New Jersey's
Monmouth County
The Place You Want to Be

Monmouth County At-A-Glance

2016

COUNTY OF MONMOUTH
NEW JERSEY

Prepared by
Monmouth County Division of Planning

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Monmouth County At-A-Glance

Monmouth County Division of Planning
March 2016

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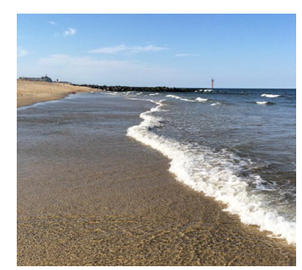


Introduction

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

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

Monmouth County At-A-Glance is 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

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	32,302	7.4%
High school graduate only	111,761	25.8%
Some college or associate's	107,458	24.8%
Bachelor's or grad. degree	182,249	42.0%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	259,572	100.0%
Owner-Occupied	174,727	67.3%
Renter-Occupied	59,003	22.7%
Vacant	25,842	10.0%
Seasonal	10,960	
Avg. Household Size		2.66

Housing Units

(2010-2014)

	Number	Percent
Single Detached	172,370	66.4%
Single Attached	19,783	7.6%
2-4 Units	17,764	6.8%
5-9 Units	10,669	4.1%
10+ Units	36,091	13.9%
Mobile Homes & Other	2,895	

Taxes

Average Residential Property Tax (2014)	$8,337
Net Valuation (2015)	107.16 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	183,223	61.1%
Employed outside Monmouth Co.	116,596	38.9%

Type of Employment

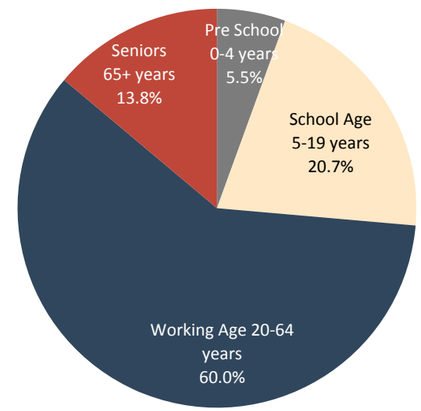
16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	132,889	43.4%
Service	47,780	16%
Sales, office	78,721	25.7%
Natural resources, construction, maintenance	23,337	7.6%
Production, transportation, materials, moving	23,185	7.6%

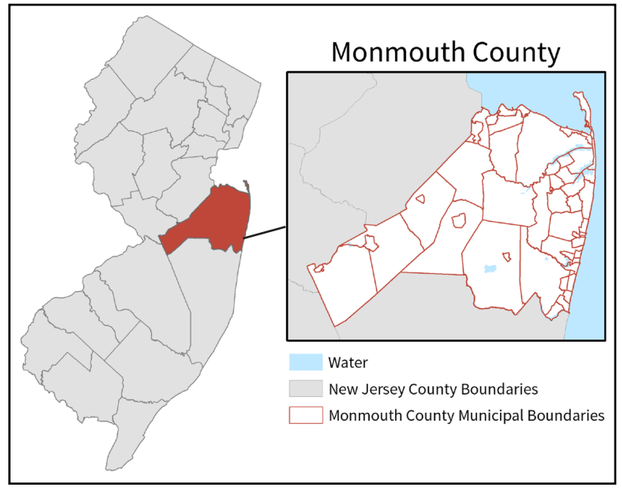
2014 Resident Unemployment

Number	Percent
19,569	6.0%

County Website: www.visitmonmouth.com



Age Composition 2010



Topical Planning Issues

Monmouth County Division of Planning is in the process of updating its first comprehensive master plan in over 30 years. Expected to be adopted in 2016, the Monmouth County Master Plan has twelve elements, which can be viewed by clicking the link below. Each chapter describes existing conditions within the County specific to that element, emerging issues and long range challenges, best management practices, stakeholder actions, and resources and funding opportunities. For additional information on the County Master Plan, visit: https://co.monmouth.nj.us/page.aspx?ID=4197.

In 2015, the Division of Planning initiated an annual insight report series beginning with "Measuring Monmouth County's Creative Economy," a white paper examining the economic contributions and employee size of both for profit and nonprofit creative and cultural industries. The Division of Planning continues to work alongside County OEM to provide assistance to municipalities interested in joining or improving their classification within the Community Rating System (CRS) program. Other current planning projects include assisting Brookdale Community College with enrollment data and analysis, partnering with the Division of Economic Development with their Grown in Monmouth initiative, and providing various County departments and municipalities with Geographic Information System (GIS) mapping and spatial analysis. Additionally, through the diligent efforts of the Monmouth County Board of Chosen Freeholder's leadership and the local legislative delegation, the critical dredging of the Shark River Channel is advancing. The substantial project includes dredging approximately 102,000 cubic yards of sediment out of the state channel to allow safe passage. A kickoff ceremony launching the project was held in October 2015.

Median Household Income: $85,605
Median Housing Value: $386,900
Median Rent: $1,115/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	96,057.4	34.6%
Apartment	1,762.0	0.6%
Commercial	17,067.4	6.1%
Industrial	2,957.5	1.1%
Farmland	51,950.1	18.7%
Vacant	20,019.7	7.2%
Public	57,916.9	20.9%
Public School	4,130.8	1.5%
Other School	683.7	0.2%
Church	1,797.4	0.6%
Cemetery	1,177.1	0.4%
Rail	302.3	0.1%
Other Exempt	9,624.2	3.5%
Unknown	12,319.2	4.4%

Source: Monmouth County Board of Taxation (2015)

Aberdeen

Median Age (2010): 39.0

Aberdeen is a suburban township with a land area of 5.4 square miles. Aberdeen is part of the Bayshore 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

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 (2010-2014)

	Number	Percent
No high school degree	896	7.0%
High school graduate only	3,361	26.3%
Some college or associate's	3,600	28.2%
Bachelor's or grad. degree	4,922	38.5%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	7,145	100.0%
Owner-Occupied	5,205	72.8%
Renter-Occupied	1,613	22.6%
Vacant	327	4.6%
Seasonal	37	
Avg. Household Size		2.66

Housing Units

(2010-2014)

	Number	Percent
Single Detached	4,715	66.0%
Single Attached	626	8.8%
2-4 Units	403	5.6%
5-9 Units	289	4.0%
10+ Units	1,101	15.4%
Mobile Homes & Other	11	

Taxes

Average Residential Property Tax (2014)	$6,710
Net Valuation (2015)	2.0 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	4,322	46.9%
Employed outside Monmouth Co.	4,890	53.1%

Type of Employment

16 Years and Older (2010-2014)

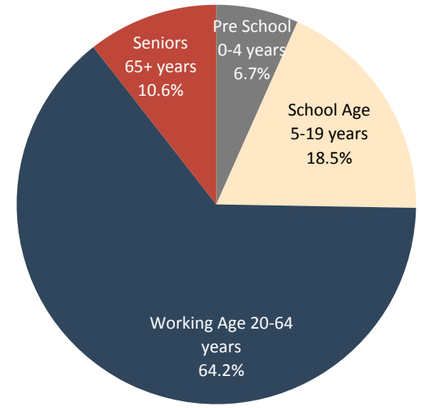
	Number	Percent
Mgmt, business, science, arts	4,022	43.0%
Service	1,425	15%
Sales, office	2,337	25.0%
Natural resources, construction, maintenance	722	7.7%
Production, transportation, materials, moving	844	9.0%

2014 Resident Unemployment

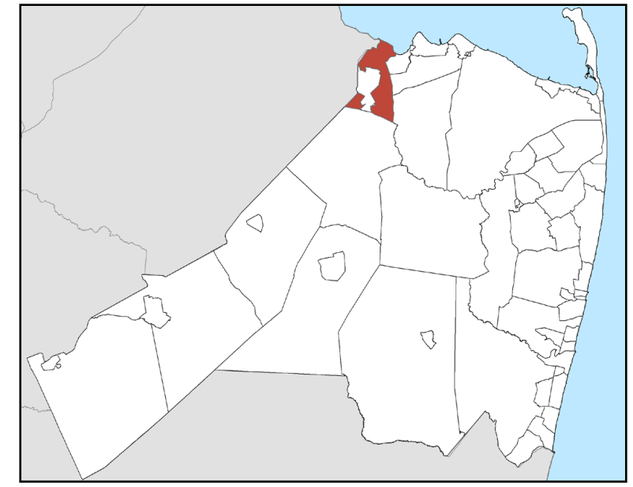
Number	Percent
608	6.2%

Regional School District Website: www.marsd.org

Municipal Website: www.aberdeennj.org



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: $88,630
Median Housing Value: $311,300
Median Rent: $1,243/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	1,328.0	44.3%
Apartment	40.0	1.3%
Commercial	287.5	9.6%
Industrial	60.9	2.0%
Farmland	101.7	3.4%
Vacant	320.4	10.7%
Public	519.0	17.3%
Public School	125.6	4.2%
Other School	0.0	0.0%
Church	78.2	2.6%
Cemetery	5.6	0.2%
Rail	32.6	1.1%
Other Exempt	4.2	0.1%
Unknown	96.7	3.2%

Source: Monmouth County Board of Taxation (2015)

Allenhurst

Median Age (2010): 47.2

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

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 (2010-2014)

	Number	Percent
No high school degree	9	2.4%
High school graduate only	65	17.1%
Some college or associate's	79	20.7%
Bachelor's or grad. degree	228	59.8%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	354	100.0%
Owner-Occupied	129	36.4%
Renter-Occupied	84	23.7%
Vacant	141	39.8%
Seasonal	126	
Avg. Household Size		2.28

Housing Units

(2010-2014)

	Number	Percent
Single Detached	275	77.7%
Single Attached	0	0.0%
2-4 Units	49	13.8%
5-9 Units	11	3.1%
10+ Units	19	5.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$11,970
Net Valuation (2015)	448 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	208	79.7%
Employed outside Monmouth Co.	53	20.3%

Type of Employment

16 Years and Older (2010-2014)

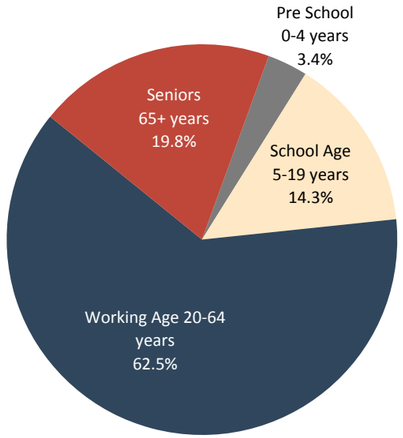
	Number	Percent
Mgmt, business, science, arts	120	46.0%
Service	31	12%
Sales, office	77	29.5%
Natural resources, construction, maintenance	17	6.5%
Production, transportation, materials, moving	16	6.1%

2014 Resident Unemployment

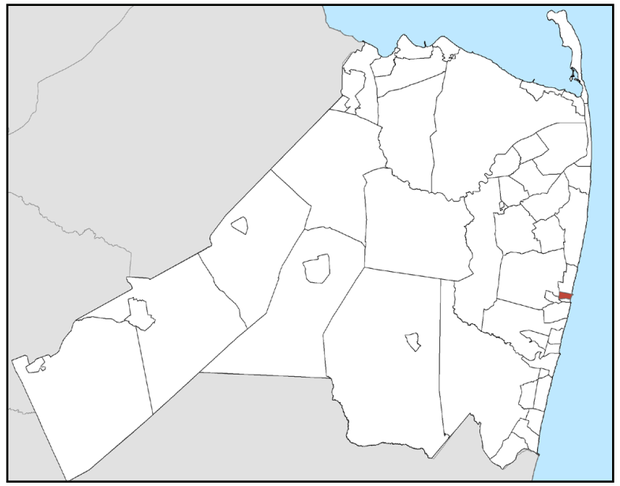
Number	Percent
13	4.4%

Regional School District Website: www.asburypark.k12.nj.us

Municipal Website: www.allenhurstnj.org



Age Composition 2010



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. In June 2015 locals and tourists alike welcomed the reopening of Mr C's Beach Bar and Bistro, after being destroyed by Hurricane Sandy.

Sources: www.allenhurstnj.org , "Main Street Redevelopment Plan" (Heyer, Gruel & Associates, 2007),
"Corps Will Not Notch Three Allenhurst and Deal Jetties" (asburyparksun.com, 6/24/14)
"Mr. C's Reopens on Allenhurst Beachfront Monday Night" (asburyparksun.com, 6/08/14)

Median Household Income: $84,115
Median Housing Value: $1,000,000+
Median Rent: $881/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	92.4	73.3%
Apartment	1.0	0.8%
Commercial	8.2	6.5%
Industrial	0.5	0.4%
Farmland	0.0	0.0%
Vacant	2.1	1.7%
Public	14.2	11.3%
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	5.6%

Source: Monmouth County Board of Taxation (2015)

Allentown

Median Age (2010): 42.4

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

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

Conines Millpond

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 (2010-2014)

	Number	Percent
No high school degree	84	6.8%
High school graduate only	316	25.6%
Some college or associate's	298	24.1%
Bachelor's or grad. degree	536	43.4%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	717	100.0%
Owner-Occupied	523	72.9%
Renter-Occupied	154	21.5%
Vacant	40	5.6%
Seasonal	0	
Avg. Household Size		2.7

Housing Units

(2010-2014)

	Number	Percent
Single Detached	578	80.6%
Single Attached	40	5.6%
2-4 Units	44	6.1%
5-9 Units	11	1.5%
10+ Units	44	6.1%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$7,996
Net Valuation (2015)	191 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	239	25.5%
Employed outside Monmouth Co.	700	74.5%

Type of Employment

16 Years and Older (2010-2014)

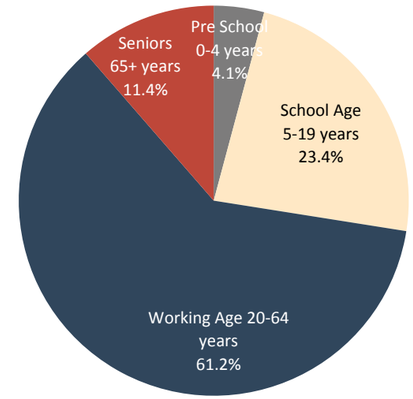
	Number	Percent
Mgmt, business, science, arts	494	50.8%
Service	120	12%
Sales, office	250	25.7%
Natural resources, construction, maintenance	59	6.1%
Production, transportation, materials, moving	49	5.0%

2014 Resident Unemployment

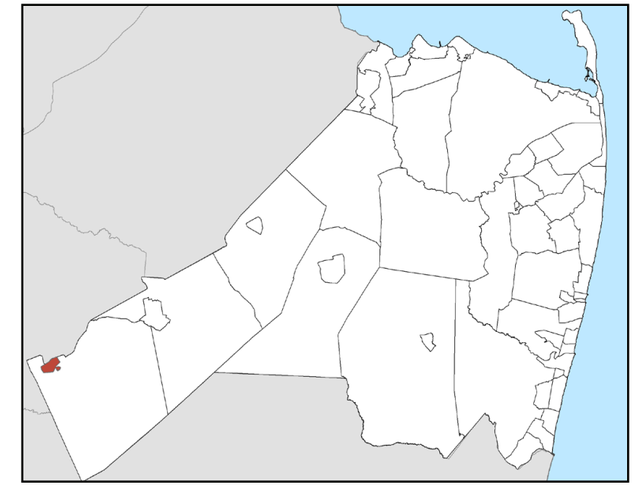
Number	Percent
51	5.1%

Regional School Distict Website: www.ufrsd.net

Municipal Website: www.allentownnj.org



Age Composition 2010



Topical Planning Issues

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

Sources: Panhandle Region Plan (2011) and "Village Initiative looking ahead, preserving past" (The Messenger-Press, 05/27/14)

Median Household Income: $102,250
Median Housing Value: $313,000
Median Rent: $969/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	199.6	56.0%
Apartment	10.0	2.8%
Commercial	17.8	5.0%
Industrial	0.0	0.0%
Farmland	0.8	0.2%
Vacant	6.3	1.8%
Public	37.2	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	0.2	0.1%

Source: Monmouth County Board of Taxation (2015)

Asbury Park

Median Age (2010): 34.0

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

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

Asbury Park Boardwalk, Source: Jarrod Grim

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 (2010-2014)

	Number	Percent
No high school degree	1,932	18.5%
High school graduate only	3,865	36.9%
Some college or associate's	2,509	24.0%
Bachelor's or grad. degree	2,157	20.6%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	8,130	100.0%
Owner-Occupied	1,322	16.3%
Renter-Occupied	5,300	65.2%
Vacant	1,508	18.5%
Seasonal	517	
Avg. Household Size		2.37

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,896	23.3%
Single Attached	220	2.7%
2-4 Units	1,854	22.8%
5-9 Units	625	7.7%
10+ Units	3,511	43.2%
Mobile Homes & Other	24	

Taxes

Average Residential Property Tax (2014)	$4,643
Net Valuation (2015)	1.21 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	5,660	79.1%
Employed outside Monmouth Co.	1,494	20.9%

Type of Employment

16 Years and Older (2010-2014)

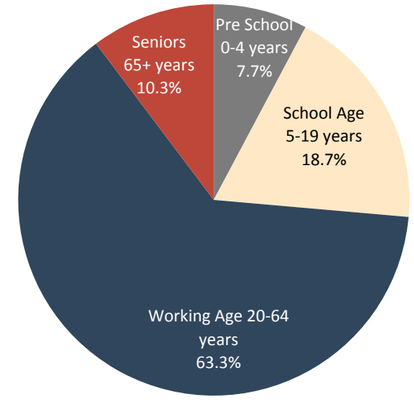
	Number	Percent
Mgmt, business, science, arts	1,737	24.0%
Service	2,252	31%
Sales, office	1,458	20.2%
Natural resources, construction, maintenance	578	8.0%
Production, transportation, materials, moving	1,210	16.7%

2014 Resident Unemployment

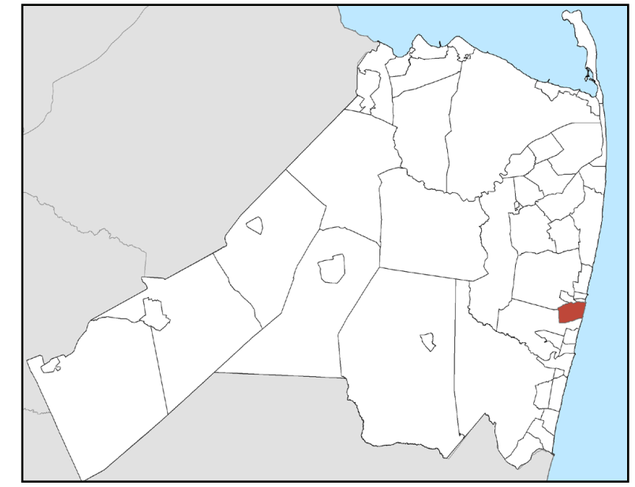
Number	Percent
730	9.6%

School District Website: www.asburypark.k12.nj.us

Municipal Website: http://cityofasburypark.com



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's resurgence has sustained in 2015 with the opening of nation's first oceanfront food truck park, a new theater nightclub on Cookman Avenue, its first microbrewery, and many new restaurants and shops. Additionally, during the course of 2015, the longstanding vacant and rundown Salvation Army retirement home in Asbury Park undertook extensive rehabilitation to become the city's pioneer hotel in over fifty years.

During 2015, the city broke ground on the Springwood Park (the first community park ever built on the west side-remove) which will include a recreational turf field and performance stage. The City Council established a Parking Committee to address public parking complaints. The city issued an RFP for a new Master Plan during 2015 as well.

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

Median Household Income: $32,459
Median Housing Value: $314,100
Median Rent: $958/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	253.6	38.0%
Apartment	39.4	5.9%
Commercial	91.7	13.7%
Industrial	1.2	0.2%
Farmland	0.0	0.0%
Vacant	63.9	9.6%
Public	138.7	20.8%
Public School	29.0	4.3%
Other School	2.8	0.4%
Church	23.2	3.5%
Cemetery	0.0	0.0%
Rail	8.8	1.3%
Other Exempt	13.1	2.0%
Unknown	2.8	0.4%

Source: Monmouth County Board of Taxation (2015)

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 businsess are just a few of the amenities that continue to attract people to Atlantic Highlands.

Source: http://newjerseyshore.com

1st Ave

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	90	3.0%
High school graduate only	625	20.6%
Some college or associate's	840	27.7%
Bachelor's or grad. degree	1,474	48.7%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	1,930	100.0%
Owner-Occupied	1,426	73.9%
Renter-Occupied	371	19.2%
Vacant	133	6.9%
Seasonal	34	
Avg. Household Size		2.42

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,442	74.7%
Single Attached	36	1.9%
2-4 Units	145	7.5%
5-9 Units	11	0.6%
10+ Units	296	15.3%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$8,482
Net Valuation (2015)	632 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,582	71.2%
Employed outside Monmouth Co.	639	28.8%

Type of Employment

16 Years and Older (2010-2014)

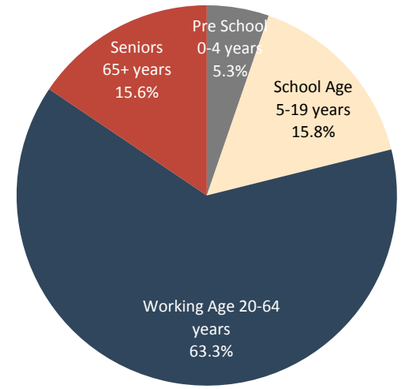
	Number	Percent
Mgmt, business, science, arts	1,057	45.9%
Service	232	10%
Sales, office	653	28.4%
Natural resources, construction, maintenance	226	9.8%
Production, transportation, materials, moving	134	5.8%

2014 Resident Unemployment

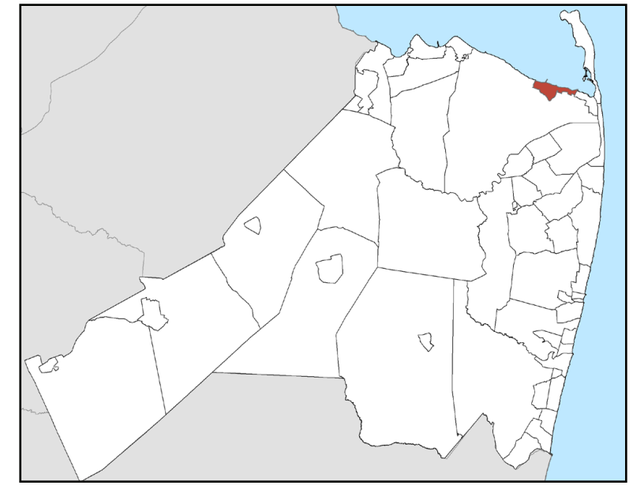
Number	Percent
162	6.3%

Local School District Website: www.ahes.k12.nj.us
Regional School District Website: www.henryhudsonreg.k12.nj.us

Municipal Website: www.ahnj.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.

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.

In 2014, Jacques Cousteau National Estuarine Research Reserve (JC NERR) prepared a "Getting to Resilience" (GTR) recommendations report for Atlantic Highlands, at no cost to the Borough. JC NERR staff gathered local decision makers to evaluate their risks and vulnerabilities to natural disasters and based on that current risk, vulnerabilities, and municipal activities, specific recommendations were created to encourage community resiliency in Atlantic Highlands. JC NERR reviewed those recommendations with local administration and prioritized the next steps in achieving resiliency.

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: $82,596
Median Housing Value: $367,000
Median Rent: $1,133/month

SSource: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	406.3	41.9%
Apartment	6.0	0.6%
Commercial	42.7	4.4%
Industrial	3.8	0.4%
Farmland	0.0	0.0%
Vacant	105.1	10.8%
Public	280.2	28.9%
Public School	2.1	0.2%
Other School	0.0	0.0%
Church	9.3	1.0%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	4.5	0.5%
Unknown	108.7	11.2%

Source: Monmouth County Board of Taxation (2015)

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.avonbytheseanj.com

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	10	0.7%
High school graduate only	179	12.6%
Some college or associate's	300	21.1%
Bachelor's or grad. degree	930	65.5%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	1,316	100.0%
Owner-Occupied	563	42.8%
Renter-Occupied	361	27.4%
Vacant	392	29.8%
Seasonal	327	
Avg. Household Size		1.95

Housing Units

(2010-2014)

	Number	Percent
Single Detached	903	68.6%
Single Attached	32	2.4%
2-4 Units	142	10.8%
5-9 Units	10	0.8%
10+ Units	229	17.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$9,606
Net Valuation (2015)	935 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	622	71.7%
Employed outside Monmouth Co.	245	28.3%

Type of Employment

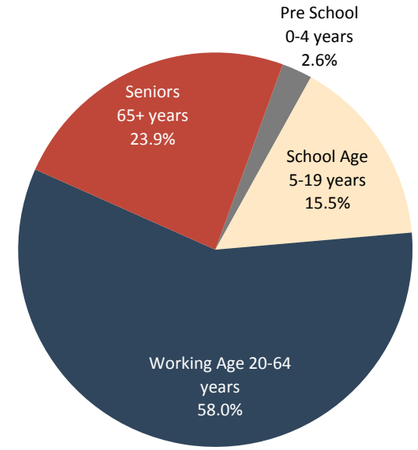
16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	432	49.5%
Service	130	15%
Sales, office	274	31.4%
Natural resources, construction, maintenance	21	2.4%
Production, transportation, materials, moving	15	1.7%

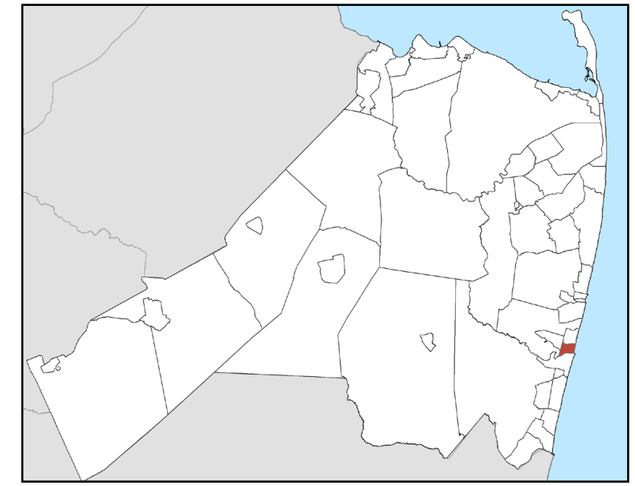
2014 Resident Unemployment

Number	Percent
59	5.9%

Local School District Website: www.avonschool.com Municipal Website: www.avonbytheseanj.com
Regional District Websites: www.asburypark.k12.nj.us, www.manasquanschools.org



Age Composition 2010



Topical Planning Issues

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

Avon-by-the-Sea relies on its boardwalk and beachfront access to support its local economy. Superstorm Sandy devastated the Avon boardwalk and required a community response to rebuild. In the wake 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. Avon-by-the-Sea has applied to FEMA to enter the Community Rating System (CRS), which would make them the 12th Monmouth County municipality in the program.

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.

Sources: Coastal Monmouth Plan (2010), "Avon-By-The-Sea boardwalk repair wins $2.3 million from FEMA" (nj.com, Christopher Robbins, 6/14/13) and www.avonbytheseanj.com

Median Household Income: $70,336
Median Housing Value: $907,700
Median Rent: $1,179/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	118.4	63.1%
Apartment	1.2	0.6%
Commercial	9.0	4.8%
Industrial	0.8	0.4%
Farmland	0.0	0.0%
Vacant	5.4	2.9%
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	1.8	0.9%
Unknown	14.5	7.7%

Source: Monmouth County Board of Taxation (2015)

Belmar

Median Age (2010): 41.9

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

Newly Redeveloped Belmar Boardwalk

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 (2010-2014)

	Number	Percent
No high school degree	440	9.7%
High school graduate only	1,255	27.6%
Some college or associate's	867	19.0%
Bachelor's or grad. degree	1,991	43.7%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	3,965	100.0%
Owner-Occupied	1,413	35.6%
Renter-Occupied	1,458	36.8%
Vacant	1,094	27.6%
Seasonal	765	
Avg. Household Size		2

Housing Units

(2010-2014)

	Number	Percent
Single Detached	2,136	53.9%
Single Attached	182	4.6%
2-4 Units	885	22.3%
5-9 Units	113	2.8%
10+ Units	649	16.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$6,518
Net Valuation (2015)	1.04 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	2,264	72.4%
Employed outside Monmouth Co.	864	27.6%

Type of Employment

16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	1,364	43.4%
Service	660	21%
Sales, office	581	18.5%
Natural resources, construction, maintenance	294	9.3%
Production, transportation, materials, moving	247	7.9%

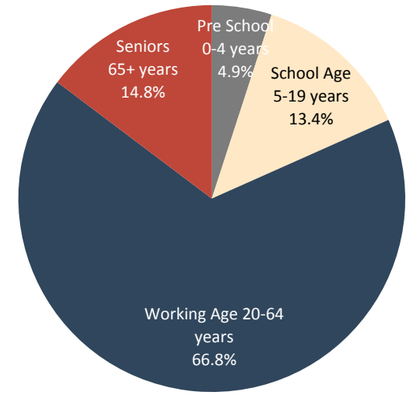
2014 Resident Unemployment

Number	Percent
207	6.1%

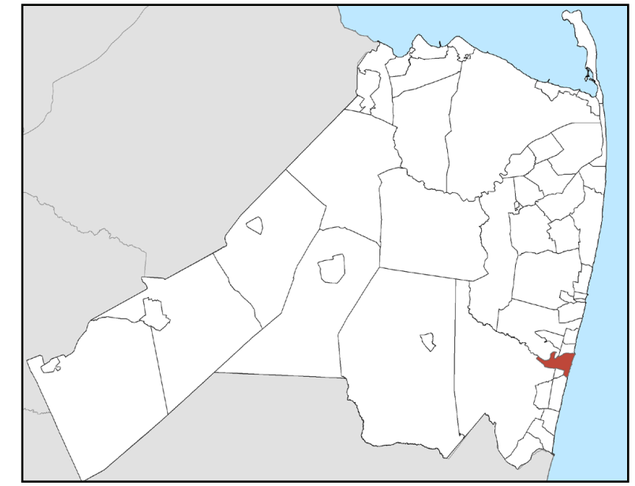
Local School District Website: www.belmar.k12.nj.us

Municipal Website: www.belmar.com

Regional School District Websites: www.asburypark.k12.nj.us, www.manasquanschools.org



Age Composition 2010



Topical Planning Issues

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 annual Art Walk along Belmar's Main Street including the community arts mural at the Belmar Train Station.

In 2016, Chiefs international announced plans to open a $6 million restaurant overlooking the Shark River by the end of the year. The facility will be a 12,000 square feet, featuring a sprawling outdoor patio and casual dining. Borough officials hope the project will make the Belmar Marina a destination for boat owning patrons.

Post Superstorm Sandy, Belmar has increased their resiliency to coastal storms by joining the CRS program in 2015, saving their flood insurance policyholders over $50,000 (as of July 2015). The Borough took proactive measures and installed a new drainage system for Silver Lake which experienced extreme flooding during Sandy. Additionally, Belmar does not require a height variance for structures that exceed the maximum building height if they are mitigating and bringing their structures up to code.

Sources: "Belmar scraps redevelopment plans, intends to start over" (www.nj.com, 4/6/14), "Belmar to Toss Redevelopment Plan, Write New One" (www.washingtontimes.com, 4/6/14), www.njfuture.org

Median Household Income: $59,557
Median Housing Value: $498,300
Median Rent: $1,163/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	295.6	64.5%
Apartment	11.1	2.4%
Commercial	39.8	8.7%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	12.8	2.8%
Public	82.2	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	0.9	0.2%
Unknown	0.6	0.1%

Source: Monmouth County Board of Taxation (2015)

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.

Del Ponte's Coal Fired Pizza

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 (2010-2014)

	Number	Percent
No high school degree	362	11.7%
High school graduate only	621	20.1%
Some college or associate's	940	30.4%
Bachelor's or grad. degree	1,169	37.8%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	3,225	100.0%
Owner-Occupied	933	28.9%
Renter-Occupied	1,219	37.8%
Vacant	1,073	33.3%
Seasonal	942	
Avg. Household Size		1.99

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,672	51.8%
Single Attached	127	3.9%
2-4 Units	627	19.4%
5-9 Units	46	1.4%
10+ Units	753	23.3%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$7,157
Net Valuation (2015)	1.13 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,514	74.2%
Employed outside Monmouth Co.	526	25.8%

Type of Employment

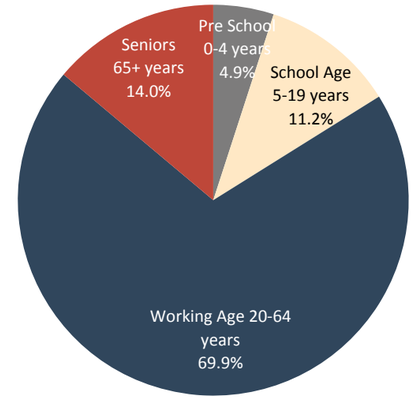
16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	811	38.8%
Service	354	17%
Sales, office	565	27.1%
Natural resources, construction, maintenance	205	9.8%
Production, transportation, materials, moving	153	7.3%

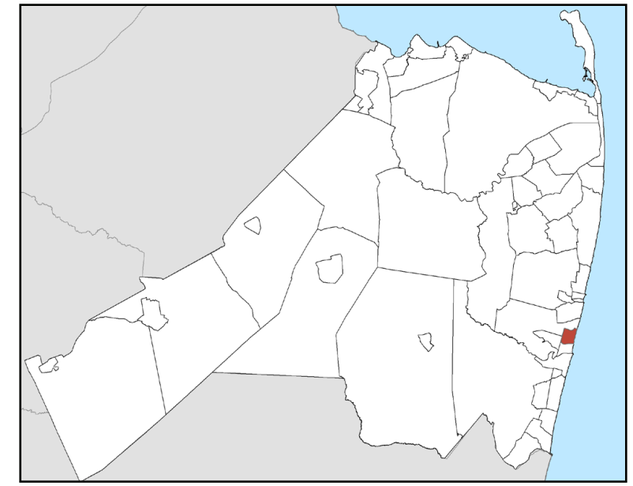
2014 Resident Unemployment

Number	Percent
174	6.9%

Local School District Website: www.bbesnj.org
Regional School District Website: www.asburypark.k12.nj.us
Municipal Website: www.bradleybeachnj.gov



Age Composition 2010



Topical Planning Issues

Through a Local Demonstration Project, Together North Jersey created the Connecting Community Corridors: Monmouth County (2013) study. This study seeks solutions in overcoming the east-west boundaries created by Memorial Drive and the North Jersey Coast Line. The plan calls for new development along Memorial Drive to be small in scale to complement existing land uses in 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.

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 Monmouth County Planning Board awarded Bradley Beach a 2014 Planning Merit Award for excellent planning techniques in addressing community resiliency through the maritime forest.

The Bradley Beach Chamber of Commerce assists the Borough in promoting local businesses particularly in the downtown. It does this through email blasts regarding sale events, maintaining a Facebook page, and organizing grand openings and ribbon cutting events. In partnership with the Mayor, the Bradley Beach Chamber of Commerce is also responsible for the creation of a Main Street Beautification Project which has been responsible for installing and maintaining hanging flower baskets, planters, banners, and planting flowers in tree wells.

Sources: http://togethernorthjersey.com, "Connecting Community Corridors: Monmouth County" (2013), www.sustainablejersey.com

Median Household Income: $60,216
Median Housing Value: $530,700
Median Rent: $1,058/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	176.8	65.7%
Apartment	13.2	4.9%
Commercial	17.2	6.4%
Industrial	0.9	0.3%
Farmland	0.0	0.0%
Vacant	5.9	2.2%
Public	39.0	14.5%
Public School	1.5	0.6%
Other School	0.0	0.0%
Church	5.1	1.9%
Cemetery	0.0	0.0%
Rail	7.5	2.8%
Other Exempt	0.6	0.2%
Unknown	1.3	0.5%

Source: Monmouth County Board of Taxation (2015)

Brielle

Median Age (2010): 44.9

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

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

Brielle Yacht Club Marina

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	109	3.2%
High school graduate only	405	11.9%
Some college or associate's	805	23.7%
Bachelor's or grad. degree	2,074	61.1%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,151	100.0%
Owner-Occupied	1,737	80.8%
Renter-Occupied	142	6.6%
Vacant	272	12.6%
Seasonal	186	
Avg. Household Size		2.54

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,693	78.7%
Single Attached	179	8.3%
2-4 Units	210	9.8%
5-9 Units	43	2.0%
10+ Units	10	0.5%
Mobile Homes & Other	16	

Taxes

Average Residential Property Tax (2014)	$10,494
Net Valuation (2015)	1.41 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,353	65.1%
Employed outside Monmouth Co.	726	34.9%

Type of Employment

16 Years and Older (2010-2014)

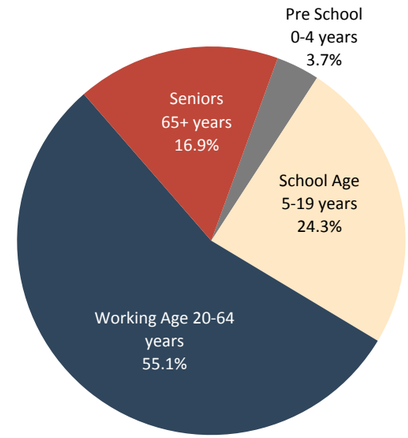
	Number	Percent
Mgmt, business, science, arts	1,127	51.7%
Service	243	11%
Sales, office	603	27.7%
Natural resources, construction, maintenance	152	7.0%
Production, transportation, materials, moving	55	2.5%

2014 Resident Unemployment

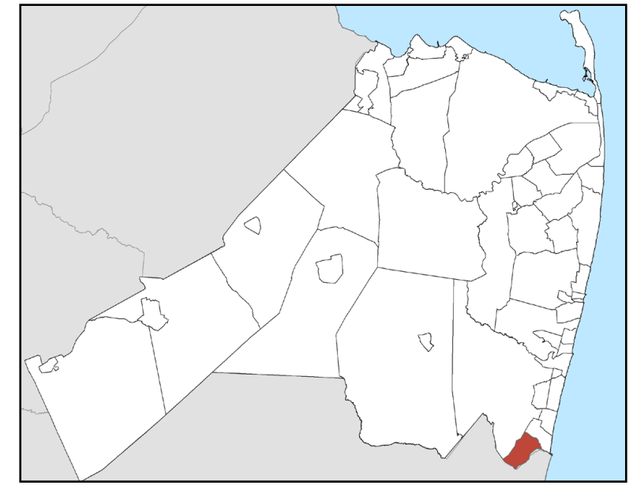
Number	Percent
155	6.7%

Local School District Website: www.brielle.k12.nj.us
Regional School District Website: www.manasquanschools.org

Municipal Website: www.briellenj.com



Age Composition 2010



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: $120,711
Median Housing Value: $589,800
Median Rent: $1,625/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	632.7	61.8%
Apartment	19.0	1.9%
Commercial	157.7	15.4%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	125.4	12.2%
Public	48.5	4.7%
Public School	12.5	1.2%
Other School	0.0	0.0%
Church	1.5	0.1%
Cemetery	16.7	1.6%
Rail	1.6	0.2%
Other Exempt	2.0	0.2%
Unknown	6.0	0.6%

Source: Monmouth County Board of Taxation (2015)

Colts Neck

Median Age (2010): 43.6

Colts Neck Township is located in central Monmouth County. The community is defined by large, rural residential estates, preserved farmland, open space, and equestrian farms. State Highway 34 bisects the Township north to south which essentially acts as the dividing gateway between eastern and western Monmouth County. Naval Weapons Station Earle is located in Colts Neck and occupies approximately 1/4 of the Township's land area. Colts Neck is renowned as the home of Laird & Company's Applejack, America's Oldest Native distillery, dating back to 1780. The historic Colts Neck Inn 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

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 (2010-2014)

	Number	Percent
No high school degree	219	3.3%
High school graduate only	1,100	16.7%
Some college or associate's	1,536	23.3%
Bachelor's or grad. degree	3,726	56.6%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	3,454	100.0%
Owner-Occupied	3,065	88.7%
Renter-Occupied	270	7.8%
Vacant	119	3.4%
Seasonal	0	
Avg. Household Size		3.02

Housing Units

(2010-2014)

	Number	Percent
Single Detached	3,143	91.0%
Single Attached	44	1.3%
2-4 Units	135	3.9%
5-9 Units	71	2.1%
10+ Units	61	1.8%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$14,336
Net Valuation (2015)	3.0 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	2,699	60.0%
Employed outside Monmouth Co.	1,798	40.0%

Type of Employment

16 Years and Older (2010-2014)

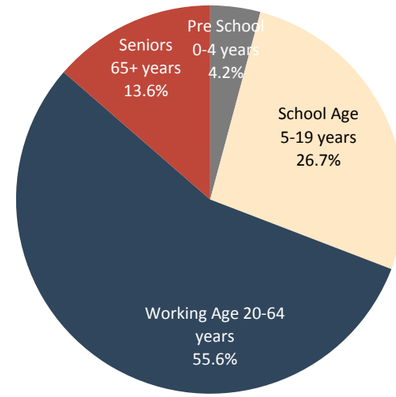
	Number	Percent
Mgmt, business, science, arts	2,320	51.7%
Service	352	8%
Sales, office	1,251	27.9%
Natural resources, construction, maintenance	329	7.3%
Production, transportation, materials, moving	232	5.2%

2014 Resident Unemployment

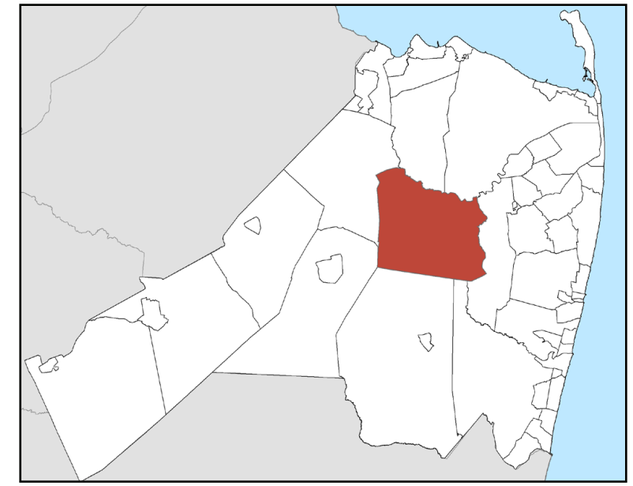
Number	Percent
213	4.7%

Local School District Website: www.coltsneckschools.org
Regional School District Website: www.frhsd.com

Municipal Website: www.colts-neck.nj.us



Age Composition 2010



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.

In May 2015, construction of a new roundabout was completed and opened to traffic. The project, located at the intersection of Crine, Dutch Lane, and Heulitt roads, was carried out in response to a request from Colts Neck officials to improve the safety of the intersection.

Source: www.colts-neck.nj.us

Median Household Income: $136,488
Median Housing Value: $754,600
Median Rent: $2,000+/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	5,031.2	25.9%
Apartment	0.0	0.0%
Commercial	743.9	3.8%
Industrial	0.0	0.0%
Farmland	5,553.4	28.6%
Vacant	980.3	5.1%
Public	2,235.6	11.5%
Public School	143.3	0.7%
Other School	0.0	0.0%
Church	37.0	0.2%
Cemetery	12.5	0.1%
Rail	0.0	0.0%
Other Exempt	4,629.2	23.9%
Unknown	40.0	0.2%

Source: Monmouth County Board of Taxation (2015)

Deal

Median Age (2010): 50.9

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

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

Deal Borough Hall

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	85	14.0%
High school graduate only	176	28.9%
Some college or associate's	155	25.5%
Bachelor's or grad. degree	192	31.6%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	916	100.0%
Owner-Occupied	234	25.5%
Renter-Occupied	96	10.5%
Vacant	586	64.0%
Seasonal	557	
Avg. Household Size		2.32

Housing Units

(2010-2014)

	Number	Percent
Single Detached	797	87.0%
Single Attached	0	0.0%
2-4 Units	42	4.6%
5-9 Units	16	1.7%
10+ Units	55	6.0%
Mobile Homes & Other	6	

Taxes

Average Residential Property Tax (2014)	$14,305
Net Valuation (2015)	2.0 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	158	51.5%
Employed outside Monmouth Co.	149	48.5%

Type of Employment

16 Years and Older (2010-2014)

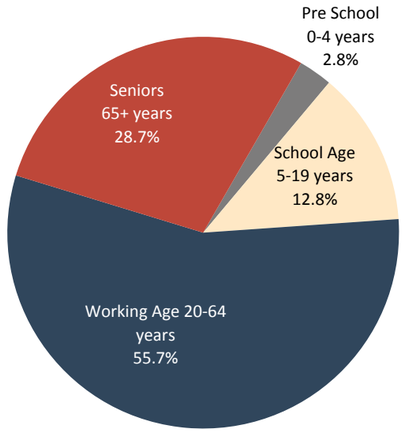
	Number	Percent
Mgmt, business, science, arts	119	38.0%
Service	40	13%
Sales, office	111	35.5%
Natural resources, construction, maintenance	21	6.7%
Production, transportation, materials, moving	22	7.0%

2014 Resident Unemployment

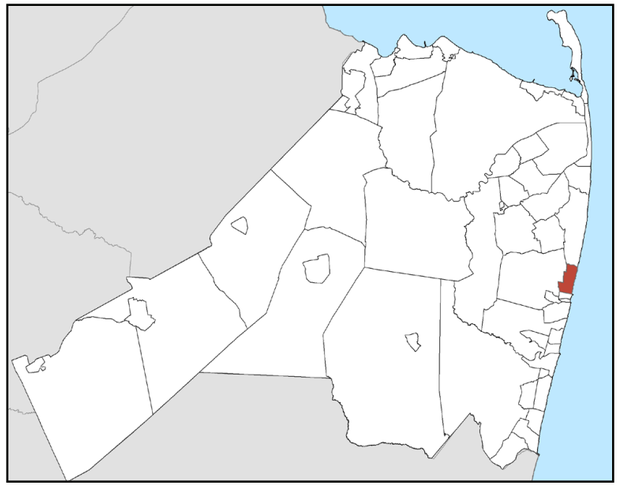
Number	Percent
20	5.7%

Local School District Website: www.dealschool.org
Regional School District Website: www.asburypark.k12.nj.us

Municipal Website: www.dealborough.com



Age Composition 2010



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 project began in May 2015. 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: $77,500
Median Housing Value: $993,800
Median Rent: $1,100/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	472.0	78.8%
Apartment	0.8	0.1%
Commercial	23.0	3.8%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	34.0	5.7%
Public	20.0	3.3%
Public School	11.4	1.9%
Other School	0.0	0.0%
Church	5.1	0.9%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	28.8	4.8%
Unknown	3.8	0.6%

Source: Monmouth County Board of Taxation (2015)

Eatontown

Median Age (2010): 39.6

Eatontown is located in the central portion of eastern Monmouth County and encompasses 5.86 square miles. The Borough has several highways connecting it to other portions of the County, such as 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

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 (2010-2014)

	Number	Percent
No high school degree	835	9.2%
High school graduate only	2,625	28.9%
Some college or associate's	2,557	28.2%
Bachelor's or grad. degree	3,063	33.7%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	5,593	100.0%
Owner-Occupied	2,806	50.2%
Renter-Occupied	2,468	44.1%
Vacant	319	5.7%
Seasonal	0	
Avg. Household Size		2.3

Housing Units

(2010-2014)

	Number	Percent
Single Detached	2,121	37.9%
Single Attached	446	8.0%
2-4 Units	781	14.0%
5-9 Units	727	13.0%
10+ Units	1,237	22.1%
Mobile Homes & Other	281	

Taxes

Average Residential Property Tax (2014)	$6,747
Net Valuation (2015)	2.1 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	5,249	79.7%
Employed outside Monmouth Co.	1,334	20.3%

Type of Employment

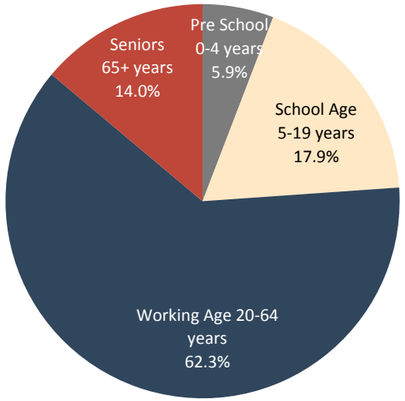
16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	2,404	35.8%
Service	1,475	22%
Sales, office	1,506	22.4%
Natural resources, construction, maintenance	569	8.5%
Production, transportation, materials, moving	768	11.4%

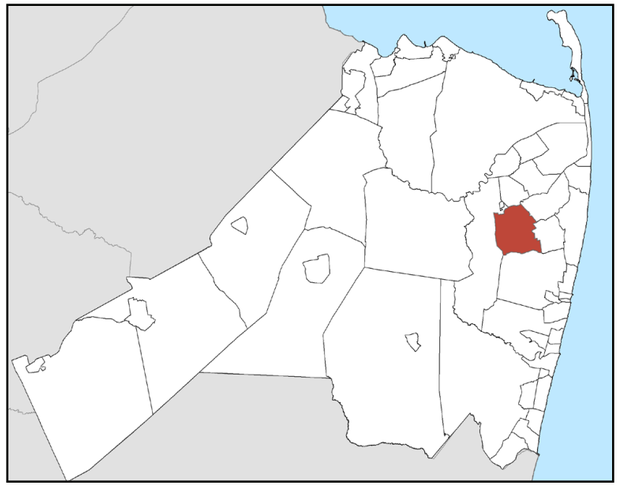
2014 Resident Unemployment

Number	Percent
430	6.1%

Local School District Website: www.eatontown.org
Regional School District Website: www.monmouthregional.net
Municipal Website: www.eatontownnj.com



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.

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

Median Household Income: $64,378
Median Housing Value: $314,200
Median Rent: $1,052/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	921.8	28.2%
Apartment	164.5	5.0%
Commercial	696.8	21.3%
Industrial	179.7	5.5%
Farmland	16.4	0.5%
Vacant	272.7	8.3%
Public	306.9	9.4%
Public School	51.9	1.6%
Other School	9.7	0.3%
Church	33.1	1.0%
Cemetery	11.8	0.4%
Rail	13.2	0.4%
Other Exempt	512.9	15.7%
Unknown	76.6	2.3%

Source: Monmouth County Board of Taxation (2015)

Englishtown

Median Age (2010): 38.6

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

Sources: Englishtown Sustainable Design Assessment Team (www.aia.org/aiaucmp/groups/aia/documents/pdf/aiab079670.pdf), "Parade to honor heros of Battle of Monmouth" http://sub.gmnews.com

The Village Inn/Battleground Historical Society

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	121	8.6%
High school graduate only	489	34.9%
Some college or associate's	428	30.5%
Bachelor's or grad. degree	365	26.0%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	744	100.0%
Owner-Occupied	443	59.5%
Renter-Occupied	260	34.9%
Vacant	41	5.5%
Seasonal	0	
Avg. Household Size		2.86

Housing Units

(2010-2014)

	Number	Percent
Single Detached	390	52.4%
Single Attached	117	15.7%
2-4 Units	93	12.5%
5-9 Units	27	3.6%
10+ Units	117	15.7%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$6,614
Net Valuation (2015)	240 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	495	49.2%
Employed outside Monmouth Co.	511	50.8%

Type of Employment

16 Years and Older (2010-2014)

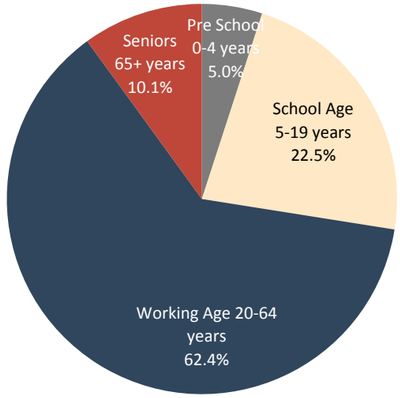
	Number	Percent
Mgmt, business, science, arts	403	39.2%
Service	145	14%
Sales, office	291	28.3%
Natural resources, construction, maintenance	88	8.6%
Production, transportation, materials, moving	101	9.8%

2014 Resident Unemployment

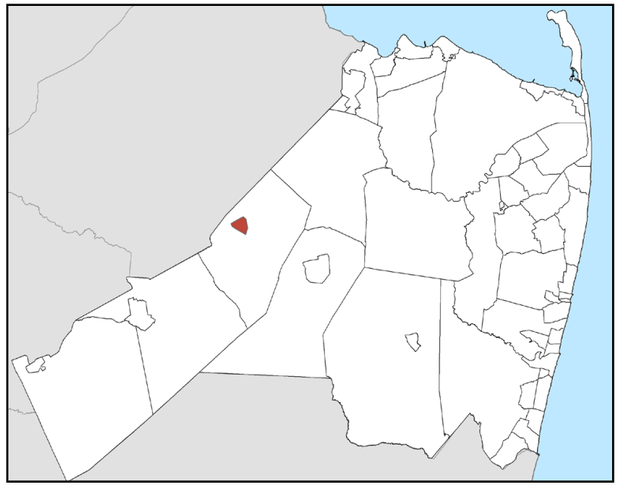
Number	Percent
72	6.7%

Regional School District Websites: www.mers.k12.nj.us, www.frhsd.com

Municipal Website: www.englishtownnj.com



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: $82,902
Median Housing Value: $312,100
Median Rent: $1,298/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	147.5	42.8%
Apartment	11.0	3.2%
Commercial	41.8	12.1%
Industrial	13.2	3.8%
Farmland	0.0	0.0%
Vacant	56.1	16.3%
Public	48.4	14.0%
Public School	4.1	1.2%
Other School	0.0	0.0%
Church	6.9	2.0%
Cemetery	0.4	0.1%
Rail	0.0	0.0%
Other Exempt	11.7	3.4%
Unknown	3.9	1.1%

Source: Monmouth County Board of Taxation (2015)

Fair Haven

Median Age (2010): 39.3

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

Source: www.fairhavennj.org

Fair Haven Road

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 (2010-2014)

	Number	Percent
No high school degree	91	2.3%
High school graduate only	485	12.3%
Some college or associate's	524	13.3%
Bachelor's or grad. degree	2,840	72.1%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,098	100.0%
Owner-Occupied	1,945	92.7%
Renter-Occupied	139	6.6%
Vacant	14	0.7%
Seasonal	0	
Avg. Household Size		2.92

Housing Units

(2010-2014)

	Number	Percent
Single Detached	2,066	98.5%
Single Attached	7	0.3%
2-4 Units	25	1.2%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$13,513
Net Valuation (2015)	1.53 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,667	64.5%
Employed outside Monmouth Co.	917	35.5%

Type of Employment

16 Years and Older (2010-2014)

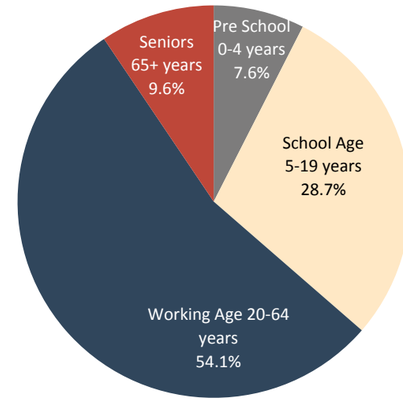
	Number	Percent
Mgmt, business, science, arts	1,575	57.3%
Service	268	10%
Sales, office	722	26.3%
Natural resources, construction, maintenance	86	3.1%
Production, transportation, materials, moving	98	3.6%

2014 Resident Unemployment

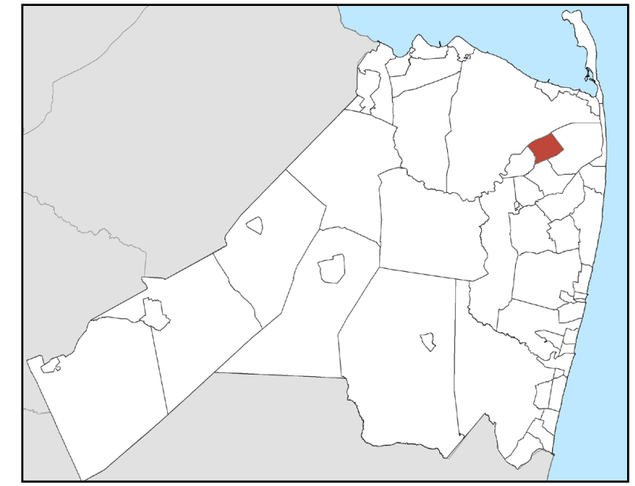
Number	Percent
113	3.9%

Local School District Website: www.fairhaven.edu
Regional School District Website: www.rumsonfairhaven.org

Municipal Website: www.fairhavennj.org



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: $140,000
Median Housing Value: $649,700
Median Rent: $1,789/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	710.3	76.9%
Apartment	0.0	0.0%
Commercial	23.4	2.5%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	20.6	2.2%
Public	103.9	11.3%
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	38.2	4.1%

Source: Monmouth County Board of Taxation (2015)

Farmingdale

Median Age (2010): 39.8

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

Source: www.farmingdaleborough.org

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

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	52	5.4%
High school graduate only	342	35.7%
Some college or associate's	255	26.6%
Bachelor's or grad. degree	310	32.3%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	591	100.0%
Owner-Occupied	285	48.2%
Renter-Occupied	275	46.5%
Vacant	31	5.2%
Seasonal	10	
Avg. Household Size		2.49

Housing Units

(2010-2014)

	Number	Percent
Single Detached	322	54.5%
Single Attached	11	1.9%
2-4 Units	45	7.6%
5-9 Units	80	13.5%
10+ Units	133	22.5%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$5,753
Net Valuation (2015)	155 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	553	78.0%
Employed outside Monmouth Co.	156	22.0%

Type of Employment

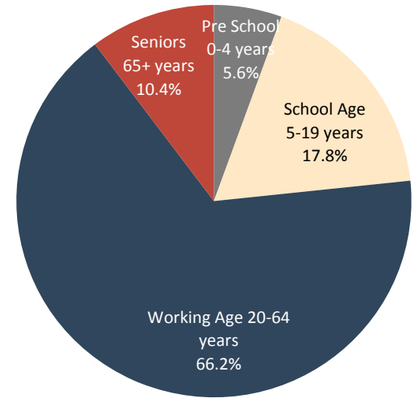
16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	275	37.8%
Service	117	16%
Sales, office	188	25.8%
Natural resources, construction, maintenance	83	11.4%
Production, transportation, materials, moving	65	8.9%

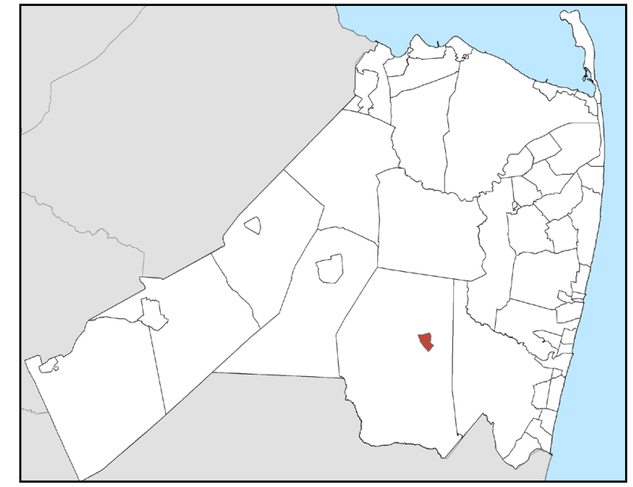
2014 Resident Unemployment

Number	Percent
66	8.4%

Local School District Website: www.farmingdaleschool.com
Regional School District Website: www.frhsd.com
Municipal Website: www.farmingdaleborough.org



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: $61,711
Median Housing Value: $306,700
Median Rent: $1,032/month

Source: 2010-2014 ACS

Land Use

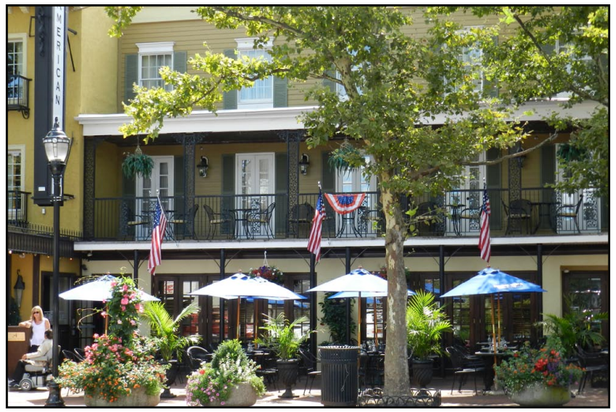
	Assessed Acreage	Percent
Residential	127.4	42.6%
Apartment	15.4	5.2%
Commercial	40.6	13.6%
Industrial	5.6	1.9%
Farmland	26.4	8.8%
Vacant	42.7	14.3%
Public	4.2	1.4%
Public School	4.8	1.6%
Other School	0.0	0.0%
Church	3.9	1.3%
Cemetery	0.0	0.0%
Rail	9.9	3.3%
Other Exempt	0.2	0.1%
Unknown	18.1	6.0%

Source: Monmouth County Board of Taxation (2015)

Freehold Borough

Median Age (2010): 33.3

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



American Hotel in Downtown Freehold

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	1,895	24.6%
High school graduate only	2,399	31.1%
Some college or associate's	1,789	23.2%
Bachelor's or grad. degree	1,630	21.1%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	4,345	100.0%
Owner-Occupied	2,028	46.7%
Renter-Occupied	1,944	44.7%
Vacant	373	8.6%
Seasonal	8	
Avg. Household Size		3.01

Housing Units

(2010-2014)

	Number	Percent
Single Detached	2,185	50.3%
Single Attached	332	7.6%
2-4 Units	457	10.5%
5-9 Units	321	7.4%
10+ Units	1,050	24.2%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$6,175
Net Valuation (2015)	1.03 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	4,541	79.9%
Employed outside Monmouth Co.	1,144	20.1%

Type of Employment

16 Years and Older (2010-2014)

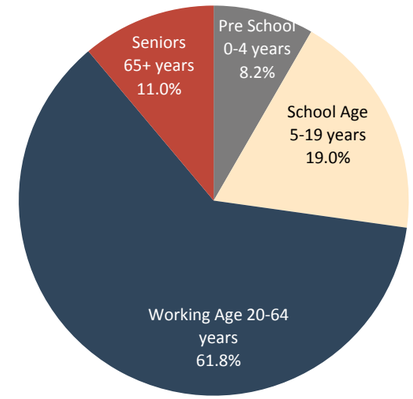
	Number	Percent
Mgmt, business, science, arts	1,576	27.1%
Service	2,038	35%
Sales, office	998	17.2%
Natural resources, construction, maintenance	454	7.8%
Production, transportation, materials, moving	749	12.9%

2014 Resident Unemployment

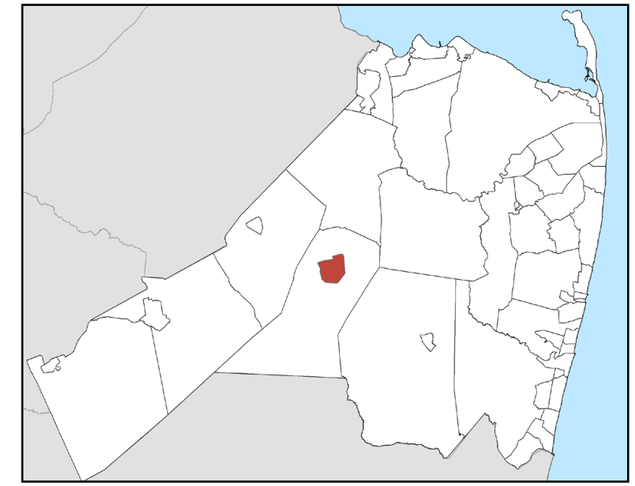
Number	Percent
331	5.2%

Local School District Website: www.freeholdboro.k12.nj.us
Regional School District Website: www.frhsd.com

Municipal Website: www.freeholdboroughnj.gov



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.

In June 2015, the Urban Land Institute Northern New Jersey held a technical assistance panel (TAP) to assist with Freehold Borough's land use issues relating to its downtown. The TAP identified three main issues: There is no consensus on what a successful downtown looks like or means to Freehold Borough; Parking management and supply; and Synthesizing the preservation/development process to foster investment. For each issue the TAP listed challenges to overcome and opportunities to take advantage of, and provided a list of implementation and actions steps to help the Borough overcome these issues.

Sources: www.downtownfreehold.com, Vision and Revitalization Plan for the Freehold Center Core Redevelopment Plan Area (2008),
ULI Northern New Jersey "An Opportunity for Community Driven Development" (2015)

Median Household Income: $53,375
Median Housing Value: $277,100
Median Rent: $1,176/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	546.4	52.4%
Apartment	21.3	2.0%
Commercial	171.9	16.5%
Industrial	27.6	2.6%
Farmland	0.0	0.0%
Vacant	68.0	6.5%
Public	82.7	7.9%
Public School	68.8	6.6%
Other School	3.2	0.3%
Church	24.4	2.3%
Cemetery	2.8	0.3%
Rail	13.3	1.3%
Other Exempt	9.6	0.9%
Unknown	2.4	0.2%

Source: Monmouth County Board of Taxation (2015)

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

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 (2010-2014)

	Number	Percent
No high school degree	1,504	5.9%
High school graduate only	6,333	25.1%
Some college or associate's	6,058	24.0%
Bachelor's or grad. degree	11,386	45.0%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	13,172	100.0%
Owner-Occupied	10,667	81.0%
Renter-Occupied	1,862	14.1%
Vacant	643	4.9%
Seasonal	108	
Avg. Household Size		2.76

Housing Units

(2010-2014)

	Number	Percent
Single Detached	8,435	64.0%
Single Attached	1,707	13.0%
2-4 Units	307	2.3%
5-9 Units	1,191	9.0%
10+ Units	1,190	9.0%
Mobile Homes & Other	342	

Taxes

Average Residential Property Tax (2014)	$8,162
Net Valuation (2015)	5.89 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	9,578	55.0%
Employed outside Monmouth Co.	7,821	45.0%

Type of Employment

16 Years and Older (2010-2014)

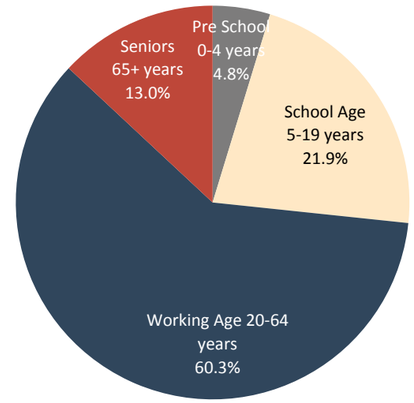
	Number	Percent
Mgmt, business, science, arts	8,864	50.2%
Service	2,030	12%
Sales, office	4,486	25.4%
Natural resources, construction, maintenance	1,045	5.9%
Production, transportation, materials, moving	1,216	6.9%

2014 Resident Unemployment

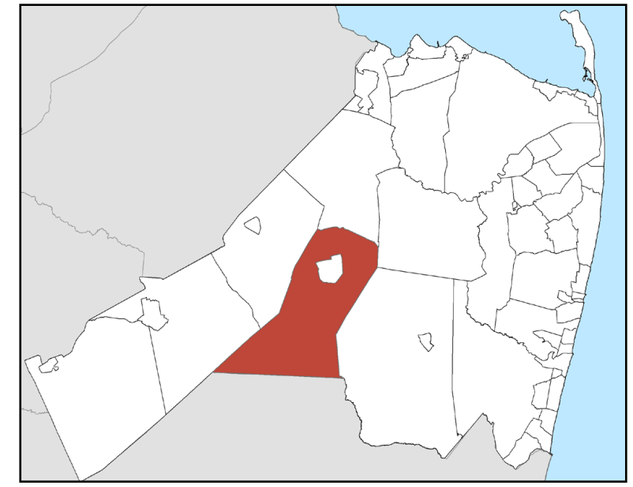
Number	Percent
955	5.1%

Local School District Website: www.freeholdtwp.k12.nj.us
Regional School District Website: www.frhsd.com

Municipal Website: www.twp.freehold.nj.us



Age Composition 2010



Topical Planning Issues

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

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.

The Monmouth County Development Review Committee is working with stakeholders on the substantially large Bellemead Project across from Freehold Raceway Mall between Route 537 and Route 9. The 70+ acre tract was rezoned by Freehold Township for Planned Unit Development and plans to provide a range of commercial, retail and multifamily residential uses.

Sources: "Public Question Could Pave Way to Merge Boards" (nt.gmnews.com), www.twp.freehold.nj.us, Master Plan Re-Examination Report (2014)

Median Household Income: $102,511
Median Housing Value: $394,000
Median Rent: $1,651/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	6,793.1	29.3%
Apartment	58.1	0.3%
Commercial	1,321.6	5.7%
Industrial	253.8	1.1%
Farmland	3,076.6	13.3%
Vacant	1,580.0	6.8%
Public	8,122.0	35.1%
Public School	349.3	1.5%
Other School	15.8	0.1%
Church	54.5	0.2%
Cemetery	66.2	0.3%
Rail	28.5	0.1%
Other Exempt	195.4	0.8%
Unknown	1,245.5	5.4%

Source: Monmouth County Board of Taxation (2015)

Hazlet

Median Age (2010): 42.3

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

Hazlet Township Municipal Building in Veterans Park

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	1,132	7.8%
High school graduate only	4,871	33.7%
Some college or associate's	4,397	30.4%
Bachelor's or grad. degree	4,042	28.0%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	7,394	100.0%
Owner-Occupied	6,414	86.7%
Renter-Occupied	714	9.7%
Vacant	266	3.6%
Seasonal	0	
Avg. Household Size		2.82

Housing Units

(2010-2014)

	Number	Percent
Single Detached	6,052	81.9%
Single Attached	266	3.6%
2-4 Units	108	1.5%
5-9 Units	70	0.9%
10+ Units	250	3.4%
Mobile Homes & Other	648	

Taxes

Average Residential Property Tax (2014)	$7,070
Net Valuation (2015)	2.27 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	5,231	54.0%
Employed outside Monmouth Co.	4,450	46.0%

Type of Employment

16 Years and Older (2010-2014)

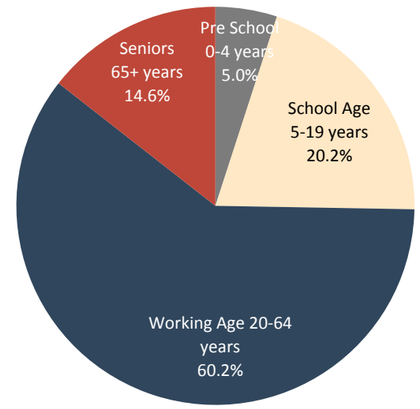
	Number	Percent
Mgmt, business, science, arts	3,455	34.8%
Service	1,523	15%
Sales, office	3,100	31.2%
Natural resources, construction, maintenance	1,028	10.3%
Production, transportation, materials, moving	830	8.4%

2014 Resident Unemployment

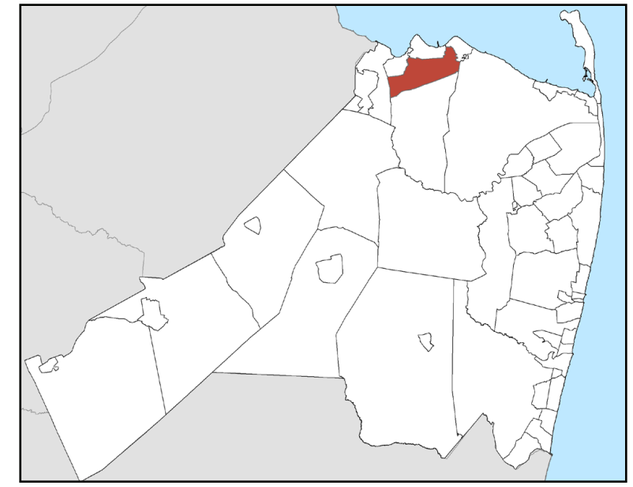
Number	Percent
656	6.2%

School District Website: www.hazlet.org

Municipal Website: www.hazlettwp.org



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.hazlettwp.org, Bayshore Regional Strategic Plan (2006)

Median Household Income: $86,867
Median Housing Value: $306,000
Median Rent: $615/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	1,442.7	46.4%
Apartment	0.0	0.0%
Commercial	435.9	14.0%
Industrial	60.0	1.9%
Farmland	26.3	0.8%
Vacant	222.5	7.2%
Public	512.9	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	22.2	0.7%

Source: Monmouth County Board of Taxation (2015)

Highlands

Median Age (2010): 45.1

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

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 (2010-2014)

	Number	Percent
No high school degree	128	3.3%
High school graduate only	1,183	30.3%
Some college or associate's	951	24.4%
Bachelor's or grad. degree	1,636	42.0%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	3,300	100.0%
Owner-Occupied	1,591	48.2%
Renter-Occupied	804	24.4%
Vacant	905	27.4%
Seasonal	343	
Avg. Household Size		2.08

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,618	49.0%
Single Attached	296	9.0%
2-4 Units	300	9.1%
5-9 Units	180	5.5%
10+ Units	769	23.3%
Mobile Homes & Other	137	

Taxes

Average Residential Property Tax (2014)	$6,026
Net Valuation (2015)	575 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,672	61.8%
Employed outside Monmouth Co.	1,032	38.2%

Type of Employment

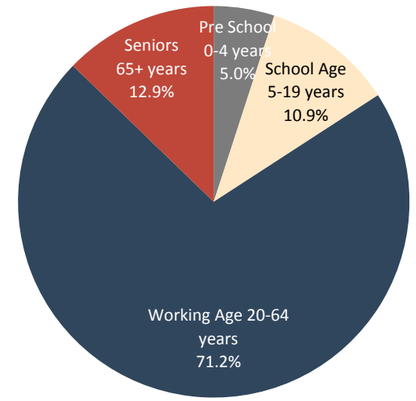
16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	1,397	50.3%
Service	249	9%
Sales, office	624	22.4%
Natural resources, construction, maintenance	202	7.3%
Production, transportation, materials, moving	308	11.1%

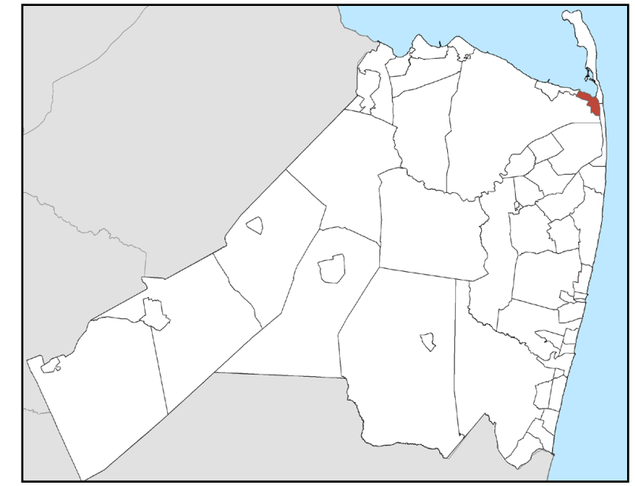
2014 Resident Unemployment

Number	Percent
196	6.9%

Local School District Website: www.highlandselementary.org
Regional School District Website: www.henryhudsonreg.k12.nj.us Municipal Website: www.highlandsnj.com



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: $66,635
Median Housing Value: $264,000
Median Rent: $1,092/month

Source: 2010-2014 ACS

Land Use

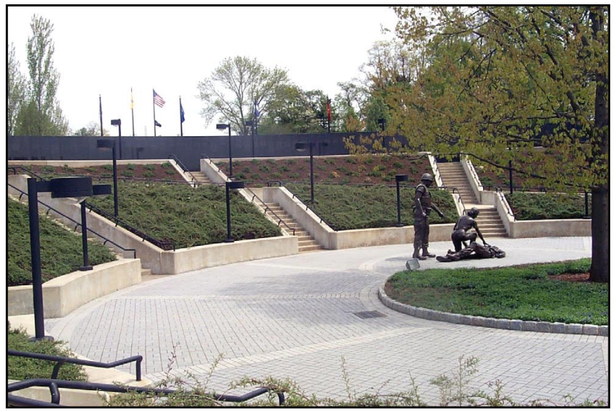
	Assessed Acreage	Percent
Residential	180.3	44.1%
Apartment	3.9	1.0%
Commercial	47.5	11.6%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	45.0	11.0%
Public	24.4	6.0%
Public School	34.2	8.4%
Other School	0.0	0.0%
Church	3.2	0.8%
Cemetery	0.3	0.1%
Rail	0.0	0.0%
Other Exempt	16.0	3.9%
Unknown	54.0	13.2%

Source: Monmouth County Board of Taxation (2015)

Holmdel

Median Age (2010): 45.1

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



New Jersey Vietnam Veterans Memorial

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	638	5.7%
High school graduate only	1,818	16.1%
Some college or associate's	1,896	16.8%
Bachelor's or grad. degree	6,919	61.4%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	5,749	100.0%
Owner-Occupied	4,737	82.4%
Renter-Occupied	690	12.0%
Vacant	322	5.6%
Seasonal	41	
Avg. Household Size		3

Housing Units

(2010-2014)

	Number	Percent
Single Detached	4,600	80.0%
Single Attached	541	9.4%
2-4 Units	97	1.7%
5-9 Units	13	0.2%
10+ Units	412	7.2%
Mobile Homes & Other	86	

Taxes

Average Residential Property Tax (2014)	$12,866
Net Valuation (2015)	4.08 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	3,540	50.7%
Employed outside Monmouth Co.	3,439	49.3%

Type of Employment

16 Years and Older (2010-2014)

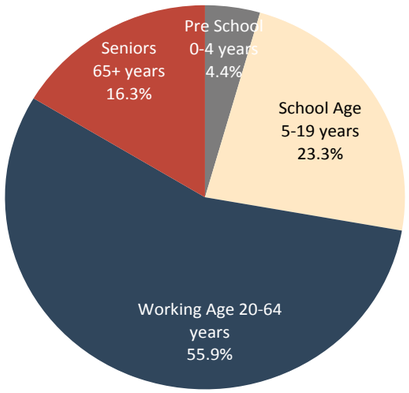
	Number	Percent
Mgmt, business, science, arts	4,568	64.6%
Service	415	6%
Sales, office	1,589	22.5%
Natural resources, construction, maintenance	176	2.5%
Production, transportation, materials, moving	320	4.5%

2014 Resident Unemployment

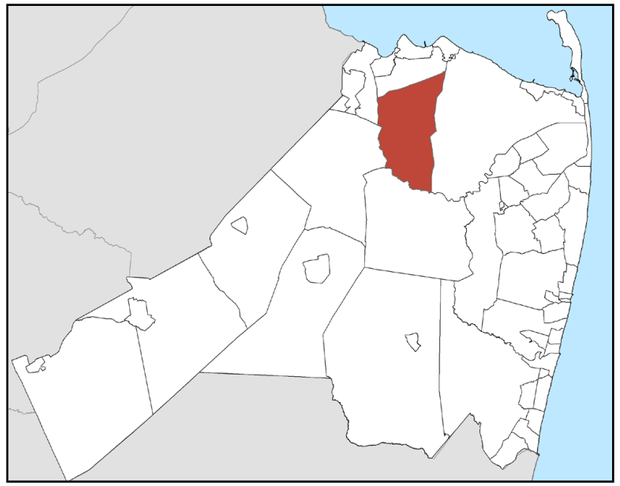
Number	Percent
369	4.8%

School District Website: www.holmdelschools.org

Municipal Website: www.holmdeltownship-nj.com



Age Composition 2010



Topical Planning Issues

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

A major redevelopment initiative within the Township is the Alcatel Lucent Complex, which occupies a centrally located 472-acre vacant site. Following seven years of discussions, Holmdel Township designated Somerset Development as the official redeveloper of the former Bell Labs property. The Township Planning Board officially approved the developer's site plan, which calls for preserving and repurposing the iconic two-million-square-foot structure designed by famed architect Eero Saarinen. Now named Bell Works, the redevelopment is progressing, with two companies, Sutton International and Spirent Communications, signing leases to move into Bell Works. Suttons will bring around 20 employees and occupy 5,000 sq. feet. and Spirent will bring 86 employees and occupy 17,000 sq. ft. Also on the site, The Regency at Holmdel (185 active-adult luxury townhouses) and The Reserve at Holmdel (40 luxury estate homes) are expected to break ground in 2016.

Sources: Master Plan Re-Examination Report (2010), "Somerset Development Unveils 'Bel Works' Mixed-Use Center in Holmdel, N.J." (Patch, 07/16/14), "Former Bell Labs Site Signs First Tenants" (Asbury Park Press 11/17/2015)

Median Household Income: $134,746
Median Housing Value: $630,100
Median Rent: $1,162/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	5,063.0	47.5%
Apartment	11.3	0.1%
Commercial	401.5	3.8%
Industrial	322.1	3.0%
Farmland	1,264.1	11.9%
Vacant	714.3	6.7%
Public	1,986.1	18.6%
Public School	130.2	1.2%
Other School	60.5	0.6%
Church	58.1	0.5%
Cemetery	18.5	0.2%
Rail	0.0	0.0%
Other Exempt	364.3	3.4%
Unknown	259.6	2.4%

Source: Monmouth County Board of Taxation (2015)

Howell

Median Age (2010): 39.6

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

Manasquan Reservoir

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	2,406	7.2%
High school graduate only	9,627	28.7%
Some college or associate's	9,506	28.4%
Bachelor's or grad. degree	11,953	35.7%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	18,025	100.0%
Owner-Occupied	15,773	87.5%
Renter-Occupied	1,754	9.7%
Vacant	498	2.8%
Seasonal	23	
Avg. Household Size		2.93

Housing Units

(2010-2014)

	Number	Percent
Single Detached	14,224	78.9%
Single Attached	1,902	10.6%
2-4 Units	360	2.0%
5-9 Units	437	2.4%
10+ Units	511	2.8%
Mobile Homes & Other	591	

Taxes

Average Residential Property Tax (2014)	$7,127
Net Valuation (2015)	6.15 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	14,741	58.6%
Employed outside Monmouth Co.	10,423	41.4%

Type of Employment

16 Years and Older (2010-2014)

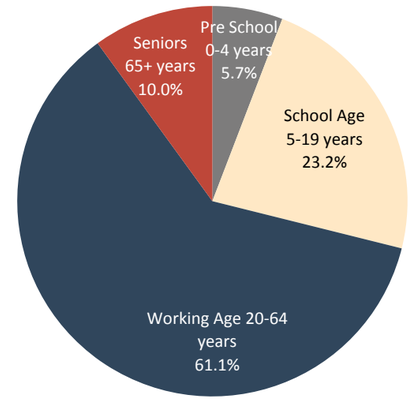
	Number	Percent
Mgmt, business, science, arts	10,219	39.7%
Service	4,085	16%
Sales, office	6,873	26.7%
Natural resources, construction, maintenance	2,240	8.7%
Production, transportation, materials, moving	2,309	9.0%

2014 Resident Unemployment

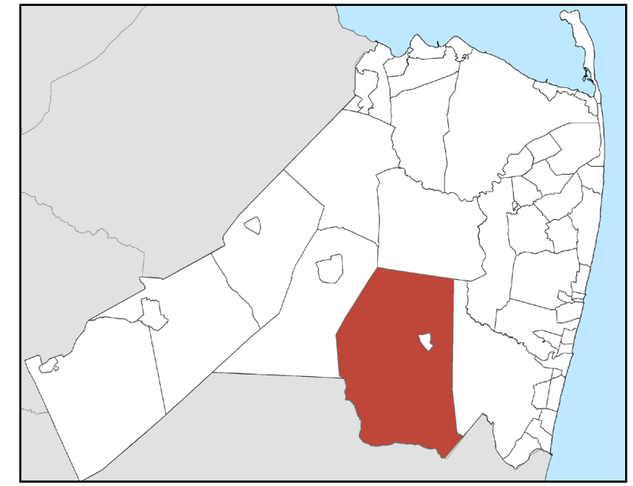
Number	Percent
1,721	6.2%

Local School District Website: www.howell.k12.nj.us
Regional School District Website: www.frhsd.com

Municipal Website: www.twp.howell.nj.us



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. The Township Council also adopted an ordinance to advance a Sanitary Sewer Service Extension Project to provide sewers within Freewood Acres in an effort to improve the safety, welfare, and health of its residents.

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.

Source: www.twp.howell.nj.us

Median Household Income: $96,282
Median Housing Value: $317,300
Median Rent: $1,035/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	10,392.6	28.2%
Apartment	25.6	0.1%
Commercial	2,205.4	6.0%
Industrial	525.4	1.4%
Farmland	5,804.6	15.8%
Vacant	3,603.2	9.8%
Public	10,602.5	28.8%
Public School	304.9	0.8%
Other School	40.1	0.1%
Church	177.1	0.5%
Cemetery	27.4	0.1%
Rail	114.8	0.3%
Other Exempt	355.0	1.0%
Unknown	2,616.2	7.1%

Source: Monmouth County Board of Taxation (2015)

Interlaken

Median Age (2010): 54.3

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

Grassmere Avenue

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

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	17	2.6%
High school graduate only	109	16.7%
Some college or associate's	99	15.2%
Bachelor's or grad. degree	427	65.5%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	393	100.0%
Owner-Occupied	350	89.1%
Renter-Occupied	14	3.6%
Vacant	29	7.4%
Seasonal	14	
Avg. Household Size		2.27

Housing Units

(2010-2014)

	Number	Percent
Single Detached	391	99.5%
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	2	

Taxes

Average Residential Property Tax (2014)	$8,673
Net Valuation (2015)	240 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	239	60.1%
Employed outside Monmouth Co.	159	39.9%

Type of Employment

16 Years and Older (2010-2014)

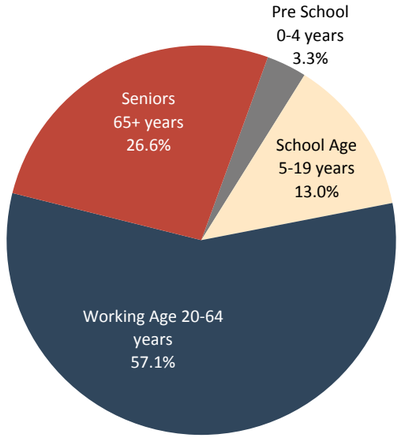
	Number	Percent
Mgmt, business, science, arts	246	61.2%
Service	31	8%
Sales, office	113	28.1%
Natural resources, construction, maintenance	10	2.5%
Production, transportation, materials, moving	2	0.5%

2014 Resident Unemployment

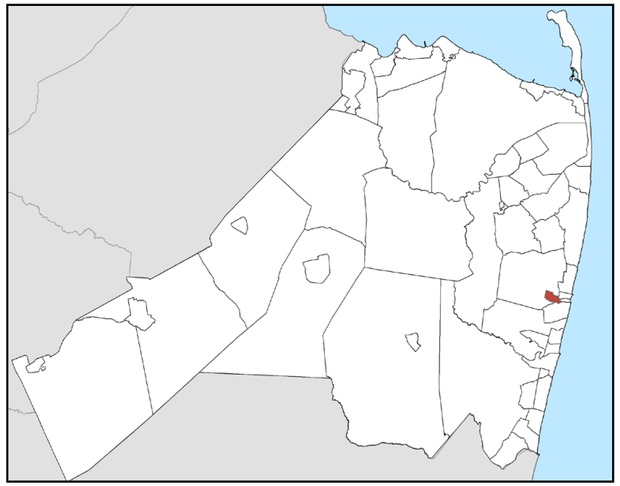
Number	Percent
19	4.4%

Regional School District Websites: www.asburypark.k12.nj.us
www.wlbschools.com www.shoreregional.org

Municipal Website: www.interlakenboro.com



Age Composition 2010



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 on-going 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.

County Bridge 0-11 on Rt. 71 that connects Asbury Park and Interlaken is being replaced. Construction began in September of 2015, and the project is expected to be completed in May 2016.

Sources: www.interlakenboro.com, Coastal Monmouth Plan (2010), "Local Bridge To Close For 8 Months" (Wordontheshore.com 9/16/2015)

Median Household Income: $134,167
Median Housing Value: $642,200
Median Rent: $2,000+/month

Source: 2010-2014 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 (2015)

Keansburg

Median Age (2010): 36.8

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

Source: Bayshore Regional Strategic Plan (2006)

Keansburg Amusement Park

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 (2010-2014)

	Number	Percent
No high school degree	1,037	14.4%
High school graduate only	2,870	39.9%
Some college or associate's	2,033	28.3%
Bachelor's or grad. degree	1,251	17.4%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	4,850	100.0%
Owner-Occupied	2,209	45.5%
Renter-Occupied	1,953	40.3%
Vacant	688	14.2%
Seasonal	0	
Avg. Household Size		2.36

Housing Units

(2010-2014)

	Number	Percent
Single Detached	3,051	62.9%
Single Attached	200	4.1%
2-4 Units	592	12.2%
5-9 Units	210	4.3%
10+ Units	797	16.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$4,747
Net Valuation (2015)	478 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	2,777	59.9%
Employed outside Monmouth Co.	1,856	40.1%

Type of Employment

16 Years and Older (2010-2014)

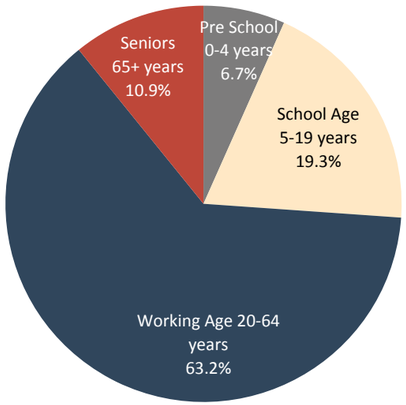
	Number	Percent
Mgmt, business, science, arts	1,391	29.2%
Service	810	17%
Sales, office	1,297	27.2%
Natural resources, construction, maintenance	544	11.4%
Production, transportation, materials, moving	722	15.2%

2014 Resident Unemployment

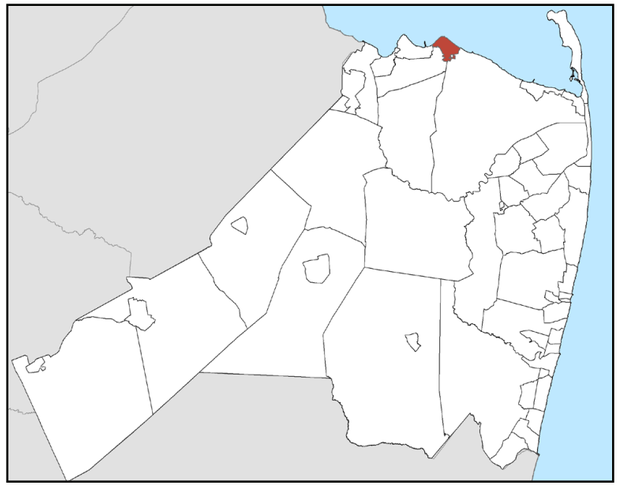
Number	Percent
439	8.4%

School District Website: www.keansburg.k12.nj.us

Municipal Website: www.keansburgboro.com



Age Composition 2010



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. In light of the experience with Superstorm Sandy, Keansburg reexamined their Master Plan in 2015 to help facilitate recovery as well as promote resiliency to future storm impacts. To achieve this, the report recommends a number of updates and revisions to the 1998 Master Plan.

Sources: Bayshore Regional Strategic Plan (2006), Master Plan Reexamination Report (March 2015)

Median Household Income: $43,696
Median Housing Value: $211,100
Median Rent: $961/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	335.7	57.1%
Apartment	7.0	1.2%
Commercial	46.7	7.9%
Industrial	1.3	0.2%
Farmland	0.0	0.0%
Vacant	41.7	7.1%
Public	42.9	7.3%
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	19.4	3.3%
Unknown	51.3	8.7%

Source: Monmouth County Board of Taxation (2015)

Keyport

Median Age (2010): 40.5

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

Source: Bayshore Regional Strategic Plan (2006)

Freeform Mosaic Sculptures

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 (2010-2014)

	Number	Percent
No high school degree	698	13.2%
High school graduate only	1,865	35.2%
Some college or associate's	1,237	23.4%
Bachelor's or grad. degree	1,496	28.2%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	3,276	100.0%
Owner-Occupied	1,608	49.1%
Renter-Occupied	1,534	46.8%
Vacant	134	4.1%
Seasonal	0	
Avg. Household Size		2.28

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,691	51.6%
Single Attached	157	4.8%
2-4 Units	416	12.7%
5-9 Units	167	5.1%
10+ Units	845	25.8%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$5,966
Net Valuation (2015)	664 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	2,141	59.4%
Employed outside Monmouth Co.	1,465	40.6%

Type of Employment

16 Years and Older (2010-2014)

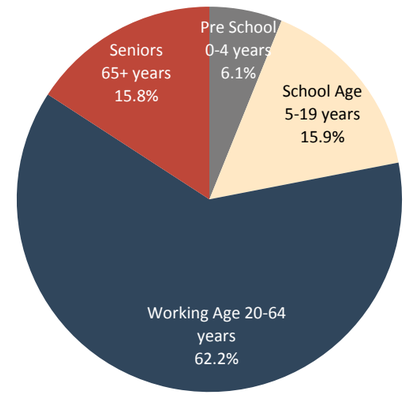
	Number	Percent
Mgmt, business, science, arts	1,169	31.9%
Service	554	15%
Sales, office	1,052	28.7%
Natural resources, construction, maintenance	472	12.9%
Production, transportation, materials, moving	414	11.3%

2014 Resident Unemployment

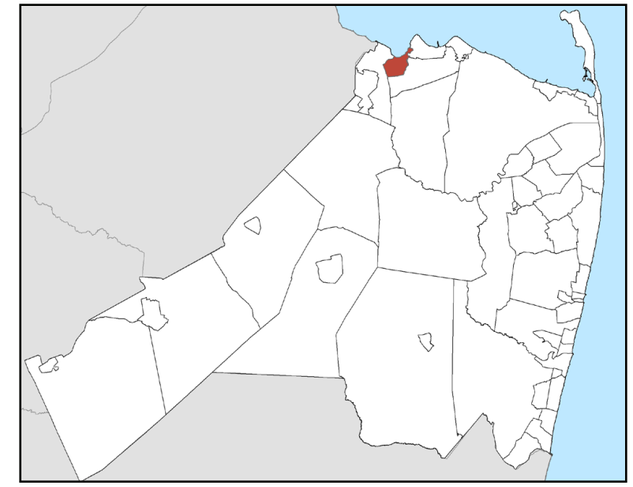
Number	Percent
267	6.6%

School District Website: www.kpsdschools.org

Municipal Website: www.keyportonline.com



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.

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. A public art project washed away during Superstorm Sandy was replaced with two more resilient freeform mosaic sculptures anchored by metals rods that go 3 feet into the ground.

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: $54,853
Median Housing Value: $270,300
Median Rent: $927/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	304.1	40.1%
Apartment	21.4	2.8%
Commercial	195.1	25.8%
Industrial	35.7	4.7%
Farmland	0.0	0.0%
Vacant	45.4	6.0%
Public	38.6	5.1%
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	25.3	3.3%
Unknown	25.3	3.3%

Source: Monmouth County Board of Taxation (2015)

Lake Como

Median Age (2010): 38.4

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

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 (2010-2014)

	Number	Percent
No high school degree	97	8.2%
High school graduate only	327	27.8%
Some college or associate's	258	21.9%
Bachelor's or grad. degree	494	42.0%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	1,067	100.0%
Owner-Occupied	406	38.1%
Renter-Occupied	321	30.1%
Vacant	340	31.9%
Seasonal	209	
Avg. Household Size		2.27

Housing Units

(2010-2014)

	Number	Percent
Single Detached	853	79.9%
Single Attached	8	0.7%
2-4 Units	143	13.4%
5-9 Units	20	1.9%
10+ Units	43	4.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$6,469
Net Valuation (2015)	371 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	521	58.3%
Employed outside Monmouth Co.	373	41.7%

Type of Employment

16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	308	34.3%
Service	172	19%
Sales, office	177	19.7%
Natural resources, construction, maintenance	114	12.7%
Production, transportation, materials, moving	127	14.1%

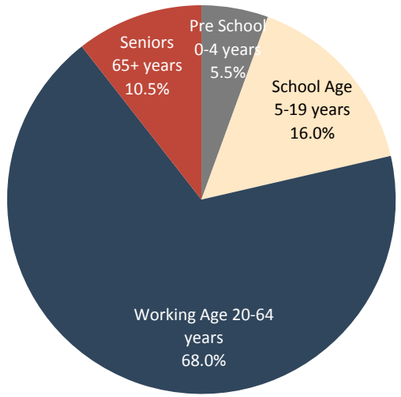
2014 Resident Unemployment

Number	Percent
61	6.4%

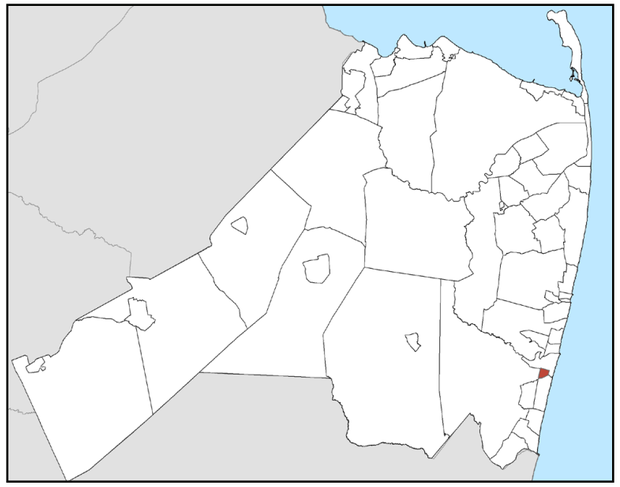
Local School District Website: www.belmar.k12.nj.us

Municipal Website: http://lakecomonj.org

Regional School District Websites: www.asburypark.k12.nj.us www.manasquanschools.org



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.

Sources: Coastal Monmouth Plan (2010), "Loan funding to protect water systems from disaster" (njenvironmentnews.com 02/14)

Median Household Income: $58,464
Median Housing Value: $384,500
Median Rent: $1,184/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	90.8	70.3%
Apartment	1.5	1.2%
Commercial	10.4	8.0%
Industrial	1.0	0.8%
Farmland	0.0	0.0%
Vacant	7.9	6.1%
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	1.9	1.5%

Source: Monmouth County Board of Taxation (2015)

Little Silver

Median Age (2010): 43.8

Located on the banks of the Shrewsbury River, Little Silver has a land area of 2.80 square miles. Historically a farming and fishing community, recent decades have seen the Borough evolve into predominately a residential community. The Little Silver train station, which is on the National 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

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 (2010-2014)

	Number	Percent
No high school degree	30	0.8%
High school graduate only	507	12.9%
Some college or associate's	888	22.7%
Bachelor's or grad. degree	2,493	63.6%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,197	100.0%
Owner-Occupied	1,998	90.9%
Renter-Occupied	115	5.2%
Vacant	84	3.8%
Seasonal	31	
Avg. Household Size		2.8

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,919	87.3%
Single Attached	263	12.0%
2-4 Units	0	0.0%
5-9 Units	0	0.0%
10+ Units	15	0.7%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$12,572
Net Valuation (2015)	1.59 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,672	64.5%
Employed outside Monmouth Co.	919	35.5%

Type of Employment

16 Years and Older (2010-2014)

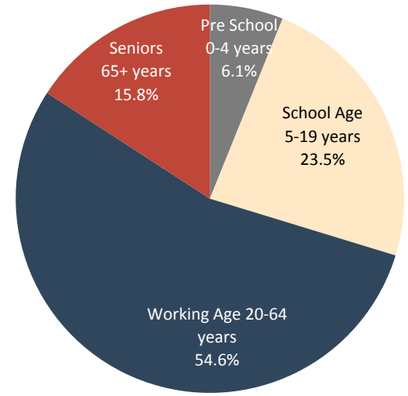
	Number	Percent
Mgmt, business, science, arts	1,473	54.1%
Service	96	4%
Sales, office	921	33.8%
Natural resources, construction, maintenance	114	4.2%
Production, transportation, materials, moving	117	4.3%

2014 Resident Unemployment

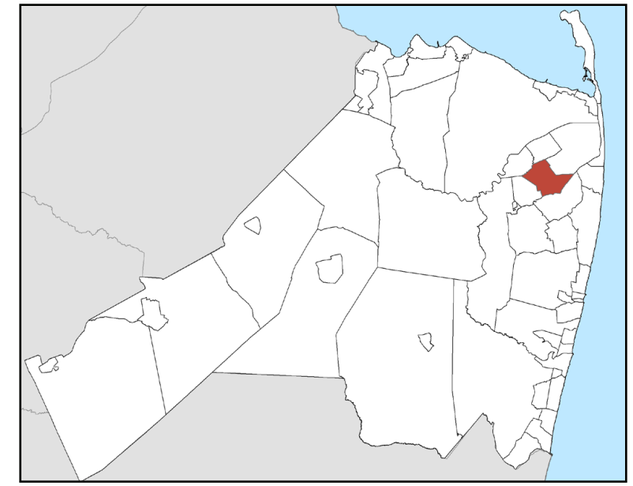
Number	Percent
132	4.4%

Local School District Website: www.littlesilverschools.org
Regional School District Website: http://rbrhs.org

Municipal Website: www.littlesilver.org



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 is 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.

Sources: Master Plan Re-Examination Report (2012), Little Silver Master Plan 2002, "What's Going There?" (AsburyPark Press, 04/2014)

Median Household Income: $136,344
Median Housing Value: $593,400
Median Rent: $2,000+/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	1,080.8	70.7%
Apartment	0.0	0.0%
Commercial	64.4	4.2%
Industrial	0.0	0.0%
Farmland	10.7	0.7%
Vacant	44.1	2.9%
Public	129.1	8.4%
Public School	67.7	4.4%
Other School	0.0	0.0%
Church	13.8	0.9%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	11.1	0.7%
Unknown	107.4	7.0%

Source: Monmouth County Board of Taxation (2015)

Loch Arbour

Median Age (2010): 49.0

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

Source: Coastal Monmouth Plan (2010)

Edgemont Drive

Demographics

Total Population

Year	Number
1980	369
1990	380
2000	280
2010	194

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	1	0.7%
High school graduate only	35	24.3%
Some college or associate's	31	21.5%
Bachelor's or grad. degree	77	53.5%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	159	100.0%
Owner-Occupied	55	34.6%
Renter-Occupied	18	11.3%
Vacant	86	54.1%
Seasonal	74	
Avg. Household Size		2.71

Housing Units

(2010-2014)

	Number	Percent
Single Detached	147	92.5%
Single Attached	0	0.0%
2-4 Units	6	3.8%
5-9 Units	6	3.8%
10+ Units	0	0.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$21,130
Net Valuation (2015)	150 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	75	72.1%
Employed outside Monmouth Co.	29	27.9%

Type of Employment

16 Years and Older (2010-2014)

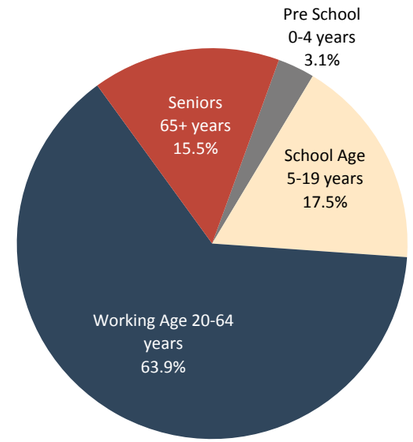
	Number	Percent
Mgmt, business, science, arts	59	52.2%
Service	19	17%
Sales, office	26	23.0%
Natural resources, construction, maintenance	7	6.2%
Production, transportation, materials, moving	2	1.8%

2014 Resident Unemployment

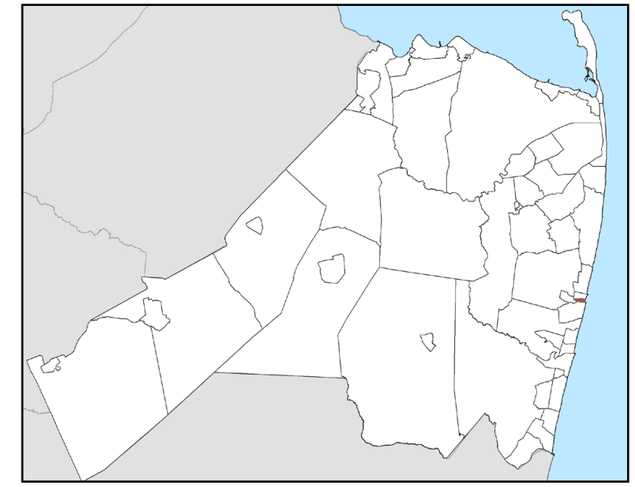
Number	Percent
3	2.7%

Regional School District Website: www.ocean.k12.nj.us

Municipal Website: www.locharbournj.us



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.

Sources: "Pallone Announces Changes to Jetty Notching Plan for Elberon to Loch Arbour Beach Replenishment Project" (www.politickernj.com, 6/23/14), "Communities Municipal Madness or Creative Localism?" (www.nytimes.com, 2004)

Median Household Income: $127,917
Median Housing Value: $904,400
Median Rent: $1,091/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	31.1	79.6%
Apartment	0.2	0.5%
Commercial	1.9	5.0%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	2.7	7.0%
Public	2.9	7.4%
Public School	0.0	0.0%
Other School	0.0	0.0%
Church	0.0	0.0%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	0.0	0.0%
Unknown	0.2	0.5%

Source: Monmouth County Board of Taxation (2015)

Long Branch

Median Age (2010): 33.8

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

Source: www.visitlongbranch.com

Pier Village

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	3,537	17.2%
High school graduate only	6,796	33.0%
Some college or associate's	4,440	21.5%
Bachelor's or grad. degree	5,842	28.3%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	14,499	100.0%
Owner-Occupied	4,918	33.9%
Renter-Occupied	6,965	48.0%
Vacant	2,616	18.0%
Seasonal	1,360	
Avg. Household Size		2.56

Housing Units

(2010-2014)

	Number	Percent
Single Detached	5,064	34.9%
Single Attached	1,213	8.4%
2-4 Units	2,604	18.0%
5-9 Units	855	5.9%
10+ Units	4,742	32.7%
Mobile Homes & Other	21	

Taxes

Average Residential Property Tax (2014)	$7,864
Net Valuation (2015)	3.9 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	11,245	78.4%
Employed outside Monmouth Co.	3,090	21.6%

Type of Employment

16 Years and Older (2010-2014)

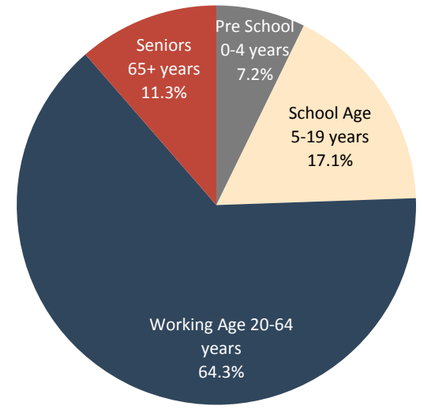
	Number	Percent
Mgmt, business, science, arts	4,010	27.4%
Service	4,331	30%
Sales, office	2,925	20.0%
Natural resources, construction, maintenance	2,327	15.9%
Production, transportation, materials, moving	1,019	7.0%

2014 Resident Unemployment

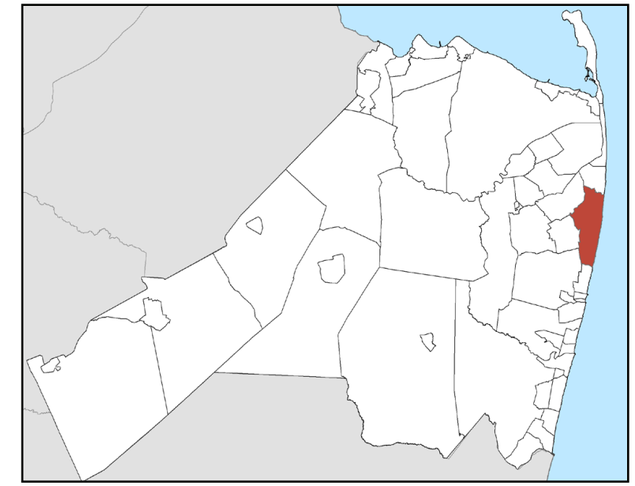
Number	Percent
1,082	6.8%

School District Website: www.longbranch.k12.nj.us

Municipal Website: www.visitlongbranch.com



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. Construction of Pier Village 3 might begin in the spring of 2016. As the third and final phase of Pier Village, Phase 3 will consist of a 59,810-square-foot Hotel Lucky, 60 condominium units, 27,905 square feet of retail space, a vintage-style carousel, boardwalk improvements, a children's play area and a stage. Other development in Long Branch includes two large oceanfront condominiums projects that are proposed along Ocean Avenue.

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, "Pier Village Sold For $200M, Sources Say" (Asbury Park Press 7/12/2014)

Median Household Income: $48,736
Median Housing Value: $329,700
Median Rent: $1,111/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	1,483.8	55.4%
Apartment	164.7	6.1%
Commercial	211.1	7.9%
Industrial	8.2	0.3%
Farmland	7.9	0.3%
Vacant	207.0	7.7%
Public	246.4	9.2%
Public School	97.8	3.7%
Other School	7.6	0.3%
Church	66.5	2.5%
Cemetery	0.0	0.0%
Rail	36.4	1.4%
Other Exempt	29.5	1.1%
Unknown	111.4	4.2%

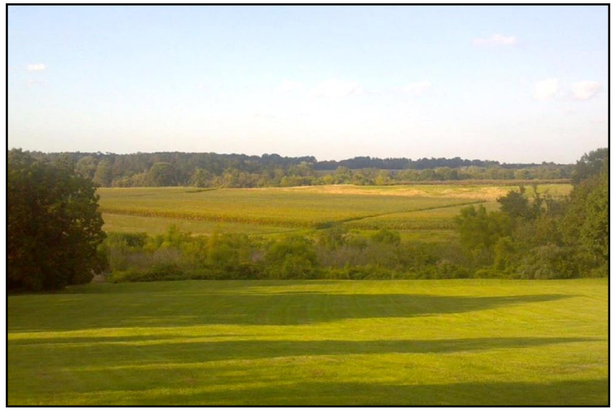
Source: Monmouth County Board of Taxation (2015)

Manalapan

Median Age (2010): 41.7

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

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 (2010-2014)

	Number	Percent
No high school degree	1,593	6.1%
High school graduate only	5,947	22.7%
Some college or associate's	6,504	24.8%
Bachelor's or grad. degree	12,136	46.4%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	14,100	100.0%
Owner-Occupied	12,059	85.5%
Renter-Occupied	1,174	8.3%
Vacant	867	6.1%
Seasonal	92	
Avg. Household Size		2.97

Housing Units

(2010-2014)

	Number	Percent
Single Detached	10,190	72.3%
Single Attached	1,735	12.3%
2-4 Units	213	1.5%
5-9 Units	595	4.2%
10+ Units	1,298	9.2%
Mobile Homes & Other	69	

Taxes

Average Residential Property Tax (2014)	$7,922
Net Valuation (2015)	6.14 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	8,381	45.3%
Employed outside Monmouth Co.	10,131	54.7%

Type of Employment

16 Years and Older (2010-2014)

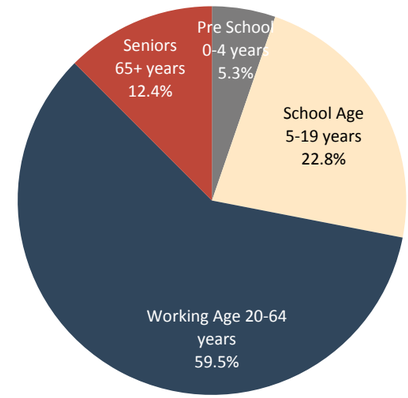
	Number	Percent
Mgmt, business, science, arts	9,124	48.5%
Service	2,224	12%
Sales, office	5,762	30.6%
Natural resources, construction, maintenance	1,001	5.3%
Production, transportation, materials, moving	719	3.8%

2014 Resident Unemployment

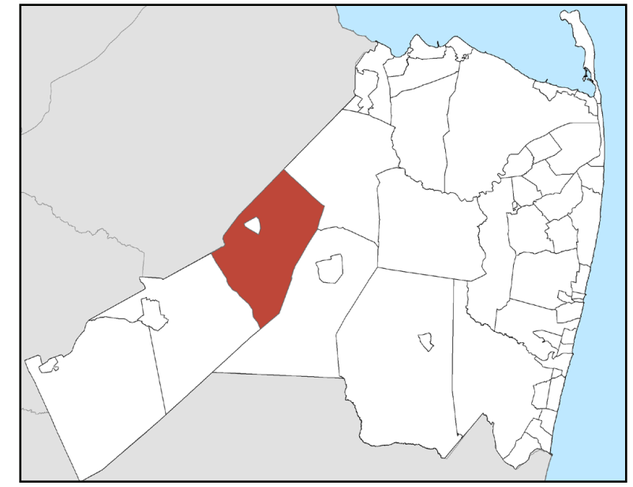
Number	Percent
1,152	5.5%

Local School District Website: www.mers.k12.nj.us
Regional School District Website: www.frhsd.com

Municipal Website: www.mtnj.org



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. Construction of a new reverse jug handle located at the intersection of Route 9 and Pond Road that began in 2014 will be complete by spring of 2016. The $14.9 million project is expected to improve traffic conditions at the intersection of Pond and East Freehold Roads.

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

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

Median Household Income: $110,573
Median Housing Value: $440,400
Median Rent: $1,164/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	8,001.9	43.7%
Apartment	0.0	0.0%
Commercial	815.1	4.4%
Industrial	77.6	0.4%
Farmland	4,101.7	22.4%
Vacant	1,833.8	10.0%
Public	936.3	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	1,652.6	9.0%
Unknown	521.3	2.8%

Source: Monmouth County Board of Taxation (2015)

Manasquan

Median Age (2010): 43.5

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

Source: www.manasquan-nj.com

Watson Creek

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	86	2.0%
High school graduate only	862	20.3%
Some college or associate's	989	23.3%
Bachelor's or grad. degree	2,313	54.4%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	3,536	100.0%
Owner-Occupied	1,814	51.3%
Renter-Occupied	638	18.0%
Vacant	1,084	30.7%
Seasonal	834	
Avg. Household Size		2.38

Housing Units

(2010-2014)

	Number	Percent
Single Detached	2,762	78.1%
Single Attached	121	3.4%
2-4 Units	495	14.0%
5-9 Units	121	3.4%
10+ Units	37	1.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$8,071
Net Valuation (2015)	1.59 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,578	56.2%
Employed outside Monmouth Co.	1,229	43.8%

Type of Employment

16 Years and Older (2010-2014)

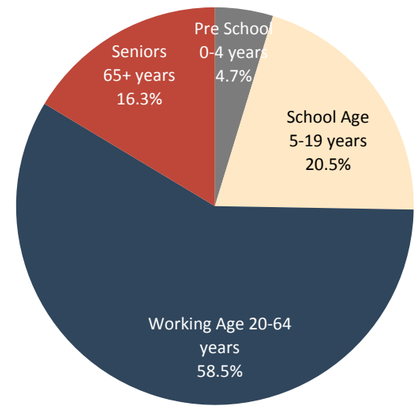
	Number	Percent
Mgmt, business, science, arts	1,363	47.8%
Service	319	11%
Sales, office	899	31.5%
Natural resources, construction, maintenance	175	6.1%
Production, transportation, materials, moving	94	3.3%

2014 Resident Unemployment

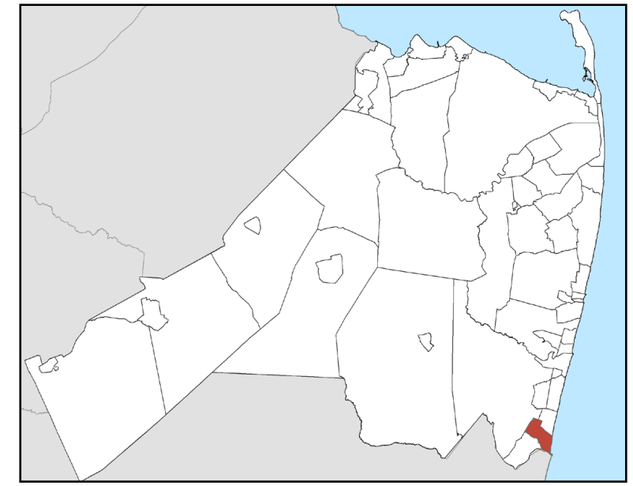
Number	Percent
154	5.1%

School District Website: www.manasquanschools.org

Municipal Website: www.manasquan-nj.com



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.

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 has taken several steps to increase their resiliency. In addition to becoming recertified as a StormReady Community and a member of the CRS program, Manasquan's borough website allows residents to sign up to receive high tide and flood alerts and view the Manasquan USGA Weather Station and a tide gauge map. The Borough is increasing its use of social media to relay important information on weather safety and preparedness, storm warnings, and evacuations. Manasquan also has a series of electronic signs installed along the three main access roads to the beach which is linked to its own AM radio station for emergency purposes. In 2015, County and borough officials began work on an emergency evacuation plan for coastal storm events and hurricanes.

Sources: www.fpcom.org, Master Plan Re-Examination Report (2009), manasquan-nj.com

Median Household Income: $91,389
Median Housing Value: $606,400
Median Rent: $1,090/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	417.6	56.3%
Apartment	2.5	0.3%
Commercial	51.9	7.0%
Industrial	2.8	0.4%
Farmland	0.0	0.0%
Vacant	26.6	3.6%
Public	164.0	22.1%
Public School	29.7	4.0%
Other School	3.0	0.4%
Church	7.7	1.0%
Cemetery	6.5	0.9%
Rail	9.7	1.3%
Other Exempt	13.0	1.7%
Unknown	7.1	1.0%

Source: Monmouth County Board of Taxation (2015)

Marlboro

Median Age (2010): 41.7

Located in western Monmouth County, the Township of Marlboro encompasses a land area of 30.31 square miles. Established in 1848 from portions of Freehold Township, Marlboro got its name from 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

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 (2010-2014)

	Number	Percent
No high school degree	967	3.7%
High school graduate only	4,722	17.9%
Some college or associate's	5,111	19.3%
Bachelor's or grad. degree	15,627	59.1%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	13,382	100.0%
Owner-Occupied	12,351	92.3%
Renter-Occupied	578	4.3%
Vacant	453	3.4%
Seasonal	0	
Avg. Household Size		3.11

Housing Units

(2010-2014)

	Number	Percent
Single Detached	11,208	83.8%
Single Attached	1,058	7.9%
2-4 Units	290	2.2%
5-9 Units	117	0.9%
10+ Units	464	3.5%
Mobile Homes & Other	245	

Taxes

Average Residential Property Tax (2014)	$10,073
Net Valuation (2015)	7.1 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	7,741	40.7%
Employed outside Monmouth Co.	11,285	59.3%

Type of Employment

16 Years and Older (2010-2014)

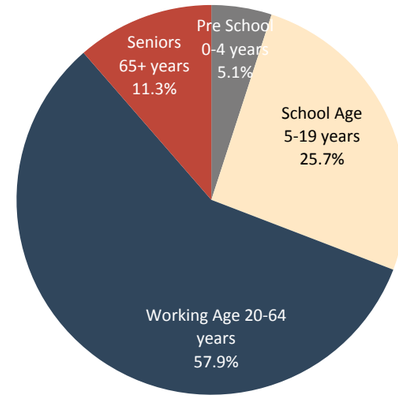
	Number	Percent
Mgmt, business, science, arts	10,866	56.3%
Service	1,633	8%
Sales, office	5,082	26.3%
Natural resources, construction, maintenance	824	4.3%
Production, transportation, materials, moving	889	4.6%

2014 Resident Unemployment

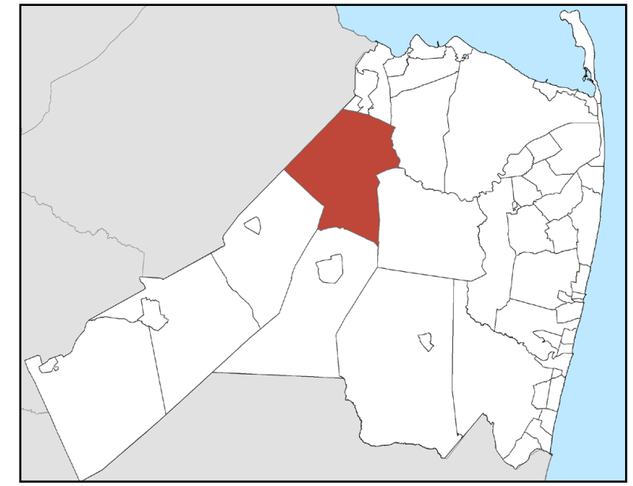
Number	Percent
967	4.9%

Local School District Website: www.marlboro.k12.nj.us
Regional School District Website: www.frhsd.com

Municipal Website: www.marlboro-nj.gov



Age Composition 2010



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: $135,929
Median Housing Value: $507,300
Median Rent: $1,585/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	8,219.2	46.5%
Apartment	48.2	0.3%
Commercial	857.9	4.9%
Industrial	175.7	1.0%
Farmland	2,440.4	13.8%
Vacant	1,589.0	9.0%
Public	3,431.1	19.4%
Public School	216.3	1.2%
Other School	20.9	0.1%
Church	99.9	0.6%
Cemetery	261.4	1.5%
Rail	0.0	0.0%
Other Exempt	74.6	0.4%
Unknown	250.4	1.4%

Source: Monmouth County Board of Taxation (2015)

Matawan

Median Age (2010): 38.3

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

Sources: www.matawanborough.com

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

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 (2010-2014)

	Number	Percent
No high school degree	351	5.6%
High school graduate only	1,596	25.6%
Some college or associate's	2,014	32.3%
Bachelor's or grad. degree	2,266	36.4%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	3,675	100.0%
Owner-Occupied	2,230	60.7%
Renter-Occupied	1,185	32.2%
Vacant	260	7.1%
Seasonal	11	
Avg. Household Size		2.54

Housing Units

(2010-2014)

	Number	Percent
Single Detached	2,111	57.4%
Single Attached	155	4.2%
2-4 Units	225	6.1%
5-9 Units	310	8.4%
10+ Units	874	23.8%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$8,115
Net Valuation (2015)	966 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	2,033	44.6%
Employed outside Monmouth Co.	2,527	55.4%

Type of Employment

16 Years and Older (2010-2014)

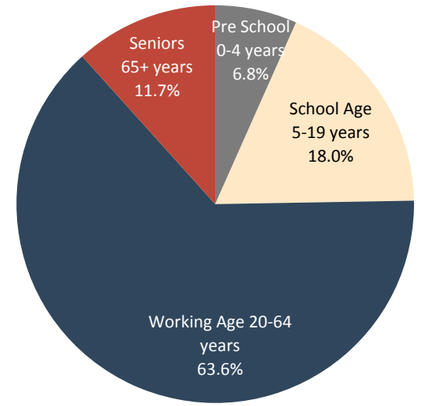
	Number	Percent
Mgmt, business, science, arts	1,777	38.2%
Service	618	13%
Sales, office	1,403	30.1%
Natural resources, construction, maintenance	378	8.1%
Production, transportation, materials, moving	479	10.3%

2014 Resident Unemployment

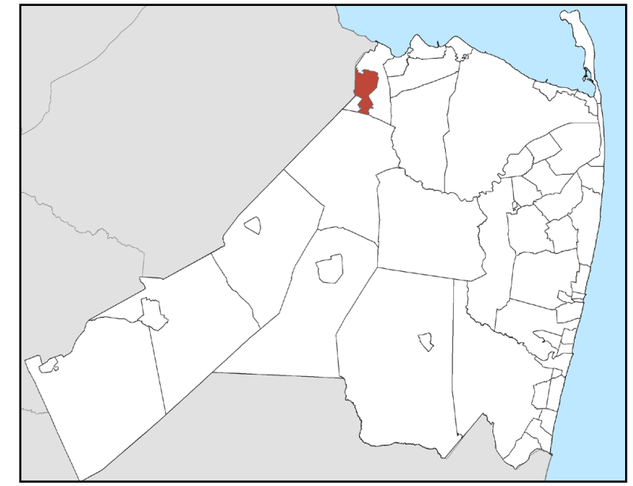
Number	Percent
323	6.6%

Regional School District Website: www.marsd.org

Municipal Website: www.matawanborough.com



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 October 2015, Matawan Borough adopted a new Master Plan Report. This represents the first new Master Plan since 1965. The 2015 report places shifts its goals and objectives from growth to redevelopment, with a special emphasis on Main Street and areas near the Aberdeen-Matawan train station. The plan pushes to fulfill Matawan's long-term goals of restoring its downtown, preserving its historic core, and redeveloping their train station as a transit-oriented village that will also reinforce downtown revitalization and investments.

Source: Bayshore Regional Strategic Plan (2006), Master Plan Report (2015)

Median Household Income: $82,940
Median Housing Value: $316,800
Median Rent: $1,159/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	747.3	55.9%
Apartment	67.0	5.0%
Commercial	80.5	6.0%
Industrial	19.3	1.4%
Farmland	0.0	0.0%
Vacant	67.3	5.0%
Public	209.2	15.7%
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	24.9	1.9%
Unknown	54.1	4.0%

Source: Monmouth County Board of Taxation (2015)

Middletown

Median Age (2010): 42.5

Middletown has the largest population in the County (66,522 persons in 2010) and is one of the original 1693 Townships 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

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 (2010-2014)

	Number	Percent
No high school degree	2,086	4.5%
High school graduate only	12,114	26.3%
Some college or associate's	11,809	25.6%
Bachelor's or grad. degree	20,037	43.5%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	25,028	100.0%
Owner-Occupied	20,381	81.4%
Renter-Occupied	3,515	14.0%
Vacant	1,132	4.5%
Seasonal	52	
Avg. Household Size		2.76

Housing Units

(2010-2014)

	Number	Percent
Single Detached	20,040	80.1%
Single Attached	1,824	7.3%
2-4 Units	719	2.9%
5-9 Units	454	1.8%
10+ Units	1,972	7.9%
Mobile Homes & Other	19	

Taxes

Average Residential Property Tax (2014)	$8,296
Net Valuation (2015)	10.28 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	18,356	57.8%
Employed outside Monmouth Co.	13,398	42.2%

Type of Employment

16 Years and Older (2010-2014)

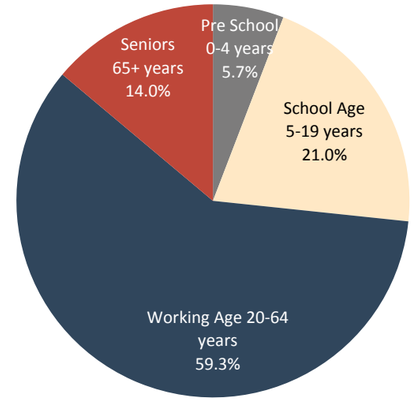
	Number	Percent
Mgmt, business, science, arts	14,969	46.0%
Service	4,153	13%
Sales, office	8,484	26.0%
Natural resources, construction, maintenance	2,635	8.1%
Production, transportation, materials, moving	2,334	7.2%

2014 Resident Unemployment

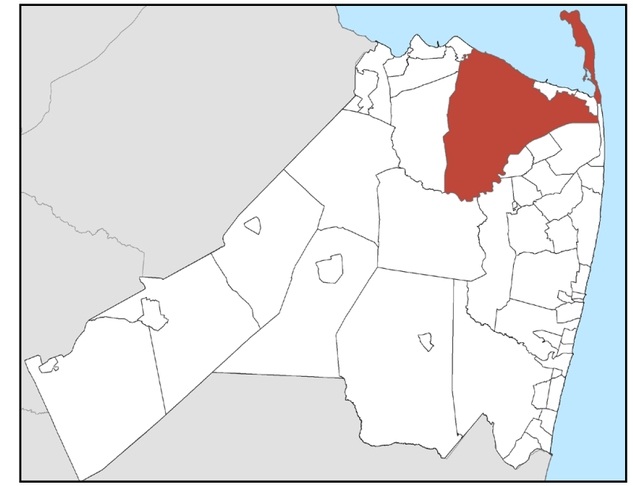
Number	Percent
1,944	5.7%

School District Website: www.middletownk12.org

Municipal Website: www.middletownnj.org



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 re-nourishment, dune construction, levees, floodwalls, flood gates, and pump stations.

In 2015, Middletown initiated a study to determine whether certain properties near the Port Belford area qualified as "area in need of redevelopment." The study area encompasses around 399 acres and consists of 60 parcels located in the vicinity of Port Belford, the Middletown Township Sewage Authority and Ware Creek. In February 2016, the Planning Board passed a resolution officially declaring the area in need of redevelopment. Middletown can now put out requests for proposals to redevelop the site.

Source: www.middletownnj.org, "Planners Eye Port Belford Area Properties for Redevelopment" (Independent 12/10/2015), "Belford Area Declared for Redevelopment" (Independent 2/25/2016)

Median Household Income: $103,907
Median Housing Value: $395,900
Median Rent: $1,113/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	9,861.2	40.2%
Apartment	102.3	0.4%
Commercial	1,631.8	6.7%
Industrial	4.1	0.0%
Farmland	1,969.5	8.0%
Vacant	1,277.6	5.2%
Public	5,561.5	22.7%
Public School	567.6	2.3%
Other School	186.7	0.8%
Church	302.1	1.2%
Cemetery	246.0	1.0%
Rail	0.0	0.0%
Other Exempt	96.7	0.4%
Unknown	2,723.3	11.1%

Source: Monmouth County Board of Taxation (2015)

Millstone

Median Age (2010): 42.6

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

Sinha Farm

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	350	5.0%
High school graduate only	1,429	20.4%
Some college or associate's	1,508	21.5%
Bachelor's or grad. degree	3,731	53.2%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	3,548	100.0%
Owner-Occupied	3,240	91.3%
Renter-Occupied	139	3.9%
Vacant	169	4.8%
Seasonal	32	
Avg. Household Size		3.1

Housing Units

(2010-2014)

	Number	Percent
Single Detached	3,460	97.5%
Single Attached	17	0.5%
2-4 Units	14	0.4%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	57	

Taxes

Average Residential Property Tax (2014)	$11,044
Net Valuation (2015)	1.73 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,784	34.8%
Employed outside Monmouth Co.	3,341	65.2%

Type of Employment

16 Years and Older (2010-2014)

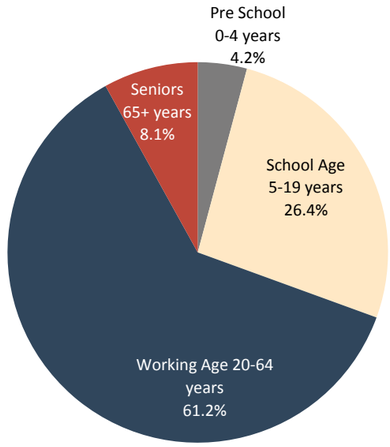
	Number	Percent
Mgmt, business, science, arts	2,865	54.8%
Service	628	12%
Sales, office	1,021	19.5%
Natural resources, construction, maintenance	391	7.5%
Production, transportation, materials, moving	321	6.1%

2014 Resident Unemployment

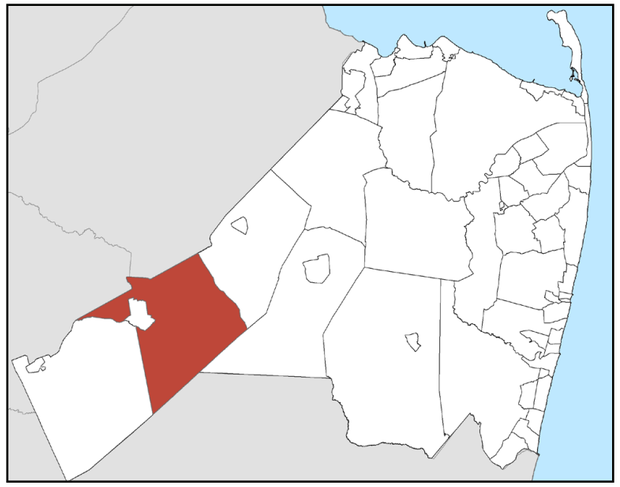
Number	Percent
302	5.2%

Local School District Website: www.millstone.k12.nj.us
Regional School District Website: www.ufrsd.net

Municipal Website: www.millstonenj.gov



Age Composition 2010



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: $140,038
Median Housing Value: $566,300
Median Rent: $1,221/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	7,720.0	33.9%
Apartment	0.0	0.0%
Commercial	425.2	1.9%
Industrial	33.8	0.1%
Farmland	7,925.2	34.8%
Vacant	1,403.8	6.2%
Public	4,719.6	20.7%
Public School	121.0	0.5%
Other School	0.0	0.0%
Church	24.4	0.1%
Cemetery	28.6	0.1%
Rail	0.0	0.0%
Other Exempt	228.1	1.0%
Unknown	176.0	0.8%

Source: Monmouth County Board of Taxation (2015)

Monmouth Beach

Median Age (2010): 48.7

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

Beach Road

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	37	1.5%
High school graduate only	485	19.4%
Some college or associate's	575	23.0%
Bachelor's or grad. degree	1,400	56.1%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,084	100.0%
Owner-Occupied	1,244	59.7%
Renter-Occupied	282	13.5%
Vacant	558	26.8%
Seasonal	390	
Avg. Household Size		2.15

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,005	48.2%
Single Attached	164	7.9%
2-4 Units	71	3.4%
5-9 Units	65	3.1%
10+ Units	779	37.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$7,520
Net Valuation (2015)	1.3 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	976	65.2%
Employed outside Monmouth Co.	522	34.8%

Type of Employment

16 Years and Older (2010-2014)

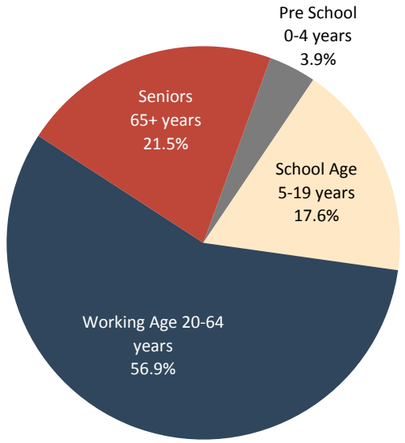
	Number	Percent
Mgmt, business, science, arts	733	47.6%
Service	208	13%
Sales, office	481	31.2%
Natural resources, construction, maintenance	81	5.3%
Production, transportation, materials, moving	38	2.5%

2014 Resident Unemployment

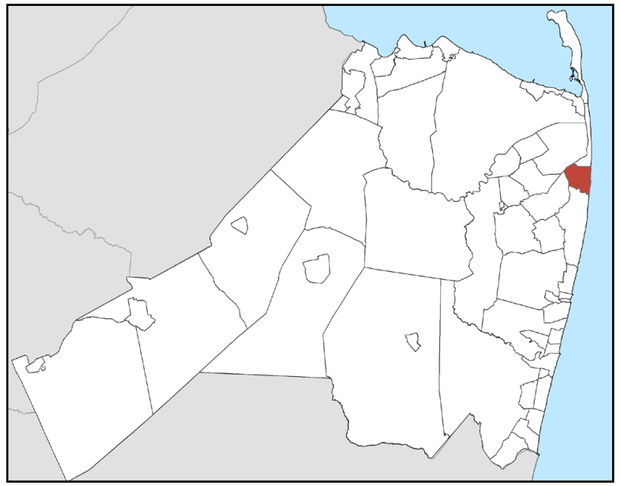
Number	Percent
97	5.4%

Local School District Website: www.mbschool.org
Regional School District Website: www.shoreregional.org

Municipal Website: http://monmouthbeach.us



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.

Sources: monmouthbeach.us, "State grant to fund Beach Road upgrades" Atlanticville 06/2014), "Two River towns see strength in unity against future floods" (The Hub, 02/20/2014)

Median Household Income: $84,795
Median Housing Value: $592,400
Median Rent: $1,563/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	364.7	63.9%
Apartment	0.0	0.0%
Commercial	28.1	4.9%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	76.4	13.4%
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	27.2	4.8%
Unknown	35.4	6.2%

Source: Monmouth County Board of Taxation (2015)

Neptune City

Median Age (2010): 43.1

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

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 (2010-2014)

	Number	Percent
No high school degree	283	8.1%
High school graduate only	1,298	37.3%
Some college or associate's	1,044	30.0%
Bachelor's or grad. degree	854	24.5%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,136	100.0%
Owner-Occupied	1,124	52.6%
Renter-Occupied	857	40.1%
Vacant	155	7.3%
Seasonal	28	
Avg. Household Size		2.41

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,079	50.5%
Single Attached	114	5.3%
2-4 Units	218	10.2%
5-9 Units	55	2.6%
10+ Units	609	28.5%
Mobile Homes & Other	61	

Taxes

Average Residential Property Tax (2014)	$6,028
Net Valuation (2015)	533 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,792	82.6%
Employed outside Monmouth Co.	377	17.4%

Type of Employment

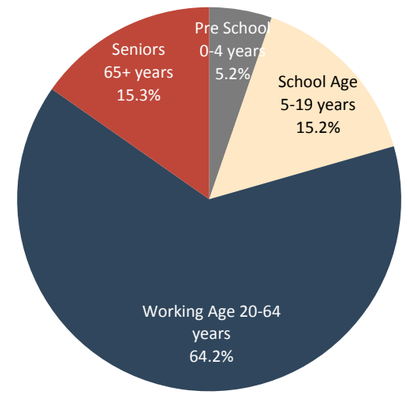
16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	812	35.0%
Service	222	10%
Sales, office	759	32.7%
Natural resources, construction, maintenance	187	8.1%
Production, transportation, materials, moving	338	14.6%

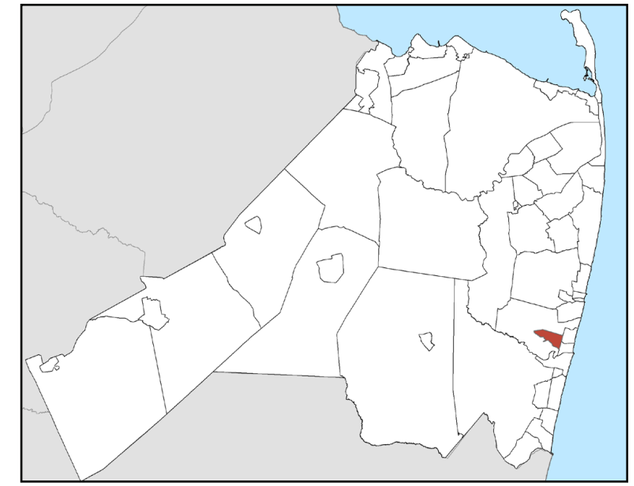
2014 Resident Unemployment

Number	Percent
204	7.4%

Local Regional District Website: www.neptunecityschool.org
Regional School District Website: www.neptune.k12.nj.us
Municipal Website: www.neptunecitynj.com



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.

Sources: www.neptunecitynj.com, Housing Element and Fair Share Plan (2008)

Median Household Income: $57,827
Median Housing Value: $278,700
Median Rent: $1,089/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	235.9	53.3%
Apartment	34.9	7.9%
Commercial	85.1	19.2%
Industrial	12.1	2.7%
Farmland	0.0	0.0%
Vacant	10.5	2.4%
Public	29.5	6.7%
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	1.6	0.4%
Unknown	25.4	5.7%

Source: Monmouth County Board of Taxation (2015)

Neptune Township

Median Age (2010): 42.7

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

Source: www.neptunetownship.org

The Great Auditorium at Ocean Grove

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	1,698	8.5%
High school graduate only	6,617	33.0%
Some college or associate's	6,148	30.6%
Bachelor's or grad. degree	5,610	27.9%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	12,961	100.0%
Owner-Occupied	7,345	56.7%
Renter-Occupied	3,674	28.3%
Vacant	1,942	15.0%
Seasonal	885	
Avg. Household Size		2.49

Housing Units

(2010-2014)

	Number	Percent
Single Detached	8,309	64.1%
Single Attached	820	6.3%
2-4 Units	1,224	9.4%
5-9 Units	848	6.5%
10+ Units	1,689	13.0%
Mobile Homes & Other	71	

Taxes

Average Residential Property Tax (2014)	$5,888
Net Valuation (2015)	3.51 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	10,199	77.0%
Employed outside Monmouth Co.	3,038	23.0%

Type of Employment

16 Years and Older (2010-2014)

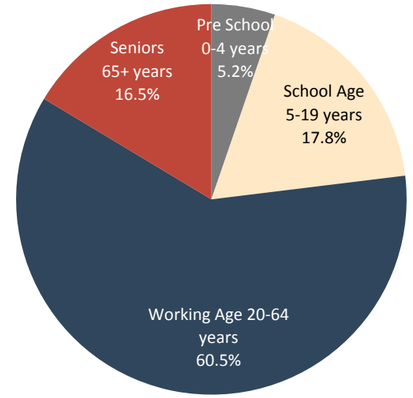
	Number	Percent
Mgmt, business, science, arts	4,387	32.6%
Service	2,394	18%
Sales, office	4,023	29.9%
Natural resources, construction, maintenance	1,125	8.4%
Production, transportation, materials, moving	1,541	11.4%

2014 Resident Unemployment

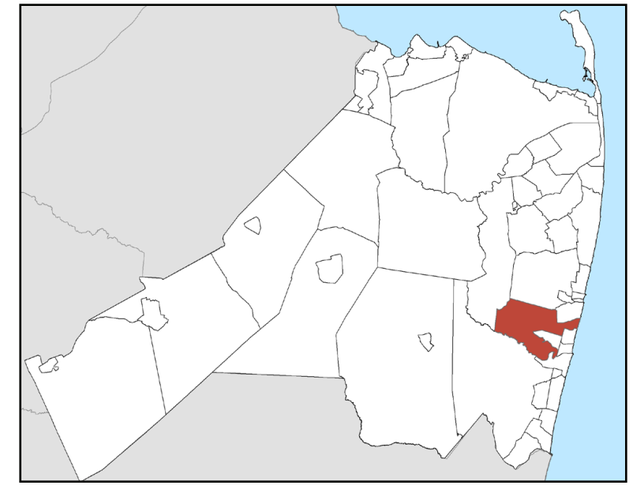
Number	Percent
1,223	8.1%

School District Website: www.neptune.k12.nj.us

Municipal Website: 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: $63,881
Median Housing Value: $304,600
Median Rent: $1,093/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	1,814.4	42.2%
Apartment	74.1	1.7%
Commercial	624.7	14.5%
Industrial	98.8	2.3%
Farmland	33.5	0.8%
Vacant	545.9	12.7%
Public	619.0	14.4%
Public School	131.1	3.1%
Other School	18.7	0.4%
Church	44.1	1.0%
Cemetery	91.0	2.1%
Rail	0.0	0.0%
Other Exempt	116.1	2.7%
Unknown	84.9	2.0%

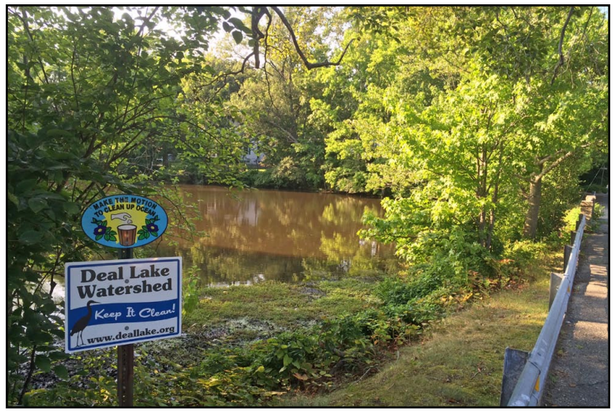
Source: Monmouth County Board of Taxation (2015)

Ocean

Median Age (2010): 42.8

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

Source: www.oceantwp.org



Wanamassa

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	1,531	8.2%
High school graduate only	4,551	24.4%
Some college or associate's	4,620	24.8%
Bachelor's or grad. degree	7,939	42.6%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	11,286	100.0%
Owner-Occupied	6,628	58.7%
Renter-Occupied	3,735	33.1%
Vacant	923	8.2%
Seasonal	425	
Avg. Household Size		2.63

Housing Units

(2010-2014)

	Number	Percent
Single Detached	7,141	63.3%
Single Attached	702	6.2%
2-4 Units	512	4.5%
5-9 Units	512	4.5%
10+ Units	2,419	21.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$8,830
Net Valuation (2015)	4.2 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	10,142	75.3%
Employed outside Monmouth Co.	3,328	24.7%

Type of Employment

16 Years and Older (2010-2014)

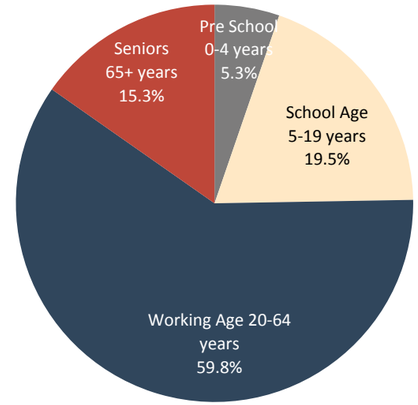
	Number	Percent
Mgmt, business, science, arts	5,864	42.5%
Service	2,889	21%
Sales, office	3,244	23.5%
Natural resources, construction, maintenance	632	4.6%
Production, transportation, materials, moving	1,172	8.5%

2014 Resident Unemployment

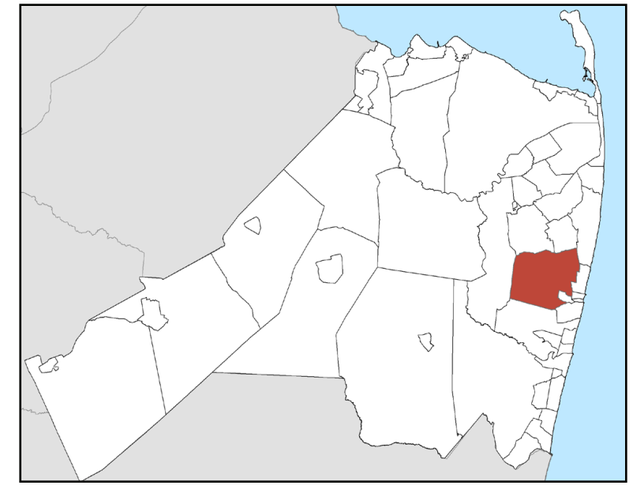
Number	Percent
832	5.6%

School District Website: www.ocean.k12.nj.us

Municipal Website: www.oceantwp.org



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. Monmouth County is currently replacing Sunset Bridge, connecting Asbury Park to Ocean Township, to improve safety and access.

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: $78,056
Median Housing Value: $387,900
Median Rent: $970/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	2,735.5	46.0%
Apartment	252.0	4.2%
Commercial	819.3	13.8%
Industrial	0.0	0.0%
Farmland	35.1	0.6%
Vacant	614.8	10.3%
Public	767.4	12.9%
Public School	172.8	2.9%
Other School	30.3	0.5%
Church	110.7	1.9%
Cemetery	2.6	0.0%
Rail	1.6	0.0%
Other Exempt	17.8	0.3%
Unknown	387.5	6.5%

Source: Monmouth County Board of Taxation (2015)

Oceanport

Median Age (2010): 44.4

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

Source: www.oceanportboro.com

Old Wharf Park

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	195	4.9%
High school graduate only	995	24.8%
Some college or associate's	1,113	27.8%
Bachelor's or grad. degree	1,705	42.5%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,414	100.0%
Owner-Occupied	1,793	74.3%
Renter-Occupied	300	12.4%
Vacant	321	13.3%
Seasonal	22	
Avg. Household Size		2.75

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,836	76.1%
Single Attached	144	6.0%
2-4 Units	123	5.1%
5-9 Units	15	0.6%
10+ Units	296	12.3%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$9,038
Net Valuation (2015)	1.03 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	2,128	79.4%
Employed outside Monmouth Co.	553	20.6%

Type of Employment

16 Years and Older (2010-2014)

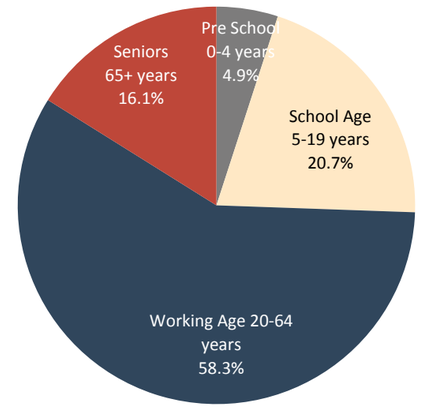
	Number	Percent
Mgmt, business, science, arts	1,198	44.1%
Service	275	10%
Sales, office	875	32.2%
Natural resources, construction, maintenance	249	9.2%
Production, transportation, materials, moving	119	4.4%

2014 Resident Unemployment

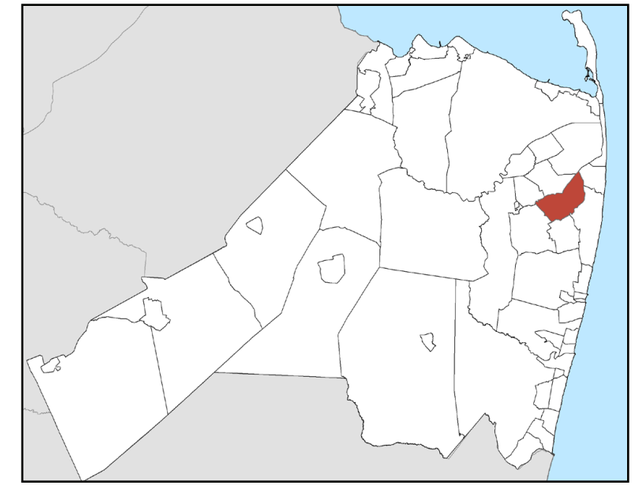
Number	Percent
175	6.0%

Local School District Website: www.oceanport.k12.nj.us
Regional School District Website: www.shoreregional.org

Municipal Website: www.oceanportboro.com



Age Composition 2010



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 heath 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 Officer's Housing Redevelopment's North Post and South Post Projects are set to begin construction this year consisting of 68 for-sale units and 48 apartment units.

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.

Sources: From Fort to Village, a Vision for Oceanport's Fort Monmouth (2008), oceanportboro.com

Median Household Income: $92,413
Median Housing Value: $448,100
Median Rent: $670/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	653.5	36.9%
Apartment	0.0	0.0%
Commercial	273.0	15.4%
Industrial	0.0	0.0%
Farmland	10.2	0.6%
Vacant	150.7	8.5%
Public	279.9	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	355.1	20.0%
Unknown	7.1	0.4%

Source: Monmouth County Board of Taxation (2015)

Red Bank

Median Age (2010): 35.2

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

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

Businesses along Broad Street

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	1,790	20.2%
High school graduate only	1,961	22.2%
Some college or associate's	1,927	21.8%
Bachelor's or grad. degree	3,175	35.9%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	5,757	100.0%
Owner-Occupied	2,427	42.2%
Renter-Occupied	2,766	48.0%
Vacant	564	9.8%
Seasonal	69	
Avg. Household Size		2.32

Housing Units

(2010-2014)

	Number	Percent
Single Detached	2,237	38.9%
Single Attached	462	8.0%
2-4 Units	1,328	23.1%
5-9 Units	298	5.2%
10+ Units	1,432	24.9%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$7,362
Net Valuation (2015)	2.08 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	4,972	76.3%
Employed outside Monmouth Co.	1,547	23.7%

Type of Employment

16 Years and Older (2010-2014)

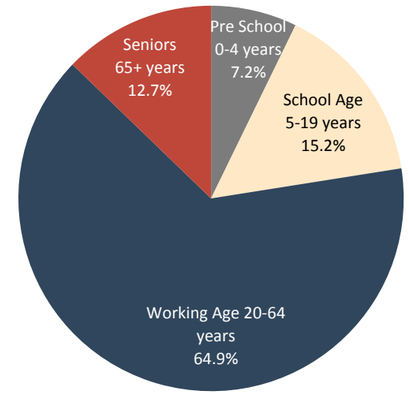
	Number	Percent
Mgmt, business, science, arts	2,625	39.6%
Service	1,672	25%
Sales, office	1,353	20.4%
Natural resources, construction, maintenance	387	5.8%
Production, transportation, materials, moving	599	9.0%

2014 Resident Unemployment

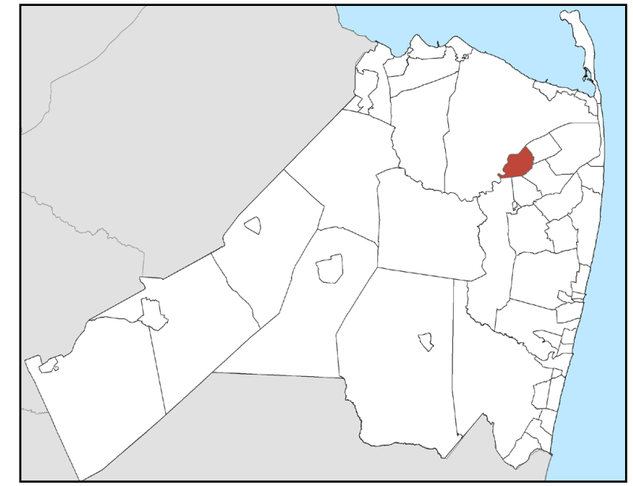
Number	Percent
317	4.6%

Local School District Website: www.rbb.k12.nj.us
Regional School District Website: http://rbrhs.org

Municipal Website: www.redbanknj.org



Age Composition 2010



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.

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. In October 2015, Count Basie Theater announced plans for a $20 million expansion that would transform the Basie's area of Monmouth Street into an arts, entertainment, and education campus spanning a full city block. Red Bank remains one of the largest cultural hubs in the County.

Sources: www.woodmontproperties.com, www.artallianceofmonmouth.org, http://monmoutharts.org, http://moconj.org, "Count Basie to Announce $20 Million Expansion" (Asbury Park Press, 10/26/15)

Median Household Income: $62,440
Median Housing Value: $357,600
Median Rent: $1,147/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	464.3	49.1%
Apartment	37.7	4.0%
Commercial	141.3	14.9%
Industrial	18.5	2.0%
Farmland	0.0	0.0%
Vacant	27.8	2.9%
Public	61.5	6.5%
Public School	29.3	3.1%
Other School	0.0	0.0%
Church	43.6	4.6%
Cemetery	0.0	0.0%
Rail	0.0	0.0%
Other Exempt	38.1	4.0%
Unknown	83.2	8.8%

Source: Monmouth County Board of Taxation (2015)

Roosevelt

Median Age (2010): 45.8

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

Source: www.web2sons.org

Roosevelt Memorial & Amphitheater

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 (2010-2014)

	Number	Percent
No high school degree	5	1.0%
High school graduate only	143	29.3%
Some college or associate's	115	23.6%
Bachelor's or grad. degree	225	46.1%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	271	100.0%
Owner-Occupied	216	79.7%
Renter-Occupied	44	16.2%
Vacant	11	4.1%
Seasonal	2	
Avg. Household Size		2.86

Housing Units

(2010-2014)

	Number	Percent
Single Detached	192	70.8%
Single Attached	57	21.0%
2-4 Units	22	8.1%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$7,348
Net Valuation (2015)	86 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	92	31.4%
Employed outside Monmouth Co.	201	68.6%

Type of Employment

16 Years and Older (2010-2014)

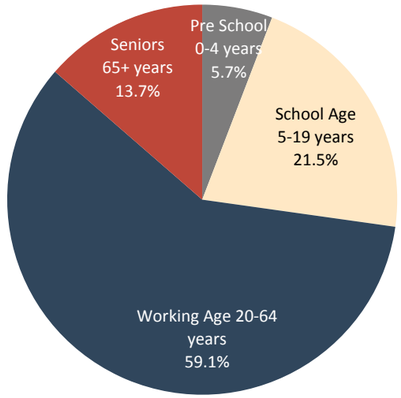
	Number	Percent
Mgmt, business, science, arts	144	45.9%
Service	58	18%
Sales, office	58	18.5%
Natural resources, construction, maintenance	24	7.6%
Production, transportation, materials, moving	30	9.6%

2014 Resident Unemployment

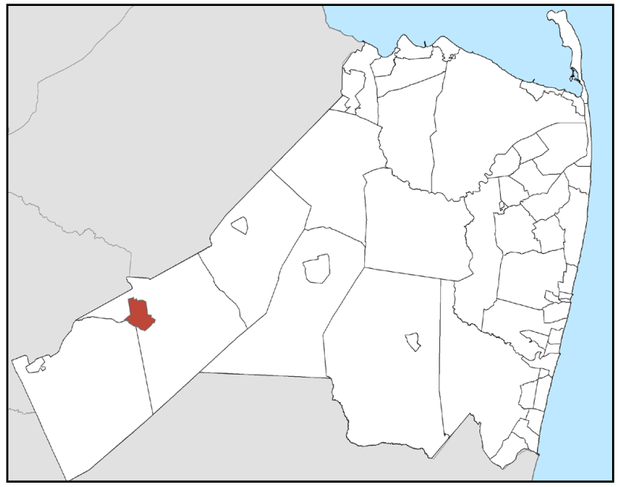
Number	Percent
23	5.5%

Local School District Website: www.rps1.org
Regional School District Website: www.eastwindsorregionalschools.com

Municipal Website: www.web2sons.org



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: $77,500
Median Housing Value: $265,000
Median Rent: $731/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	219.1	18.5%
Apartment	1.8	0.2%
Commercial	6.8	0.6%
Industrial	4.9	0.4%
Farmland	197.6	16.7%
Vacant	1.4	0.1%
Public	571.6	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 (2015)

Rumson

Median Age (2010): 41.6

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

Hunt Street

Source: www.rumsonnj.gov

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	52	1.2%
High school graduate only	489	11.3%
Some college or associate's	801	18.5%
Bachelor's or grad. degree	2,993	69.0%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,581	100.0%
Owner-Occupied	2,113	81.9%
Renter-Occupied	245	9.5%
Vacant	223	8.6%
Seasonal	114	
Avg. Household Size		2.98

Housing Units

(2010-2014)

	Number	Percent
Single Detached	2,420	93.8%
Single Attached	70	2.7%
2-4 Units	48	1.9%
5-9 Units	0	0.0%
10+ Units	21	0.8%
Mobile Homes & Other	22	

Taxes

Average Residential Property Tax (2014)	$18,593
Net Valuation (2015)	3.36 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,873	66.2%
Employed outside Monmouth Co.	957	33.8%

Type of Employment

16 Years and Older (2010-2014)

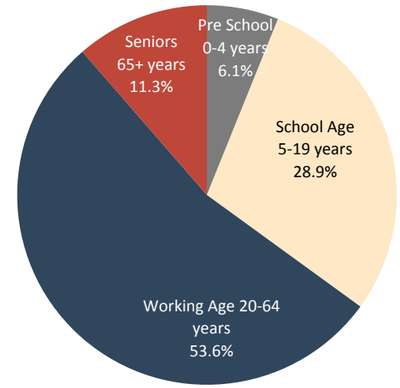
	Number	Percent
Mgmt, business, science, arts	1,685	57.7%
Service	273	9%
Sales, office	754	25.8%
Natural resources, construction, maintenance	126	4.3%
Production, transportation, materials, moving	84	2.9%

2014 Resident Unemployment

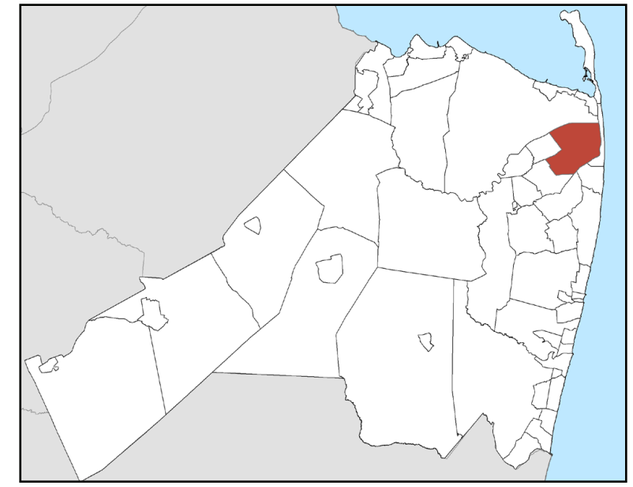
Number	Percent
137	4.4%

Local School District Website: www.rumson.k12.nj.us
Regional School District Website: www.rumsonfairhaven.org

Municipal Website: www.rumsonnj.gov



Age Composition 2010



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 January 2014, the Rumson Borough Council passed a resolution to request funding for a Strategic Recovery Planning Report (SRPR) to the State of New Jersey Department of Community Affairs (DCA) to assist with the Borough's long-term recovery planning and resiliency. The initial grant, Phase I-Post Sandy Planning Assistance Grant, funded the creation of a SRPR, which was completed by a consultant. On April 16, 2014, Rumson was awarded a second Post Sandy Planning Assistance Grant of $255,000 to implement Rumson's SRPR which recommended the creation of the following resiliency plans: Capital Improvement Plan, Community Resiliency Plan and Amendments to the Master Plan, Emergency Operations Plan Update, Floodplain Management Plan, Community Resiliency GIS Development, Hazard Mitigation Plan Update, and Permit Application Process Quality Improvement.

Sources: "Towns use Sandy grants for long-term planning" (hub.gmnews.com 6/12/14), Master Plan Re-Examination Report (2012)

Median Household Income: $151,667
Median Housing Value: $916,600
Median Rent: $1,550/month

Source: 2010-2014 ACS

Land Use

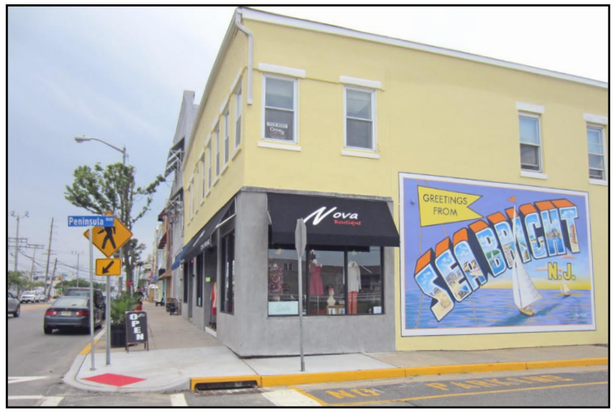
	Assessed Acreage	Percent
Residential	2,287.0	76.9%
Apartment	207.5	7.0%
Commercial	66.1	2.2%
Industrial	0.0	0.0%
Farmland	63.9	2.2%
Vacant	94.7	3.2%
Public	118.7	4.0%
Public School	33.6	1.1%
Other School	19.3	0.6%
Church	6.2	0.2%
Cemetery	0.5	0.0%
Rail	0.0	0.0%
Other Exempt	67.3	2.3%
Unknown	9.4	0.3%

Source: Monmouth County Board of Taxation (2015)

Sea Bright

Median Age (2010): 46.7

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



Ocean Ave. & Peninsula Ave.

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

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	17	1.6%
High school graduate only	259	24.5%
Some college or associate's	304	28.8%
Bachelor's or grad. degree	477	45.1%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	1,142	100.0%
Owner-Occupied	428	37.5%
Renter-Occupied	275	24.1%
Vacant	439	38.4%
Seasonal	245	
Avg. Household Size		1.92

Housing Units

(2010-2014)

	Number	Percent
Single Detached	372	32.6%
Single Attached	193	16.9%
2-4 Units	137	12.0%
5-9 Units	104	9.1%
10+ Units	336	29.4%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$7,335
Net Valuation (2015)	438 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	491	67.6%
Employed outside Monmouth Co.	235	32.4%

Type of Employment

16 Years and Older (2010-2014)

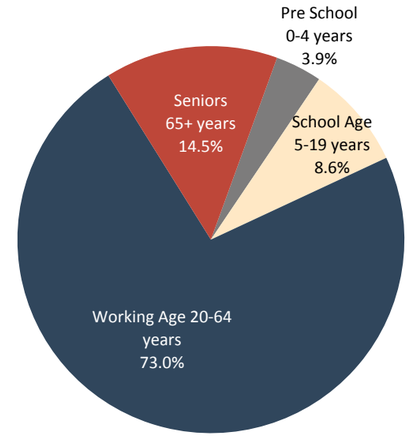
	Number	Percent
Mgmt, business, science, arts	341	44.7%
Service	145	19%
Sales, office	159	20.8%
Natural resources, construction, maintenance	83	10.9%
Production, transportation, materials, moving	35	4.6%

2014 Resident Unemployment

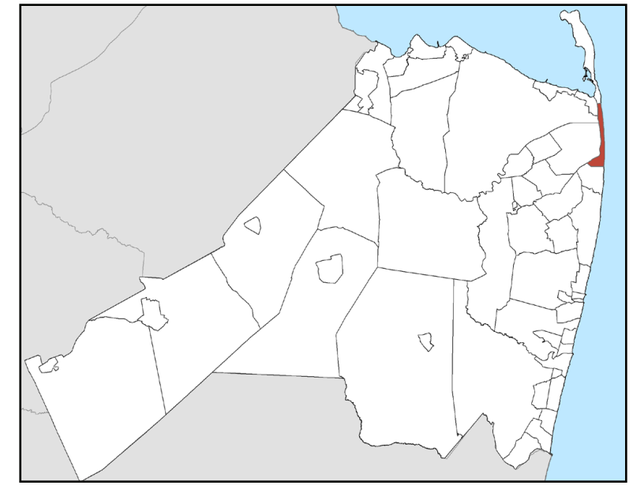
Number	Percent
44	5.2%

Local School District Website: www.oceanport.k12.nj.us
Regional School District Website: www.shoreregional.org

Municipal Website: http://seabrightnj.org



Age Composition 2010



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.

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.

In November 2015, Federal Emergency Management Agency (FEMA) announced they have allocated $28 million to fix the seawall in Sea Bright and Monmouth Beach. In addition, a new sea wall will be constructed in the downtown area of Sea Bright to the east of the municipal parking lot. A temporary Sea Wall will be placed at this location on an interim basis.

Sources: seabrightnj.org, seabrightrc.org, "Getting to Resilience in Sea Bright" (www. njfuture.org 06/03/14), "$28 Million Allocated For Sea Bright, Monmouth Beach Seawall Repairs" (wordontheshore.com 11/28/2015)

Median Household Income: $82,125
Median Housing Value: $449,200
Median Rent: $1,172/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	89.8	36.3%
Apartment	2.3	0.9%
Commercial	70.1	28.3%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	47.5	19.2%
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	16.4	6.6%

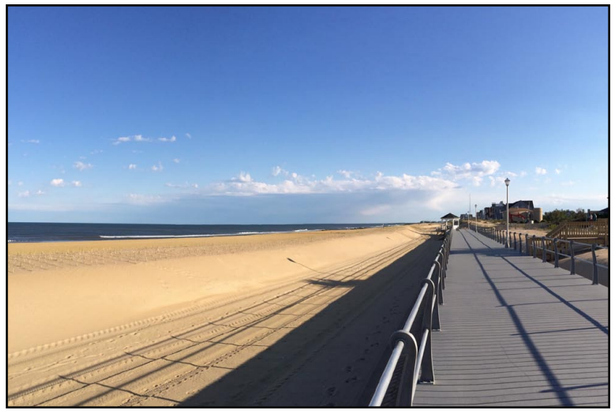
Source: Monmouth County Board of Taxation (2015)

Sea Girt

Median Age (2010): 53.5

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

Source: http://seagirtboro.com



Sea Girt Boardwalk

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	9	0.7%
High school graduate only	232	16.9%
Some college or associate's	229	16.7%
Bachelor's or grad. degree	905	65.8%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	1,266	100.0%
Owner-Occupied	687	54.3%
Renter-Occupied	69	5.5%
Vacant	510	40.3%
Seasonal	462	
Avg. Household Size		2.43

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,225	96.8%
Single Attached	5	0.4%
2-4 Units	14	1.1%
5-9 Units	4	0.3%
10+ Units	5	0.4%
Mobile Homes & Other	13	

Taxes

Average Residential Property Tax (2014)	$12,179
Net Valuation (2015)	2.12 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	436	59.3%
Employed outside Monmouth Co.	299	40.7%

Type of Employment

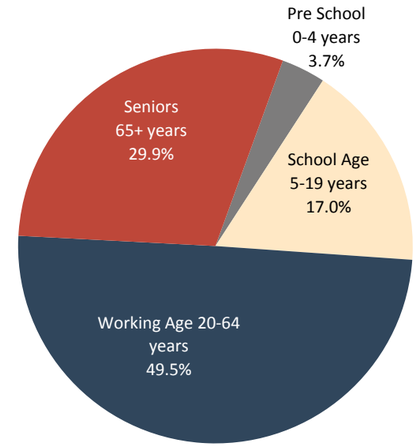
16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	354	47.3%
Service	105	14%
Sales, office	185	24.7%
Natural resources, construction, maintenance	52	7.0%
Production, transportation, materials, moving	52	7.0%

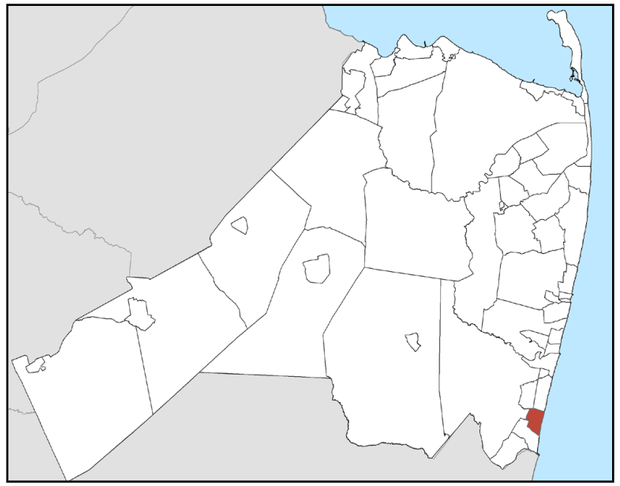
2014 Resident Unemployment

Number	Percent
33	4.0%

Local School District Website: http://www.seagirt.k12.nj.us/site/default.aspx?PageID=1
Regional School District Website: www.manasquanschools.org Municipal Website: http://seagirtboro.com



Age Composition 2010



Topical Planning Issues

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

Starting in 2013, Sea Girt reconstructed their dune system destroyed by Superstrom 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.

Sources: Sea Girt Master Plan Re-Examination Report (2008), seagirtboro.com, "Sea Girt to start dune grass restoration" (Asbury Park Press, 10/3/2013)

Median Household Income: $120,341
Median Housing Value: $1,000,000+
Median Rent: $2,000+/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	265.3	48.7%
Apartment	0.0	0.0%
Commercial	8.6	1.6%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	5.1	0.9%
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	16.7	3.1%

Source: Monmouth County Board of Taxation (2015)

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.

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

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

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 (2010-2014)

	Number	Percent
No high school degree	69	2.7%
High school graduate only	462	17.9%
Some college or associate's	472	18.3%
Bachelor's or grad. degree	1,576	61.1%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	1,439	100.0%
Owner-Occupied	1,298	90.2%
Renter-Occupied	55	3.8%
Vacant	86	6.0%
Seasonal	0	
Avg. Household Size		2.82

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,304	90.6%
Single Attached	135	9.4%
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 (2014)	$10,631
Net Valuation (2015)	1.07 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,130	59.3%
Employed outside Monmouth Co.	776	40.7%

Type of Employment

16 Years and Older (2010-2014)

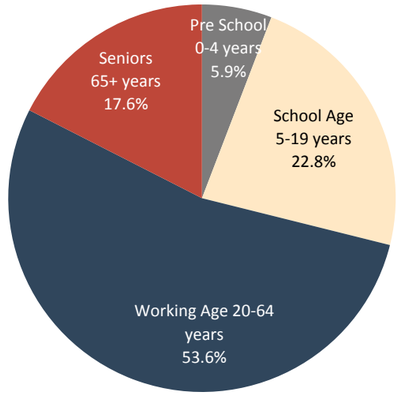
	Number	Percent
Mgmt, business, science, arts	1,024	53.2%
Service	181	9%
Sales, office	545	28.3%
Natural resources, construction, maintenance	104	5.4%
Production, transportation, materials, moving	72	3.7%

2014 Resident Unemployment

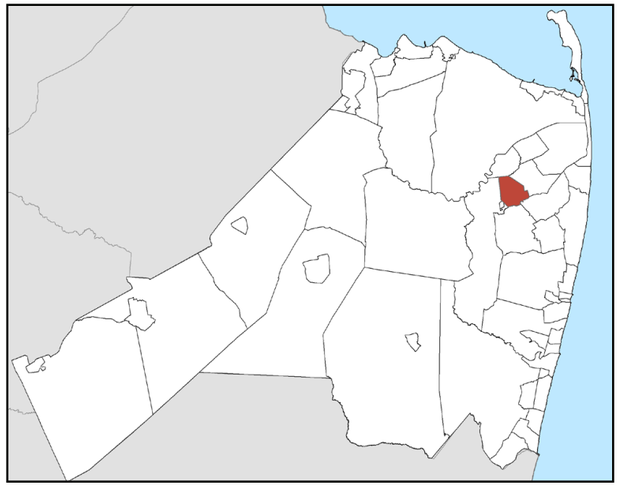
Number	Percent
93	4.5%

Local School District Website: www.sbs.k12.nj.us
Regional School District Website: http://rbrhs.org

Municipal Website: www.shrewsburyboro.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: $124,306
Median Housing Value: $528,300
Median Rent: $2,000+/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	649.0	53.3%
Apartment	0.0	0.0%
Commercial	290.3	23.8%
Industrial	0.0	0.0%
Farmland	14.7	1.2%
Vacant	111.1	9.1%
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	7.6	0.6%
Unknown	12.8	1.0%

Source: Monmouth County Board of Taxation (2015)

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 municipalitiy (e.g. Red Bank, Eatontown, and Shrewsbury Borough), the U.S. Army, in cooperation with the Federal Public Housing Authority, bought the remaining land in Shrewsbury Township and constructed 265 homes during World War II (accommodating the influx of personnel assigned to Fort Monmouth). The Township now encompasses 0.1 square miles and is the smallest municipality, in terms of land area, in the County.

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

Entrance to Shrewsbury Township

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	62	7.8%
High school graduate only	261	32.9%
Some college or associate's	283	35.6%
Bachelor's or grad. degree	188	23.7%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	607	100.0%
Owner-Occupied	272	44.8%
Renter-Occupied	260	42.8%
Vacant	75	12.4%
Seasonal	0	
Avg. Household Size		2.12

Housing Units

(2010-2014)

	Number	Percent
Single Detached	9	1.5%
Single Attached	262	43.2%
2-4 Units	68	11.2%
5-9 Units	121	19.9%
10+ Units	138	22.7%
Mobile Homes & Other	9	

Taxes

Average Residential Property Tax (2014)	$4,883
Net Valuation (2015)	50 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	443	77.9%
Employed outside Monmouth Co.	126	22.1%

Type of Employment

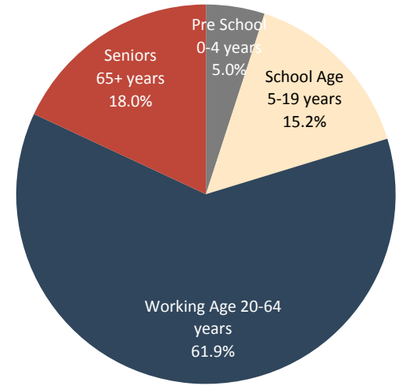
16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	179	31.3%
Service	111	19%
Sales, office	176	30.8%
Natural resources, construction, maintenance	43	7.5%
Production, transportation, materials, moving	63	11.0%

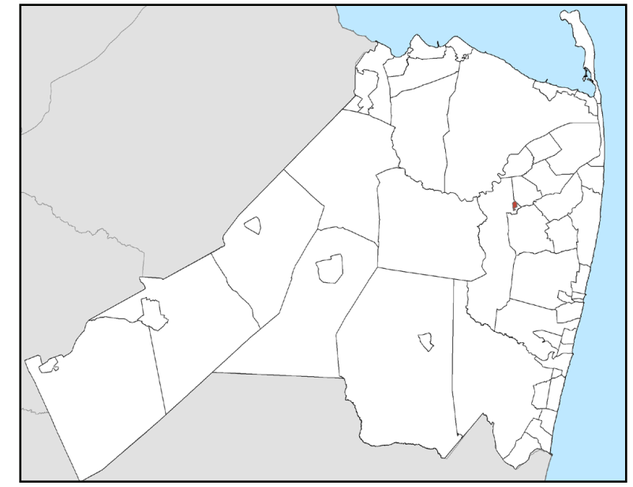
2014 Resident Unemployment

Number	Percent
42	6.6%

Local School District Website: www.tfs.k12.nj.us
Regional School District Website: www.monmouthregional.net
Municipal Website: www.townshipofshrewsbury.com



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: $51,705
Median Housing Value: $118,200
Median Rent: $1,104/month

Source: 2010-2014 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 (2015)

Spring Lake

Median Age (2010): 51.9

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

Source: www.springlakeboro.org

Spring Lake

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	39	1.7%
High school graduate only	308	13.6%
Some college or associate's	433	19.1%
Bachelor's or grad. degree	1,485	65.6%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,090	100.0%
Owner-Occupied	991	47.4%
Renter-Occupied	203	9.7%
Vacant	896	42.9%
Seasonal	730	
Avg. Household Size		2.5

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,736	83.1%
Single Attached	26	1.2%
2-4 Units	89	4.3%
5-9 Units	56	2.7%
10+ Units	183	8.8%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$11,516
Net Valuation (2015)	3.46 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	730	62.7%
Employed outside Monmouth Co.	434	37.3%

Type of Employment

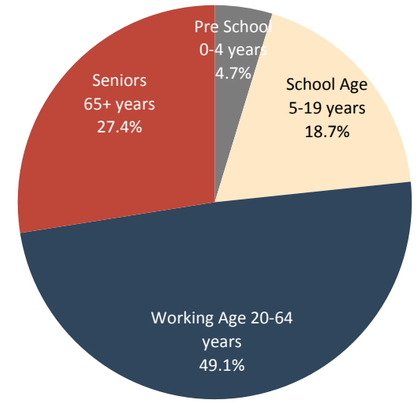
16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	647	55.1%
Service	95	8%
Sales, office	314	26.7%
Natural resources, construction, maintenance	13	1.1%
Production, transportation, materials, moving	105	8.9%

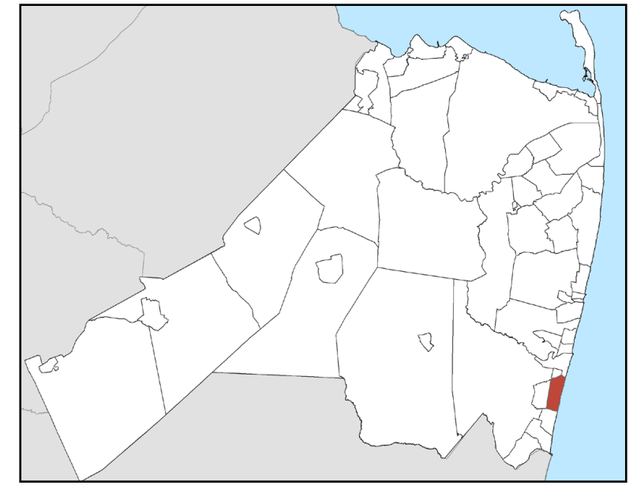
2014 Resident Unemployment

Number	Percent
53	4.7%

School District Website: www.hwmountz.k12.nj.us
Regional School District Website: www.manasquanschools.org
Municipal Website: www.springlakeboro.org



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. A diverse group of stakeholders broke ground in 2015 on the Wreck Pond Inlet and Dunes Restoration Project. The NJDEP developed Wreck Pond Restoration Action Plan includes dredging and berm construction to address water quality issues and provide flood mitigation.

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

Median Household Income: $108,824
Median Housing Value: $1,000,000+
Median Rent: $1,603/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	423.3	60.0%
Apartment	0.0	0.0%
Commercial	20.3	2.9%
Industrial	0.5	0.1%
Farmland	0.0	0.0%
Vacant	17.2	2.4%
Public	218.9	31.0%
Public School	3.4	0.5%
Other School	4.3	0.6%
Church	2.9	0.4%
Cemetery	0.0	0.0%
Rail	11.7	1.7%
Other Exempt	1.8	0.3%
Unknown	0.9	0.1%

Source: Monmouth County Board of Taxation (2015)

Spring Lake Heights

Median Age (2010): 49.6

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

Source:www.springlakehts.com

Old Mill Pond Dam

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	127	3.4%
High school graduate only	638	17.0%
Some college or associate's	731	19.5%
Bachelor's or grad. degree	2,247	60.0%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,875	100.0%
Owner-Occupied	1,252	43.5%
Renter-Occupied	1,080	37.6%
Vacant	543	18.9%
Seasonal	379	
Avg. Household Size		2.01

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,339	46.6%
Single Attached	380	13.2%
2-4 Units	267	9.3%
5-9 Units	420	14.6%
10+ Units	469	16.3%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$6,089
Net Valuation (2015)	1.15 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,525	66.6%
Employed outside Monmouth Co.	766	33.4%

Type of Employment

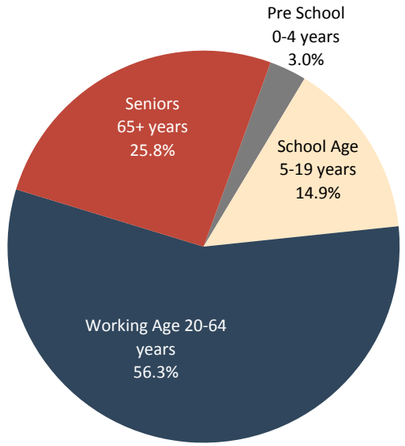
16 Years and Older (2010-2014)

	Number	Percent
Mgmt, business, science, arts	1,088	47.5%
Service	368	16%
Sales, office	615	26.8%
Natural resources, construction, maintenance	142	6.2%
Production, transportation, materials, moving	78	3.4%

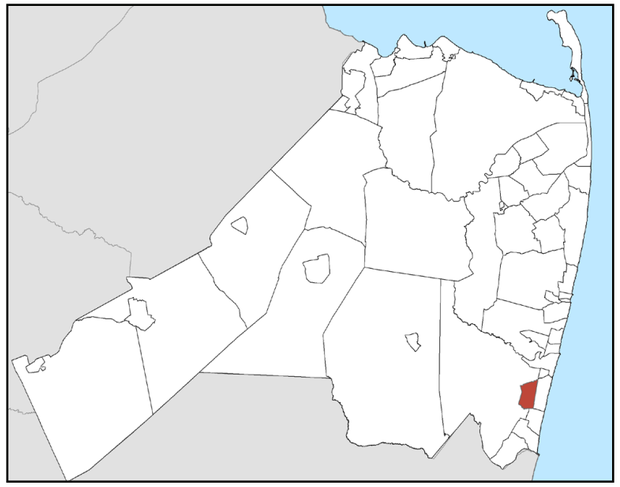
2014 Resident Unemployment

Number	Percent
133	5.3%

Local School District Website: www.slheights.org
Regional School District Website: www.manasquanschools.org
Municipal Website: 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.

Sources: Master Plan Re-Examination Plan (2008), "Spring Lake Heights: A Brief History" (Lissa Wickham McGrath, 2012)

Median Household Income: $69,767
Median Housing Value: $488,200
Median Rent: $1,342/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	309.5	43.5%
Apartment	44.7	6.3%
Commercial	181.4	25.5%
Industrial	0.0	0.0%
Farmland	0.0	0.0%
Vacant	12.9	1.8%
Public	38.7	5.4%
Public School	10.6	1.5%
Other School	0.0	0.0%
Church	3.5	0.5%
Cemetery	3.3	0.5%
Rail	0.0	0.0%
Other Exempt	1.6	0.2%
Unknown	105.8	14.9%

Source: Monmouth County Board of Taxation (2015)

Tinton Falls

Median Age (2010): 46.9

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

Source:www.tintonfalls.com

Tinton Falls & MJ's Pizza

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	685	5.1%
High school graduate only	3,426	25.3%
Some college or associate's	3,831	28.3%
Bachelor's or grad. degree	5,610	41.4%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	8,558	100.0%
Owner-Occupied	5,927	69.3%
Renter-Occupied	2,057	24.0%
Vacant	574	6.7%
Seasonal	81	
Avg. Household Size		2.22

Housing Units

(2010-2014)

	Number	Percent
Single Detached	3,116	36.4%
Single Attached	1,593	18.6%
2-4 Units	103	1.2%
5-9 Units	545	6.4%
10+ Units	3,187	37.2%
Mobile Homes & Other	14	

Taxes

Average Residential Property Tax (2014)	$6,337
Net Valuation (2015)	2.93 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	5,363	68.1%
Employed outside Monmouth Co.	2,515	31.9%

Type of Employment

16 Years and Older (2010-2014)

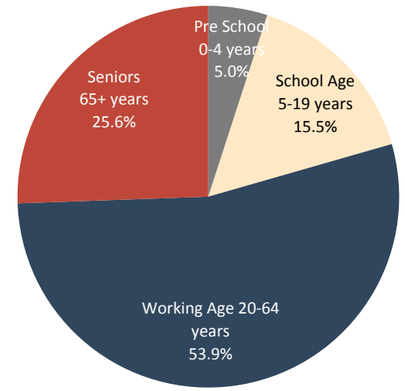
	Number	Percent
Mgmt, business, science, arts	3,718	46.6%
Service	1,432	18%
Sales, office	1,818	22.8%
Natural resources, construction, maintenance	604	7.6%
Production, transportation, materials, moving	404	5.1%

2014 Resident Unemployment

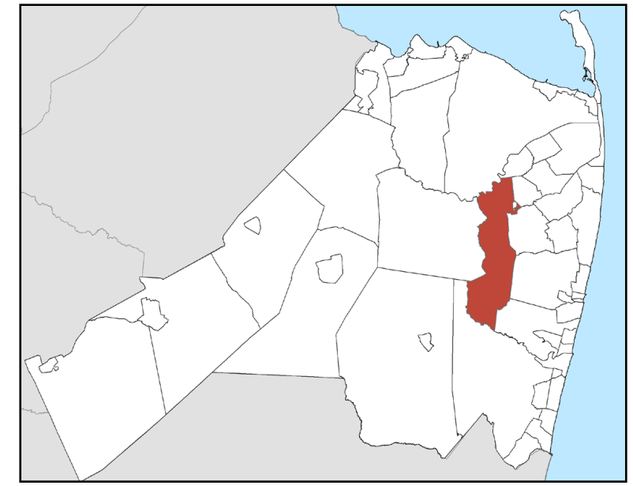
Number	Percent
531	5.9%

Local School District Website: www.tfs.k12.nj.us
Regional School District Website: www.monmouthregional.net

Municipal Website: www.tintonfalls.com



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.

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. The first 275,000 square-foot structure was completed in late 2014. When fully completed the 650,000 square-foot, high tech office research complex will serve as CommVault's headquarters, and is expected to employ around 1,500 when completed. CommVault has already generated 900 jobs.

Complimenting overall redevelopment efforts at the Fort, the first phase of the Exit 105 project was completed in 2015. The New Jersey Turnpike Authority approved a contract to construct the 'Wayside connector' a new exit ramp from the Garden State Parkway south local lanes to Wayside Road. The project includes a new bridge, intersection, and traffic signals.

Sources: U.S. Army Communications Electronics Command Redevelopment Plan (2013), www.tintonfalls.com, "Fort Monmouth's First New Building To Open Soon" (Wordontheshore.com 11/13/2014)

Median Household Income: $73,278
Median Housing Value: $308,600
Median Rent: $1,723/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	2,021.1	24.1%
Apartment	164.1	2.0%
Commercial	774.2	9.2%
Industrial	98.7	1.2%
Farmland	395.2	4.7%
Vacant	1,077.8	12.9%
Public	3,048.4	36.4%
Public School	117.2	1.4%
Other School	109.1	1.3%
Church	49.0	0.6%
Cemetery	63.5	0.8%
Rail	2.2	0.0%
Other Exempt	45.0	0.5%
Unknown	410.9	4.9%

Source: Monmouth County Board of Taxation (2015)

Union Beach

Median Age (2010): 38.6

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

Source: Bayshore Regional Strategic Plan (2006)

Waterfront Park

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	543	13.7%
High school graduate only	1,577	39.9%
Some college or associate's	1,184	29.9%
Bachelor's or grad. degree	652	16.5%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,122	100.0%
Owner-Occupied	1,685	79.4%
Renter-Occupied	306	14.4%
Vacant	131	6.2%
Seasonal	0	
Avg. Household Size		3.03

Housing Units

(2010-2014)

	Number	Percent
Single Detached	1,852	87.3%
Single Attached	90	4.2%
2-4 Units	131	6.2%
5-9 Units	49	2.3%
10+ Units	0	0.0%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$5,663
Net Valuation (2015)	499 million

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,737	60.3%
Employed outside Monmouth Co.	1,145	39.7%

Type of Employment

16 Years and Older (2010-2014)

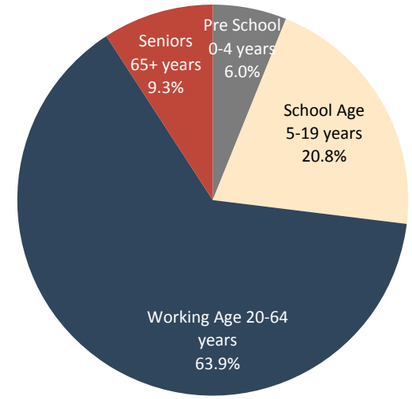
	Number	Percent
Mgmt, business, science, arts	806	27.6%
Service	467	16%
Sales, office	956	32.7%
Natural resources, construction, maintenance	362	12.4%
Production, transportation, materials, moving	332	11.4%

2014 Resident Unemployment

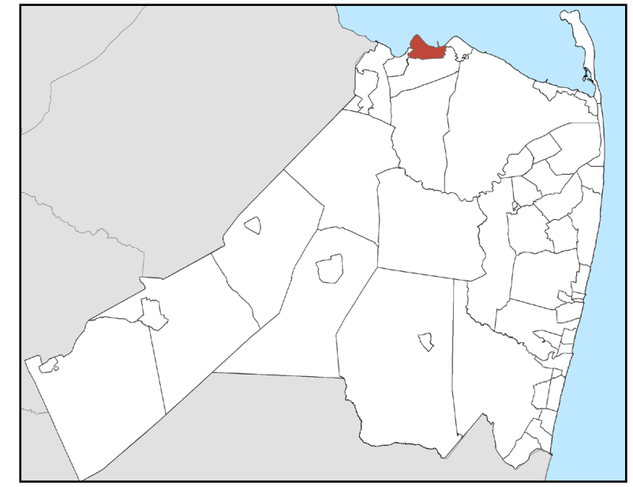
Number	Percent
242	7.7%

Local School District Website: www.unionbeachschools.org
Regional School District Website: www.kpsdschools.org

Municipal Website: www.ubnj.net



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

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

Median Household Income: $74,081
Median Housing Value: $253,500
Median Rent: $1,318/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	327.8	32.2%
Apartment	0.3	0.0%
Commercial	15.4	1.5%
Industrial	149.2	14.6%
Farmland	0.0	0.0%
Vacant	287.9	28.3%
Public	215.4	21.2%
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	2.7	0.3%
Unknown	9.0	0.9%

Source: Monmouth County Board of Taxation (2015)

Upper Freehold

Median Age (2010): 43.7

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

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

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	140	3.1%
High school graduate only	1,119	24.5%
Some college or associate's	946	20.7%
Bachelor's or grad. degree	2,365	51.8%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,397	100.0%
Owner-Occupied	2,237	93.3%
Renter-Occupied	72	3.0%
Vacant	88	3.7%
Seasonal	0	
Avg. Household Size		2.99

Housing Units

(2010-2014)

	Number	Percent
Single Detached	2,356	98.3%
Single Attached	41	1.7%
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 (2014)	$10,517
Net Valuation (2015)	1.22 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	1,053	35.3%
Employed outside Monmouth Co.	1,928	64.7%

Type of Employment

16 Years and Older (2010-2014)

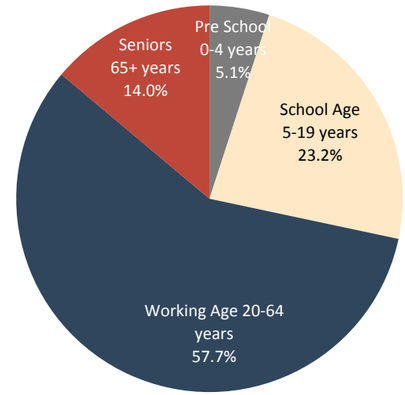
	Number	Percent
Mgmt, business, science, arts	1,745	57.4%
Service	486	16%
Sales, office	420	13.8%
Natural resources, construction, maintenance	256	8.4%
Production, transportation, materials, moving	131	4.3%

2014 Resident Unemployment

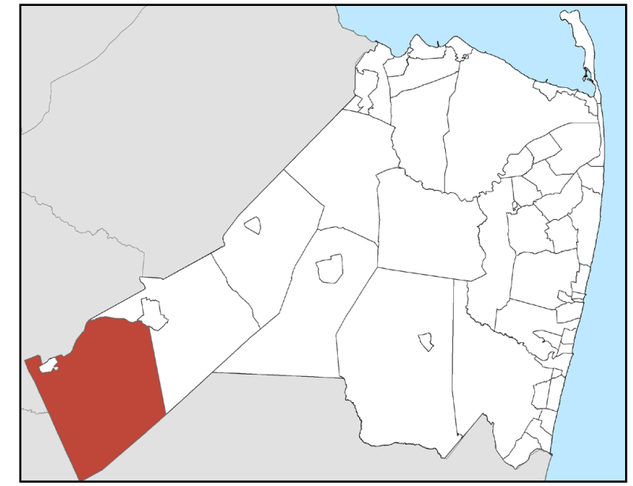
Number	Percent
186	5.6%

School District Website: www.ufrsd.net

Municipal Website: 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 2015, the Screamin' Hill Brewery, located on Emleys Hill Road in Upper Freehold, was the recipient of the Monmouth County Planning Merit Award. Screamin' Hill Brewery is New Jersey's first farm brewery, growing most of the ingredients used to produce beer on the preserved farm site.

Source: Upper Freehold Historic Farmland Byway Corridor Management Plan (2010), "State's First Farm Brewery Launches New 'Farm to Glass' Movement" (Asbury Park Press, 8/26/2015)

Median Household Income: $125,781
Median Housing Value: $506,500
Median Rent: $1,052/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	3,564.0	12.2%
Apartment	1.8	0.0%
Commercial	458.0	1.6%
Industrial	79.2	0.3%
Farmland	16,447.6	56.2%
Vacant	622.8	2.1%
Public	5,823.6	19.9%
Public School	478.2	1.6%
Other School	0.0	0.0%
Church	25.1	0.1%
Cemetery	24.3	0.1%
Rail	0.0	0.0%
Other Exempt	18.1	0.1%
Unknown	1,740.7	5.9%

Source: Monmouth County Board of Taxation (2014)

Wall

Median Age (2010): 45.0

Wall Township, incorporated in 1851 by an Act of the New Jersey Legislature, is approximately 32 square miles. Named after U.S. Senator Garret D. Wall, the Township is a currently a crossroads of southern Monmouth County. The Garden State Parkway, State Highways 34, 35, 71, 138, and Interstate 195 all cross through the Township. Wall is home to the historic 19th century Allaire Village and Howell Works, which at the time, was the largest bog iron manufacturing site in the state. 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

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 (2010-2014)

	Number	Percent
No high school degree	862	4.7%
High school graduate only	4,218	22.9%
Some college or associate's	4,250	23.1%
Bachelor's or grad. degree	9,061	49.3%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	10,713	100.0%
Owner-Occupied	8,072	75.3%
Renter-Occupied	2,052	19.2%
Vacant	589	5.5%
Seasonal	368	
Avg. Household Size		2.54

Housing Units

(2010-2014)

	Number	Percent
Single Detached	8,385	78.3%
Single Attached	547	5.1%
2-4 Units	362	3.4%
5-9 Units	409	3.8%
10+ Units	860	8.0%
Mobile Homes & Other	150	

Taxes

Average Residential Property Tax (2014)	$8,527
Net Valuation (2015)	3.69 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	8,525	68.0%
Employed outside Monmouth Co.	4,011	32.0%

Type of Employment

16 Years and Older (2010-2014)

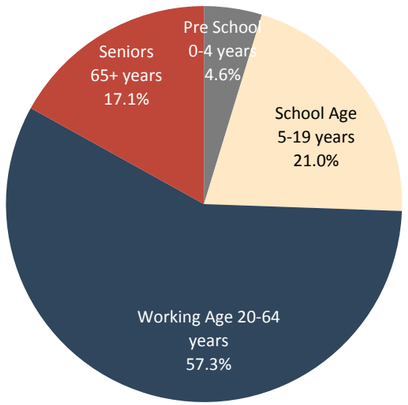
	Number	Percent
Mgmt, business, science, arts	5,904	46.2%
Service	1,990	16%
Sales, office	3,220	25.2%
Natural resources, construction, maintenance	952	7.4%
Production, transportation, materials, moving	725	5.7%

2014 Resident Unemployment

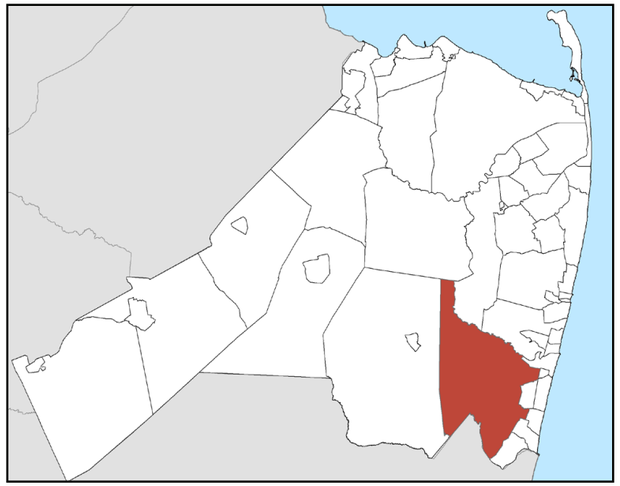
Number	Percent
767	5.7%

School District Website: www.wall.k12.nj.us

Municipal Website: www.wallnj.com



Age Composition 2010



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.

Sources: www.wallnj.com, "Bike Path Edges Closer to Extension" (06/15/12 Manasquan-Belmar Patch), www.getoutsidenj.com

Median Household Income: $93,768
Median Housing Value: $439,600
Median Rent: $1,181/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	4,981.3	28.6%
Apartment	42.9	0.2%
Commercial	1,776.1	10.2%
Industrial	674.7	3.9%
Farmland	2,393.6	13.7%
Vacant	1,428.6	8.2%
Public	4,825.4	27.7%
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	316.2	1.8%
Unknown	516.3	3.0%

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 it's proximately to the long branch of the Shrewsbury River. With a land area of 2.83 square miles, the Borough was a popular location for the grand summer estates of the wealthy in the early 1900's. The Borough of West Long Branch was officially established in May 1908, after voters approved the proposed separation from Eatontown. Founded in 1933, Monmouth University is spread across a 159-acre campus within the southern portion of the Borough. Two estates, Shadow Lawn, and Guggenheim were integrated into the campus, serving as classroom space and administrative offices.

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

Intersection of Rt. 71 and Cedar Ave.

Demographics

Total Population

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

2010 Race and Ethnicity

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

Educational Attainment

25 Years and Older (2010-2014)

	Number	Percent
No high school degree	270	5.4%
High school graduate only	1,403	28.3%
Some college or associate's	1,241	25.0%
Bachelor's or grad. degree	2,049	41.3%

Housing

Housing Characteristics

(2010-2014)

	Number	Percent
Total	2,849	100.0%
Owner-Occupied	2,130	74.8%
Renter-Occupied	544	19.1%
Vacant	175	6.1%
Seasonal	27	
Avg. Household Size		2.65

Housing Units

(2010-2014)

	Number	Percent
Single Detached	2,307	81.0%
Single Attached	116	4.1%
2-4 Units	221	7.8%
5-9 Units	21	0.7%
10+ Units	184	6.5%
Mobile Homes & Other	0	

Taxes

Average Residential Property Tax (2014)	$8,924
Net Valuation (2015)	1.2 billion

Employment

Place of Employment

16 Years and Older (2010-2014)

	Number	Percent
Employed in Monmouth Co.	3,185	81.5%
Employed outside Monmouth Co.	725	18.5%

Type of Employment

16 Years and Older (2010-2014)

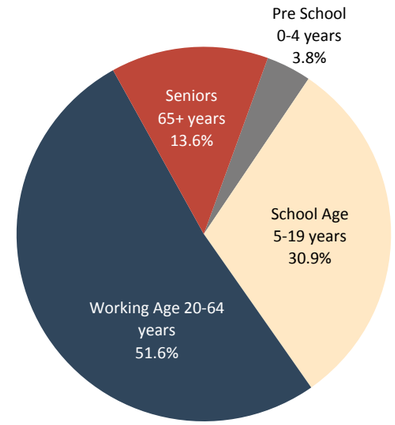
	Number	Percent
Mgmt, business, science, arts	1,676	42.0%
Service	637	16%
Sales, office	1,067	26.7%
Natural resources, construction, maintenance	328	8.2%
Production, transportation, materials, moving	287	7.2%

2014 Resident Unemployment

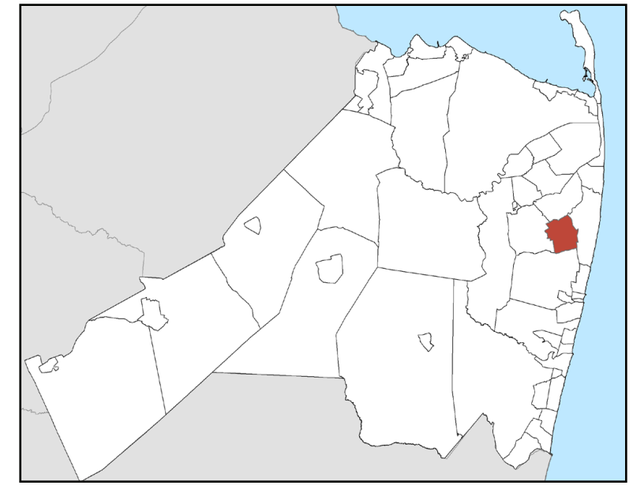
Number	Percent
293	6.7%

Local School District Website: www.wlbschools.com
Regional School District Website: www.shoreregional.org

Municipal Website: www.westlongbranch.org



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: $82,067
Median Housing Value: $392,400
Median Rent: $909/month

Source: 2010-2014 ACS

Land Use

	Assessed Acreage	Percent
Residential	877.3	54.7%
Apartment	10.8	0.7%
Commercial	211.8	13.2%
Industrial	5.9	0.4%
Farmland	33.0	2.1%
Vacant	50.6	3.2%
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	20.8	1.3%
Unknown	24.7	1.5%

Source: Monmouth County Board of Taxation (2015)