



# DEVELOPMENT ACTIVITY REPORT

2nd QUARTER 2020

Division of Planning, Monmouth County, New Jersey April 1, 2020 to June 30, 2020

**Purpose:** The Development Activity Report provides a summary of county-wide development activity in Monmouth County, New Jersey for the 2nd Quarter of 2020. This report details development activity on a quarterly basis to identify current trends and to compare these to previous quarters.

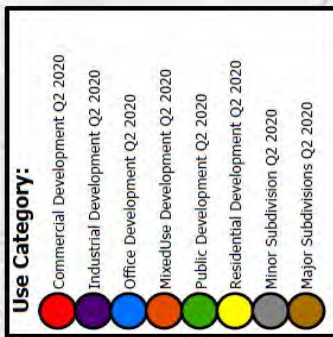
**Highlights:**

- **AA 33 Industrial:** 1,220,000 square foot warehouse in Millstone.  
Status - **Conditional Approval** - 5/2020
- **500 Halls Mill Road - Warehouse:** 206,642 square foot warehouse in Freehold Township.  
Status - **Request Information** - 5/2020
- **Brookstone at Casola Farms - Howell:** 70,950 square foot Flex/Commercial buildings in Howell.  
Status - **Request Information** - 6/2020
- **Marlboro Development Group:** 12,000 square foot, 105 unit Residential/Commercial mixed-use development in Marlboro.  
Status - **Conditional Approval** - 6/2020
- **183 Three Brooks Holdings Warehouse Expansion:** 53,387 square foot warehouse in Freehold Township.  
Status - **Request Information** - 6/2020

Summary of Development Statistics for Projects Submitted in Q2 2020 (fig. 1)

Use:	Building Area (square feet)	Dwelling Units	Proposed New Building Lots	Number of Applications
Commercial	78,815			7
Industrial	1,480,125			7
Office	11,150			3
Mixed Use	14,598	123		3
Public	67,623			4
Residential Units		185		4
Minor Subdivision		17	14	15
Major Subdivision		194	96	3

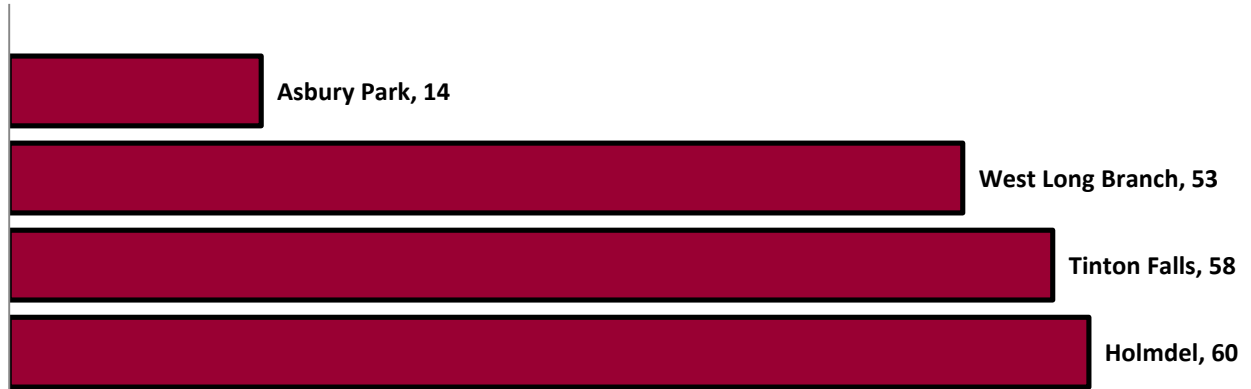
### Location of New Development Applications for Q2 2020



Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

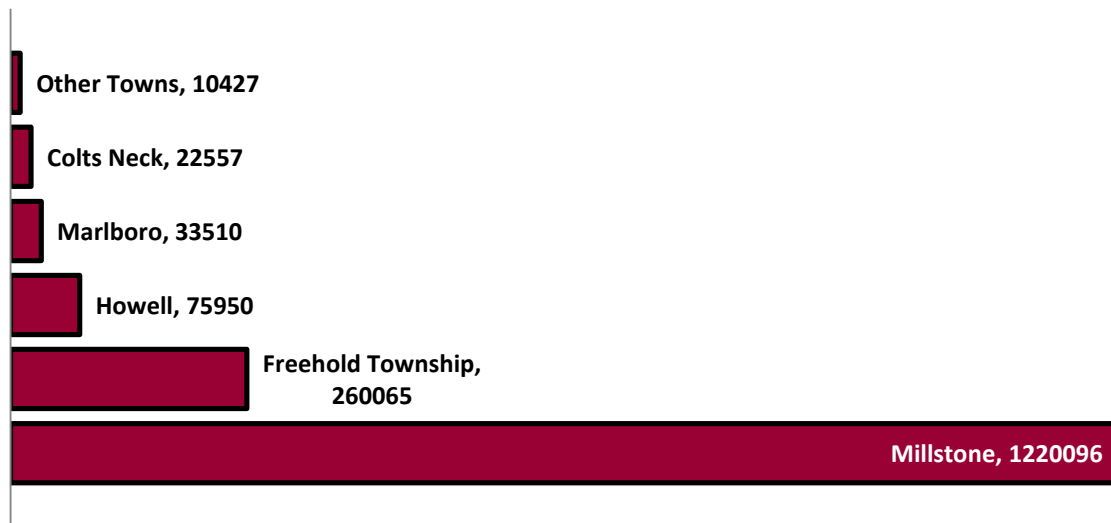
(fig. 2)

### Residential Development by Municipality (Units) Submitted Q2 2020



(fig. 3)

### Non-Residential Development by Municipality (Square Feet) Submitted Q2 2020



(fig. 4)

**Development Statistics for Projects Submitted in Q2 2020 (fig. 5)**

<b>File #</b>	<b>Project Name</b>	<b>Municipality</b>	<b>Type</b>	<b>Category</b>	<b>Status</b>	<b>Square Feet</b>	<b>Lots</b>	<b>Units</b>
WSP10050	Bakes Brewery	Wall Township	Site Plan	Commercial	CANR	0	.	.
HZSP10055	Palmer Beauty Salon	Hazlet Township	Site Plan	Commercial	CA	200	.	.
MNSP10057	Taco Bell - Manalapan	Manalapan Township	Site Plan	Commercial	CANR	2578	.	.
ETSP10059	Fort Monmouth Bowling Center	Eatontown Borough	Site Plan	Commercial	RI	5051	.	.
HWSP10065	Brookstone at Casola Farms - Howell	Howell Township	Site Plan	Commercial	RI	70950	.	.
WSP10067	Guaranteed Services	Wall Township	Site Plan	Commercial	CANR	0	.	.
FRTSP10074	Proposed Convenience Store with Dunkin'	Freehold Township	Site Plan	Commercial	CANR	36	.	.
MSSP10058	AT & T - Crown Tower Millstone	Millstone Township	Site Plan	Industrial	CANR	96	.	.
APSP10051	AT&T - Asbury Park Beach	Asbury Park City	Site Plan	Industrial	CANR	0	.	.
HWSP9085A	VESI 24, LLC - Howell Solar	Howell Township	Site Plan	Industrial	RI	0	.	.
MSSP10054	AA 33 Industrial	Millstone Township	Site Plan	Industrial	CA	1220000	.	.
FRTSP10061	500 Halls Mill Road - Warehouse	Freehold Township	Site Plan	Industrial	RI	206642	.	.
MRSP10062	AT&T W-575 / Wickatunk	Marlboro Township	Site Plan	Industrial	CA	0	.	.
FRTSP10068	183 Three Brooks Holdings Warehouse Expansion	Freehold Township	Site Plan	Industrial	RI	53387	.	.
TFSP9206A	CommVault - Fire House	Tinton Falls Borough	Site Plan	Office	CANR	0	.	.

MRSP10070	Touchstone Veterinary Center	Marlboro Township	Site Plan	Office	CANR	6150	.	.
HWSP8374A	Five Points Business Park	Howell Township	Site Plan	Office	CANR	5000	.	.
MQSP10056	Fun Girl Properties	Manasquan Borough	Site Plan	Mixed Use	CANR	1018	.	3
MRSP10064	Marlboro Development Group	Marlboro Township	Site Plan	Mixed Use	CA	12000	.	105
AHSP10071	65 First Avenue	Atlantic Highlands Borough	Site Plan	Mixed Use	CA	1580	.	15
MRSP10053	The Church in Marlboro	Marlboro Township	Site Plan	Public	INC	15360	.	.
CNSP10060	Colts Neck Community Church	Colts Neck Township	Site Plan	Public	CA	22557	.	.
HZSP10066	Faith Reformed Church	Hazlet Township	Site Plan	Public	RI	0	.	.
MDSP10072	Middletown Municipal Building	Middletown Township	Site Plan	Public	<u>FA</u>	29706	.	.
TFSP10052	All American Assisted Living at Tinton Falls	Tinton Falls Borough	Site Plan	Residential	<u>FA</u>	.	.	58
WLBSP10063	310 Norwood Avenue	West Long Branch Borough	Site Plan	Residential	RI	.	.	53
HLSP10069	Barclay Square at Holmdel, LLC	Holmdel Township	Site Plan	Residential	INC	.	.	60
APSP10073	202-204 Seventh Avenue	Asbury Park City	Site Plan	Residential	CANR	.	.	14
LB588	57 West End Avenue Minor Subdivision	Long Branch City	Minor	Subdivision	Exempt	.	1	2
H307	Careri Minor Subdivision	Highlands Borough	Minor	Subdivision	Exempt	.	1	0
MD1474	Lesko Management Minor Subdivision	Middletown Township	Minor	Subdivision	Exempt	.	1	2

HW1420	Maxim Road Subdivision	Howell Township	Minor	Subdivision	Exempt	.	0	1
FR320	Kiely Minor Subdivision	Freehold Borough	Minor	Subdivision	Exempt	.	3	3
LB589	140 Park Ave Minor Subdivision	Long Branch City	Minor	Subdivision	Exempt	.	2	0
FRT651	Applegate Minor Subdivision	Freehold Township	Minor	Subdivision	Exempt	.	0	0
KP296	Straub Motors Minor Subdivision	Keyport Borough	Minor	Subdivision	Exempt	.	1	0
CN463	Kling Minor Subdivision	Colts Neck Township	Minor	Subdivision	Exempt	.	0	1
MD1475	Municipal Building Minor Subdivision	Middletown Township	Minor	Subdivision	Exempt	.	0	.
W1415	1716 Leslie Street Minor Subdivision	Wall Township	Minor	Subdivision	Exempt	.	1	2
HW1421	Prince of Peace Minor Subdivision	Howell Township	Minor	Subdivision	Exempt	.	2	2
AP388	910 Cookman Avenue Minor Subdivision	Asbury Park City	Minor	Subdivision	Exempt	.	1	4
HL426	Warrior Minor Subdivision	Holmdel Township	Minor ROW	Subdivision	RI	.	1	.
RM457	Rumson Borough	Trent/Timpone Minor Subdivision	Minor ROW	Subdivision	CFA	.	0	.
MRMJ784	Marlboro Development Group Subdivision - 1	Marlboro Township	Major	Subdivision	PA	.	4	.
MRMJ784A	Marlboro Development Group Subdivision - 2	Marlboro Township	Major	Subdivision	CPA	.	88	.

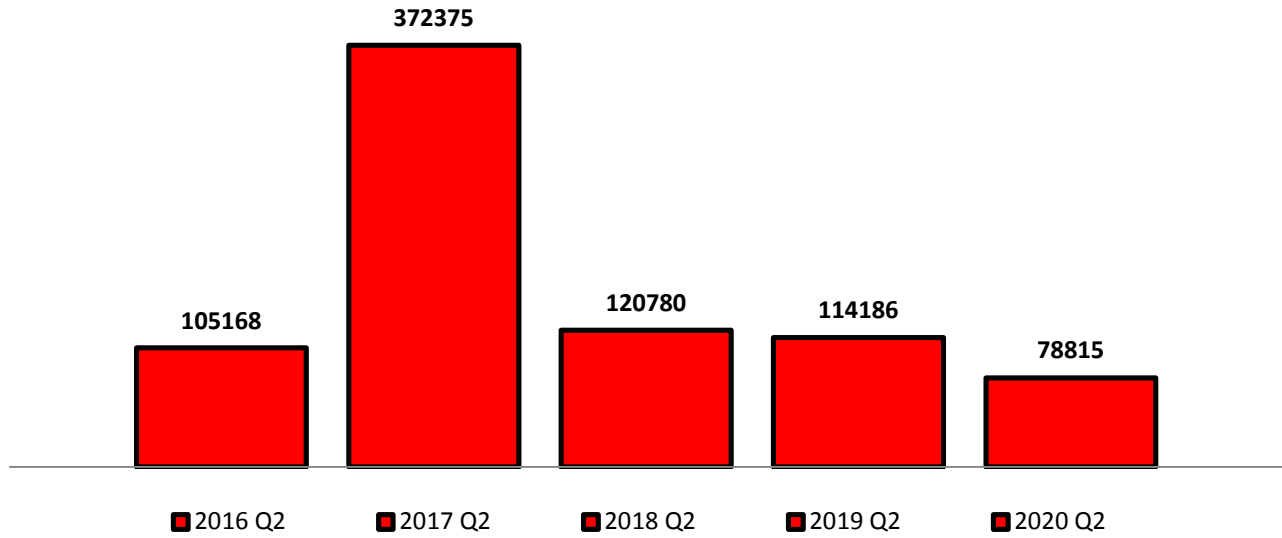
APMJ785	503 8th Avenue Subdivision	Asbury Park City	Major	<b>Subdivision</b>	PA	.	4	.
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FA	Final Approval
CFA	Conditional Final Approval
CA	Conditional Approval
CPA	Conditional Preliminary Approval
PA	Preliminary Approval
RI	Request Information
CANR	County Approval Not Required
INC	Incomplete Application
(---)	Given Final Approval after 1st Quarter

ROW	Right-of-Way
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# Square Feet of Proposed Commercial Development

Q2 Reports 2016-2020

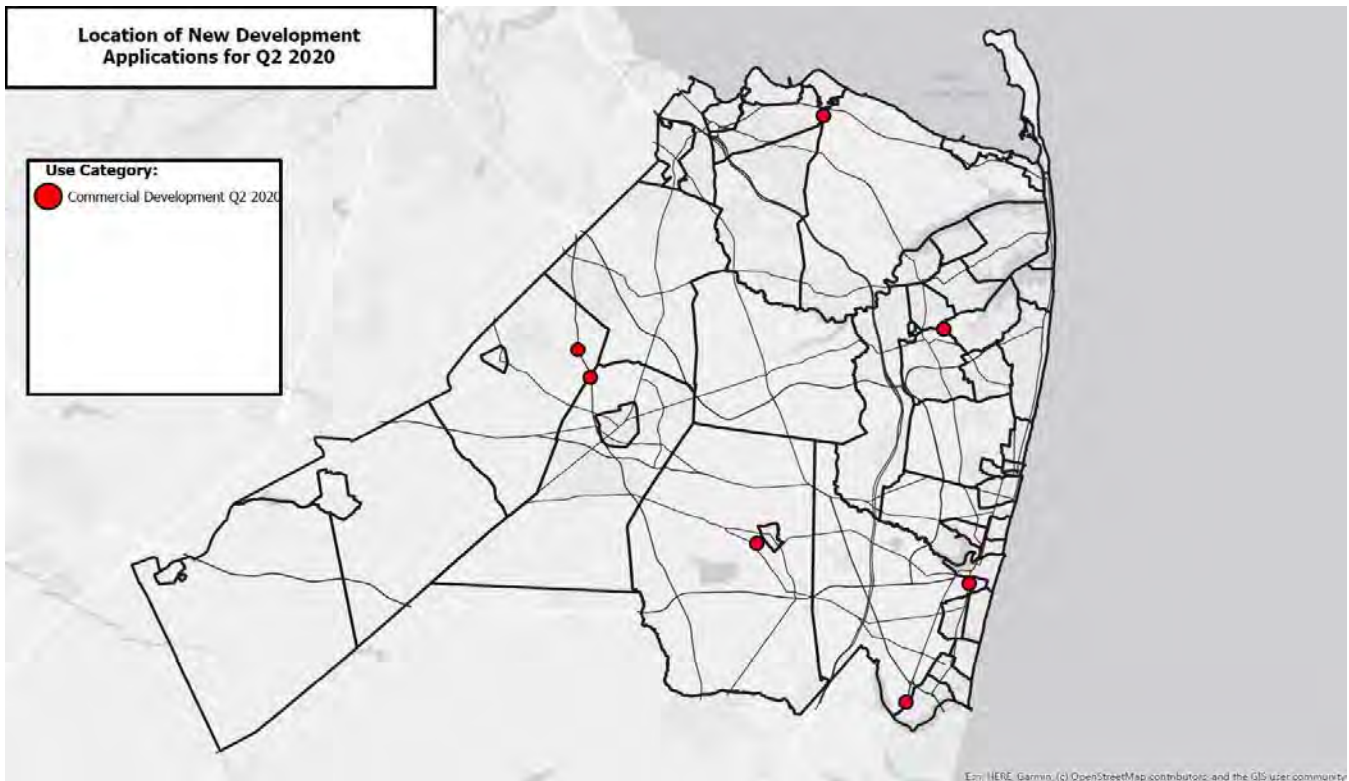


(fig. 6)

## Location of New Development Applications for Q2 2020

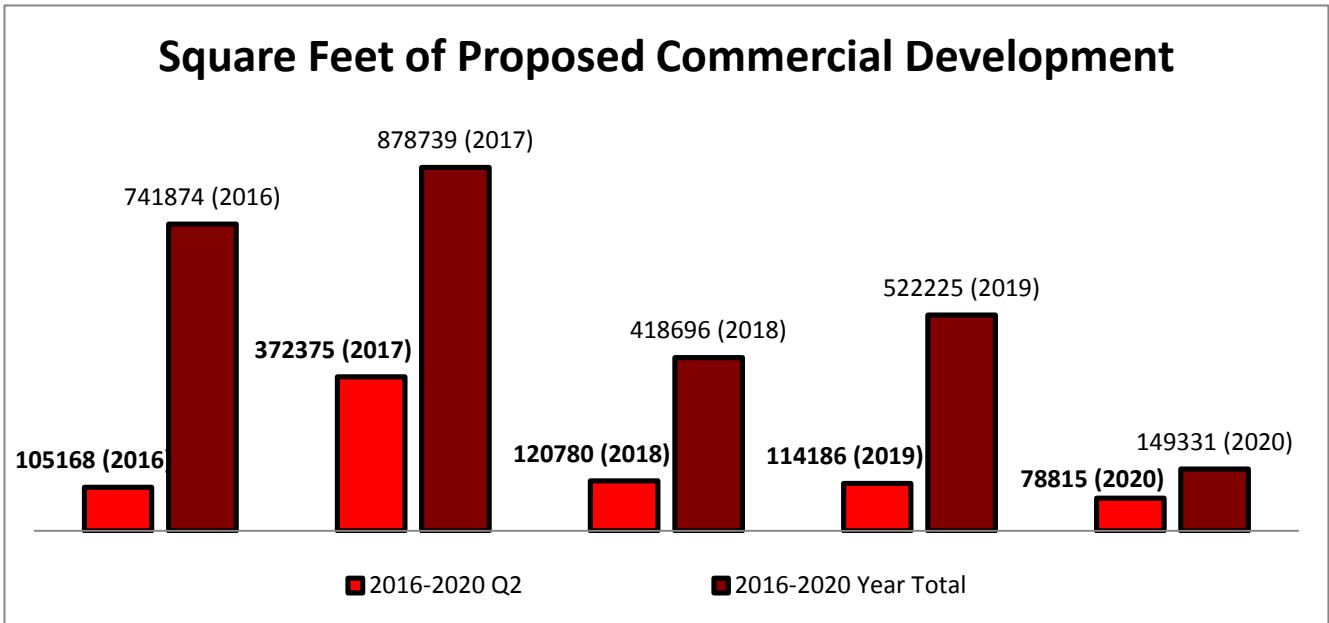
Use Category:

- Commercial Development Q2 2020



(fig. 7)

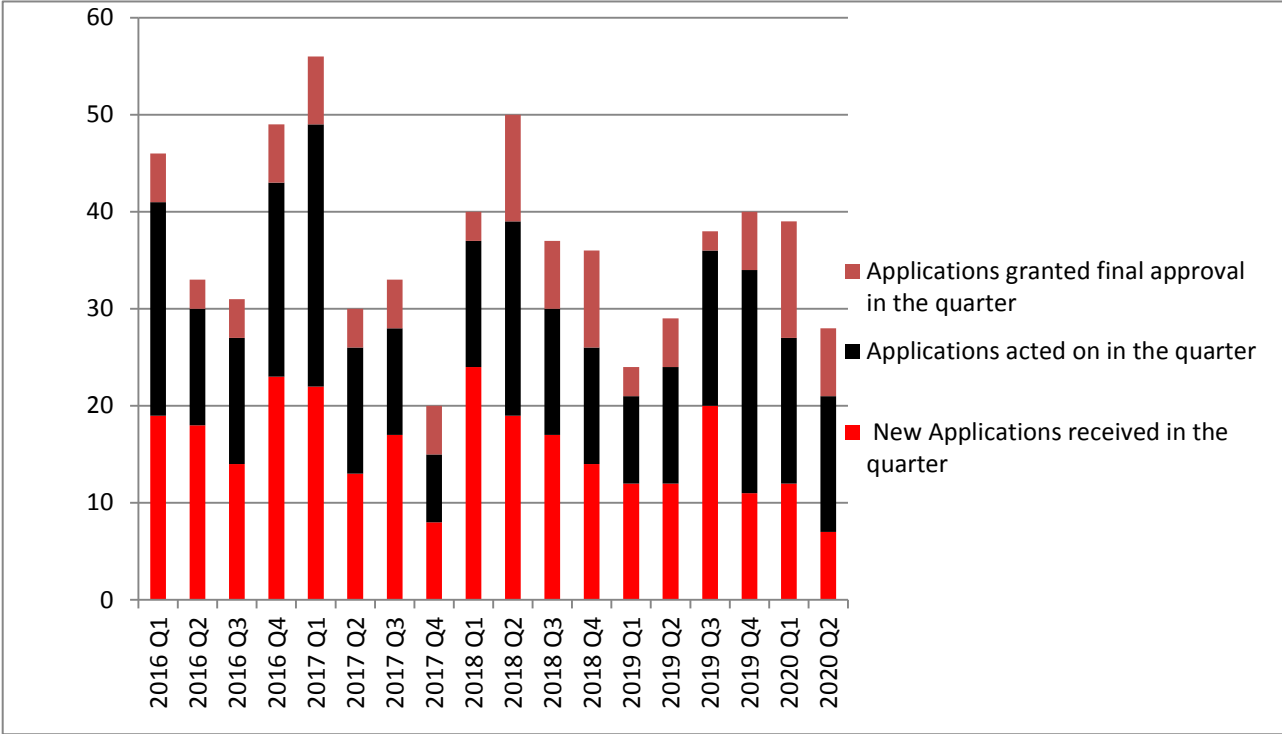




(fig. 8)

Commercial Development Applications 2016-2020			
Year & Quarter	New Applications received in the quarter	Applications acted on in the quarter	Applications granted final approval in the quarter
2016 Q1	19	22	5
2016 Q2	18	12	3
2016 Q3	14	13	4
2016 Q4	23	20	6
2017 Q1	22	27	7
2017 Q2	13	13	4
2017 Q3	17	11	5
2017 Q4	8	7	5
2018 Q1	24	13	3
2018 Q2	19	20	11
2018 Q3	17	13	7
2018 Q4	14	12	10
2019 Q1	12	9	3
2019 Q2	12	12	5
2019 Q3	20	16	2
2019 Q4	11	23	6
2020 Q1	12	15	12
2020 Q2	7	14	7

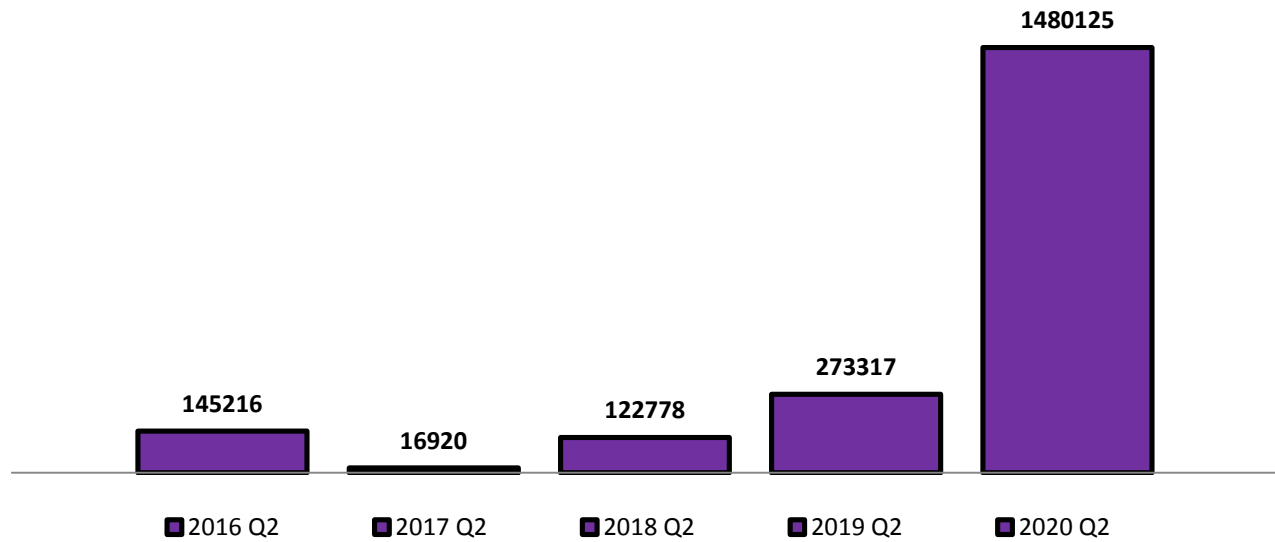
(fig. 9)



(fig. 10)

# Square Feet of Proposed Industrial Development

Q2 Reports 2016-2020



(fig. 11)

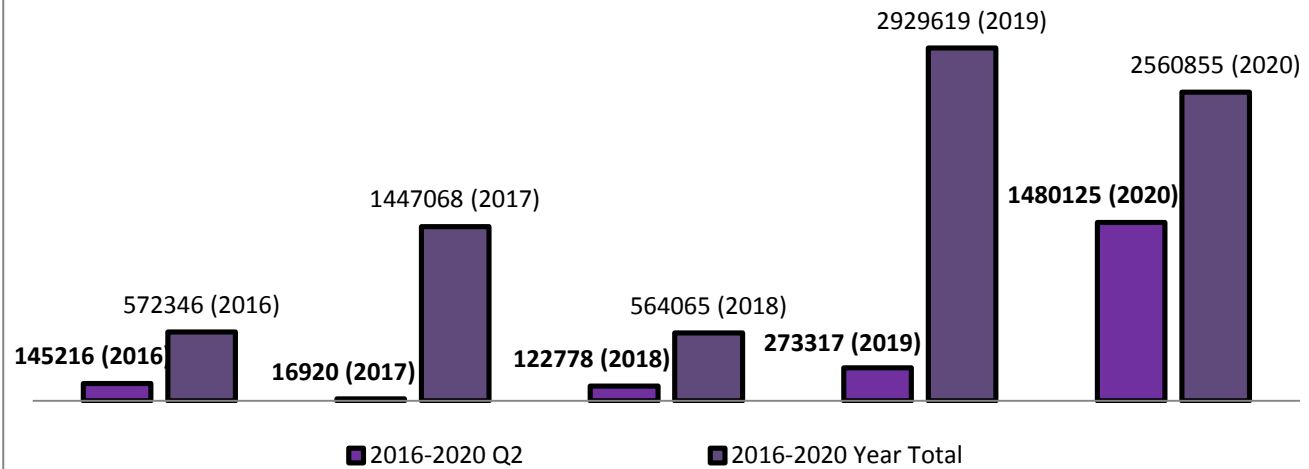
## Location of New Development Applications for Q2 2020



From HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

(fig. 12)

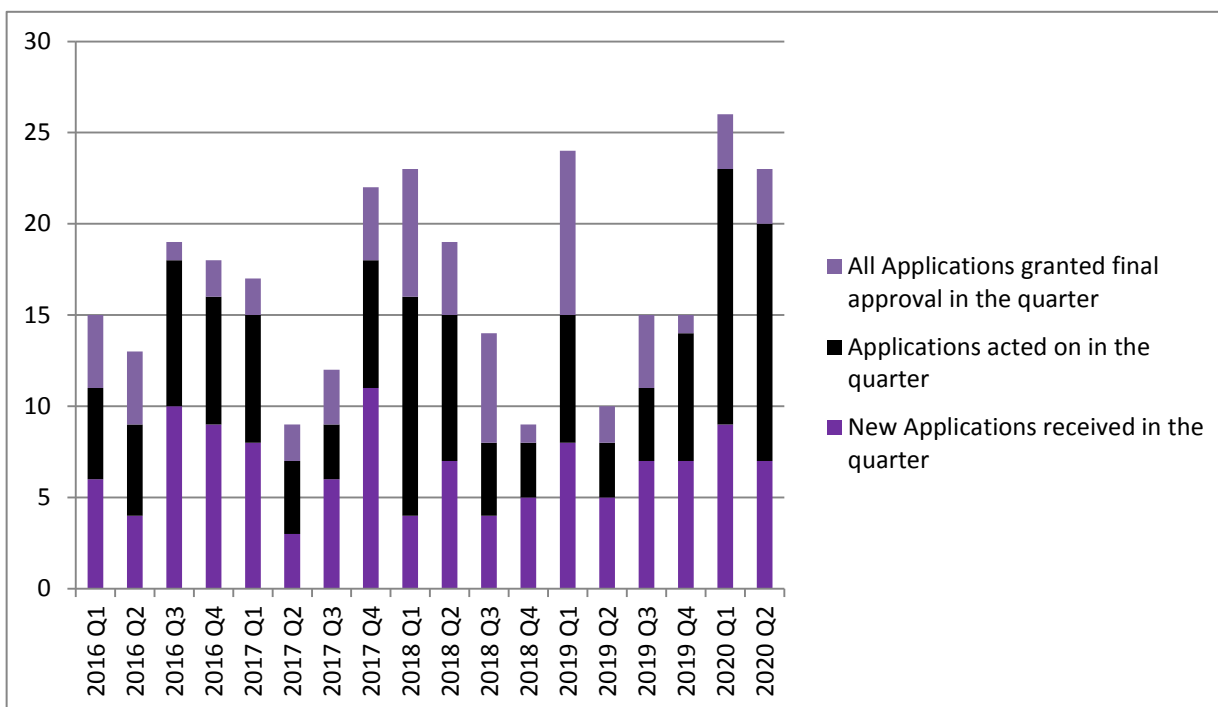
## Square Feet of Proposed Industrial Development



(fig. 13)

(fig. 14)

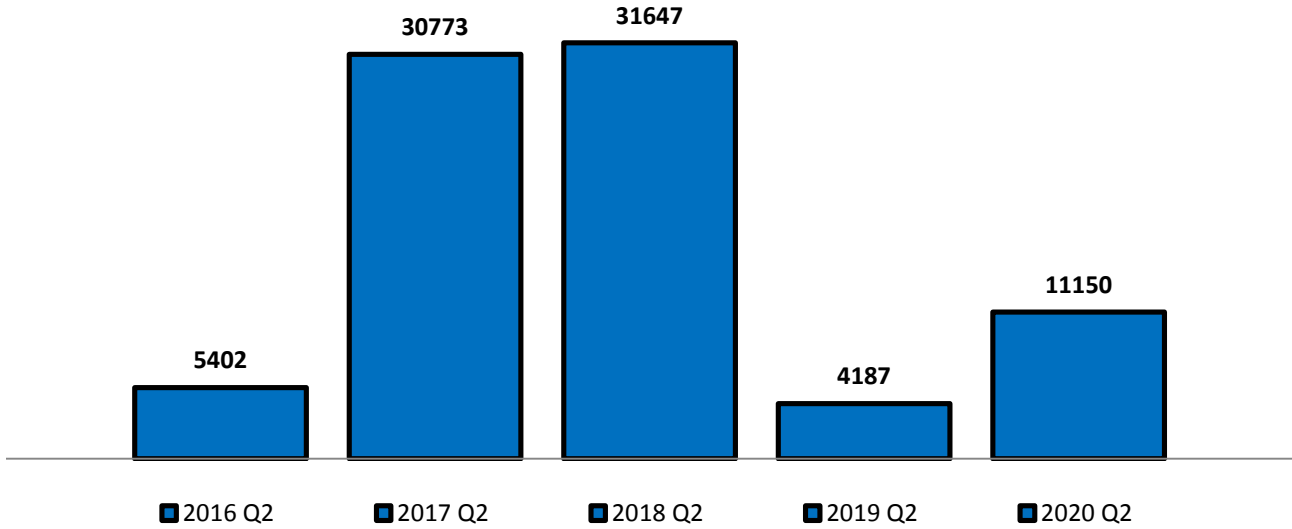
Industrial Development Applications 2016-2020			
Year & Quarter	New Applications received in the quarter	Applications acted on in the quarter	All Applications granted final approval in the quarter
2016 Q1	6	5	4
2016 Q2	4	5	4
2016 Q3	10	8	1
2016 Q4	9	7	2
2017 Q1	8	7	2
2017 Q2	3	4	2
2017 Q3	6	3	3
2017 Q4	11	7	4
2018 Q1	4	12	7
2018 Q2	7	8	4
2018 Q3	4	4	6
2018 Q4	5	3	1
2019 Q1	8	7	9
2019 Q2	5	3	2
2019 Q3	7	4	4
2019 Q4	7	7	1
2020 Q1	9	14	3
2020 Q2	7	13	3



(fig. 15)

# Square Feet of Proposed Office Development

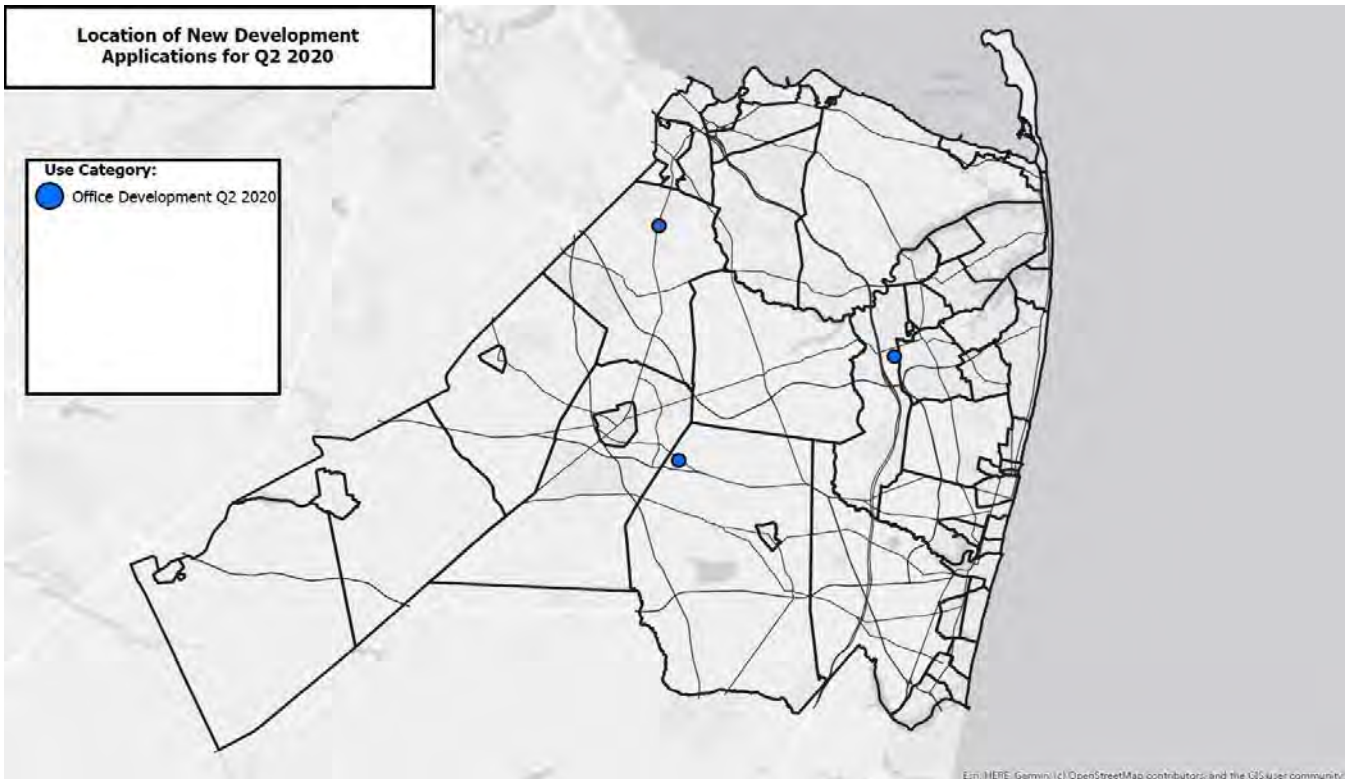
Q2 Reports 2016-2020



(fig. 16)

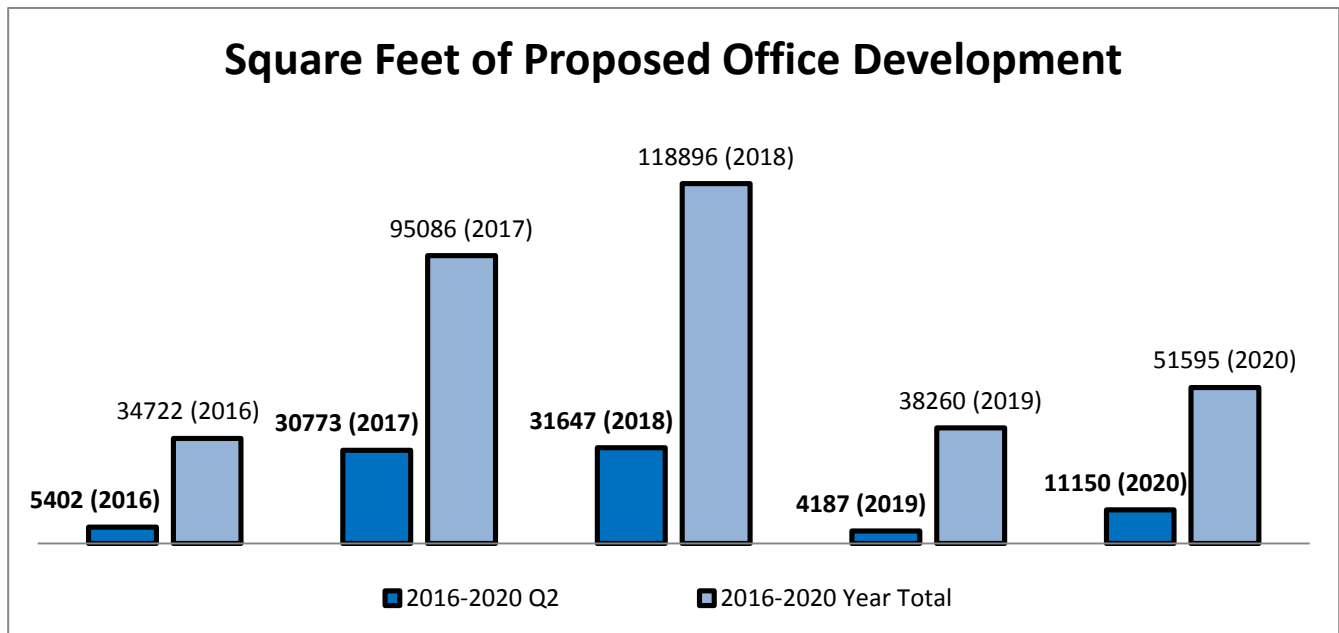
## Location of New Development Applications for Q2 2020

Use Category:  
● Office Development Q2 2020



(fig. 17)

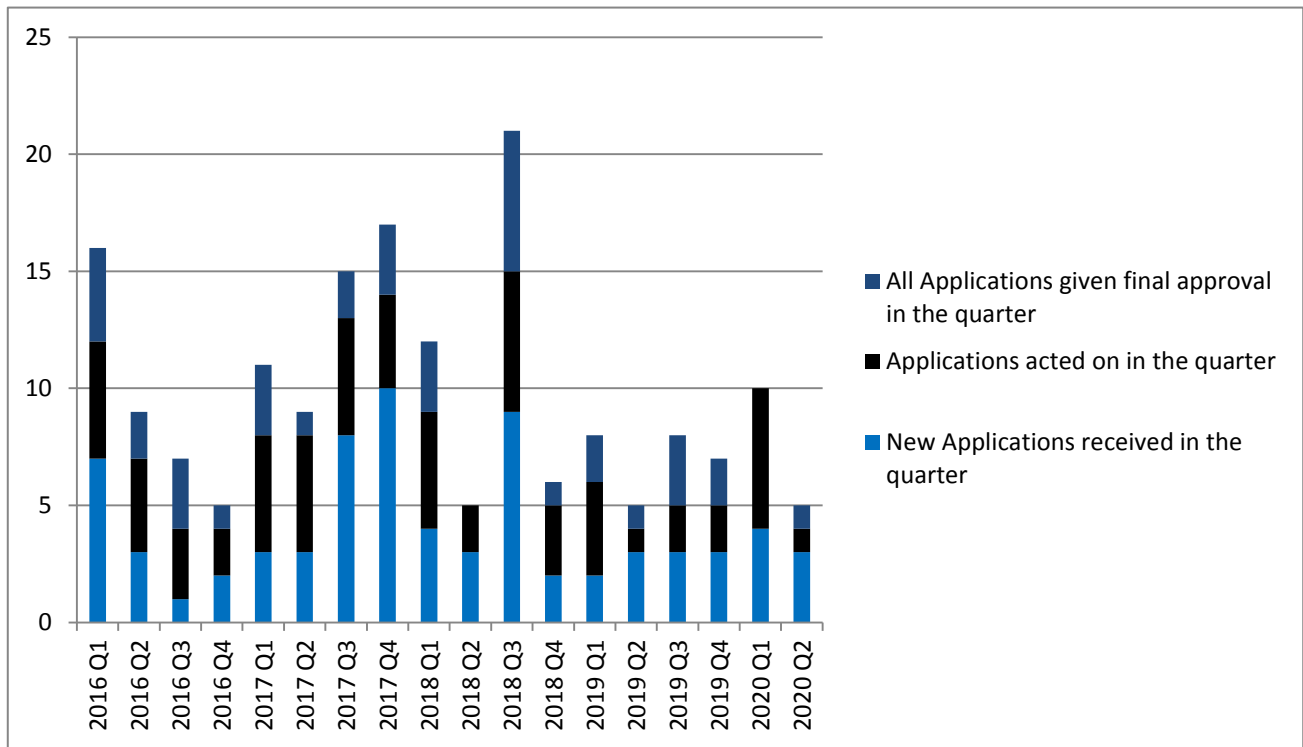
## Square Feet of Proposed Office Development



(fig. 18)

(fig. 19)

Office Development Applications 2016-2020			
Year & Quarter	New Applications received in the quarter	Applications acted on in the quarter	All Applications given final approval in the quarter
2016 Q1	7	5	4
2016 Q2	3	4	2
2016 Q3	1	3	3
2016 Q4	2	2	1
2017 Q1	3	5	3
2017 Q2	3	5	1
2017 Q3	8	5	2
2017 Q4	10	4	3
2018 Q1	4	5	3
2018 Q2	3	2	0
2018 Q3	9	6	6
2018 Q4	2	3	1
2019 Q1	2	4	2
2019 Q2	3	1	1
2019 Q3	3	2	3
2019 Q4	3	2	2
2020 Q1	4	6	0
2020 Q2	3	1	1

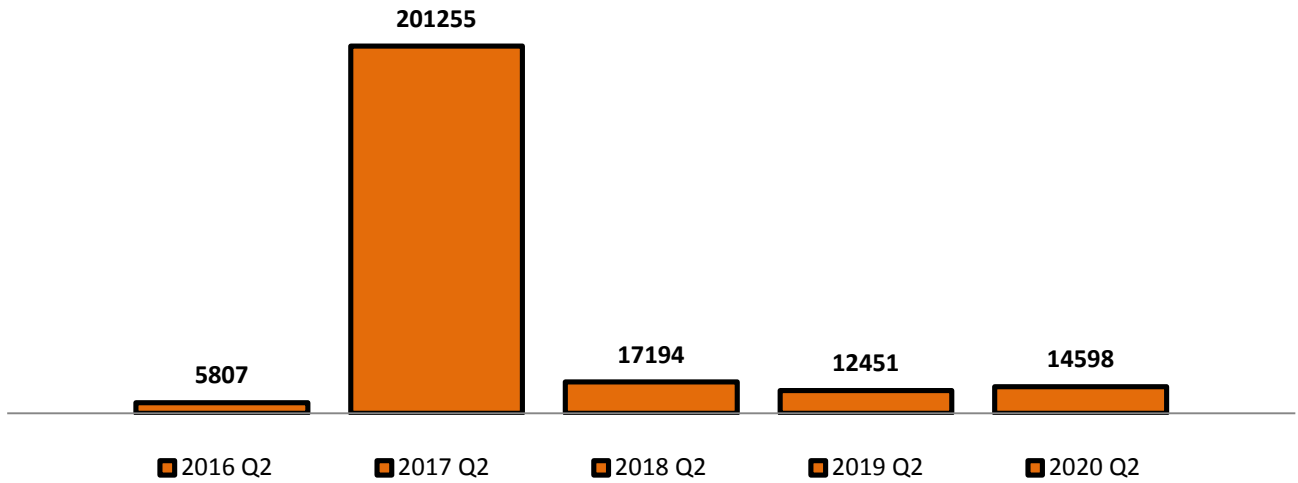


(fig. 20)



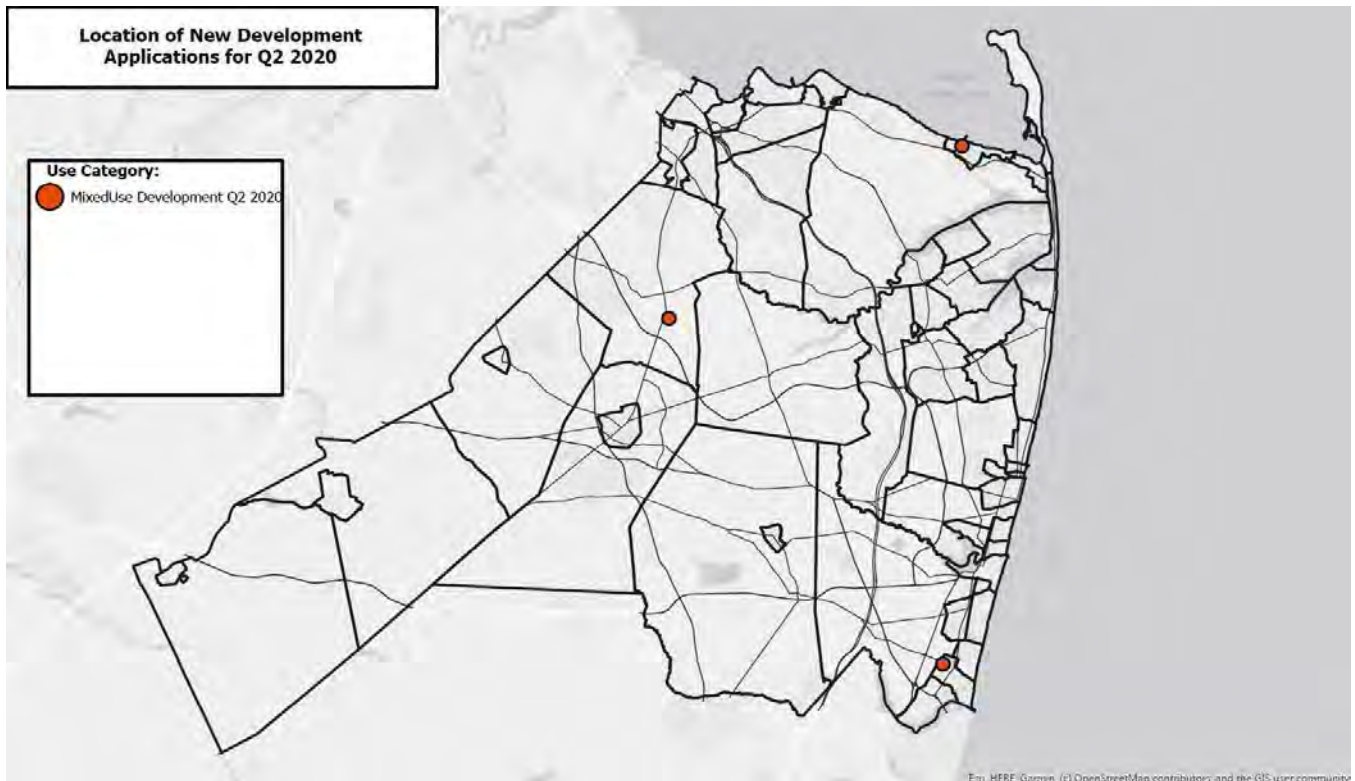
# Square Feet of Proposed Mixed Use Development

Q2 Reports 2016-2020



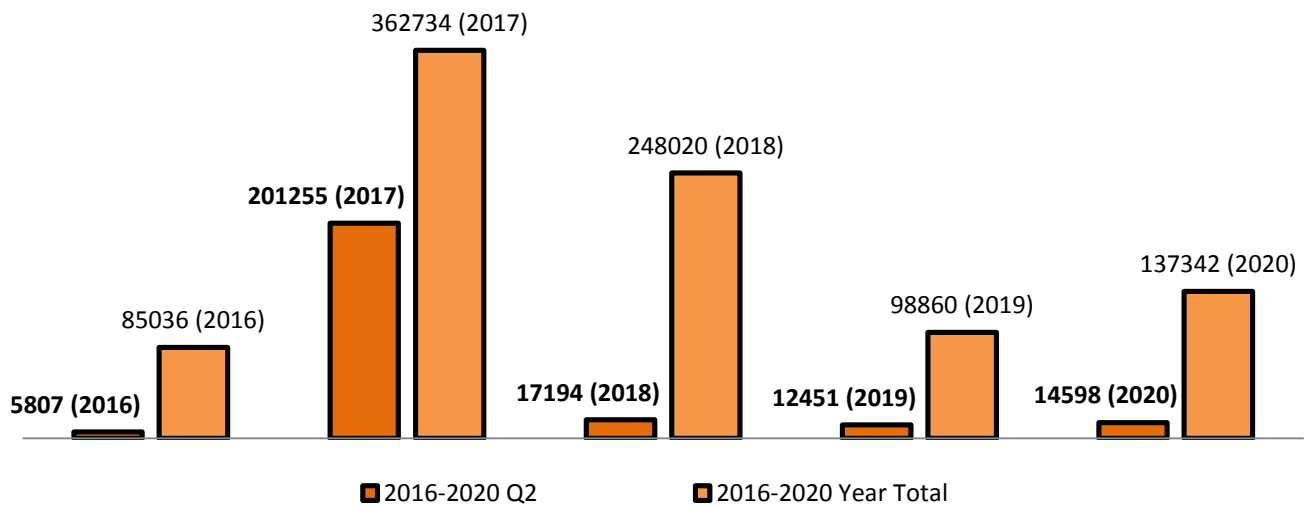
(fig. 21)

## Location of New Development Applications for Q2 2020



(fig. 22)

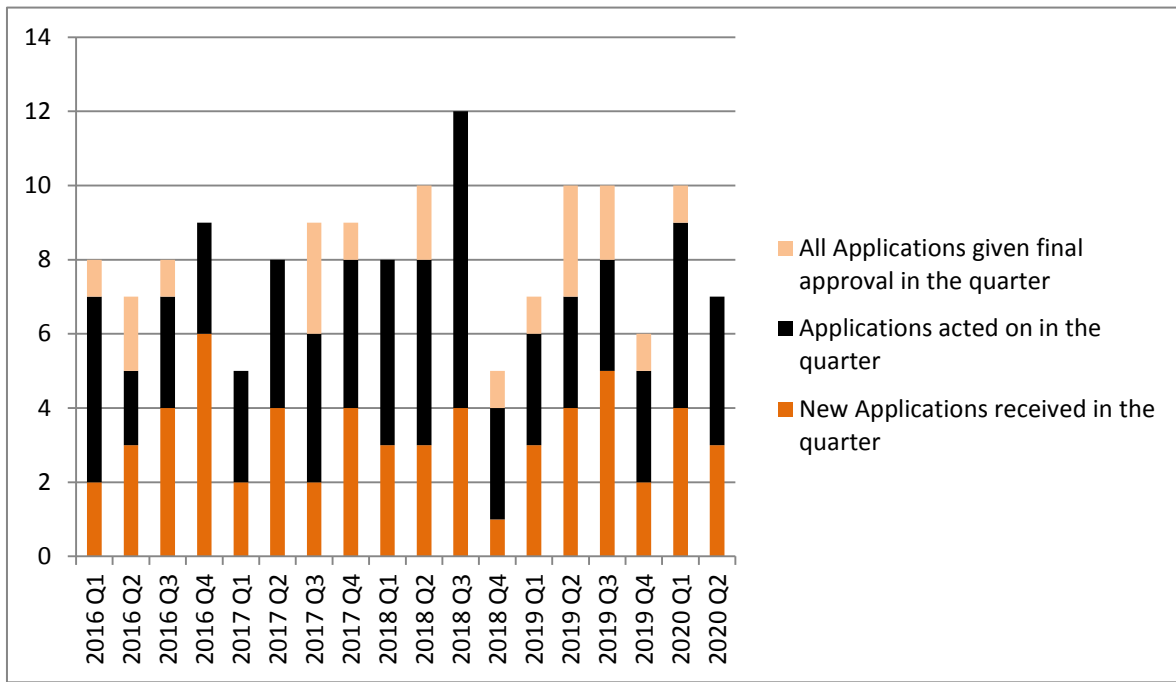
## Square Feet of Proposed Mixed Use Development



(fig. 23)

(fig. 24)

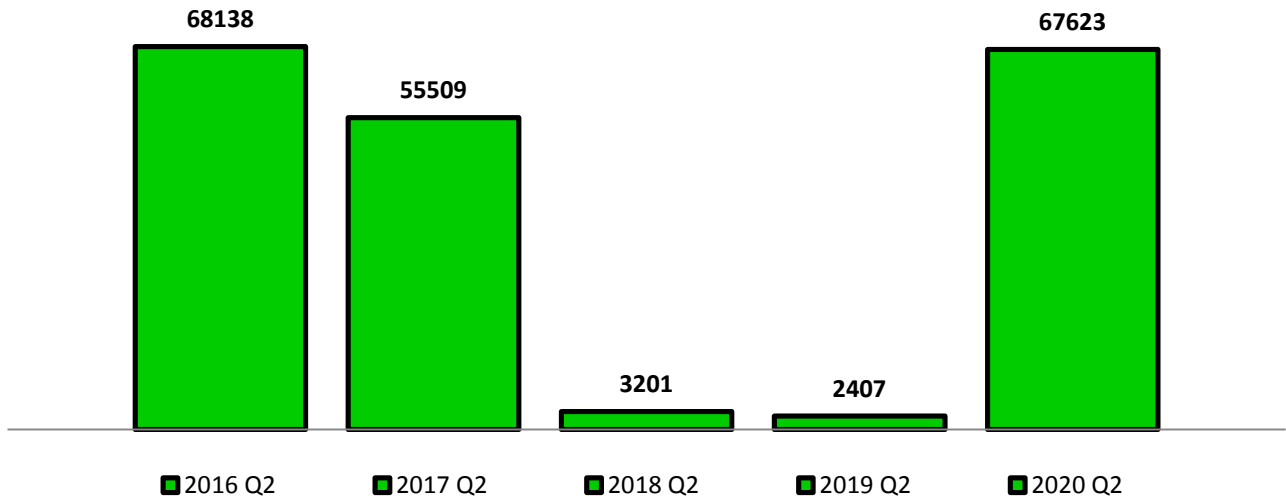
Mixed Use Development Applications 2016-2020			
Year & Quarter	New Applications received in the quarter	Applications acted on in the quarter	All Applications given final approval in the quarter
2016 Q1	2	5	1
2016 Q2	3	2	2
2016 Q3	4	3	1
2016 Q4	6	3	0
2017 Q1	2	3	0
2017 Q2	4	4	0
2017 Q3	2	4	3
2017 Q4	4	4	1
2018 Q1	3	5	0
2018 Q2	3	5	2
2018 Q3	4	8	0
2018 Q4	1	3	1
2019 Q1	3	3	1
2019 Q2	4	3	3
2019 Q3	5	3	2
2019 Q4	2	3	1
2020 Q1	4	5	1
2020 Q2	3	4	0



(fig. 25)

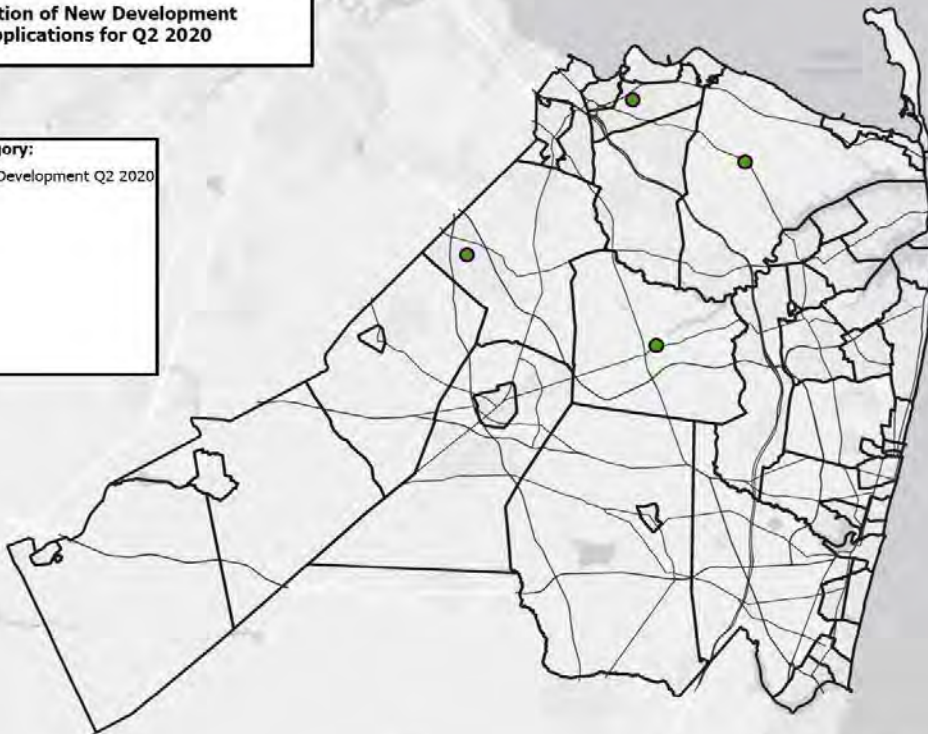
# Square Feet of Proposed Public Development

Q2 Reports 2016-2020



(fig. 26)

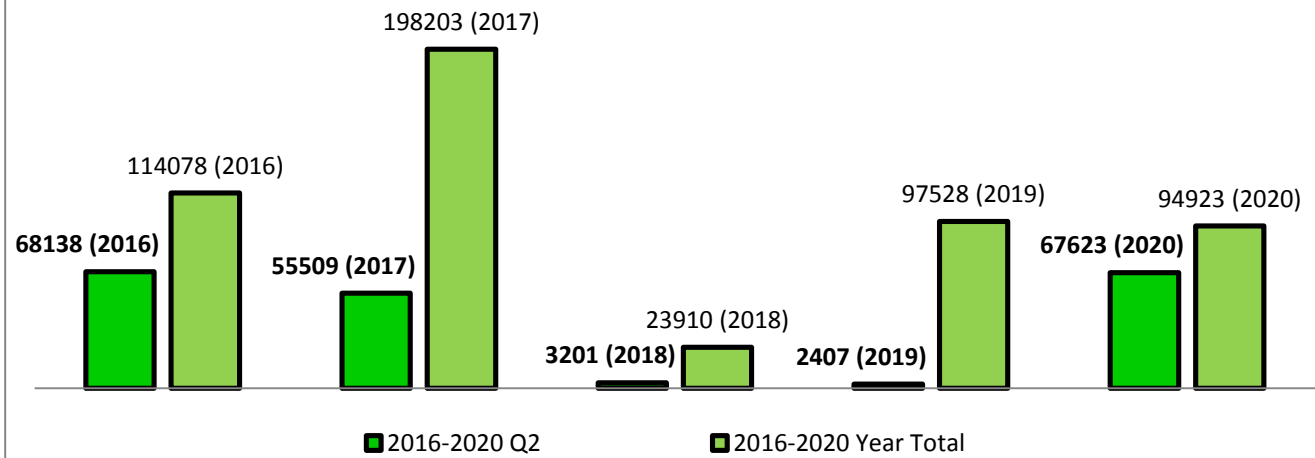
## Location of New Development Applications for Q2 2020



Esri | (E)E, Garmin, (c) OpenStreetMap contributors, and the GIS User community

(fig. 27)

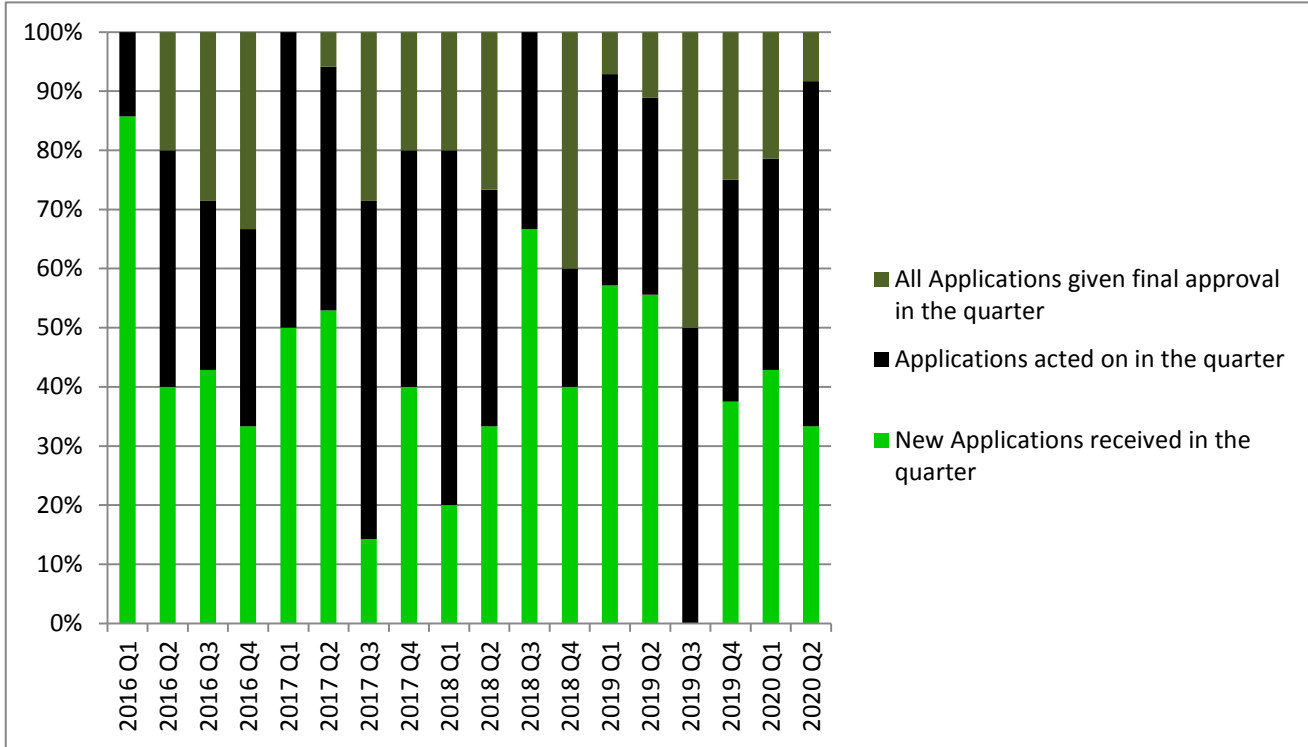
## Square Feet of Proposed Public Development



(fig. 28)

Public Development Applications 2016-2020			
Year & Quarter	New Applications received in the quarter	Applications acted on in the quarter	All Applications given final approval in the quarter
2016 Q1	6	1	0
2016 Q2	4	4	2
2016 Q3	3	2	2
2016 Q4	1	1	1
2017 Q1	1	1	0
2017 Q2	9	7	1
2017 Q3	1	4	2
2017 Q4	4	4	2
2018 Q1	1	3	1
2018 Q2	5	6	4
2018 Q3	2	1	0
2018 Q4	2	1	2
2019 Q1	8	5	1
2019 Q2	5	3	1
2019 Q3	0	1	1
2019 Q4	3	3	2
2020 Q1	6	5	3
2020 Q2	4	7	1

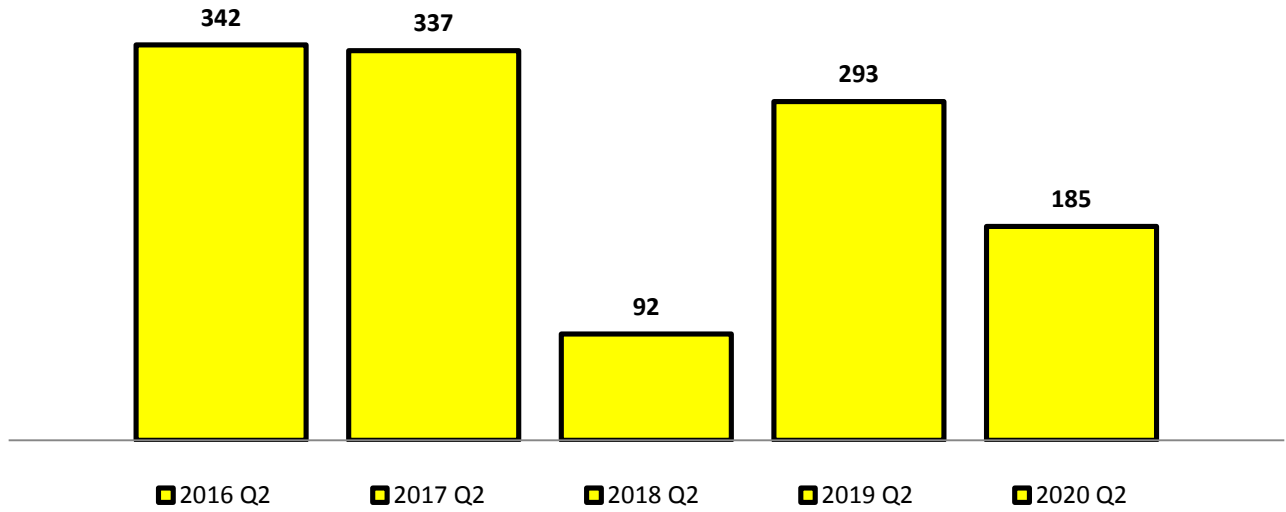
(fig. 29)



(fig. 30)

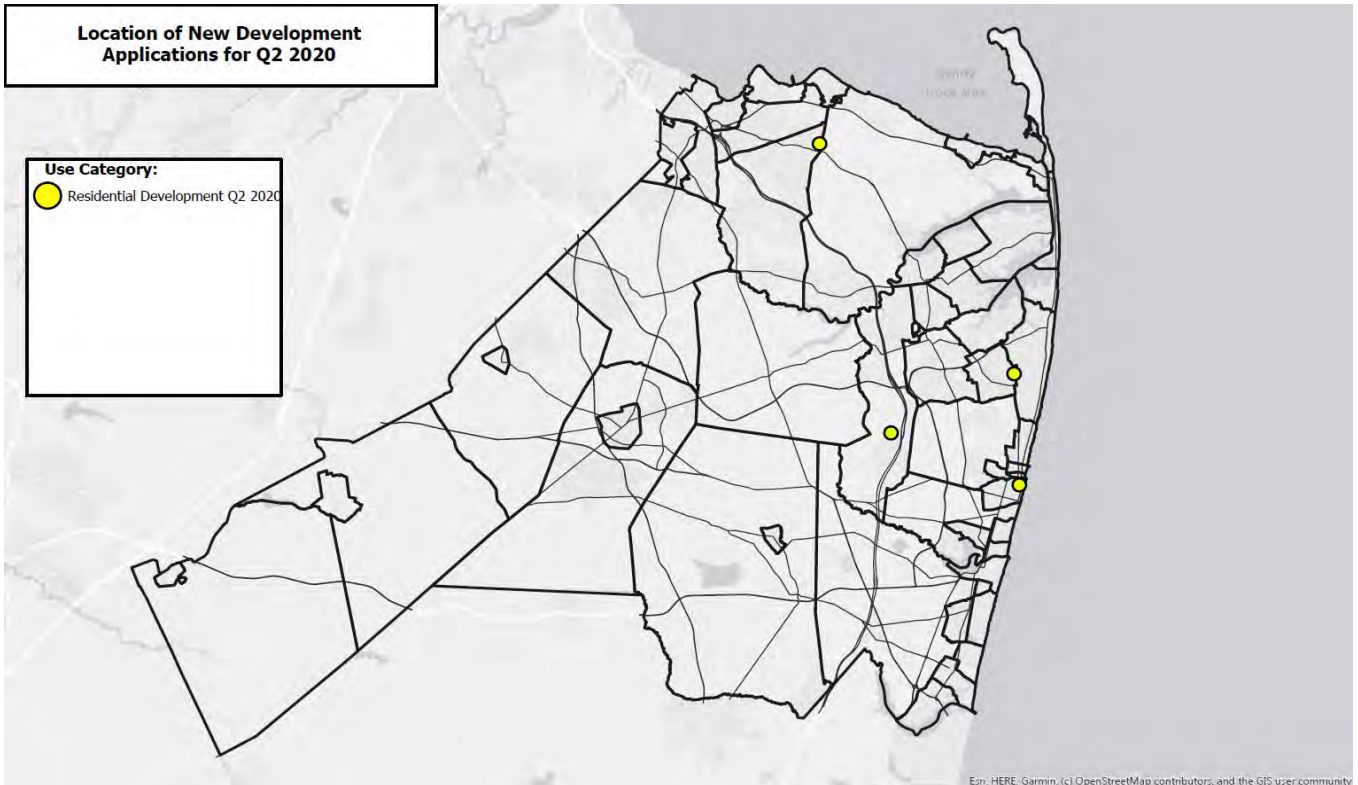
# Number of Proposed Residential Units

Q2 Reports 2016-2020



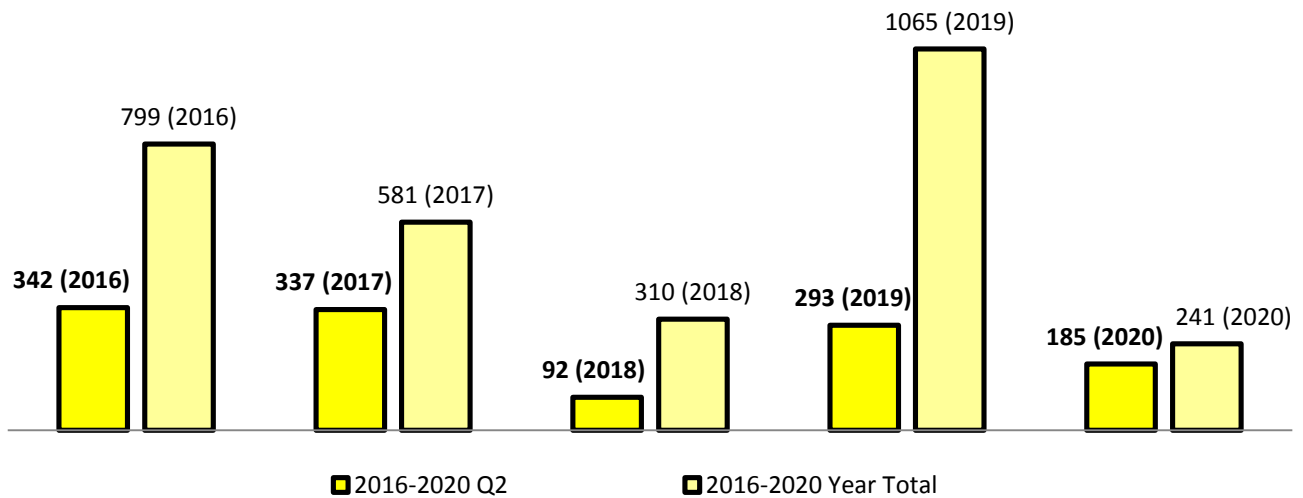
(fig. 31)

## Location of New Development Applications for Q2 2020



(fig. 32)

## Number of Proposed Residential Units

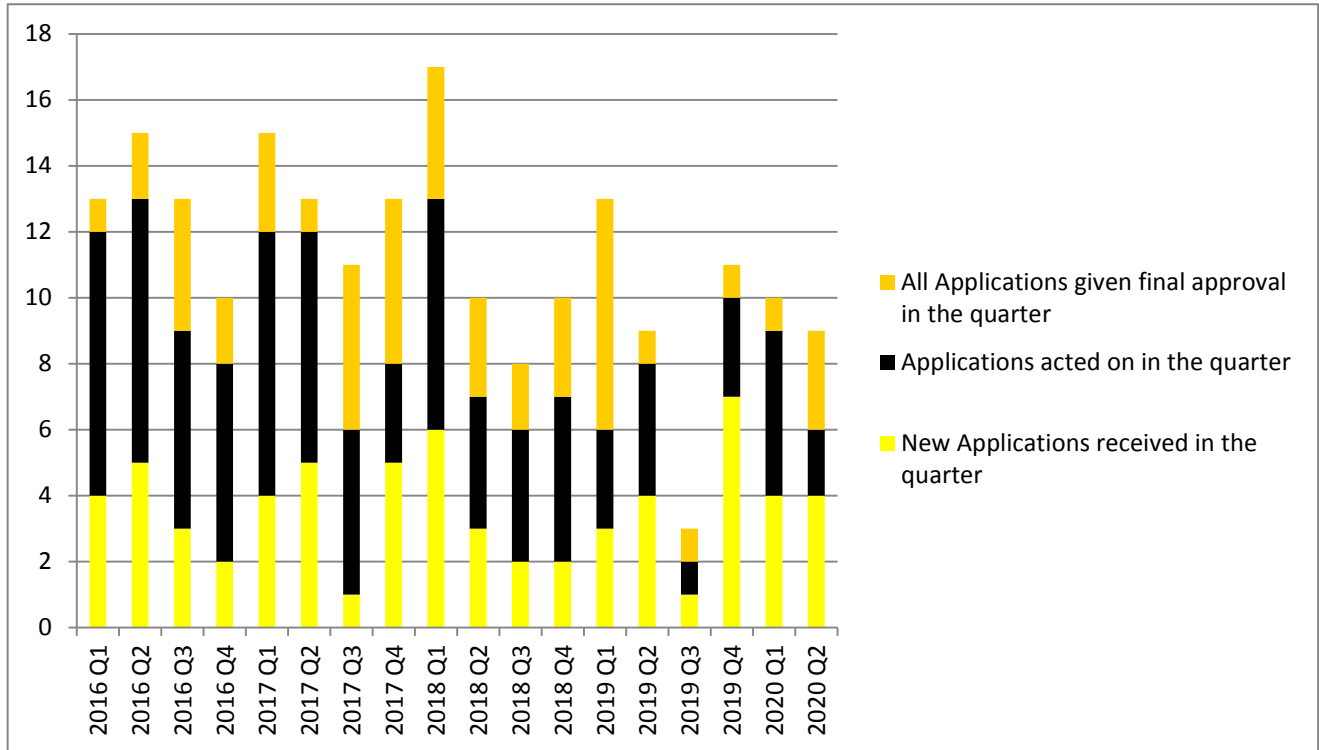


(fig. 33)

(fig. 34)

Residential Development Applications 2016-2020			
Year & Quarter	New Applications received in the quarter	Applications acted on in the quarter	All Applications given final approval in the quarter
2016 Q1	4	8	1
2016 Q2	5	8	2
2016 Q3	3	6	4
2016 Q4	2	6	2
2017 Q1	4	8	3
2017 Q2	5	7	1
2017 Q3	1	5	5
2017 Q4	5	3	5
2018 Q1	6	7	4
2018 Q2	3	4	3
2018 Q3	2	4	2
2018 Q4	2	5	3
2019 Q1	3	3	7
2019 Q2	4	4	1
2019 Q3	1	1	1
2019 Q4	7	3	1
2020 Q1	4	5	1
2020 Q2	4	2	3

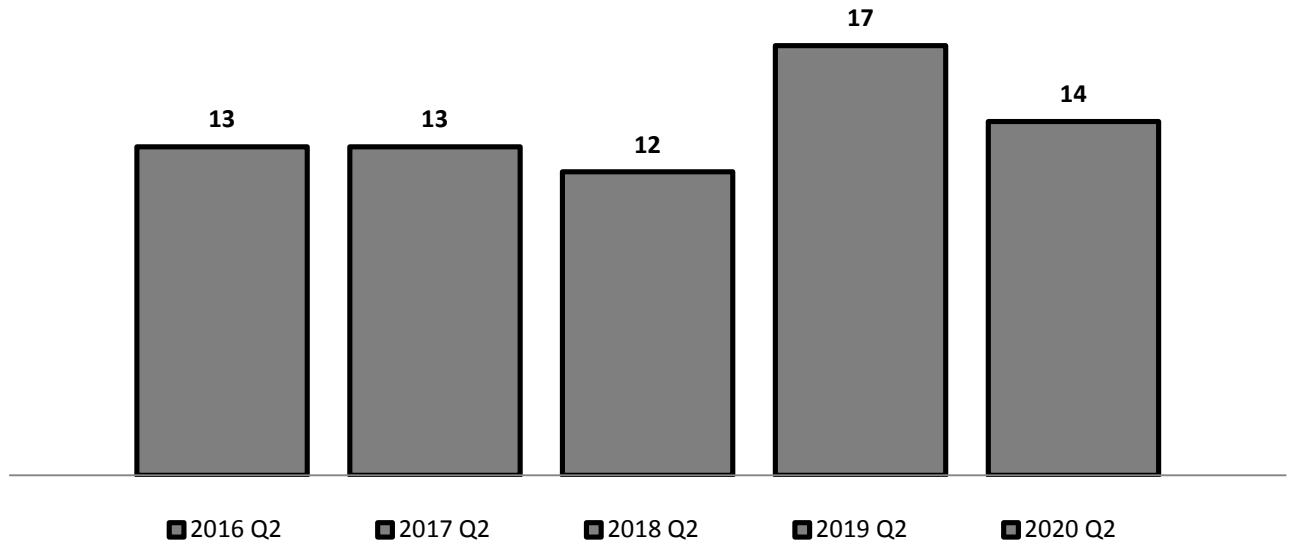




(fig. 35)

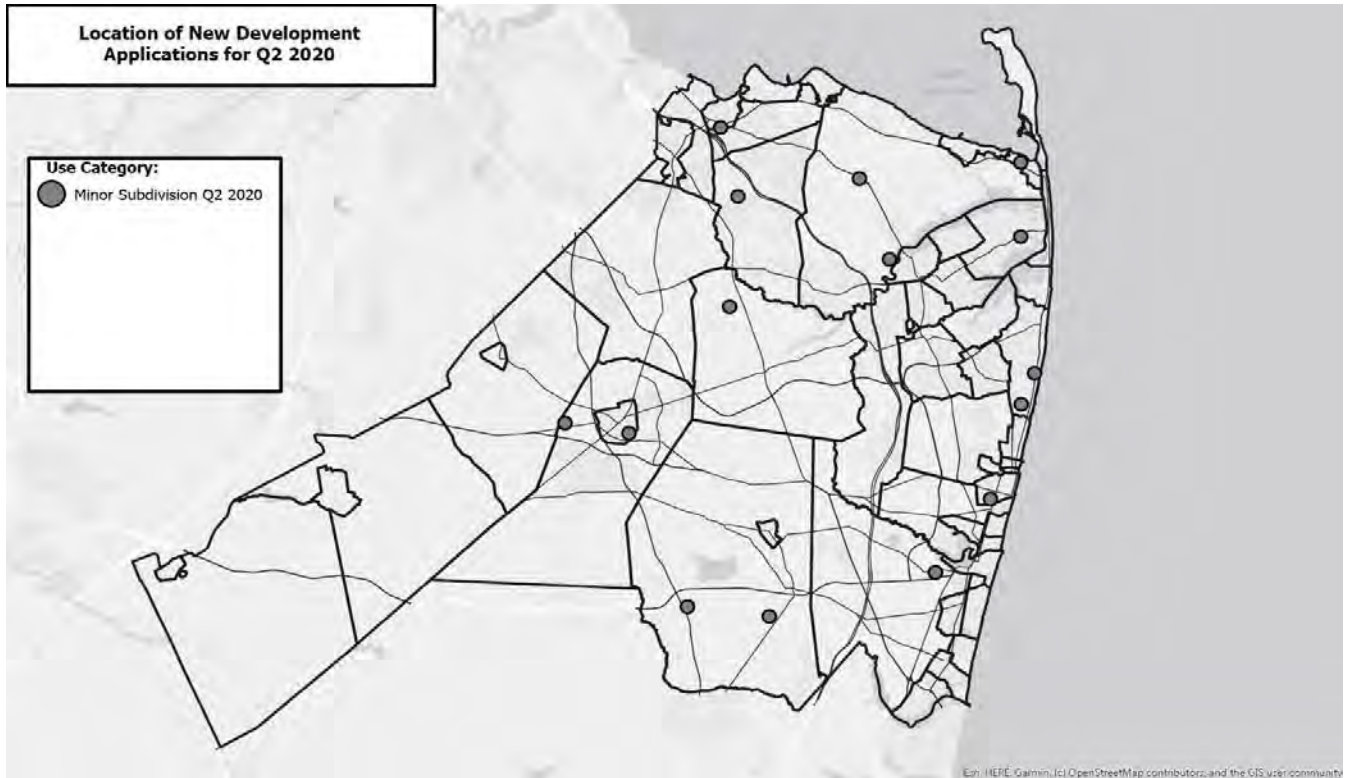
# Number of Proposed Minor Subdivision Lots

Q2 Reports 2016-2020



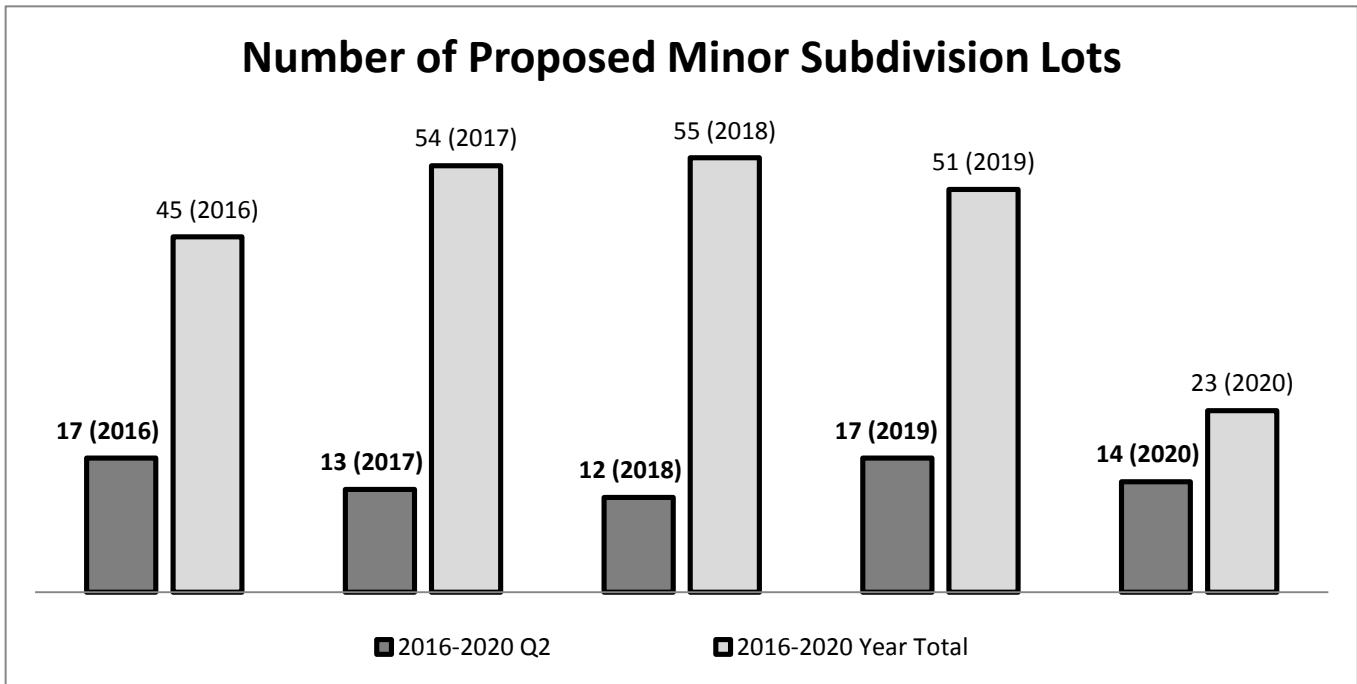
(fig. 36)

## Location of New Development Applications for Q2 2020



(fig. 37)

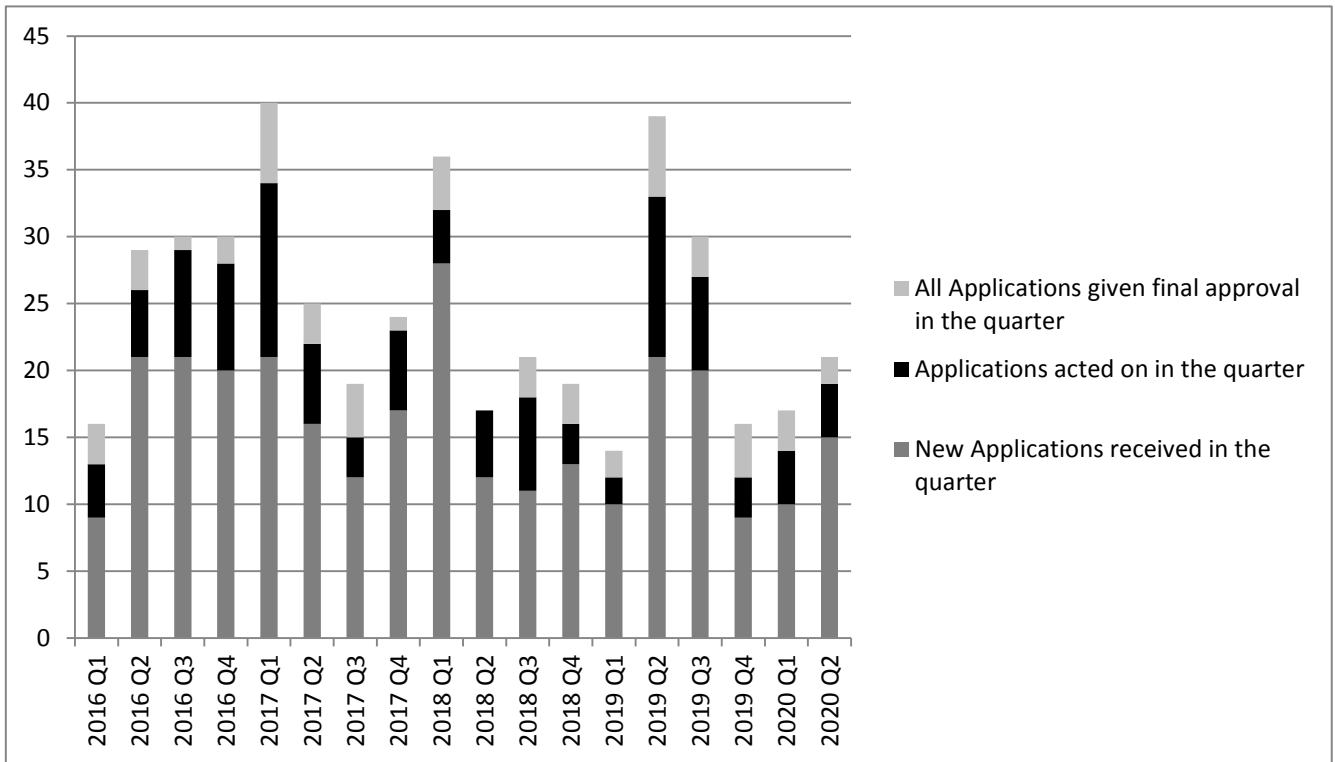
## Number of Proposed Minor Subdivision Lots



(fig. 38)

Minor Subdivision Approvals 2016-2020			
Year & Quarter	New Applications received in the quarter	Applications acted on in the quarter	All Applications given final approval in the quarter
2016 Q1	9	4	3
2016 Q2	21	5	3
2016 Q3	21	8	1
2016 Q4	20	8	2
2017 Q1	21	13	6
2017 Q2	16	6	3
2017 Q3	12	3	4
2017 Q4	17	6	1
2018 Q1	28	4	4
2018 Q2	12	5	0
2018 Q3	11	7	3
2018 Q4	13	3	3
2019 Q1	10	2	2
2019 Q2	21	12	6
2019 Q3	20	7	3
2019 Q4	9	3	4
2020 Q1	10	4	3
2020 Q2	15	4	2

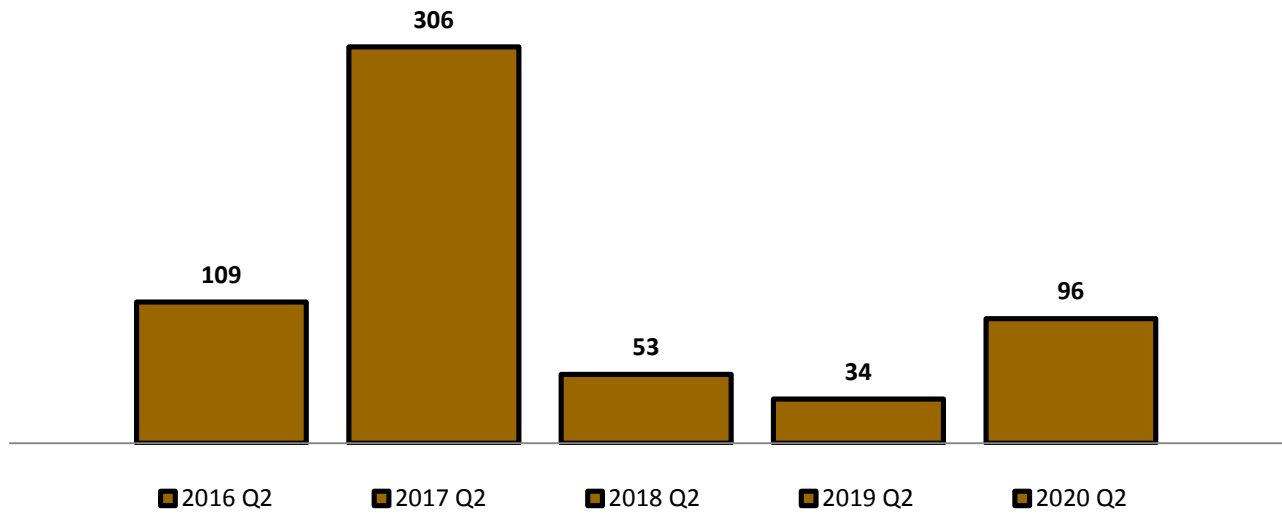
(fig. 39)



(fig. 40)

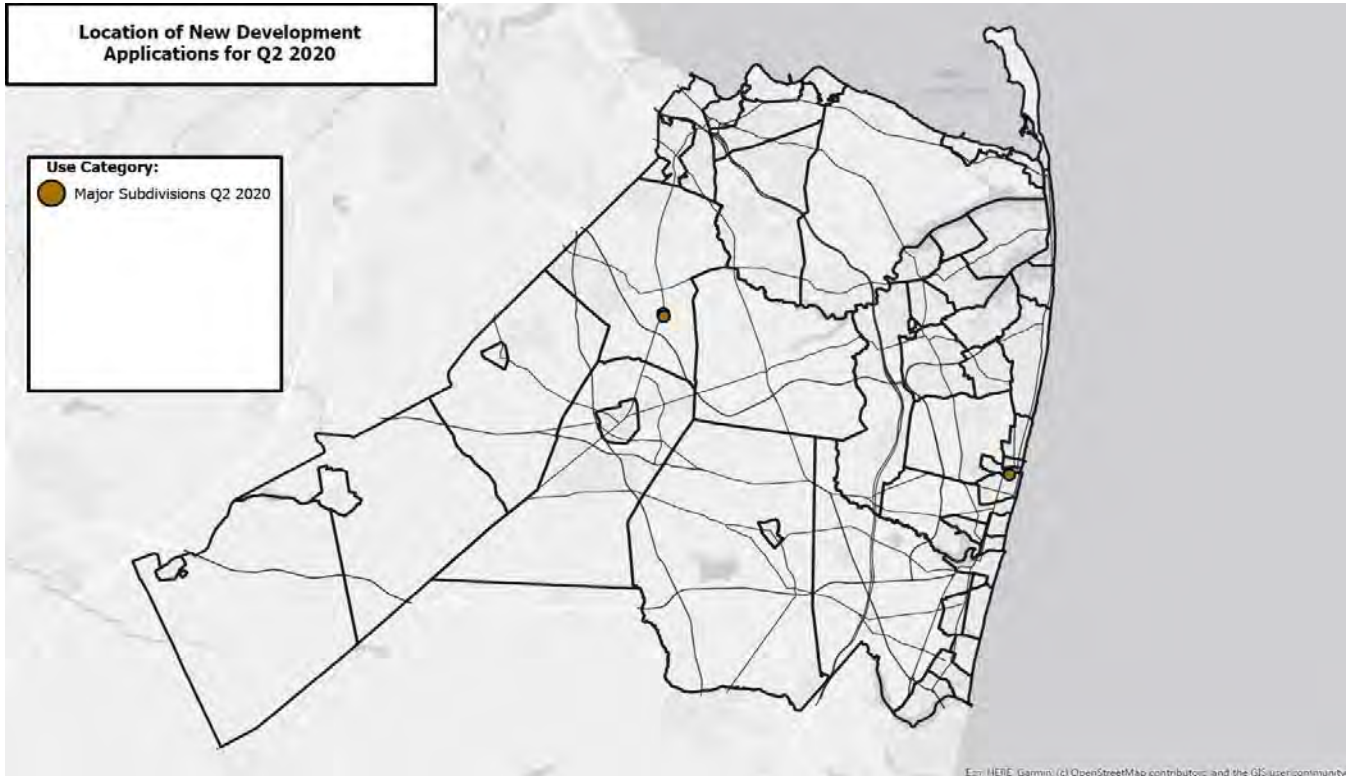
# Number of Proposed Major Subdivision Lots

Q2 Reports 2016-2020



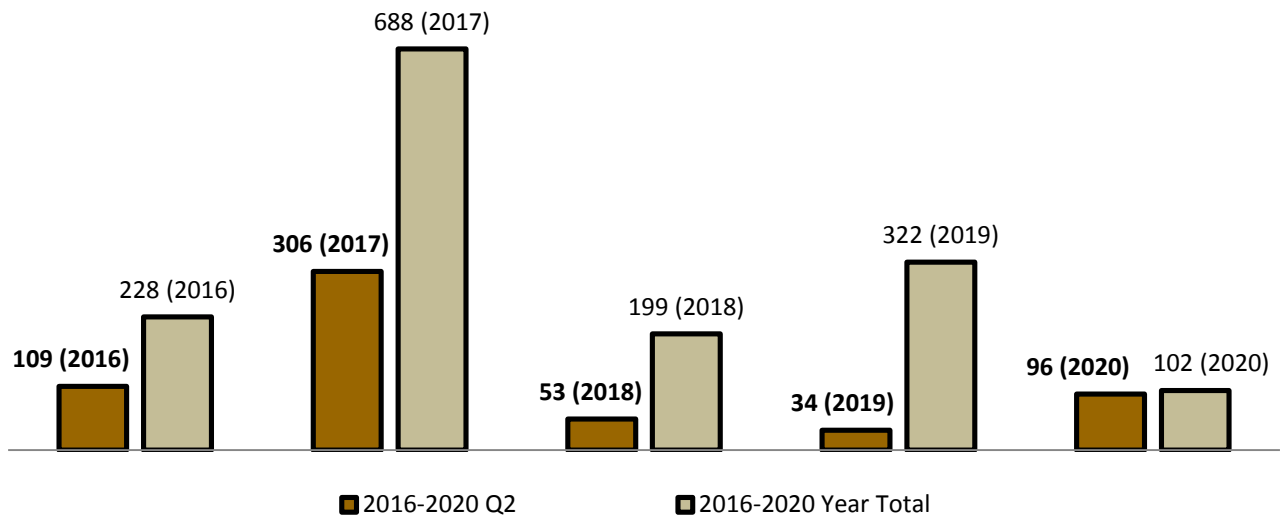
(fig. 41)

## Location of New Development Applications for Q2 2020



(fig. 42)

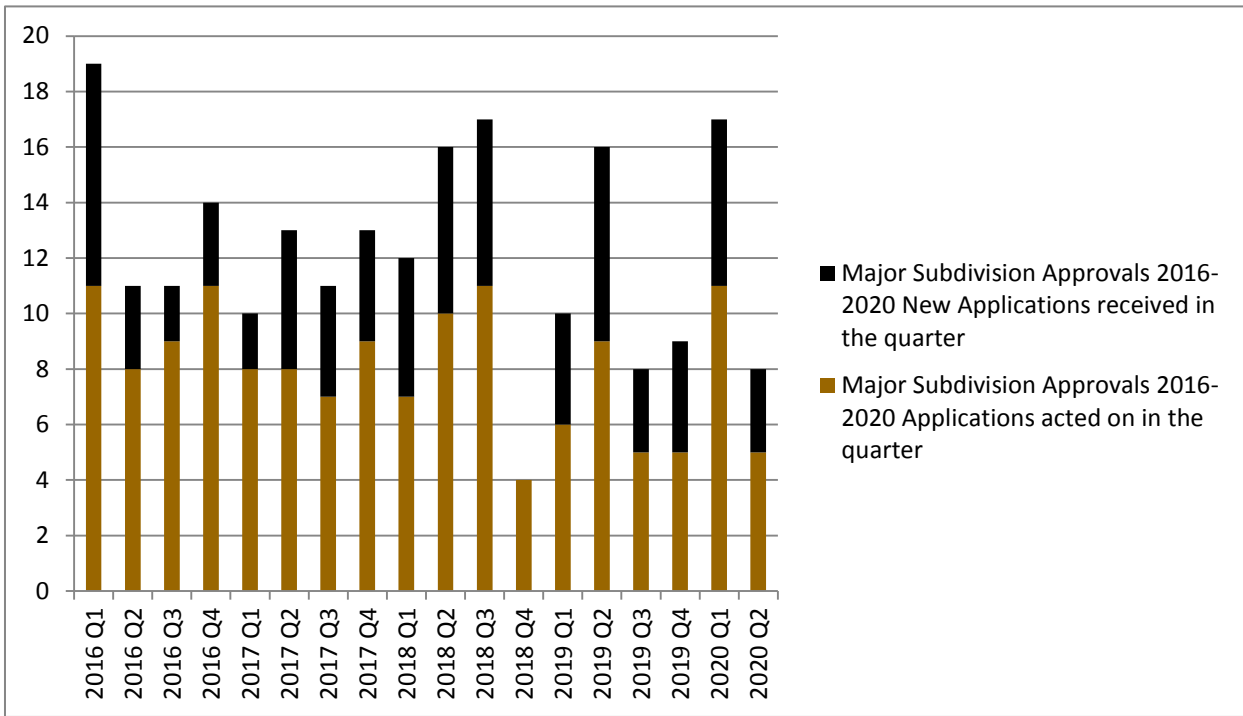
## Number of Proposed Major Subdivision Lots



(fig. 43)

(fig. 44)

Major Subdivision Approvals 2016-2020			
Year & Quarter	New Applications received in the quarter	Applications acted on in the quarter	All Applications given final approval in the quarter
2016 Q1	8	11	4
2016 Q2	3	8	6
2016 Q3	2	9	3
2016 Q4	3	11	6
2017 Q1	2	8	4
2017 Q2	5	8	3
2017 Q3	4	7	5
2017 Q4	4	9	2
2018 Q1	5	7	3
2018 Q2	6	10	3
2018 Q3	6	11	3
2018 Q4	0	4	5
2019 Q1	4	6	7
2019 Q2	7	9	1
2019 Q3	3	5	3
2019 Q4	4	5	4
2020 Q1	6	11	3
2020 Q2	3	5	4



(fig. 45)

The County saw a decrease in non-residential development applications and residential applications this quarter when compared to last year's second quarter. Similarly, there was a drop in non-residential application when compared to the first quarter of 2020. Commercial development this quarter occurred on or near major roads and tended to be in towns to the west and south-east. This is similar to where commercial developments were found last quarter which suggests that there is potential for future commercial development in those towns. The location of industrial development this quarter is comparable to last quarter. Developments of this type were found primarily along State Highway 33. Office development this quarter occurred in Marlboro, Tinton Falls, and Howell with no discernable pattern from last quarter. Of the three mixed-use applications received two were in municipalities along the shore. All three were located in or near a municipality where commercial development occurred last quarter. Public development primarily occurred north of State Highway 18. Public development projects this quarter tended to be in towns to the north and north-west. Residential development this quarter was primarily located in eastern municipalities with one project to the north in Holmdel. Roughly half of the minor subdivision applications received were in municipalities near the shore while the other half were in more inland municipalities. Minor subdivisions in municipalities near the shore were generally located away from the shore in their respective municipalities. The major subdivisions proposed this quarter were mostly located in Marlboro and are related to a mixed use development proposed there.

In the second quarter of 2020, the county has received 15 minor subdivision applications and 3 office, mixed use, and major subdivision development applications. Minor subdivision applications were the most common application type, while office, mixed use, and major subdivision development applications were the least common. Industrial development applications had the largest total proposed building area at 1,480,125 square feet. Office development applications had the least total proposed building area at 11,150 square feet. Office development decreased in square footage and industrial development increased in square footage.

Total proposed building area of commercial developments rose in 2017 and has been on the decline since 2018. This quarter saw a drop in both the amount of building area proposed and number of applications received. The total amount of building area proposed for industrial development has increased again and the number of applications has also increased this quarter. Industrial development continues to have the largest proposed building area of all development types implying a boon in warehouse development. The county has received 3 projects for office development in the second quarter for the last four years with this quarter continuing that pattern. The amount of mixed/multiple use development projects received have alternated between 3 and 4 in the past four years. This year's second quarter breaks a decline in the amount of proposed building area for public projects with a high of 67,623 square feet. The proposed units for residential development applications has dropped to 185 proposed units this quarter from 293 units at this time in 2019. There has been a decrease in both the amount of lots proposed and number of minor subdivision applications received this quarter. Finally, major subdivisions this quarter have increased in the number of lots proposed compared to the last 2 years, but decreased in the number of applications.

**Approval Status Stats for projects received in Q2 2020:**

- Final Approval: 2
- Conditional Final Approval: 1
- Conditional Approval: 5
- Preliminary Approval: 2
- Conditional Preliminary Approval: 1



- Request Information: 9
- County Approval Not Required (CANR): 11
- Exempt: 13
- Incomplete: 2