	28.8%
Natural resources, construction, maintenance	796	6.5%
Production, transportation, materials, moving	696	5.7%

2013 Resident Unemployment

Number	Percent
960	7.0%

Topical Planning Issues

In 2008, Wall Township adopted the Open Space and Recreation Plan (OSRP), providing a full inventory of existing and preserved environmental and recreational resources, 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. There is a trail extension north of the Edgar Felix Bikeway, commonly referred to as the Route 18 Bike Path, which is approximately 2 miles in length and ends at the Wall Municipal Complex. The bikeway is located on state land, originally acquired for the extension of State Route 18. In 2008, Wall requested financial assistance from the Department of Transportation to continue the bicycle path network to the Howell boundary, with the goal of eventually connecting to the Manasquan Reservoir. These plans are a part of the statewide plan for a bike path stretching from the Atlantic Ocean to the Delaware River.

Median Household Income: \$91,631
Median Housing Value: \$468,600
Median Rent: \$1,116/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	4,969.4	28.5%
Apartment	42.9	0.2%
Commercial	1,802.1	10.3%
Industrial	634.2	3.6%
Farmland	2,379.2	13.6%
Vacant	1,586.3	9.1%
Public	4,675.6	26.8%
Public School	197.9	1.1%
Other School	3.3	0.0%
Church	205.6	1.2%
Cemetery	80.7	0.5%
Rail	0.0	0.0%
Other Exempt	308.4	1.8%
Unknown	557.5	3.2%

Source: Monmouth County Board of Taxation (2014)

West Long Branch

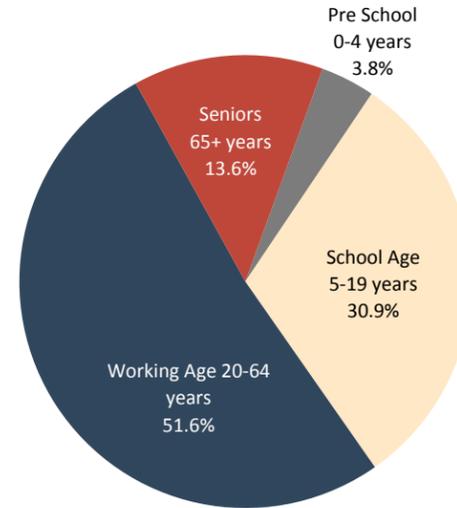
Median Age (2010): 32.4

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

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



Intersection of Rt. 71 and Cedar Ave.



Age Composition 2010



Topical Planning Issues

The Borough of West Long Branch is almost fully developed with the exception of several small scattered vacant lots and underdeveloped lots. With the pattern of existing development firmly established within the borough, the Master Plan and subsequent amendments emphasize maintaining the established borough character. Public and quasi-public lands are found in large quantities throughout the Borough, with Monmouth University being one of the largest land holders. With limited space on the campus, all Monmouth University facility expansions are extensively evaluated by the West Long Branch Planning and Zoning Boards to determine the effects on the surrounding community (e.g. parking, traffic, infrastructure needs, stormwater runoff, etc.). The Boards collaborate closely with the University to ensure all proposed development is compatible within the surrounding areas. Recent academic proposals presented before the Planning Board have included a new four-story grandstand for Kessler Field, a new facility for the Department of Art and Design, and a new residence hall.

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 recently installed 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.

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

Median Household Income: \$84,058
 Median Housing Value: \$424,600
 Median Rent: \$1,047/month

Source: 2008-2012 ACS

Land Use

	Assessed Acreage	Percent
Residential	878.5	54.8%
Apartment	10.8	0.7%
Commercial	211.8	13.2%
Industrial	5.9	0.4%
Farmland	33.0	2.1%
Vacant	49.7	3.1%
Public	111.2	6.9%
Public School	58.3	3.6%
Other School	124.3	7.8%
Church	24.9	1.6%
Cemetery	48.6	3.0%
Rail	0.0	0.0%
Other Exempt	20.6	1.3%
Unknown	24.7	1.5%

Source: Monmouth County Board of Taxation (2014)

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2008-2012)

	Number	Percent
No high school degree	424	8.8%
High school graduate only	1,431	29.8%
Some college or associate's	1,096	22.8%
Bachelor's or grad. degree	1,853	38.6%

Housing

Housing Characteristics (2008-2012)

	Number	Percent
Total	2,682	100.0%
Owner-Occupied	2,021	75.4%
Renter-Occupied	458	17.1%
Vacant	203	7.6%
Seasonal	7	

Avg. Household Size 2.77

Housing Units (2008-2012)

	Number	Percent
Single Detached	2,244	83.7%
Single Attached	96	3.6%
2-4 Units	266	9.9%
5-9 Units	26	1.0%
10+ Units	50	1.9%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2013)	\$8,854
Net Valuation (2013)	1.12 billion

Employment

Place of Employment (2008-2012)

	Number	Percent
Employed in Monmouth Co.	2,964	75.4%
Employed outside Monmouth Co.	965	24.6%

Type of Employment (2008-2012)

	Number	Percent
Mgmt, business, science, arts	1,566	39.5%
Service	527	13%
Sales, office	1,204	30.4%
Natural resources, construction, maintenance	356	9.0%
Production, transportation, materials, moving	314	7.9%

2013 Resident Unemployment

	Number	Percent
	380	8.8%