The Borough of Mendham

Community & Market Profile
Welcome to Mendham!

Mendham Borough is located in suburban Morris County, New Jersey about forty (40) miles west of mid-town Manhattan. Having a population of about 5,000 people, Mendham has maintained its quaintness and small town charm while being located in a bustling metropolitan region with access to employment centers.

Mendham Borough is a choice location for families. Elementary schools in the borough are part of the Mendham Borough School District. Mendham High School is part of the award-winning West Morris Regional School District. St. Joseph School is a Blue Ribbon grammar school located in the heart of Mendham Borough. There are also many private schools nearby. Residents have access to numerous recreational activities including: Schiff Natural Preserve, India Brook Park, Scott Farm, Tempe Wick Preserve.

Mendham is one of the wealthiest consumer markets in the country. The retail and restaurants in the downtown also serve nearby communities, including surrounding Mendham Township. Businesses include everyday conveniences such as a grocery store, fitness studios, car dealership, insurance and brokerage services, jewelry, restaurants with varied cuisines, even a bowling alley.

Residential • Small Town Amenities • Retail & Dining • High Quality Of Life
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Robinson Drug & Compounding Center was established in 1870 by the Robinson family. We are a full service pharmacy providing individualized pharmaceutical compounding in addition to traditional prescription dispensing. Robinson Drug & Compounding Center also carries home health care supplies, professional pharmaceutical grade vitamins and supplements, gifts and much more.

At Robinson Drug & Compounding Center, serving the needs of you and your family is our main concern. We offer prompt, courteous service to our patients. While continuing to provide old-fashioned, personal service, we utilize the most current technology to maintain your profile and screen for drug interactions when we fill your prescriptions.

-John Kim-Pharmacist, Owner of Robinson Drug & Compounding Center
MILE RADIUS

Total Population
40,866

Total Households
13,972

Average Household Income
$234,073

Bachelor Degree or Higher
71.40%
Extraordinary Market

The market is exceptional by all standard demographic measures. Whether measuring the market by a 3 or 5 mile radius or a 12 minute drive time, the Mendham community boasts an average household income over $220,000 annually, with greater than 54% of the household income’s earnings over $150,000, an average home value greater than $733,000, and a population in which over 70% hold a bachelor’s degree.

**3 MILE RADIUS**

- Population: 11,162
- Households: 3,789
- Avg Household Income: $253,459
- Bachelor’s Degree or Higher: 75%
- Annual Household Income > $150K: 64%

**12 MINUTE DRIVE**

- Population: 20,138
- Households: 6,833
- Avg Household Income: $253,459
- Bachelor’s Degree or Higher: 72%
- Annual Household Income > $150K: 57%
World-Class Companies

The surrounding market contains more than 16 million square feet of corporate office facilities fueling the strong daytime population. Many global companies such as Siemens, Novartis, and PNY Technologies have their world or US headquarters within close proximity of Mendham. Additionally, a number of nationally renowned businesses are included in this mix such as Mondelez International, Deloitte, Reckitt Benckiser and Bayer.
**2018 Gross Regional Product: $267,188,442**

<table>
<thead>
<tr>
<th>Business Type by Standard Industrial Classification</th>
<th># Mendham Businesses</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Other Services</td>
<td>96</td>
<td>33.2%</td>
</tr>
<tr>
<td>Construction</td>
<td>23</td>
<td>8.0%</td>
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<tr>
<td>Miscellaneous Retail</td>
<td>21</td>
<td>7.3%</td>
</tr>
<tr>
<td>Real Estate, Holding, Other Investment Offices</td>
<td>18</td>
<td>6.2%</td>
</tr>
<tr>
<td>Health Services</td>
<td>15</td>
<td>5.2%</td>
</tr>
<tr>
<td>Unclassified Establishments</td>
<td>14</td>
<td>4.8%</td>
</tr>
<tr>
<td>Government</td>
<td>10</td>
<td>3.5%</td>
</tr>
<tr>
<td>Education Institutions &amp; Libraries</td>
<td>9</td>
<td>3.1%</td>
</tr>
<tr>
<td>Securities Brokers</td>
<td>8</td>
<td>2.8%</td>
</tr>
<tr>
<td>Agriculture &amp; Mining</td>
<td>7</td>
<td>2.4%</td>
</tr>
<tr>
<td>Eating &amp; Drinking Places</td>
<td>7</td>
<td>2.4%</td>
</tr>
<tr>
<td>Motion Pictures &amp; Amusements</td>
<td>7</td>
<td>2.4%</td>
</tr>
<tr>
<td>Transportation</td>
<td>6</td>
<td>2.1%</td>
</tr>
<tr>
<td>Legal Services</td>
<td>6</td>
<td>2.1%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>5</td>
<td>1.7%</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>5</td>
<td>1.7%</td>
</tr>
<tr>
<td>Auto Dealers, Gas Stations, Auto Aftermarket</td>
<td>5</td>
<td>1.7%</td>
</tr>
<tr>
<td>Furniture &amp; Home Furnishings</td>
<td>5</td>
<td>1.7%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>4</td>
<td>1.4%</td>
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<tr>
<td>Food Stores</td>
<td>4</td>
<td>1.4%</td>
</tr>
<tr>
<td>Banks, Savings &amp; Lending Institutions</td>
<td>4</td>
<td>1.4%</td>
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<tr>
<td>Insurance Carriers &amp; Agents</td>
<td>3</td>
<td>1.0%</td>
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<tr>
<td>Automotive Services</td>
<td>3</td>
<td>1.0%</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>2</td>
<td>0.7%</td>
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<tr>
<td>Apparel &amp; Accessory Stores</td>
<td>2</td>
<td>0.7%</td>
</tr>
<tr>
<td>Communication</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Utility</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Hotels &amp; Lodging</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**MENDHAM BOROUGH**

**BUSINESSES: 289 (TOTAL)**

*The Other Services (except Public Administration) sector comprises establishments engaged in providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities, such as equipment and machinery repairing, promoting or administering religious activities, grantmaking, advocacy, and providing drycleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.*

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.
### AGE DISTRIBUTION

<table>
<thead>
<tr>
<th>Age</th>
<th>2010</th>
<th>2018</th>
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<tbody>
<tr>
<td>0 - 4</td>
<td>259</td>
<td>229</td>
</tr>
<tr>
<td>5 - 9</td>
<td>379</td>
<td>300</td>
</tr>
<tr>
<td>10 - 14</td>
<td>443</td>
<td>412</td>
</tr>
<tr>
<td>15 - 24</td>
<td>558</td>
<td>701</td>
</tr>
<tr>
<td>25 - 34</td>
<td>239</td>
<td>310</td>
</tr>
<tr>
<td>35 - 44</td>
<td>603</td>
<td>391</td>
</tr>
<tr>
<td>45 - 54</td>
<td>907</td>
<td>732</td>
</tr>
<tr>
<td>55 - 64</td>
<td>648</td>
<td>864</td>
</tr>
<tr>
<td>65 - 74</td>
<td>443</td>
<td>564</td>
</tr>
<tr>
<td>75 - 84</td>
<td>339</td>
<td>376</td>
</tr>
<tr>
<td>85 +</td>
<td>164</td>
<td>208</td>
</tr>
</tbody>
</table>

Current Population: 5,087

![Age Distribution Chart](chart.png)
According to ESRI’s tapestry segmentation analysis, the Borough of Mendham’s largest group of residents fall under the Top-Tier category.

Tapestry segmentation provides an accurate, detailed description of America’s neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups.

**Top-Tier**- The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts’ desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects.

**Exurbanites** - Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers.
Local Amenities

Mendham has an eclectic array of retail stores, restaurants, parks, and personal service establishments to accommodate every lifestyle.

Local Businesses and Parks

Health & Fitness
- Firm Body Fitness
- Kessler Rehabilitation Center
- The Club at Mendham (Indoor Tennis, Health/Fitness, Pool)

Parks
- India Brook Park
- Mountain Valley Park
- Schiff Nature Preserve
- Buttermilk Falls
- Tempe Wick Preserve
- Rowe Sheep Farm

Restaurants
- Black Horse Tavern & Pub
- Piattinio - A Neighborhood Bistro
- Colonial Pantry Deli
- Sporia D’Italia
- Aoyama Japanese/Chinese
- Dante’s Italian Ristorante
- Wicker Basket
- Sorrento’s Pizza
- Mendham Creamery
- Simple Coffee
- Franks Pizzeria and Restaurant
- Sammy’s Steakhouse
- Dunkin
- Mendham Bagel & Coffee Shop

Daycare Centers
- Loving Hearts
- Hilltop Christian Nursery School
- Mendham Cooperative Nursery School

Pharmacies
- Robinson Drug and Compounding Center
- CVS
Local Businesses and Historical Sites

**Entertainment**
- Mendham Golf & Tennis Club
- Roxiticus Golf Club
- Pastime Bowling Lanes

**Professional Services**
- Cusano Associates, Inc. – Architecture & Design
- William R. Connelly Law Office
- Kelly Plumbing & Heating, LLC.
- Mendham Design – Architects
- Mendham Electric
- PeggNet Computers – IT Services
- Personal Mail International, Inc.
- The Sinzer Agency, LLC

**Shopping**
- Audi of Mendham
- Mendham Jewelers
- Moormann's Galleries
- Village Wine & Liquors
- Doug The Florist
- Simply Country
- Grand Bazaar Antiques
- Windswept Boutique
- Maplecrest Ford
- Pet Value
- King's Supermarkets
- Mendham Garden Center
- Hidden Pond Tree Farm
- Ralston Nurseries

**Historical Sites**
- Gen. Nathan Cooper Mansion
- Cary Stephen House
- Pitney Farm
- Lebeus Dod House
- Community of S. John Baptist
- Aaron Hudson House
- Hilltop Church and Cemetery
The mission of the Mendham Borough School District is to prepare all of our students for their future roles in society. They strive to provide an educational program that enables all students to acquire knowledge and to assume constructive self-direction to their fullest potential. In addition to being one of only 433 districts in the nation named to the College Board’s Advanced Placement Honor Roll, The West Morris Regional High School District is also New Jersey’s only district authorized to award both the International Baccalaureate Diploma and the Career Program.
For the past 35 years, the Diffin family have built Mendham Jewelers to be one of the finest full service jewelers in New Jersey. We pride ourselves in maintaining a broad selection of Jewelry. Whether it is a $50 purchase or a $50,000 piece of jewelry, you will find it here at Mendham Jewelers. We have fine jewelry for whatever your budget or occasion calls for. One of the many qualities that sets us above most jewelry stores is our ability to stand behind everything we sell. We have the expertise to repair, modify or adjust any item in our store and more. Simply put: we don’t just sell jewelry, we are Jewelers. You have a friend in the jewelry business right here at Mendham Jewelers.

-Bob Diffin, Owner of Mendham Jewelers since 1984
Commute & Distance Information


Local Commute Times (via Car)

- Mendham to Parsippany: 16 miles, 22 min
- Mendham to NYC: 42 miles, 64 min
- Mendham to Newark: 28 miles, 40 min
- Mendham to Princeton: 35 miles, 50 min

Other Commute Times (via Car)

- Mendham to Boston: 252 miles
- Mendham to Washington, D.C.: 225 miles
- Mendham to Philadelphia: 94 miles

Means of Transportation to Work

- Car, Truck or Van: 84.6%
- Public Transportation: 3.2%
- Walk, Bicycle: 2.5%
- Taxicab, Motorcycle, or Other: 0.4%
- Work from Home: 9.2%

Nearby Air and Rail Service

![Map of nearby air and rail service](image)

**Travel Times**

Public transportation to and from the Mendham area is available from nearby Morristown, Bernardsville and Convent Station.

**NJ Transit**
- Newark, 42 Min.
- Hoboken, 60 Min.
- New York Penn Station, 63 Min.

**Amtrak**
- Via Acela from Newark Penn Station or Metropark
  - Boston, 5 Hr. 31 Min.
  - Philadelphia, 2 Hr. 44 Min.
  - Washington DC, 4 Hr. 26 Min.
MENDHAM BOROUGH HISTORY

The earliest land transactions in Mendham date to 1708 but permanent settlers did not arrive until the 1720’s. The first located along the Indian Brook. A meeting house was erected (ca. 1730) and a grist mill along the creek.

Mendham Borough was officially established in 1906, incorporating for the purpose of a municipal water system. Laws required that a public water system could only be adopted in the borough, thus leading to the separation of Mendham Borough from Mendham Township in 1906. The fire hall was the great social center and a symbol of Mendham’s status as a Borough.

The Mendham Historic District, stretching along Route 24, known in Mendham as Main Street, consists of 140 properties, generally well preserved, that illustrate the history of the borough from its 18th century founding through its 1906 incorporation as a borough, and into the first third of the 20th century when infill building completed development within the historic bounds of the village.

Eight of the 140 principal building of the historic district are identified as “key” buildings:

- The Black Horse Inn
- The Methodist Church
- St. Mark’s Church
- Hilltop Manse
- The Hilltop Church
- The Aaron Hudson House
- The Phoenix House
- St. Joseph Church

The conjunction of religious, residential, and commercial buildings have established Mendham’s village character.

A detailed census in 1905 reveals that early settlers came from a diversified background covering American born, English, Irish, German and Italian.
Credits and Acknowledgements

Special Thanks:

Mendham Borough Economic Development Committee

The Morris County Board of Chosen Freeholders

The Morris County EDC Board of Advisors

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Maps by Macgraphics

Photo Sources: Mendham Borough, NJ Monthly

Mendham Business Association

MBA Mission

The Mendham Business Association was formed to help promote local businesses in our Mendham community. All of the members in the Mendham Business Association support every school and organization in town, year in and year out. We kindly ask all residents of Mendham to shop local…support the people and businesses that support you!

It is always a nice look and feel to see the residents of Mendham out and about shopping, dining and simply enjoying the quaint Mendham community.

Annual Events

Fall Golf Outing

Spring Sidewalk Sale

Annual “Holly Trail” 1st Saturday in December

Scholarships for High School Seniors

Officers

President, Bob Diffin – Mendham Jewlers 973.543.7833
Vice President, Fran Plodkowski – Social Graces, Inc. 973.543.2145
Corresponding Secretary, Bernice Fisher – Weichert Realtors 973.543.1266
Treasurer, Johanna Burrini – Lakeland Bank 973.543.9900
Secretary, Sharon Fischer – 973.543.2479
The Borough of Mendham

Demographic & Market Overview

Prepared for
The Borough of Mendham

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973-543-7152 http://www.mendhamnj.org

Prepared by
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ECONOMIC DEVELOPMENT CORPORATION
CREATE, INNOVATE, GROW.

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