

NEW BUSINESS INSTRUCTIONS

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. If construction is not being done on site, a Certificate of Continued Occupancy (“CCO”) with \$200 fee will be required from the Construction Department.
3. 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.
4. 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.
5. Upon approval from the Construction Department, please contact Code Enforcement to schedule an inspection and obtain the required signature.
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. 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 completed Signature Form, completed Mercantile Owner Information Form, Valid Certificate of Liability Insurance, Copy of Zoning Permit, Valid Board of Health Certificate (if applicable), NJ State License from Division of Consumer Affairs (if applicable) 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.

Zoning Department:	732-502-5708
Construction Department:	732-502-5722
Code Enforcement:	732-502-5742
Fire Official:	732-774-7400
Health Department:	732-431-7456
Mercantile Department:	732-502-5720

CITY OF ASBURY PARK
ONE MUNICIPAL PLAZA
ASBURY PARK, NEW JERSEY 07712

PHONE: (732) 775-2100
WWW.CITYOFASBURY.PARK.COM



JOHN MOOR, MAYOR
AMY QUINN, DEPUTY MAYOR
ANGELA AHBEZ-ANDERSON, COUNCILMEMBER
EILEEN CHAPMAN, COUNCILMEMBER
YVONNE CLAYTON, COUNCILMEMBER

DONNA M. VIEIRO, CITY MANAGER
LISA ESPOSITO, RMC, CITY CLERK

MERCANTILE SIGNATURE FORM

Date: _____

MERCANTILE APPPLICATION FOR: _____
(Name of Business to be licensed)

License will NOT be valid or issued by the Mercantile Department until the following signatures are

obtained from departments listed below. Please obtain signatures in the following order:

1. Tax/Sewer Dept
(ONLY if applicant owns the building)
732-775-2100 _____
2. Zoning Compliance Cert
732-502-5708 _____
3. Construction Dept.
732-502-5722 _____
4. Code Enforcement
732-502-5742 _____
5. Fire Dept.
732-774-7400 _____
6. Zoning Re-Inspection
732-502-5708 _____
7. Health Dept. (food establishments ONLY)
732-431-7456 _____

Once all signatures are obtained please email all of the following documents
Brenna.connolly@cityofasbury.com for review:

1. Mercantile Owner Information Form
2. Mercantile Signature Form
3. Valid Certificate of Liability Insurance
4. Copy of Zoning Permit
5. Valid Board of Health Certificate (food establishments ONLY)

*You may also submit all application materials via the 24-Hour Drop Box located to the left of the front entrance of City Hall. Please label your envelope "Mercantile Department."

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

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MERCANTILE OWNER INFORMATION

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. Business e-mail address (Non-personal accounts)

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 Certificate of Liability Insurance 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 of managing member/owner)

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