

MONMOUTH COUNTY PROFILE 2005

September 2005

*Monmouth County Planning Board
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◆ Location -----

Monmouth County is located in eastern-central New Jersey, on the state's northern Atlantic Ocean coastline. The county has a land area of 472 square miles, making it New Jersey's sixth largest county in terms of geographic area.

Monmouth County is situated between two major metropolitan areas -- New York City and Philadelphia. On a larger scale, Monmouth County is centrally located in the Boston to Washington Corridor.

**◆ Topographical & Natural Resources** -----

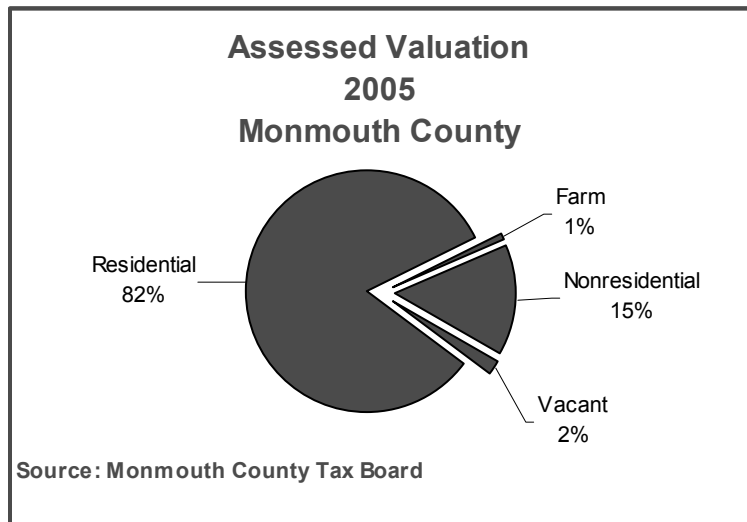
The county has a variety of natural resources which contribute to its high quality of life. A diversity of landscapes dot the county, including the high lands and cliffs of the Bayshore area, the shoreline and riverways of the eastern part of the county, and the rolling hills and farmlands of western Monmouth. Opportunities for recreation are outstanding. The county is home to 27 miles of oceanfront beaches, 26 miles of bayfront, and miles more of river and lake fronts. The abundant water resources of the county provide year-round sport and commercial fishing and exceptional seasonal tourism opportunities.

The natural environment is further enhanced by more than 42,809 acres (14.2% of county land area) of protected public open space. Over the past year, 1,368 acres of public open space have been added to the county's inventory. The 42,809 acres of protected open space is almost 66 square miles and is larger than Howell, the largest municipality in the county. As of the end of 2004, the county owned and maintained 12,802 acres of parkland, conservation areas and golf courses. State parks, natural areas and watershed-protection areas preserve another 17,218 acres while Sandy Hook, a unit of the Gateway National Recreation Area, protects 1,733 acres of ocean and bayfront lands. More than 10,346 acres of municipal land is reserved for public open space. Additionally, the county and municipalities have protected 8,367 acres of farmland through agriculture preservation programs. The

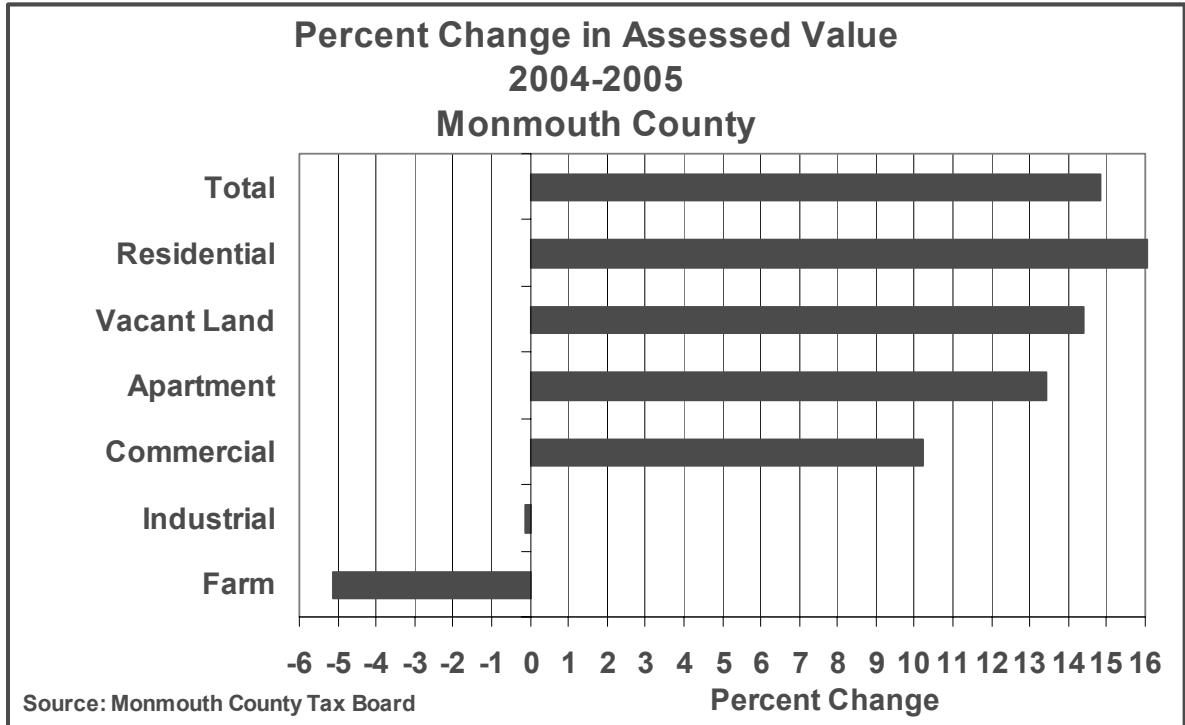
combination of public open space and protected farmland amounts to 16.7% of total county land area.

◆ **Land Use** -----

An analysis of the Monmouth County 2005 Assessed Valuation indicates that total assessments for all land use categories amounts to \$65,356,564,458. This was up \$8.4 billion from 2004. On an equalized basis, total assessed value was \$90.2 billion, up \$12.0 billion from a year ago. A breakdown of the total assessed valuation, based on use, is presented in the following chart.



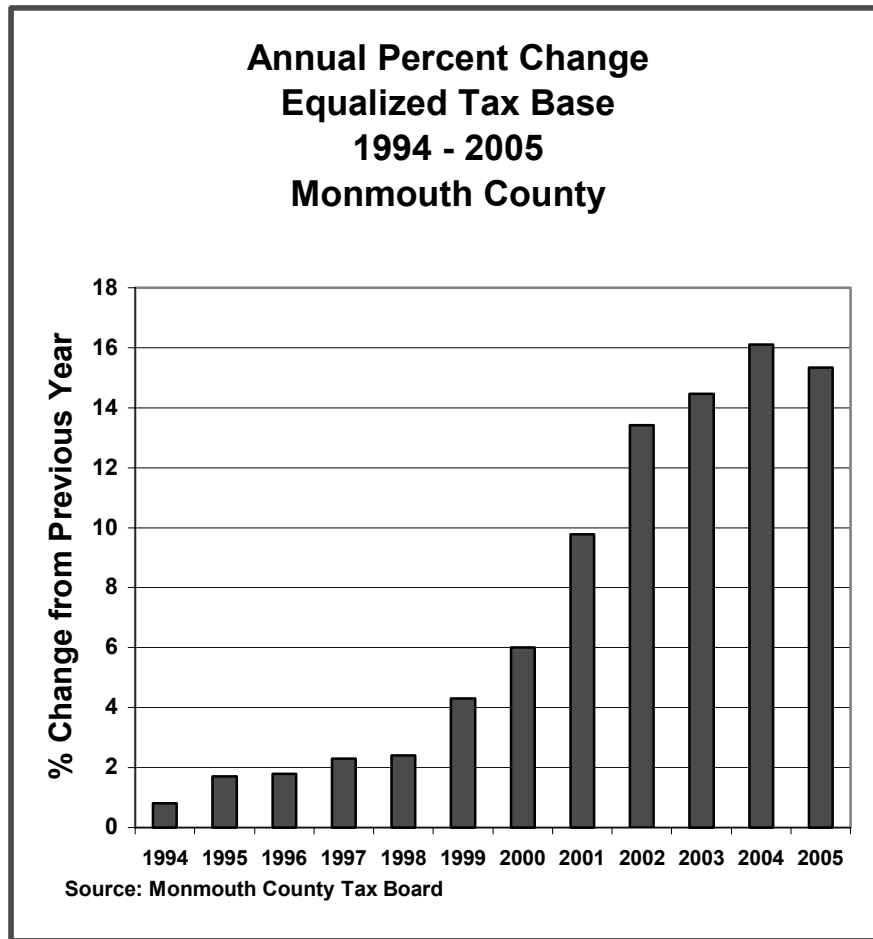
The rise in total Assessed Value in 2005 was 14.8%. Residential posted the largest increase – up 16.0%. Apartment, Commercial, and Vacant Land were up more than 10%. Assessed value of Farmland decreased 5.1%. The decline in the assessed value of farmland occurred in Colts Neck (down \$10.6 million) and Howell (down \$7.9 million). Both towns are leading residential construction areas and farmland is being converted to new residential tracts.



According to the 2002 Census of Agriculture, Monmouth County had 892 farms with 47,198 acres of farmland. Farmland acreage in 2002 accounted for 15.6% of the total Monmouth County acreage. Monmouth County ranks first in the equine industry statewide with 31% more horses than the second leading county. Monmouth County accounts for 18.7% of the state’s total equine industry.

The largest percentage of vacant land is found in the far western area of Monmouth County where agriculture is still the primary land use.

The strong growth in population and commercial properties has led to accelerating gains in the equalized tax base of the county. From 1993 to 2005, the equalized tax base increased by 130.5%.



◆ Transportation-----**Roads and Bridges**

Monmouth County has excellent access to all major modes of transportation. A 27 mile segment of the Garden State Parkway runs through eastern Monmouth County. There are seven Parkway interchanges in the county along with Exit 116 for the PNC Arts Center, making Monmouth County a convenient destination for tourists and visitors from northern New Jersey and New York, particularly in the summer months. Interstate 195, with 17 miles in southern Monmouth County, connects the New Jersey Turnpike, Mercer County and Eastern Pennsylvania with the coast, making the county convenient for tourists from the Philadelphia area. In addition, there are 178 miles of state roads, and 381 miles of county roads. Major state and county capital improvements, underway or planned, are keeping pace with the increased traffic.

Construction of the 1.4 mile long County Route 55, Kozloski Road Extension in Freehold Township is now complete. This new four-lane roadway connects County Route 537 to State Route 79 and eases access to Routes 9 and 18. This extension eases commercial traffic in downtown Freehold Borough.

Replacement of the Shark River Bridge (Route 35 in Belmar) is scheduled to be completed in 2005. The new fixed-span high level bridge will accommodate a wide variety of marine vessels on the Shark River inlet and will reduce roadway congestion on Route 35. This bridge project has spurred a renewed interest in redevelopment activities in Belmar.

The Highlands Bridge (Route 36 from Highlands to Sea Bright to Sandy Hook) is in final design. Construction is anticipated in 2007 to replace the movable bridge with a fixed-span, high level bridge.

The county has completed a recent study of NJ Route 33, a major east-west corridor in the center of Monmouth County and is now working with NJDOT and municipalities in the corridor to mitigate potential traffic impacts from expected development along the corridor.

The county has completed a corridor study of CR 537. The first of three sections is now in design by county engineering.

The Route 70 Bridge over the Manasquan River, linking Monmouth to Ocean County, is in final design. NJDOT is proposing to replace the current movable bridge with a fixed-span bridge. Construction is expected to be completed in 2006.

Rail

The NJ TRANSIT North Jersey Coast Line provides easy rail access to Newark and New York City. There are 13 year-round rail stations located in Monmouth County and one seasonal station located at Monmouth Park. The improvements of the Hazlet station are complete and work on the Red Bank station is underway. Belmar and Matawan stations have been designated Transit Villages. This will give these stations priority funding and technological assistance from New Jersey Office for Smart Growth.

In 2005, the county completed a study of multi-modal transportation and facility improvements for the Asbury Park Transportation Center and three gateway streets linking the redevelopment, mainstreet business and established community areas together.

Parts of the county have easy access to Amtrak stations at Metro Park, New Brunswick and Princeton Junction. NJ TRANSIT provides AirTrain service from a station near Pennsylvania Station, Newark to Newark Airport. This five minute ride allows North Jersey Coast Line passengers to use rail service to and from the airport.

In the latest available quarter, April through June 2005, NJ TRANSIT reports that the number of monthly passholders (8,250) increased 0.7% from a year ago. Average weekday ridership (29,750) was up 1.5% from a year ago. Ridership to New York City (Penn Station), at 16,600, was down 0.3%, ridership to Newark (6,350) was up 5.0%, and ridership to Hoboken (1,750) was unchanged. Hoboken provides ferry service to Manhattan. PATH service was restored to lower Manhattan at the end of November 2003. The resumption of PATH service to the World Trade Center resulted in an increase in Newark bound ridership and a decline in NYC and Hoboken ridership. While average daily commuter volume was up 1.5%, ridership on Sundays was up 4.5%. Senior Citizen ridership was up 28.0% from a year ago.

With the support of the State Legislature, the "Circle of Mobility" legislation has recently been amended to include the proposed Monmouth Ocean Middlesex (MOM) passenger rail line as one of the high priority, fast track, transportation projects in the state. The state has begun the required studies on MOM utilizing the approximately \$8 million already earmarked for the project. NJ TRANSIT awarded a \$4.5 million contract for the required Draft Environmental Impact Statement. The proposed rail line would link western Monmouth and Ocean counties to Amtrak's Northeast corridor. The MOM passenger rail line will provide Manhattan, Philadelphia and Northern New Jersey bound commuters with a more rapid and reliable way to get to work and relieve the escalating traffic congestion on Route 9. This service will also provide the growing senior population and other transit dependent citizens

with access to jobs, medical centers, colleges, cultural activities, and Newark Airport. The new passenger rail line would connect Lakehurst, Ocean County to a connection and a possible station to be built near Monmouth Junction in South Brunswick, Middlesex County on the Northeast Corridor line.

Bus

Virtually the entire county is served by a network of local and regional bus service. The county is presently working to expand and enhance these services to better serve the growing commercial and industrial areas of the region. Senior citizens and residents with special needs can use the Monmouth SCAT (Special Citizens Area Transportation) buses.

The county continues to enjoy expanded service on the 836 bus line. This bus line connects Asbury Park with Freehold Township, creating better job opportunities to county residents without a car. Service has been expanded to seven days a week. The county has also initiated an 836 Job Match Program. This program matches people seeking jobs who live along the 836 route to job openings. There are currently 500 jobs available in this program. The Route 836 bus service will be extending service at its eastern end to provide county residents with access to more places of employment.

Ferry

There is commuter ferry service to New York City from Atlantic Highlands, Highlands and the Belford section of Middletown,. Ridership from Atlantic Highlands is about 750 persons per day to New York City and 1,200 per day from Highlands. The recently opened Belford ferry service began in October 2002. Service has risen to 2,000 weekday riders. The initial parking lot is full and a satellite parking area has opened with the ferry operator providing bus shuttle service. While the success of this intermodal facility has helped reduce vehicular traffic on our State's overburdened systems of private and mass transit, it has created a need for additional vehicular parking spaces at the Bayshore Ferry Terminal.

Monmouth County is working towards implementing its Dock-and-Roll program that would provide a shuttle bus service from the Middletown Train Station to Route 35 retailers, services and employers and possibly to the AT&T facility on Laurel Avenue and the Belford Ferry Terminal. This service would be available to commuters and reverse commuters. During the mid-day period, service would be expanded into the Bayshore region and into Holmdel shopping centers to provide transit service to those without automobile access.

Airports

On a more regional scale, Newark International Airport is easy to access by car from all of Monmouth County. For most residents, the drive is between 45 minutes to an hour. Direct bus service to the airport is also available from central areas of the county and a new passenger rail transfer (AirTrain) provides direct access to trains originating in coastal communities of the county. Many county residents are less than an hour to the Philadelphia International Airport. Monmouth County residents can also take advantage of the Monmouth Executive Airport (formerly known as Allaire Airport) in Wall Township for charter flights all over the country. Monmouth Executive Airport provides a convenient location for local business to land corporate aircraft.

◆ Public Water and Sewer -----

The county's water supplies can accommodate the projected future growth. Our water supplies are plentiful according to the draft of the New Jersey Statewide Water Supply Plan, prepared by the New Jersey Department of Environmental Protection (September 1995). Projections of water use to the year 2010 indicate that the county's watershed areas will have substantial water surpluses in 2010. During the 2002 water shortage, Monmouth County had ample supplies.

The Monmouth County Planning Board recently completed the draft of the county-wide wastewater management plan that combined all wastewater management plans into a single cohesive plan and map for the county. The study was a detailed analysis of the processing ability of existing wastewater facilities to meet future demand. This GIS-based analysis utilized individual parcels, municipal zoning maps, and past trends in growth patterns to project future wastewater generation. The study concluded that the county had sufficient wastewater capacity through 2022 and beyond.

Characteristics of the Population -----**◆ Population Growth** -----

The greatest rate of population growth in Monmouth County occurred between 1950 and 1970 when the population more than doubled, soaring from 225,327 in 1950 to 461,489 in 1970. This was during the post-war suburbanization period and the 1954 opening of the Garden State Parkway (GSP) in the county. From 1950 to 1970, almost fifty percent of population growth in Monmouth County occurred within three miles of the GSP.

Population growth has been occurring at a more sustainable rate in recent decades, increasing 9% from 1970 to 1980, and then increasing another 10% from 1980 to 1990, making it one of the fastest growing counties in the state. From 1980 to 1990, the overall population of the state increased 5%.

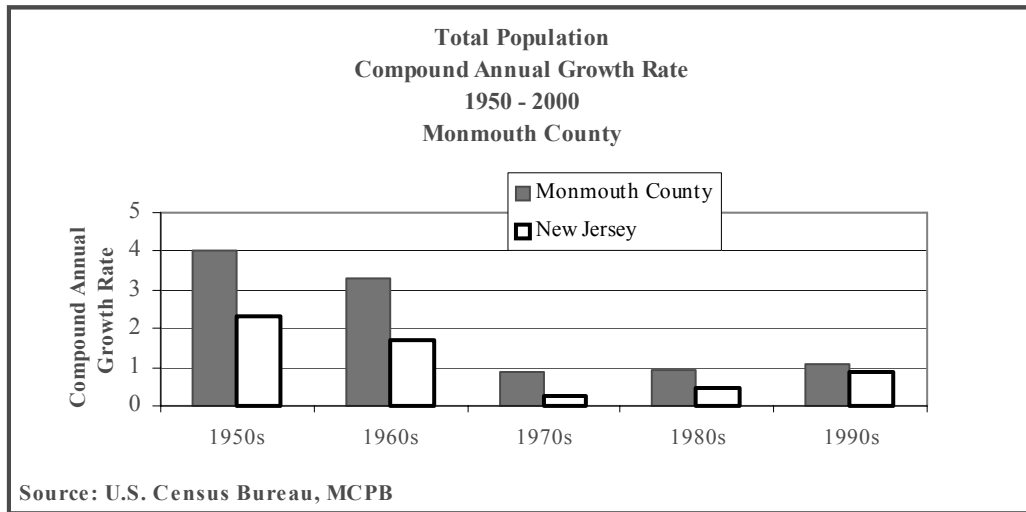
According to the 2000 U.S. Census of Population, Monmouth County population increased 11% over the last ten years, rising from 553,124 to 615,301, making it the fourth largest county in the state in terms of population. This is a compound annual growth rate of 1%. New Jersey population increased 9% during the 1990s. Since 1990, much of the population growth in Monmouth County has taken place in the western part of the county, in municipalities such as Howell (16% of the total county growth in population), Marlboro (14%), Freehold Township (11%) and Manalapan (11%).

The Monmouth County Planning Board estimates that population for the county rose to 645,349 by January 1, 2005. This was a 1.0% annual increase from the prior year. Every year the Monmouth County Planning Board surveys each municipality in the county to determine the number of new homes constructed, the number demolished and the number converted from seasonal to year-round use. This survey, when combined with the average household size by municipality, provides the basis for estimating municipal and county population between the Census counts.

An analysis of vacant land, development trends and current zoning in the county suggest that population will rise less than 0.5% per year, reaching 697,071 in 2025.

The growth in Monmouth County's population in the 1990s has been due to in-migration from other regions of the country and internationally, as well as gains in the under age 65 population. Based on the U.S. Census Department's latest estimates, 49% of Monmouth County's growth in total population in the 1990s is due to the excess of births to deaths, 34% is due to migration from other parts of the United States and 19% is from international in-migration. Population in Monmouth County also tends to be younger than the state

average. Persons over the age of 65 constitute 12.5% of Monmouth County's population in 2000 versus the 13.2% average for New Jersey.



People are drawn to the quality-of-life in Monmouth County. The closeness to employment and entertainment at major metropolitan areas via public transportation is combined with public parks, golf courses, extraordinary natural features such as lakes and beaches, outstanding educational facilities and low crime rates (one-third the state average).

◆ **Racial Composition** -----

According to the 2000 Census, 84.4% of the county's population is white, 8.1% is black, and 4.0% is Asian. People of other races make up 3.6% of the population. About 6.2% of Monmouth County residents identify themselves as Hispanic.

Between 1990 and 2000, the number of white residents increased by 7.4%, the number of blacks increased 5.0%, those of Hispanic origin increased by 70.4% and the number of Asians increased by 61.6%.

◆ **Age Composition** -----

Monmouth County's population is dominated by the baby boomer cohort, people currently aged mid-30s to mid-50s. In 2000, this group made up about 33% of the county's population versus 30% for New Jersey and 29% for the United States. The number of school age children has increased dramatically in the past few years as new families moved into Monmouth County and baby boomers had children. People aged 65 and over made up 12.6% of the county's population in 2000, well below the state average of 13.2%. In 2000, the median age of residents of Monmouth County was 37.7 years.

**Population by Age Group – Number
1990 -2000
Monmouth County**

	Monmouth County Population	Monmouth County Population	Percent Change 1990 - 2000	Monmouth County % Total 1990	Monmouth County % Total 2000
<u>Age</u>	<u>1990</u>	<u>2000</u>		<u>1990</u>	<u>2000</u>
Total	553,124	615,301	11.2	100.0	100.0
Under 5	38,969	42,231	8.4	7.0	6.8
5-17	95,845	118,111	23.2	17.3	19.3
18-24	50,232	42,573	-15.2	9.1	7.1
25-44	183,845	186,989	1.7	33.2	31.1
45-64	113,846	148,474	30.4	20.6	23.1
Over 65	70,387	76,923	9.3	12.7	12.6

Source: 1990 U.S. Census, 2000 U.S. Census

**Population by Age Group – Percent of Total
2000
Monmouth County, New Jersey, United States**

<u>Age</u>	Monmouth County <u>% Total</u>	New Jersey <u>% Total</u>	United States <u>% Total</u>
Total	100.0	100.0	100.0
Under 5	6.8	6.7	6.8
5-17	19.3	18.1	18.9
18-24	7.1	8.2	9.6
25-44	31.1	31.0	30.2
45-64	23.1	22.4	22.0
Over 65	12.6	13.6	12.4

Source: 2000 U.S. Census

◆ **Educational Attainment** -----

Monmouth County's residents have a high level of educational attainment, making for a highly skilled local area labor pool. According to the 2000 Census, approximately 88% of Monmouth County's residents earned a high school diploma compared to the state figure of 82%. More than 28% of the over-25 population had earned an associate or bachelor's degree. Almost 13% earned a graduate or professional degree. In terms of educational attainment, Monmouth County ranks 5th in the state.

◆ **Income** -----

Throughout the 1990s, income growth in Monmouth County has continued to rise above the state and national average. According to the 2000 U.S. Census, median household income in Monmouth County from 1989 to 1999 rose 40%. Median household income in Monmouth County in 1999 was \$64,271, 17% higher than \$55,146 for New Jersey and 53% higher than \$41,994 for the United States. Per capita income in Monmouth County is 15% above the state average and 44% above the national average. In terms of high-income households, 12.1% of Monmouth County households have incomes above \$150,000 per year versus 8.6% for New Jersey and 4.6% for the United States.

**Household Income Distribution by Percent
1999 Annual Income
Monmouth County, New Jersey, United States**

	Monmouth County <u>Percent</u>	New Jersey <u>Percent</u>	United States <u>Percent</u>
Less than \$10,000	5.5	7.0	9.5
\$10,000 to \$14,999	4.1	4.7	6.3
\$15,000 to \$24,999	7.9	9.4	12.8
\$25,000 to \$34,999	8.6	10.0	12.8
\$35,000 to \$49,999	12.5	14.3	16.5
\$50,000 to \$74,999	19.2	19.8	19.5
\$75,000 to \$99,999	14.4	13.5	10.2
\$100,000 to \$149,999	15.8	12.8	7.7
\$150,000 to \$199,999	6.0	4.3	2.2
\$200,000 or more	6.1	4.3	2.4
Median household income	\$64,271	\$55,146	\$41,994
Per capita income	\$31,149	\$27,006	\$21,587

**Source: 2000 Census of Population, U.S. Census Bureau
Compiled by the Monmouth County Planning Board**

Journey-to-Work - Where do Monmouth County Residents Work?

Part of Monmouth County's strength in income is the high earnings for those residents who work outside the county. This is very pronounced for employment in finance, insurance and real estate in New York City. Between 1990 and 2000, the number of Monmouth County residents working in Manhattan increased by 17.7%. The number working in Brooklyn rose by 36.4% and in Staten Island by 35.7%.

Total employment for Monmouth County residents increased 6.5% from 1990 to 2000 based on the Census reports. The number of Monmouth County residents working in Monmouth and Ocean counties showed very little change between 1990 and 2000. Ten other counties, with at least 1% of Monmouth County residents working there, showed increases of 18% to 48%. It appears that many of the persons who moved to Monmouth County in the 1990s continued to work at their original places of employment. In 1990, 6.9% of Monmouth County workers (19,050 persons) commuted to Manhattan. In 2000, the amount working in Manhattan increased to 7.7% (22,425 persons).

The following table presents the locations where Monmouth County residents work.

**WHERE DO MONMOUTH COUNTY RESIDENTS WORK?
1970, 1980, 1990, 2000
By County of Work**

County of Work	1970	1980	1990	2000	1970 % of Total	1980 % of Total	1990 % of Total	2000 % of Total	% Change 1970-1980	% Change 1980-1990	% Change 1990-2000
Monmouth, NJ	104,503	144,654	177,140	175,070	62.0	67.3	64.6	60.0	38.4	22.5	-1.2
Middlesex, NJ	8,875	17,748	25,485	30,146	5.3	8.3	9.3	10.3	100.0	43.6	18.3
New York, NY	11,461	14,056	19,050	22,425	6.8	6.5	6.9	7.7	22.6	35.5	17.7
Ocean, NJ	3,703	5,854	9,968	10,369	2.2	2.7	3.6	3.6	58.1	70.3	4.0
Essex, NJ	6,026	7,582	7,240	8,511	3.6	3.5	2.6	2.9	25.8	-4.5	17.6
Union, NJ	4,123	7,044	7,015	8,319	2.4	3.3	2.6	2.8	70.8	-0.4	18.6
Mercer, NJ	1,909	3,391	5,102	6,393	1.1	1.6	1.9	2.2	77.6	50.5	25.3
Hudson, NJ	2,493	3,781	4,492	6,165	1.5	1.8	1.6	2.1	51.7	18.8	37.2
Somerset, NJ	0	909	2,580	3,826	0.0	0.4	0.9	1.3	NA	183.8	48.3
Kings, NY	850	1,448	2,717	3,705	0.5	0.7	1.0	1.3	70.4	87.6	36.4
Bergen, NJ	877	1,741	2,677	3,491	0.5	0.8	1.0	1.2	98.5	53.8	30.4
Richmond, NY	457	1,085	2,334	3,167	0.3	0.5	0.9	1.1	137.4	115.1	35.7
Other Counties	23,401	5,512	8,438	10,351	13.9	2.6	3.1	3.5	-76.4	53.1	22.7
Total	168,678	214,805	274,238	291,938	100.0	100.0	100.0	100.0	27.3	27.7	6.5

Source: U.S. Census Bureau, Census of Population - 1970, 1980, 1990, 2000

Journey-to-Work - Who works in Monmouth County?

Persons working in Monmouth County paint a different picture than where Monmouth County residents work.

From 1990 to 2000, Monmouth County residents were increasingly more likely to work outside of Monmouth County. From 1990 to 2000, the number of Monmouth County residents working in Monmouth County declined by 1.2% based on the Journey-to-Work responses in the 2000 Census of Population. Part of this pattern can be attributed to reductions in military employment in Monmouth County (two naval vessels were relocated to Virginia). The number of Monmouth County residents working outside of Monmouth County increased by 20.4%.

From 1990 to 2000, the number of persons living outside of Monmouth County, but working in Monmouth County, increased by 21.7%.

Transportation improvements are partially responsible for this transition. The ever increasing use of Route 18 has encouraged Monmouth County residents to work in Middlesex County, especially in the New Brunswick, East Brunswick and South Brunswick areas. The connection of the Garden State Parkway and Route 287 enables employees at companies such as AT&T, Lucent and Telcordia, among others, to transfer from a Monmouth County location to Somerset County and back. Ferry service from Monmouth County to Manhattan will continue the transition in commuting patterns of residents to places-of-work outside the county during the coming decade.

Economics of housing has played a part. Home prices in Monmouth County are 54.6% higher than in Ocean County according to the 2000 Census of Population. Some Monmouth County residents are moving to Ocean County in search of less expensive housing and then continue to work at their current Monmouth County jobs. The number of Ocean County residents working in Monmouth County increased 12.5% from 1990 to 2000 while the number of Monmouth County residents working in Ocean rose only 4.0%.

The following table presents the counties and number of persons who work in Monmouth County.

**WHERE DO WORKERS IN MONMOUTH COUNTY COME FROM?
1970, 1980, 1990, 2000
By County of Residence**

County of Residence	1970	1980	1990	2000	1970 % of Total	1980 % of Total	1990 % of Total	2000 % of Total	% Change 1970-1980	% Change 1980-1990	% Change 1990-2000
Monmouth Co. NJ	104,503	144,654	177,140	175,070	62.0	67.3	76.4	72.4	38.4	22.5	-1.2
Ocean Co. NJ	8,043	17,692	33,142	37,280	4.8	8.2	14.3	15.4	120.0	87.3	12.5
Middlesex Co. NJ	3,153	5,136	9,796	12,605	1.9	2.4	4.2	5.2	62.9	90.7	28.7
Mercer Co. NJ	642	949	1,834	2,483	0.4	0.4	0.8	1.0	47.8	93.3	35.4
Union Co. NJ	567	803	1,387	1,670	0.3	0.4	0.6	0.7	41.6	72.7	20.4
Somerset Co. NJ	0	378	1,022	1,392	0.0	0.2	0.4	0.6	NA	170.4	36.2
Essex Co. NJ	479	701	971	1,305	0.3	0.3	0.4	0.5	46.3	38.5	34.4
Burlington Co. NJ	192	664	1,070	1,304	0.1	0.3	0.5	0.5	245.8	61.1	21.9
Bergen Co. NJ	0	124	510	952	0.0	0.1	0.2	0.4	NA	311.3	86.7
Hudson Co. NJ	152	241	427	924	0.1	0.1	0.2	0.4	58.6	77.2	116.4
Morris Co. NJ	127	369	342	724	0.1	0.2	0.1	0.3	190.6	-7.3	111.7
Richmond Co. NY	0	0	0	586	0.0	0.0	0.0	0.2	NA	NA	NA
Other Counties	50,820	43,094	4,245	5,413	30.1	20.1	1.8	2.2	-15.2	-90.1	27.5
Total	168,678	214,805	231,886	241,708	100.0	100.0	100.0	100.0	27.3	8.0	4.2

Source: U.S. Census Bureau, Census of Population - 1970, 1980, 1990, 2000

**Means of Transportation to Work
Workers 16 Years and Older
Year 2000
Monmouth County Residents**

	<u>Number</u>	<u>Percent of Total</u>
Total	286,271	100.0
Car, truck, or van:	243,943	85.2
Drove alone	219,367	76.6
Carpooled	24,576	8.6
Public transportation	22,061	7.7
Bus or Trolley Bus	12,179	4.3
Subway or Elevated	736	0.3
Railroad	6,887	2.4
Ferryboat	1,276	0.4
Taxicab	983	0.3
Bicycle	4,946	1.7
Walked	6,672	2.3
Other Means	995	0.3
Worked at Home	7,654	2.7

Source: 2000 Census

◆ Major Sources of Income -----

The latest personal income information for 2003 from the Bureau of Economic Analysis, a division of the U.S. Department of Commerce, shows that Monmouth County has much higher percentages of income in Information Technology (AT&T, Lucent and similar firms), Professional Services and Federal Civilian (Ft. Monmouth) than New Jersey or the United States.

SOURCES OF NONFARM EARNINGS

2003

MONMOUTH COUNTY, NEW JERSEY, UNITED STATES

	<u>Monmouth</u> <u>County</u>	<u>New</u> <u>Jersey</u>	<u>United</u> <u>States</u>
<u>Nonfarm earnings</u>	100.00	100.00	100.00
Private earnings	83.27	85.68	83.53
Forestry, fishing, related activities, and other	0.12	0.06	0.38
Mining	0.02	0.08	0.80
Utilities	0.87	0.86	1.04
Construction	8.45	5.24	6.09
Manufacturing	4.89	11.20	13.50
Wholesale trade	4.82	7.50	5.17
Retail trade	8.00	7.12	6.84
Building material and garden supply stores	0.78	0.55	0.58
Food and beverage stores	1.66	1.32	1.08
Transportation and warehousing	1.76	3.46	3.28
Information	5.50	4.38	3.91
Telecommunications	3.48	1.66	1.10
ISPs, search portals, and data processing	0.63	0.50	0.42
Finance and insurance	8.05	8.83	7.52
Real estate and rental and leasing	2.58	2.44	2.49
Professional and technical services	14.20	10.99	9.15
Management of companies and enterprises	0.66	2.95	2.06
Administrative and waste services	2.99	3.87	3.60
Educational services	1.44	1.33	1.32
Health care and social assistance	12.46	9.34	9.48
Arts, entertainment, and recreation	1.05	0.83	1.09
Accommodation and food services	2.47	2.58	2.76
Government and government enterprises	16.73	14.32	16.47
Federal, civilian	4.85	1.99	3.10
Military	0.90	0.47	1.55
State and local	10.98	11.86	11.82
State government	1.16	3.32	3.28
Local government	9.82	8.54	8.54

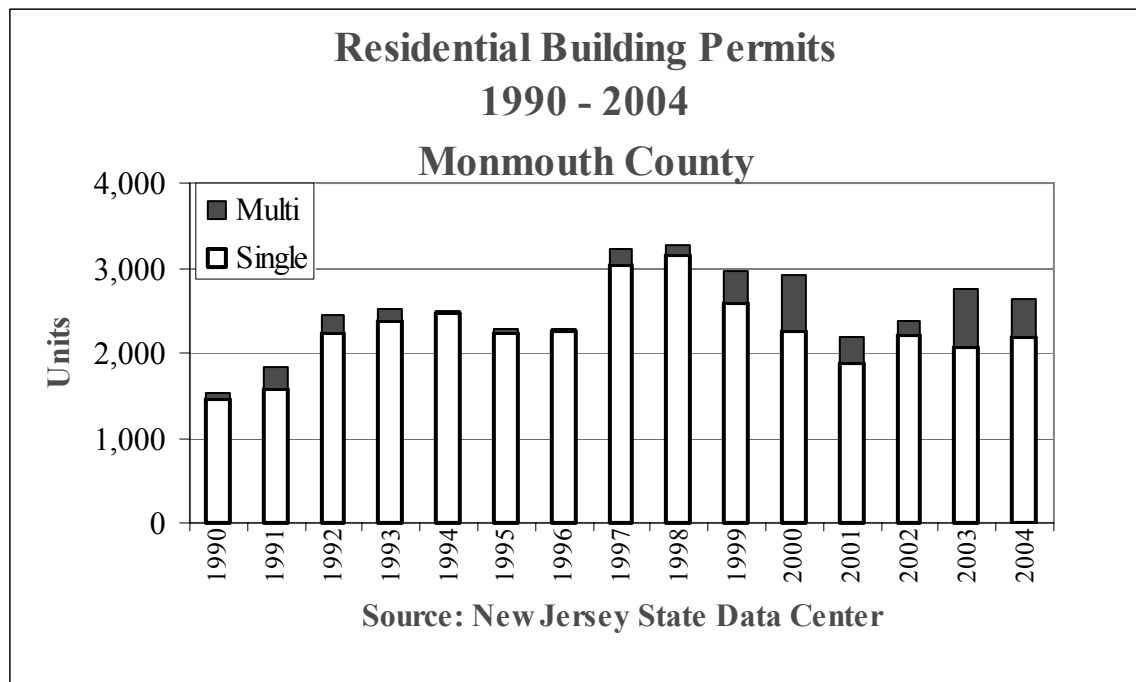
Source: Bureau of Economic Analysis

◆ **Residential Real Estate Market** -----

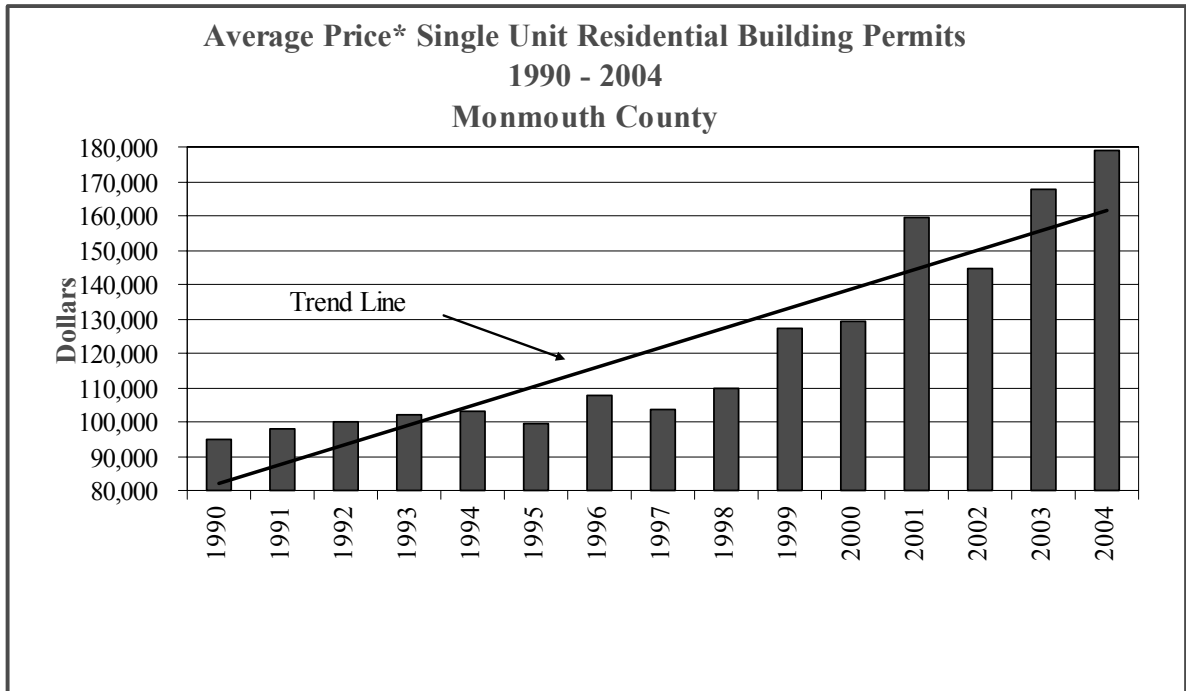
Based on data collected by the Monmouth County Association of Realtors, between January 1, 2004 and December 31, 2004, a total of 15,931 residential and condo units were sold in Monmouth County, up 6% from 15,001 units in 2003.

Existing homes prices in Monmouth County increased 16% in 2004. While the price increase in Monmouth County was almost twice the national average (9%), the price level in Monmouth County still remained competitively priced to many northern New Jersey counties. This favorable price differential encourages northern New Jersey and New York City homeowners to relocate to Monmouth County.

The number of new residential building permits issued in Monmouth County in 2004 was 2,628, down 4.6% from 2,756 building permits in 2003. Single-unit permits increased 5.4% in 2004. Manalapan issued 269 single-unit permits, Howell 254, Middletown 191, Upper Freehold 151 and Marlboro 151. During 2004, 449 multi-unit building permits were issued compared to 688 in 2003, down 34.7%. Multi-unit permits were a record high in 2003. Of the 449 multi-unit permits issued, 241 were in Neptune and 120 in Ocean Township. During 1990 – 1999, annual multi-unit residential building permits for Monmouth County averaged only 150.



The average dollar value of single-unit building permits issued rose 7% in 2004. Eight municipalities near the Atlantic and Bayshore coasts had increases in their average dollar value of single-unit building permits of more than 40%. These municipalities were Belmar (149%), Lake Como (88%), Matawan (83%), Long Branch (69%), Hazlet (62%), Spring Lake Heights (58%), Brielle (49%) and Red Bank (45%).



Every year the Monmouth County Planning Board conducts a survey of New Residential Development. Between September 2003 and August 2004 the median price* of a new single-family home in Monmouth County (excluding age-restricted units) was \$702,000, a 25% increase over the previous year, and a 40% increase from two years ago. The typical new single-family home was 3,900 square feet on 2/3 of an acre lot. The following table presents a comparison of median new development home prices over the past three years.

**Median Price of New Single-Family Homes
2002-2004
Monmouth County**

Year	Median Price	% Change
2004	\$702,000	25%
2003	\$560,000	11%
2002	\$503,000	---

Prices of new homes continued to increase sharply in Monmouth County compared to the United States. The least expensive new single-family home in Monmouth County in 2004 was \$278,950 compared to the median price for the United States of \$195,000.

There were 2,266 single-family units, not age-restricted, in this survey. The single-family units were broken into five price range categories of about 450 homes each. The categories ranged from lower to higher-priced single-family homes. The top 20% in price had a 38% increase, with the median price of that group going from \$800,000 in 2003 to \$1,100,000 in 2004. The upper-medium group had a 22% increase in price. The lower-medium group rose from \$479,900 to \$650,000. The lower priced group had a 48% increase in the median from \$320,000 in 2003 to \$473,500 in 2004.

A new category, Age-restricted Homes, was added in 2004 due to the large number of age-restricted homes in this year's survey. There were over 2,000 age-restricted units in the \$385,000 to \$400,000 range in 2004.

**New Single-Family Home Prices
2004
Monmouth County**

Price Range Categories	Median Price	Minimum Price	Maximum Price
Lower Priced	473,500	391,500	563,990
Lower-Medium Priced	650,000	572,000	700,000
Medium Priced	701,990	700,000	750,000
Upper-Medium Priced	791,475	750,000	875,000
Higher Priced	1,100,000	885,000	4,000,000

A significant indication of Monmouth County’s escalating pricing trend is the number of \$1,000,000 and up homes. For the \$1,000,000 and up category, there were 343 new homes in 2004 compared to 195 new homes in 2003. This 76% increase illustrates the continuing trend of more expensive housing in Monmouth County due to the attractiveness of the quality of life.

**New Single-Family Development Homes Above \$1 Million
2002-2004
Monmouth County**

Year	Units	% Change
2004	343	75.8%
2003	195	134.9%
2002	83	---

Listed below is a comparison of home prices over the past 3 years. The ever-present trend of rising house prices can be seen in the sharp increases in the five ranges since 2002. Between 2002 and 2004, the Lower Priced group had a 75% increase in price. The Lower-Medium Priced increased by 33% during the same period as the lower half of the market gravitated towards the middle. Monmouth County continues to attract higher-end development. Since 2001, the Upper-Medium and Higher Priced categories rose 26% and 36% respectively.

**New Single-Family Development Homes Median Prices
2002-2004
Monmouth County**

Price Range Categories	2002	2003	2004
Lower Priced	\$320,000	\$320,000	\$473,500
Lower-Medium Priced	\$420,000	\$479,900	\$650,000
Medium Priced	\$503,000	\$560,000	\$702,000
Upper-Medium Priced	\$600,000	\$647,500	\$791,475
Higher Priced	\$685,000	\$800,000	\$1,100,000
Survey Sample Size	2,863	3,414	2,266
Survey Sample Median	\$503,000	\$560,000	\$702,000

The 2000 Census confirms these patterns. Homes valued under \$100,000 account for only 6.7% of Monmouth County’s housing stock versus 15.3% for New Jersey and 40.3% for the nation. Homes valued over \$300,000 account for 24.9% of Monmouth County’s housing stock versus 17.2% for New Jersey and 9.5% for the United States.

**Value Owner-Occupied Housing Units
2000 Value, Percent Distribution
Monmouth County, New Jersey, United States**

	<u>Monmouth County</u>	<u>New Jersey</u>	<u>United States</u>
Less than \$50,000	0.5%	1.8%	9.9%
\$50,000 to \$99,999	6.2	13.5	30.4
\$100,000 to \$149,999	19.1	24.4	23.7
\$150,000 to \$199,999	23.3	22.3	14.6
\$200,000 to \$299,999	26.0	20.8	11.9
\$300,000 to \$499,999	18.7	12.5	6.5
\$500,000 to \$999,999	5.1	4.0	2.4
\$1,000,000 or more	1.1	0.7	0.6
Median value (Dollars)	\$203,100	\$170,800	\$119,600

**Source: 2000 Census of Population, U.S. Census Bureau
Compiled by the Monmouth County Planning Board**

Proposed development activity in Monmouth County in 2004 could total 2,288 dwelling units (664 single-family and 1,624 multi-family) over the coming years.

Municipalities that will see the greatest amount of residential development activity based on the number of applications submitted in 2004 include: Asbury Park with 15%, Tinton Falls with 15%, Red Bank with 11%, Middletown with 10%, Howell with 8% and Freehold Township with 7% of the proposed dwelling units.

According to the New Jersey State Data Center, Monmouth County, with 2,628 units, was third in the state in 2004 in the issuance of residential building permits. In terms of the total value of residential development, Monmouth County ranked second statewide with new residential development valued at \$410,856,945.

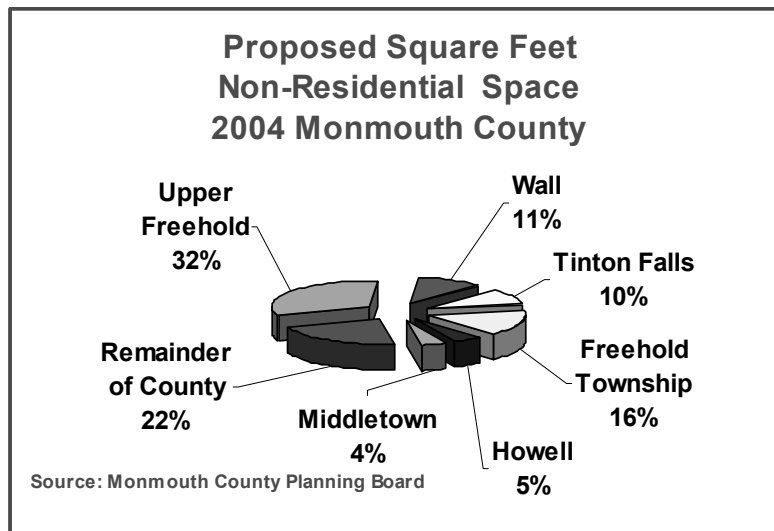
According to a recent National Association of Home Builders research report, building 100 new single-family homes generates \$11.6 million in new income to local businesses and workers in the first year of construction, and \$2.8 million each following year. Building 100 homes creates about 250 jobs in the local community during the first year of construction and 65 jobs every year thereafter. Building 100 homes also generates \$1.4 million in additional local taxes and fees for the first year of construction and nearly \$500,000 each following year, totaling \$5.9 million over 10 years. With Monmouth County housing prices well above the national average, the economic benefits are even larger.

◆ **Non-Residential Real Estate Market** -----

A total of 207 non-residential site plans were submitted to the Monmouth County Planning Board in 2004. These submissions proposed 5,756,890 square feet of building area. Of the total amount of non-residential building area proposed in 2004, 39% was for commercial use, 35% for industrial, 23% for office and 3% was for public and quasi-public purposes.

The municipalities that will experience the greatest amount of non-residential development, based on the square footage of the 2004 development applications, include Upper Freehold with 32%, Freehold Township with 16%, Wall with 11%, Tinton Falls with 10%, Howell with 5% and Middletown with 4%. These six municipalities accounted for 78% of the total non-residential site plans submitted in 2004.

The commercial, office and industrial real estate markets in Monmouth County have continued to improve. The market for prime office and industrial space has become more competitive as demand increases and vacancy rates decline.

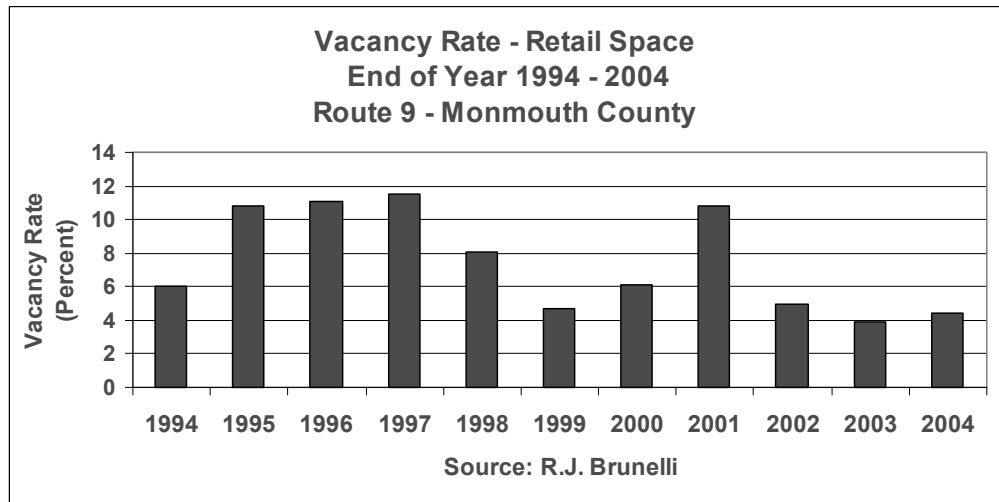


◆ **Retail Space**-----

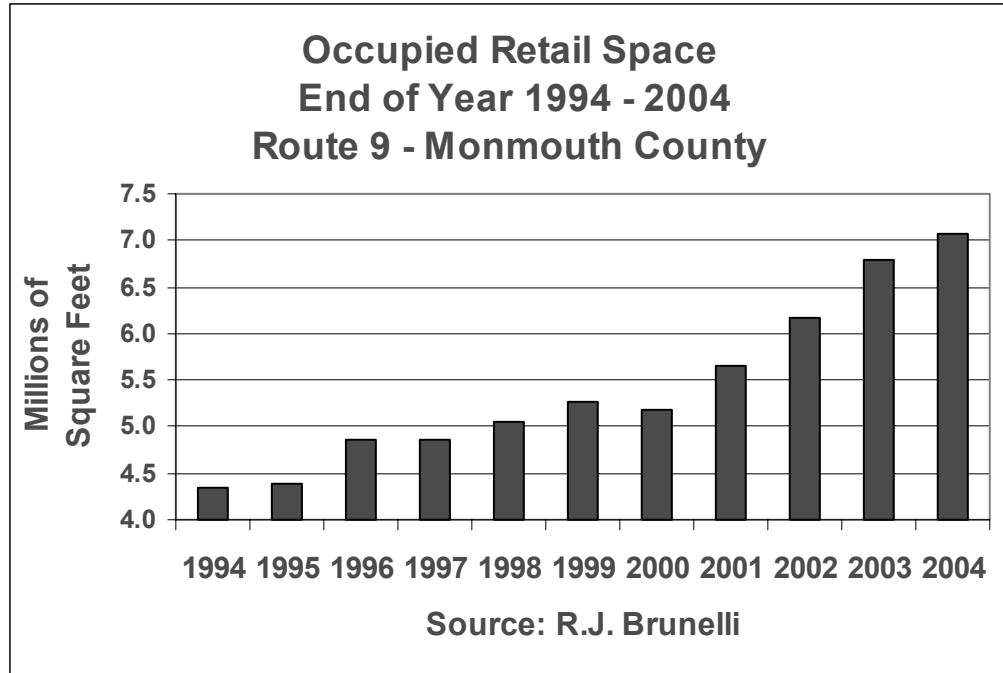
R.J. Brunelli & Co. Inc. conducts an annual survey in Central New Jersey, including Monmouth County, of shopping centers and freestanding buildings along Route 9 and Route 35, exceeding 2,000 square feet including restaurants and auto service facilities. According to their latest survey, the retail vacancy rate for Central New Jersey was 4.1% at the end of 2004, up from 3.8% in 2003 but below 4.8% in 2002. Total space grew from 24.7 million square feet at the end of 2003 to 25.4 million square feet at the end of 2004.

Route 9 Corridor

The Route 9 corridor, in western Monmouth County, continues to be in demand. Total available space rose more than 300,000 square feet to 7.4 million square feet. Absorption on Route 9 increased 264,500 square feet. The vacancy rate rose to 4.1% in 2004 from 3.8% at the end of 2003. The vacancy rate was the second lowest in the last 10 years. Home Goods' has taken the previously vacant Wiz space in Manalapan, Acme took over and expanded the Drug Fair Store in Freehold at Stavola Plaza, and Bed, Bath & Beyond and Drug Fair absorbed the Stop & Shop and Pharmor spaces in Aldrich Plaza in Howell. Stop & Shop did not leave the county but moved to larger facilities at the new Lanes Mill Marketplace in Howell.

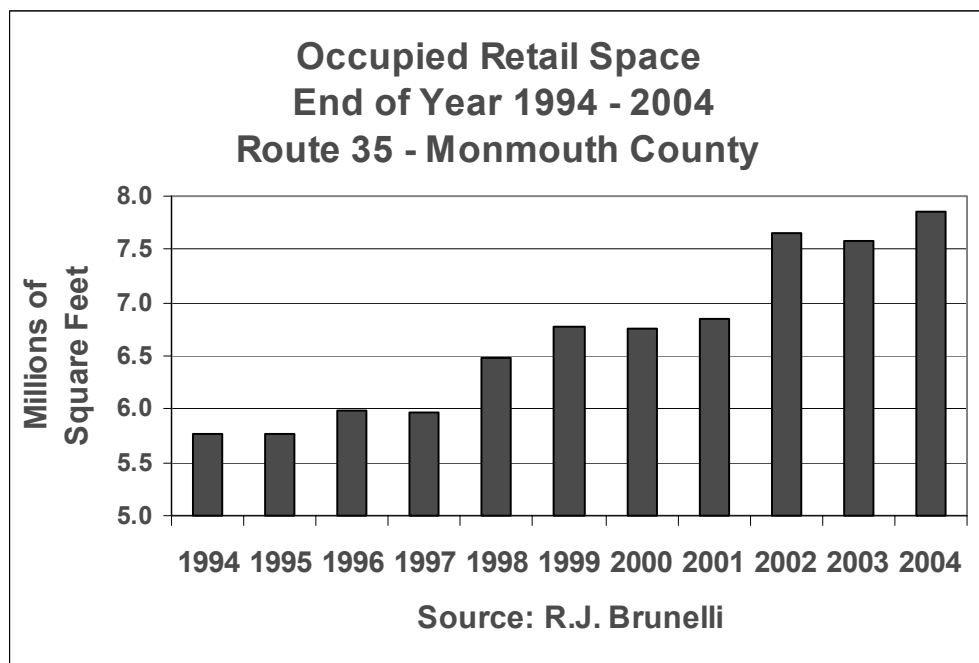
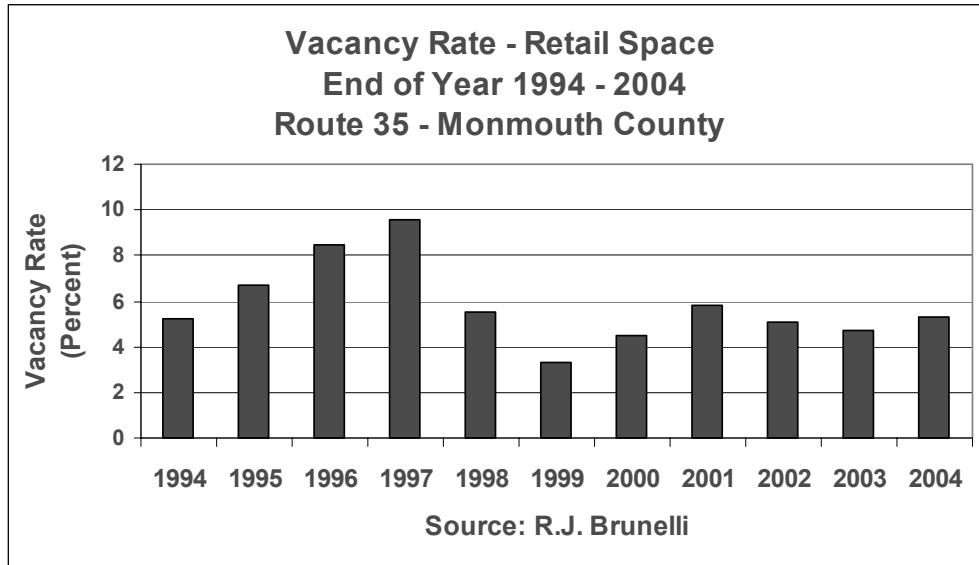


In Manalapan, space is very tight. Occupancy is about 99% in this area of the Route 9 corridor. The tight market in the Manalapan area of Route 9 is encouraging retail development on Route 537, a major crossing of Route 9 just south of Manalapan and Route 33, another road that crosses Route 9.



Route 35 Corridor

On Route 35, the vacancy rate rose to 5.3% in 2004, up from 4.7% in 2003. Vacant space rose to 441,000 square feet, up from 370,000 a year ago. Most of the increase in the inventory came from two properties – Ocean Plaza in Ocean Township, and Chapel Hill Plaza in Middletown. The Chapel Hill Plaza has been filled since the survey was conducted with Whole Foods occupying the bulk of the available space.



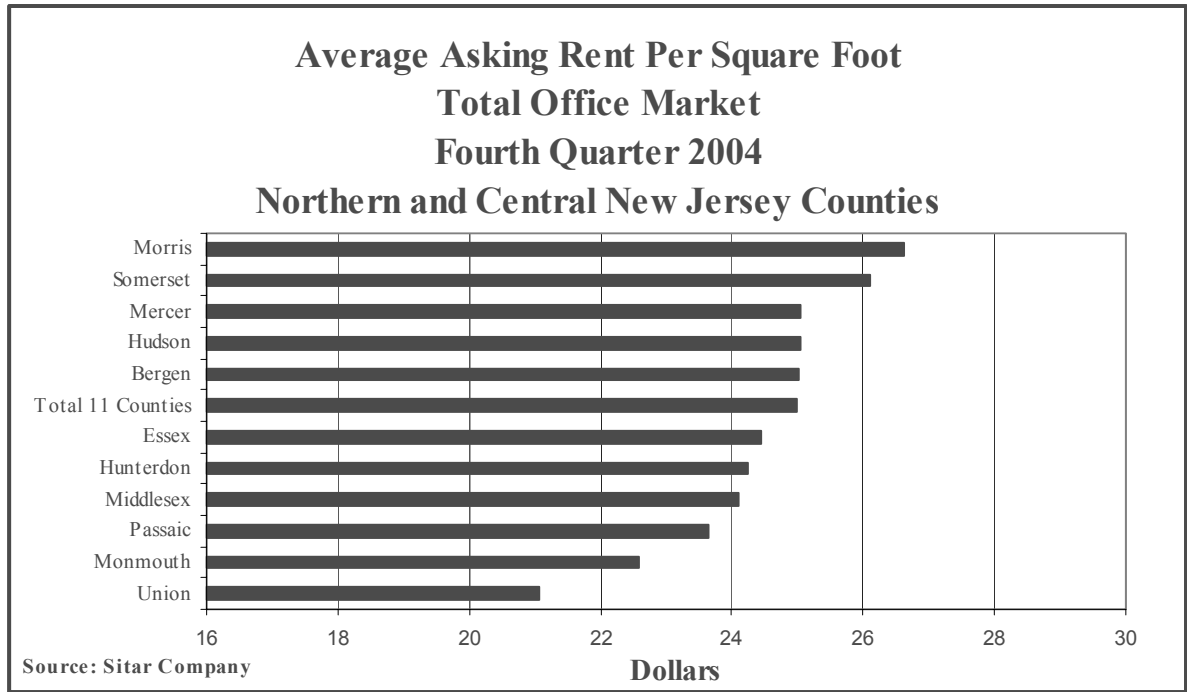
◆ Office Markets -----

Based on a survey conducted by Sitar Realty, the absorption of office space in Monmouth County increased by 214,210 square feet in 2004. Of the eleven counties in Northern and Central New Jersey, Monmouth County had the largest gain. Eight had negative absorption in 2004. Horizon Blue Cross/Blue Shield moved into a new 200,000 square-foot building in Wall.

The office market in Monmouth County had a vacancy rate of 12.1% at the end of 2004. Of the eleven counties in the Sitar survey, Monmouth was the lowest. The average for the eleven counties was 21.5%.



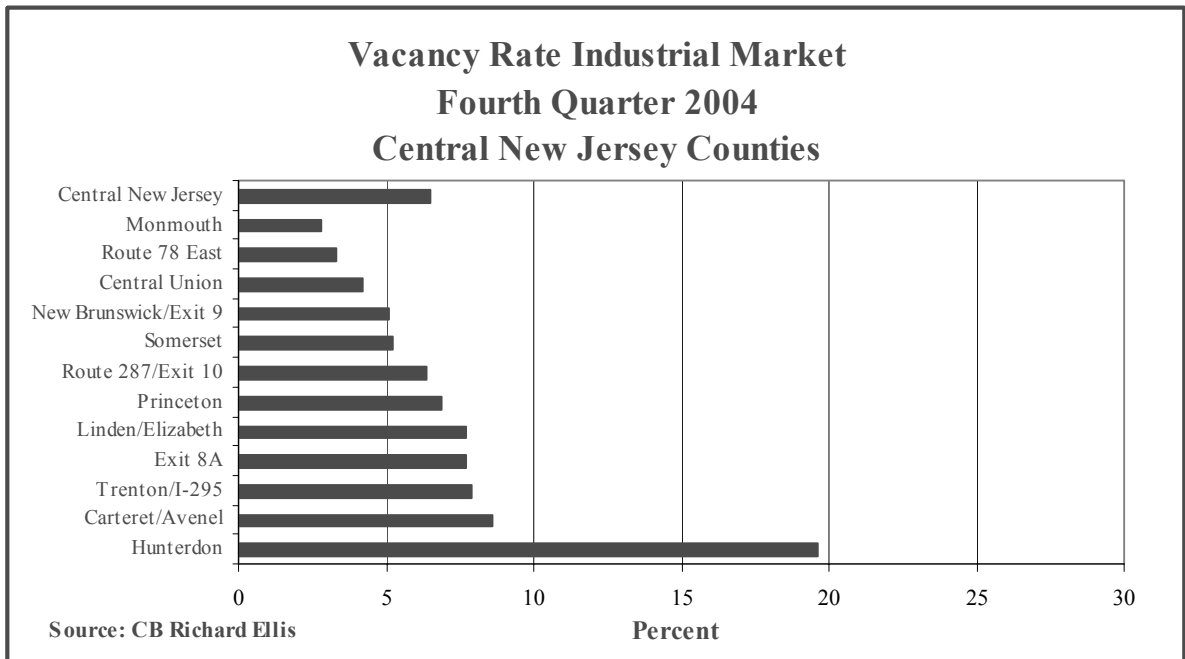
Monmouth County rents are the second lowest among the 11 counties in spite of a tightest market. The average asking rent is \$22.88 per square foot for office space compared to an eleven county average of \$24.99. With lower rates, Monmouth County can continue to offer attractive space to firms looking to relocate. A comparison of office asking rents is presented below.



◆ Industrial Markets -----

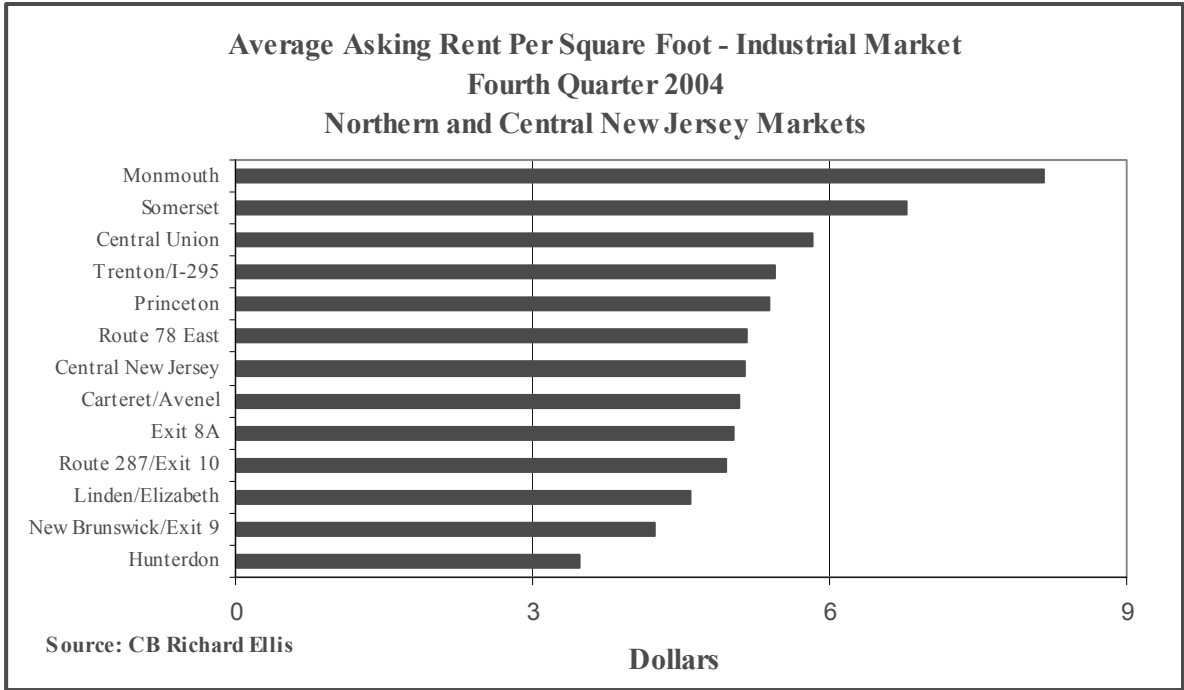
The availability of industrial space, such as warehouses and distribution centers, remains tight. CB Richard Ellis reports that the industrial vacancy rate in Monmouth County for the fourth quarter of 2004 was 2.8%, the lowest rate in their Central New Jersey market survey.

The industrial market in Monmouth County is relatively small. The county does not have a significant manufacturing base and distribution is primarily for the county itself. Monmouth County’s industrial space is only 24 million square feet compared to 36 million square feet in Somerset and 98 million square feet on Route 287 near the New Jersey Turnpike.



Because of the tight and specialized market in Monmouth County, asking rates at \$8.17 per square foot are higher than the \$5.14 average for the other eleven markets.

The following chart depicts the comparison of the asking rent, per square foot, for industrial space in Monmouth County.

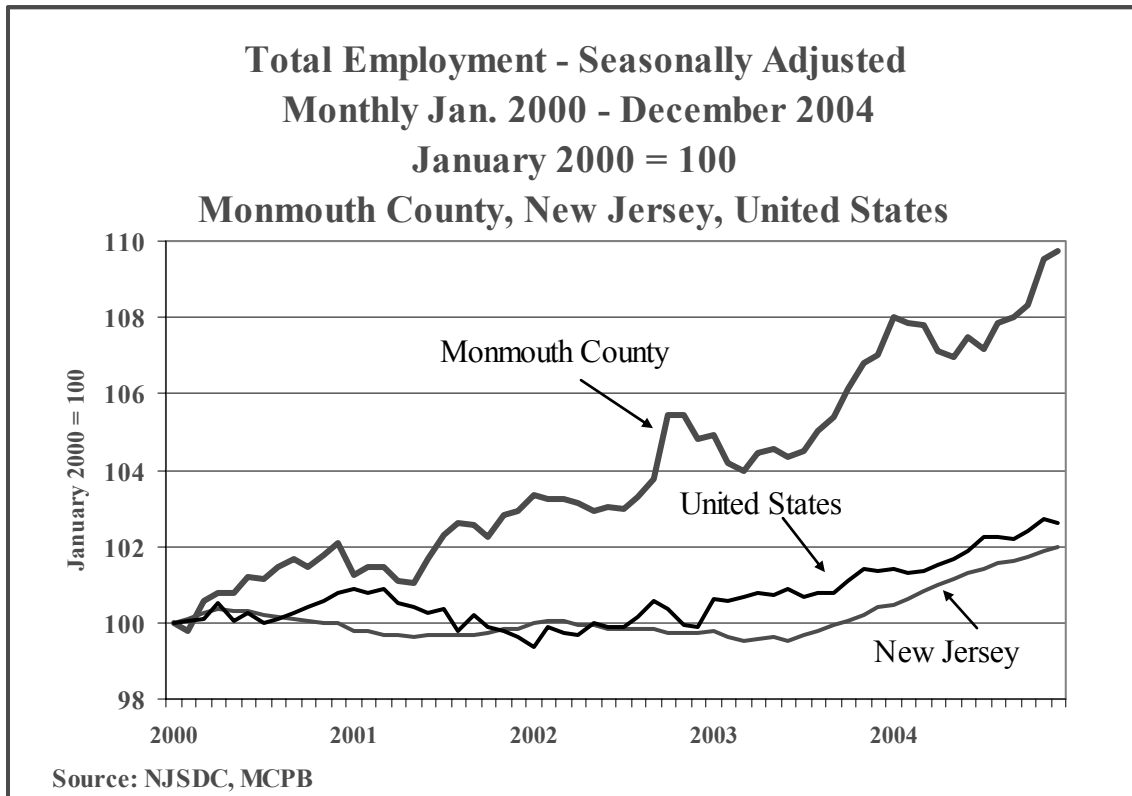


◆ **Employment** -----

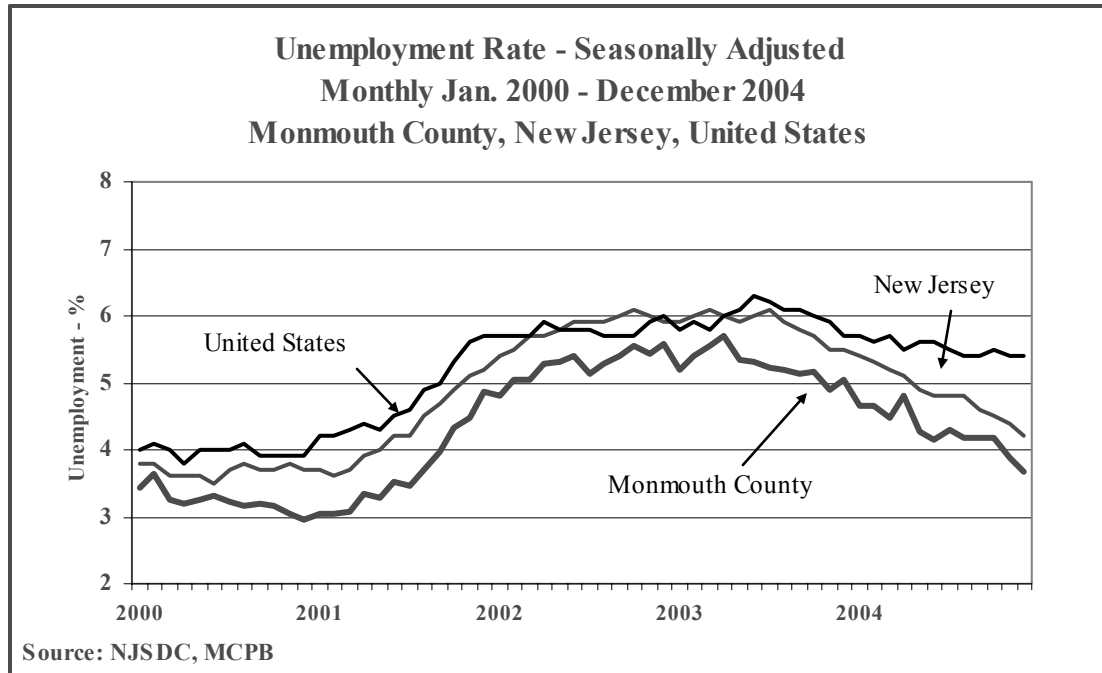
Current Employment Conditions

Based on information compiled by the New Jersey Department of Labor, employment growth in Monmouth County continued to remain strong through 2004. In 2004, 325,500 Monmouth County residents were employed, up 2.7% or 8,700 from a year ago. The seasonally adjusted unemployment rate declined to 4.3%, lower than the 4.9% rate for New Jersey and 5.5% for the United States.

From January 2000 through December 2004, seasonally adjusted, total employment in Monmouth County grew 9.7%. New Jersey grew 2.0% and the United States rose 2.6%. A best-fit exponential curve for Monmouth County shows an annual growth rate of 1.4% from January 2000 through December 2004. In the following chart, employment in Monmouth County, New Jersey and the United States are indexed to January 2000 = 100 so that growth rates are easier to compare.



The unemployment rate in Monmouth County has been consistently lower than the state and national average. Since January 2000, the unemployment rate in Monmouth County has averaged 0.6% lower than New Jersey and 0.9% lower than the United States.



The composition of business establishments in Monmouth County contributes to the strength in the local economy. An establishment is a location where a firm conducts business. Smaller establishments tend to grow faster than larger establishments.

Home Depot is one corporation that consists of hundreds of retail stores, each store being one establishment. Monmouth County has a larger percentage of small establishments compared to New Jersey and the national average. When looking at larger establishments, those with more than 20 employees at each location, Monmouth County has a smaller percentage than New Jersey or the United States.

The following table presents the percentage distribution of establishments by employee size.

**Percent Distribution of Employees per Establishment
2003**

Monmouth County, New Jersey, United States

Employees Per <u>Establishment</u>	<u>Monmouth County</u>	<u>New Jersey</u>	<u>United States</u>
1-4	59.3%	57.6%	54.2%
5-20	30.0	29.5	31.8
20-99	9.2	10.6	11.7
100-499	1.4	2.1	2.1
500+	0.1	0.2	0.2

Source: 2003 County Business Patterns

The advantage of a concentration of smaller firms is reflected in employment growth over time and during economic cycles. Since 1969, total employment (full-time and part-time) in Monmouth County has grown by 94%. During this same time, New Jersey grew by 50% and the United States by 77%.

Inc. magazine has recognized small business as a source of economic strength. Monmouth County has again earned national recognition as one of the best places in the nation for business opportunities. Recently, Inc. Magazine placed the county as 16th among medium-sized metropolitan regions surveyed. This ranking is based on current and historical job growth. In recent years, Monmouth County has received similar ratings from Money Magazine and The Milken Institute.

◆ Projected Employment 2002 – 2012 -----

Based on studies conducted by the New Jersey Department of Labor, Monmouth County will continue to outperform older northern New Jersey counties in job creation, particularly in the trade and service industry divisions. The service producing sector has accounted for more than four out of every five new jobs, with the most notable gains in wholesale trade, food and general merchandise, eating and drinking establishments, business and health services, engineering, accounting and management services.

The New Jersey State Data Center recently issued its ten year projection of employment by county. Compared to the last ten year projection, New Jersey is expecting growth of 11.2%, down from the previous forecast of 11.5%. Monmouth County is now expected to increase 14.9%, up from 13.8%.

Twelve occupations, with the largest employment growth during 2002 - 2012, will generate 4,050 jobs out of a total increase of 40,800. Of the twelve fastest growing occupations, three occupations in the computer field will account for 28% of the 4,050 rise in the top twelve total.

**Twelve Fastest Growing Occupations
2002 - 2012
Monmouth County**

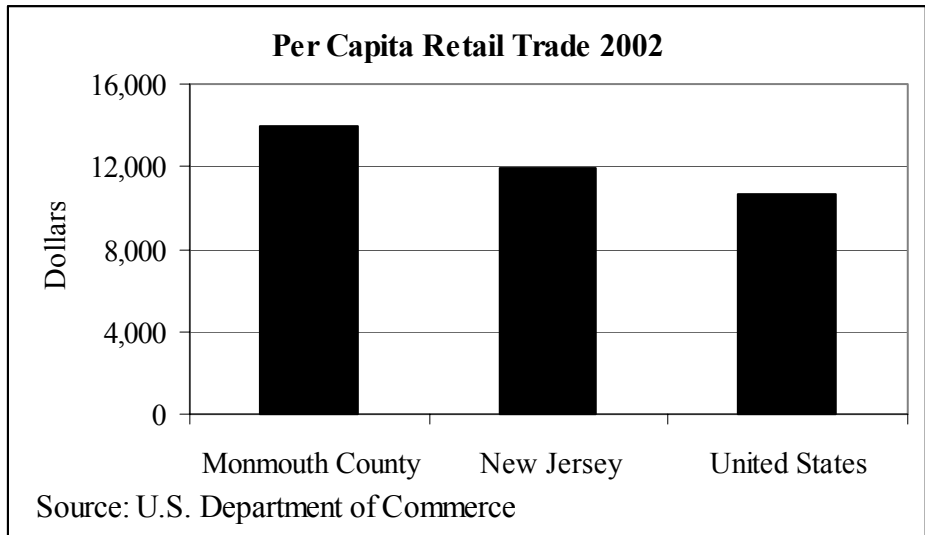
Occupation	Jobs in	Jobs in	Change: 2002-2012	
	2002	2013	Number	Percent
Total, All Occupations	274,450	315,250	40,800	14.9
Twelve Fastest Growing Occupations	7,900	12,050	4,050	52.5
Medical Assistants	500	850	350	69.7
Social and Human Service Assistants	400	700	300	68.4
Interviewers, Except Eligibility and Loan	750	1,200	450	61.7
Network Systems and Data Communications Analysts	350	600	200	60.3
Personal and Home Care Aides	300	500	200	55.7
Graphic Designers	450	700	250	51.1
Home Health Aides	650	950	300	50.2
Massage Therapists	450	700	200	47.5
Preschool Teachers, Except Special Education	1,350	2,000	650	46.7
Dental Assistants	1,000	1,450	450	43.8
Computer Software Engineers, Applications	1,700	2,400	700	42.7

Prepared by: NJ Department of Labor
Labor Market and Demographic Research
January 2005

◆ **Retail Trade** -----

Retail trade thrived throughout 2004 in Monmouth County and current economic indicators suggest that this trend will continue throughout 2005. With a growing population that is generally affluent, and employment growth well above the state and national average, Monmouth County remains an attractive location for many large retail chains. In 2002, per capita retail trade in Monmouth County was \$13,984, 17.4% higher than New Jersey at \$11,913 and 31.3% higher than the United States at \$10,650. In 1997, per capita retail trade in Monmouth County was \$10,725, 8.1% higher than New Jersey at \$9,922 and 16.7% higher than the United States at \$9,190.

In the recent past, big-box retailers have flocked to Monmouth County and continue to make plans to open more stores. The recently opened Lane’s Mill Marketplace, on Route 9 in Howell, has more than 900,000 square feet and includes Target, Lowe’s and Barnes and Noble. While Route 9 (western Monmouth County) and Route 35 (eastern Monmouth County) have seen Home Depot, Lowe’s, Wegman’s, Costco, Wal-Mart and others open stores, more are under construction or are planned with Route 66 becoming an emerging commercial corridor running east-west across lower Monmouth County.



**Census of Retail Trade
2002
Monmouth County**

Description	Monmouth County	Monmouth County	Monmouth County	Monmouth County	Monmouth County	Monmouth County	Monmouth County	New Jersey	United States
	Establishments	Sales \$1,000	Annual Payroll \$1,000	Paid Employees	Retail Trade \$ Sales Per Capita	Retail Trade \$ Sales Per Capita	Retail Trade \$ Sales Per Capita	Retail Trade \$ Sales Per Capita	Retail Trade \$ Sales Per Capita
Retail trade	2,855	8,785,490	870,398	38,919	13,984	11,913	10,650		
Motor vehicle & parts dealers	213	2,712,173	186,082	4,112	4,317	3,069	2,794		
Furniture & home furnishings stores	226	346,814	48,568	2,244	552	418	318		
Electronics & appliance stores	127	280,249	27,037	1,078	446	332	289		
Building material & garden equipment & supplies dealers	215	670,494	85,993	2,788	1,067	870	862		
Food & beverage stores	512	1,600,333	189,954	10,476	2,547	2,228	1,584		
Health & personal care stores	245	592,036	62,314	2,921	942	827	626		
Gasoline stations	179	285,786	15,453	927	455	592	868		
Clothing & clothing accessories stores	460	641,531	77,203	5,058	1,021	833	583		
Sporting goods, hobby, book, & music stores	159	215,218	22,877	1,515	343	314	260		
General merchandise stores	72	953,475	83,996	4,955	1,518	1,211	1,544		
Miscellaneous store retailers	303	218,983	34,893	1,793	349	285	314		
Nonstore retailers	144	268,398	36,028	1,052	427	935	607		

Source: U.S. Department of Commerce

◆ Health Services -----

While store openings and expansions drive retail employment in the county, the broader services sector continues to be the job creation engine in Monmouth County. Health and business services, in particular, continue to lead the way in terms of employment growth. Jersey Shore Medical Center, Riverview Medical Center, Monmouth Medical Center, Centra State Hospital and Bayshore Community Hospital, all major health providers in the county, provide almost 10,000 health related jobs to the county's employment base. All five hospitals continue to undergo major expansion projects.

◆ High Technology and Telecommunications Services -----

The "old economy" was based on manufacturing, and cities were good locations because the production of goods is more efficient inside cities than outside cities.

The "new economy" is based on innovation and the production of ideas rather than the production of goods. While it is difficult to pinpoint the location of the creation of an idea, the location of where a new patent is granted is one way to estimate the source of the idea.

In a recent study, the Federal Reserve Bank of Philadelphia examined the issuance of patents during the 1990s by metropolitan area on a per capita basis. The results showed that the Monmouth-Ocean metropolitan area had the 44 highest rate of patents issued per capita. While the study did not separate Monmouth County from Ocean County, the composition of firms suggest that Monmouth is the stronger of the two.

AT&T Labs in Middletown showed a decline in employment last year as the communications industry contracted nationwide. The Middletown facility includes both employees of AT&T Network Services and AT&T Labs. The AT&T Network Services is responsible for the design, development, deployment and operation of AT&T's local and long-distance communications networks. The AT&T Labs is a leader in the development of technologies and standards for audio, speech, video and image compression; electronic commerce and digital rights management; search and directory services, speech recognition; network design and architecture; and other areas critical to the advancement of new communications and Internet offerings.

Monmouth County is home to Lucent Technologies with 1,331 employees currently working in the county. The number is down from a year ago. Lucent has worked with Holmdel to reassess its property in the township. The reduced tax payments should keep Lucent in Monmouth County.

The positive benefits derived from both Lucent and AT&T's presence in Monmouth County are substantial. Besides generating enormous property tax revenues for the local municipalities where these companies are located, the thousands of jobs created help support dozens of retail businesses and services. Because so many of these research and development staffers have doctorate degrees, Monmouth County could well rival other premier counties in attracting a highly educated work force. The presence of qualified, well-educated people to fill jobs at these facilities is certainly one of the reasons that these companies have chosen to do business in Monmouth County. The assortment of housing choices, parks, beaches, open space and recreational facilities are all additional factors that have contributed to their decisions to locate here.

Startup communications companies, formerly a part of Lucent, consider Monmouth County as an excellent location to do business.

Camp Evans, 220 acres in Wall, is undergoing a transformation into a high-tech learning center from a former military research base. Brookdale Community College expects to lease 8 acres on the site to become the New Jersey Coastal Community University. Brookdale expects to have 800 of its own students and 800 students from partner schools use the facilities. The Information Age Learning Center expects to create exhibits on communications.

◆ Regional Study Areas -----

Western Monmouth County

After receiving a \$250,000 Smart Growth Grant from Community Affairs, the Monmouth County Planning Board hired a consultant to initiate Monmouth County's first regional study aimed at managing growth and development in Western Monmouth County, one of the fastest growing regions in the state. The final report is completed. The municipalities in this area worked with the county and state as part of the process. The primary goals of the study are to improve traffic congestion on Route 9, apply smart growth principles to the region and to designate areas for growth and for preservation. This report not only contains a plan but also a schedule for various projects to be completed.

The Monmouth County Planning Board adopted this report in August 2004 and will seek regional plan endorsement by the New Jersey Office of Smart Growth (OSG). The endorsement by OSG will give Monmouth County priority funding from government agencies for the projects in this region.

Bayshore and Coastal Regions

Monmouth County received an additional \$216,000 Smart Growth Grant to begin work on two new regional plans. The Bayshore Regional Development Plan will include municipalities along the northern edge of the county on Raritan Bay. The second study will be the Coastal Regional Development Plan for municipalities along the Atlantic coast. These two plans cover regions that are already developed and will look at both new development and redevelopment. Both studies began in the Spring of 2005.

◆ **Redevelopment - Long Branch and Asbury Park**-----

Long Branch Redevelopment Status

The city's redevelopment efforts continue. The transformation of the city's underutilized beachfront into new homes, shops and restaurants is well underway.

The plan embraces a mixture of residential, commercial and recreational uses along a two-mile stretch from Seaview Avenue to Bath Avenue, and extends west for several blocks to include sections of lower Broadway and the surrounding areas. When the redevelopment work is completed, there will be more than 1,500 new residential units and various commercial establishments along the oceanfront area.

The northern area is called The Bluffs at Beachfront North. This consists of 283 townhomes and condominiums. Most of the townhomes are already built.

Beachfront South will have 420 units in 4-8 story structures. The contract will be awarded soon.

Work is almost complete on Pier Village. This is a ten acre parcel bordered by Laird Street and Melrose Terrace between Ocean Avenue and Ocean Boulevard. The project will include 320 rental apartments and 100,000 square feet of retail space. This project is expected to be completed by the end of 2005.

Broadway Gateway will be a mixed-use project with 300-500 units.

Asbury Park Redevelopment Status

Asbury Park is also embracing an aggressive approach toward its waterfront and downtown redevelopment areas. For the past three years, the city adopted a Waterfront Redevelopment Plan and went through extensive downtown revitalization efforts.

The Waterfront Redevelopment Plan contains residential, retail and entertainment facilities. On fifty-six acres, 3,165 housing units are planned for development over 10 years at a cost of \$1.25 billion. Two developments, Wesley Grove and the North Beach Homes, had their ground breakings October 2004 for approximately 300 units. A third high rise with 224 units is awaiting city approval.

The downtown redevelopment plan calls for retail stores on the first floor and residential uses on the second floor and above. There are many quality shops and restaurants already in business in the downtown area. The downtown business district is undergoing additions of shops, galleries, restaurants and lofts. The long-time closed Steinbach's Department Store will be converted to 63 apartments with retail shops on the first floor.

Cyberdistricts as a redevelopment tool in Long Branch and Asbury Park

Both Long Branch and Asbury Park are working with Monmouth County to implement a new economic development tool called a cyberdistrict. A cyberdistrict is a collection of businesses concentrated in an area or in a group of buildings, usually in a downtown setting, having high-speed internet access. The implementation of a cyberdistrict will attract new businesses such as software developers and web designers to downtown areas and further improve the vitality of both communities' downtown areas. Long Branch and Asbury Park are close to Fort Monmouth and private telecommunications companies who need local software contractors.

Asbury Park included the concept of a cyberdistrict in its Downtown Redevelopment Plan.

In June 2004, the City Council of Long Branch approved plans, previously approved by the Board of Education, to operate a fiber-optic network that would connect municipal buildings, including schools. Part of this ring could be utilized by businesses, medical centers, universities and private homes.

◆ Summer Tourism-----

Summer tourism is another important component of Monmouth County's economy. Tourism spending was \$1.7 billion for Monmouth County in 2004. Tourism resulted in 38,431 jobs. Monmouth ranks third in the state in terms of tourism employment.

Beachfront properties will be reaping the benefit as there is less interest in going abroad. This year, the fear and inconvenience of flying will encourage road trips for tourism. Higher gasoline prices will boost day trips rather than longer distance travel. Monmouth County ranks fourth in the state in terms of the number of seasonal homes.

In addition to clean ocean waters and faster entrances into Sandy Hook, ferry service from New York delivered substantial crowds to Sandy Hook and nearby tourist destinations.

Other road improvements, recently completed, will reduce traffic congestion near the beaches. The Brielle traffic circle on Route 35 has been replaced with a new intersection.

Monmouth County boasts some of the best public golf courses nationwide. According to Golf Digest, Monmouth County has two of the top fifty public golf courses in the United States. Hominy Hill Golf Course in Colts Neck is among the top 25 public courses nationwide and Howell Park in Howell is among the top 50 public courses, attracting competitive golfers from the tri-state region. While the summer of 2004 brought considerable revenues to the county, all economic indicators suggest that the summer of 2005 will be as good or better for the county's economy.

◆ The Military-----

Another major contributor to the county's economy is the military. In 2004, 5,500 persons were employed at Fort Monmouth. About 500 persons are military personnel and 5,000 are private contractors. Fort Monmouth is the headquarters for the Army Communications-Electronics Command, better known as CECOM. CECOM's mission is to provide critical technological support in Army deployment through the development of new technologies and strategies. There has been an announcement that Fort Monmouth will be closed over a number of years. Local municipal, county and state officials, as well as other stakeholders, will be working together via a Fort Monmouth Redevelopment Authority to develop plans for the area.

Naval Weapons Station Earle (NWSE) in Colts Neck is another military employer, providing 1,500 jobs.

MAJOR EMPLOYERS
March, 2005
Monmouth County

EMPLOYER	LOCATION	NUMBER OF EMPLOYEES
Meridan Health Care ¹	Various Locations	7,500
Fort Monmouth	Eatontown & Oceanport	5,500
AT&T	Various Locations	4,050
County of Monmouth	Various Locations	3,607
Foodarama Supermarkets, Inc. ²	Various Locations	2,458
CentraState Hospital	Freehold Township	2,156
Monmouth Medical Center	Long Branch	2,050
Bayshore Community Hospital	Holmdel	1,700
Naval Weapons Station Earle	Colts Neck & Middletown	1,500
New Jersey Press, Inc. ³	Neptune	1,335
Lucent Technologies	Holmdel	1,331
Monmouth University	West Long Branch	1,100

Source: Monmouth County Department of Economic Development and Tourism – March 2005

NOTES:

- 1) Jersey Shore Medical Center, Riverview Medical Center and other facilities in Monmouth County
- 2) Shop Rite Supermarkets
- 3) Asbury Park Press

Major Taxpayers 2005 Monmouth County

<u>Taxpayer</u>	<u>Location</u>	<u>Amount</u>
Freehold Mall	12 Properties Freehold Township	\$8,704,058
AT&T Corporate Offices	3 Properties Middletown	\$7,409,040
Monmouth Mall	4 Properties Eatontown	\$5,074,455
Lucent Technologies	3 Properties Holmdel 1 Property Middletown	\$4,140,589
Seabrook Village (Assisted Living Facility)	Tinton Falls	\$2,515,599
Seaview Square Mall	2 Properties Ocean	\$2,350,620
Holmdel Commons Shopping Center	3 Properties Holmdel	\$1,734,142
International Flavors & Fragrances	1 Property Hazlet 1 Property Union Beach	\$1,635,116
Monmouth Park	Oceanport	\$1,425,925
Bellcore Research	3 Properties Middletown	\$1,134,817
Nestle	1 Property Freehold Borough 1 Property Freehold Township	\$1,018,075
Epicentre Shopping Center	Manalapan	\$966,755

Source: Monmouth County Tax Board

◆ CONCLUSION -----

The Monmouth County economy remains strong and is expected to remain so in the second half of 2005.

The tax base of the county continues to grow at a strong rate for the last twelve years.

Total employment grew rapidly though 2004. Since January 2000, total employment is up 9.7%. During that time, New Jersey increased 2.0% and the United States was up 2.6%. Growth at small firms, construction and retail stores propel the economy of Monmouth County higher.

Income continues to rise faster than the state and national average. Median household income is about 17% above the state and 53% above the national average.

The 2000 Census showed that the strength in population is concentrated in households with parents in the 35-55 year old age bracket and they tend to have growing families. The number of Monmouth County residents working in Manhattan, Brooklyn and Staten Island is growing rapidly.

A significant part of the population growth is due to the quality-of-life in Monmouth County that includes strong job prospects in Monmouth County as well as for county residents who commute to other parts of the tri-state region. These gains in population are fueling increases in local construction and retail trade employment.

Proposed residential activity is near a 15 year high. The continuation of low mortgage rates will boost construction activity. Monmouth County's housing appreciation rates remain above the national average.

Retail sales are at a record high due to population growth and income gains. Building materials, furniture and automobile retail sales are exceptionally strong.

Transportation improvements, already underway, provide better access to Monmouth County for commuters and tourists. Ferry service makes Monmouth County increasingly attractive to Manhattan commuters.

In short, the major factors that generate current growth are sustainable in the near-term and will stimulate growth in the long-term.