



# *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.

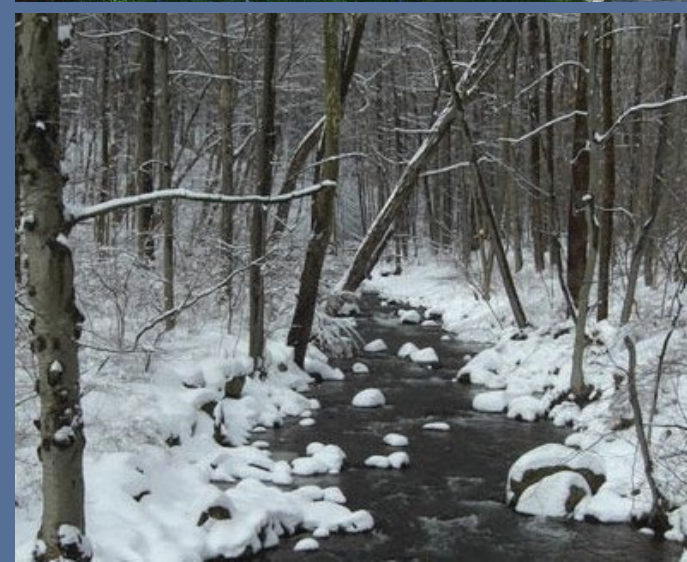


**Residential • Small Town Amenities • Retail & Dining • High Quality Of Life**



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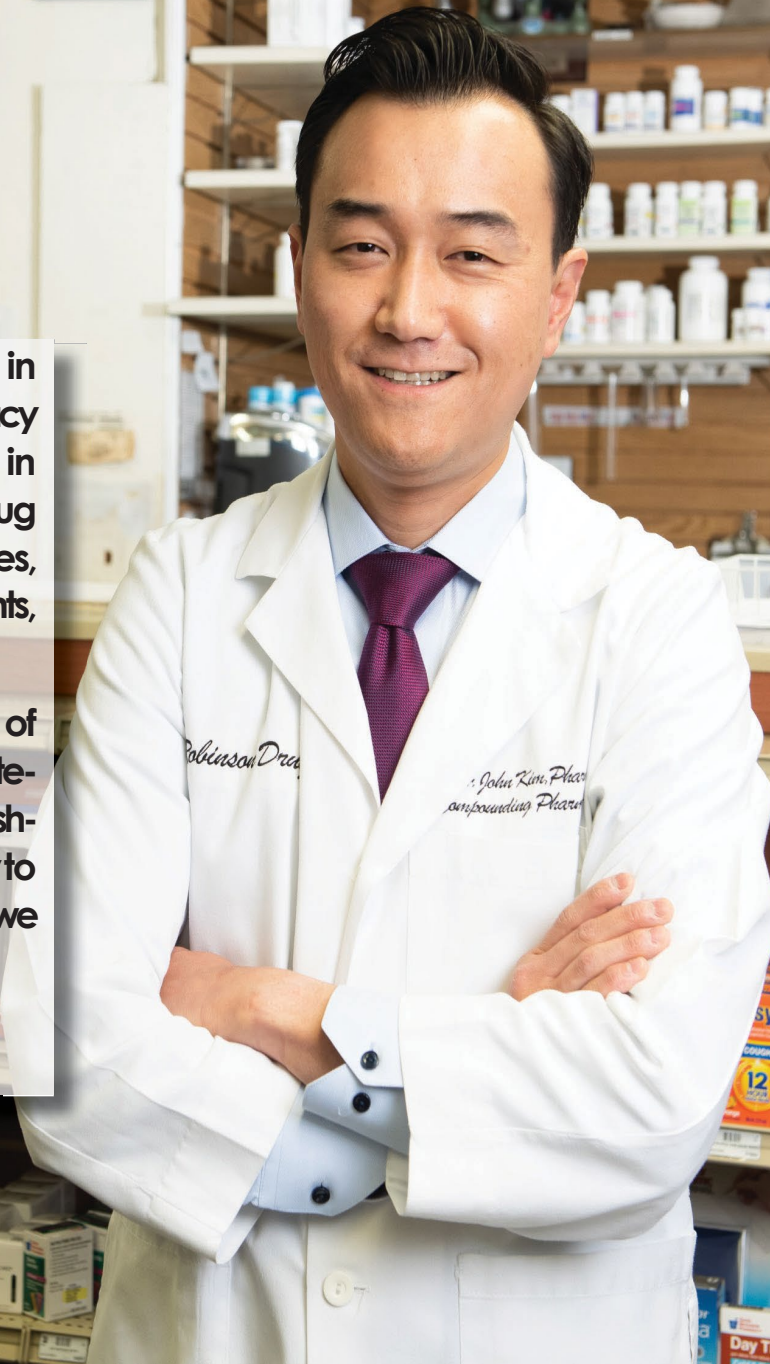


# ROBINSON DRUG SHOP Est. 1870

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*





# 5 MILE RADIUS



Total Population  
**40,866**



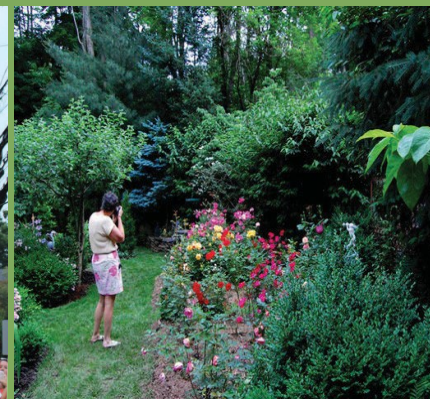
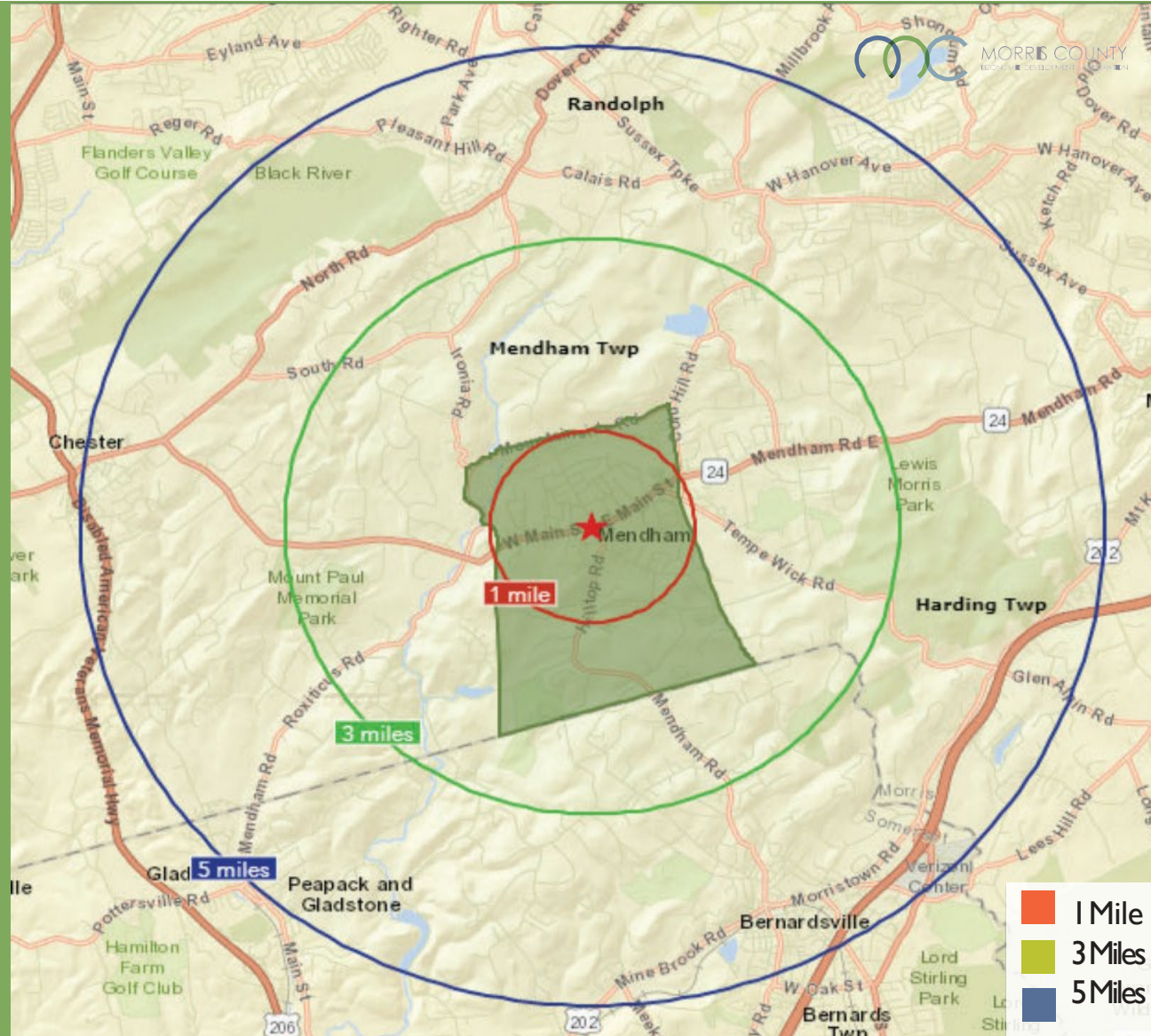
Total Households  
**13,972**



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	\$253,673
Bachelor's Degree or Higher	72%
Annual Household Income >\$150K	57%

# Mendham Borough

## Area Corporations

### Local Companies (non-retail)

#### Mendham Capital Management

Murphy & Cistaro, LLC

Hoyt Business Solutions, LLC

SOS Management

Epsen Fuller Group

- Mendham Borough
- Health Care/ Pharmaceuticals
- Manufacturers
- Professional Services
- Other

Fulton Bank of NJ

Arconic

TD Bank

Saint Clare's Health

Garden Savings

Ferring Pharmaceutical

NJMEP

Solix

Saint Barnabas MC

Langan

GAF

Honeywell

Delta Dental

Givaudan

Gensler

Bayer

PSE&G

Schenck, Price, Smith &

Novartis

Ogletree Deakins

PwC

Morristown Medical Center

JCP&L

Nutranix

Crum & Forster

BASF

Emerson

Pfizer

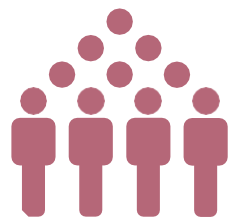
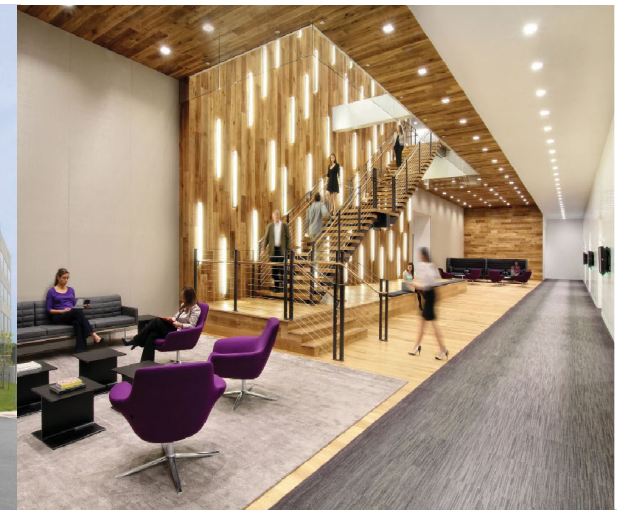
Realogy

AT&T



# 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.



17,042

Daytime Workers



1,809

# of Businesses



40 : 1

Employees/Residential



\$1.7 BILLION

Total Specified Consumer



**\*\*2018 Gross Regional Product: \$267,188,442**

**\*\*North American Industry**

**Classification System Description      2018 GRP**

Professional, Scientific, and Technical Services	\$46,627,516
Government	\$38,674,031
Retail Trade	\$27,625,877
Health Care and Social Assistance	\$23,647,374
Real Estate and Rental and Leasing	\$23,408,921
Wholesale Trade	\$17,879,368
Construction	\$17,265,093
Finance and Insurance	\$15,853,458
Other Services (except Public Administration)	\$13,423,732
Accommodation and Food Services	\$13,286,075
Administrative and Support	\$8,061,323
Arts, Entertainment, and Recreation	\$7,710,053
Educational Services	\$7,124,899
Information	\$5,583,108
Manufacturing	\$568,467
Transportation and Warehousing	\$449,149
Mining, Quarrying and Oil and Gas Extraction	\$0
Management of Companies and Enterprises	\$0
Utilities	\$0
Agriculture, Forestry, Fishing and Hunting	\$0
Unclassified Industry	Insf. Data



**MENDHAM BOROUGH**

**BUSINESSES: 289 (TOTAL)**

**Business Type by Standard**

**Industrial Classification**

**# Mendham**

**Businesses**

**Percentage**

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

\*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, grant making, advocacy and providing dry cleaning and laundry services, personal care services, death care services, pet care services, photo finishing services, temporary parking services, and dating services.

Source: Copyright 2018 InfoGroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

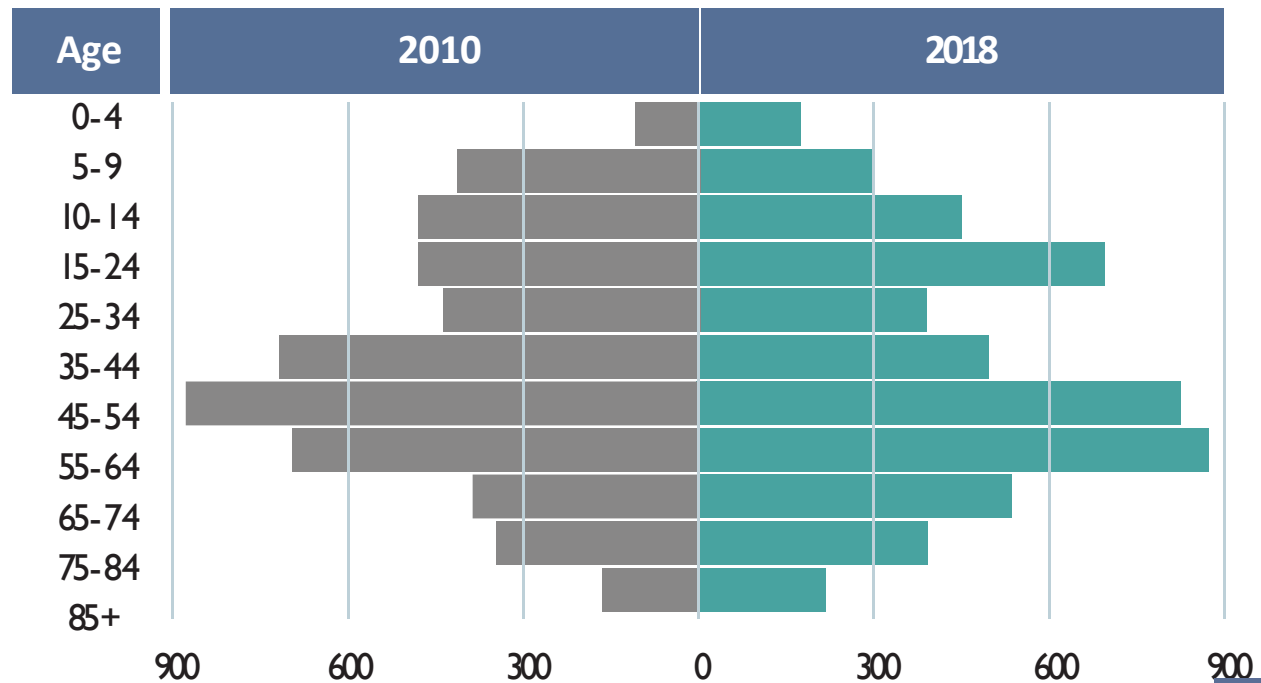




## AGE DISTRIBUTION

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

Current Population: 5,087





## REAL ESTATE DATA

Owner Occupied Households	1479 (80%)
Renter Occupied Households	274 (15%)
Average Monthly Rent for Office Space (SF)	\$24.67
Average Monthly Rent for Industrial Space (SF)	\$9.51
Average Monthly Rent for Retail Space (SF)	\$27.50



### Top Tapestry Segments

Rank	Tapestry Segment	Percent	Percent
1	Top Tier (1A)	56.4%	1.7%
2	Exurbanites (1B)	43.6%	1.9%

Average Disposable Income: \$125,022



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 these segments into Life Mode 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

FirmBodyFitness  
KesslerRehabilitationCenter  
TheClubatMendham(Indoor  
Tennis,Health/Fitness,Pool)

### Daycare Centers

LovingHearts  
HilltopChristianNurserySchool  
MendhamCooperativeNurserySchool

### Pharmacies

RobinsonDrugandCompoundingCenter  
CVS

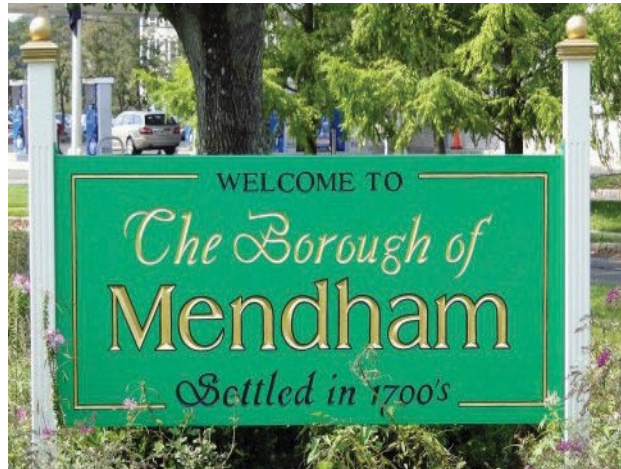
### Parks

IndiaBrookPark  
MountainValleyPark  
SchiffNaturePreserve  
ButtermilkFalls  
TempeWldPreserve  
RoweSheepFarm

### Restaurants

BlackHorseTavern&Pub  
Piatino-A NeighborhoodBistro  
ColonialPantryDeli  
SporiaD'Italia  
AoyamaJapanese/Chinese  
Dante'sItalianRistorante  
WickerBasket  
Sorrento'sPizza  
MendhamCreamery  
SimpleCoffee  
FranksPizzeriaandRestaurant  
Sammy'sSteakhouse  
Durkin  
MendhamBagel&CoffeeShop





## Local Businesses and Historical Sites

### Entertainment

- Mendham Golf & Tennis Club
- Roxious Golf Club
- Pastime Bowling Lanes

### Banks

- Chase
- Peapack-Gladstone
- Provident
- Wells Fargo

### Historical Sites

- |                            |                              |
|----------------------------|------------------------------|
| Gen. Nathan Cooper Mansion | Community of S. John Baptist |
| Cary Stephen House         | Aaron Hudson House           |
| Pitney Farm                | Hilltop Church and Cemetery  |
| Lebeus Dod House           |                              |

### Professional Services

- Cusano Associates, Inc. – Architecture & Design
- William R. Connolly Law Office
- Kelly Plumbing & Heating LLC
- Mendham Design – Architects
- Mendham Electric
- Peggy Net Computers – IT Services
- Personal Mail International, Inc.
- The Sinzer Agency, LLC
- Dentistry of Mendham – Dr. Rajan

### Shopping

- Audi of Mendham
- Mendham Jewelers
- Moorman'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





## Schools and Taxes

### NJ High School Rankings

High School	West Morris
2018 Ranking	7
Total Enrollment	1,225
Grade 12 Enrollment	312
Student/Faculty Ratio	12:1
# of AP & IB Subjects Offered	32
Average SAT for English & Math test	622
% Students 11-12 Taking at Least 1 AP Course	85%
% Students 9-10 Taking at Least 1 Arts Course	62%
4 Year Adjusted Cohort Graduation Rate	99%
% Enrolled College 16 Months After High School	93%

Source: wmmrhs



### High School

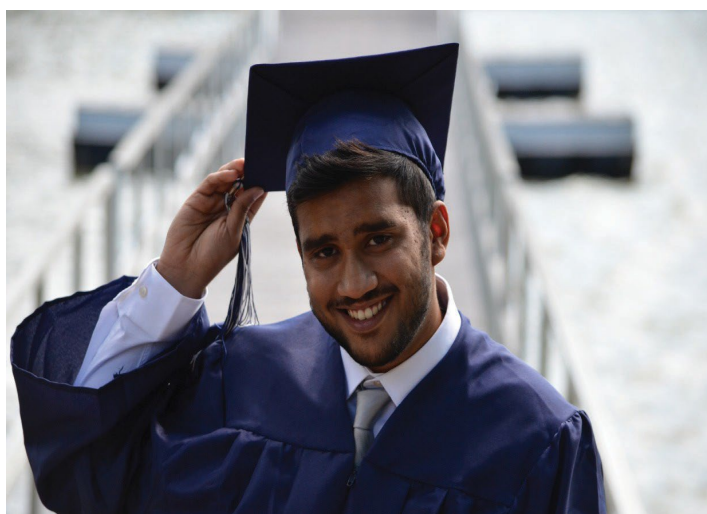
West Morris Mendham

### Secondary Schools

Mountain View Middle School

St. Joseph School

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



### Taxes



Schools	65.3%
County	12.9%
Town	21.8%

District General Tax Rate: 2.183

Effective General Tax Rate: 2.032

Source: NJ Department of Treasury



# MENDHAM JEWELERS



## Mendham Jewelers "Quality... Because We Care"

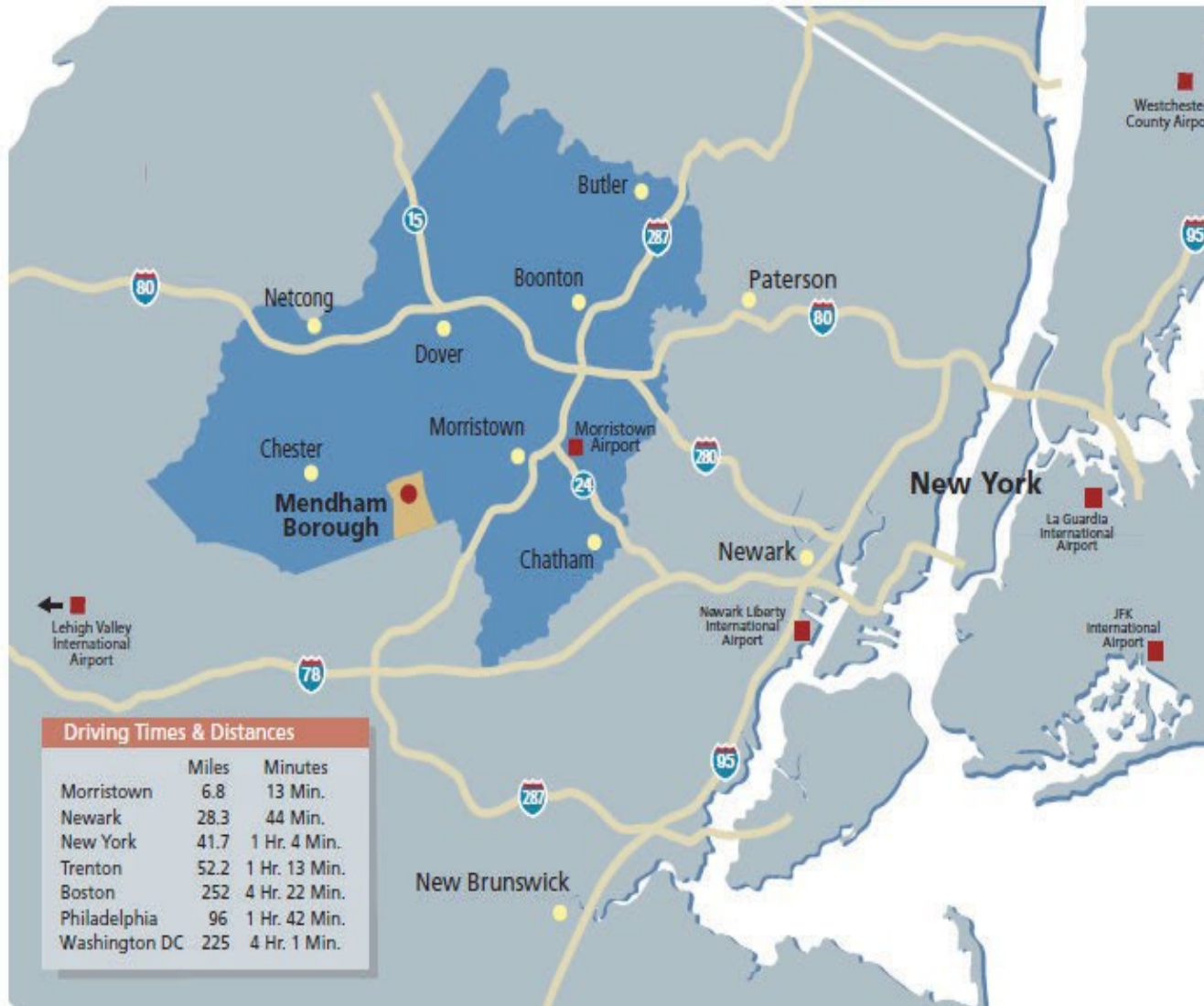
For the past 35 years, the Diffin family have built Mendham Jewelers to be one of the finest full service jewelers in New Jersey. We pride ourselves in maintaining a broad selection of Jewelry. Whether it is a \$50 purchase or a \$50,000 piece of jewelry, you will find it here at Mendham Jewelers. We 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 there 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, DC	225 miles
Mendham to Philadelphia	94 miles

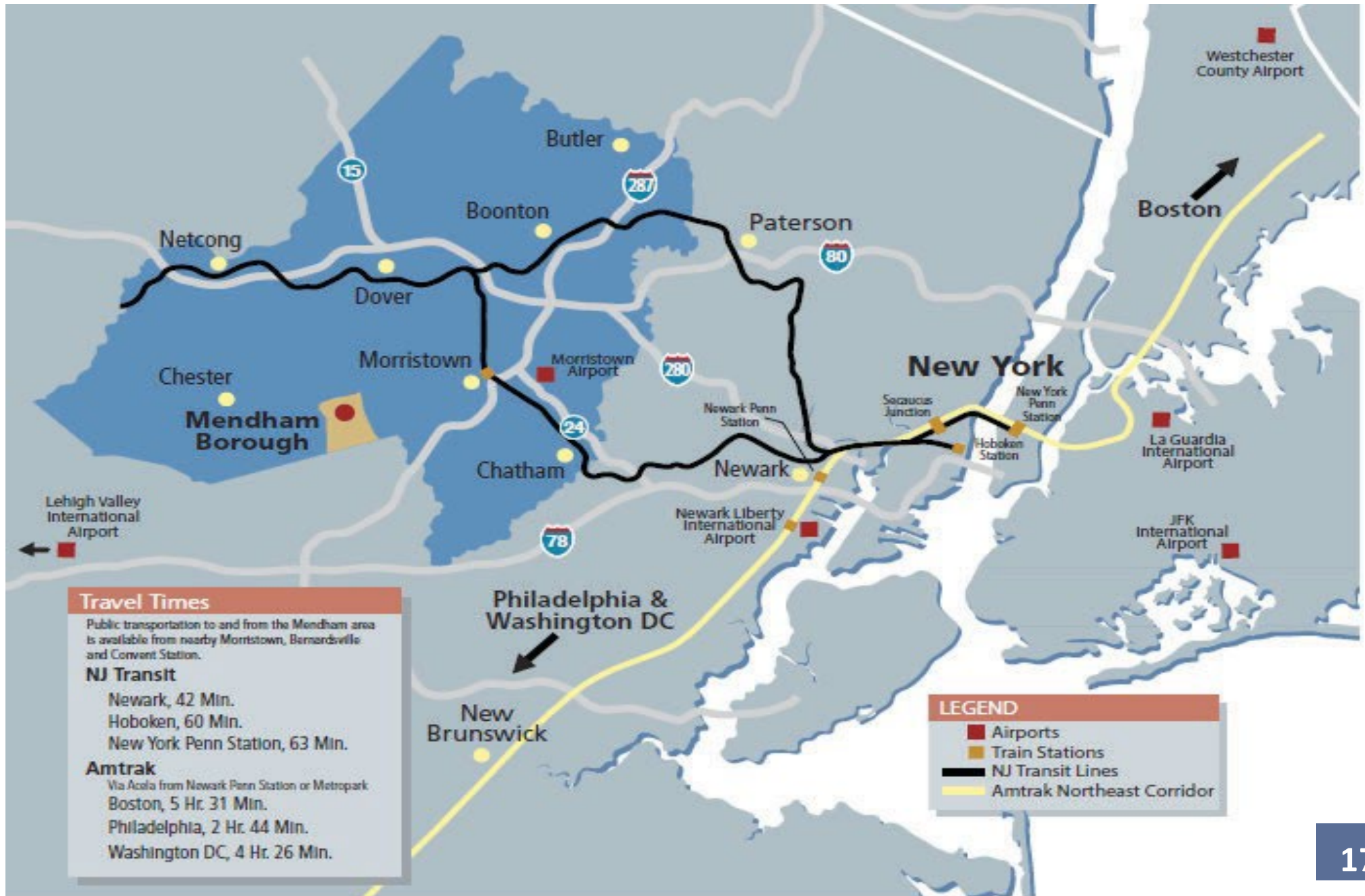
## Means of Transportation to Work

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

Source: ArcGIS, <http://pminkov.github.io/commute/>, US Census



# Nearby Air and Rail Service





## 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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Photo Sources: Mendham Borough, NJ Monthly

Data Sources: Source: U.S. Census Bureau, Environmental Systems Research Institute (ESRI), HERE, Garmin, NGA, USGS, NPS, Economic Modeling Specialist International (EMSI), New Jersey Department of Labor and Workforce Development, ARCGIS, Morris County Department of Planning and Public Works, CoStar Group, The Morris County Geographic Information Systems (MCGIS), Newsweek, Transwestern, US News, NJ Monthly, NJ Division of Taxation, [taxpolicycenter.org](http://taxpolicycenter.org), [taxfoundation.org](http://taxfoundation.org), U.S. Department of Education, National Center for Education Statistics (IPEDS)



# Mendham Business Association

## MBA Mission

([www.mendhambusiness.com](http://www.mendhambusiness.com))

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.

## Officers

President, Bob Diffin - Mendham Jewelers 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



## Annual Events

**Fall Golf Outing**

**Spring Sidewalk Sale**

**Annual "Holly Trail" 1st Saturday in December**

**Scholarships for High School Seniors**







# The Borough of Mendham

## Demographic & Market Overview

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Prepared for  
**The Borough of Mendham**

Phoenix House, 2 West Main Street  
Mendham, NJ 07945

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

Prepared by



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