2020 Monmouth County Development Patterns

By: Quinn Ruff

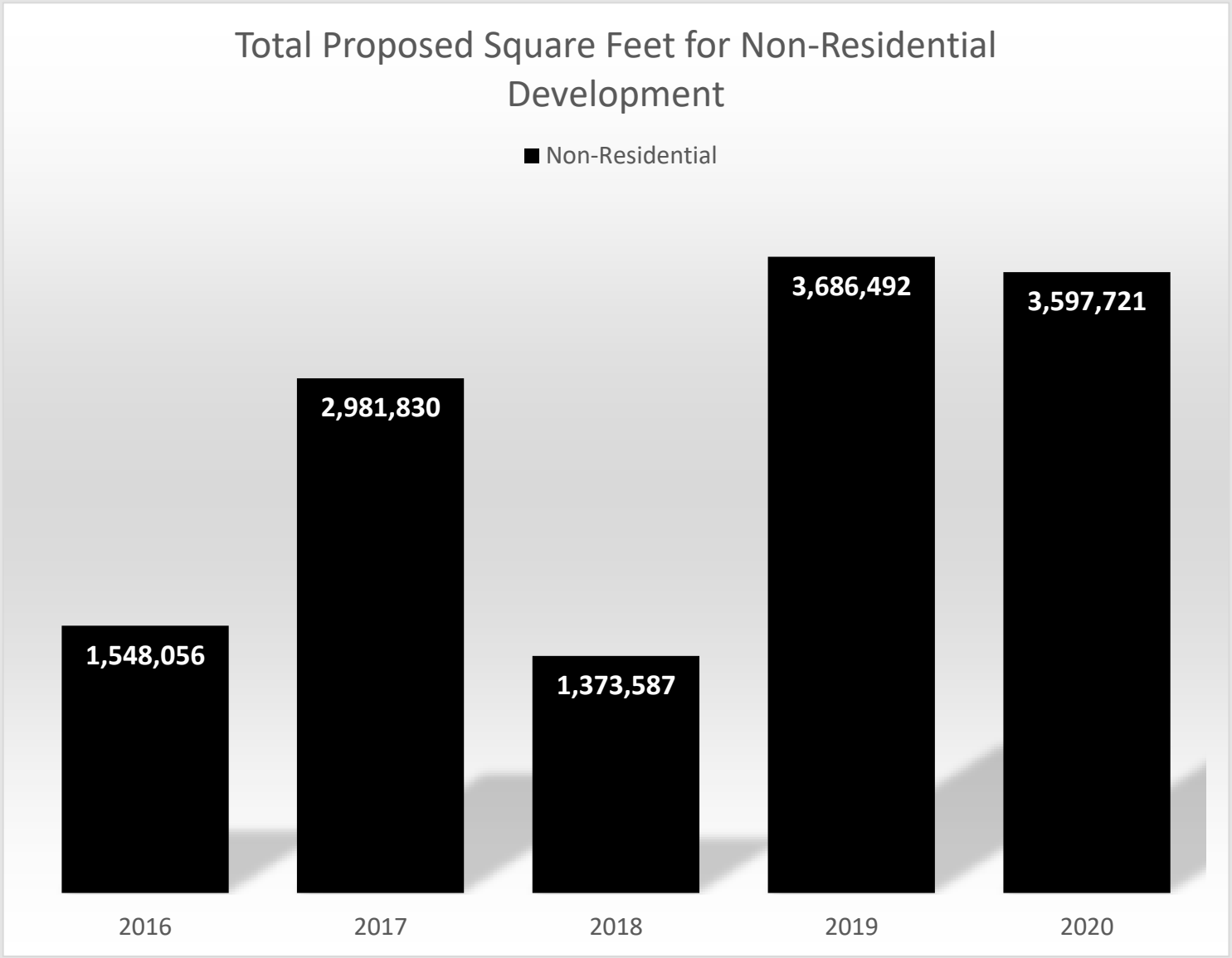
Non-Residential & Residential Development

A total of 3,597,721 square feet of building area was proposed across all non-residential development categories in 2020.

A total of 1,968 residential units were proposed between Mixed Use and Residential development categories.

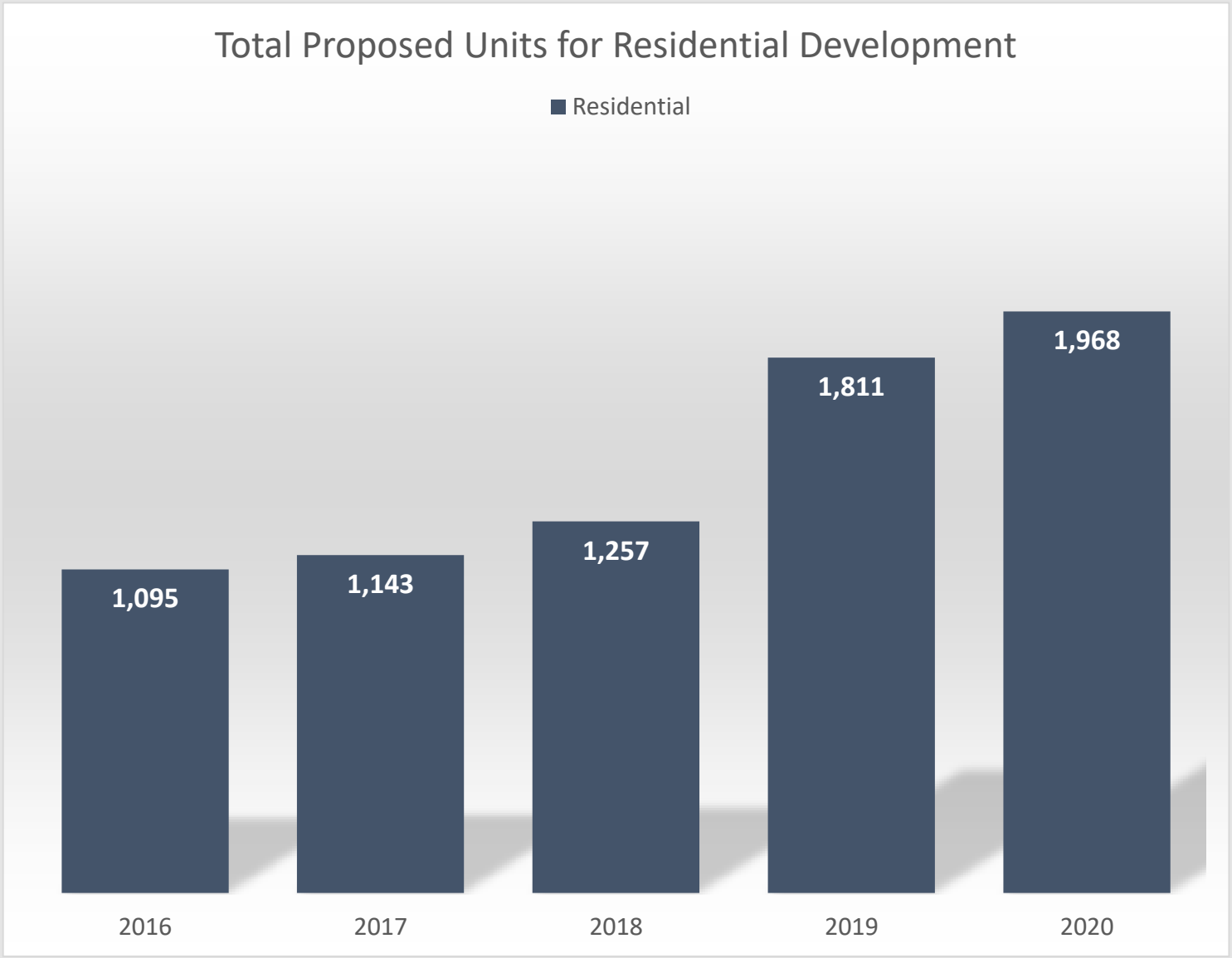
Summary of Non-Residential Developments received in 2020		
Use	**Proposed Square Feet**	**Applications received**
Commercial	282,617	35
Industrial	2,961,427	26
Office	79,019	11
Mixed Use	176,535	1
Public	98,123	12
Total:	**3,597,721**	**85**

The sudden increase in non-residential proposed square footage seen between 2018 and 2019/2020 is in large part due to the increase of large-scale industrial development applications received in the County.



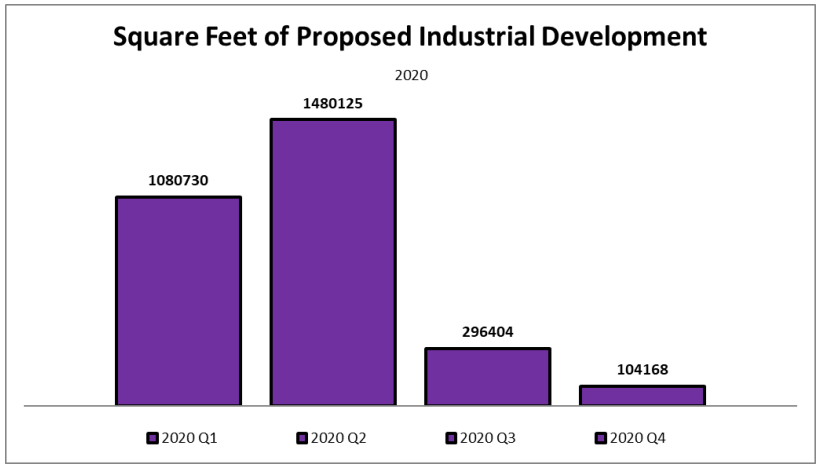
Summary of Residential Developments received in 2020			
Use	**Proposed Units**	**Proposed Lots**	**Applications received**
Mixed-Use	399	-	14
Residential	1569	-	22
Minor Subdivision	-	37	42
Major Subdivision	-	837	14
Total:	**1968**	**874**	**92**

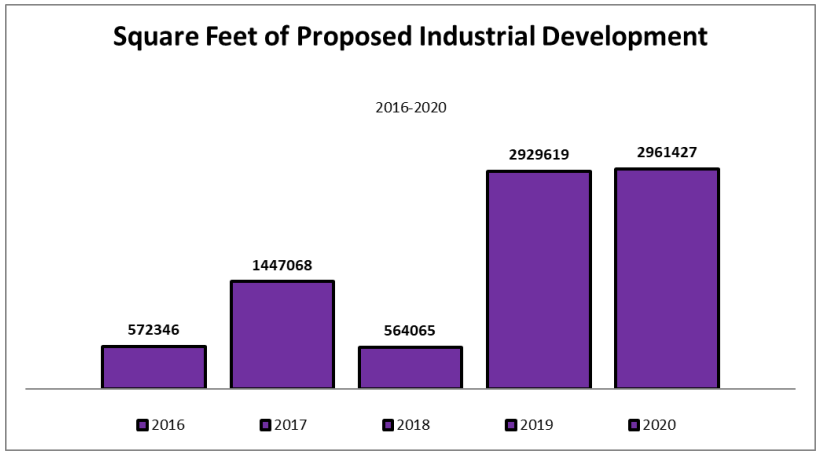
The total number of proposed mixed-use and residential units has been trending upwards since 2016 with 2020 representing the most proposed in the past 5 years.

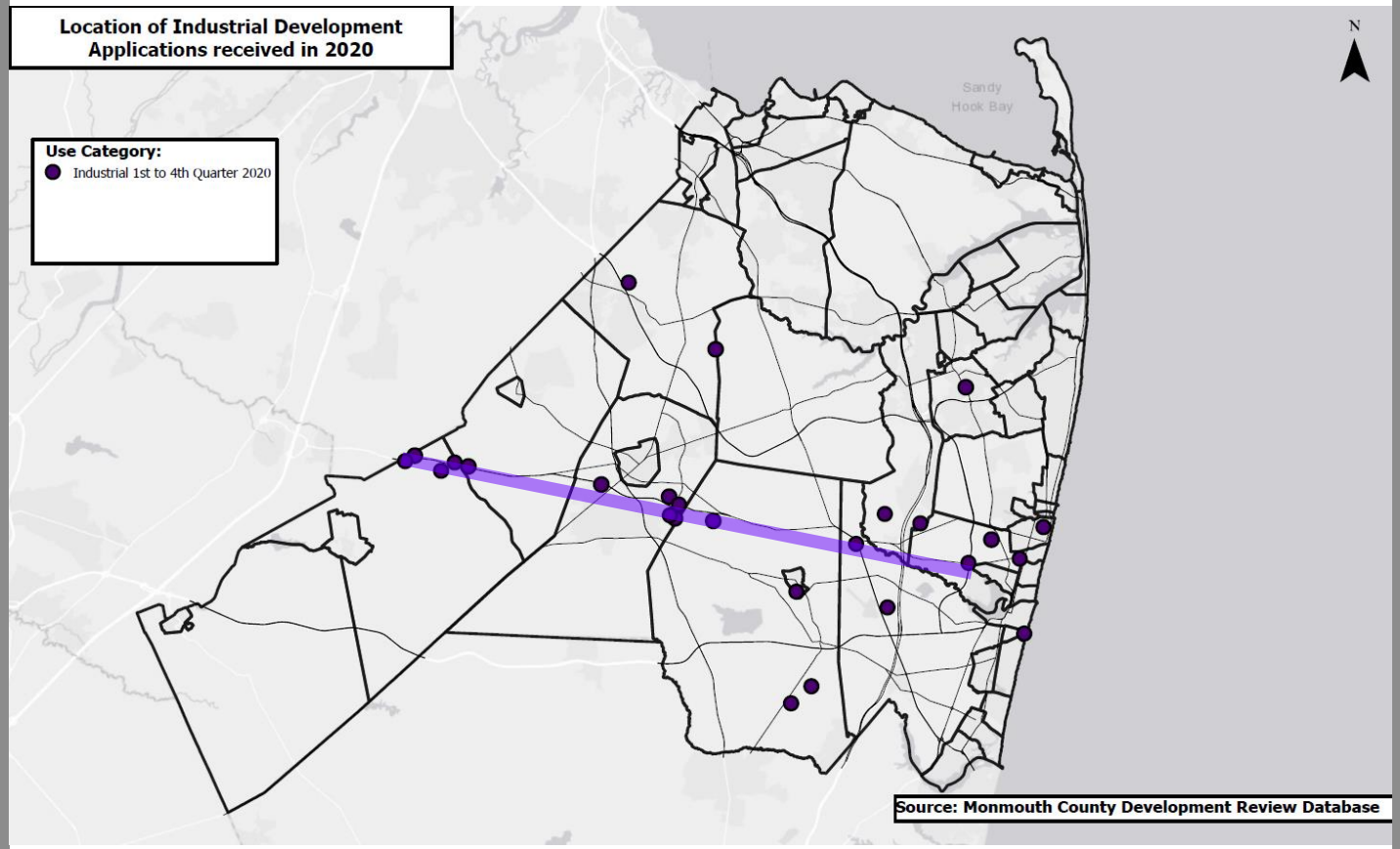


Industrial Development Patterns

- In 2020, the County saw an increase in the total building area proposed for industrial developments when compared to 2016-2019.
  - The County received a total of 26 industrial development applications which is within the range seen in previous years.
  - The Urban Land Institute (ULI) estimates that industrial projects will be continue to be prevalent throughout 2021
- In 2020, industrial development peaked in the second quarter before sharply dropping off in the 3rd quarter.
  - Despite this, industrial development represented the bulk of proposed development for the year.
- Industrial development in 2020 was proposed primarily along N.J. 33.
  - The largest industrial projects received in 2020 were the Rock Solid Realty project which proposed 368,050 square feet of warehouse in Howell and the AA33 project which proposed 1,220,000 square feet of warehouse in Millstone.

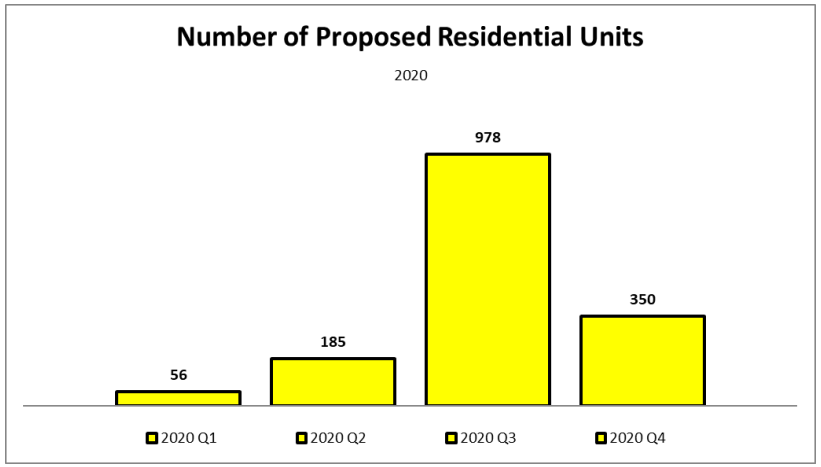

Square Feet of Proposed Industrial Development
2020
1080730
1480125
296404
104168
2020 Q1
2020 Q2
2020 Q3
2020 Q4

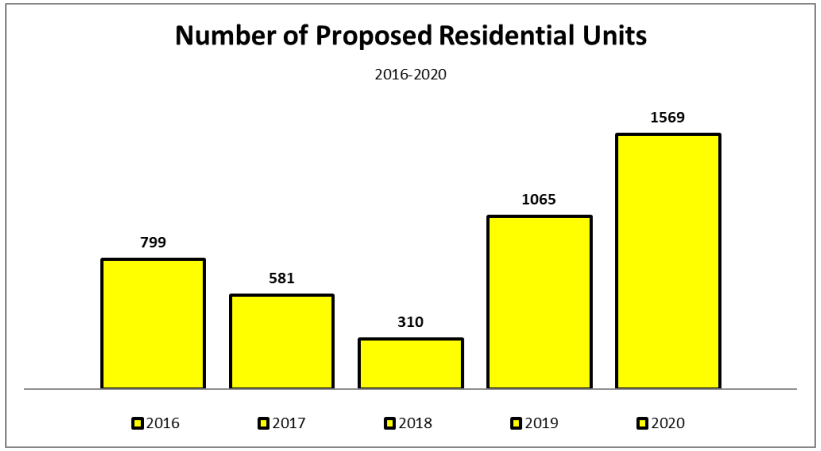

Square Feet of Proposed Industrial Development
2016-2020
572346
1447068
564065
2929619
2961427
2016
2017
2018
2019
2020

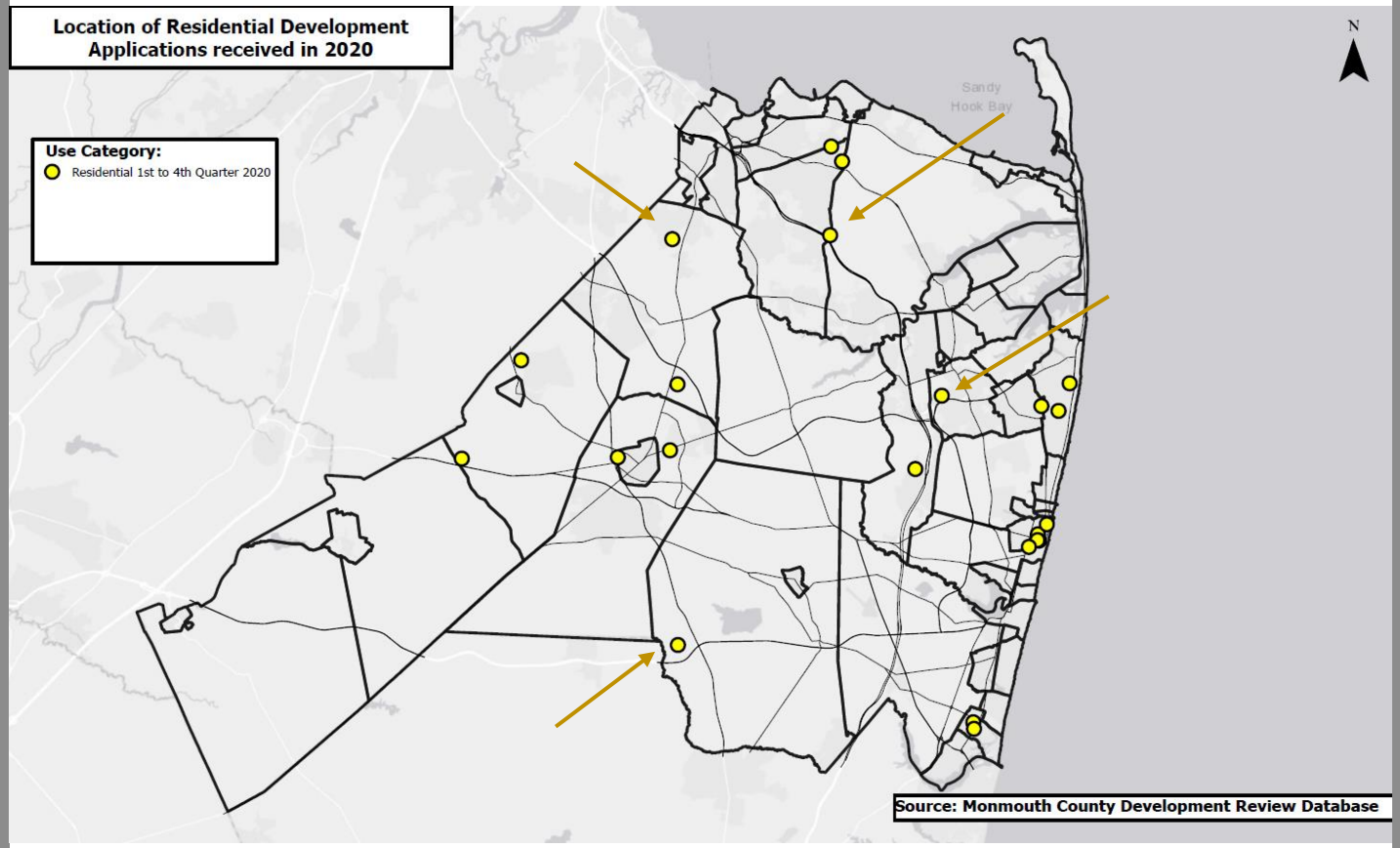

Location of Industrial Development Applications received in 2020
Use Category:
Industrial 1st to 4th Quarter 2020
N
Sandy Hook Bay
Source: Monmouth County Development Review Database

Residential Development Patterns

- Multi-family residential applications proposed a large number of units far outclassing the totals of the past five years.
  - The County received a total of 22 residential development applications which proposed a grand total of 1,569 units.
  - ULI also estimates short term increases in multifamily development with the greatest growth predicted to occur in 2022.
- Residential development peaked in the 3rd quarter before falling in the 4th quarter.
  - The total number of units proposed in the 4th quarter exceeds that proposed in the 1st and 2nd quarters combined.
- In 2020, residential development was primarily located in the municipalities along the shore.
  - Asbury Park and Holmdel had the largest number of applications but there were large scale residential developments in Marlboro, Manalapan, Eatontown and Howell.

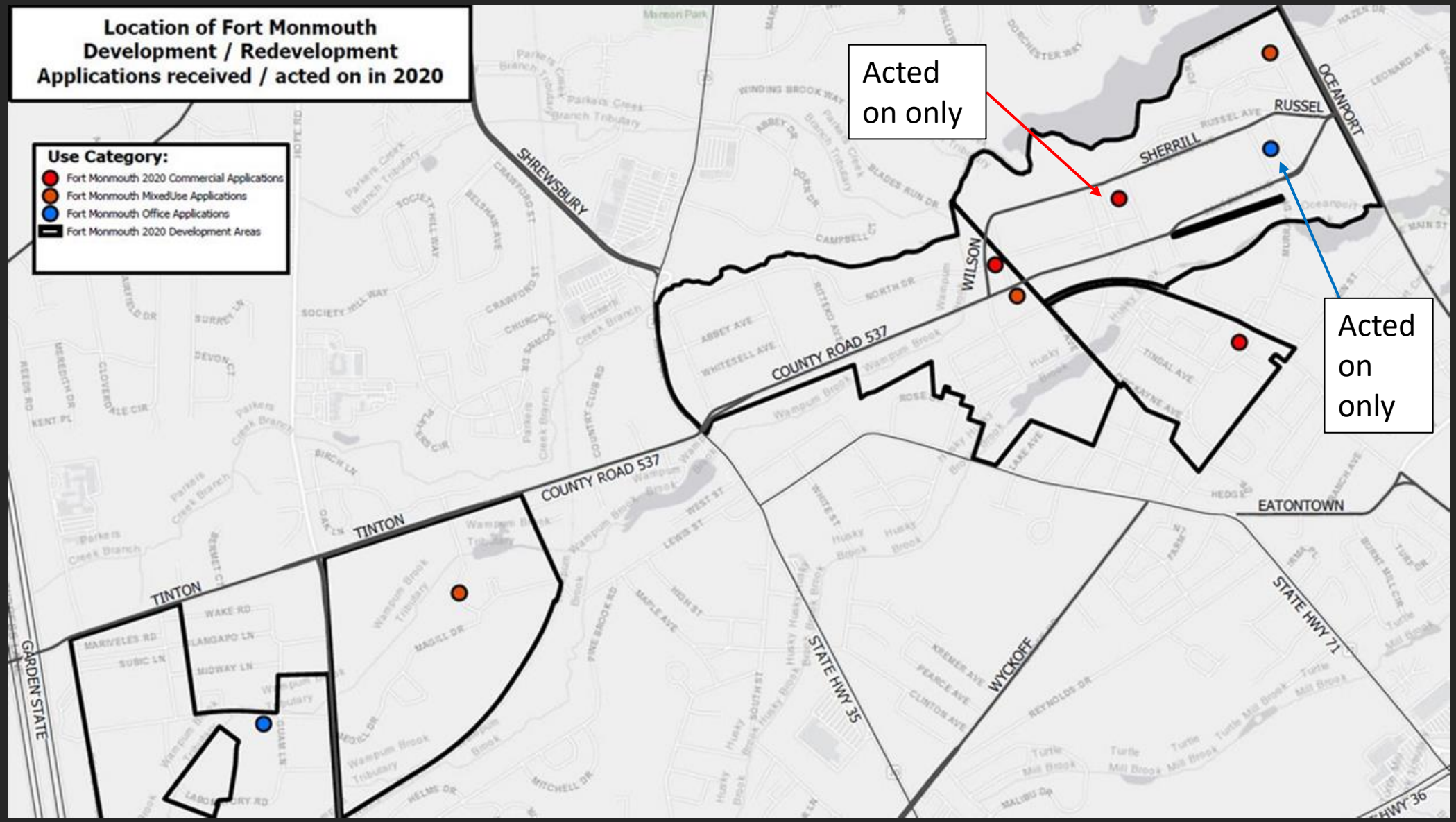

Number of Proposed Residential Units
2020
978
350
185
56
2020 Q1
2020 Q2
2020 Q3
2020 Q4


Number of Proposed Residential Units
2016-2020
1569
1065
799
581
310
2016
2017
2018
2019
2020


Location of Residential Development Applications received in 2020
Use Category:
Residential 1st to 4th Quarter 2020
N
Sandy Hook Bay
Source: Monmouth County Development Review Database

Fort Monmouth

- The County received more Fort Monmouth applications in 2020 than in any other year.
  - This year 6 new applications were received, and 2 pending applications were acted on (The Loft at Fort Monmouth & Russel Hall).
  - Prior to 2020, 2017 held the record with a total of 4 applications.
- Most of the proposed development within Fort Monmouth was for mixed-use development.

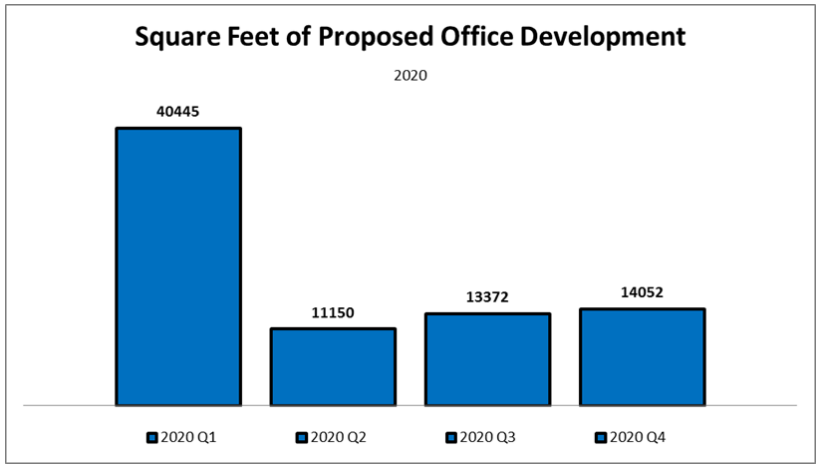

Location of Fort Monmouth
Development / Redevelopment
Applications received / acted on in 2020
Use Category:
Fort Monmouth 2020 Commercial Applications
Fort Monmouth MixedUse Applications
Fort Monmouth Office Applications
Fort Monmouth 2020 Development Areas
Acted on only
Acted on only
SHREWSBURY
RUSSEL
SHERRILL
OCEANPORT
WILSON
COUNTY ROAD 537
COUNTY ROAD 537
TINTON
TINTON
EATONTOWN
GARDEN STATE
STATE HWY 35
WYCKOFF
STATE HWY 71
HWY 36

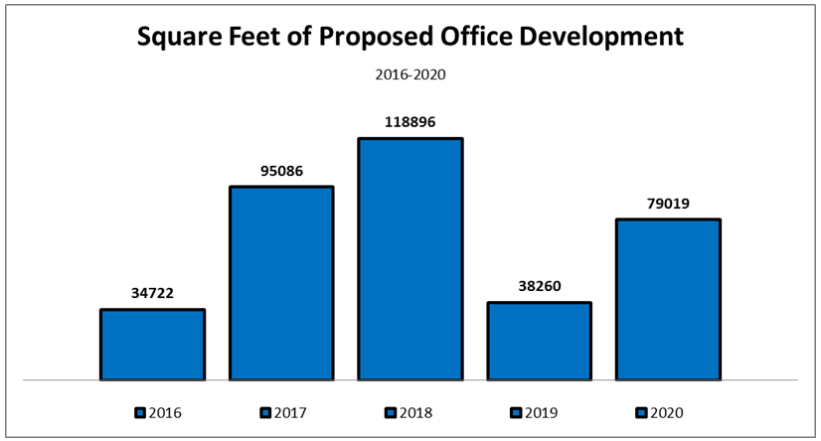
Fort Monmouth Applications received in 2020				
Name	Use	New building area proposed in square feet	Proposed residential units	Application Status
Allison Hall	Mixed-Use	103,088	-	RI
Sun-Eagles Golf Course	Mixed-Use	3,760	75	CA
CommVault - Fire House	Office	0	-	CANR
Eatontown Art Barracks	Mixed-Use	23,690	4	FA (2021)
Oport Partners – Commissary	Commercial	0	-	CANR
Fort Monmouth Bowling Center	Commercial	5,051	-	CFA

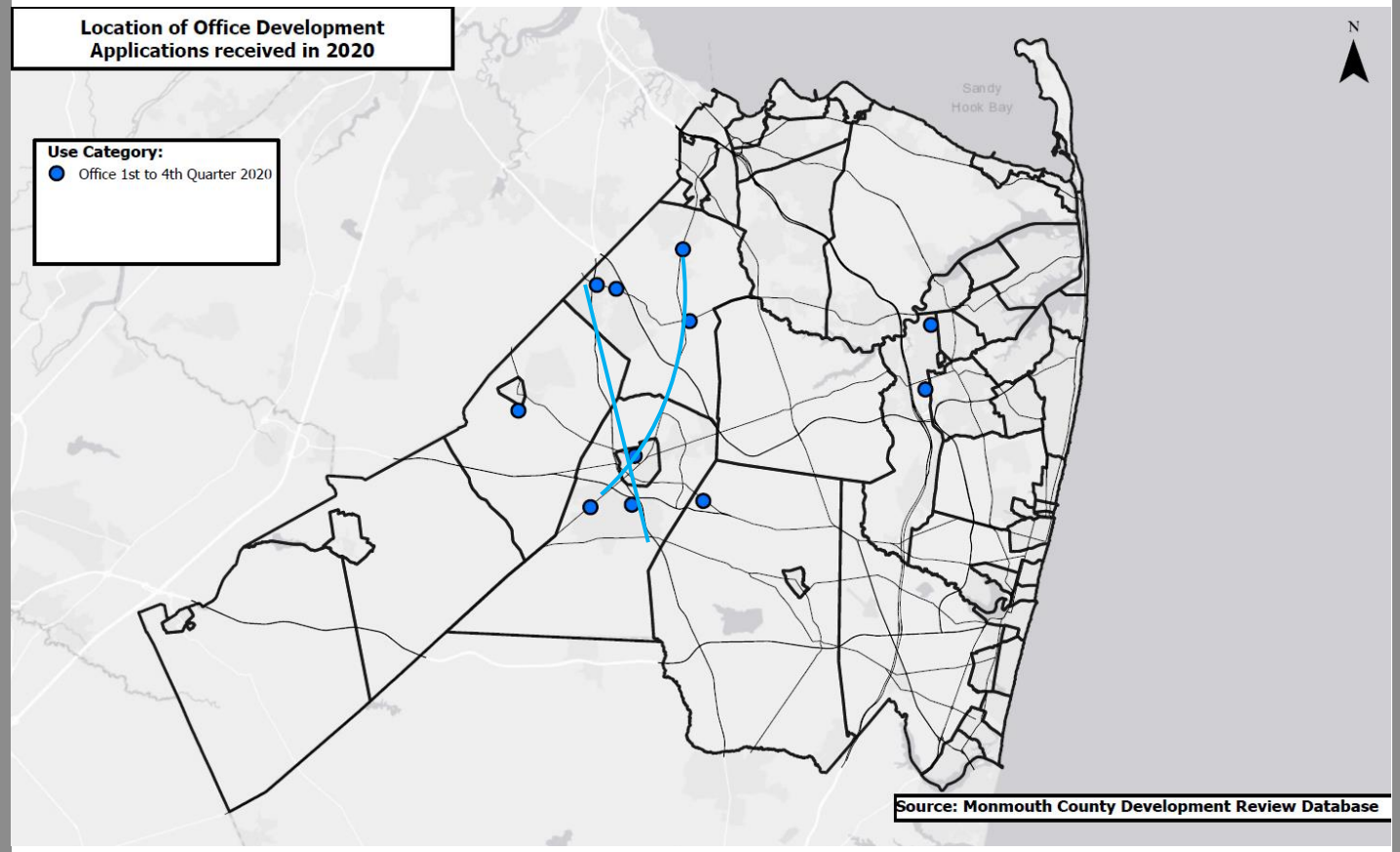
*RI – Request Information, CA – Conditional Approval, CANR – County Approval Not Required, FA – Final Approval, CFA – Conditional Final Approval

Office Development Patterns

- The yearly total for office development more than doubled in 2020 when compared to the total proposed in 2019.
  - The number of office development applications received in 2020 remains the same as in 2019.
  - Much of the office building area proposed comes from applications received pre-pandemic suggesting a potential shift to smaller office development in the near future.
- Proposed building area for office development experienced a sharp decline in the 2nd quarter before gradually increasing in the 2nd half of the year.
- Office development in 2020 was proposed primarily in western municipalities along or near U.S. 9 and N.J. 79

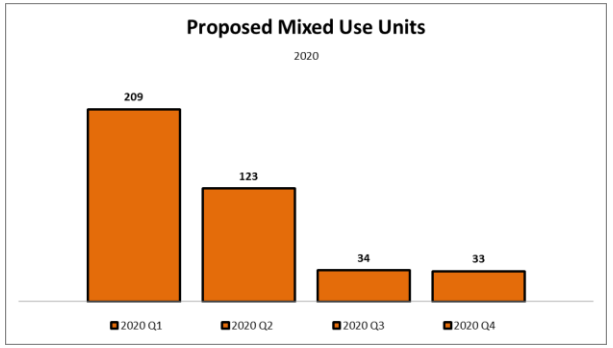

Square Feet of Proposed Office Development
2020
40445
11150
13372
14052
2020 Q1
2020 Q2
2020 Q3
2020 Q4

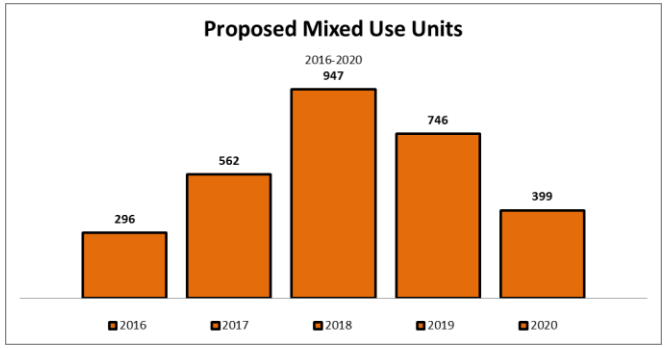

Square Feet of Proposed Office Development
2016-2020
34722
95086
118896
38260
79019
2016
2017
2018
2019
2020

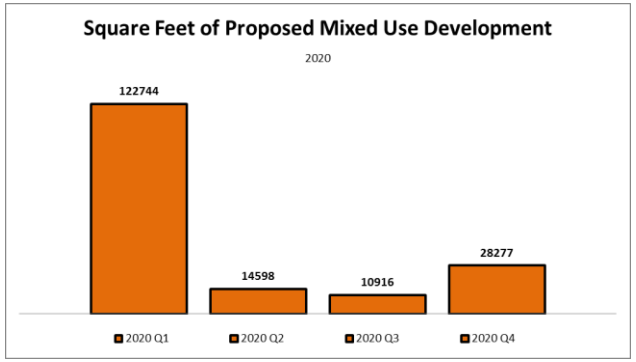

Location of Office Development
Applications received in 2020
Use Category:
Office 1st to 4th Quarter 2020
N
Sandy
Hook Bay
Source: Monmouth County Development Review Database

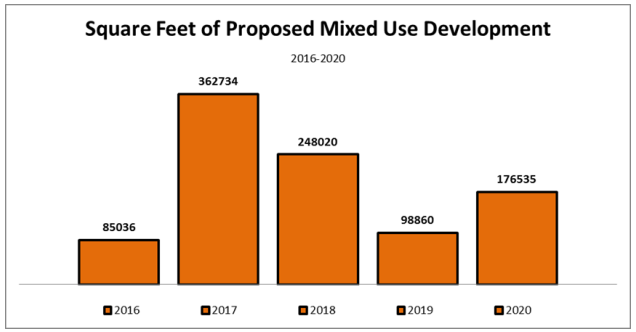
Mixed-Use Development Patterns

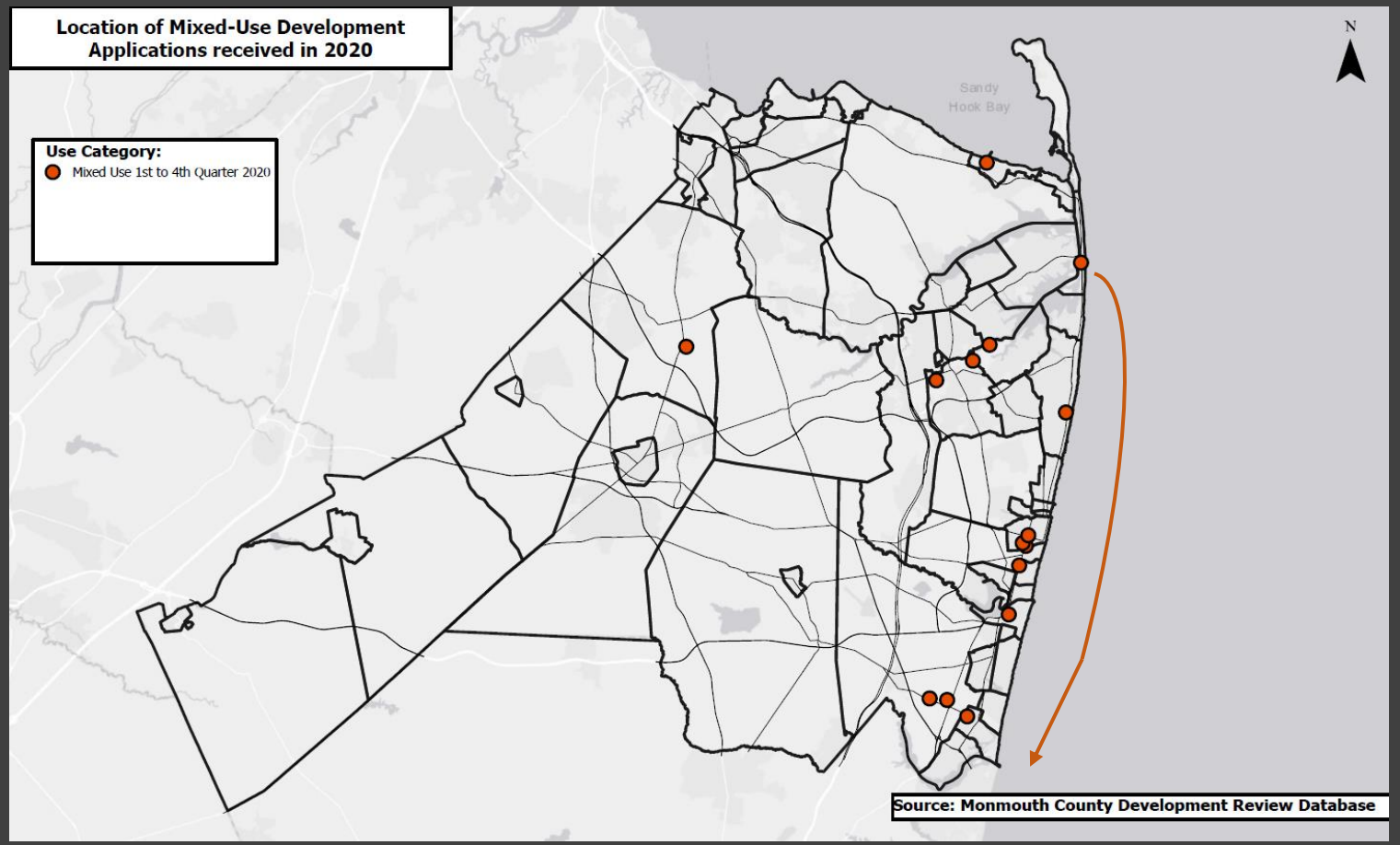
- Overall, the total amount of proposed building area for mixed-use development represents an increase from 2019's total. This in large part is due to the Allison Hall development.
  - The building area proposed dropped between the 1st and 2nd quarters as well as the 2nd and 3rd quarters.
  - The 4th quarter ended with nearly three times the amount of building area proposed than the 3rd quarter.
- While there were yearly gains for proposed building area in 2020, the number of proposed units lags behind previous yearly totals.
  - Additionally, the number of proposed units as part of mixed-use development has fallen compared to the yearly totals of 2017, 2018, & 2019.
- Mixed-use development in 2020 was primarily located in municipalities along the shore.


Proposed Mixed Use Units
2020
209
123
34
33
2020 Q1
2020 Q2
2020 Q3
2020 Q4


Proposed Mixed Use Units
2016-2020
296
562
947
746
399
2016
2017
2018
2019
2020

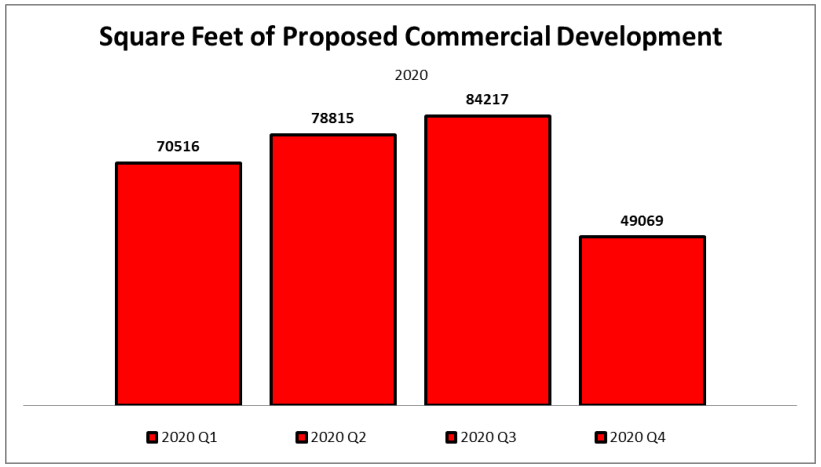

Square Feet of Proposed Mixed Use Development
2020
122744
14598
10916
28277
2020 Q1
2020 Q2
2020 Q3
2020 Q4

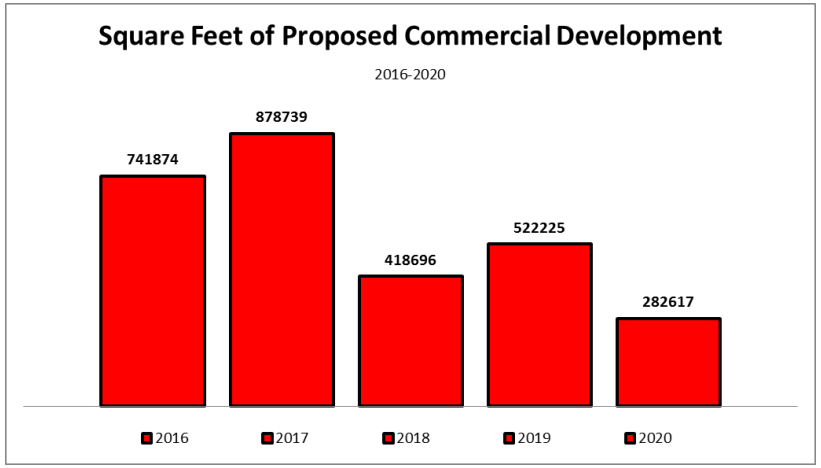

Square Feet of Proposed Mixed Use Development
2016-2020
85036
362734
248020
98860
176535
2016
2017
2018
2019
2020

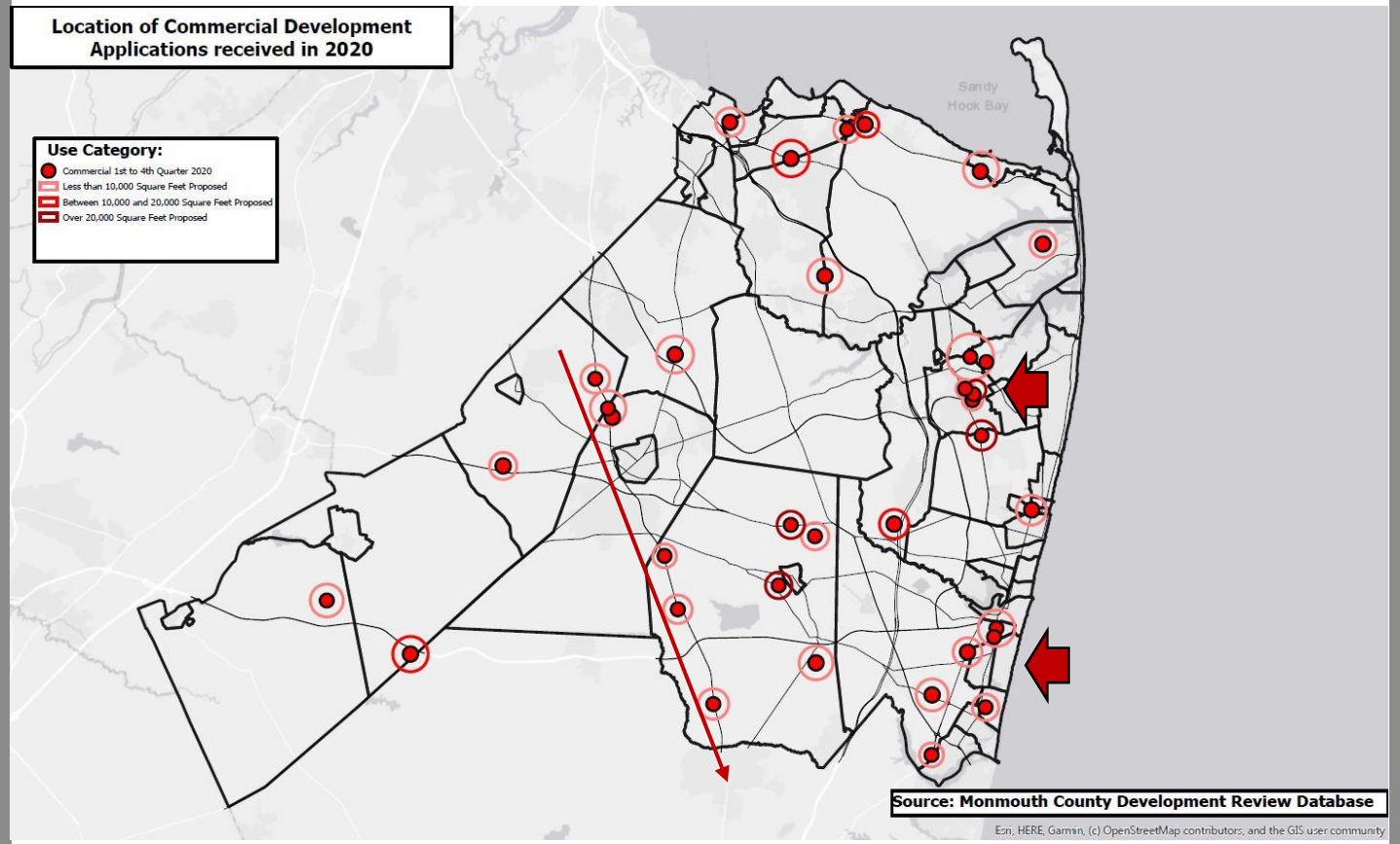

Location of Mixed-Use Development Applications received in 2020
Use Category:
Mixed Use 1st to 4th Quarter 2020
Sandy Hook Bay
N
Source: Monmouth County Development Review Database

Commercial Development Patterns

- The County received a total of 35 commercial development applications which represents the fewest commercial applications received in the past five years.
  - Commercial retail was among the hardest hit industries by the pandemic according to ULI.
- Proposed commercial building area increased steadily across 2020 until dropping in the 4th quarter.
  - The yearly total for proposed commercial building area also fell in 2020 when compared to totals observed from 2016-2019.
- Commercial applications received in 2020 were primarily located in Howell, Wall, and Eatontown.
  - Several commercial applications were proposed along U.S. 9 as well.

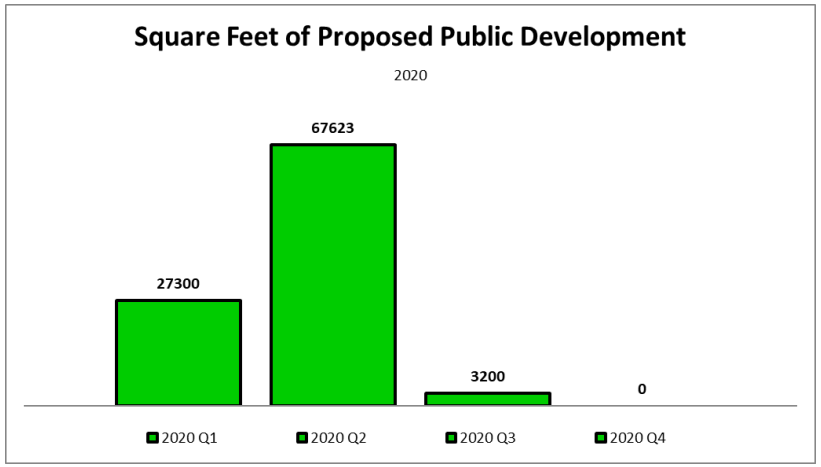

Square Feet of Proposed Commercial Development
2020
70516
78815
84217
49069
2020 Q1
2020 Q2
2020 Q3
2020 Q4

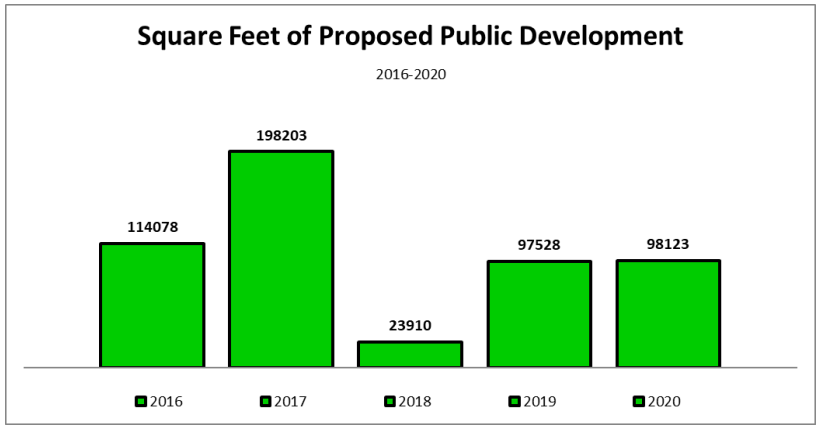

Square Feet of Proposed Commercial Development
2016-2020
741874
878739
418696
522225
282617
2016
2017
2018
2019
2020

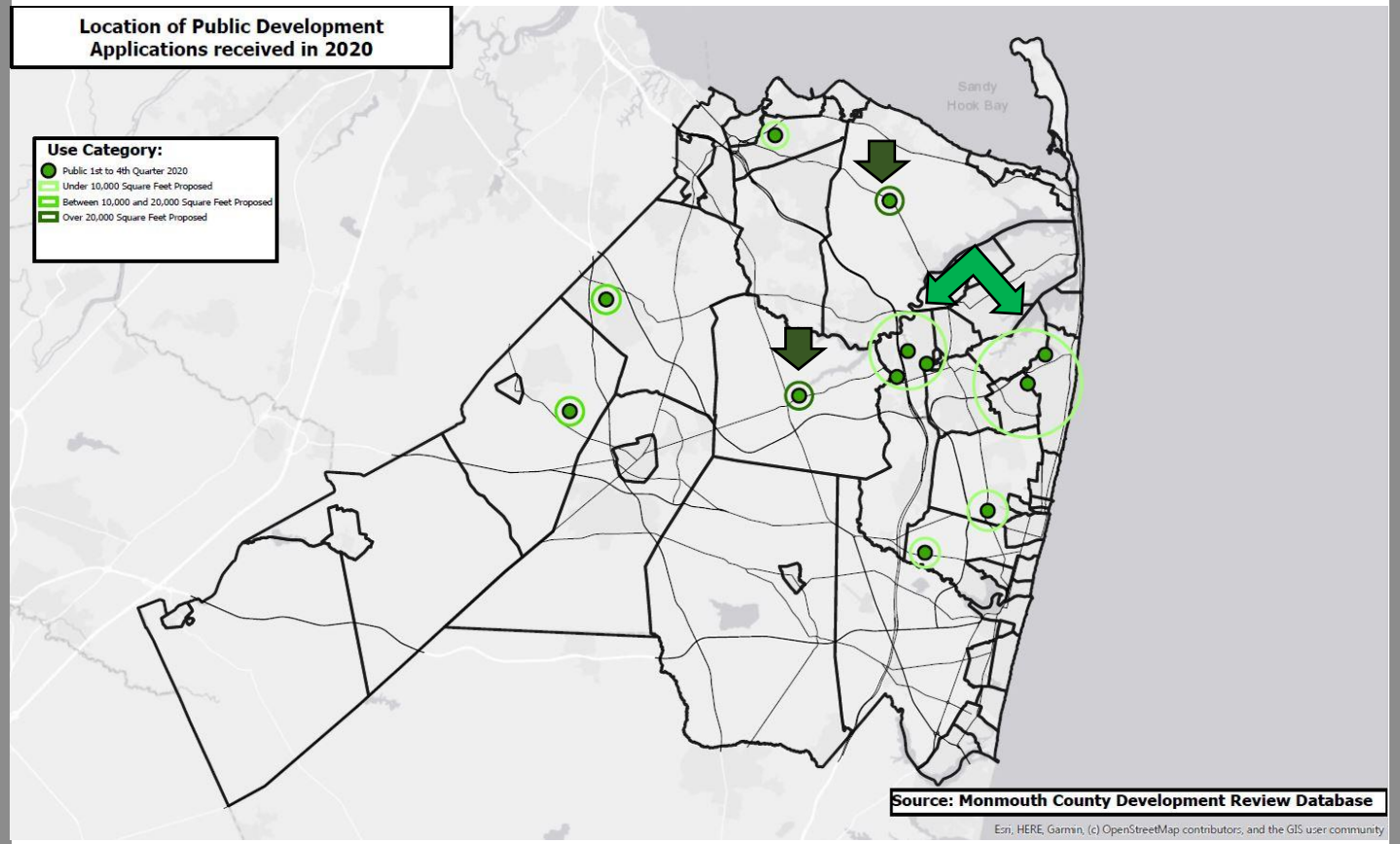

Location of Commercial Development Applications received in 2020
Use Category:
Commercial 1st to 4th Quarter 2020
Less than 10,000 Square Feet Proposed
Between 10,000 and 20,000 Square Feet Proposed
Over 20,000 Square Feet Proposed
Sandy Hook Bay
Source: Monmouth County Development Review Database
Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

Public & Institutional Development Patterns

- In 2020, the County received 12 public development applications, which is just above the low of 10 received in 2018.
  - The two largest public and institutional projects, Colts Neck Community Church and the Middletown Municipal Building proposed over 20,000 square feet of building area each.
- Proposed building area for public development peaked in the 2nd quarter before plummeting to zero by the 4th quarter.
  - There was a slight increase in proposed public building area compared to 2019.
- Public development in 2020 was proposed primarily in Tinton Falls, Long Branch and West Long Branch.

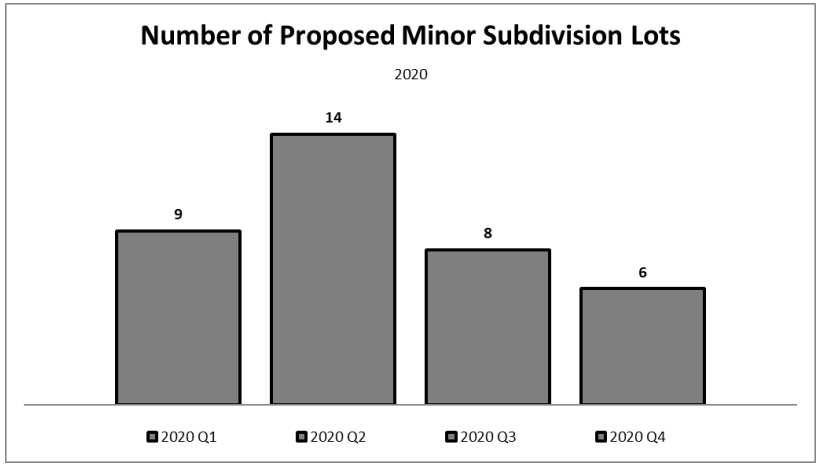

Square Feet of Proposed Public Development
2020
67623
27300
3200
0
2020 Q1
2020 Q2
2020 Q3
2020 Q4

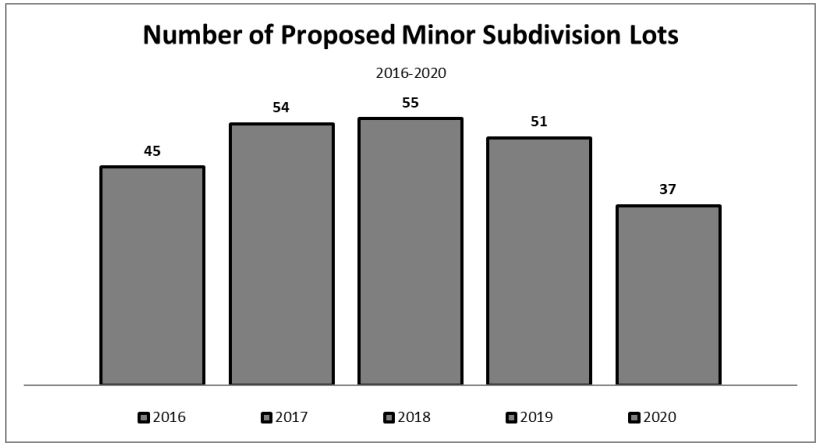

Square Feet of Proposed Public Development
2016-2020
198203
114078
23910
97528
98123
2016
2017
2018
2019
2020

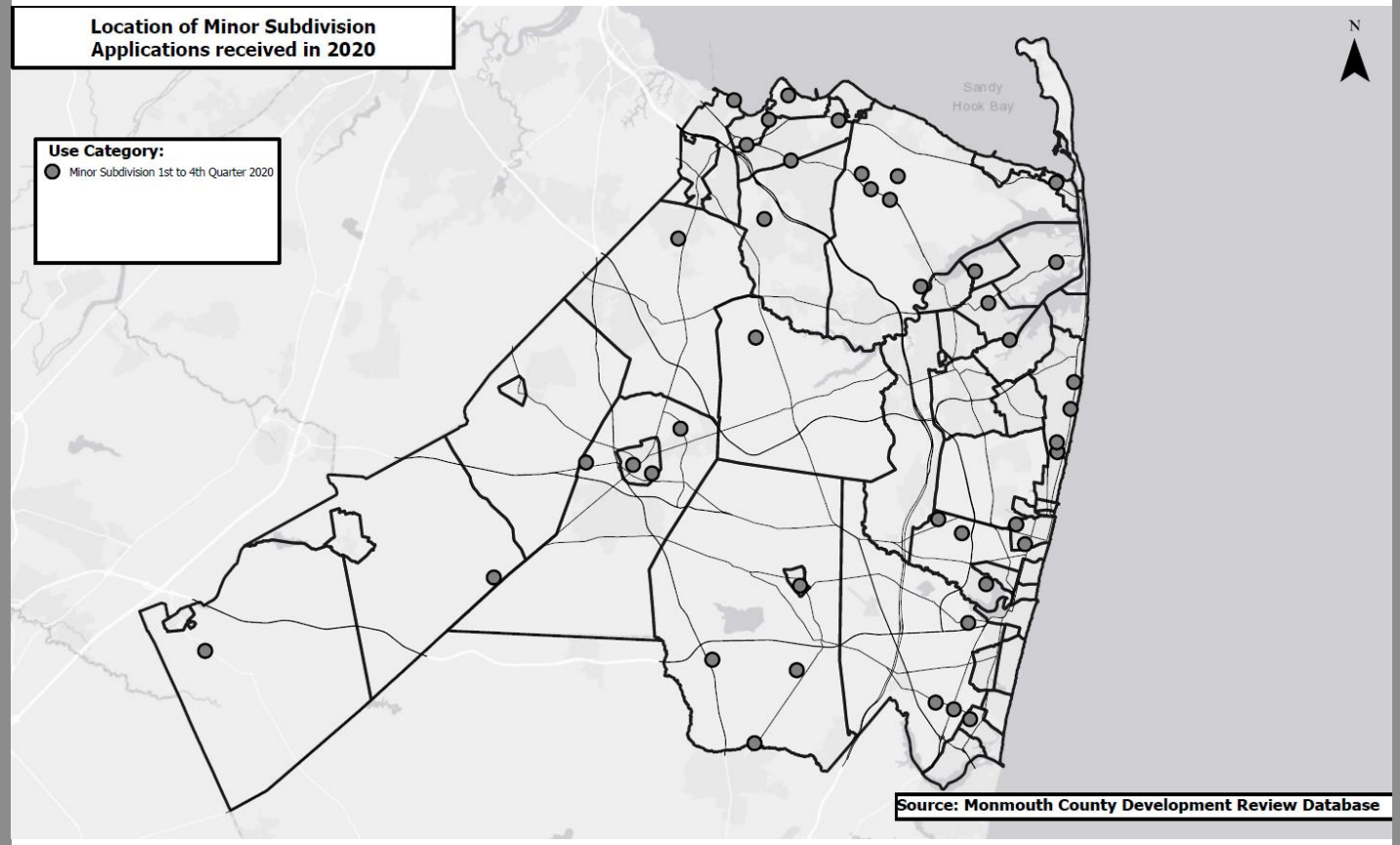

Location of Public Development
Applications received in 2020
Use Category:
Public 1st to 4th Quarter 2020
Under 10,000 Square Feet Proposed
Between 10,000 and 20,000 Square Feet Proposed
Over 20,000 Square Feet Proposed
Sandy
Hook Bay
Source: Monmouth County Development Review Database
Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

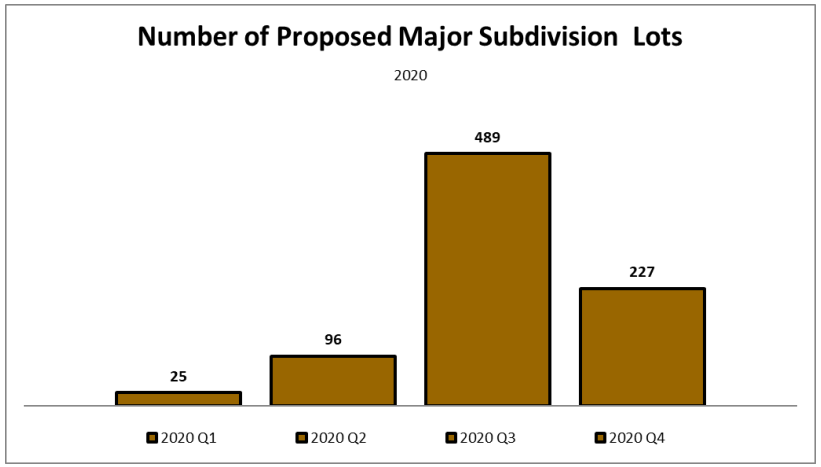
Minor & Major Subdivisions

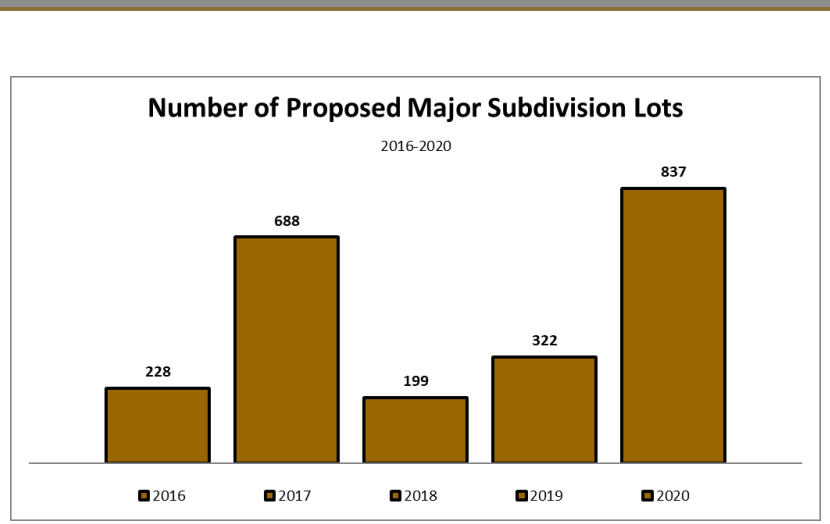
- The lots proposed by **minor** subdivisions in 2020 increased from the 1st to 2nd quarter but decreased from the 2nd quarter onwards.
- Minor subdivision applications received in 2020 were most commonly located in Middletown, Long Branch, Wall, Neptune Township, Hazlet, and Howell.
- Proposed **major** subdivision lots in 2020 gradually increased from the 1st to 2nd quarter and more than tripled in the 3rd quarter.
- The County received 14 major subdivision applications in 2020 that proposed over 800 building lots.
- Major subdivision applications were most commonly received alongside large-scale multi-family residential projects.

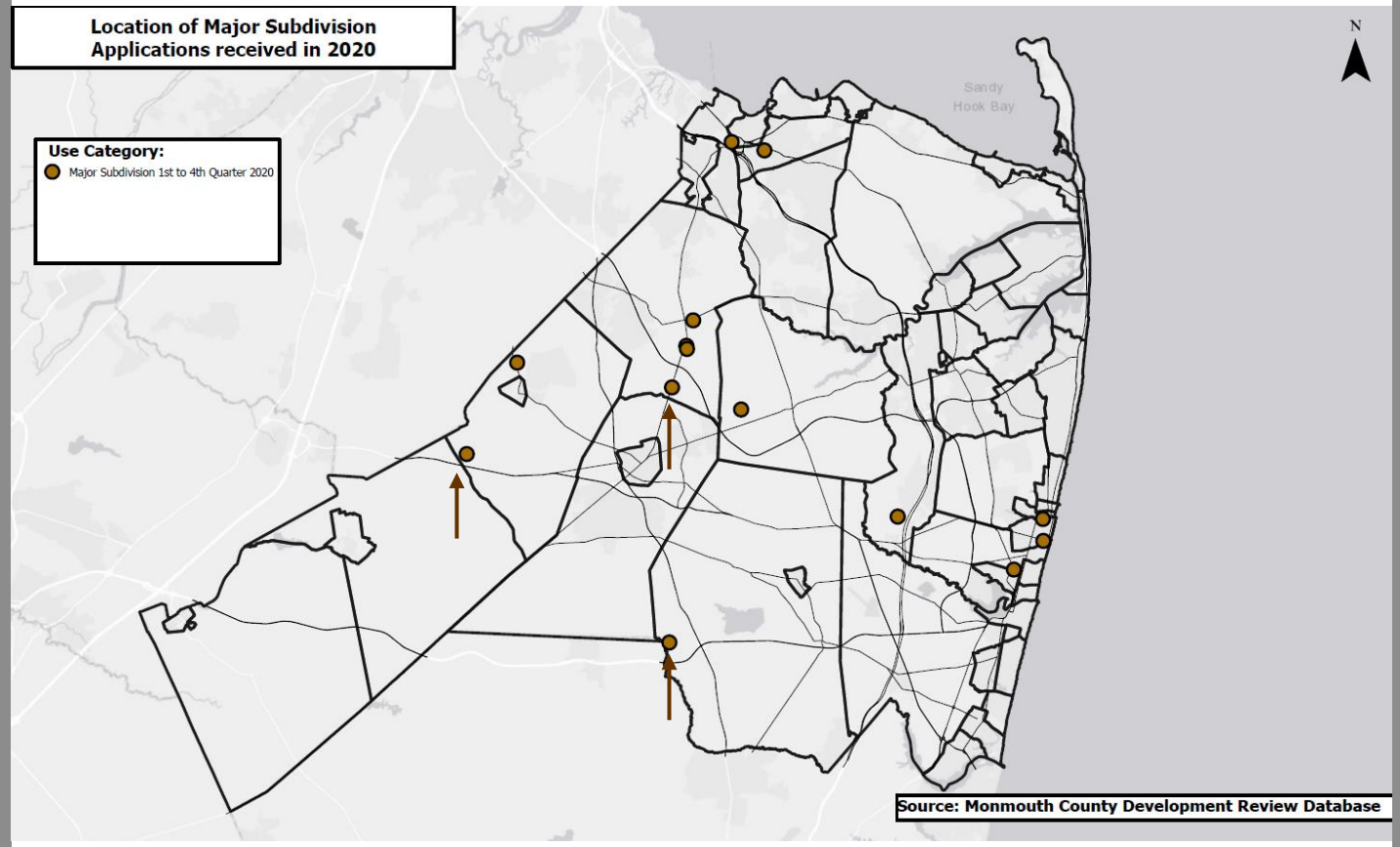

Number of Proposed Minor Subdivision Lots
2020
9
14
8
6
2020 Q1
2020 Q2
2020 Q3
2020 Q4


Number of Proposed Minor Subdivision Lots
2016-2020
45
54
55
51
37
2016
2017
2018
2019
2020


Location of Minor Subdivision Applications received in 2020
Use Category:
Minor Subdivision 1st to 4th Quarter 2020
Sandy Hook Bay
N
Source: Monmouth County Development Review Database







= Largest Major Subdivisions received