

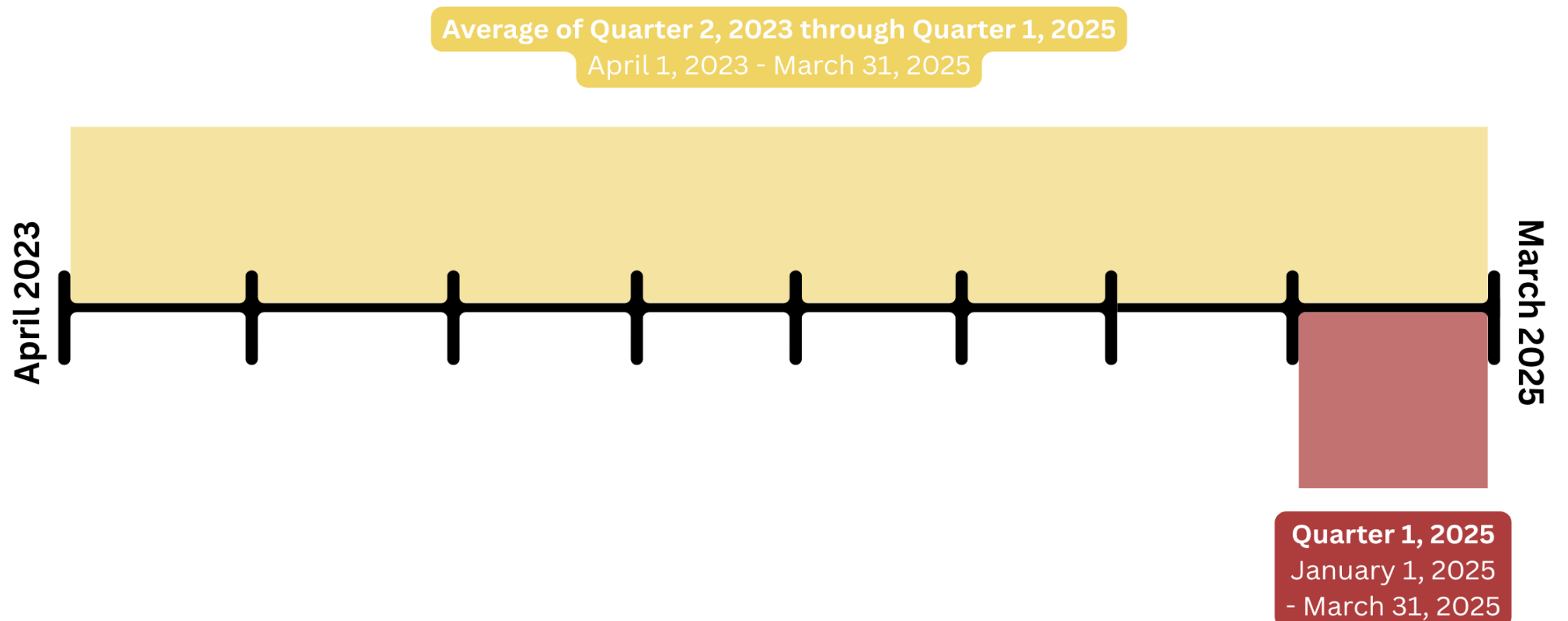
# MONMOUTH COUNTY DEVELOPMENT ACTIVITY REPORT

Quarter 1 - 2025  
June 16, 2025



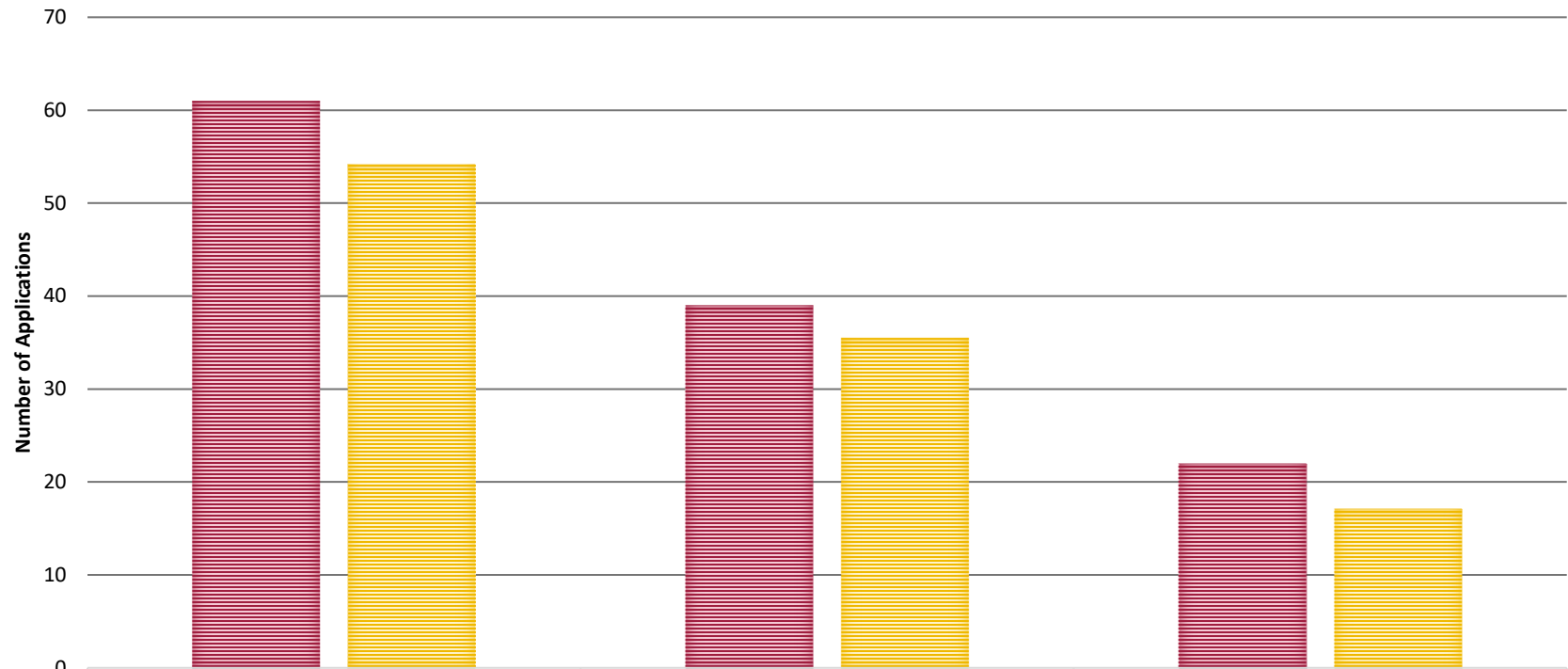
# Analysis Timeframe

The analysis is conducted by comparing the most recently closed quarter, to the average of various metrics over the past two years. See the graphic below for details. The colors below correspond with the time periods depicted on the following graphs.



# New Application by Type

**NEW APPLICATIONS BY TYPE**  
**QUARTER 1 2025 COMPARED TO PAST 24 MONTH QUARTER AVERAGE**

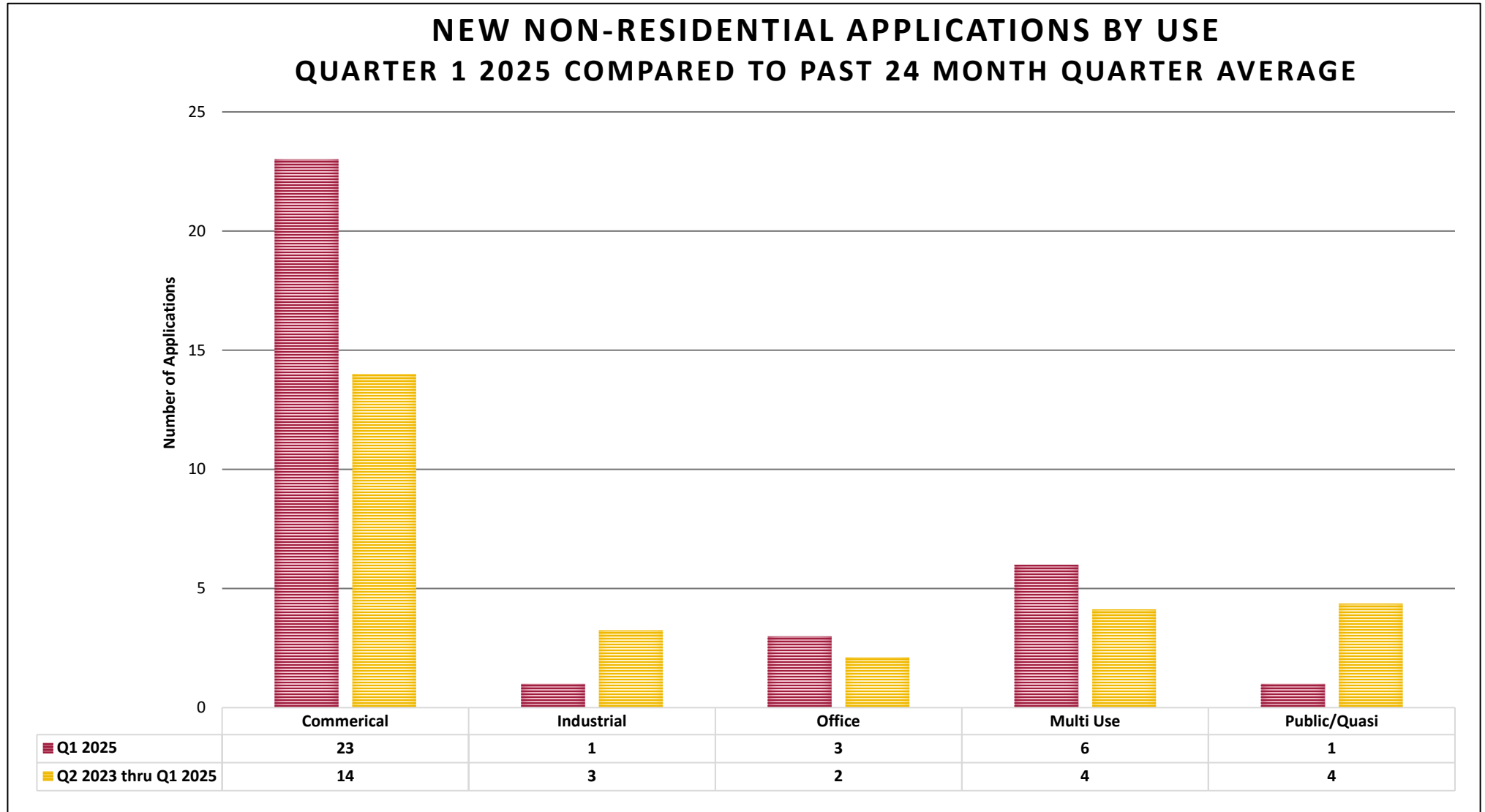


|                         | Total | Site Plan | Subdivision |
|-------------------------|-------|-----------|-------------|
| ■ Quarter 1 2025        | 61    | 39        | 22          |
| ■ Past 24 Month Average | 54    | 36        | 17          |



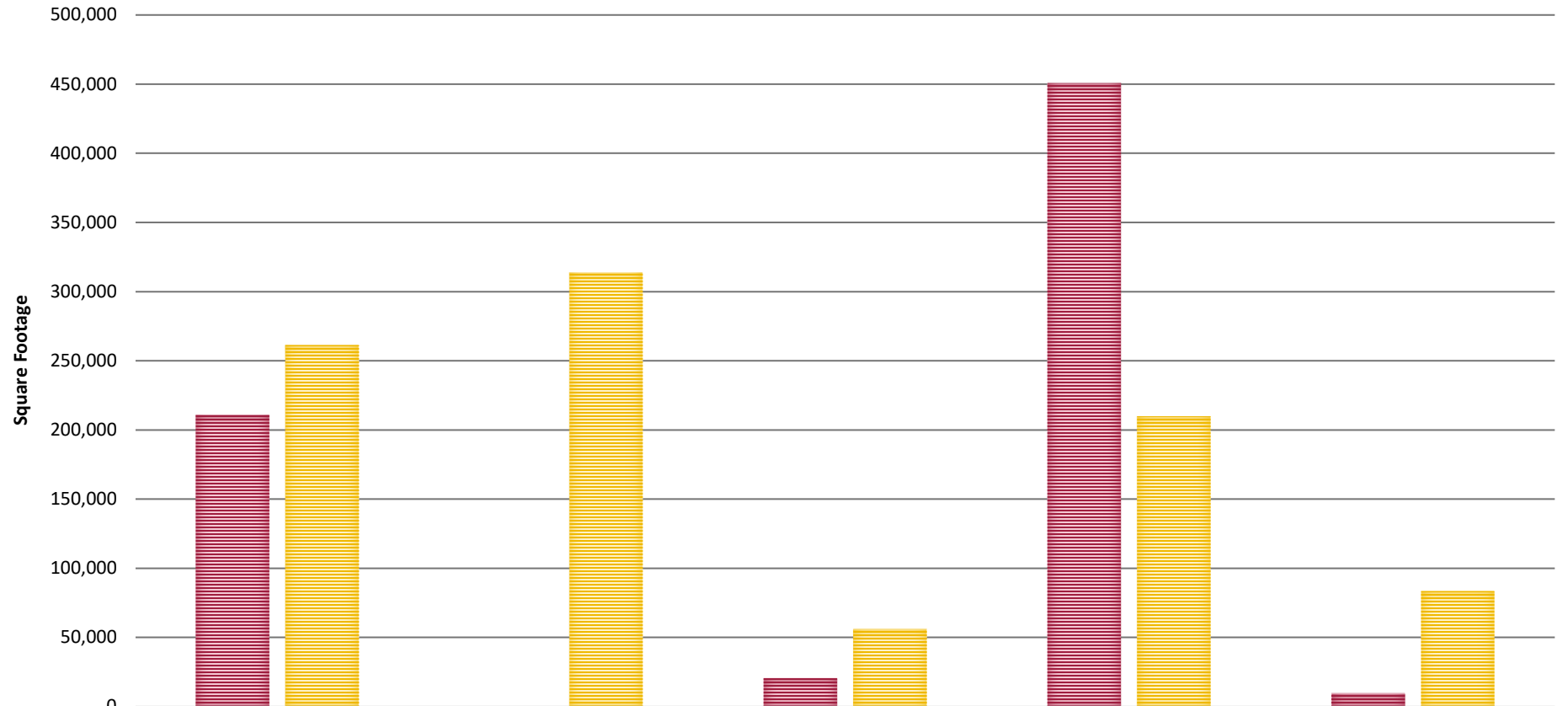
# Non-Residential Site Plan Applications by Use

**NEW NON-RESIDENTIAL APPLICATIONS BY USE  
QUARTER 1 2025 COMPARED TO PAST 24 MONTH QUARTER AVERAGE**



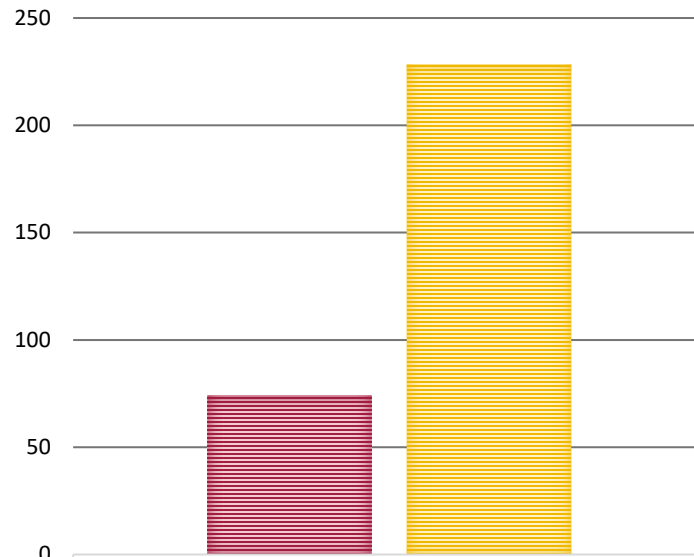
# Non-Residential Square Footage by Use

**SQUARE FOOTAGE OF NEW APPLICATIONS BY USE  
QUARTER 1 2025 COMPARED TO PAST 24 MONTH QUARTER AVERAGE**



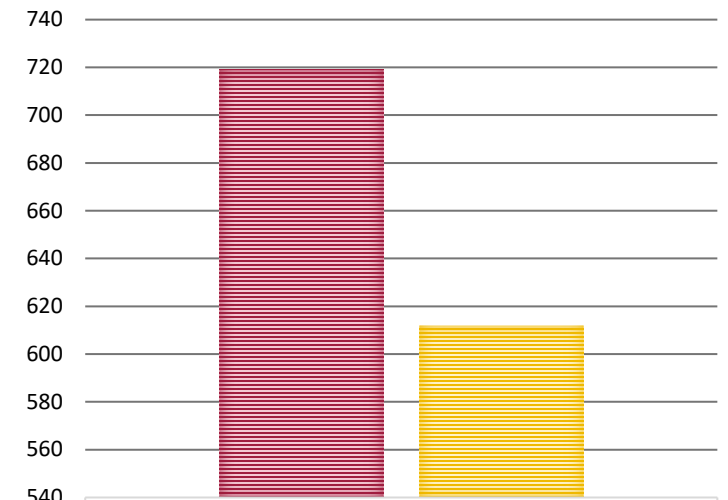
# Lots and Residential Dwelling Units

### NEW LOTS Q1 COMPARED TO PAST 24 MONTH QUARTER AVERAGE



|                        |     |
|------------------------|-----|
| ■ Q1 2025              | 74  |
| ■ Q2 2023 thru Q1 2025 | 228 |

### NEW RESIDENTIAL DWELLING UNITS Q1 COMPARED TO PAST 24 MONTH QUARTER AVERAGE

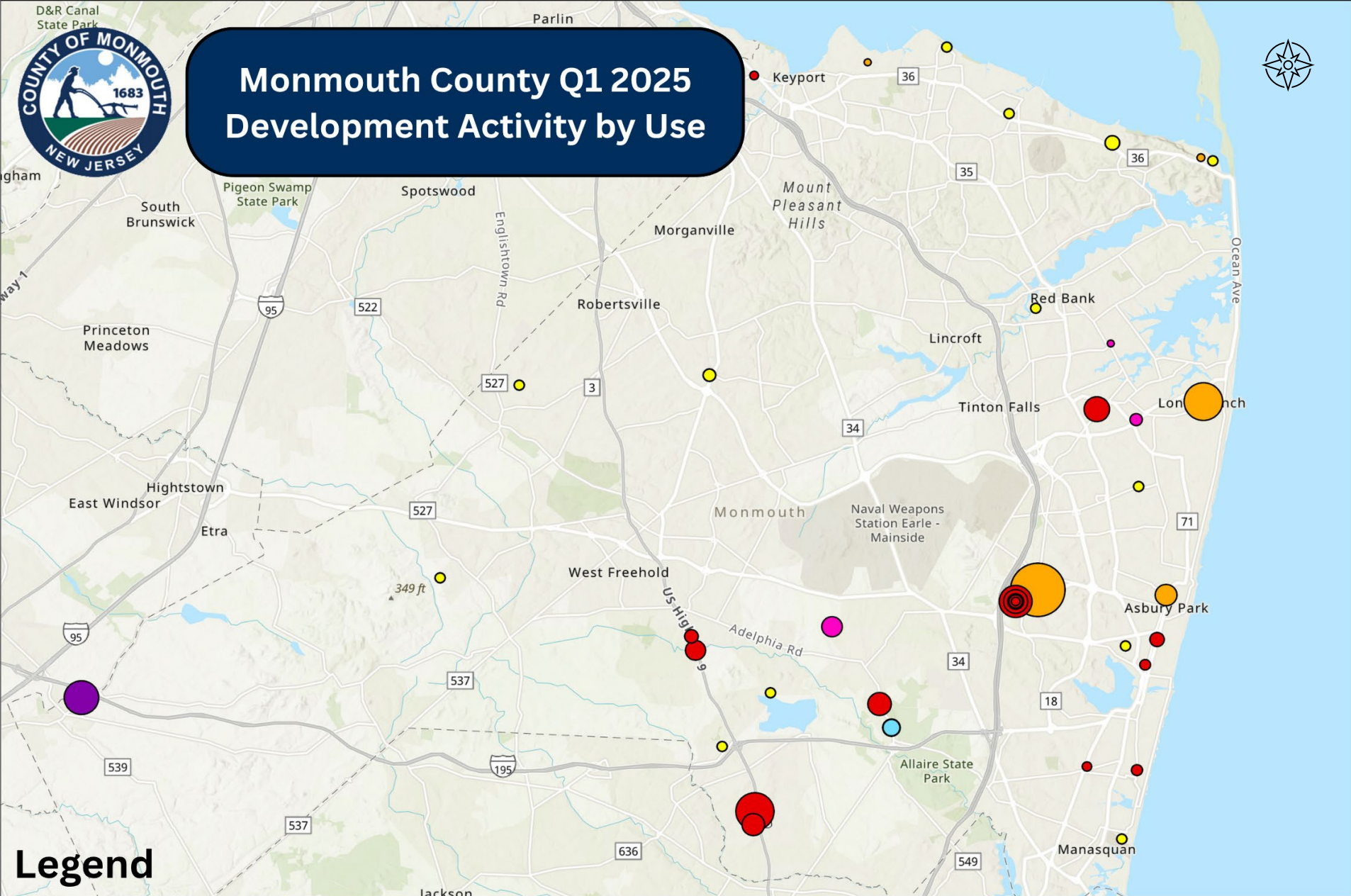


|                        |     |
|------------------------|-----|
| ■ Q1 2025              | 719 |
| ■ Q2 2023 thru Q1 2025 | 612 |





# Monmouth County Q1 2025 Development Activity by Use



## Legend

**Use Category**

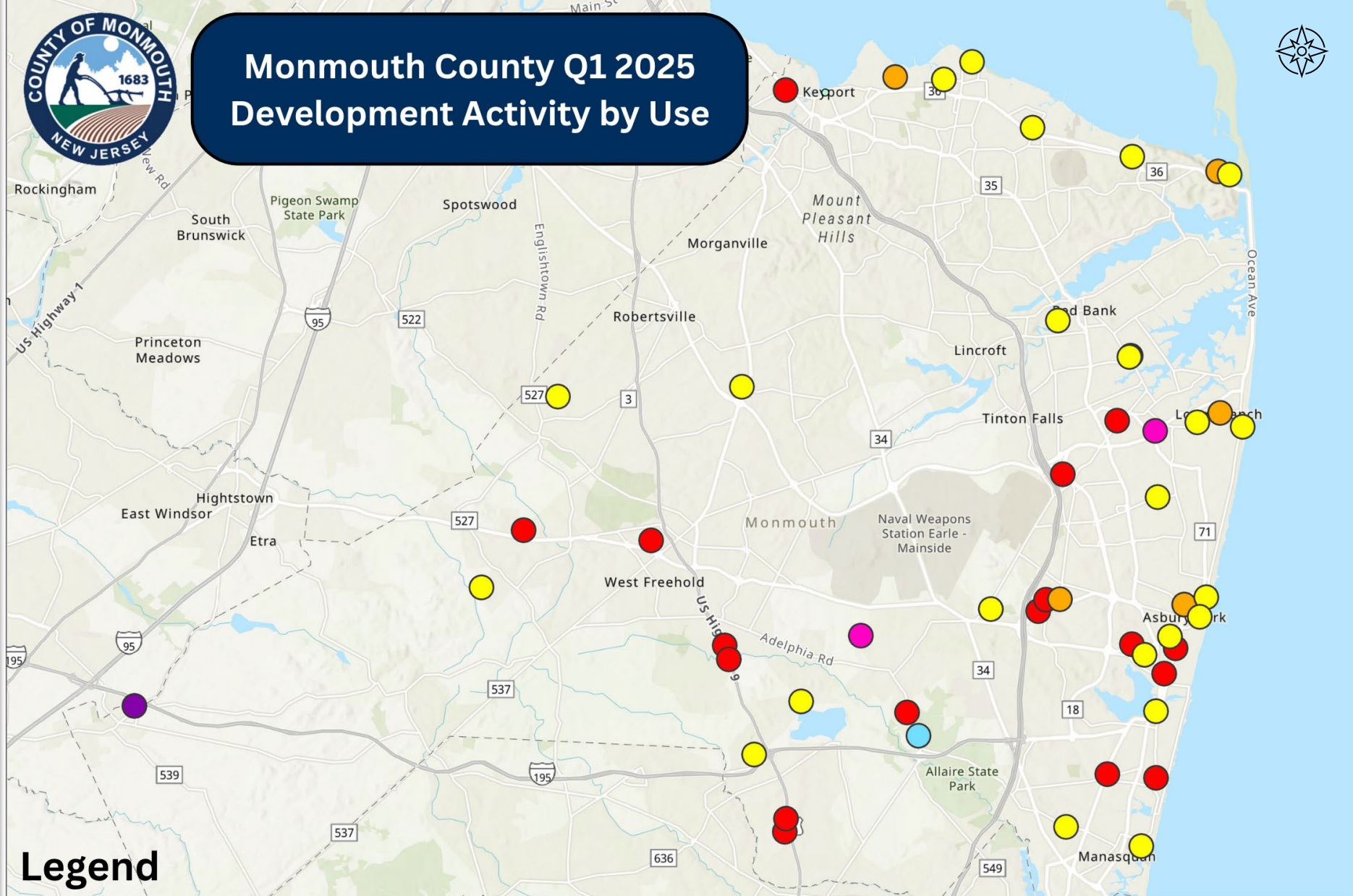
Compiled by the Monmouth County Division of Planning

- Commercial
- Industrial
- Mixed Use
- Office
- Quasi/Public
- Residential





# Monmouth County Q1 2025 Development Activity by Use



## Legend

Commercial

Industrial

Mixed Use

Office

Quasi/Public

Residential



Compiled by the Monmouth County Division of Planning

# Top 5 Development Proposals

| Q1 2025 Top 5 New Applications by Proposed Units |                                |              |             |            |
|--|--------------------------------|--------------|-------------|------------|
| Rank   | Project Name/ Applicant        | Municipality | Use         | # of Units |
| 1  | D&R Belmar Urban Renewal, LLC  | Belmar       | Residential | 198        |
| 2  | 1201 Memorial Drive            | Asbury Park  | Residential | 126        |
| 3  | Jet Red TF, LLC                | Tinton Falls | Residential | 90         |
| 4  | North Light, LLC               | Long Branch  | Residential | 78         |
| 5  | Heck Avenue Supportive Housing | Neptune      | Residential | 70         |

| Q1 2025 Top 5 New Applications by Proposed Square Footage |                                   |              |            |         |
|---|-----------------------------------|--------------|------------|---------|
| Rank  | Project Name/ Applicant           | Municipality | Use        | Sq ft   |
| 1   | 3501 State Route 66 Redevelopment | Neptune      | Multi Use  | 266,022 |
| 2   | Atlantic Health Ststem            | Howell       | Commercial | 46,500  |
| 3   | Top Golf (3601 Route 66, LLC)     | Neptune      | Commercial | 33,911  |
| 4   | Hotel (3601 Route 66, LLC)        | Neptune      | Commercial | 18,360  |
| 5   | Gutierrez Properties, LLC         | Howell       | Commercial | 17,272  |



# Top 5 Development Proposals (continued)

| Q1 2025 Top 5 New Applications by Proposed Lots |                                  |                    |           |
|---|----------------------------------|--------------------|-----------|
| Rank  | Project Name/ Applicant          | Municipality       | # of Lots |
| 1   | 3601 Route 66, LLC               | Neptune            | 5         |
| 1   | Consumer Centre Paramount 1, LLC | West Long Branch   | 5         |
| 2   | 14 East Garfield Avenue          | Atlantic Highlands | 4         |
| 3   | Hope Road Minor Subdivision      | Eatontown          | 2         |
| 3   | Scott Rathburn Minor Subdivision | Middletown         | 2         |



## Notable Patterns & Trends

- Number of new applications on par with prior quarters
- Number of proposed units grew, while number of lots continues to soften
- Applications for redevelopment, site improvements, and additions remains strong
- This quarter we received 7 incomplete applications



# Questions?

## **Leah Emmerich** | *Assistant Planner*

Monmouth County Division of Planning  
Hall of Records Annex  
1 East Main Street  
Freehold, NJ 07728  
[Leah.Emmerich@co.monmouth.nj.us](mailto:Leah.Emmerich@co.monmouth.nj.us)  
732-431-7460 (ext. 7445)

## **Kyle DeGroot** | *Senior Planner*

Monmouth County Division of Planning  
Hall of Records Annex  
1 East Main Street  
Freehold, NJ 07728  
[Kyle.DeGroot@co.monmouth.nj.us](mailto:Kyle.DeGroot@co.monmouth.nj.us)  
732-431-7460 (ext. 7546)

## Contributing Staff

Victor Furmanec - Supervising Planner  
Jeannine Smith - Senior Planning Aide

