

New Business Procedures

The following is a checklist to assist new businesses or the relocation of existing businesses in Asbury Park.

1. Complete a Zoning Compliance Application in the Zoning Department (located on the second floor of City Hall). \$20 fee (check or money order written to City of Asbury Park) to determine if the business is a permitted use.
2. Once approved by the Zoning Officer, the Zoning Compliance will be issued and must be presented to the Mercantile Department. Thereafter, a mercantile application will need to be completed.
3. If construction is not being done on site, a Certificate of Continued Occupancy (“CCO”) with \$200 fee will be required from the Construction Department.
4. If any renovations, repairs or upgrades are proposed at the site, contact the Construction Department for construction permits. A Zoning Permit (\$10) is required prior to the issuance of all construction permits.
5. All construction will need to be completed prior to the Construction Department signing the mercantile inspection approval. Final inspections must be performed and approved. Once the construction work is completed and the work has been given final approval or the CCO has been secured in the event construction work was not performed, the applicant can call the Construction Department for the mercantile inspections. The location must be “business ready” for the inspection.
6. Sign Permits can be obtained from the Zoning Department if a new business sign is proposed. Submit with the application a copy of the drawing of the signage. Signage requirements can be obtained at the Zoning Department or on-line at the City of Asbury Park website. Permits for street “sandwich” signs or “A” frame signs on the exterior of the premises can be obtained in the Mercantile Dept. Flags and banners are only permitted to announce the opening of the business for 30 days.
7. The health department officer will conduct an inspection if necessary: i.e.-restaurants, food stores, hair salons. Architectural plans may be required to be submitted to the Health Dept. The mercantile department will advise whether the health inspection is required based on the business proposed.
8. After all the above is complete, please contact the Fire Official for an inspection. Once all inspections are complete and all required signatures are obtained, return the inspection form and completed mercantile application to the mercantile department for the issuance of the Mercantile License. The amount of the license is set by city ordinance. Mercantile Licenses are to be renewed every calendar year in January. A late fee of \$100 will be assessed March 1. Seasonal businesses shall pay no later than June 30. A late fee of \$100 will be assessed July 1. The mercantile license must be displayed in a public location on site.
9. Sales of any merchandise on the sidewalk or outdoor cafes require a sidewalk/café license that can be obtained from the mercantile dept. A non-meandering five foot sidewalk clearance is required. Inspections by the fire department, zoning dept, and health dept (for food sales) are required prior to the issuance of the sidewalk and café license. The outdoor sales are an extension of the indoor business.

Barbara Van Wagner, Zoning Officer:	732-502-5708
Lisa Esposito, Mercantile Dept:	732-502-5721
Construction Department:	732-502-5722
Fire Official:	732-774-7400
Health Department:	732-431-7456

CITY OF ASBURY PARK
ONE MUNICIPAL PLAZA
ASBURY PARK, NJ 07712

PHONE: (732) 775-2100
FAX: (732) 775-0441



CITY COUNCIL
JOHN MOOR, MAYOR
AMY QUINN, DEPUTY MAYOR
EILEEN CHAPMAN
YVONNE CLAYTON
JESSE KENDLE

MICHAEL N. CAPABIANCO, CITY MANAGER
CINDY A. DYE, RMC, CITY CLERK

Lisa Esposito
Mercantile License
732-502-5721
Lisa.esposito@cityofasburypark.com

Date: _____

Dear Merchant:

You have applied for a mercantile license # _____.

Said license will not be valid or issued by the Mercantile Office until the following signatures are obtained from departments listed below.

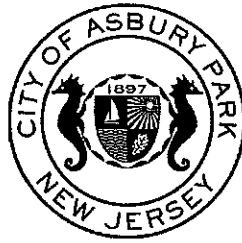
1. Tax/Sewer Dept (applies to owners) _____
732-775-2100
2. Zoning Compliance Cert _____
732-502-5708
3. Construction Dept. _____
732-502-5722
4. Code Enforcement _____
732-502-5740
5. Fire Dept. _____
732-774-7400
6. Zoning Re-Inspection _____
732-502-5708
7. Health Dept. (food establishments) _____
732-431-7456

Once all signatures are obtained please return this form to the mercantile dept in the City Clerk's Office and your license will be issued.

Good Luck and Thank You for your interest in the City of Asbury Park!

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City of Asbury Park, NJ Application for Mercantile License

Application is hereby made to the City of Asbury Park for a mercantile license, in accordance to Section 4-1 Business Licenses of the Municipal Code of the City of Asbury Park, NJ:

1. Applicants name, home address and phone number:

2. Residence and phone number of individual, partners or corporate president/vice president:

3. E-mail address: _____

4. Name of business to be licensed: _____

5. Individual, partnership or Corp? _____

6. Location of premises to be licensed: _____

7. Name and address of landlord: _____

8. Emergency contact name and number: _____

9. Business description: _____

a. If business is a restaurant, list number of tables: _____

b. If business is a barber/salon, list number of chairs: _____

c. If business is a night club please state occupancy: _____

d. If business is a food store, please list square footage: _____

10. Are any federal or State licenses required to operate said business? yes no. If "yes" you must provide copies.

11. Insurance carrier (copy of declarations page must be supplied) _____

By signing this application for mercantile license you hereby agree to comply with all of section 4-1 "Business License" of the Municipal Code of the City of Asbury Park reserves the right to deny or suspend any license for noncompliance.

Applicant: _____
(signature managing member/owner)

Partner and/or vice president.: _____ (if applicable)
(signature)