



EATONTOWN PLANNING BOARD
47 Broad Street
REGULAR MEETING – in person
Agenda
August 7, 2023
7:00 p.m.

1. Flag Salute

2. Roll Call

Mr. Woloshin
Mr. Diedrichsen
Mr. Roth
Mr. Alcott

Ms. Silva Ms. Martinock
Ms. East Mr. Regan
Mayor Talerico

3. Approval of Minutes: July 11, 2023

4. Resolutions To Be Memorialized:

None

5. Old Business

None

6. New Business

Master Plan Reexamination Report

7. Correspondence

None

8. Adjournment

LEGAL NOTICE
BOROUGH OF EATONTOWN
PLANNING BOARD PUBLIC HEARING

On Monday, August 7, 2023, the Borough of Eatontown Planning Board will be holding a public hearing on a proposed Master Plan Reexamination Report. The hearing will be held at 7:00 PM in the Court Room of Borough Hall, 47 Broad Street, Eatontown, New Jersey 07724. The draft plan for this reexamination is on file in the Planning Board office in Borough Hall and may be inspected by any interested party during normal business hours.

Anyone interested in giving input on the proposed Master Plan Reexamination Report may appear at the aforementioned Planning Board hearing at which time you will be given an opportunity to be heard.

After public comment has concluded, and those comments have been considered, the Board anticipates taking formal action to adopt the report.

Colleen Matthews
Planning Board Secretary/Administrative Officer
732-389-7600
July 26, 2023

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Master Plan Reexamination Report

Prepared for:

**The Borough of Eatontown
Monmouth County, New Jersey**

August 7, 2023

Prepared By:



788 Wayside Road
Neptune, New Jersey 07753

The original of this report was signed and
sealed in accordance with N.J.S.A. 45:14A-12

A handwritten signature in black ink, appearing to be "J. Beahm", is written over a horizontal line.

Jennifer C. Beahm, PP, AICP
License No. 05625

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Borough Council

Anthony Talerico, Jr., Mayor
Meir Araman
Mark Regan, Jr.
Virginia East
Danielle M. Jones
David Gindi
Everett D. Lucas

Planning Board

Mark Woloshin, Chairperson
Kathy Silva, Vice, Chairperson
Barry Roth
Virginia East
Anthony Talerico, Jr., Mayor
Deborah Martinock
William Diedrichsen
Mark W. Regan, Sr.
David Alcott

Borough Planning Board Professionals

Colleen Matthews, Board Secretary
Ed Hermann, P.E., Board Engineer
Jennifer Beahm, P.P., AICP, Board Planner
Marc Leckstein, Esq., Board Attorney

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INTRODUCTION

The Borough of Eatontown is located in eastern Monmouth County, bounded by Tinton Falls, Shrewsbury, West Long Branch and Oceanport. The geographical center of Eatontown is the intersection of State Highways 35 and 36. The intersection of these highways effectively quarters the Borough into four sections with the Monmouth Mall, a Regional Shopping Center, in the middle of the Borough. Directly north of this intersection, at the northern edge of the Borough, is the old downtown, referred to in the Master Plan as the Village Center. The Downtown Area is bisected by State Highway 35.

The municipal Master Plan is a document that establishes the policies for land development and redevelopment for a municipality. It is the principal document concerning land use, and guides both public and private development in making decisions regarding land use. The Master Plan forms the legal foundation for the zoning ordinance and zoning map. The zoning ordinance and map constitute the primary law governing the use of land at the municipal or local level.

A Re-examination Report is a review of previously adopted master plans, amendments, and local development regulations to determine if the policy guidelines set forth herein are still applicable. The Eatontown Borough Master Plan Reexamination Report was last adopted in December of 2018. In accordance with the New Jersey Municipal Land Use Law (MLUL), N.J.S.A. 40:55D-89, requires municipalities to reexamine the master plan every ten (10) years.

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PURPOSE

This report constitutes the 2023 Master Plan Reexamination Report for the Borough of Eatontown, prepared pursuant to the requirements of the New Jersey Municipal Land Use Law, N.J.S.A. 40:55D-89. The Reexamination Report's purpose is to review and evaluate municipal planning documents and development regulations on a periodic basis to reflect the changing needs of the Township and to affirm the continued relevance of policies that were previously set forth. Eatontown adopted its last Reexamination Report in December 2018. The Borough has undertaken this Re-examination report to evaluate the goals and objectives found in the December 2018 Re-examination Report, following the 2007 Comprehensive Master Plan.

The findings and recommendations contained in the Reexamination Report are based upon the review of the following documents:

- Eatontown Borough Municipal Land Use Regulations (Chapter 89);
- Master Plan Reexamination Report, 2018;
- Updated State and County Documents;
- 2020 US Census Data; and
- 2021 American Community Survey Data

REQUIREMENTS OF PERIODIC REEXAMINATION

In accordance with N.J.S.A. 40:55D-89, the governing body shall, at least every ten years, provide for a general re-examination of its master plan and development regulations by the planning board. The Re-examination Report is required to contain the following:

- A. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last re-examination report;
- B. The extent to which such problems and objectives have been reduced or have increased subsequent to such date;
- C. The extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition, and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives;

- D. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.
- E. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law," P.L.1992, c.79 (C.40A:12A-1 et al.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.
- F. The recommendations of the planning board concerning locations appropriate for the development of public electric vehicle infrastructure, including but not limited to, commercial districts, areas proximate to public transportation and transit facilities and transportation corridors, and public rest stops; and recommended changes, if any, in the local development regulations necessary or appropriate for the development of public electric vehicle infrastructure.

The following sections of this Reexamination Report address each of these requirements in turn.

SECTION A. Policies, Goals, & Objectives at the Time of the 2018 Reexamination Report

The first provision of N.J.S.A. 40:55D-89 of the MLUL states that the Reexamination Report shall include the “major problems and objectives relating to land development in the municipality at the time of the adoption of the last re-examination report.” The Borough’s 2018 Master Plan Reexamination Report undertook a review of the policies, goals, and objectives identified in the 2007 Master Plan and their status at that time. The policies, goals, and objectives identified in the 2018 Master Plan Reexamination Report are identified below:

1. Policies

- To acknowledge the existing character of the Borough, and segments thereof, as created by existing development.
- To recognize environmental and man-made constraints upon, and potential for, future development.
- To permit the reasonable use of land within the context of existing constraints and the Master Plan or provide for transfer of ownership to a public body or association in accord with one or more accepted methods.
- To facilitate the social, economic, and political interaction of present and future residents of all portions of the Borough.
- To preserve the history of the Borough and maintain it as a heritage for present and future residents.
- To maintain a balance of uses and variety of types within each use category arranged to minimize conflict among them.
- To provide adequate facilities, services, and protection for development and persons in all portions of the Borough.

2. Goals

- To assure a high level of quality of life for present and future residents of the Borough.
- To provide for, and encourage the use of, all remaining vacant land consistent with neighborhood characteristics, lands capability, fiscal balance, practicalities of the marketplace, and current aesthetic standards.
- To identify specific areas that should not be developed, either because of sensitivity or sustainability for open space at an appropriate location.
 - Maintain open space in a quantity and at locations in accord with not less than accepted standards.
 - Provide conservation areas as well as passive and active recreation facilities.
 - Consider the changing age composition within the Borough in designating facility- and activity-areas.

- Establish corridor links between major open spaces to the maximum extent feasible. Assure that present buffer requirements are both adequate and reasonable, and that they are consistently administered.
 - Where feasible, utilize required buffers to provide linkage between major open spaces.
- To design and implement the road plan of the Borough to facilitate the movement of residents from one quadrant to others without using Routes 35 and 36 or the Route 35/Route 36 intersection; to discourage traffic from outside the Borough from using streets internal to residential areas; and, to assure that adequate parking is provided by all new developments.
- To establish a walkable and bikeable community, safe and accessible for people of all ages and abilities.
- To support the commercial and industrial attractiveness of the Borough by facilitating continued viability of existing commercial development along Routes 35 and 36, and additional and upgraded development on vacant land within existing commercial areas. Infill of additional industrial development should also be encouraged and facilitated on Industrial Way West and East.
- To maintain the "Village Area" as the center of cultural, social, and political interaction within the Borough, and preserve the historical buildings within and around it.
- To provide for alternative housing types at locations where single family detached homes are not easily constructed or would be inappropriate development, and where there will be little or no adverse impact upon surrounding land.
- Maintain and encourage a diversity of housing types and continue to address the borough's affordable housing obligation.
- To assure that adequate facilities, access, and space exist for local government operations.
- To provide information to Borough agencies for use in carrying forward their specific functions and programs.

3. **Objectives**

- Develop information regarding the fiscal impact of development within the various available zone districts of the Borough ordinance.
- Identify environmentally sensitive lands not now developed.
- Consider the quantity and location of existing open space. Identify areas requiring additional open space or not well served by existing open space locations.

- Provide the Recreation Commission with specific information on the age composition of the Borough, and other Borough agencies, with comparable information for use in determining
- facilities and equipment types to be installed at various locations.
- Explore the potential of linking open spaces:
 - Eighty Acre Park with lands of Monmouth County in the southeast portion of the Borough on the westerly side of Old Deal Road.
 - Open space within Deep Woods with environmentally sensitive lands to the West.
- Explore the potential for a one-way traffic system on Throckmorton/West/Broad and White Streets within the Village Area.
- Review the requirements of all non-residential zone districts, including buffering requirements, to assure that they remain both protective and reasonable.
- Re-examine the land use category assigned to:
 - Vacant parcels fronting on Route 36 to the West of the Route 35/Route 36 intersection.
 - West Street, Maxwell Road, Pine Brook Road, Industrial area.
 - The remaining vacant land fronting on Parker Road.
 - The industrial area East of Route 35.
 - The areas South of Weston Place, and West of Route 35.
 - The rear of lots fronting on the West side of Wall Street, South of the cemetery, and to the East of properties fronting on Route 35.
- Explore the potential of specifically encouraging continued building improvements within the Village Area.

SECTION B. Extent to Which Problems Have Been Reduced or Increased

The second provision of N.J.S.A. 40:55D-89 of the MLUL states that the Reexamination Report shall include the extent to which such problems and objectives have been reduced or have increased since the last Master Plan or Reexamination. The Borough's 2018 Reexamination Report included a thorough reexamination of comprehensive planning goals and objectives, and recommended the following goal be added to the list of goals identified in the 2007 Master Plan: maintain and encourage a diversity of housing types while continuing to address the borough's affordable housing obligation. All other goals and objectives of the 2007 Master Plan, carried through the 2018 Reexamination Report, remain valid.

The 2018 Master Plan Reexamination Report also made several recommendations for changes to the Borough's Land Use Ordinance. The following statements are the recommendations from the previous Master Plan Reexamination Report. An evaluation of each of these recommendations is included below.

CHANGES TO DEVELOPMENT REGULATIONS

Amendments to Chapter 89 previously recommended:

- Zoning Chart-Attachment 27, Impervious Coverage: The chart provides a range of lot sizes. Clarify whether the percent figure or the square footage applies.

This recommendation remains relevant, as the original document has not been revised.

- Fences for Corner Lots: Provide some flexibility in location and fence height to increase the useable yard area of a corner lot. Consider a "street side yard" setback for the fence setback for the non-front street frontage.

This recommendation remains relevant, as the ordinance has not been revised to provide this flexibility. The Borough should continue to review and revise ordinances to fit the community's best interest.

- Zoning Map: The borough should adopt the new map. The colors on any new map should be better distinguished than they currently are, and zone district labels are needed.

The Borough updated the Zoning Map in 2019 providing colors and zone district labels for clarity.

- Auto Repair and Gasoline Stations: This use is permitted as a principal permitted use and subject to a list of standards like a conditional use. As a result, auto repair and gasoline stations should be established as a conditional use.

This recommendation remains relevant, as the ordinance has not been revised to establish auto repair and gasoline stations as a conditional use.

- Rear Decks on Occupied Multifamily Dwelling Units: Homeowners in new or established townhome developments, sometimes wish to add rear decks or patios to their residences. In instances where the zoning standards do not allow such improvements, and since the restriction applies to multiple units, a change in the

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setback requirement should be considered rather than addressing multiple variance applications.

This recommendation remains relevant, as the ordinance has not been revised to change the existing setback requirements. The Borough should continue to review and revise ordinances to fit the community's best interest.

- Signs: Regulations for signs should be revised to better address temporary signs and the free-standing and wall-mounted signs of multi-tenanted buildings.

This recommendation remains relevant, as the ordinance has not been revised to address signage requirements.

- Solar Power: Regulations should be updated to provide regulations for roof-mounted and pole-mounted solar panels. Residential and commercial structures should be addressed.

This recommendation remains relevant, as the ordinance has not been revised to establish solar power requirements.

- Outdoor Storage: Regulations to limit outdoor storage at commercial establishments should be provided.

This recommendation remains relevant, as the ordinance has not been revised to establish outdoor storage requirements.

- Accessory Structures: Definitions relating to accessory structures on residential lots should be revised to address typical circumstances.

This recommendation remains relevant, as the ordinance has not been revised to revise definitions related to accessory structures in residential lots.

- Grading: Grading regulations should be updated to address current practices.

This recommendation remains relevant as no grading regulations have been updated. The Borough should continue to review and revise ordinances to fit the community's best interest.

- Buffer Requirements: Buffer requirements should be reviewed, revised and clarified in collaboration with the Eatontown Borough Engineer.

In March 2022, Ordinance No. 05-2022 was adopted to amend the Borough's regulations to revise landscaping requirements. While language was reviewed, revised,

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and clarified for sections including §89-39 “Landscaping, Buffering, and Screening” and §89-83 “Planting and Landscaping,” the Borough should continue to revise the buffer requirements to continue to protect and preserve the environment within the Borough.

- Native Species: Amend existing landscaping requirements to require that plantings of native species be required in new development. The use of non-native species should not be promoted. To this end, it is noted that the Shade Tree Commission, Beautify Eatontown, Environmental Commission and the Department of Public Works have created a "Do Not Plant" list, which is updated yearly.

In March 2022, Ordinance No. 05-2022 was adopted to amend the Borough's regulations to require the use of native plants and tree species rather than invasive plantings in connection with development applications.

- Monoculture: Amend existing landscaping requirements to prohibit or strongly discourage monoculture in order to protect Eatontown's tree canopy against disease and insect infestation.

In March 2022, Ordinance No. 05-2022 was adopted to amend the Borough's regulations to require species diversity and avoid monocultures.

- Maintenance of Stormwater Management and Control Facilities: During the preparation of this reexamination report, members of the Eatontown Environmental Commission expressed concern about the maintenance of stormwater management basins within the borough. It is therefore recommended that Article XIA of the Chapter 89, entitled "Stormwater Management and Control", be evaluated to identify opportunities to strengthen maintenance requirements. It is also recommended that enforcement of requirements for the maintenance of stormwater management basins be strengthened.

In February 2021, Ordinance 01-2021 was adopted to replace §89-98 “Stormwater Management and Control” in its entirety with new requirements, thus providing enhanced regulation of stormwater runoff.

- Per the Zoning Board recommendation in the 2016 annual report (dated March 14, 2017}, it is recommended that ordinance be amended to add a "post-construction" zoning permit under Chapter 89-14 (Application Fees). The recommended amount was one hundred dollars.

This recommendation remains relevant, as the ordinance has not been revised to include this change.

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- Per the recommendation of the Zoning Board in the 2017 Annual Report (dated March 12, 2018): "the single-family homes near Borough Hall currently located in the B-2 zone, be rezoned to an R-10 zone." The Zoning Board further recommended the following: Single family homes along Throckmorton Avenue, Kelly Lane, Broad Street and White Street should be granted property improvements administratively and not be handicapped for a non-conforming use, residential in a business zone requiring Board approval."

This recommendation remains relevant, as the ordinance has not been revised to include these changes.

- Allow electric charging stations for electric automobiles and trucks in the appropriate business and light industry zones as an accessory use.

In April 2022, Ordinance 06-2022 was adopted, which requires Electric Vehicle Supply/Service Equipment (EVSE) and Make-Ready spaces be designated as a permitted accessory use in all zoning or use districts and establishes the associated installation and parking requirements. The ordinance is discussed later in this reexamination report.

- Billboard regulations, as necessary, based on the applications reviewed by the Planning and Zoning Boards.

Currently, §89-51 "Billboards" (added by Ordinance 10-2017) provides billboard regulations. In December 2021, Ordinance 28-2021 was adopted confirming billboards are not a permitted use and only allowing for the upgrade of pre-existing billboards in certain zones.

Zone changes previously recommended:

Route 35 corridor. One of the goals of the master plan is: "To support the commercial and industrial attractiveness of the Borough by facilitating continued viability of existing commercial development along Route 35 and 36". In that the regard the Borough planning and zoning office has observed difficulty in matching new development proposals along the north and south segments of Route 35 corridor to the current zoning scheme. Retail development is evolving in and internet and digital age and office development has been limited. Therefore, the Planning Board should review the current land uses along the north and south segments of Route 35 and the consistency with the permitted uses of the applicable zone district such as B-1, B-2, MB-R, PBO-88 and others. Recommendations for changes to the Borough Land Use Plan Element should be developed to provide consistency with current uses and be forwarding looking for the Borough's vision for the corridor.

This recommendation remains valid. This is an ongoing effort, as the Borough continues to review and revise current land uses along the north and south segments of Route 35 to fit the community's best interest.

Broad Street commercial area. The Planning Board endorses the recommendation of the Zoning Board of Adjustment to amend the ordinance to provide some opportunity for single family homes located in the B-2 zone, as non-conforming uses, to be able to achieve property improvements or additions without Zoning Board approval. There are several non-conforming single-family homes along Throckmorton Avenue, Kelly Lane, Broad Street and White Street.

This recommendation remains valid. This is an ongoing effort, as the Borough continues to review and revise current land uses to fit the community's best interest.

R-20 Zone-Senior Use. The Planning Board reviewed the current zoning of an undeveloped tract in the R-20 zone district in Block 2002 located at the intersection of Wyckoff Road and Route 36. The lot has frontage on major roadways and is near the Monmouth Mall. Despite these attributes the tract remains undeveloped. The property is approximately 6 acres in area, wooded and the western portion of the lot is constrained by freshwater wetlands.

The Planning Board concluded the property is unlikely to be developed with single family residences on 20,000 square foot lots. The Board does not favor townhomes and multifamily structures at this location since the tract is impacted by the traffic congestion at this intersection. In addition, the Board believes commercial development of the tract would have negative impact the adjoining residential development and would degrade the capacity of the Route 36 -Wyckoff Road intersection. The R-20 zone currently allows public and private schools on a minimum lot size of 5 acres.

The Planning Board proposes the Land Use Ordinance (Chapter 89) be amended to allow senior care facilities such as assisted living and congregate care as a conditional use in the R-20 zone. To protect the adjoining residential area, the recommended conditional use requirements are a minimum tract area of five (5) acres, a building height of not greater than 3 stories, and adherence to the Borough buffer requirements. A conditional use standard to limit this use to tracts which are adjacent to a state highway should also be provided.

This recommendation would apply to the entire R-20 zone in the Borough. This recommended use is compatible with the other permitted uses in the R-20 zone district, will minimize potential traffic impacts, and provides limit to the impact through a height limitation and addresses a buffer to the adjoining residential area. The balance of the R-20 zone district is completely developed except for a tract on the east side of the Borough and there are few large R-20 tracts in the municipality.

The above recommendation is consistent with the goal of the master plan which states the following: "To provide for and encourage the use of, all remaining vacant land consistent with neighborhood characteristics, land capability, fiscal balance, practicalities of the market place and current aesthetic standards."

A new senior housing development is currently under construction at Block 2002, Lot 1.01 at the intersection of Wyckoff Road and Route 36, known as Brightview Senior Living. The property will contain 182 apartments, including Independent Living, Assisted Living, and Memory Care apartments. The development is expected to open to residents during late summer of 2023.¹

Green building and infrastructure techniques previously recommended:

The following green building and infrastructure techniques were recommended in the 2018 Master Plan Reexamination Report. These remain relevant and should be broadly promoted in the borough's development regulations. Each technique is described in Appendix 1.

- Downspout Disconnection
- Rain Gardens
- Bioswales
- Permeable Pavements
- Green Roofs
- Increasing Tree Cover
- Open Space Preservation

SECTION C. Significant Changes in Assumptions, Policies and Objectives

The third provision of 40:55D-89 of the MLUL requires that a Reexamination Report address the "extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition and recycling of designated recyclable materials, and changes in state, county and municipal policies and objectives."

¹ Brightview Senior Living – Eatontown. <https://www.brightviewseniorliving.com/find-a-community/brightview-eatontown>.

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CHANGES AT THE LOCAL LEVEL

As indicated in the following subsections, there have been considerable changes at the local level since the adoption of the 2007 Master Plan and the 2018 Master Plan Reexamination Report.

DEMOGRAPHIC CHARACTERISTICS**Population**

In 2021, the Borough of Eatontown had a total population of 13,446. This number represented a decrease of 1,299 individuals or -9.27 percent since 2010, when the total population was 12,709 individuals. Eatontown experienced its largest population increase in 1960, and reached its highest population in 1970, with a total of 14,619 individuals. While the population has fluctuated over the years, the Borough's population reached its second highest population in 2000, with a total of 14,008 individuals. After a sharp decrease of 9.27 percent between 2000 and 2010, the Borough's population has experienced a 5.8 percent increase since 2010. Monmouth County, in comparison, has been experiencing consistent population increases across decade, but with a much smaller population increase of 1.87% between 2010 and 2021.

TABLE 1: POPULATION TRENDS, 1940-2021

Year	Eatontown			Monmouth County			New Jersey		
	Population	Change		Population	Change		Population	Change	
		Number	Percent		Number	Percent		Number	Percent
1940	1,758	-	-	161,238	-	-	4,160,165	-	-
1950	3,044	1,286	73.15%	225,327	64,089	39.75%	4,835,329	675,164	16.22%
1960	10,334	7,290	239.49%	334,401	109,074	48.40%	6,066,782	1,231,453	25.46%
1970	14,619	4,285	41.47%	461,849	127,448	38.10%	7,171,112	1,104,330	18.20%
1980	12,703	-1,916	-13.11%	503,173	41,324	8.90%	7,365,011	463,899	6.46%
1990	13,800	1,097	8.64%	553,124	49,951	9.90%	7,730,188	365,177	4.95%
2000	14,008	208	1.51%	615,331	62,207	11.20%	8,414,350	684,162	8.85%
2010	12,709	-1,299	-9.27%	630,380	15,049	2.50%	8,791,894	377,544	4.48%
2021*	13,446	737	5.80%	642,160	11,780	1.87%	9,234,024	442,130	5.00%
2050^	13,905	459	3.41%	669,624	27,464	4.28%	7,743,120	-1,490,904	-16.15%

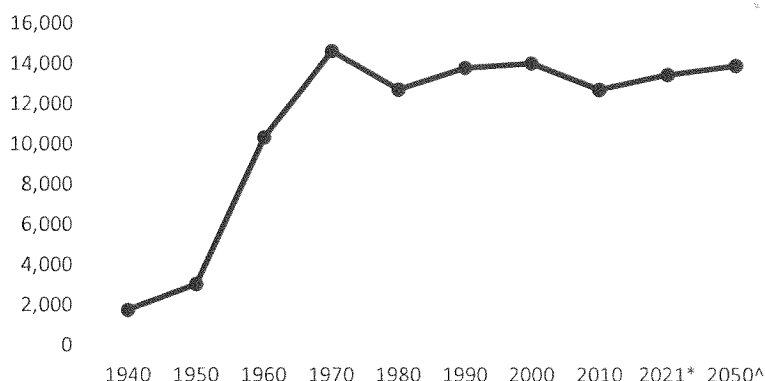
Sources: U.S. Census Bureau, Decennial Census

*U.S. Census Bureau, 2021 ACS 5-Year Estimates (table DP05)

^ Population Projections from North Jersey Transportation Planning Authority (NJTPA)

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Eatontown Population Over Time



Population Composition by Age

The age composition of Eatontown has shifted noticeably since 2010. According to American Community Survey 2021 5-Year Estimates, significant changes occurred in many age groups. The 10 to 19 age cohort has decreased significantly over this time period. Conversely, the Township has seen a significant increase in the number of residents aged 55 to 74 years and in the number of children under 5 years. The greatest percentage increases occurred in the 60 to 64 age cohort, which increased by 60.03 percent.

TABLE 2: POPULATION BY AGE COHORT, EATONTOWN, 2010-2021

Population	2010		2021		Change 2010-2021
	Number	Percent	Number	Percent	
Total population	12,939	100.00%	13,446	100.00%	3.92%
Under 5 years	639	4.94%	909	6.76%	42.25%
5 to 9 years	802	6.20%	878	6.53%	9.48%
10 to 14 years	766	5.92%	641	4.77%	-16.32%
15 to 19 years	799	6.18%	507	3.77%	-36.55%
20 to 24 years	859	6.64%	725	5.39%	-15.60%
25 to 34 years	1,643	12.70%	1,949	14.50%	18.62%
35 to 44 years	1,963	15.17%	1,868	13.89%	-4.84%
45 to 54 years	2,379	18.39%	1,930	14.35%	-18.87%
55 to 59 years	759	5.87%	1,034	7.69%	36.23%
60 to 64 years	593	4.58%	949	7.06%	60.03%
65 to 74 years	714	5.52%	1,117	8.31%	56.44%
75 to 84 years	689	5.32%	668	4.97%	-3.05%
85 years and over	334	2.58%	271	2.02%	-18.86%
U.S. Census Bureau, American Community Survey 5- Year Estimates (table DP-05)					

Monmouth County also experienced shifts in the age make-up of its population. The County experienced a significant decrease in elementary and middle school-aged population, with a decrease of 13.55 percent in the 5 to 9 years age cohort. The 35 to 44 years old age cohort experienced the most substantial population decrease over this timeframe, with a 20.40 percent decrease. The percentage of the County's older age cohorts (65 years and over) experienced increases between 2010 and 2021, suggesting that the County has an aging population.

TABLE 3: POPULATION BY AGE COHORT, MONMOUTH COUNTY, 2010-2021

Population	2010		2021		Change 2010-2021
	Number	Percent	Number	Percent	
Total population	628,112	100.0%	642,160	100.0%	2.24%
Under 5 years	36,105	5.7%	31,540	4.9%	-12.64%
5 to 9 years	43,432	6.9%	37,547	5.8%	-13.55%
10 to 14 years	45,172	7.2%	40,223	6.3%	-10.96%
15 to 19 years	44,706	7.1%	42,407	6.6%	-5.14%
20 to 24 years	33,055	5.3%	37,679	5.9%	13.99%
25 to 34 years	63,105	10.0%	68,888	10.7%	9.16%
35 to 44 years	93,461	14.9%	74,394	11.6%	-20.40%
45 to 54 years	108,675	17.3%	93,238	14.5%	-14.20%
55 to 59 years	42,594	6.8%	53,609	8.3%	25.86%
60 to 64 years	34,235	5.5%	48,661	7.6%	42.14%
65 to 74 years	41,719	6.6%	67,398	10.5%	61.55%
75 to 84 years	29,301	4.7%	31,608	4.9%	7.87%
85 years and over	12,552	2.0%	14,968	2.3%	19.25%
U.S. Census Bureau, American Community Survey 5-Year Estimates (table DP-05)					

The median age of Eatontown residents has increased between 2010 and 2021. This trend is consistent with the general “graying” of America as the Baby Boom generation continues to age. While the State, County, and Township have all experienced increases in median age between 2010 and 2021, the Borough experienced the lowest increase over that timeframe.

TABLE 4: MEDIAN AGE

Year	Eatontown	Monmouth County	New Jersey
2010	39.8	40.6	38.5
2021	40.3	43.3	40.0
Change	0.5	2.7	1.5
U.S. Census Bureau, American Community Survey 5-Year Estimates (table DP-05)			

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Households

A household is defined as one or more persons, either related or not, living together in a housing unit. 2021 ACS 5-Year Estimates note that there were approximately 5,660 households in the Borough. Approximately 66.6 percent of the Borough's households were comprised of one or two persons, with the one-person category containing the greatest number of households. A smaller percentage (~59%) of Monmouth County households fell into these categories. The Borough exhibited a lower percentage of three and four-or-more person households than the County. The Borough's average household size reflects these trends, at 2.35 persons per household compared to the County's 2.59 persons per household figure.

**TABLE 5: HOUSEHOLD CHARACTERISTICS
EATONTOWN AND MONMOUTH COUNTY, 2021**

	Eatontown		Monmouth County	
	Number	Percent	Number	Percent
Total Households	5,660	100.0%	245,569	100.0%
1-person	2,011	35.50%	64,492	26.3%
2-persons	1,760	31.10%	79,730	32.5%
3-persons	786	13.90%	39,864	16.2%
4 or more persons	1,103	19.50%	61,483	25.0%
Average Household Size	2.35		2.59	
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (tables S2501 & B25010)				

Family households are defined as two or more persons living in the same household, related by blood, marriage or adoption. Approximately half of the households in Eatontown are family households, comprising 57.1 percent of all households. Approximately 41.8 percent of all family households were family households with married couple householders, while 2.0 percent and 13.3 percent of family households respectively were family households consisting of single parent male or female householders. The average family size was 3.18 persons. Of all Borough households, 42.9 percent were non-family households.

TABLE 6: HOUSEHOLDS BY TYPE (2021)

Households	Total	Percent
	5,660	100.0%
Average Household Size	2.35	
Average Non-Family Household Size	1.17	
Family households	3,232	57.1%
Married Couple Family	2,366	41.8%
With own children under 18 years	1,195	21.1%
No children under 18 years	4,465	78.9%
Other Family	866	15.3%
Male householder, no wife present	113	2.0%
With own children under 18 years	26	0.5%
No own children under 18 year	87	1.5%
Female householder, no husband present	753	13.3%
With own children under 18 years	274	4.8%
No own children under 18 year	479	8.5%
Nonfamily Households	2,428	42.9%
Average Family Size	3.18	
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table S1101)		

Income

Eatontown experienced a 27.3 percent increase in per capita income between 2010 and 2021, which was lower than Monmouth County's 41.1 percent increase, and lower than the State's 33.9 percent increase over the same period. The Borough's per capita income of \$44,792 is lower than the County's \$57,836 per capita income and lower than the State's \$46,691 per capita income.

TABLE 7: PER CAPITA INCOME AND MEDIAN HOUSEHOLD INCOME

	2010 Per Capita Income	2021 Per Capita Income	Percent Change	2010 Median Household Income	2021 Median Household Income	Percent Change
Eatontown	\$35,200	\$44,792	27.3%	\$60,188	\$83,561	38.8%
Monmouth	\$40,976	\$57,836	41.1%	\$82,265	\$110,356	34.1%
New Jersey	\$34,858	\$46,691	33.9%	\$69,811	\$89,703	28.5%
U.S. Census Bureau, 2010 ACS Selected Population Tables (table DP03)						
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (tables S1902 and S1903)						

The income distribution for the Borough deviates from that of the County. The income brackets containing the highest percentage of households for Eatontown is the \$75,000 to \$99,999 range, while the County's highest is the \$200,000 or more range. The income brackets containing the second highest percentage were the \$100,000 to \$149,999 range for both the Borough and the County. The median income in Eatontown was \$83,561, nearly \$27,000 less than the county median household income, and about \$6,000 less than the state median household income. Between 2010 and 2021, the median household income increased 38.8 percent, higher than the 34.1 percent growth rate experienced in Monmouth County and the 28.5 percent increase for the State overall.

**TABLE 8: HOUSEHOLD INCOME DISTRIBUTION
EATONTOWN AND MONMOUTH COUNTY, 2021**

	Eatontown		Monmouth County	
	Number	Percent	Number	Percent
Total Households	5,660	100.0%	245,569	100.0%
Less than \$10,000	329	5.8%	8,481	3.5%
\$10,000 to \$14,999	157	2.8%	5,744	2.3%
\$15,000 to \$24,999	473	8.4%	12,752	5.2%
\$25,000 to \$34,999	500	8.8%	12,150	4.9%
\$35,000 to \$49,999	495	8.7%	17,286	7.0%
\$50,000 to \$74,999	640	11.3%	28,719	11.7%
\$75,000 to \$99,999	999	17.7%	26,483	10.8%
\$100,000 to \$149,999	982	17.3%	45,503	18.5%
\$150,000 to \$199,999	423	7.5%	31,915	13.00%
\$200,000 or more	662	11.7%	56,536	23.00%
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table B19001)				

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Household Costs

The tables below show housing expenditures for owner- and renter-occupied units in Eatontown in 2021. The first table shows the housing costs of owner occupants as a percentage of total income. A total of 601 households (30.0%) were devoting more than 30 percent of their annual income to housing costs. The State affordability threshold for housing as a percent of income suggests that not more than 28 percent of gross income should be allocated for housing costs.

The second table shows rental costs as a percentage of household income. A total of 1,225 households renting in Eatontown, or 48.5 percent, were spending over 30 percent of their incomes on rent. The State affordability threshold for housing as a percent of income suggests that not more than 30 percent of gross income should be allocated for rent.

TABLE 9: MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME, 2021

	Eatontown		Monmouth County	
	Number	Percent	Number	Percent
Total Owner-Occupied Housing Units	3,135	100.0%	122,948	100.0%
Less than 15%	340	17.0%	25,593	20.8%
15 to 19%	349	17.4%	24,351	19.8%
20 to 24%	298	14.9%	20,268	16.5%
25 to 29%	415	20.7%	14,517	11.8%
30 to 34%	77	3.8%	9,129	7.4%
35% or more	524	26.2%	28,670	23.3%
Not computed	0	0.0%	420	0.3%
U.U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP04) (table B25091)				

TABLE 10: GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME, 2021

	Eatontown		Monmouth County	
	Number	Percentage	Number	Percentage
Total Renter-Occupied Housing Units	2,525	100.0%	61,003	100.0%
Less than 15%	318	12.6%	7,661	12.6%
15 to 19%	389	15.4%	6,363	10.4%
20 to 24%	334	13.2%	6,578	10.8%
25 to 29%	154	6.1%	6,640	10.9%
30 to 34%	99	3.9%	4,581	7.5%
35% or more	1,126	44.6%	25,569	41.9%
Not computed	105	4.2%	3,611	5.9%
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP04)				

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EXISTING HOUSING CONDITIONS**Housing Unit Data**

Eatontown's housing stock is a mix of owner occupied and renter occupied units. According to the 2021 ACS, the Borough had a total of 5,660 occupied housing units. Just over half of owner occupied units (55.39%) were owner-occupied, while 44.61 percent were renter-occupied. Housing construction appears to have slowed since the 1990's. Most of the housing structures (55.8%) were built between 1960 and 1989. The median age of the Borough's housing is 1975.

TABLE 11: HOUSING UNIT DATA, 2021

Housing Units in Eatontown	Number	Percent
Total Housing Units	6,083	100.0%
Vacant Housing Units	423	6.95%
Occupied Housing Units	5,660	93.05%
Owner Occupied	3,135	55.39%
Renter Occupied	2,525	44.61%
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP04)		

	Number	Percent
Built 1939 or earlier	383	6.3%
Built 1940 to 1949	368	6.0%
Built 1950 to 1959	729	12.0%
Built 1960 to 1969	1,007	16.6%
Built 1970 to 1979	1,189	19.5%
Built 1980 to 1989	1,197	19.7%
Built 1990 to 1999	465	7.6%
Built 2000 to 2009	433	7.1%
Built 2010 to 2019	312	5.1%
Built 2020 or later	0	0.0%
Total	6,083	100.0%
Median Year Structure Built	1975	
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP04 and B25035)		

Housing Type and Size

The housing stock in Eatontown is generally divided into three different unit types. Single-family detached homes comprise approximately 41.9 percent of the Borough's housing stock, while a further 12.7 percent of all units were single-family attached homes. Multi-family residences with 5 to 9 units made up 11.1 percent of the units in Eatontown, followed by the 20 units or more range, which made up 10.8 percent of the units in the Borough. The median number of rooms per unit was 5.

TABLE 12: HOUSING UNITS BY TYPE, 2021

Units in Structure	Total	Percent
Total	6,083	100.0%
1 Unit, detached	2,546	41.9%
1 Unit, attached	775	12.7%
2 Units	260	4.3%
3 or 4 Units	477	7.8%
5 to 9 Units	677	11.1%
10 to 19 Units	452	7.4%
20 Units or more	659	10.8%
Mobile home	237	3.9%
Boat, RV, van, etc.	0	0.0%
Rooms	Total	Percent
1 room	240	3.9%
2 rooms	175	2.9%
3 rooms	885	14.5%
4 rooms	1,142	18.8%
5 rooms	1,096	18.0%
6 or more rooms	1,868	30.7%
Median number of rooms	5	
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (DP04)		

Housing Values and Contract Rents

According to ACS 5-Year Estimates, the majority of housing units in Eatontown (69.8%) were valued at over \$300,000. Table 13 provides a breakdown of home values for owner-occupied units within the Township. A total of 156 (5%) owner-occupied housing units in Eatontown were worth less than \$50,000. The median value of an owner-occupied housing unit was \$364,500 at the time of the survey, compared to the county's median value of \$454,000.

TABLE 13: VALUE OF OWNER-OCCUPIED HOUSING UNITS, 2021

	Eatontown		Monmouth County	
	Number	Percentage	Number	Percentage
Total	3,135	100.0%	184,566	100.0%
Less than \$50,000	156	5.0%	2,944	1.6%
\$50,000 to \$99,999	202	6.4%	2,141	1.2%
\$100,000 to \$149,999	31	1.0%	3,140	1.7%
\$150,000 to \$199,999	17	0.5%	5,217	2.8%
\$200,000 to \$299,999	514	16.4%	24,319	13.2%
\$300,000 to \$499,999	1,659	52.9%	70,104	38.0%
\$500,000 to \$999,999	529	16.9%	65,274	35.4%
\$1,000,000 or more	27	0.9%	11,427	6.2%
Median Value	\$364,500		\$454,000	
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP04)				

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With respect to renter-occupied units, there are a range of rents, with most rental units in the Borough carrying rental costs either within the \$1,000 to \$1,499 range or the \$1,500 to \$1,999 range per month. At the time of the ACS 5-Year Estimates, the median gross rent in Eatontown was \$1,370, below the county's median rent of \$1,523. A total of 219 units (9.0%) in the Borough carried rental costs less than \$500 per month, and only 84 units did not require cash rent payments.

TABLE 14: GROSS RENT PAID

	Eatontown		Monmouth County	
	Number	Percentage	Number	Percentage
Total Renter Occupied Units	2,441	100.0%	58,412	100%
Less than \$500	219	9.0%	4,156	7.1%
\$500 to \$999	182	7.5%	4,670	8.0%
\$1,000 to \$1,499	1,175	48.1%	19,720	33.8%
\$1,500 to \$1,999	547	22.4%	14,358	24.6%
\$2,000 to \$2,499	271	11.1%	9,232	15.8%
\$2,500 to \$2,999	33	1.4%	3,571	6.1%
\$3,000 or more	14	0.6%	2,705	4.6%
No cash rent	84	-	2,591	-
Median Contract Rent	\$1,370		\$1,523	
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP04)				

Housing Conditions

According to the 2021 ACS, there were 100 units exhibiting overcrowding (more than one person per room), zero units lacking complete plumbing facilities, and 10 units lacking complete kitchen facilities. These factors are utilized in determining housing deficiency and general housing problems and are used as the basis to calculate the municipal rehabilitation obligation. According to the data, 1.8 percent of occupied housing units experienced over-crowding, while 0.0 percent of occupied units lacked complete plumbing facilities and 0.2 percent of units lacked complete kitchen facilities.

TABLE 15: HOUSING DEFICIENCY CHARACTERISTICS

	Count	Percent
Housing Units with 1.01 or More Persons Per Room		
1.01 to 1.5 occupants per room	100	1.8%
1.51 or more occupants per room	0	0.0%
Plumbing Facilities		
Total Occupied Housing Units	5,660	100.0%
Lacking complete plumbing facilities	0	0.0%
Kitchen Equipment		
Total Occupied Housing Units	5,660	100.0%
Lacking complete kitchen facilities	10	0.2%
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP04)		

Projected Housing Stock

According to New Jersey Department of Community Affairs, Eatontown Borough has issued building permits for 515 residential dwelling units between 2000 and 2021. During that same time period, the Borough issued 122 residential demolition permits, adding a total of 393 dwelling units over this time period. Building permit data by year is summarized in Table 16 below.

**TABLE 16: BUILDING PERMITS AND DEMOLITION PERMITS ISSUED,
2000 - 2021**

Year	Residential Building Permits Issued	Residential Demolitions	Total Added
2000	3	1	2
2001	39	2	37
2002	51	4	47
2003	18	2	16
2004	53	1	52
2005	17	4	13
2006	5	5	0
2007	77	3	74
2008	51	2	49
2009	4	6	-2
2010	0	36	-36
2011	3	27	-24
2012	2	14	-12
2013	23	5	18
2014	47	2	45
2015	39	3	36
2016	34	0	34
2017	8	3	5
2018	7	2	5
2019	20	0	20
2020	1	0	1
2021	13	0	13
Total	515	122	393
<i>Source: New Jersey Department of Community Affairs Division of Codes and Standards</i>			

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EMPLOYMENT DATA

The 2021 ACS reports on work activity of residents aged 16 years and older. While the Township's working age population was 10,946 residents, Eatontown had an approximate labor force of 7,586 residents. Approximately 30.7 percent of the Borough's working age residents were not participating in the labor force at the time of the estimates. The vast majority of the Borough's labor force was employed in civilian jobs, while 17 residents reported being members of the armed forces. Approximately 5.6 percent of Borough residents reported being unemployed, higher than the county's 3.7 percent.

TABLE 17: EMPLOYMENT STATUS

	Eatontown		Monmouth County	
	Number	Percent	Number	Percent
Population 16 years and over	10,946	100.0%	524,449	100.0%
In labor force	7,586	69.3%	349,589	66.7%
Civilian Labor Force	7,569	69.1%	349,017	66.5%
Employed	6,956	63.5%	329,455	62.8%
Unemployed	613	5.6%	19,562	3.7%
Armed Forces	17	0.2%	572	0.1%
Not in labor force	3,360	30.7%	174,860	33.3%
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP03)				

More than three quarters of the Borough's workers were employed in private wage and salary positions, while 6.6 percent of workers are self-employed. Government workers comprise about 13.4 percent of the Borough's workforce. Table 18 provides a breakdown of worker classifications.

TABLE 18: CLASSIFICATION OF WORKERS IN EATONTOWN, 2021

	Number	Percent
Total	6,956	100.0%
Private Wage and Salary Worker	5,570	80.1%
Government Worker	930	13.4%
Self-Employed Worker	456	6.6%
Unpaid Family Worker	0	0.0%
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP03)		

An analysis of employees (over the age of 16) by economic sector indicates that employed working age individuals in Eatontown were involved in a range of economic sectors. As depicted in Table 19 below, the highest concentration of workers (24.2%) were employed in the educational, health, and social services sectors. The sector with the second largest share of residents was the professional, scientific, and management, and administrative and waste

management services sector (13.4%). Other sectors employing over 10 percent of the Borough's residents were the construction (11.9%) and retail trade (10.6%) sectors.

TABLE 19: WORKFORCE BY SECTOR

Sector	Number	Percent
Civilian employed population 16 years and over	6,956	100.0%
Agriculture, forestry, fishing and hunting, mining	0	0.0%
Construction	830	11.9%
Manufacturing	319	4.6%
Wholesale Trade	198	2.8%
Retail Trade	734	10.6%
Transportation and Warehousing, and Utilities	260	3.7%
Information	363	5.2%
Finance and insurance, and real estate and rental and leasing	608	8.7%
Professional, scientific, and management, and administrative and waste management services	934	13.4%
Educational services, and health care and social assistance	1,686	24.2%
Arts, entertainment, and recreation, and accommodation and food services	449	6.5%
Other Services, except public administration	317	4.6%
Public administration	258	3.7%
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP03)		

Table 20 provides a percentage comparison of the Borough's workforce against that of the County. The Borough's profile of employment by sector generally mirrors that of the County. However, a higher percentage of the Borough's workforce is employed in Construction; Information; and Other services, except public administration.

**TABLE 20: COMPARISON OF WORKFORCE BY SECTOR
EATONTOWN TOWNSHIP AND MONMOUTH COUNTY, 2021**

Sector	Eatontown	Monmouth County
Civilian employed population 16 years and over	6,956	329,455
Agriculture, forestry, fishing and hunting, mining	0.0%	0.3%
Construction	11.9%	7.0%
Manufacturing	4.6%	5.7%
Wholesale Trade	2.8%	2.8%
Retail Trade	10.6%	10.6%
Transportation and Warehousing, and Utilities	3.7%	4.7%
Information	5.2%	3.0%
Finance and insurance, and real estate and rental and leasing	8.7%	10.3%
Professional, scientific, and management, and administrative and waste management services	13.4%	14.8%
Educational services, and health care and social assistance	24.2%	24.5%
Arts, entertainment, and recreation, and accommodation and food services	6.5%	8.0%
Other Services, except public administration	4.6%	3.9%
Public administration	3.7%	4.6%
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP03)		

Table 21 provides a breakdown of occupations by type for the Borough's employed civilian labor force. Approximately 44 percent of the Borough's employed civilian labor force was employed in management, business, science and arts occupations, while approximately 22 percent of the Borough's labor force was employed in sales and office occupations.

TABLE 21: OCCUPATIONS BY TYPE

Occupation	Number	Percent
Employed Civilian population 16 years and over	6,956	100.0%
Management, business, science and arts occupations	3,021	43.4%
Service occupations	1,057	15.2%
Sales and office occupations	1,505	21.6%
Natural resources, construction and maintenance occupations	964	13.9%
Production Transportation and material moving occupations	409	5.9%
U.S. Census Bureau, American Community Survey 2021 5-Year Estimates (table DP03)		

As indicated in Table 22 below, it is projected that Monmouth County will add 28,889 jobs by 2030. The Arts, Entertainment, and Recreation; Accommodation and Food Services; and Other Services (except Government) sectors are poised to experience the greatest increase in number of jobs over the course of the projection period.

TABLE 22: PROJECTED EMPLOYMENT, MONMOUTH COUNTY, 2030

Industry Title	2020 Actual Employment	2030 Projected Employment	Numeric Change	Annual Growth Rate	Percent Change	Outlook
Utilities	1,650	1,505	-145	-0.90%	-8.80%	Declining
Construction	15,036	15,619	583	0.4%	3.9%	Growing
Manufacturing	8,976	8,854	-122	-0.10%	-1.40%	Declining
Wholesale Trade	8,104	7,991	-113	-0.10%	-1.40%	Declining
Retail Trade	34,268	35,844	1,576	0.5%	4.6%	Growing
Transportation and Warehousing	5,323	6,103	780	1.4%	14.7%	Growing
Information	6,461	5,985	-476	-0.80%	-7.40%	Declining
Finance and Insurance	10,412	10,405	-7	0.0%	-0.10%	Declining
Real Estate and Rental and Leasing	3,605	3,879	274	0.7%	7.6%	Growing
Professional, Scientific, and Technical Services	19,249	18,721	-528	-0.30%	-2.70%	Declining
Management of Companies and Enterprises	3,847	4,048	201	0.5%	5.2%	Growing
Administrative and Support and Waste Management and Remediation Services	13,162	15,059	1,897	1.4%	14.4%	Growing
Educational Services	24,962	26,628	1,666	0.6%	6.7%	Growing
Health Care and Social Assistance	47,540	56,102	8,562	1.7%	18.0%	Growing
Arts, Entertainment, and Recreation	5,748	10,474	4,726	6.2%	82.2%	Growing
Accommodation and Food Services	21,797	28,896	7,099	2.9%	32.6%	Growing
Other Services (except Government)	11,932	14,396	2,464	1.9%	20.7%	Growing
Government	14,042	14,126	84	0.1%	0.6%	Growing
Total All Industries	271,792	300,681	28,889	1.0%	10.6%	Growing

Source: 2020-2030 Industry Employment Projections, NJ Department of Labor and Workforce Development

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ADOPTION OF BILLBOARD REGULATIONS

In December 2017, the Borough adopted Ordinance 10-2017, which amended certain parts of Chapter 89 of the Borough Code to provide standards related to billboards, and specifically the regulation of billboards in the commercial zones. Since the last Reexamination report, the Borough adopted Ordinance 28-2021 in December 2021, which further amended billboard standards and are outlined in §89-51 of the Borough Code.

LAND USE ELEMENT CHANGES – MONMOUTH MALL

Since the Borough's adoption of Ordinance No. 10-2016 to create the Mixed-Use Regional Center (MURC) Zone for the Monmouth Mall tract, the property has been declared as an area in need of redevelopment in 2021. The "Monmouth Mall Redevelopment Plan" was then approved and adopted in 2023 and is the guiding document for this area. The Monmouth Mall Redevelopment Plan is discussed in greater detail later in this reexamination report.

CHANGES AT THE COUNTY LEVEL

Since the adoption of the 2007 Master Plan and the 2018 Master Plan Reexamination Report, there have been several changes at the county and regional level, including the adoption of the Monmouth County adopted a FEMA-approved Multi-Jurisdictional Natural Hazard Mitigation Plan in 2021. The following subsections provide information about changes at the county/regional level.

MONMOUTH COUNTY MASTER PLAN UPDATE 2016

The most recent Monmouth County Master Plan was adopted in 2016. The County Plan establishes a new regional land use planning system called the Monmouth County Framework for Public Investment. The entirety of Eatontown is located within the Priority Growth Investment Area (PGIA). Northeastern and northwestern portions of the Borough are also located within the Priority Growth-Reinvestment Area/Site Overlay (PG-RAS), an area within the PGIA where more intense or significant development, redevelopment, revitalization, and hazard mitigation investments are highly encouraged. The following descriptions are taken from the 2016 County Plan to describe the investment framework for areas located within the Borough of Eatontown.

Priority Growth Investment Area (PGIA)

The PGIA is situated where there is either existing or planned infrastructure that lend to development and redevelopment opportunities. PGIA's are considered the locations for meeting most of the county's future population and employment growth. Public investments related to the efficient development and redevelopment of previously developed sites and optimization of existing settlement patterns should be encouraged. However, the PGIA also includes many established communities seeking to maintain their existing development pattern and character.

Priority Growth-Reinvestment Area/Site Overlay (PG-RAS)

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The PG-RAS is situated within the PGIA where more intense or significant development, redevelopment, revitalization, and hazard mitigation investments are highly encouraged. These areas are intended to accommodate much of the county's future population and employment growth in the PGIA. Although located in a PGIA, the term "growth" as to accommodate additional population should not be implied for reinvestments made with the intent and/or purpose toward recreational enhancements, community revitalization, hazard mitigation, or historic repurposing and preservation.

MONMOUTH COUNTY FUTURE WASTEWATER SERVICE AREA MAP

In accordance with the Statewide Water Quality Management Planning rules (N.J.A.C. 7:15-3.4), the Monmouth County Future Wastewater Service Area Map was adopted on April 11, 2013. This amendment map delineates for a Future Wastewater Service Area (FWSA) for Monmouth County. The entirety of Eatontown is located in the FWSA. Specifically, the borough is located in the Two Rivers Water Reclamation Authority Service Area. Any changes at the County level in wastewater management would not directly impact the Borough, as the entire area lies within the FWSA.

MONMOUTH COUNTY MULTI-JURISDICTIONAL NATURAL HAZARD MITIGATION PLAN

In 2021, Monmouth County adopted a FEMA-approved Multi-Jurisdictional Natural Hazard Mitigation Plan, which includes municipal-level analyses of risk. The County Plan ranked local susceptibility to hazards on a low-medium-high scale for each municipality. High risk hazards identified for Eatontown were hurricane and tropical storm, Nor'easter, flood, storm surge, and pandemic. Medium-risk hazards for Eatontown include extreme temperatures, extreme wind, tornado, and winter storm.² To combat these issues, the Borough proposed six (6) Hazard Mitigation Actions that were included in the County Hazard Mitigation Plan, summarized in the chart below.

Mitigation Action or Program	Target Locations / Effects	Status
Dredge and Clean Husky Brook	Dredge Husky Brook and clean the stream to improve the natural drainage system.	Ongoing
Purchase and Install Backup Generators for Emergency Shelters	Install backup generators to run and operate emergency evacuation shelters. This will involve monitoring the state site on a daily basis and when we see an available generator we will start the process to acquire the generator.	Ongoing

² Multi-Jurisdictional Hazard Mitigation Plan – Monmouth County, New Jersey, Table 4.16-11

Acquire, elevate, or relocate buildings and infrastructure in flood prone areas, with a focus on Repetitive Loss (RL) and Severe Repetitive Loss (SRL)	Particular focus on those in our community that are on FEMA's Repetitive Loss List and Severe Repetitive Loss List. New Jersey is committed to continuing the reduction of RL and SRL properties in the State; in turn, they have assigned a high priority to mitigating SRL and RL properties in the State Hazard Mitigation Plan. We are committed to supporting these projects as interested homeowners come forward and will support such homeowners, despite the loss in tax revenue, because we recognize the importance of making our community more disaster-resistant and reducing the financial burden of repetitive flooding in our community.	Ongoing
Clean and De-slag the Wampum Brook	Clean out the Wampun Brook to allow for better infiltration and establish an ongoing maintenance program to keep the brook clean of trash and debris.	New
Relocate or Floodproof (with Floodgate) DPW Building	Relocate or floodproof the DPW building to ensure the Borough can properly operate during a flood event.	New
Develop a Power Failure Plan	Update Winter Storm Response Plan to incorporate all current aspects of recent changes throughout the borough. Inclusive of but not limited to adding new facilities and/or structures erected since the last update, and identify personnel changes which may have occurred.	New

Now in reexamining Eatontown's Master Plan, the Borough has the opportunity to:

- Focus public agencies on community vulnerabilities to hazards;
- Ensure that future capital projects are designed and constructed to incorporate features that are resilient to storm- and flood-related impacts;
- Integrate hazard mitigation into Master Plan elements; and
- Provide greater awareness of environmental protection and stewardship to provide for a more sustainable future.

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CHANGES AT THE STATE LEVEL

Since the adoption of the 2007 Master Plan and the 2018 Master Plan Reexamination Report, there have been several changes at the state level, including amendments to the Fort Monmouth Reuse and Redevelopment Plan. The following subsections provide information about changes at the state level.

FORT MONMOUTH ECONOMIC REVITALIZATION AUTHORITY

In 2005, the Base Realignment and Closure (BRAC) Commission voted to close Fort Monmouth and relocate the bulk of its operations to the Aberdeen Proving Grounds in Maryland. In response thereto, former Governor Jon Corzine signed into law the Fort Monmouth Economic Revitalization Act in 2006, which established the Fort Monmouth Revitalization Planning Authority (FMRPA). In 2008, FMRPA adopted a redevelopment plan, known as the Fort Monmouth Reuse and Redevelopment Plan, to guide the redevelopment of the closed military installation.

After having adopted the Fort Monmouth Reuse and Redevelopment Plan, the activity of FMRPA ceased. In 2010, former Governor Chris Christie signed into law the Fort Monmouth Economic Revitalization Authority Act, which created the Fort Monmouth Economic Revitalization Authority (FMERA) to guide the investment, growth and integration of Fort Monmouth into Eatontown, Tinton Falls and Oceanport through the implementation of the Fort Monmouth Reuse and Redevelopment Plan.

The Borough has reviewed and approved several amendments to the redevelopment plan, which have been formally adopted by FMERA's Board since its adoption. The amendments to the Plan are discussed later in this reexamination report.

AFFORDABLE HOUSING

The Borough has received their Judgement of Repose for the Third Round and has satisfied the Court and Fair Share Housing Center.

STORMWATER MANAGEMENT

The State of New Jersey has recently undertaken several efforts to provide for the enhanced regulation of stormwater runoff. In December 2018, the New Jersey Department of Environmental Protection proposed changes to the state's stormwater management rules (N.J.A.C. 7:8), requiring developers to utilize green infrastructure to meet the minimum standards for stormwater management standards for water quality, groundwater recharge and stormwater volume control as part of any major development. These rules significantly change how stormwater is managed in New Jersey. Previously, developers were only required to consider and incorporate green infrastructure to "the maximum extent practicable," which the NJDEP now acknowledges involved a measure of subjectivity. A public hearing on these rules was held in January 2019, with a public comment period until February 2019. On March 2, 2020, these rules were published in the New Jersey Register, and went into effect in March 2021.

In March 2019, the Clean Stormwater and Flood Reduction Act (S1073/A2694) was signed into law, which gives municipalities and continues the option to establish “stormwater utilities.” Stormwater utilities are a tool used in communities throughout the country to fund maintenance, construction, and operation of stormwater management systems through the assessment of fees on certain impervious surfaces that contribute into the stormwater system.

GREEN BUILDINGS AND ENVIRONMENTAL SUSTAINABILITY ELEMENT

A Green Buildings and Environmental Sustainability Plan Element has not been adopted since the 2018 Master Plan Reexamination Report. Establishing such an element will help the Borough move forward in protecting its community from present day and future environmental concerns. The recommendation of green building and infrastructure techniques as described in the 2018 Master Plan Reexamination Report remain relevant and should be promoted in the Borough’s development regulations. The specific recommendations are discussed later in this reexamination report.

STATE DEVELOPMENT AND REDEVELOPMENT PLAN

The State Planning Commission adopted the most recent State Development and Redevelopment Plan (SDRP) on March 1, 2001. The SDRP contains a number of goals and objectives regarding the future development and redevelopment of New Jersey. The primary objective of the SDRP is to guide development to areas where infrastructure is available or can be readily extended such as along existing transportation corridors, in developed or developing suburbs, and in urban areas. Concentrated growth will have the positive effects of consuming less land, depleting fewer natural resources and using the State's infrastructure more efficiently.

Since the last Borough Reexamination in 2018, the State released the final draft of the State Strategic Plan in 2011, meant as an update to the 2001 SDRP. While the State Strategic Plan has not been officially adopted, and the SDRP is still the official State Plan, it is still prudent to plan with updated State goals and objectives in mind so as to be prepared for its eventual implementation, or the implementation of a State Plan with similar goals. The 2011 State Strategic Plan articulates a number of goals as Garden State Values (GSV), stated as follows:

- GSV #1: Concentrate development and mix uses.
- GSV #2: Prioritize Redevelopment, infill, and existing infrastructure.
- GSV #3: Increase job and business opportunities in priority growth investment areas.
- GSV #4: Create High-Quality, Livable Places.
- GSV #5: Provide Transportation Choice & Efficient Mobility of Goods.
- GSV #6: Advance Equity.
- GSV #7: Diversify Housing Options.
- GSV #8: Provide for Healthy Communities through Environmental Protection and Enhancement.
- GSV #9: Protect, Restore and Enhance Agricultural, Recreational and Heritage Lands.

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- GSV #10: Make Decisions within a Regional Framework

STATEMENT OF STRATEGY

P.L. 2017, Chapter 275 (A4185/S2873) was approved on January 8, 2018, which amended the Municipal Land Use Law to require that the adoption of any subsequent Land Use Element to include a “statement of strategy” related to sustainability and storm resilience. In particular, the statement must address the following: smart growth, with a focus on potential locations for the installation of electric vehicle charging stations; storm resiliency with respect to energy supply, flood-prone areas, and environmental infrastructure; and environmental sustainability.

ENERGY MASTER PLAN

The New Jersey Energy Master Plan (EMP) Pathway to 2050 was unveiled in January 2020, envisioning initiatives to achieve 50 percent clean energy by 2030 and 100 percent clean energy by 2050. The plan concedes that the State’s current trajectory will not allow it to meet these goals, so the Master Plan identifies major contributors to the state’s carbon footprint – such as transportation and electric generation – and evaluates carbon neutral solutions. In reducing the dependence on fossil fuels, the EMP outlines seven key strategies guiding New Jersey’s path to energy efficiency, each with underlying goals and objectives intended to aid the transportation to a clean energy future.

While the strategies, goals, and objectives of the Energy Master Plan are geared primarily toward state agencies and policy, many have the potential for replication on the local level, including, conversion of fleet vehicles to electric, installation of electric vehicle charging infrastructure, increasing transportation options, reducing congestion, encouraging transit oriented development, installation of alternative energy systems, improving energy efficiency in new and existing construction, developing shared bike and scooter programs, and incentivizing energy efficient purchasing. As such, Goal 6.1 and its underlying objectives seek to encourage municipalities to establish and enact community energy plans that will allow them to identify their own priorities and obstacles to complement the Energy Master Plan. The EMP suggests that a Community Energy Plan could include community redevelopment mechanisms to increase public space, walkability, and bike-ability; decrease congestion and idling; and enable equitable, multi-modal transportation opportunities to improve public health and quality of life. The EMP suggests that solid waste reduction plans, such as through a municipal composting program, could provide numerous benefits, including the energy saved from a reduction in waste sent to the landfill.

ELECTRIC VEHICLE CHARGING INFRASTRUCTURE

In 2019, the New Jersey State Legislature adopted Senate Bill 606 (P.L. 2019, Chapter 267), which made amendments to the Municipal Land Use Law (N.J.S.A. 40:55d-1 et. seq.) and the Local Redevelopment and Housing Law (N.J.S.A. 40A:12a-1 et. seq.), intended to encourage municipalities to consider Electric Vehicle Charging Infrastructure as part of the master plan, periodic reexamination of the master plan, and redevelopment plans.

Land Use, Circulation, Green Buildings and Environmental Sustainability Plan Elements are required to identify potential electric vehicle charging stations. In the land use plan element, this relates to the statement of strategy showing the existing and proposed location of public electric vehicle charging infrastructure. In the circulation element, this includes identifying existing and proposed locations for public electric vehicle charging infrastructure. A green buildings and environmental sustainability plan should encourage and promote the development of public electric vehicle charging infrastructure in locations appropriate for their development, including commercial districts, areas proximate to public transportation and transit facilities and transportation corridors, and public rest stops.

In April 2022, Ordinance 06-2022 was adopted to encourage increased installation of Electric Vehicle Supply/Service Equipment (EVSE) and Make-Ready parking spaces. The ordinance is discussed later in this reexamination report.

SECTION D. Specific Changes Recommended for the Master Plan and/or Development Regulations

The following are additional Ordinance changes recommended by the Planning Board and Key Stakeholders for consideration:

1. Rezone Block 2701, Lot 69, known as the Old Orchard Golf Course, to permit the following uses:

Permitted Uses along the northern portion of the property:

- Senior housing

Permitted Uses along the Route 36 frontage:

- Internet-based new and used car sales
- Self-storage
- Entertainment/recreation
- Office (professional and medical)
- Quick service restaurants

As the golf course property comprises a majority of those properties within the R-32 Residential zone, it is recommended that the Borough create a new zoning designation for this property to effectively ensure the establishment of a significant buffer to the existing residential properties that abut the site. In addition, a new zoning designation would allow for the distinction between the residential and commercial uses that have been identified above as being permitted.

2. Establish clear definition and standards regarding buffers and screening between residential and non-residential uses and zoning districts.

SECTION E. Recommendations Concerning the Incorporation of Redevelopment Plans into the Land Use Element and Local Development Regulations

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Fort Monmouth Redevelopment Area

The Fort Monmouth Redevelopment Area is an active redevelopment area within the Borough. This area consists of 1,127 acres spanning the municipalities of Tinton Falls, Eatontown, and Oceanport, of which 419 acres are located within the Borough of Eatontown. The Fort Monmouth Reuse and Redevelopment Plan was adopted by the Fort Monmouth Revitalization Planning Authority and is the guiding document for this area. Redevelopment of Fort Monmouth is guided by the Fort Monmouth Economic Revitalization Authority and is governed by N.J.A.C. 19:31C-3. The Reuse Plan has also adopted several amendments impacting the Borough of Eatontown, including Amendment #9 in December 2017, Amendment #10 in May 2018, Amendment #17 in April 2021, and Amendment #19 in September 2022.

Monmouth Mall Redevelopment Plan

The Mayor and Council for the Borough of Eatontown requested the Planning Board conduct an investigation study to determine if Block 2201, Lots 1.01, 1.02, 2, 3, 4, and 5 and Block 2202, Lot 1 met the criteria as an area in need of redevelopment (Resolution No. 70-2021). The area consists of just over 100 acres and is comprised of properties west of Wyckoff Road, south of Route 36, and east of Route 35. The Planning Board considered the findings of a report titled “Area in Need of Redevelopment Investigation Report” at a public hearing on December 6, 2021, and adopted a resolution which endorsed the findings of the Redevelopment Study and recommended to the Borough Council that the Study Area be designated as an “area in need of redevelopment.” The Mayor and Council declared the Monmouth Mall property an area in need of redevelopment through the adoption of Resolution No. 208-2021 on December 8, 2021. The “Monmouth Mall Redevelopment Plan” dated January 2023 was then approved and adopted by Ordinance 05-2023 on February 6, 2023, and is the guiding document for this area.

Downtown Redevelopment Plan

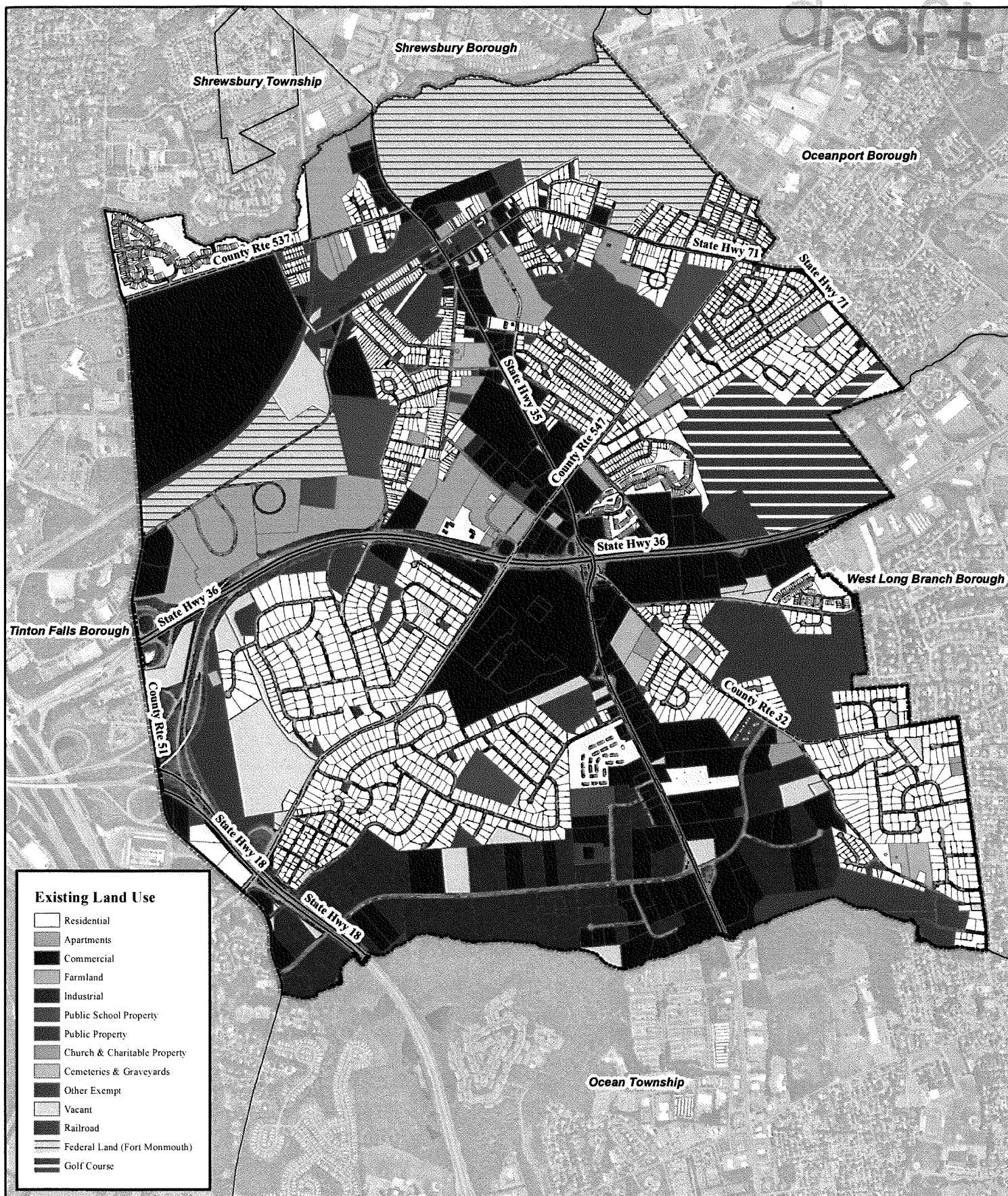
An investigation study was conducted in early 2021 to determine if Block 304, Lots 1, 2, 3, 4, 17, 18, 19, 20, 21, 22, 23, 24, 25, and 26, Block 901, Lots 1 through 8, and Block 401, Lots 61, 62, and 63 and the study area was determined to meet the criteria for a Non-Condemnation Redevelopment Area. While a Redevelopment Plan has not been adopted at this time, one is currently in the process of being written.

SECTION F. Recommendations of the Planning Board concerning locations appropriate for the development of public electric vehicle infrastructure, including but not limited to, commercial districts, areas proximate to public transportation and transit facilities and transportation corridors, and public rest stops; and recommended changes, if any, in the local development regulations necessary or appropriate for the development of public electric vehicle infrastructure

In April 2022, the Borough adopted Ordinance 06-2022, which created a new section (“Electric Vehicle Supply/Service Equipment (EVSE) and Make-Ready Parking Spaces”) within Chapter 89 of the Borough Code. The purpose of the ordinance is to promote and encourage the use of electric vehicles by requiring the safe and efficient installation of EVSE and Make-Ready spaces through municipal parking regulations and other standards. Said ordinance requires EVSE and Make-Ready spaces be designated as a permitted accessory use in all zoning or use districts and establishes the associated installation and parking requirements.

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Appendix 1: Existing Land Use



Source: Monmouth County GIS,
NJDEP, NJGIS, USDA NRCS, and ESRI



Existing Land Use

Borough of Eatontown

Monmouth County, NJ

Date: July 2023

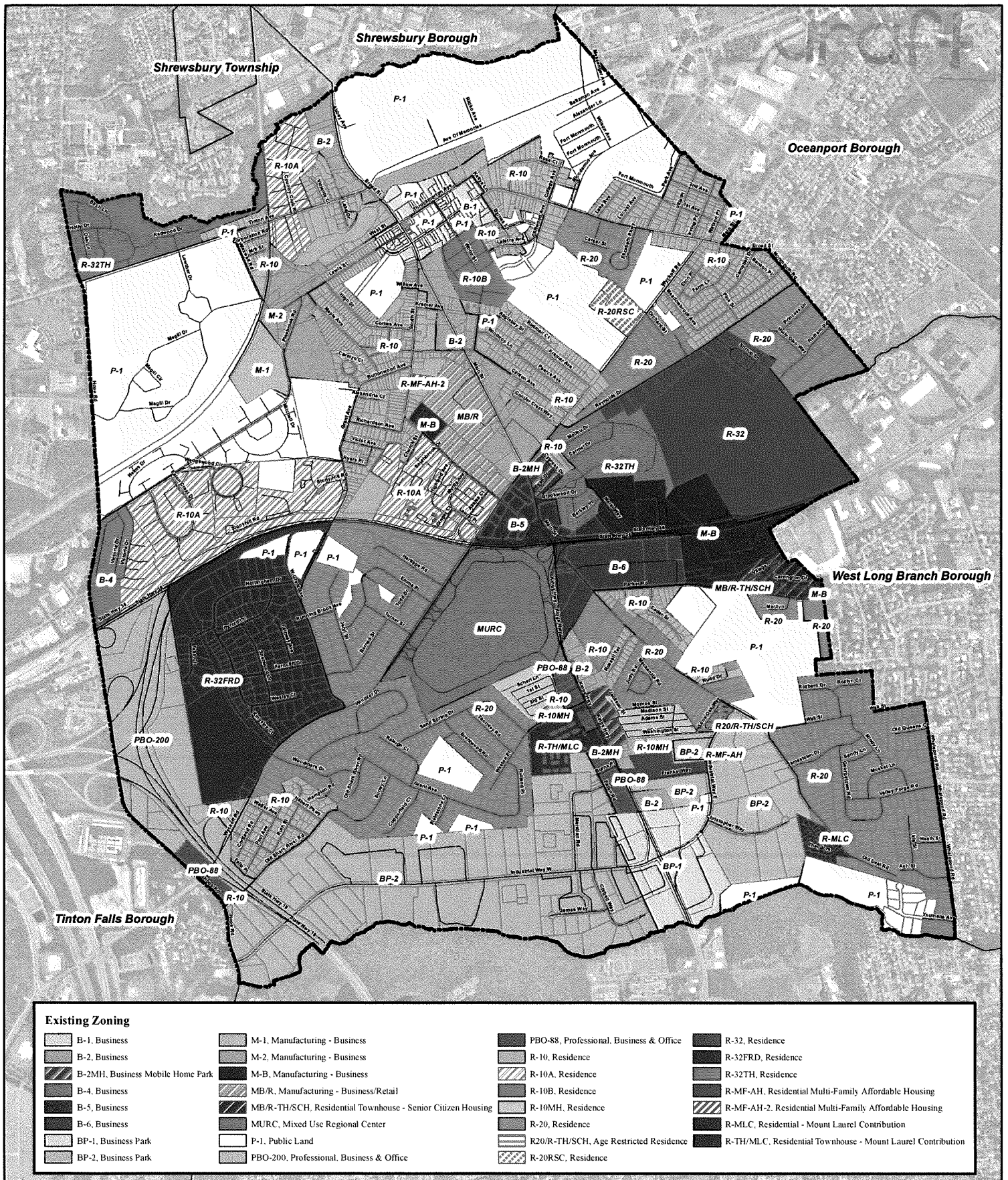
LEON S. AVAKIAN, Inc.
Consulting Engineers

This map was developed using New Jersey Department of
Environmental Protection Geographic Information System digital
data, but this secondary product has not been verified by NJDEP
and is not state-authorized or endorsed.

0 0.1 0.2 0.4 0.6 0.8 Miles

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Appendix 2: Existing Zoning



Source: Monmouth County GIS,
NJDEP, NJGIS, USDA NRCS, and ESRI

0 0.1 0.2 0.4 0.6 0.8
Miles



Existing Zoning

Borough of Eatontown

Monmouth County, NJ

Date: July 2023

LEON S. AVAKIAN, Inc.
Consulting Engineers

This map was developed using New Jersey Department of
Environmental Protection Geographic Information System digital
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and is not state-authorized or endorsed

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Appendix 3: Description of Green Building and Infrastructure Techniques

Green Building and Infrastructure Techniques

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Green building and infrastructure techniques use permeable surfaces (e.g., porous concrete, gravel, mulch, etc.), landscape formations (e.g., channels, depressions), plant material, or other technologies to reduce stormwater runoff by promoting natural infiltration. Their use can promote resiliency by mitigating flooding (i.e., reducing the risk and impacts of flooding) and helping the Borough to quickly recover from storms. In addition, they provide numerous co- benefits, not the least of which are: reducing long-term maintenance and operation costs of stormwater infrastructure; and, capturing runoff pollution (e.g., particulate matter, heavy metals) and preventing their entry into sensitive terrestrial waterways.

The 2018 Master Plan Reexamination Report recommended the promotion of green building and infrastructure techniques in the Borough's development regulations. These remain relevant and are described in the following subsections.

Downspout Disconnection

Downspout disconnection refers to the rerouting of rooftop drainage pipes to specialized containment devices (e.g., rain barrels, cisterns) and permeable areas, instead of traditional stormwater drainage systems. This allows stormwater runoff from building roofs not only to infiltrate soil, but also to be collected for later use (e.g., watering lawns and gardens), which reduces demand on public water supplies.



Downspout Disconnection (Source: EPA)

Rain Gardens

Rain gardens are shallow, vegetated basins that absorb stormwater runoff from impervious surfaces (e.g., rooftops, sidewalks, and streets). Runoff is channeled into rain gardens, and is then used by plants, infiltrated into the ground, and evaporated. They may be installed in a variety of locations and can be an attractive element of site design. In addition, it is important to note that rain gardens can be installed in a variety of locations. Indeed, they may be installed in any properly graded unpaved space, and in parking lots and paved areas through the construction of specialized planter boxes that collect and absorb runoff.



Rain Garden (Source: EPA)

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Bioswales

Bioswales are open, linear channels with vegetation, mulching, or xeriscaping that slow stormwater runoff and attenuate flooding potential while conveying stormwater runoff away from critical infrastructure. While they convey stormwater runoff away from critical infrastructure, their permeable surface permits the natural infiltration of stormwater. They are often used as an alternative to, or enhancement of, traditional stormwater drainage systems.



Bioswale (Source: EPA)

Permeable Pavements

Permeable pavements help to reduce stormwater runoff, which helps to improve the quality of terrestrial waters and mitigate flooding. With traditional (i.e., impervious) pavement, stormwater runs into drains and inlets, which places a burden on such infrastructure, and may result in the discharge of pollutants (e.g., sediment, oil residue, etc.) into terrestrial waters. Permeable pavements, however, infiltrate, treat, or store rainwater where it falls. Key examples of permeable pavements include pervious concrete, porous asphalt, and permeable interlocking pavers.

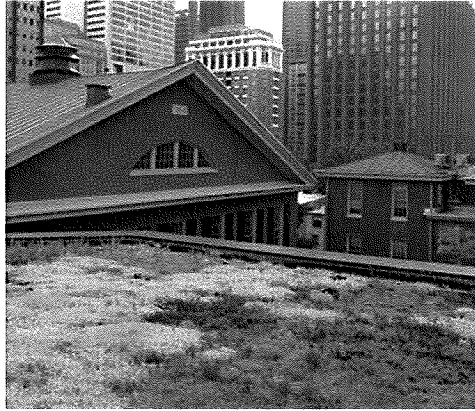


Permeable Pavement (Source: EPA)

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Green Roofs

Green roofs are roofs that are covered with substrate and vegetation that enable the infiltration of rainwater. This not only minimizes stormwater runoff but leads to reduced building operating costs and energy consumption by providing improved insulation of the roof surface and absorbing less heat on the roof surface (i.e., increasing the roof surface albedo over traditional roof surfaces). Flat and low-pitched roofs are most suited to green roof development and retrofitting therewith.

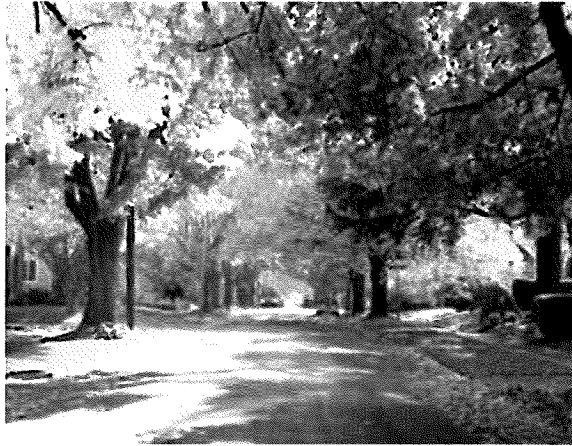


Green Roof (Source: EPA)

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Tree Cover

Increased tree cover in developed areas is an important example of green infrastructure. Trees reduce and slow stormwater by intercepting precipitation in their leaves and branches. In addition, their root systems help to aerate soil, which facilitates natural infiltration of stormwater and reduces runoff. Trees also purify the air and can help to cool developed areas by providing shade, and through evaporative cooling and increased latent heat flux (i.e., the dissipation of sensible heat).



Tree Cover (Source: EPA)

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Open Space Preservation

Preservation of open space areas within and adjacent to developed areas can help to mitigate the water quality and flooding impacts of stormwater. Indeed, natural open space areas promote increased groundwater recharge, lower stormwater runoff, and reduced levels of nutrients and sediment in terrestrial waters. They also help to cool developed areas through evaporative cooling and increased latent heat flux. The use of building coverage and impervious surface limits, tree-save requirements, and noncontiguous clustering are key ways to promote open space preservation through development regulation.



Open Space Preservation (Source : EPA)