GREETINGS FROM ASBURY PARK

Welcome to Asbury Park in Monmouth County, New Jersey, a beach city unlike any other. Equidistant between New York City and Philadelphia, Asbury Park is a funky, artistic, and off-beat city driven by entrepreneurs and creative spirits.

Asbury Park’s business community is as vibrant and diverse as its citizens. Our summer months might make the most headlines and draw the biggest crowds, but Asbury is also home to a year-round community of residents and businesses. Business centers include the Boardwalk, Asbury Avenue, the Downtown Business District, Springwood Avenue, and the Main Street corridor. We would love for you to join our business community!

CITY HALL
1 Municipal Plaza
Asbury Park, NJ 07712
Tel 732-775-2100
www.cityofasburypark.com

DEPARTMENTS
City Manager 732-502-5755
Zoning 732-502-5724
City Clerk 732-502-5720
Construction 732-502-5722
Code Enforcement 732-502-5742
Fire 732-774-7400
Tax Assessor 732-502-5750
Police 732-773-1300
Public Works 732-775-0900

VISIT, FOLLOW, SIGN-UP & WATCH
Facebook @CityofAsburyParkNJ & @inAsburyParkNJ
Twitter @inAsburyParkNJ & @APCmtyEvents
Instagram @CityofAsburyParkNJ
www.NextDoor.com
www.Nixle.com
APTV Verizon Fios Ch. 30 & Cablevision Ch. 77

NEW BUSINESS GUIDE
ASBURY PARK, NEW JERSEY
NEW BUSINESS CHECKLIST: NAVIGATING CITY HALL

1. Before securing your location, complete a Zoning Compliance Application in the Zoning Department to make sure your planned business is a permitted use in its location.
   - Fee: $20
   - You might also need: a sign permit

2. If you are doing renovations, repairs, upgrades, change of use, etc., get a Construction Permit and Zoning Permit.
   - Fee: $10 for Zoning Permit. Construction Permit fee based on scope of the work.
   - You might also need: to submit architectural plans to the Monmouth County Health Department

3. If you are not doing construction on the site, visit the Construction Department for a Certificate of Continued Occupancy.
   - Fee: $200

4. Pick up an application for a Mercantile License at the City Clerk's office.
   - Fee: starts at $100
   - You might also need: a sidewalk/cafe license

5. When you are ready to open, schedule Mercantile Inspections through Code Enforcement, Fire Department, Zoning Department, and Construction Department.

6. When all signatures for inspections are obtained, return to the Clerk's office (with your Insurance Certificate and Certificate of Zoning Compliance) for issuance of your Mercantile License!

7. Remember to renew your Mercantile and/or Sidewalk/Cafe License annually.

TOTAL TIME: Estimated 1 to 6 months
TOTAL FEE: $320 and up