

Appendix C: National and Regional Trends

National Trends

In addition to those identified in the 2016 Master Plan:

Demographics

- Facing demographics realities: Over the next 30 years, the population of Americans over age 65 will double, and the number of those over 85 will triple. Minorities are already approaching 50 percent of the home buying market and in many areas account for 100 percent of population growth. These are just two indicators of the pace of the demographic transformation sweeping across the United States.
- The country as a whole is becoming more diverse. The suburbs are becoming more integrated, yet many cities and rural areas remain less integrated at the micro level.
- Millennials are beginning the shift to home ownership but remain highly selective about the ‘type’ of suburbs they want to live in.
- With the Millennial shift also comes new expectations for land uses and changes to traditional zoning regulations. (e.g. keeping chickens in residential neighborhoods, vegetable growing in front yards, community gardens, urban agriculture in industrial areas)

Transportation

- Decline of public transit ridership continues. Ironically, there may be a perceptible increase in vehicle miles traveled (VMT) attributed to on demand transportation and delivery services.
- The growth of alternative fuel vehicles threatens gas consumption tax collections as a major source of transportation funding.

- Greater demand for core urban sites almost always means higher land prices. As urban cores become denser, there is an opportunity for public transportation systems to reduce traffic congestion and automobile pollution.
- Technology will allow more complex economic, transportation, and land use scenario modeling to occur, along with this is an increased reliance on big data, data integrity, and data security.

Economic

- Large brick and mortar retail continues to give way to online shopping, but only for certain types of retail.
- Shared real estate services such as Airbnb are a growing component in not only gentrification and economic displacement, but are also contributing to the loss of the social integration which defines traditional neighborhoods.
- Venture capitalists are investing in traditionally government funded urban planning and design projects without a heightened level of scrutiny and oversight that public agencies typically provide.
- Infrastructure replacement and upgrades continue in order to meet new economic competitiveness realities.
- The flow of global capital to U.S. metropolitan markets will accelerate because foreign investors value the relative stability of U.S. markets and are particularly attracted to the “gateway cities”.
- Financing project implementation becomes increasingly complicated with public-private partnerships, venture capitalist investments, tax abatements, etc., as the lines between a public and private investment continue to blur.

Other

- The rise of localism continues as there is less public certainty about effectiveness at the Federal level.

- Continued growth in sustainable planning approaches provide new and expanded career opportunities in both private and public sector.
- Regional plans are increasingly emphasizing a “systems” approach, both horizontal and vertical, integrating regional planning across related topics.

Monmouth County and Local Trends

In addition to those identified in the 2016 Master Plan:

- Redevelopment of Fort Monmouth continues with the first residential components built and occupied.
- Bell Works and Fort Monmouth reestablish Monmouth County as technology presence in the state.
- Home values continue to increase along the coast despite threats from sea level rise as new and reconstructed housing is built to higher construction standards reduce the perceived threat from future coastal storms and offsetting some of the anticipated future flood insurance premium hikes.
- Higher end luxury condo/apartment developments along the coast are increasingly a function of international investment and venture capitalists rather than a reflection of local market demands.
- Additionally, competition for middle income housing will come from shared economy entrepreneurs seeking opportunities in neighborhoods that can be readily rented.
- Redevelopment changes the need for for various types of transit connectivity along the coastline (e.g. regional bike share, additional ferry service, alternatives to single purpose commuter rail).
- Rebuilding efforts after Sandy begin to wane as Federal and State assistance programs sunset.

- The need for multi-generational housing will increase – some municipalities will take measures to allow for conditional multi-generational housing as a permitted use in residential zones (see Howell 0-18-8, county record # 7782).
- Towns will have to coordinate public access opportunities to the waterfront as a component of new development and redevelopment along the coastline.

Sources and contributors: Urban Land Institute; American Planning Association PAS Report 586, MCPB Staff; Washington Post

Appendix F: Monmouth County CDBG approved Municipal and Nonprofit Projects (2016-2017)

FY 2016 Recipient	Project	Grant Amount
Atlantic Highlands	ADA Street Improvements	\$119,697
Bradley Beach	Improvements to Riley Park	\$142,143
Highlands	Sanitary Sewer Improvements	\$146,286
Howell Township	West Farm Road Sidewalks	\$141,928
Marlboro	Street Improvements Greenbriar Road	\$125,485
Non Profit	CASA for Children of Monmouth County	\$52,536
Non Profit	Count Basie Theater ADA Improvements to Box Office	\$115,152
Non Profit	Guild of Creative Art ADA Improvements	\$35,055
Non Profit	Jersey Shore Arts Center ADA Improvements	\$128,333
Non Profit	Monmouth County Association for the Blind	\$25,023
Non Profit	Parker Family Health Center	\$34,901
Ocean Grove Sewerage Authority	Sanitary Sewer Improvements	\$111,736
Wall	ADA improvements to Camp Evans	\$61,174
Total 2016		\$1,239,449

FY 2017 Recipient	Project	Grant Amount
Allentown	Streetscape Improvements	\$138,000
Farmingdale	Main Street Streetscape Improvements	\$144,143
Hazlet	Street Improvements	\$137,666
Howell	Street Improvements Casino Drive	\$131,774
Neptune City	Pedestrian and ADA Improvements	\$142,714
Non Profit	Caregiver Volunteers of Central New Jersey	\$10,559
Non Profit	CASA for Children of Monmouth County	\$46,706
Non Profit	Monmouth County Association for the Blind	\$46,707

FY 2017 Recipient (cont.)	Project	Grant Amount
Non Profit	Parker Family Health Center	\$40,794
Non Profit	SCAN Senior Citizens Activities Network	\$30,350
Oceanport	Milton Avenue Drainage Improvements	\$128,714
Tinton Falls	Street Improvements Hope Road	\$142,486
West Long Branch	ADA Sidewalk Ramp Improvements	\$112,243
	Total 2017	\$1,252,856

FY 2018 Recipient	Project	Grant Amount
Aberdeen	Improvements to Overlook Park	\$164,318
Eatontown	Senior Center Renovations	\$166,136
Howell	Project To be Determined	\$135,000
Keansburg	Drainage Improvements	\$169,545
Keyport	Main Street Park Redevelopment	\$147,500
Manasquan	ADA Roadway Improvements	\$162,500
Millstone	ADA Improvements to Municipal Building	\$23,636
Non Profit	Caregiver Volunteers of Central New Jersey	\$19,619
Non Profit	CASA for Children of Monmouth County	\$50,714
Non Profit	Count Basie ADA Improvements	\$65,095
Non Profit	Monmouth County Association for the Blind	\$66,055
Non Profit	Parker Family Health Center	\$88,550
Ocean Township	Sidewalk Improvements	\$160,227
Sea Girt	ADA Improvements to Library	\$157,273
Union Beach	Street Improvements St. James Avenue	\$173,636
	Total 2018	\$1,749,804