

MONMOUTH COUNTY AT A GLANCE • MONMOUTH COUNTY AT A GLANCE

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Robert D. Clifton, Deputy Director  
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John D'Amico, Jr.

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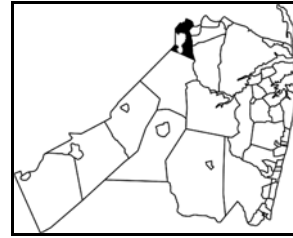
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# Aberdeen

Aberdeen Township has a land area of 5.45 square miles (14.12 km<sup>2</sup>) and is the northernmost town in the county, bordering Middlesex County. The township experienced a great deal of residential and commercial growth in the post-World War II housing boom, which created new neighborhoods of single-family homes. Some of the newer homes in Aberdeen reflect a Victorian architectural influence. Aberdeen has convenient access to the Garden State Parkway and local highways, as well as commuter rail service to New York City. The township's prime location has attracted townhouse developments, diversifying Aberdeen's housing stock.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	17,235	
1990	17,038	
2000	17,454	
2007 Estimate	18,848	
2025 Projection	18,866	
2000 Racial Composition		
	Number	Percent
White	13,758	78.8
Black	2,098	12.0
Asian and Other	1,598	9.2
Persons of Hispanic Origin	1,225	7.0
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	1,211	6.9
School Age (5-19 years)	3,377	19.3
Working Age (20-64 years)	11,055	63.3
Seniors (65+)	1,811	10.4
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$54,246	\$76,648
Median Household	\$50,448	\$68,125
Per Capita	\$19,544	\$28,984

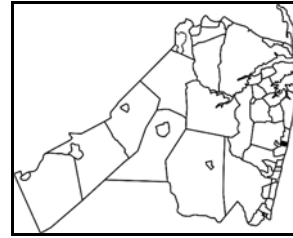
HOUSEHOLDS		
Year	Total Households	
1980	5,293	
1990	5,905	
2000	6,421	
2007	6,948	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	6,542	100.0
Owner-Occupied	4,973	76.0
Renter-Occupied	1,429	21.8
Vacant	140	2.1
Median Value Owner-Occupied (2000)	\$160,800	
Median Rent (2000)	\$817	
Types of Units - (2000)		
Single Units	Number	Percent
Total	5,183	100.0
Detached:	4,701	90.7
Attached:	482	9.3
Multiple Units		
Total	1,353	100.0
2-4 Units	451	33.3
5-9 Units	253	18.7
10+ Units	649	48.0
Mobile Homes and Other	6	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	503	
English	476	
EMPLOYMENT		
Resident Labor Force		
1990	9,552	
2005	10,332	
2006	10,473	
Resident Employment		
1990	9,159	
2005	9,985	
2006	10,114	
Resident Unemployment		
	Number	Percent
1990	393	4.1
2005	347	3.4
2006	358	3.4
TAXES 2006		
Net Valuation \$000	847,374	
General Tax Rate	5.00	
Equalized Tax Rate Rank	51	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Allenhurst

The Borough of Allenhurst has a land area of 0.30 square miles (.777 km<sup>2</sup>) and is located in the mid-coast area of the county, north of Asbury Park. The residential neighborhoods of Allenhurst host many well-maintained 19th Century homes on large lots. Businesses serving the local neighborhood are located on the town's Main Street. Allenhurst is also served by a New Jersey Transit rail line, for an easy commute to New York City. The amenities of the area have made this shore town popular as a year-round community.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	912	
1990	759	
2000	718	
2007 Estimate	716	
2025 Projection	733	
2000 Racial Composition		
	Number	Percent
White	699	97.4
Black	6	0.8
Asian and Other	13	1.8
Persons of Hispanic Origin	18	2.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	40	5.6
School Age (5-19 years)	106	14.8
Working Age (20-64 years)	438	61.0
Seniors (65+)	134	18.7
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$70,243	\$109,180
Median Household	\$54,610	\$85,000
Per Capita	\$26,328	\$42,710

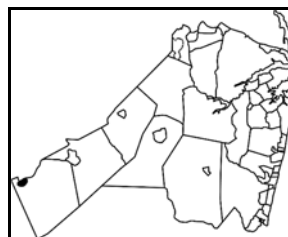
HOUSEHOLDS		
Year	Total Households	
1980	328	
1990	298	
2000	285	
2007	284	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	368	100.0
Owner-Occupied	206	56.0
Renter-Occupied	77	20.9
Vacant	85	23.1
Median Value Owner-Occupied (2000)	\$359,000	
Median Rent (2000)	\$815	
Types of Units - (2000)		
Single Units	Number	Percent
Total	302	100.0
Detached:	297	98.3
Attached:	5	1.7
Multiple Units		
Total	66	100.0
2-4 Units	45	68.2
5-9 Units	11	16.7
10+ Units	10	15.2
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	NA	
English	NA	
EMPLOYMENT		
Resident Labor Force		
1990	368	
2005	393	
2006	398	
Resident Employment		
1990	363	
2005	383	
2006	387	
Resident Unemployment		
	Number	Percent
1990	5	1.4
2005	11	2.7
2006	11	2.7
TAXES 2006		
Net Valuation \$000	210,750	
General Tax Rate	1.48	
Equalized Tax Rate Rank	3	

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# Allentown

The Borough of Allentown has a land area of 0.60 square miles (1.55 km<sup>2</sup>) and is one of the westernmost towns in the county, bordering Mercer County. Recognized as one of the largest historic districts in New Jersey, Allentown is listed on the National Register of Historic Places. Main Street is lined with charming stores and a historic mill which has been renovated into specialty shops. Colonial and Victorian homes on small lots grace side streets, giving Allentown the feel of a small village.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	1,962	
1990	1,828	
2000	1,882	
2007 Estimate	1,892	
2025 Projection	1,980	
2000 Racial Composition		
	Number	Percent
White	1,706	90.6
Black	121	6.4
Asian and Other	55	2.9
Persons of Hispanic Origin	36	1.9
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	136	7.2
School Age (5-19 years)	406	21.6
Working Age (20-64 years)	1,156	61.4
Seniors (65+)	184	9.8
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$50,457	\$79,843
Median Household	\$47,109	\$71,193
Per Capita	\$18,907	\$29,455

HOUSEHOLDS		
Year	Total Households	
1980	662	
1990	655	
2000	708	
2007	712	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	718	100.0
Owner-Occupied	547	76.2
Renter-Occupied	161	22.4
Vacant	10	1.4
Median Value Owner-Occupied (2000)	\$167,100	
Median Rent (2000)	\$792	
Types of Units - (2000)		
Single Units	Number	Percent
Total	600	100.0
Detached:	555	92.5
Attached:	45	7.5
Multiple Units		
Total	118	100.0
2-4 Units	56	47.5
5-9 Units	15	12.7
10+ Units	47	39.8
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	513	
English	503	
EMPLOYMENT		
Resident Labor Force		
1990	1,069	
2005	1,148	
2006	1,162	
Resident Employment		
1990	1,034	
2005	1,106	
2006	1,119	
Resident Unemployment		
	Number	Percent
1990	35	3.3
2005	42	3.7
2006	43	3.7
TAXES 2006		
Net Valuation \$000	101,916	
General Tax Rate	4.15	
Equalized Tax Rate Rank	52	

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# Asbury Park

The City of Asbury Park has a land area of 1.5 square miles (3.9 km<sup>2</sup>) and is located midway on Monmouth's coast. Asbury Park is known for its 1.25 mile (2.5 km) boardwalk, anchored by the recently renovated Paramount Theater and the adjoining Convention Hall to the north, and the Casino to the south. Efforts to recapture the vitality of the city's heyday are focusing on beachfront redevelopment. Asbury Park has been designated as an Urban Enterprise Zone, which provides benefits to city businesses. Like many other shore towns, Asbury Park is served by New Jersey Transit trains and buses.

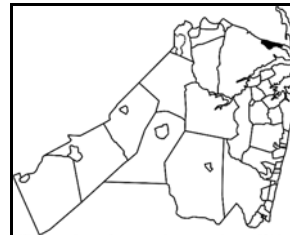


DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
<u>Total Population</u>						<u>Year 2005-2006</u>	<u>Average SAT</u>	
<u>Year</u>	<u>Number</u>		<u>Year</u>	<u>Total Households</u>		Math	375	
1980	17,015		1980	7,207				
1990	16,799		1990	6,871		English	361	
2000	16,930		2000	6,754				
2007 Estimate	16,862		2007	6,726				
2025 Projection	20,500							
<b>2000 Racial Composition</b>			<b>HOUSING 2000</b>			<b>EMPLOYMENT</b>		
	<u>Number</u>	<u>Percent</u>	<u>Housing Units</u>			<u>Resident Labor Force</u>		
White	4,194	24.8		<u>Number</u>	<u>Percent</u>	1990	8,145	
Black	10,515	62.1	<u>Total -2000</u>	7,744	100.0	2005	7,414	
Asian and Other	2,221	13.1	Owner-Occupied	1,316	17.0	2006	7,518	
Persons of Hispanic Origin	2,637	15.6	Renter-Occupied	5,438	70.2	<u>Resident Employment</u>		
			Vacant	990	12.8	1990	7,367	
<b>2000 Age Composition</b>			Median Value Owner-Occupied (2000)	\$92,800		2005	6,636	
	<u>Number</u>	<u>Percent</u>	Median Rent (2000)	\$615		2006	6,714	
Pre-School (0-4 years)	1,539	9.1	<u>Types of Units - (2000)</u>			<u>Resident Unemployment</u>		
School Age (5-19 years)	3,986	23.5	<u>Single Units</u>	<u>Number</u>	<u>Percent</u>		<u>Number</u>	<u>Percent</u>
Working Age (20-64 years)	9,514	56.2	Total	1,945	100.0	1990	778	9.6
Seniors (65+)	1,891	11.2	Detached:	1,794	92.2	2005	778	10.5
			Attached:	151	7.8	2006	804	10.7
			<u>Multiple Units</u>					
			Total	5,775	100.0	<b>TAXES 2006</b>		
			2-4 Units	1,883	32.6	Net Valuation \$000	429,984	
			5-9 Units	615	10.6	General Tax Rate	4.32	
			10+ Units	3,277	56.7	Equalized Tax Rate Rank	27	
			<u>Mobile Homes and Other</u>	24	100.0			
<b>INCOME</b>								
	<u>1989 Income (1990 Census)</u>	<u>1999 Income (2000 Census)</u>						
Median Family	\$25,366	\$26,370						
Median Household	\$20,754	\$23,081						
Per Capita	\$11,267	\$13,516						
Prepared by the Monmouth County Planning Board November 12, 2007								



# Atlantic Highlands

The Borough of Atlantic Highlands has a land area of 1.2 square miles (3.1 km<sup>2</sup>), and is nestled on the steep slopes of the Navesink Highlands, providing commanding views of Sandy Hook Bay. Mount Mitchell, the highest point on the eastern seaboard, is part of Atlantic Highland's striking topography. The borough is predominantly residential, with a small commercial area on First Avenue that leads to the large, well-maintained municipal marina. Ferry service to New York City and easy access to the Garden State Parkway make Atlantic Highlands attractive for commuters.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	4,950	
1990	4,629	
2000	4,705	
2007 Estimate	4,717	
2025 Projection	4,719	
2000 Racial Composition		
	Number	Percent
White	4,440	94.4
Black	108	2.3
Asian and Other	157	3.3
Persons of Hispanic Origin	165	3.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	285	6.1
School Age (5-19 years)	789	16.8
Working Age (20-64 years)	2,966	63.0
Seniors (65+)	665	14.1
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$46,848	\$79,044
Median Household	\$44,705	\$64,955
Per Capita	\$19,946	\$34,798

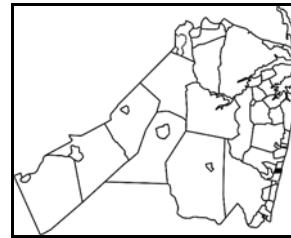
HOUSEHOLDS		
Year	Total Households	
1980	1,776	
1990	1,774	
2000	1,969	
2007	1,974	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,056	100.0
Owner-Occupied	1,351	65.7
Renter-Occupied	618	30.1
Vacant	87	4.2
Median Value Owner-Occupied (2000)	\$187,700	
Median Rent (2000)	\$812	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,484	100.0
Detached:	1,432	96.5
Attached:	52	3.5
Multiple Units		
Total	564	100.0
2-4 Units	180	31.9
5-9 Units	75	13.3
10+ Units	309	54.8
Mobile Homes and Other	8	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	497	
English	499	
EMPLOYMENT		
Resident Labor Force		
1990	2,431	
2005	2,742	
2006	2,778	
Resident Employment		
1990	2,360	
2005	2,584	
2006	2,615	
Resident Unemployment		
	Number	Percent
1990	71	2.9
2005	158	5.8
2006	163	5.9
TAXES 2006		
Net Valuation \$000	620,601	
General Tax Rate	2.16	
Equalized Tax Rate Rank	34	

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# Avon-by-the-Sea

The Borough of Avon-by-the-Sea has a land area of 0.40 square miles (1.03 km<sup>2</sup>) and is located between the Shark River and Sylvan Lake on the midcoast of the county. The residential areas were planned using a grid pattern, with homes facing wide avenues, creating a lovely, traditional streetscape. The garages for the residences are located on the narrow service alleys that run behind the homes. Avon's oceanfront boardwalk features hardwood planks, Victorian period light fixtures and covered pavilions.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	2,337	
1990	2,165	
2000	2,244	
2007 Estimate	2,219	
2025 Projection	2,244	
2000 Racial Composition		
	Number	Percent
White	2,180	97.1
Black	12	0.5
Asian and Other	52	2.3
Persons of Hispanic Origin	54	2.4
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	112	5.0
School Age (5-19 years)	333	14.8
Working Age (20-64 years)	1,298	57.8
Seniors (65+)	501	22.3
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$51,968	\$80,605
Median Household	\$35,694	\$60,192
Per Capita	\$21,037	\$41,238

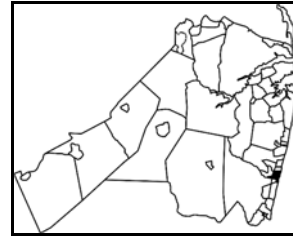
HOUSEHOLDS		
Year	Total Households	
1980	1,004	
1990	989	
2000	1,043	
2007	1,031	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	1,382	100.0
Owner-Occupied	667	48.3
Renter-Occupied	371	26.8
Vacant	344	24.9
Median Value Owner-Occupied (2000)	\$370,100	
Median Rent (2000)	\$789	
Types of Units - (2000)		
Single Units	Number	Percent
Total	985	100.0
Detached:	950	96.4
Attached:	35	3.6
Multiple Units		
Total	392	100.0
2-4 Units	206	52.6
5-9 Units	10	2.6
10+ Units	176	44.9
Mobile Homes and Other	5	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	509	
English	496	
EMPLOYMENT		
Resident Labor Force		
1990	1,083	
2005	1,265	
2006	1,292	
Resident Employment		
1990	1,049	
2005	1,223	
2006	1,237	
Resident Unemployment		
	Number	Percent
1990	34	3.1
2005	42	3.3
2006	54	4.2
TAXES 2006		
Net Valuation \$000	307,822	
General Tax Rate	2.53	
Equalized Tax Rate Rank	7	

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# Belmar

The Borough of Belmar has a land area of 1.0 square miles (2.59 km<sup>2</sup>) and is situated on the midcoast of the county. Because of its reputation as a popular summer resort, Belmar's population increases dramatically during the summer season, filling seasonal rental properties and packing Belmar's 1-1/4 mile (2.01 km) long beach. Two commercial districts have developed to accommodate both permanent and summer residents - one along Main Street, featuring a mix of stores and services, and another along Ocean Avenue and the boardwalk, featuring food and entertainment.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	6,771	
1990	5,877	
2000	6,045	
2007 Estimate	6,029	
2025 Projection	6,048	
2000 Racial Composition		
	Number	Percent
White	5,533	91.5
Black	209	3.5
Asian and Other	303	5.0
Persons of Hispanic Origin	414	6.8
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	293	4.8
School Age (5-19 years)	857	14.2
Working Age (20-64 years)	3,943	65.2
Seniors (65+)	952	15.7
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$37,365	\$61,250
Median Household	\$31,667	\$44,896
Per Capita	\$17,789	\$29,456

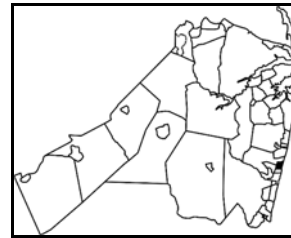
HOUSEHOLDS		
Year	Total Households	
1980	3,019	
1990	2,718	
2000	2,946	
2007	2,938	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	3,996	100.0
Owner-Occupied	1,395	34.9
Renter-Occupied	1,551	38.8
Vacant	1,050	26.3
Median Value Owner-Occupied (2000)	\$186,700	
Median Rent (2000)	\$779	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,159	100.0
Detached:	1,971	91.3
Attached:	188	8.7
Multiple Units		
Total	1,830	100.0
2-4 Units	817	44.6
5-9 Units	137	7.5
10+ Units	876	47.9
Mobile Homes and Other	7	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	NA	
English	NA	
EMPLOYMENT		
Resident Labor Force		
1990	3,089	
2005	3,699	
2006	3,746	
Resident Employment		
1990	2,961	
2005	3,520	
2006	3,562	
Resident Unemployment		
	Number	Percent
1990	128	4.1
2005	179	4.8
2006	185	4.9
TAXES 2006		
Net Valuation \$000	999,586	
General Tax Rate	1.67	
Equalized Tax Rate Rank	11	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Bradley Beach

The Borough of Bradley Beach has a land area of 0.6 square mile (1.7 km<sup>2</sup>) and is located on the midcoast of the county. This family-oriented summer resort has attracted vacationers for decades with its quiet residential areas and mix of housing types. Efforts to refurbish the boardwalk area have produced a lovely seaside promenade, complete with a gazebo for concerts, and a restored fountain. Bradley Beach's Main Street features a variety of stores, shops and fine restaurants as well as a train station which is listed on the national register of historic places.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	4,772	
1990	4,475	
2000	4,793	
2007 Estimate	4,940	
2025 Projection	4,793	
2000 Racial Composition		
	Number	Percent
White	4,225	88.1
Black	185	3.9
Asian and Other	383	8.0
Persons of Hispanic Origin	615	12.8
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	265	5.5
School Age (5-19 years)	695	14.5
Working Age (20-64 years)	3,243	67.7
Seniors (65+)	590	12.3
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$33,804	\$49,688
Median Household	\$30,339	\$40,878
Per Capita	\$15,819	\$25,438

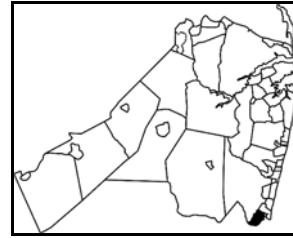
HOUSEHOLDS		
Year	Total Households	
1980	2,013	
1990	2,009	
2000	2,297	
2007	2,369	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	3,132	100.0
Owner-Occupied	968	30.9
Renter-Occupied	1,329	42.4
Vacant	835	26.7
Median Value Owner-Occupied (2000)	\$161,200	
Median Rent (2000)	\$729	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,683	100.0
Detached:	1,603	95.2
Attached:	80	4.8
Multiple Units		
Total	1,449	100.0
2-4 Units	541	37.3
5-9 Units	126	8.7
10+ Units	782	54.0
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	NA	
English	NA	
EMPLOYMENT		
Resident Labor Force		
1990	2,308	
2005	2,890	
2006	2,918	
Resident Employment		
1990	2,172	
2005	2,701	
2006	2,733	
Resident Unemployment		
	Number	Percent
1990	136	5.9
2005	189	6.5
2006	185	6.3
TAXES 2006		
Net Valuation \$000	1,115,365	
General Tax Rate	1.09	
Equalized Tax Rate Rank	15	

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# Brielle

The Borough of Brielle has a land area of 1.65 square miles (4.3 km<sup>2</sup>). Brielle is the southernmost municipality in the county, bordering on the Manasquan River. In the 1960s, the population of Brielle began to shift from a summer tourist resort to a neighborhood of permanent residents. Now, the borough is a solidly year-round community, attracting people with its yacht clubs, marinas and recreational boating. Brielle also has substantial recreational facilities, including parks and a golf course.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	4,068	
1990	4,406	
2000	4,893	
2007 Estimate	4,972	
2025 Projection	5,227	
2000 Racial Composition		
	Number	Percent
White	4,553	93.1
Black	172	3.5
Asian and Other	168	3.4
Persons of Hispanic Origin	162	3.3
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	348	7.1
School Age (5-19 years)	887	18.1
Working Age (20-64 years)	2,790	57.0
Seniors (65+)	868	17.7
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$60,401	\$82,867
Median Household	\$53,485	\$68,368
Per Capita	\$24,027	\$35,785

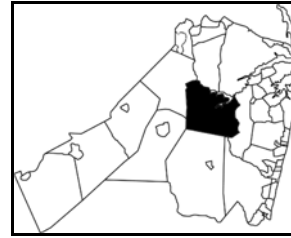
HOUSEHOLDS		
Year	Total Households	
1980	1,489	
1990	1,735	
2000	1,938	
2007	1,970	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,123	100.0
Owner-Occupied	1,618	76.2
Renter-Occupied	320	15.1
Vacant	185	8.7
Median Value Owner-Occupied (2000)	\$285,000	
Median Rent (2000)	\$1,090	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,738	100.0
Detached:	1,566	90.1
Attached:	172	9.9
Multiple Units		
Total	350	100.0
2-4 Units	293	83.7
5-9 Units	13	3.7
10+ Units	44	12.6
Mobile Homes and Other	35	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	509	
English	496	
EMPLOYMENT		
Resident Labor Force		
1990	2,261	
2005	2,445	
2006	2,476	
Resident Employment		
1990	2,136	
2005	2,361	
2006	2,389	
Resident Unemployment		
	Number	Percent
1990	125	5.5
2005	84	3.4
2006	87	3.5
TAXES 2006		
Net Valuation \$000	612,033	
General Tax Rate	2.89	
Equalized Tax Rate Rank	14	

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November 12, 2007

# Colts Neck

Colts Neck Township has a land area of 31.70 square miles (82.1 km<sup>2</sup>) and is centrally located in the county. While the township holds on to its historically agrarian character, increasingly farmland is being diverted to exclusive, large lot residential development. A large part of Colts Neck's land area belongs to the federal government as part of Naval Weapons Station Earle. County Route 537, in the southern part of the township, is one of the most scenic drives in the county, passing by large farmsteads, lush pasture land, orchards, and grazing horses.

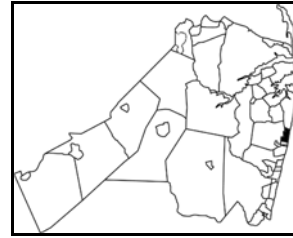


DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population								
Year	Number		Year	Total Households		Year 2005-2006	Average SAT	
1980	7,888		1980	2,151		Math	534	
1990	8,559		1990	2,640				
2000	11,179		2000	3,513		English	510	
2007 Estimate	11,956		2007	3,763				
2025 Projection	12,447							
2000 Racial Composition			HOUSING 2000			EMPLOYMENT		
	Number	Percent	Housing Units			Resident Labor Force		
White	10,544	85.5		Number	Percent	1990	4,046	
Black	973	7.9	Total -2000	3,614	100.0	2005	4,922	
Asian and Other	814	6.6	Owner-Occupied	2,896	80.1	2006	4,994	
Persons of Hispanic Origin	520	4.2	Renter-Occupied	617	17.1	Resident Employment		
			Vacant	101	2.8	1990	3,956	
2000 Age Composition			Median Value Owner-Occupied (2000)	\$425,500		2005	4,743	
	Number	Percent	Median Rent (2000)	\$974		2006	4,810	
Pre-School (0-4 years)	1,019	8.3	Types of Units - (2000)			Resident Unemployment		
School Age (5-19 years)	2,946	23.9	Single Units	Number	Percent		Number	Percent
Working Age (20-64 years)	7,363	59.7	Total	3,336	100.0	1990	90	2.2
Seniors (65+)	1,003	8.1	Detached:	3,026	90.7	2005	179	3.6
			Attached:	310	9.3	2006	185	3.7
INCOME			Multiple Units			TAXES 2006		
	1989 Income (1990 Census)	1999 Income (2000 Census)	Total	271	100.0	Net Valuation \$000	1,392,875	
Median Family	\$77,849	\$117,980	2-4 Units	215	79.3	General Tax Rate	3.07	
Median Household	\$75,119	\$109,190	5-9 Units	56	20.7	Equalized Tax Rate Rank	16	
Per Capita	\$31,965	\$46,795	10+ Units	0	0.0			
			Mobile Homes and Other	7	100.0			
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			November 12, 2007					



# Deal

The Borough of Deal has a land area of 1.2 square miles (3.1 km<sup>2</sup>) and is located just south of Long Branch, along the county's midcoast. The town retains a seaside resort atmosphere with its eclectic mix of new and old architecture, as new large upscale homes share streets with older seaside estates. Most of Deal's beachfront is dominated by a private beach club. Specialty stores are clustered along Norwood Avenue.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	1,952	
1990	1,179	
2000	1,070	
2007 Estimate	1,060	
2025 Projection	1,132	
2000 Racial Composition		
	Number	Percent
White	1,010	94.4
Black	13	1.2
Asian and Other	47	4.4
Persons of Hispanic Origin	54	5.0
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	53	5.0
School Age (5-19 years)	190	17.8
Working Age (20-64 years)	541	50.6
Seniors (65+)	286	26.7
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$67,095	\$65,313
Median Household	\$48,750	\$58,472
Per Capita	\$47,044	\$38,510

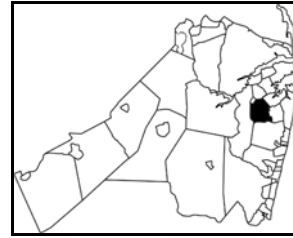
HOUSEHOLDS		
Year	Total Households	
1980	650	
1990	459	
2000	434	
2007	430	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	953	100.0
Owner-Occupied	294	30.8
Renter-Occupied	140	14.7
Vacant	519	54.5
Median Value Owner-Occupied (2000)	\$553,800	
Median Rent (2000)	\$950	
Types of Units - (2000)		
Single Units	Number	Percent
Total	828	100.0
Detached:	806	97.3
Attached:	22	2.7
Multiple Units		
Total	125	100.0
2-4 Units	44	35.2
5-9 Units	12	9.6
10+ Units	69	55.2
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	NA	
English	NA	
EMPLOYMENT		
Resident Labor Force		
1990	557	
2005	383	
2006	387	
Resident Employment		
1990	542	
2005	372	
2006	377	
Resident Unemployment		
	Number	Percent
1990	15	2.7
2005	11	2.7
2006	11	2.8
TAXES 2006		
Net Valuation \$000	1,102,154	
General Tax Rate	1.00	
Equalized Tax Rate Rank	1	

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November 12, 2007

# Eatontown

The Borough of Eatontown has a land area of 5.86 square miles (15 km<sup>2</sup>), a portion of which is part of the U.S. Army's Fort Monmouth. With convenient access to State Highways 35 and 36, the Garden State Parkway and Route 18, Eatontown has become a center for electronics and communications firms. Eatontown is also a retail center for the county, with one of the state's largest regional shopping centers located at the crossroads of Routes 35 and 36. Eatontown's role as a transportation hub of Monmouth County has prompted a wide variety of residential development, including single family homes, condominium and townhouse units, and garden apartments.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	12,703	
1990	13,800	
2000	14,008	
2007 Estimate	14,381	
2025 Projection	14,458	
2000 Racial Composition		
	Number	Percent
White	10,267	73.3
Black	1,626	11.6
Asian and Other	2,115	15.1
Persons of Hispanic Origin	928	6.6
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	958	6.8
School Age (5-19 years)	2,495	17.8
Working Age (20-64 years)	8,688	62.0
Seniors (65+)	1,867	13.3
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$42,844	\$69,397
Median Household	\$36,864	\$53,833
Per Capita	\$17,679	\$26,965

HOUSEHOLDS		
Year	Total Households	
1980	4,959	
1990	5,442	
2000	5,780	
2007	5,942	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	6,333	100.0
Owner-Occupied	2,837	44.8
Renter-Occupied	2,940	46.4
Vacant	556	8.8
Median Value Owner-Occupied (2000)	\$178,200	
Median Rent (2000)	\$766	
Types of Units - (2000)		
Single Units	Number	Percent
Total	3,013	100.0
Detached:	2,291	76.0
Attached:	722	24.0
Multiple Units		
Total	3,026	100.0
2-4 Units	855	28.3
5-9 Units	650	21.5
10+ Units	1,521	50.3
Mobile Homes and Other	294	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	515	
English	502	
EMPLOYMENT		
Resident Labor Force		
1990	6,972	
2005	7,951	
2006	8,062	
Resident Employment		
1990	6,705	
2005	7,635	
2006	7,736	
Resident Unemployment		
	Number	Percent
1990	267	3.8
2005	315	4.0
2006	326	4.0
TAXES 2006		
Net Valuation \$000	2,634,312	
General Tax Rate	1.44	
Equalized Tax Rate Rank	35	

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# Englishtown

The Borough of Englishtown has a land area of 0.57 square miles (1.65 km<sup>2</sup>) and is completely surrounded by Manalapan Township. Englishtown originally developed as a commercial center for local farms, and its Main Street has been the focus of neighborhood preservation efforts. Englishtown has retained its small town character despite the large scale residential and commercial development taking place in the surrounding communities.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	976	
1990	1,268	
2000	1,764	
2007 Estimate	1,933	
2025 Projection	2,399	
2000 Racial Composition		
	Number	Percent
White	1,559	88.4
Black	73	4.1
Asian and Other	132	7.5
Persons of Hispanic Origin	110	6.2
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	161	9.1
School Age (5-19 years)	389	22.1
Working Age (20-64 years)	1,020	57.8
Seniors (65+)	194	11.0
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$45,761	\$73,750
Median Household	\$43,472	\$57,557
Per Capita	\$15,518	\$23,438

HOUSEHOLDS		
Year	Total Households	
1980	339	
1990	443	
2000	643	
2007	706	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	680	100.0
Owner-Occupied	432	63.5
Renter-Occupied	211	31.0
Vacant	37	5.4
Median Value Owner-Occupied (2000)	\$150,600	
Median Rent (2000)	\$772	
Types of Units - (2000)		
Single Units	Number	Percent
Total	484	100.0
Detached:	362	74.8
Attached:	122	25.2
Multiple Units		
Total	196	100.0
2-4 Units	74	37.8
5-9 Units	20	10.2
10+ Units	102	52.0
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	553	
English	517	
EMPLOYMENT		
Resident Labor Force		
1990	665	
2005	935	
2006	947	
Resident Employment		
1990	635	
2005	904	
2006	915	
Resident Unemployment		
	Number	Percent
1990	30	4.5
2005	32	3.4
2006	33	3.4
TAXES 2006		
Net Valuation \$000	97,273	
General Tax Rate	3.86	
Equalized Tax Rate Rank	41	

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November 12, 2007

# Fair Haven

The Borough of Fair Haven has a land area of 1.55 square miles (4.0 km<sup>2</sup>) and is located along the Navesink River in eastern Monmouth County. The community is predominantly residential with a variety of commercial activities on River Road, including a quaint group of shops at its eastern end. The majority of the homes in the town were developed in the 50s and 60s. However, numerous older estate homes are situated along the Navesink.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,679	
1990	5,270	
2000	5,937	
2007 Estimate	6,021	
2025 Projection	6,095	
2000 Racial Composition		
	Number	Percent
White	5,573	93.9
Black	243	4.1
Asian and Other	121	2.0
Persons of Hispanic Origin	79	1.3
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	537	9.0
School Age (5-19 years)	1,516	25.5
Working Age (20-64 years)	3,270	55.1
Seniors (65+)	614	10.3
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$61,496	\$109,760
Median Household	\$57,247	\$97,220
Per Capita	\$26,163	\$44,018

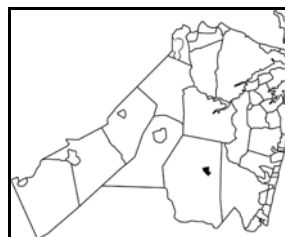
HOUSEHOLDS		
Year	Total Households	
1980	1,895	
1990	1,887	
2000	1,998	
2007	2,027	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,037	100.0
Owner-Occupied	1,863	91.5
Renter-Occupied	135	6.6
Vacant	39	1.9
Median Value Owner-Occupied (2000)	\$305,900	
Median Rent (2000)	\$1,219	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,012	100.0
Detached:	1,995	99.2
Attached:	17	0.8
Multiple Units		
Total	25	100.0
2-4 Units	25	100.0
5-9 Units	0	0.0
10+ Units	0	0.0
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	566	
English	554	
EMPLOYMENT		
Resident Labor Force		
1990	2,641	
2005	2,902	
2006	2,938	
Resident Employment		
1990	2,524	
2005	2,818	
2006	2,851	
Resident Unemployment		
	Number	Percent
1990	117	4.4
2005	84	2.9
2006	87	3.0
TAXES 2006		
Net Valuation \$000	1,114,126	
General Tax Rate	2.10	
Equalized Tax Rate Rank	30	

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November 12, 2007

# Farmingdale

The Borough of Farmingdale has a land area of 0.5 square miles (1.3 km<sup>2</sup>) and is located in the south-central portion of the county, completely surrounded by Howell Township. Farmingdale has a diverse industrial history for such a small borough, thanks mostly to its role as a hub for freight rail lines. Today, Farmingdale retains its small town character with well-maintained homes on small lots and a commercial district serving the needs of the neighborhood.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	1,348	
1990	1,462	
2000	1,587	
2007 Estimate	1,604	
2025 Projection	1,602	
2000 Racial Composition		
	Number	Percent
White	1,486	93.6
Black	18	1.1
Asian and Other	83	5.2
Persons of Hispanic Origin	61	3.8
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	102	6.4
School Age (5-19 years)	353	22.2
Working Age (20-64 years)	989	62.3
Seniors (65+)	143	9.0
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$45,526	\$59,625
Median Household	\$40,469	\$48,889
Per Capita	\$17,036	\$21,667

HOUSEHOLDS		
Year	Total Households	
1980	521	
1990	561	
2000	625	
2007	632	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	638	100.0
Owner-Occupied	338	53.0
Renter-Occupied	287	45.0
Vacant	13	2.0
Median Value Owner-Occupied (2000)	\$154,100	
Median Rent (2000)	\$780	
Types of Units - (2000)		
Single Units	Number	Percent
Total	363	100.0
Detached:	352	97.0
Attached:	11	3.0
Multiple Units		
Total	275	100.0
2-4 Units	89	32.4
5-9 Units	83	30.2
10+ Units	103	37.5
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	523	
English	492	
EMPLOYMENT		
Resident Labor Force		
1990	806	
2005	914	
2006	915	
Resident Employment		
1990	777	
2005	883	
2006	893	
Resident Unemployment		
	Number	Percent
1990	29	3.6
2005	32	3.5
2006	22	2.4
TAXES 2006		
Net Valuation \$000	150,721	
General Tax Rate	1.76	
Equalized Tax Rate Rank	29	

Prepared by the Monmouth County Planning Board

November 12, 2007

# Freehold Borough

The Borough of Freehold, the county seat of Monmouth County, has a land area of 1.9 square miles (4.9 km<sup>2</sup>) and is located in western Monmouth County. The borough is completely surrounded by Freehold Township. This historic borough was incorporated in 1919, and the name was changed from Monmouth Courthouse to Freehold. For many years, the borough was a major retail center for western Monmouth County. The borough is also known for the Freehold Raceway, the oldest pari-mutuel harness race track in the country. A nonprofit downtown improvement organization has made great strides towards a revitalization and expansion of the downtown business district.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	10,020	
1990	10,742	
2000	10,976	
2007 Estimate	11,681	
2025 Projection	11,335	
2000 Racial Composition		
	Number	Percent
White	7,795	71.0
Black	1,738	15.8
Asian and Other	1,443	13.1
Persons of Hispanic Origin	3,081	28.1
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	858	7.8
School Age (5-19 years)	2,174	19.8
Working Age (20-64 years)	6,773	61.7
Seniors (65+)	1,171	10.7
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$45,092	\$53,374
Median Household	\$40,327	\$48,654
Per Capita	\$15,452	\$19,910

HOUSEHOLDS		
Year	Total Households	
1980	3,573	
1990	3,842	
2000	3,695	
2007	3,938	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	3,821	100.0
Owner-Occupied	2,241	58.6
Renter-Occupied	1,454	38.1
Vacant	126	3.3
Median Value Owner-Occupied (2000)	\$137,500	
Median Rent (2000)	\$821	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,653	100.0
Detached:	2,214	83.5
Attached:	439	16.5
Multiple Units		
Total	1,168	100.0
2-4 Units	600	51.4
5-9 Units	232	19.9
10+ Units	336	28.8
Mobile Homes and Other	0	100.0

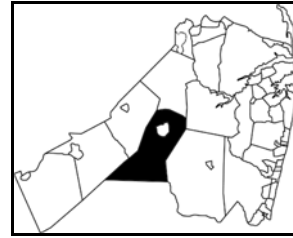
EDUCATION		
Year 2005-2006	Average SAT	
Math	542	
English	520	
EMPLOYMENT		
Resident Labor Force		
1990	5,685	
2005	6,142	
2006	6,223	
Resident Employment		
1990	5,386	
2005	5,764	
2006	5,832	
Resident Unemployment		
	Number	Percent
1990	299	5.3
2005	379	6.2
2006	391	6.3
TAXES 2006		
Net Valuation \$000	1,085,367	
General Tax Rate	1.95	
Equalized Tax Rate Rank	42	

Prepared by the Monmouth County Planning Board  
November 12, 2007



# Freehold Township

Freehold Township has a land area of 37.0 square miles (95.8 km<sup>2</sup>), and is one of the largest townships in the county. The township, once a predominantly agricultural area, underwent tremendous residential development in the 80s and into the early 90s. Large lot single family homes and condominium and townhouse complexes make up a large part of the township's housing stock. Commercial activities have developed along County Route 537 and Route 9. The township also hosts the largest mall in the county in terms of square footage, and part of the Freehold Raceway race track.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	19,202	
1990	24,710	
2000	31,537	
2007 Estimate	35,575	
2025 Projection	36,377	
2000 Racial Composition		
	Number	Percent
White	27,466	87.1
Black	1,616	5.1
Asian and Other	2,455	7.8
Persons of Hispanic Origin	1,637	5.2
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	2,137	6.8
School Age (5-19 years)	6,417	20.3
Working Age (20-64 years)	19,202	60.9
Seniors (65+)	3,781	12.0
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$63,602	\$89,845
Median Household	\$58,756	\$77,185
Per Capita	\$21,916	\$31,505

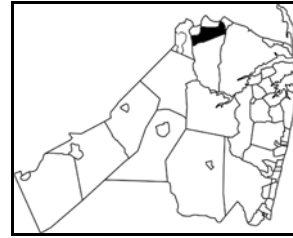
HOUSEHOLDS		
Year	Total Households	
1980	5,565	
1990	8,207	
2000	10,814	
2007	12,307	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	11,032	100.0
Owner-Occupied	9,431	85.5
Renter-Occupied	1,383	12.5
Vacant	218	2.0
Median Value Owner-Occupied (2000)	\$227,500	
Median Rent (2000)	\$904	
Types of Units - (2000)		
Single Units	Number	Percent
Total	8,910	100.0
Detached:	6,929	77.8
Attached:	1,981	22.2
Multiple Units		
Total	1,720	100.0
2-4 Units	319	18.5
5-9 Units	804	46.7
10+ Units	597	34.7
Mobile Homes and Other	402	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	542	
English	520	
EMPLOYMENT		
Resident Labor Force		
1990	13,426	
2005	17,800	
2006	18,127	
Resident Employment		
1990	13,075	
2005	17,230	
2006	17,487	
Resident Unemployment		
	Number	Percent
1990	351	2.6
2005	570	3.2
2006	639	3.5
TAXES 2006		
Net Valuation \$000	3,025,000	
General Tax Rate	3.34	
Equalized Tax Rate Rank	36	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Hazlet

Hazlet Township has a land area of 5.6 square miles (14.5 km<sup>2</sup>) and is located in the Bayshore area of the county. For many years Hazlet has attracted residents because of the convenient rail and highway access to New York City and its close proximity to the shore area. The 88.5 acre (35.8 hectares) Veteran's Park, which houses the Community Center and Swim and Tennis Club, offers a wide variety of recreational and social activities for residents. Many corporate centers, newly constructed offices and commercial enterprises have located in Hazlet along the Route 35 and Route 36 corridors.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	23,013	
1990	21,976	
2000	21,378	
2007 Estimate	21,470	
2025 Projection	21,590	
2000 Racial Composition		
	Number	Percent
White	19,918	93.2
Black	235	1.1
Asian and Other	1,225	5.7
Persons of Hispanic Origin	1,254	5.9
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	1,400	6.5
School Age (5-19 years)	4,497	21.0
Working Age (20-64 years)	12,602	58.9
Seniors (65+)	2,879	13.5
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$55,726	\$71,361
Median Household	\$50,684	\$65,697
Per Capita	\$17,330	\$25,262

HOUSEHOLDS		
Year	Total Households	
1980	6,595	
1990	7,148	
2000	7,244	
2007	7,276	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	7,406	100.0
Owner-Occupied	6,510	87.9
Renter-Occupied	734	9.9
Vacant	162	2.2
Median Value Owner-Occupied (2000)	\$173,700	
Median Rent (2000)	\$510	
Types of Units - (2000)		
Single Units	Number	Percent
Total	6,263	100.0
Detached:	5,976	95.4
Attached:	287	4.6
Multiple Units		
Total	411	100.0
2-4 Units	107	26.0
5-9 Units	97	23.6
10+ Units	207	50.4
Mobile Homes and Other	732	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	501	
English	485	
EMPLOYMENT		
Resident Labor Force		
1990	12,008	
2005	11,394	
2006	11,529	
Resident Employment		
1990	11,517	
2005	10,889	
2006	11,007	
Resident Unemployment		
	Number	Percent
1990	491	4.1
2005	505	4.4
2006	521	4.5
TAXES 2006		
Net Valuation \$000	1,065,492	
General Tax Rate	4.37	
Equalized Tax Rate Rank	47	

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November 12, 2007

# Highlands

The Borough of Highlands has a land area of 0.64 square miles (1.6 km<sup>2</sup>) and is located on Sandy Hook Bay. Highlands' most prominent landmark is the Twin Lights, constructed in 1866 to guide commercial and Navy vessels into Sandy Hook Bay. Today, the borough is still known for its fishing industry and marinas. A well-run ferry operation provides commuters with daily ferry service to New York City. It is no surprise that Highlands is home to many of the shore's best seafood restaurants. Many of them are located on Bay Avenue, the town's local commercial district, which has benefited from local redevelopment efforts.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,187	
1990	4,849	
2000	5,097	
2007 Estimate	5,179	
2025 Projection	5,168	
2000 Racial Composition		
	Number	Percent
White	4,847	95.1
Black	81	1.6
Asian and Other	169	3.3
Persons of Hispanic Origin	207	4.1
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	259	5.1
School Age (5-19 years)	792	15.5
Working Age (20-64 years)	3,470	68.1
Seniors (65+)	576	11.3
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$34,643	\$50,985
Median Household	\$32,364	\$45,692
Per Capita	\$19,065	\$29,369

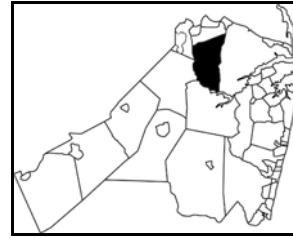
HOUSEHOLDS		
Year	Total Households	
1980	2,216	
1990	2,275	
2000	2,450	
2007	2,490	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,820	100.0
Owner-Occupied	1,344	47.7
Renter-Occupied	1,106	39.2
Vacant	370	13.1
Median Value Owner-Occupied (2000)	\$139,300	
Median Rent (2000)	\$760	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,470	100.0
Detached:	1,205	82.0
Attached:	265	18.0
Multiple Units		
Total	1,188	100.0
2-4 Units	409	34.4
5-9 Units	176	14.8
10+ Units	603	50.8
Mobile Homes and Other	162	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	497	
English	499	
EMPLOYMENT		
Resident Labor Force		
1990	2,747	
2005	3,082	
2006	3,122	
Resident Employment		
1990	2,575	
2005	2,903	
2006	2,937	
Resident Unemployment		
	Number	Percent
1990	172	6.3
2005	179	5.8
2006	185	5.9
TAXES 2006		
Net Valuation \$000	534,172	
General Tax Rate	2.52	
Equalized Tax Rate Rank	45	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Holmdel

Holmdel Township has a land area of 17.9 square miles (46.3 km<sup>2</sup>) and is located in north-central Monmouth County. The establishment of Bell Laboratories in the township in the 1970s prompted the development of exclusive residential neighborhoods on the rolling hills of this historically agricultural area. Holmdel is home to Monmouth County's Holmdel Park. Major retailers have been drawn to the area, lining Route 35 with shopping plazas.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	8,447	
1990	11,532	
2000	15,781	
2007 Estimate	17,271	
2025 Projection	19,608	
2000 Racial Composition		
	Number	Percent
White	12,657	80.2
Black	102	0.6
Asian and Other	3,022	19.1
Persons of Hispanic Origin	387	2.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	917	5.8
School Age (5-19 years)	3,890	24.6
Working Age (20-64 years)	9,048	57.3
Seniors (65+)	1,926	12.2
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$87,843	\$122,785
Median Household	\$83,975	\$112,879
Per Capita	\$32,427	\$47,898

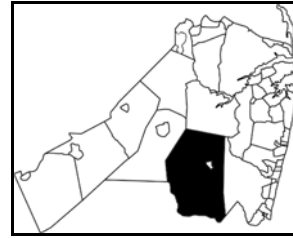
HOUSEHOLDS		
Year	Total Households	
1980	2,229	
1990	3,375	
2000	4,947	
2007	5,439	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	5,137	100.0
Owner-Occupied	4,725	92.0
Renter-Occupied	222	4.3
Vacant	190	3.7
Median Value Owner-Occupied (2000)	\$404,200	
Median Rent (2000)	\$1,512	
Types of Units - (2000)		
Single Units	Number	Percent
Total	4,867	100.0
Detached:	4,192	86.1
Attached:	675	13.9
Multiple Units		
Total	162	100.0
2-4 Units	41	25.3
5-9 Units	80	49.4
10+ Units	41	25.3
Mobile Homes and Other	108	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	609	
English	575	
EMPLOYMENT		
Resident Labor Force		
1990	5,628	
2005	7,654	
2006	7,760	
Resident Employment		
1990	5,509	
2005	7,465	
2006	7,564	
Resident Unemployment		
	Number	Percent
1990	119	2.1
2005	189	2.5
2006	196	2.5
TAXES 2006		
Net Valuation \$000	2,031,231	
General Tax Rate	3.30	
Equalized Tax Rate Rank	22	

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November 12, 2007

# Howell

Howell Township, located in south-central Monmouth County, has a land area of 62.10 square miles (161 km<sup>2</sup>), making it the largest municipality in the county. Residential development in this area began in the 60s and has exploded in recent decades, as has commercial development along Route 9. With access to Route 9, Route 195 and the Garden State Parkway, this centrally located municipality is one of the fastest growing townships in Monmouth County today. Open space remains, though, thanks to actively farmed lands, the Howell Park golf course and the Manasquan Reservoir park.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	25,065	
1990	38,987	
2000	48,903	
2007 Estimate	52,400	
2025 Projection	64,078	
2000 Racial Composition		
	Number	Percent
White	44,008	90.0
Black	1,739	3.6
Asian and Other	3,156	6.5
Persons of Hispanic Origin	2,610	5.3
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	3,910	8.0
School Age (5-19 years)	12,261	25.1
Working Age (20-64 years)	28,437	58.1
Seniors (65+)	4,295	8.8
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$51,998	\$74,623
Median Household	\$47,912	\$68,069
Per Capita	\$16,896	\$26,143

HOUSEHOLDS		
Year	Total Households	
1980	7,822	
1990	12,777	
2000	16,063	
2007	17,235	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	16,572	100.0
Owner-Occupied	14,281	86.2
Renter-Occupied	1,782	10.8
Vacant	509	3.1
Median Value Owner-Occupied (2000)	\$172,400	
Median Rent (2000)	\$816	
Types of Units - (2000)		
Single Units	Number	Percent
Total	14,872	100.0
Detached:	13,060	87.8
Attached:	1,812	12.2
Multiple Units		
Total	987	100.0
2-4 Units	293	29.7
5-9 Units	390	39.5
10+ Units	304	30.8
Mobile Homes and Other	713	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	523	
English	492	
EMPLOYMENT		
Resident Labor Force		
1990	19,891	
2005	26,350	
2006	26,900	
Resident Employment		
1990	19,040	
2005	25,403	
2006	25,874	
Resident Unemployment		
	Number	Percent
1990	851	4.3
2005	947	3.6
2006	1,027	3.8
TAXES 2006		
Net Valuation \$000	2,944,078	
General Tax Rate	4.06	
Equalized Tax Rate Rank	43	

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November 12, 2007

# Interlaken

The Borough of Interlaken has a land area of 0.38 square miles (1.00 km<sup>2</sup>) and is located near the ocean, north of Asbury Park. In 1922, developers selected this area of Ocean Township located between two branches of Deal Lake for a residential community. The area was named Interlaken after a famous Swiss resort with similar water features. Today, this totally residential borough is noted for its period architecture and unusual street names.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	1,037	
1990	910	
2000	900	
2007 Estimate	900	
2025 Projection	908	
2000 Racial Composition		
	Number	Percent
White	888	98.7
Black	0	0.0
Asian and Other	12	1.3
Persons of Hispanic Origin	10	1.1
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	36	4.0
School Age (5-19 years)	136	15.1
Working Age (20-64 years)	523	58.1
Seniors (65+)	205	22.8
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$61,807	\$104,618
Median Household	\$57,646	\$82,842
Per Capita	\$26,877	\$47,307

HOUSEHOLDS		
Year	Total Households	
1980	389	
1990	377	
2000	386	
2007	386	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	397	100.0
Owner-Occupied	368	92.7
Renter-Occupied	18	4.5
Vacant	11	2.8
Median Value Owner-Occupied (2000)	\$280,600	
Median Rent (2000)	\$1,333	
Types of Units - (2000)		
Single Units	Number	Percent
Total	397	100.0
Detached:	397	100.0
Attached:	0	0.0
Multiple Units		
Total	0	100.0
2-4 Units	0	
5-9 Units	0	
10+ Units	0	
Mobile Homes and Other	0	100.0

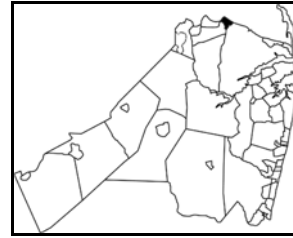
EDUCATION		
Year 2005-2006	Average SAT	
Math	NA	
English	NA	
EMPLOYMENT		
Resident Labor Force		
1990	466	
2005	489	
2006	506	
Resident Employment		
1990	457	
2005	479	
2006	484	
Resident Unemployment		
	Number	Percent
1990	9	1.9
2005	11	2.2
2006	22	4.3
TAXES 2006		
Net Valuation \$000	197,370	
General Tax Rate	1.29	
Equalized Tax Rate Rank	6	

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November 12, 2007



# Keansburg

The Borough of Keansburg consists of 0.95 square miles (2.5 km<sup>2</sup>) and is located on the Raritan Bay. The area was originally developed as a summer resort, complete with steamboat service to and from New York City. The classic bungalow dominates Keansburg's residential architecture as these summer homes have been converted to year-round residences. The Keansburg amusement park and boardwalk come alive in the summer time, and attract families from all over northern Monmouth County.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	10,613	
1990	11,069	
2000	10,732	
2007 Estimate	10,772	
2025 Projection	10,848	
2000 Racial Composition		
	Number	Percent
White	10,014	93.3
Black	229	2.1
Asian and Other	489	4.6
Persons of Hispanic Origin	853	7.9
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	755	7.0
School Age (5-19 years)	2,431	22.7
Working Age (20-64 years)	6,339	59.1
Seniors (65+)	1,207	11.2
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$36,958	\$45,438
Median Household	\$31,769	\$36,383
Per Capita	\$12,279	\$17,417

HOUSEHOLDS		
Year	Total Households	
1980	3,431	
1990	3,794	
2000	3,872	
2007	3,887	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	4,269	100.0
Owner-Occupied	2,074	48.6
Renter-Occupied	1,798	42.1
Vacant	397	9.3
Median Value Owner-Occupied (2000)	\$99,000	
Median Rent (2000)	\$718	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,773	100.0
Detached:	2,634	95.0
Attached:	139	5.0
Multiple Units		
Total	1,496	100.0
2-4 Units	719	48.1
5-9 Units	174	11.6
10+ Units	603	40.3
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	497	
English	465	
EMPLOYMENT		
Resident Labor Force		
1990	5,234	
2005	5,472	
2006	5,556	
Resident Employment		
1990	4,768	
2005	5,072	
2006	5,133	
Resident Unemployment		
	Number	Percent
1990	466	8.9
2005	400	7.3
2006	424	7.6
TAXES 2006		
Net Valuation \$000	277,260	
General Tax Rate	4.75	
Equalized Tax Rate Rank	46	

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November 12, 2007

# Keyport

The Borough of Keyport has a land area of 1.4 square miles (3.6 km2) and is located on the Bayshore at the mouth of Matawan Creek, earning it the nickname "Gateway to the Bayshore." Keyport's downtown business district, part of Keyport's historic district, has been central to the Bayshore area for many years, and is being strengthened through revitalization efforts. Keyport's geographic location has fostered many harbor facilities and a strong charter boat industry.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	7,413	
1990	7,586	
2000	7,568	
2007 Estimate	7,638	
2025 Projection	7,637	
2000 Racial Composition		
	Number	Percent
White	6,447	85.2
Black	531	7.0
Asian and Other	590	7.8
Persons of Hispanic Origin	839	11.1
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	443	5.9
School Age (5-19 years)	1,370	18.1
Working Age (20-64 years)	4,536	59.9
Seniors (65+)	1,219	16.1
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$41,267	\$58,176
Median Household	\$31,606	\$43,869
Per Capita	\$15,050	\$23,288

HOUSEHOLDS		
Year	Total Households	
1980	2,957	
1990	3,161	
2000	3,264	
2007	3,295	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	3,400	100.0
Owner-Occupied	1,645	48.4
Renter-Occupied	1,619	47.6
Vacant	136	4.0
Median Value Owner-Occupied (2000)	\$141,100	
Median Rent (2000)	\$673	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,792	100.0
Detached:	1,581	88.2
Attached:	211	11.8
Multiple Units		
Total	1,578	100.0
2-4 Units	489	31.0
5-9 Units	122	7.7
10+ Units	967	61.3
Mobile Homes and Other	30	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	444	
English	449	
EMPLOYMENT		
Resident Labor Force		
1990	3,905	
2005	4,230	
2006	4,295	
Resident Employment		
1990	3,752	
2005	4,030	
2006	4,078	
Resident Unemployment		
	Number	Percent
1990	153	3.9
2005	200	4.7
2006	217	5.1
TAXES 2006		
Net Valuation \$000	329,934	
General Tax Rate	4.40	
Equalized Tax Rate Rank	49	

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# Lake Como

The Borough of Lake Como has a land area of 0.20 square miles (0.5 km<sup>2</sup>) and is located in the south coast area of the county. This small community of bungalows and seaside homes was originally developed as a resort in the 1880s. The town was previously called South Belmar. Lake Como is still popular for its summer rentals and active nightlife, although it is predominantly a year-round community. A slim portion of Belmar separates Lake Como from the ocean.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	1,566	
1990	1,482	
2000	1,806	
2007 Estimate	1,817	
2025 Projection	1,806	
2000 Racial Composition		
	Number	Percent
White	1,484	82.2
Black	140	7.8
Asian and Other	182	10.1
Persons of Hispanic Origin	183	10.1
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	113	6.3
School Age (5-19 years)	322	17.8
Working Age (20-64 years)	1,137	63.0
Seniors (65+)	234	13.0
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$38,047	\$56,538
Median Household	\$32,074	\$47,566
Per Capita	\$16,524	\$27,111

HOUSEHOLDS		
Year	Total Households	
1980	654	
1990	663	
2000	824	
2007	829	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	1,107	100.0
Owner-Occupied	497	44.9
Renter-Occupied	327	29.5
Vacant	283	25.6
Median Value Owner-Occupied (2000)	\$124,300	
Median Rent (2000)	\$811	
Types of Units - (2000)		
Single Units	Number	Percent
Total	874	100.0
Detached:	849	97.1
Attached:	25	2.9
Multiple Units		
Total	233	100.0
2-4 Units	140	60.1
5-9 Units	14	6.0
10+ Units	79	33.9
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	NA	
English	NA	
EMPLOYMENT		
Resident Labor Force		
1990	782	
2005	1,116	
2006	1,141	
Resident Employment		
1990	743	
2005	1,074	
2006	1,087	
Resident Unemployment		
	Number	Percent
1990	39	5.0
2005	42	3.8
2006	54	4.8
TAXES 2006		
Net Valuation \$000	369,811	
General Tax Rate	1.20	
Equalized Tax Rate Rank	17	

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November 12, 2007

# Little Silver

The Borough of Little Silver has a land area of 2.8 square miles (7.25 km<sup>2</sup>) and is located on the Shrewsbury River. The borough has had a varied history as a resort, agricultural area and fishing town. Today, the municipality is primarily residential with a range of housing types, from ranches and capes to riverfront estate homes. The town's commercial area is within walking distance of many of the neighborhoods and is usually bustling with activity. Little Silver's historic train station was built in 1890 and still serves the needs of local commuters.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,548	
1990	5,721	
2000	6,170	
2007 Estimate	6,224	
2025 Projection	6,370	
2000 Racial Composition		
	Number	Percent
White	5,994	97.1
Black	19	0.3
Asian and Other	157	2.5
Persons of Hispanic Origin	81	1.3
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	452	7.3
School Age (5-19 years)	1,341	21.7
Working Age (20-64 years)	3,410	55.3
Seniors (65+)	967	15.7
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$74,736	\$104,033
Median Household	\$64,281	\$94,094
Per Capita	\$30,183	\$46,798

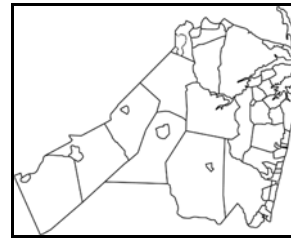
HOUSEHOLDS		
Year	Total Households	
1980	1,840	
1990	2,019	
2000	2,232	
2007	2,252	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,288	100.0
Owner-Occupied	2,153	94.1
Renter-Occupied	79	3.5
Vacant	56	2.4
Median Value Owner-Occupied (2000)	\$300,400	
Median Rent (2000)	\$1,125	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,244	100.0
Detached:	1,939	86.4
Attached:	305	13.6
Multiple Units		
Total	44	100.0
2-4 Units	36	81.8
5-9 Units	8	18.2
10+ Units	0	0.0
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	515	
English	502	
EMPLOYMENT		
Resident Labor Force		
1990	2,831	
2005	3,115	
2006	3,175	
Resident Employment		
1990	2,759	
2005	3,031	
2006	3,077	
Resident Unemployment		
	Number	Percent
1990	72	2.5
2005	84	2.7
2006	98	3.1
TAXES 2006		
Net Valuation \$000	1,236,135	
General Tax Rate	2.09	
Equalized Tax Rate Rank	32	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Loch Arbour

The Village of Loch Arbour has a land area of 0.10 square miles (0.26 km<sup>2</sup>) and is located midcoast, just north of Asbury Park. This tiny municipality has the smallest population of any town in Monmouth County. Loch Arbour was developed as an adjunct resort to Asbury Park, with convenient access to the North Asbury Park and Allenhurst Train Stations. In 1957, it separated from Ocean Township and incorporated as a village. In this otherwise residential community, a beach club is located on the oceanfront and a small commercial area is located on the western border.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	369	
1990	380	
2000	280	
2007 Estimate	280	
2025 Projection	280	
2000 Racial Composition		
	Number	Percent
White	266	95.0
Black	6	2.1
Asian and Other	8	2.9
Persons of Hispanic Origin	2	0.7
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	18	6.4
School Age (5-19 years)	37	13.2
Working Age (20-64 years)	181	64.6
Seniors (65+)	44	15.7
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$63,721	\$74,250
Median Household	\$55,587	\$68,542
Per Capita	\$23,929	\$34,037

HOUSEHOLDS		
Year	Total Households	
1980	125	
1990	137	
2000	120	
2007	120	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	158	100.0
Owner-Occupied	93	58.9
Renter-Occupied	29	18.4
Vacant	36	22.8
Median Value Owner-Occupied (2000)	\$322,400	
Median Rent (2000)	\$755	
Types of Units - (2000)		
Single Units	Number	Percent
Total	150	100.0
Detached:	150	100.0
Attached:	0	0.0
Multiple Units		
Total	5	100.0
2-4 Units	3	60.0
5-9 Units	2	40.0
10+ Units	0	0.0
Mobile Homes and Other	3	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	544	
English	514	
EMPLOYMENT		
Resident Labor Force		
1990	224	
2005	170	
2006	172	
Resident Employment		
1990	216	
2005	160	
2006	161	
Resident Unemployment		
	Number	Percent
1990	8	3.6
2005	11	6.2
2006	11	6.3
TAXES 2006		
Net Valuation \$000	72,939	
General Tax Rate	1.58	
Equalized Tax Rate Rank	5	

Prepared by the Monmouth County Planning Board

November 12, 2007

# Long Branch

The City of Long Branch has a land area of 5.10 square miles (13.2 km<sup>2</sup>) and is located in the north coast area of the county. The Elberon section of Long Branch, nicknamed the Newport of the Jersey Shore at the turn of the century, is still known for its grand Victorian and Gothic architecture. Long Branch contains the most varied range of housing types of any town in the county, including single-family homes, oceanfront high-rise condominiums, townhomes and apartments. In recent years there has been large-scale redevelopment in Long Branch's oceanfront area. The city has received designation as an Urban Enterprise Zone from the State of New Jersey, which provides incentives to local businesses and their customers.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	29,819	
1990	28,658	
2000	31,340	
2007 Estimate	33,066	
2025 Projection	34,106	
2000 Racial Composition		
	Number	Percent
White	21,320	68.0
Black	5,847	18.7
Asian and Other	4,173	13.3
Persons of Hispanic Origin	6,477	20.7
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	2,183	7.0
School Age (5-19 years)	6,048	19.3
Working Age (20-64 years)	19,073	60.9
Seniors (65+)	4,036	12.9
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$35,141	\$42,825
Median Household	\$30,693	\$38,651
Per Capita	\$16,104	\$20,532

HOUSEHOLDS		
Year	Total Households	
1980	11,672	
1990	11,544	
2000	12,594	
2007	13,307	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	13,983	100.0
Owner-Occupied	5,343	38.2
Renter-Occupied	7,251	51.9
Vacant	1,389	9.9
Median Value Owner-Occupied (2000)	\$135,300	
Median Rent (2000)	\$727	
Types of Units - (2000)		
Single Units	Number	Percent
Total	5,758	100.0
Detached:	4,886	84.9
Attached:	872	15.1
Multiple Units		
Total	8,205	100.0
2-4 Units	2,947	35.9
5-9 Units	895	10.9
10+ Units	4,363	53.2
Mobile Homes and Other	20	100.0

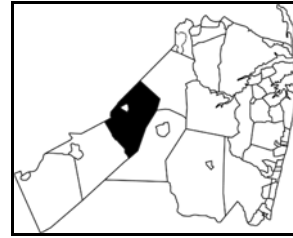
EDUCATION		
Year 2005-2006	Average SAT	
Math	456	
English	429	
EMPLOYMENT		
Resident Labor Force		
1990	14,726	
2005	15,648	
2006	16,156	
Resident Employment		
1990	13,707	
2005	14,830	
2006	15,316	
Resident Unemployment		
	Number	Percent
1990	1,019	6.9
2005	818	5.2
2006	840	5.2
TAXES 2006		
Net Valuation \$000	2,496,134	
General Tax Rate	2.44	
Equalized Tax Rate Rank	21	

Prepared by the Monmouth County Planning Board  
November 12, 2007



# Manalapan

Manalapan Township has a land area of 30.85 square miles (80 km<sup>2</sup>) and is located in the western part of Monmouth County. The township's name was derived from the Native American phrase meaning "good bread" or "a place producing things to make good bread." The Battle of Monmouth took place in Manalapan in what is now the Monmouth Battlefield State Park. The township is also home to the headquarters of the Monmouth County Library System. Much of the southern part of the township has stayed rural, and the remainder has been developed with large, and fairly new, single family homes. Commercial development is prominent along State Highways 9 and 33.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	18,914	
1990	26,716	
2000	33,423	
2007 Estimate	39,370	
2025 Projection	40,923	
2000 Racial Composition		
	Number	Percent
White	30,687	91.8
Black	664	2.0
Asian and Other	2,072	6.2
Persons of Hispanic Origin	1,183	3.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	2,220	6.6
School Age (5-19 years)	8,606	25.7
Working Age (20-64 years)	18,714	56.0
Seniors (65+)	3,883	11.6
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$63,078	\$94,112
Median Household	\$58,028	\$83,575
Per Capita	\$20,944	\$32,142

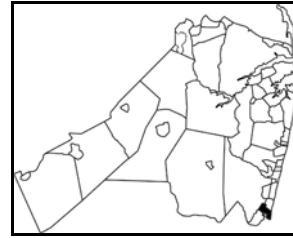
HOUSEHOLDS		
Year	Total Households	
1980	5,578	
1990	8,490	
2000	10,781	
2007	12,745	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	11,066	100.0
Owner-Occupied	10,132	91.6
Renter-Occupied	649	5.9
Vacant	285	2.6
Median Value Owner-Occupied (2000)	\$257,100	
Median Rent (2000)	\$1,124	
Types of Units - (2000)		
Single Units	Number	Percent
Total	9,321	100.0
Detached:	7,999	85.8
Attached:	1,322	14.2
Multiple Units		
Total	1,704	100.0
2-4 Units	229	13.4
5-9 Units	373	21.9
10+ Units	1,102	64.7
Mobile Homes and Other	41	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	553	
English	517	
EMPLOYMENT		
Resident Labor Force		
1990	12,545	
2005	18,118	
2006	18,389	
Resident Employment		
1990	12,110	
2005	17,568	
2006	17,754	
Resident Unemployment		
	Number	Percent
1990	435	3.5
2005	550	3.0
2006	636	3.5
TAXES 2006		
Net Valuation \$000	2,516,899	
General Tax Rate	3.61	
Equalized Tax Rate Rank	28	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Manasquan

The Borough of Manasquan has a land area of 1.4 square miles (3.6 km<sup>2</sup>) and is located in the south coast area of Monmouth County. The borough was named after the Manasquan River, which makes up part of the town's southern border. Manasquan's beach is a popular attraction for both residents and visitors. Lovely seaside architecture lines the town's streets. Manasquan's quaint town center has been enhanced with new paver brick sidewalks and historically inspired lamps, attracting shoppers not only during summer months, but year round as well. With its proximity to Route 35, and New Jersey Transit rail service, Manasquan provides its residents with easy access to points north and south.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,354	
1990	5,369	
2000	6,310	
2007 Estimate	6,372	
2025 Projection	6,772	
2000 Racial Composition		
	Number	Percent
White	6,177	97.9
Black	26	0.4
Asian and Other	107	1.7
Persons of Hispanic Origin	283	4.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	391	6.2
School Age (5-19 years)	1,226	19.4
Working Age (20-64 years)	3,751	59.4
Seniors (65+)	942	14.9
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$46,756	\$73,670
Median Household	\$39,311	\$63,079
Per Capita	\$19,409	\$32,898

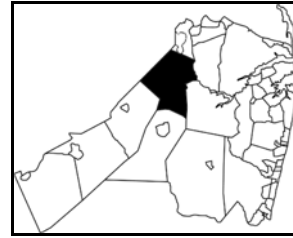
HOUSEHOLDS		
Year	Total Households	
1980	2,119	
1990	2,217	
2000	2,600	
2007	2,626	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	3,531	100.0
Owner-Occupied	1,849	52.4
Renter-Occupied	751	21.3
Vacant	931	26.4
Median Value Owner-Occupied (2000)	\$265,300	
Median Rent (2000)	\$808	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,889	100.0
Detached:	2,785	96.4
Attached:	104	3.6
Multiple Units		
Total	642	100.0
2-4 Units	554	86.3
5-9 Units	45	7.0
10+ Units	43	6.7
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	509	
English	496	
EMPLOYMENT		
Resident Labor Force		
1990	2,642	
2005	3,540	
2006	3,584	
Resident Employment		
1990	2,585	
2005	3,456	
2006	3,497	
Resident Unemployment		
	Number	Percent
1990	57	2.2
2005	84	2.4
2006	87	2.4
TAXES 2006		
Net Valuation \$000	1,542,953	
General Tax Rate	1.43	
Equalized Tax Rate Rank	13	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Marlboro

Marlboro Township has a land area of 30.31 square miles (87.5 km<sup>2</sup>) and is located in western Monmouth County, on the border of Middlesex County. Today, Marlboro is one of the fastest growing municipalities in the county, accommodating a range of land uses including offices, retail and service enterprises, light industrial, and, of course, housing. Marlboro's housing stock includes estate homes scattered on large lots, post-war and recent single family residential subdivisions, and higher density townhomes.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	17,560	
1990	27,974	
2000	36,398	
2007 Estimate	41,535	
2025 Projection	41,991	
2000 Racial Composition		
	Number	Percent
White	30,487	83.8
Black	752	2.1
Asian and Other	5,159	14.2
Persons of Hispanic Origin	1,051	2.9
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	2,723	7.5
School Age (5-19 years)	8,942	24.6
Working Age (20-64 years)	21,526	59.1
Seniors (65+)	3,207	8.8
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$74,375	\$107,894
Median Household	\$70,039	\$101,322
Per Capita	\$25,349	\$38,635

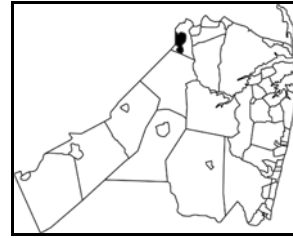
HOUSEHOLDS		
Year	Total Households	
1980	4,542	
1990	8,149	
2000	11,478	
2007	13,142	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	11,895	100.0
Owner-Occupied	11,043	92.8
Renter-Occupied	435	3.7
Vacant	417	3.5
Median Value Owner-Occupied (2000)	\$286,300	
Median Rent (2000)	\$1,334	
Types of Units - (2000)		
Single Units	Number	Percent
Total	11,124	100.0
Detached:	9,821	88.3
Attached:	1,303	11.7
Multiple Units		
Total	557	100.0
2-4 Units	152	27.3
5-9 Units	287	51.5
10+ Units	118	21.2
Mobile Homes and Other	214	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	585	
English	535	
EMPLOYMENT		
Resident Labor Force		
1990	13,887	
2005	20,147	
2006	20,455	
Resident Employment		
1990	13,458	
2005	19,603	
2006	19,833	
Resident Unemployment		
	Number	Percent
1990	429	3.1
2005	544	2.7
2006	622	3.0
TAXES 2006		
Net Valuation \$000	3,081,217	
General Tax Rate	4.04	
Equalized Tax Rate Rank	39	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Matawan

The Borough of Matawan has a land area of 2.26 square miles (5.9 km<sup>2</sup>) and is located within the Bayshore region of northwest Monmouth County. Situated at the head of the Matawan Creek, the borough has a rich history as a shipping center. Today, Matawan is a fully developed suburban community with a wide range of housing types, and commercial uses concentrated along Main Street. The town is very popular with commuters to New York City, since Matawan's train station is the northernmost stop within the county.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	8,837	
1990	9,270	
2000	8,910	
2007 Estimate	8,969	
2025 Projection	9,172	
2000 Racial Composition		
	Number	Percent
White	7,337	82.3
Black	582	6.5
Asian and Other	991	11.1
Persons of Hispanic Origin	575	6.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	562	6.3
School Age (5-19 years)	1,631	18.3
Working Age (20-64 years)	5,782	64.9
Seniors (65+)	935	10.5
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$55,187	\$72,183
Median Household	\$46,148	\$63,594
Per Capita	\$20,345	\$30,320

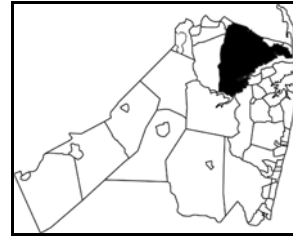
HOUSEHOLDS		
Year	Total Households	
1980	3,086	
1990	3,523	
2000	3,531	
2007	3,555	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	3,656	100.0
Owner-Occupied	2,099	57.4
Renter-Occupied	1,451	39.7
Vacant	106	2.9
Median Value Owner-Occupied (2000)	\$178,500	
Median Rent (2000)	\$808	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,214	100.0
Detached:	2,123	95.9
Attached:	91	4.1
Multiple Units		
Total	1,442	100.0
2-4 Units	451	31.3
5-9 Units	305	21.2
10+ Units	686	47.6
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	503	
English	476	
EMPLOYMENT		
Resident Labor Force		
1990	5,412	
2005	5,219	
2006	5,285	
Resident Employment		
1990	5,199	
2005	4,987	
2006	5,046	
Resident Unemployment		
	Number	Percent
1990	213	3.9
2005	231	4.4
2006	239	4.5
TAXES 2006		
Net Valuation \$000	430,170	
General Tax Rate	5.01	
Equalized Tax Rate Rank	53	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Middletown

Middletown Township has a land area of 41.08 square miles (106 km<sup>2</sup>) and has frontage on Sandy Hook Bay and the Navesink River. Middletown has a rich history, and was one of the very first settlements in New Jersey. Because of its large size and central location, Middletown has evolved into an extremely diverse community, with a balance of residential, commercial and industrial uses. Navesink River Road, running high above the Navesink River, is one of the most visually stunning roads in the county. Middletown is also home to Brookdale, Monmouth County's Community College.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	62,574	
1990	68,183	
2000	67,479	
2007 Estimate	69,166	
2025 Projection	71,597	
2000 Racial Composition		
	Number	Percent
White	62,819	94.7
Black	803	1.2
Asian and Other	2,705	4.1
Persons of Hispanic Origin	2,265	3.4
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	4,510	6.8
School Age (5-19 years)	14,306	21.6
Working Age (20-64 years)	39,024	58.8
Seniors (65+)	8,487	12.8
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$60,714	\$86,124
Median Household	\$54,053	\$75,566
Per Capita	\$21,882	\$34,196

HOUSEHOLDS		
Year	Total Households	
1980	18,841	
1990	22,637	
2000	23,236	
2007	23,842	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	23,841	100.0
Owner-Occupied	20,070	84.2
Renter-Occupied	3,166	13.3
Vacant	605	2.5
Median Value Owner-Occupied (2000)	\$210,700	
Median Rent (2000)	\$836	
Types of Units - (2000)		
Single Units	Number	Percent
Total	20,690	100.0
Detached:	19,219	92.9
Attached:	1,471	7.1
Multiple Units		
Total	3,107	100.0
2-4 Units	849	27.3
5-9 Units	428	13.8
10+ Units	1,830	58.9
Mobile Homes and Other	44	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	533	
English	509	
EMPLOYMENT		
Resident Labor Force		
1990	34,699	
2005	35,764	
2006	36,171	
Resident Employment		
1990	33,370	
2005	34,635	
2006	34,957	
Resident Unemployment		
	Number	Percent
1990	1,329	3.8
2005	1,129	3.2
2006	1,214	3.4
TAXES 2006		
Net Valuation \$000	4,918,440	
General Tax Rate	3.56	
Equalized Tax Rate Rank	23	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Millstone

Millstone Township has a land area of 37.38 square miles (97 km<sup>2</sup>) and is located in western Monmouth County, bordering Middlesex and Mercer Counties. The township contains two smaller, historic villages, Perrineville and Clarksburg. Residential development began in this agricultural area in the 1970s, and it is now one of the fastest growing areas in the county. Large estate homes on large lots dominate recent development in the town. Local land development ordinances have helped Millstone maintain its rural character despite the recent development pressure.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	3,926	
1990	5,069	
2000	8,970	
2007 Estimate	10,439	
2025 Projection	13,152	
2000 Racial Composition		
	Number	Percent
White	8,237	91.8
Black	274	3.1
Asian and Other	459	5.1
Persons of Hispanic Origin	315	3.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	758	8.5
School Age (5-19 years)	2,342	26.1
Working Age (20-64 years)	5,332	59.4
Seniors (65+)	538	6.0
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$60,080	\$96,116
Median Household	\$56,655	\$94,561
Per Capita	\$19,812	\$37,285

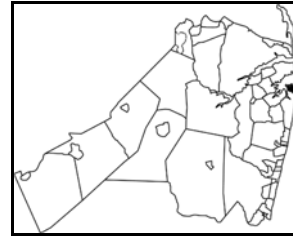
HOUSEHOLDS		
Year	Total Households	
1980	1,146	
1990	1,574	
2000	2,708	
2007	3,165	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,797	100.0
Owner-Occupied	2,611	93.4
Renter-Occupied	97	3.5
Vacant	89	3.2
Median Value Owner-Occupied (2000)	\$319,500	
Median Rent (2000)	\$941	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,778	100.0
Detached:	2,736	98.5
Attached:	42	1.5
Multiple Units		
Total	19	100.0
2-4 Units	19	100.0
5-9 Units	0	0.0
10+ Units	0	0.0
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	513	
English	503	
EMPLOYMENT		
Resident Labor Force		
1990	2,678	
2005	4,582	
2006	4,638	
Resident Employment		
1990	2,580	
2005	4,498	
2006	4,551	
Resident Unemployment		
	Number	Percent
1990	98	3.7
2005	84	1.8
2006	87	1.9
TAXES 2006		
Net Valuation \$000	1,358,412	
General Tax Rate	2.33	
Equalized Tax Rate Rank	25	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Monmouth Beach

The Borough of Monmouth Beach has a land area of 1.1 square miles (2.8 km<sup>2</sup>) and is located on a barrier spit of land between the Atlantic Ocean and the Shrewsbury River in the north coast area of the county. Originally developed as a resort community, Monmouth Beach is now filled with year-round residents who are attracted to the town by the waterfront and harbor facilities. Monmouth Beach's location between the Shrewsbury River and the sea gives this town the advantage of being about ten degrees cooler than the rest of the county in the summer.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	3,318	
1990	3,303	
2000	3,595	
2007 Estimate	3,655	
2025 Projection	3,744	
2000 Racial Composition		
	Number	Percent
White	3,511	97.7
Black	19	0.5
Asian and Other	65	1.8
Persons of Hispanic Origin	68	1.9
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	206	5.7
School Age (5-19 years)	566	15.7
Working Age (20-64 years)	2,091	58.2
Seniors (65+)	732	20.4
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$69,462	\$93,401
Median Household	\$58,714	\$80,484
Per Capita	\$36,883	\$52,862

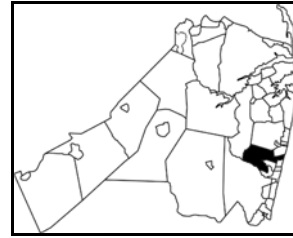
HOUSEHOLDS		
Year	Total Households	
1980	1,336	
1990	1,489	
2000	1,633	
2007	1,661	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	1,969	100.0
Owner-Occupied	1,336	67.9
Renter-Occupied	297	15.1
Vacant	336	17.1
Median Value Owner-Occupied (2000)	\$342,000	
Median Rent (2000)	\$1,037	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,178	100.0
Detached:	1,041	88.4
Attached:	137	11.6
Multiple Units		
Total	791	100.0
2-4 Units	47	5.9
5-9 Units	108	13.7
10+ Units	636	80.4
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	519	
English	503	
EMPLOYMENT		
Resident Labor Force		
1990	1,930	
2005	2,073	
2006	2,110	
Resident Employment		
1990	1,884	
2005	1,999	
2006	2,023	
Resident Unemployment		
	Number	Percent
1990	46	2.4
2005	74	3.6
2006	87	4.1
TAXES 2006		
Net Valuation \$000	1,231,174	
General Tax Rate	1.11	
Equalized Tax Rate Rank	8	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Neptune

Neptune Township has a land area of 8 square miles (20.8 km<sup>2</sup>) and is located in the central eastern part of Monmouth County. Ocean Grove, one of the county's most unique communities, is located on the ocean within the borders of Neptune Township. Ocean Grove, with the largest concentration of Victorian homes in the state and the impressive Great Auditorium, has earned a place on the National Register of Historic Places. With many regional roads passing through the area, Neptune Township is known as the crossroads of the Jersey Shore, attracting many shops and businesses along these major transportation corridors.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	28,366	
1990	28,148	
2000	27,690	
2007 Estimate	29,055	
2025 Projection	33,215	
2000 Racial Composition		
	Number	Percent
White	15,485	55.9
Black	10,567	38.2
Asian and Other	1,638	5.9
Persons of Hispanic Origin	1,537	5.6
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	1,657	6.0
School Age (5-19 years)	5,308	19.2
Working Age (20-64 years)	16,086	58.1
Seniors (65+)	4,639	16.8
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$45,496	\$57,735
Median Household	\$37,911	\$46,250
Per Capita	\$16,186	\$22,569

HOUSEHOLDS		
Year	Total Households	
1980	9,917	
1990	10,395	
2000	10,907	
2007	11,473	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	12,217	100.0
Owner-Occupied	7,141	58.5
Renter-Occupied	3,766	30.8
Vacant	1,310	10.7
Median Value Owner-Occupied (2000)	\$138,100	
Median Rent (2000)	\$658	
Types of Units - (2000)		
Single Units	Number	Percent
Total	8,704	100.0
Detached:	7,989	91.8
Attached:	715	8.2
Multiple Units		
Total	3,397	100.0
2-4 Units	1,395	41.1
5-9 Units	676	19.9
10+ Units	1,326	39.0
Mobile Homes and Other	116	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	445	
English	433	
EMPLOYMENT		
Resident Labor Force		
1990	14,630	
2005	14,501	
2006	14,693	
Resident Employment		
1990	13,953	
2005	13,633	
2006	13,846	
Resident Unemployment		
	Number	Percent
1990	677	4.6
2005	868	6.0
2006	847	5.8
TAXES 2006		
Net Valuation \$000	2,930,590	
General Tax Rate	2.01	
Equalized Tax Rate Rank	24	

Prepared by the Monmouth County Planning Board  
November 12, 2007



# Neptune City

The Borough of Neptune City has a land area of 0.90 square miles (2.3 km<sup>2</sup>) and is located on the Shark River in central-eastern Monmouth County. The area developed as a working-class community for workers in local factories and in the local tourism industry. The borough hosts a mix of single-family homes, townhouses, apartments, small shopping centers and other businesses. Neptune City is home to many families who take advantage of the town's proximity to the beach and major transportation arterials.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,276	
1990	4,997	
2000	5,218	
2007 Estimate	5,258	
2025 Projection	5,447	
2000 Racial Composition		
	Number	Percent
White	4,351	83.4
Black	497	9.5
Asian and Other	370	7.1
Persons of Hispanic Origin	277	5.3
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	304	5.8
School Age (5-19 years)	904	17.3
Working Age (20-64 years)	3,156	60.5
Seniors (65+)	854	16.4
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$36,020	\$46,393
Median Household	\$32,843	\$43,451
Per Capita	\$16,168	\$22,191

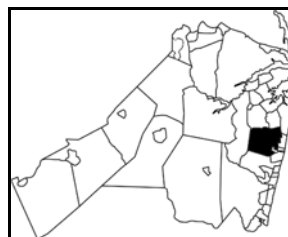
HOUSEHOLDS		
Year	Total Households	
1980	2,204	
1990	2,124	
2000	2,221	
2007	2,239	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,342	100.0
Owner-Occupied	1,317	56.2
Renter-Occupied	904	38.6
Vacant	121	5.2
Median Value Owner-Occupied (2000)	\$124,100	
Median Rent (2000)	\$705	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,443	100.0
Detached:	1,332	92.3
Attached:	111	7.7
Multiple Units		
Total	822	100.0
2-4 Units	181	22.0
5-9 Units	43	5.2
10+ Units	598	72.7
Mobile Homes and Other	77	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	NA	
English	NA	
EMPLOYMENT		
Resident Labor Force		
1990	2,673	
2005	2,795	
2006	2,831	
Resident Employment		
1990	2,593	
2005	2,680	
2006	2,712	
Resident Unemployment		
	Number	Percent
1990	80	3.0
2005	116	4.1
2006	119	4.2
TAXES 2006		
Net Valuation \$000	430,615	
General Tax Rate	2.17	
Equalized Tax Rate Rank	40	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Ocean

Ocean Township has a land area of 11.2 square miles (29 km<sup>2</sup>) and is located in eastern Monmouth County. Most of Ocean Township's housing stock developed during the post-World War II housing boom, but it also includes apartments, townhouses and condominium complexes. Commercial activity in the township is concentrated along the corridors of Route 35 and Route 71. Several major highways pass through Ocean Township, making it a convenient place to live.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	23,570	
1990	25,058	
2000	26,959	
2007 Estimate	28,884	
2025 Projection	29,216	
2000 Racial Composition		
	Number	Percent
White	22,738	84.3
Black	1,529	5.7
Asian and Other	2,692	10.0
Persons of Hispanic Origin	1,215	4.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	1,698	6.3
School Age (5-19 years)	5,714	21.2
Working Age (20-64 years)	16,272	60.4
Seniors (65+)	3,275	12.1
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$53,297	\$74,572
Median Household	\$46,885	\$62,058
Per Capita	\$22,054	\$30,581

HOUSEHOLDS		
Year	Total Households	
1980	8,449	
1990	9,261	
2000	10,254	
2007	11,001	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	10,756	100.0
Owner-Occupied	6,874	63.9
Renter-Occupied	3,380	31.4
Vacant	502	4.7
Median Value Owner-Occupied (2000)	\$198,900	
Median Rent (2000)	\$689	
Types of Units - (2000)		
Single Units	Number	Percent
Total	7,609	100.0
Detached:	6,646	87.3
Attached:	963	12.7
Multiple Units		
Total	3,137	100.0
2-4 Units	562	17.9
5-9 Units	550	17.5
10+ Units	2,025	64.6
Mobile Homes and Other	10	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	544	
English	514	
EMPLOYMENT		
Resident Labor Force		
1990	13,847	
2005	14,535	
2006	14,813	
Resident Employment		
1990	13,338	
2005	14,027	
2006	14,290	
Resident Unemployment		
	Number	Percent
1990	509	3.7
2005	508	3.5
2006	523	3.5
TAXES 2006		
Net Valuation \$000	4,545,819	
General Tax Rate	1.67	
Equalized Tax Rate Rank	20	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Oceanport

The Borough of Oceanport has a land area of 3.10 square miles (8 km<sup>2</sup>) and is located in the eastern part of Monmouth County, at the head of the Shrewsbury River. Prior to the extension of rail lines through Monmouth County, Oceanport played an important role in the shipping of local harvests to New York. Now, Oceanport is a predominantly residential community, with many waterfront homes. Residents enjoy the Shrewsbury River for its scenic beauty and recreational opportunities. Oceanport is also home to the U.S. Army's Fort Monmouth and the Monmouth Park Race Track, one of the most beautiful thoroughbred tracks in the country.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,888	
1990	6,146	
2000	5,807	
2007 Estimate	5,868	
2025 Projection	6,108	
2000 Racial Composition		
	Number	Percent
White	5,558	95.7
Black	114	2.0
Asian and Other	135	2.3
Persons of Hispanic Origin	120	2.1
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	347	6.0
School Age (5-19 years)	1,301	22.4
Working Age (20-64 years)	3,332	57.4
Seniors (65+)	827	14.2
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$60,442	\$85,038
Median Household	\$55,125	\$71,458
Per Capita	\$22,092	\$33,356

HOUSEHOLDS		
Year	Total Households	
1980	1,768	
1990	2,059	
2000	2,043	
2007	2,066	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,112	100.0
Owner-Occupied	1,802	85.3
Renter-Occupied	239	11.3
Vacant	71	3.4
Median Value Owner-Occupied (2000)	\$231,400	
Median Rent (2000)	\$672	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,921	100.0
Detached:	1,786	93.0
Attached:	135	7.0
Multiple Units		
Total	182	100.0
2-4 Units	17	9.3
5-9 Units	25	13.7
10+ Units	140	76.9
Mobile Homes and Other	9	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	519	
English	503	
EMPLOYMENT		
Resident Labor Force		
1990	3,067	
2005	2,966	
2006	3,003	
Resident Employment		
1990	2,953	
2005	2,903	
2006	2,937	
Resident Unemployment		
	Number	Percent
1990	114	3.7
2005	63	2.1
2006	65	2.2
TAXES 2006		
Net Valuation \$000	1,331,988	
General Tax Rate	1.31	
Equalized Tax Rate Rank	19	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Red Bank

The Borough of Red Bank has a land area of 1.75 square miles (4.5 km<sup>2</sup>) and is located at the head of the Navesink River. Red Bank is a regional commercial, business and cultural center which has undergone successful redevelopment efforts. Red Bank's vibrant downtown offers unique shops, restaurants, coffee houses, entertainment venues, and a waterfront park. Residents of Red Bank have many housing options to choose from, including apartments above the stores, riverfront midrises, stately Victorians and early 20th century homes, all on compact, walkable streets.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	12,031	
1990	10,636	
2000	11,844	
2007 Estimate	12,124	
2025 Projection	12,306	
2000 Racial Composition		
	Number	Percent
White	8,077	68.2
Black	2,375	20.1
Asian and Other	1,392	11.8
Persons of Hispanic Origin	2,027	17.1
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	682	5.8
School Age (5-19 years)	1,653	14.0
Working Age (20-64 years)	7,336	61.9
Seniors (65+)	2,173	18.3
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$44,988	\$63,333
Median Household	\$36,879	\$47,282
Per Capita	\$19,091	\$26,265

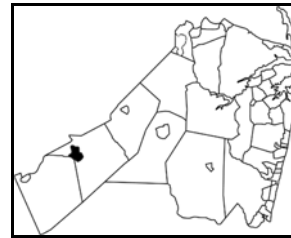
HOUSEHOLDS		
Year	Total Households	
1980	4,908	
1990	4,683	
2000	5,201	
2007	5,331	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	5,450	100.0
Owner-Occupied	2,478	45.5
Renter-Occupied	2,723	50.0
Vacant	249	4.6
Median Value Owner-Occupied (2000)	\$178,900	
Median Rent (2000)	\$813	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,453	100.0
Detached:	2,101	85.7
Attached:	352	14.3
Multiple Units		
Total	2,997	100.0
2-4 Units	1,228	41.0
5-9 Units	312	10.4
10+ Units	1,457	48.6
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	515	
English	502	
EMPLOYMENT		
Resident Labor Force		
1990	5,627	
2005	6,738	
2006	6,825	
Resident Employment		
1990	5,353	
2005	6,370	
2006	6,445	
Resident Unemployment		
	Number	Percent
1990	274	4.9
2005	368	5.5
2006	380	5.6
TAXES 2006		
Net Valuation \$000	973,174	
General Tax Rate	3.43	
Equalized Tax Rate Rank	26	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Roosevelt

The Borough of Roosevelt has a land area of 1.93 square miles (5.0 km<sup>2</sup>) and is located in western Monmouth County. It was founded as Jersey Homesteads in 1937 and built under the Roosevelt administration as a New Deal Project. The town was originally an agro-industrial cooperative, settled by garment workers from New York City. This removed, yet self-sufficient town was renamed Roosevelt in 1945, and grew into a popular retreat for artists. Although the borough has experienced some residential growth, the slow pace of development has helped the town retain much of its original physical appearance, earning Roosevelt a spot on the National Register of Historic Places.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	835	
1990	884	
2000	933	
2007 Estimate	930	
2025 Projection	1,072	
2000 Racial Composition		
	Number	Percent
White	830	89.0
Black	24	2.6
Asian and Other	79	8.5
Persons of Hispanic Origin	42	4.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	49	5.3
School Age (5-19 years)	230	24.7
Working Age (20-64 years)	541	58.0
Seniors (65+)	113	12.1
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$58,042	\$67,019
Median Household	\$54,731	\$61,979
Per Capita	\$21,546	\$24,892

HOUSEHOLDS		
Year	Total Households	
1980	282	
1990	323	
2000	337	
2007	336	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	352	100.0
Owner-Occupied	288	81.8
Renter-Occupied	49	13.9
Vacant	15	4.3
Median Value Owner-Occupied (2000)	\$134,100	
Median Rent (2000)	\$809	
Types of Units - (2000)		
Single Units	Number	Percent
Total	334	100.0
Detached:	231	69.2
Attached:	103	30.8
Multiple Units		
Total	18	100.0
2-4 Units	18	100.0
5-9 Units	0	0.0
10+ Units	0	0.0
Mobile Homes and Other	0	100.0

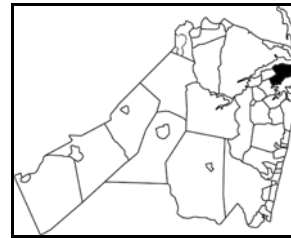
EDUCATION		
Year 2005-2006	Average SAT	
Math	520	
English	506	
EMPLOYMENT		
Resident Labor Force		
1990	493	
2005	521	
2006	538	
Resident Employment		
1990	480	
2005	500	
2006	516	
Resident Unemployment		
	Number	Percent
1990	13	2.6
2005	21	4.0
2006	22	4.0
TAXES 2006		
Net Valuation \$000	36,355	
General Tax Rate	4.78	
Equalized Tax Rate Rank	50	

Prepared by the Monmouth County Planning Board

November 12, 2007

# Rumson

The Borough of Rumson has a land area of 5.2 square miles (13.5 km<sup>2</sup>) and is located between the Shrewsbury and Navesink Rivers in eastern Monmouth County. In the late 1800s, Rumson became a popular area for estate homes and gentleman farms, which are still evident today along Rumson Road, earning the town its prestigious reputation. Rumson's small business district is surrounded by lovely homes on mid-sized lots on walkable, tree-lined streets.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	7,623	
1990	6,701	
2000	7,137	
2007 Estimate	7,365	
2025 Projection	7,275	
2000 Racial Composition		
	Number	Percent
White	6,978	97.8
Black	17	0.2
Asian and Other	142	2.0
Persons of Hispanic Origin	99	1.4
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	528	7.4
School Age (5-19 years)	1,850	25.9
Working Age (20-64 years)	3,845	53.9
Seniors (65+)	914	12.8
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$76,600	\$140,668
Median Household	\$63,973	\$120,865
Per Capita	\$43,763	\$73,692

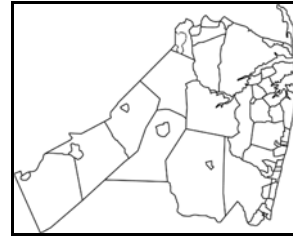
HOUSEHOLDS		
Year	Total Households	
1980	2,502	
1990	2,394	
2000	2,452	
2007	2,532	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,610	100.0
Owner-Occupied	2,211	84.7
Renter-Occupied	241	9.2
Vacant	158	6.1
Median Value Owner-Occupied (2000)	\$455,300	
Median Rent (2000)	\$1,187	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,491	100.0
Detached:	2,485	99.8
Attached:	6	0.2
Multiple Units		
Total	112	100.0
2-4 Units	101	90.2
5-9 Units	11	9.8
10+ Units	0	0.0
Mobile Homes and Other	7	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	566	
English	554	
EMPLOYMENT		
Resident Labor Force		
1990	3,265	
2005	3,242	
2006	3,283	
Resident Employment		
1990	3,203	
2005	3,158	
2006	3,196	
Resident Unemployment		
	Number	Percent
1990	62	1.9
2005	84	2.6
2006	87	2.6
TAXES 2006		
Net Valuation \$000	2,825,428	
General Tax Rate	1.36	
Equalized Tax Rate Rank	12	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Sea Bright

The Borough of Sea Bright has a land area of 0.6 square miles (1.6 km<sup>2</sup>) and is located on a sliver of land between the Shrewsbury River and the Atlantic Ocean, just south of Sandy Hook. The major industry of Sea Bright shifted from fishing to tourism with the completion of the now-defunct Long Branch Railroad. Today, Sea Bright has a variety of housing types, nearly all of which have waterfront views, and a small commercial district. Private beach clubs dominate Sea Bright's oceanfront, and marinas dot the riverfront.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	1,812	
1990	1,693	
2000	1,818	
2007 Estimate	1,850	
2025 Projection	2,085	
2000 Racial Composition		
	Number	Percent
White	1,716	94.4
Black	32	1.8
Asian and Other	70	3.9
Persons of Hispanic Origin	82	4.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	59	3.2
School Age (5-19 years)	157	8.6
Working Age (20-64 years)	1,406	77.3
Seniors (65+)	196	10.8
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$47,679	\$72,031
Median Household	\$42,723	\$65,562
Per Capita	\$34,334	\$45,066

HOUSEHOLDS		
Year	Total Households	
1980	941	
1990	901	
2000	1,003	
2007	1,021	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	1,207	100.0
Owner-Occupied	509	42.2
Renter-Occupied	499	41.3
Vacant	199	16.5
Median Value Owner-Occupied (2000)	\$227,600	
Median Rent (2000)	\$906	
Types of Units - (2000)		
Single Units	Number	Percent
Total	555	100.0
Detached:	324	58.4
Attached:	231	41.6
Multiple Units		
Total	652	100.0
2-4 Units	212	32.5
5-9 Units	107	16.4
10+ Units	333	51.1
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	519	
English	503	
EMPLOYMENT		
Resident Labor Force		
1990	1,108	
2005	1,286	
2006	1,303	
Resident Employment		
1990	1,069	
2005	1,223	
2006	1,237	
Resident Unemployment		
	Number	Percent
1990	39	3.5
2005	63	4.9
2006	65	5.0
TAXES 2006		
Net Valuation \$000	513,399	
General Tax Rate	1.42	
Equalized Tax Rate Rank	9	

Prepared by the Monmouth County Planning Board November 12, 2007		
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# Sea Girt

The Borough of Sea Girt has a land area of 1.05 square miles (2.7 km<sup>2</sup>) and is located along the south coast area of the county. The borough was developed as an exclusive resort in the late 1800s with many impressive oceanfront estates. Today, Sea Girt is a quiet, year-round residential community, with a small, local commercial area and a 1.5 mile (2.4 km) boardwalk and replenished beach. One way in which Sea Girt retains its peaceful character is through an ordinance requiring that eating and drinking establishments close at midnight.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	2,650	
1990	2,099	
2000	2,148	
2007 Estimate	2,068	
2025 Projection	2,148	
2000 Racial Composition		
	Number	Percent
White	2,129	99.1
Black	2	0.1
Asian and Other	17	0.8
Persons of Hispanic Origin	30	1.4
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	96	4.5
School Age (5-19 years)	363	16.9
Working Age (20-64 years)	1,098	51.1
Seniors (65+)	591	27.5
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$75,966	\$102,680
Median Household	\$58,659	\$86,104
Per Capita	\$32,274	\$63,871

HOUSEHOLDS		
Year	Total Households	
1980	977	
1990	871	
2000	942	
2007	906	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	1,285	100.0
Owner-Occupied	842	65.5
Renter-Occupied	100	7.8
Vacant	343	26.7
Median Value Owner-Occupied (2000)	\$549,300	
Median Rent (2000)	\$1,095	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,216	100.0
Detached:	1,208	99.3
Attached:	8	0.7
Multiple Units		
Total	58	100.0
2-4 Units	35	60.3
5-9 Units	0	0.0
10+ Units	23	39.7
Mobile Homes and Other	11	100.0

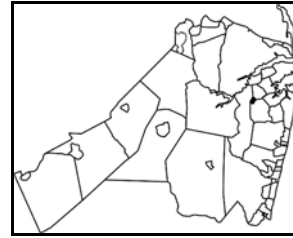
EDUCATION		
Year 2005-2006	Average SAT	
Math	509	
English	496	
EMPLOYMENT		
Resident Labor Force		
1990	978	
2005	999	
2006	1,012	
Resident Employment		
1990	951	
2005	968	
2006	990	
Resident Unemployment		
	Number	Percent
1990	27	2.8
2005	32	3.2
2006	22	2.1
TAXES 2006		
Net Valuation \$000	1,916,315	
General Tax Rate	0.67	
Equalized Tax Rate Rank	4	

Prepared by the Monmouth County Planning Board  
November 12, 2007



# Shrewsbury Borough

The Borough of Shrewsbury has a land area of 2.3 square miles (5.9 km<sup>2</sup>) and is located in eastern Monmouth County. The village was one of the earliest settlements in the county, located at the intersection of two major Native American pathways, now recognized as a State and National Historic District. Shrewsbury has developed into a mostly residential community, with a mix of housing types from historic homes to new construction. Many residents in the eastern portion of the borough are within walking distance of the Little Silver train station and take advantage of rail service to New York. Route 35 is the borough's commercial corridor, hosting many businesses and services.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	2,962	
1990	3,096	
2000	3,590	
2007 Estimate	3,825	
2025 Projection	3,781	
2000 Racial Composition		
	Number	Percent
White	3,468	96.6
Black	19	0.5
Asian and Other	103	2.9
Persons of Hispanic Origin	69	1.9
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	310	8.6
School Age (5-19 years)	857	23.9
Working Age (20-64 years)	1,992	55.5
Seniors (65+)	431	12.0
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$69,480	\$92,719
Median Household	\$62,922	\$86,911
Per Capita	\$25,623	\$38,218

HOUSEHOLDS		
Year	Total Households	
1980	995	
1990	1,093	
2000	1,207	
2007	1,288	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	1,223	100.0
Owner-Occupied	1,150	94.0
Renter-Occupied	57	4.7
Vacant	16	1.3
Median Value Owner-Occupied (2000)	\$258,300	
Median Rent (2000)	\$898	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,223	100.0
Detached:	1,212	99.1
Attached:	11	0.9
Multiple Units		
Total	0	100.0
2-4 Units	0	
5-9 Units	0	
10+ Units	0	
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	515	
English	502	
EMPLOYMENT		
Resident Labor Force		
1990	1,596	
2005	1,776	
2006	1,786	
Resident Employment		
1990	1,566	
2005	1,744	
2006	1,765	
Resident Unemployment		
	Number	Percent
1990	30	1.9
2005	32	1.8
2006	22	1.2
TAXES 2006		
Net Valuation \$000	796,254	
General Tax Rate	2.27	
Equalized Tax Rate Rank	37	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Shrewsbury Township

Shrewsbury Township, the county's smallest municipality, has a land area of 0.09 square miles (0.2 km<sup>2</sup>) and is located in eastern Monmouth County. The township is unique in that all of the dwelling units in the township are part of the same residential development, made up of multi-family cooperative and condominium units. These dwellings were created from housing at Camp Vail (Fort Monmouth) just after World War II.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	995	
1990	1,098	
2000	1,098	
2007 Estimate	1,098	
2025 Projection	1,144	
2000 Racial Composition		
	Number	Percent
White	733	66.8
Black	183	16.7
Asian and Other	182	16.6
Persons of Hispanic Origin	73	6.6
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	82	7.5
School Age (5-19 years)	169	15.4
Working Age (20-64 years)	728	66.3
Seniors (65+)	119	10.8
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$40,268	\$42,500
Median Household	\$31,734	\$36,875
Per Capita	\$17,117	\$23,574

HOUSEHOLDS		
Year	Total Households	
1980	400	
1990	500	
2000	521	
2007	521	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	546	100.0
Owner-Occupied	261	47.8
Renter-Occupied	260	47.6
Vacant	25	4.6
Median Value Owner-Occupied (2000)	\$61,100	
Median Rent (2000)	\$825	
Types of Units - (2000)		
Single Units	Number	Percent
Total	284	100.0
Detached:	4	1.4
Attached:	280	98.6
Multiple Units		
Total	260	100.0
2-4 Units	76	29.2
5-9 Units	114	43.8
10+ Units	70	26.9
Mobile Homes and Other	2	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	515	
English	502	
EMPLOYMENT		
Resident Labor Force		
1990	648	
2005	733	
2006	754	
Resident Employment		
1990	624	
2005	681	
2006	699	
Resident Unemployment		
	Number	Percent
1990	24	3.7
2005	53	7.2
2006	54	7.2
TAXES 2006		
Net Valuation \$000	27,285	
General Tax Rate	5.10	
Equalized Tax Rate Rank	48	

Prepared by the Monmouth County Planning Board  
November 12, 2007

# Spring Lake

The Borough of Spring Lake has a land area of 1.30 square miles (3.4 km<sup>2</sup>) and is located in the south coast area of the county. Spring Lake became known as a Victorian resort community with its many grand waterfront hotels and homes, some of which serve as "bed & breakfasts" today. This borough, host to some of the finest seaside architecture in New Jersey, is still a popular summer destination, with its 2 miles (5 km) of boardwalk and an ornate bathhouse.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	4,215	
1990	3,499	
2000	3,567	
2007 Estimate	3,574	
2025 Projection	3,678	
2000 Racial Composition		
	Number	Percent
White	3,523	98.8
Black	12	0.3
Asian and Other	32	0.9
Persons of Hispanic Origin	26	0.7
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	205	5.7
School Age (5-19 years)	619	17.4
Working Age (20-64 years)	1,846	51.8
Seniors (65+)	897	25.1
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$71,226	\$103,405
Median Household	\$55,189	\$89,885
Per Capita	\$33,663	\$59,445

HOUSEHOLDS		
Year	Total Households	
1980	1,476	
1990	1,371	
2000	1,463	
2007	1,466	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	1,930	100.0
Owner-Occupied	1,161	60.2
Renter-Occupied	302	15.6
Vacant	467	24.2
Median Value Owner-Occupied (2000)	\$638,200	
Median Rent (2000)	\$1,420	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,727	100.0
Detached:	1,722	99.7
Attached:	5	0.3
Multiple Units		
Total	190	100.0
2-4 Units	76	40.0
5-9 Units	6	3.2
10+ Units	108	56.8
Mobile Homes and Other	13	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	509	
English	496	
EMPLOYMENT		
Resident Labor Force		
1990	1,629	
2005	1,573	
2006	1,604	
Resident Employment		
1990	1,607	
2005	1,499	
2006	1,528	
Resident Unemployment		
	Number	Percent
1990	22	1.4
2005	74	4.7
2006	76	4.7
TAXES 2006		
Net Valuation \$000	3,317,919	
General Tax Rate	0.62	
Equalized Tax Rate Rank	2	

Prepared by the Monmouth County Planning Board

November 12, 2007

# Spring Lake Heights

The Borough of Spring Lake Heights has a land area of 1.3 square miles (3.4 km<sup>2</sup>) and is located in the south coast region of the county. Spring Lake Heights was established as a working-class community with a variety of housing types including single family homes, two-family homes and some seasonal units. A service-oriented commercial area has developed along Route 71 to serve the needs of the local residents. This municipality is popular as a year-round community for many families and seniors.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,424	
1990	5,341	
2000	5,227	
2007 Estimate	5,227	
2025 Projection	5,367	
2000 Racial Composition		
	Number	Percent
White	5,085	97.3
Black	58	1.1
Asian and Other	84	1.6
Persons of Hispanic Origin	111	2.1
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	215	4.1
School Age (5-19 years)	735	14.1
Working Age (20-64 years)	2,732	52.3
Seniors (65+)	1,545	29.6
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$47,405	\$64,345
Median Household	\$37,060	\$51,330
Per Capita	\$19,906	\$35,093

HOUSEHOLDS		
Year	Total Households	
1980	2,341	
1990	2,525	
2000	2,511	
2007	2,511	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,950	100.0
Owner-Occupied	1,582	53.6
Renter-Occupied	929	31.5
Vacant	439	14.9
Median Value Owner-Occupied (2000)	\$218,600	
Median Rent (2000)	\$877	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,158	100.0
Detached:	1,496	69.3
Attached:	662	30.7
Multiple Units		
Total	792	100.0
2-4 Units	131	16.5
5-9 Units	234	29.5
10+ Units	427	53.9
Mobile Homes and Other	0	100.0

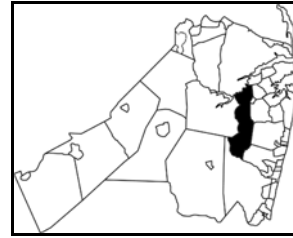
EDUCATION		
Year 2005-2006	Average SAT	
Math	509	
English	496	
EMPLOYMENT		
Resident Labor Force		
1990	2,696	
2005	2,381	
2006	2,411	
Resident Employment		
1990	2,567	
2005	2,308	
2006	2,335	
Resident Unemployment		
	Number	Percent
1990	129	4.8
2005	74	3.1
2006	76	3.2
TAXES 2006		
Net Valuation \$000	720,582	
General Tax Rate	1.74	
Equalized Tax Rate Rank	10	

Prepared by the Monmouth County Planning Board

November 12, 2007

# Tinton Falls

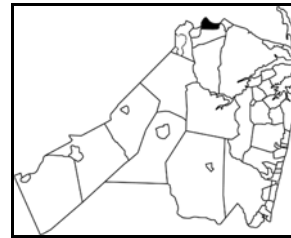
The Borough of Tinton Falls has a land area of 15.15 square (39 km2) and is located in eastern central Monmouth County. It was first settled in 1675 by Colonel Lewis Morris from Monmouthshire, Wales; he was also responsible for naming the county. The highest waterfall on the Atlantic Coastal plain is located at the headwaters of the Shrewsbury River. Much of Tinton Falls' residential development took place in the post-World War II suburban housing boom. Tinton Falls has experienced continued residential growth in recent decades because of its proximity to major highways and access to retail and service centers.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population								
Year	Number		Year	Total Households		Year 2005-2006	Average SAT	
1980	7,740		1980	2,315		Math	515	
1990	12,361		1990	4,409		English	502	
2000	15,053		2000	5,883				
2007 Estimate	17,641		2007	6,935				
2025 Projection	20,659							
2000 Racial Composition			HOUSING 2000			EMPLOYMENT		
	Number	Percent	Housing Units			Resident Labor Force		
White	11,862	78.8		Number	Percent	1990	6,665	
Black	1,963	13.0	Total -2000	6,221	100.0	2005	8,599	
Asian and Other	1,228	8.2	Owner-Occupied	4,878	78.4	2006	8,697	
Persons of Hispanic Origin	707	4.7	Renter-Occupied	1,010	16.2	Resident Employment		
2000 Age Composition			Vacant	333	5.4	1990	6,466	
	Number	Percent	Median Value Owner-Occupied (2000)	\$187,900		2005	8,252	
Pre-School (0-4 years)	1,184	7.9	Median Rent (2000)	\$1,198		2006	8,339	
School Age (5-19 years)	2,853	19.0	Types of Units - (2000)			Resident Unemployment		
Working Age (20-64 years)	9,383	62.3	Single Units	Number	Percent		Number	Percent
Seniors (65+)	1,633	10.8	Total	4,818	100.0	1990	199	3.0
			Detached:	3,417	70.9	2005	347	4.0
			Attached:	1,401	29.1	2006	358	4.1
			Multiple Units			TAXES 2006		
			Total	1,403	100.0	Net Valuation \$000	1,260,895	
			2-4 Units	308	22.0	General Tax Rate	3.59	
			5-9 Units	636	45.3	Equalized Tax Rate Rank	33	
			10+ Units	459	32.7			
			Mobile Homes and Other	0	100.0			
INCOME			Prepared by the Monmouth County Planning Board November 12, 2007					
	1989 Income (1990 Census)	1999 Income (2000 Census)						
Median Family	\$55,131	\$79,773						
Median Household	\$51,988	\$68,697						
Per Capita	\$20,597	\$31,520						

# Union Beach

The Borough of Union Beach has a land area of 1.8 square miles (4.7 km<sup>2</sup>) and is located on the Raritan Bay in the northern Bayshore area of Monmouth County. Originally known as Union City, the area was developed as a trade center for agricultural goods. Many people visit Union Beach's waterfront restaurants to enjoy the lovely view of the bay. Today, Union Beach is a predominantly residential area with modest homes and good transportation access to points north.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	6,354	
1990	6,156	
2000	6,649	
2007 Estimate	6,788	
2025 Projection	7,046	
2000 Racial Composition		
	Number	Percent
White	6,280	94.5
Black	58	0.9
Asian and Other	311	4.7
Persons of Hispanic Origin	538	8.1
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	483	7.3
School Age (5-19 years)	1,626	24.5
Working Age (20-64 years)	4,042	60.8
Seniors (65+)	498	7.5
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$40,977	\$65,179
Median Household	\$38,926	\$59,946
Per Capita	\$12,633	\$20,973

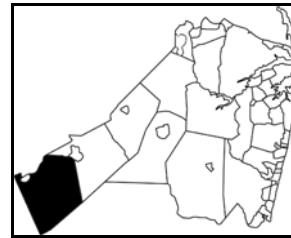
HOUSEHOLDS		
Year	Total Households	
1980	1,967	
1990	1,978	
2000	2,143	
2007	2,189	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,229	100.0
Owner-Occupied	1,800	80.8
Renter-Occupied	343	15.4
Vacant	86	3.9
Median Value Owner-Occupied (2000)	\$132,800	
Median Rent (2000)	\$1,002	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,111	100.0
Detached:	2,066	97.9
Attached:	45	2.1
Multiple Units		
Total	118	100.0
2-4 Units	108	91.5
5-9 Units	10	8.5
10+ Units	0	0.0
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	NA	
English	NA	
EMPLOYMENT		
Resident Labor Force		
1990	3,154	
2005	3,624	
2006	3,682	
Resident Employment		
1990	2,973	
2005	3,424	
2006	3,475	
Resident Unemployment		
	Number	Percent
1990	181	5.7
2005	200	5.5
2006	206	5.6
TAXES 2006		
Net Valuation \$000	445,059	
General Tax Rate	2.63	
Equalized Tax Rate Rank	44	

Prepared by the Monmouth County Planning Board November 12, 2007		
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# Upper Freehold

Upper Freehold Township has a land area of 47.45 square miles (138 km<sup>2</sup>) and is located in the extreme western area of Monmouth County, bordering Mercer, Burlington and Ocean Counties. By the 18th Century, the area had attracted many farmers, establishing an agricultural character which persists today. Thanks to the efforts of state and county farmland preservation programs, Upper Freehold Township's viable farming industry will continue to flourish.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	2,750	
1990	3,277	
2000	4,282	
2007 Estimate	7,026	
2025 Projection	6,837	
2000 Racial Composition		
	Number	Percent
White	4,055	94.7
Black	45	1.1
Asian and Other	182	4.3
Persons of Hispanic Origin	151	3.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	342	8.0
School Age (5-19 years)	925	21.6
Working Age (20-64 years)	2,611	61.0
Seniors (65+)	404	9.4
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$57,507	\$78,334
Median Household	\$55,309	\$71,250
Per Capita	\$22,852	\$29,387

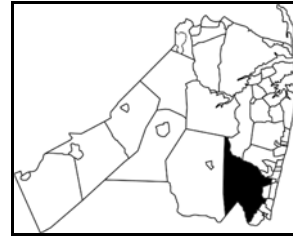
HOUSEHOLDS		
Year	Total Households	
1980	892	
1990	1,086	
2000	1,437	
2007	2,383	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	1,501	100.0
Owner-Occupied	1,247	83.1
Renter-Occupied	190	12.7
Vacant	64	4.3
Median Value Owner-Occupied (2000)	\$255,500	
Median Rent (2000)	\$743	
Types of Units - (2000)		
Single Units	Number	Percent
Total	1,410	100.0
Detached:	1,396	99.0
Attached:	14	1.0
Multiple Units		
Total	91	100.0
2-4 Units	54	59.3
5-9 Units	6	6.6
10+ Units	31	34.1
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	513	
English	503	
EMPLOYMENT		
Resident Labor Force		
1990	1,803	
2005	2,413	
2006	2,443	
Resident Employment		
1990	1,750	
2005	2,361	
2006	2,399	
Resident Unemployment		
	Number	Percent
1990	53	2.9
2005	53	2.2
2006	43	1.8
TAXES 2006		
Net Valuation \$000	1,280,841	
General Tax Rate	1.60	
Equalized Tax Rate Rank	38	

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# Wall

Wall Township has a land area of 31.01 square miles (80.3 km<sup>2</sup>) and is located in southern Monmouth County. A major influence on the township's development in the 19th Century was the James Allaire ironworks, located along the Manasquan River. Allaire's legacy persists, as the local airport and a nearby state park carry his name. Wall Township has a variety of housing types, most of which are fairly new, and many commercial enterprises along Route 35. Development in Wall Township is balanced by the municipality's efforts to maintain open space, funded by the town's own open space trust fund.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	18,952	
1990	20,244	
2000	25,261	
2007 Estimate	26,891	
2025 Projection	27,575	
2000 Racial Composition		
	Number	Percent
White	24,526	97.1
Black	155	0.6
Asian and Other	580	2.3
Persons of Hispanic Origin	391	1.5
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	1,671	6.6
School Age (5-19 years)	5,147	20.4
Working Age (20-64 years)	14,802	58.6
Seniors (65+)	3,641	14.4
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$54,210	\$83,795
Median Household	\$46,301	\$73,989
Per Capita	\$21,005	\$32,954

HOUSEHOLDS		
Year	Total Households	
1980	6,533	
1990	7,364	
2000	9,437	
2007	10,067	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	9,957	100.0
Owner-Occupied	8,109	81.4
Renter-Occupied	1,328	13.3
Vacant	520	5.2
Median Value Owner-Occupied (2000)	\$234,700	
Median Rent (2000)	\$818	
Types of Units - (2000)		
Single Units	Number	Percent
Total	8,772	100.0
Detached:	8,076	92.1
Attached:	696	7.9
Multiple Units		
Total	990	100.0
2-4 Units	200	20.2
5-9 Units	174	17.6
10+ Units	616	62.2
Mobile Homes and Other	195	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	517	
English	494	
EMPLOYMENT		
Resident Labor Force		
1990	10,752	
2005	13,592	
2006	13,703	
Resident Employment		
1990	10,372	
2005	13,223	
2006	13,287	
Resident Unemployment		
	Number	Percent
1990	380	3.5
2005	369	2.7
2006	415	3.0
TAXES 2006		
Net Valuation \$000	3,781,443	
General Tax Rate	2.19	
Equalized Tax Rate Rank	18	

Prepared by the Monmouth County Planning Board  
November 12, 2007



# West Long Branch

The Borough of West Long Branch has a land area of 2.83 square miles (7 km<sup>2</sup>) and is located in the eastern-central portion of Monmouth County. The borough was known as a popular location for summer estates of the well-to-do. Two of these estates, the Shadow Lawn and the Guggenheim, now make up the impressive campus of Monmouth University. The borough is fully developed as a residential community, relying on surrounding regional and commercial centers for services and employment.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	7,380	
1990	7,690	
2000	8,258	
2007 Estimate	8,272	
2025 Projection	8,525	
2000 Racial Composition		
	Number	Percent
White	7,781	94.2
Black	184	2.2
Asian and Other	293	3.5
Persons of Hispanic Origin	241	2.9
2000 Age Composition		
	Number	Percent
Pre-School (0-4 years)	409	5.0
School Age (5-19 years)	2,316	28.0
Working Age (20-64 years)	4,327	52.4
Seniors (65+)	1,206	14.6
INCOME		
	1989 Income (1990 Census)	1999 Income (2000 Census)
Median Family	\$58,478	\$80,127
Median Household	\$47,434	\$71,852
Per Capita	\$22,345	\$27,651

HOUSEHOLDS		
Year	Total Households	
1980	2,241	
1990	2,449	
2000	2,448	
2007	2,453	
HOUSING 2000		
Housing Units		
	Number	Percent
Total -2000	2,535	100.0
Owner-Occupied	2,077	81.9
Renter-Occupied	371	14.6
Vacant	87	3.4
Median Value Owner-Occupied (2000)	\$203,300	
Median Rent (2000)	\$639	
Types of Units - (2000)		
Single Units	Number	Percent
Total	2,253	100.0
Detached:	2,120	94.1
Attached:	133	5.9
Multiple Units		
Total	282	100.0
2-4 Units	151	53.5
5-9 Units	0	0.0
10+ Units	131	46.5
Mobile Homes and Other	0	100.0

EDUCATION		
Year 2005-2006	Average SAT	
Math	519	
English	503	
EMPLOYMENT		
Resident Labor Force		
1990	3,947	
2005	3,391	
2006	3,434	
Resident Employment		
1990	3,851	
2005	3,243	
2006	3,282	
Resident Unemployment		
	Number	Percent
1990	96	2.4
2005	147	4.3
2006	152	4.4
TAXES 2006		
Net Valuation \$000	1,358,173	
General Tax Rate	1.59	
Equalized Tax Rate Rank	31	

Prepared by the Monmouth County Planning Board November 12, 2007		
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# Monmouth County

Monmouth County has a land area of 472 square miles (1222.48) km<sup>2</sup> and is located in eastern-central New Jersey. The county comprises 53 municipalities, each with its own unique character and identity. There is a great deal of variety in Monmouth County's municipalities, ranging from small cities to wide-open agricultural areas, and virtually everything in between. Likewise, there is a variety in the landscape of the county, including the high lands and cliffs of the Bayshore area, the shoreline and riverways of the eastern part of the county, and the rolling hills of western Monmouth. Opportunities for recreation are outstanding. The county is home to 27 miles (43.4) km of beaches, and many parks, marinas and golf courses. Residents can also enjoy the performing arts at a number of local theaters and colleges. All these opportunities combine to give Monmouth County a high quality of life.

DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population								
Year	Number		Year	Total Households		Year 2005-2006	Average SAT	
1980	503,173		1980	170,130		Math	NA	
1990	553,124		1990	197,570		English	NA	
2000	615,301		2000	224,236				
2007 Estimate	655,674		2007	238,667				
2025 Projection	694,189							
2000 Racial Composition			HOUSING 2000			EMPLOYMENT		
	Number	Percent	Housing Units			Resident Labor Force		
White	519,261	84.4		Number	Percent	1990	285,920	
Black	49,609	8.1	Total -2000	240,884	100.0	2005	328,107	
Asian and Other	46,431	7.5	Owner-Occupied	167,273	69.4	2006	332,931	
Persons of Hispanic Origin	38,175	6.2	Renter-Occupied	56,963	23.6	Resident Employment		
			Vacant	16,648	6.9	1990	274,100	
2000 Age Composition			Median Value Owner-Occupied (2000)	\$203,100		2005	315,126	
	Number	Percent	Median Rent (2000)	\$759		2006	319,313	
Pre-School (0-4 years)	42,231	6.9	Types of Units - (2000)			Resident Unemployment		
School Age (5-19 years)	131,387	21.4	Single Units	Number	Percent		Number	Percent
Working Age (20-64 years)	364,760	59.3	Total	180,814	100.0	1990	11,820	4.1
Seniors (65+)	76,923	12.5	Detached:	161,048	89.1	2005	12,981	4.0
			Attached:	19,766	10.9	2006	13,618	4.1
			Multiple Units			TAXES 2006		
			Total	56,775	100.0	Net Valuation \$000	70,973,216	
			2-4 Units	19,031	33.5	General Tax Rate	NA	
			5-9 Units	9,520	16.8	Equalized Tax Rate Rank	NA	
			10+ Units	28,224	49.7			
			Mobile Homes and Other	3,295	100.0			
INCOME			Prepared by the Monmouth County Planning Board					
	1989 Income (1990 Census)	1999 Income (2000 Census)	November 12, 2007					
Median Family	\$53,590	\$76,823						
Median Household	\$45,912	\$64,271						
Per Capita	\$20,565	\$31,149						

# Definitions and Sources

## Demographics

*Sources:* 1980, 1990 and 2000 Census (U.S. Bureau of the Census)

*2007 Population Estimate:* Monmouth County Planning Board

*2025 Population Projection:* Monmouth County Planning Board

## Racial Composition

*Source:* 2000 Census (U.S. Bureau of the Census)

*Asian and other:* includes Asian, Pacific Islanders, Eskimo and Aleut

*Persons of Hispanic origin:* can be of any race

## Population by Age Group

*Source:* 2000 Census (U.S. Bureau of the Census)

## Income

*Source:* 1990 and 2000 Census (U.S. Bureau of the Census).

*Median Family Income:* Income level at which half of all families fall above that income and half fall below. Families include a householder and one or more persons living in the same household who are related to the householder by birth, marriage or adoption. A household can contain only one person, or a number of unrelated persons, for purposes of census tabulations.

*Median Household Income:* Income level at which half of all households fall above that income and half fall below. Households include both families (related individuals living together) and non-families (unrelated individuals sharing living accommodations, such as unmarried couples and roommates, or a single person living alone).

*Per Capita Income:* The mean (average) income for every person in the municipality. It is derived by dividing total income of the municipality by the total population.

## Housing 2000

*Source:* 2000 Census (U.S. Bureau of the Census)

*Owner-occupied housing units:* Single-family homes, townhouses, condominiums, mobile homes, or any other housing type in which the owner of the unit lives in the unit.

*Renter-occupied housing units:* Apartments, single-family homes, townhouses, condominiums, mobile homes, or any other housing type in which a renter lives in the unit.

*Median Value of owner-occupied units:* Value at which half of housing units are worth more and half of the housing units are worth less. Value is based on people's responses to the question "What is your house/townhouse/condominium worth?"

*Median Rent:* Rent at which half of the rental units cost more and half cost less.

### TYPES OF UNITS

*A single unit –detached:* Traditional single family home which stands alone from any other structure.

*A single unit –attached:* Single unit which is attached to another housing unit or other structure by at least one wall which runs "basement to attic". This includes row houses, twins/duplexes (side-by side two family homes), and other similar housing units.

*Multiple units:* Buildings in which units are stacked one on top of the other, or otherwise intertwined. Examples include townhomes, garden apartments/condos, mid-rise apartments/condos, apartments above stores, and single family homes converted into apartments/condos.

## Employment

*Source:* New Jersey State Data Center

*Residential Labor force :* All persons classified in the civilian labor force, plus members of the U.S. Armed Forces on active duty.

All civilians 16 years old and over who were either (1) "at work" - those who did any work at all during the reference week as paid employees, worked in their own business or profession, worked on their own farm, or worked 15 hours or more as unpaid workers on a family farm or family business; (2) "with a job, but not at work" - those who did not work during the reference week but had jobs or businesses from which they were temporarily absent are classified as employed. The reference week is the calendar week preceding the date on which the respondents completed the questionnaire or were interviewed.

Civilians 16 years old and over are classified as unemployed if they (1) were neither 'at work' nor "with a job **but** not at work" during the reference week, and (2) were looking for work during the last four weeks, and (3) were available to accept a job. Also included as unemployed were civilians who did not work at all during the reference week and were waiting to be called back to a job from which they had been laid off.

## **Taxes 2006**

*Source:* Monmouth County Tax Board

*Net Valuation:* The total taxable value of property in each municipality excluding those properties which have tax exempt status, such as public buildings and churches.

*The General Tax Rate:* The rate used to calculate the dollar amount of the tax bill for each individual property.

*The Equalized Tax Rate Rank:* Each municipality is assessed separately and, therefore, each municipality has a unique and independent assessed to true value ratio (defined above). Consequently, a comparison of tax rates among different municipalities is unreliable. Multiplying each *general rate* by the town's *ratio* converts or "equalizes" each rate to an approximation of 100%, allowing for more accurate comparisons. The ranking of equalized rates is simply a method of listing rates from highest to lowest. (1 the highest equalized tax rate, 53= the lowest equalized tax rate.)

## **Education 2005 – 2006**

*Source:* New Jersey Department of Education.





