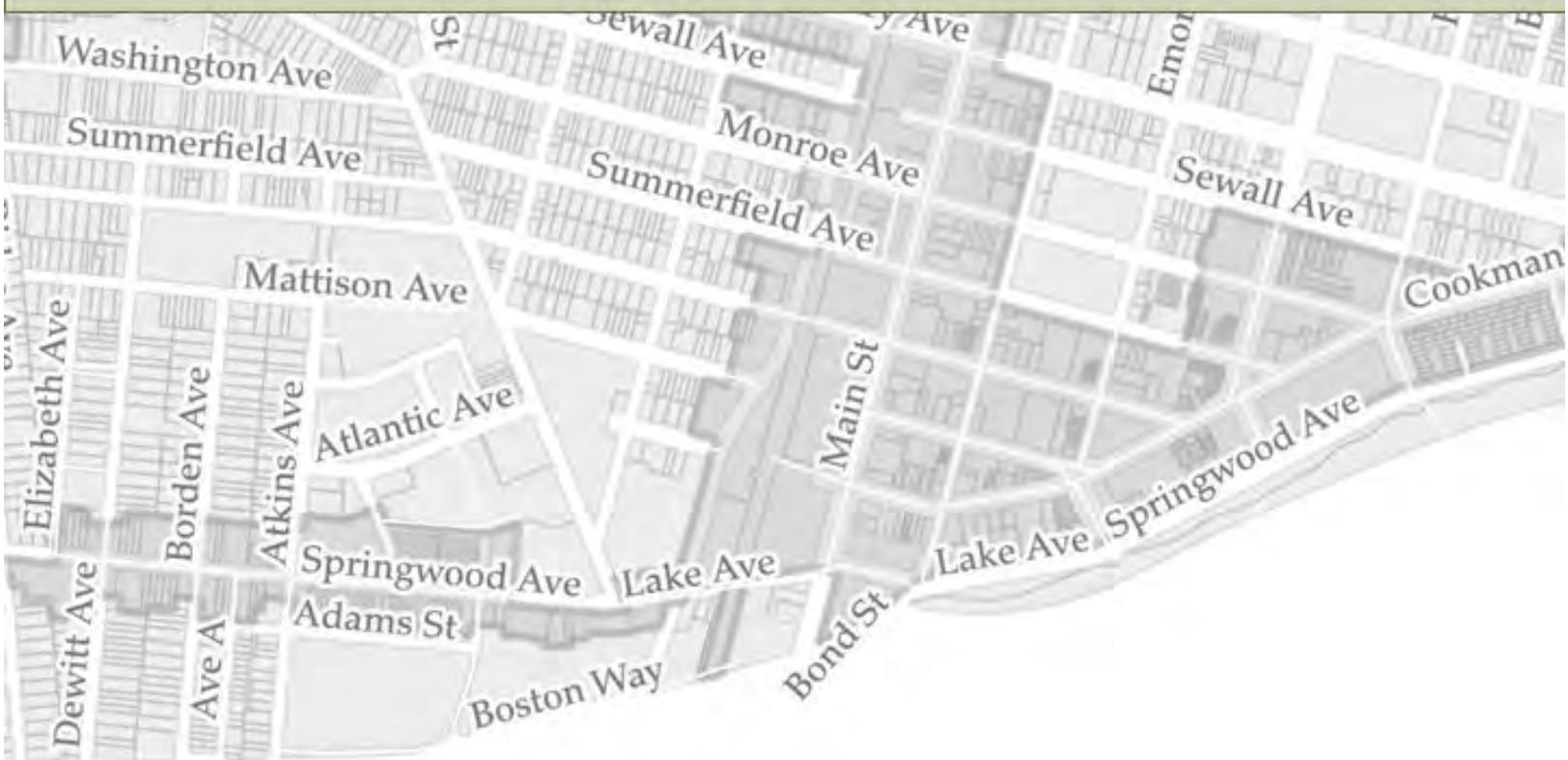




THE CITY OF ASBURY PARK

UEZ 5-YEAR ZONE DEVELOPMENT PLAN



CITY OF ASBURY PARK

UEZ 5-YEAR ZONE DEVELOPMENT PLAN

PREPARED FOR:

THE CITY OF ASBURY PARK

PLAN DATE:

JUNE 19, 2025

PREPARED BY:



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INTRODUCTION, COMMUNITY OVERVIEW, AND PLAN DEVELOPMENT PROCESS

A. PURPOSE AND OVERVIEW OF THIS PLAN

The New Jersey Urban Enterprise Zone (“UEZ”) program is a statewide initiative intended to stimulate economic development in particular municipalities across the State. The UEZ program provides incentives to businesses operating within UEZs and makes funds available to UEZ communities to use for economic development.

Under the New Jersey Urban Enterprise Zone Act (the “Statute” or “UEZ Statute”), UEZ communities must periodically prepare Preliminary Zone Development Plans. In these documents, communities set forth their goals, vision, and strategy for the next five years. These Plans should be driven by community input, broader planning documents, and existing market and demographic conditions. They are required to include findings of fact concerning economic and social conditions in a UEZ and the municipality’s policy and intentions for addressing these conditions. Additionally, these Plans may include proposals for specific strategies for how the community intends to address conditions.

This Plan was prepared in accordance with the statutory requirements for Preliminary Zone Development Plans. Generally, it includes information about the City of Asbury Park, summarizes an extensive community engagement effort and its related findings, and sets forth a vision and series of strategies for the Asbury Park Urban Enterprise Zone (“APUEZ”) to pursue.

In 1994, the City of Asbury Park was established as an Urban Enterprise Zone. Unlike many other UEZ municipalities there is no nonprofit corporation that operates and administers the UEZ and its respective programs within the City of Asbury Park. Instead, the APUEZ is operated by the UEZ Coordinator, Mayor John Moor and one member of City Council.

B. INTRODUCTION OF THE UEZ COMMUNITY

The City of Asbury Park was founded in 1871 by a wealthy manufacturer, James A. Bradley. He purchased a large tract of New Jersey coastline, which was once home to the Lenni Lenape tribe¹. By 1874, Asbury Park was incorporated, and in 1893 the community became self-governing. Eventually, Asbury Park transformed into a thriving seaside community and a regional destination, with a beachfront boardwalk, entertainment and amusement attractions, ample shopping opportunities, and a thriving music scene.²

Not without its setbacks, the City experienced economic hardship for several decades following the 1970's. During a period of severe economic distress and civil unrest, the City's West Side neighborhood was profoundly impacted. It was in the West Side where the City's predominantly African American and immigrant community lived distinctly different lives from their counterparts to the east. Segregated from the rest of the City, the West Side developed their own businesses, community facilities and more, ultimately setting it apart from the other portions of the City.

During the twentieth century the City became known for its thriving music and arts scene. The West Side neighborhood became home to jazz and blues icons who frequented clubs along Springwood Avenue, including celebrities such as Billie Holiday. In the East Side neighborhood, the Stone Pony helped launch the careers of rock icons such as Bruce Springsteen and Bon Jovi.

In recent years, Asbury Park has experienced a significant increase in real estate development and real estate investment. Today, the rich history of the arts and music present in Asbury Park serves to create a distinct culture where visitors and residents can immerse themselves in all the City has to offer. Beyond arts and culture, the City has numerous natural features, including a number of lakes and the beach, the boardwalk, and plenty of opportunities to shop and dine.

C. REGIONAL AND MUNICIPAL SETTING/LOCATION OF THE EXISTING UEZ

Asbury Park is a beachfront City, located along the Jersey Shore in Monmouth County. The City is located adjacent to Neptune Township, Interlaken, and Loch Arbour.

The City is primarily accessible via Route 71, which carries commuters along a north-south route. Beyond the City's boundaries are Route 18, 33, 35 and 66. Routes 33 and 66 provide access to the Garden State Parkway, which serves as an important point of connection to the rest of the state. In addition to its vehicular access, Asbury Park can be accessed from the NJ Transit North Jersey Coast Line, where riders can disembark

¹ A Short History. Asbury Park Museum. <https://apmuseum.org/explore-asbury-park/a-short-history-of-asbury-park/#:~:text=Many%20of%20the%20grand%20hotels,in%20the%20early%2018th%20century>. Last accessed June 5, 2025.

² History of Asbury Park. Asbury Park Historical Society. <https://www.aphistoricalociety.org/history/>. Last accessed June 5, 2025.

at the Asbury Park Station. Additionally, numerous bus routes provide service to and from Philadelphia.

The City of Asbury Park's Urban Enterprise Zone encompasses all major commercial areas within the City, which includes the main commercial corridors of the City, including Main Street, Springwood Avenue, Cookman Avenue, and along the boardwalk. A map of the City's existing UEZ is provided below.

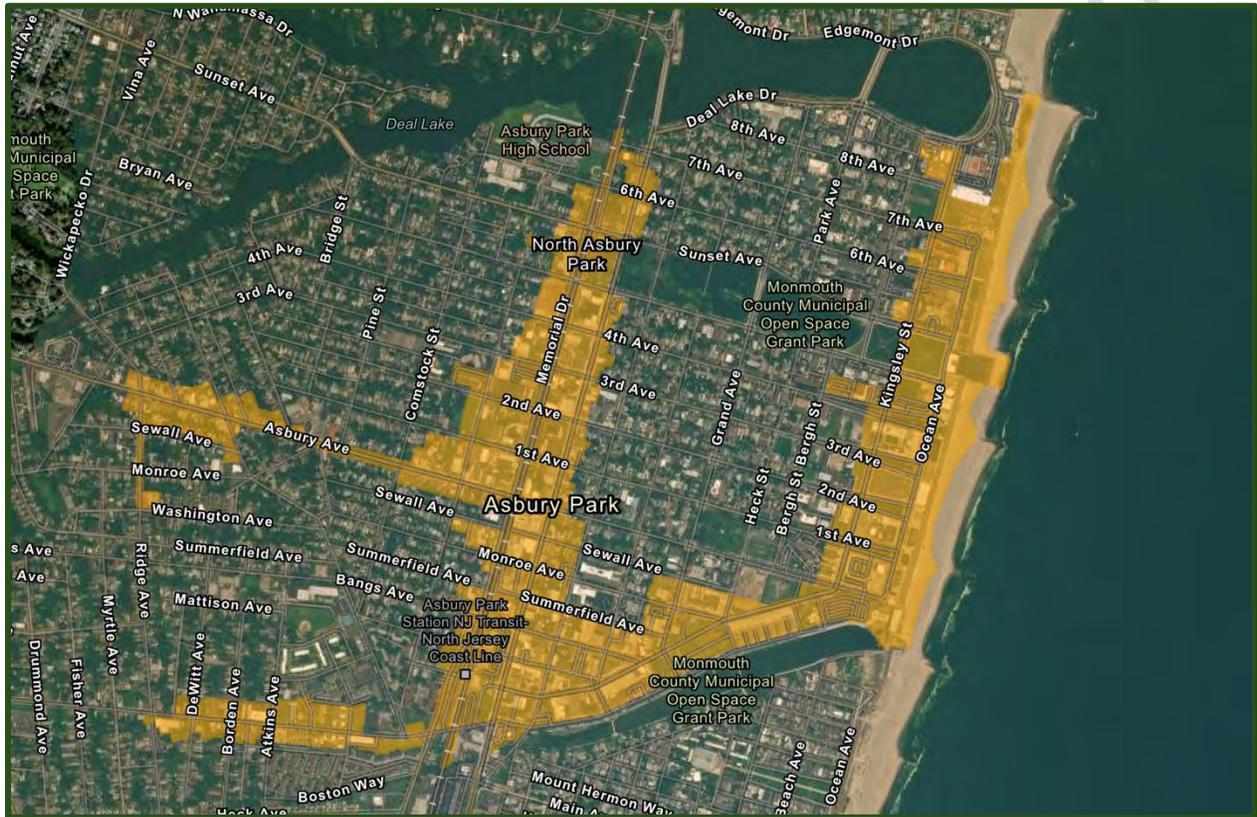


Figure 1: Map of the City of Asbury Park Enterprise Zone Boundary

D. PROCESS OF PLAN DEVELOPMENT

INTRODUCTION

The City prioritized collecting the most robust and representative input from their business community and the general public as possible, ensuring that the contents of this plan and UEZ programs meet their needs and aspirations. The Planning Team utilized numerous methods to engage with the highest quantity of people and to make sure that every diverse stakeholder group was consulted. Input was gathered through:

- Three meetings of UEZ businesses held at City Hall attended by representatives of 24 businesses;
- Individual interviews of 45 businesses conducted through two door-to-door in-person canvassing sessions;
- Two tabling events to engage with Asbury Park residents and visitors;
- An online survey that was released and promoted for the public's participation.

Engagement activities were designed to maximize participation from minority businesses and stakeholders. Beyond the iconic ocean waterfront and adjacent commercial centers, canvassing efforts were spread across the diverse parts of the City, including the historically African American Springwood Avenue corridor, as well as the Latin American business community along Main Street and Memorial Drive. The Planning Team took care to ensure that the business interviews conducted from the canvassing efforts reflected the diversity of the City. Both the canvassing and online survey were made available in English and Spanish language mediums.



Figure 2: Overview of public engagement efforts

BUSINESS OWNER FOCUS GROUPS

The City convened three in-person meetings at Asbury Park City Hall on March 31st and April 1st. Two of these sessions were targeted toward business owners, while the third was extended towards property owners. These events were well attended by a wide variety of business sectors with a good geographic representation of the different neighborhoods within the City. The discussions were wide ranging, covering issues relating to the strengths of the City, particularly its vibrant arts and culture scene, as well as the challenges faced, and where UEZ funding could be most impactfully utilized to support the business community.

COMMUNITY TBLING EVENTS



Figure 3: The Planning Team engaging with the Asbury Park community.

The Planning Team conducted two community tabling events to engage with business patrons and visitors to this popular destination City. The first was held at the City's annual Saint Patrick's Day parade on March 9, 2025 in Kennedy Park. The second was conducted along the Asbury Park boardwalk on March 29, 2025. The discussions captured the aspirations of many Asbury Park residents as well as those who enjoy visiting the City and its numerous attractions. Many expressed their appreciation for the City's welcoming and friendly atmosphere, and their views that the City can capitalize on its assets by expanding the recreational offerings of the waterfront, as well as preserving the arts scene within the City with additional public spaces, new venues and events/festivals. Many interviewees also expressed difficulties with parking availability, and a concern over the affordability of the City, especially pertaining to the loss of artistic talent that may get priced out of the City.

DOOR TO DOOR CANVASSING



Figure 4: The Planning Team engaging with the Asbury Park community.

The Planning Team connected directly with businesses by engaging in two door-to-door canvassing efforts to conduct interviews. The neighborhoods canvassed were chosen to ensure geographic diversity in feedback data. The first canvassing session on February 18, 2025, focused on the City's prominent North-South commercial corridor of Main Street of the UEZ. The second session was held on February 27, 2025, and was conducted in the City's Springwood Avenue neighborhood, a predominant African American business community. The 45 businesses interviewed during this session underscored concerns about sanitation and parking availability, physical building improvements, and marketing assistance. Businesses outside of the waterfront and Cookman Avenue corridor in particular sought greater integration with the City's main commercial and tourist areas through both marketing and

placemaking cues to drive more visitors into their areas. Canvassing sessions also underscored the need for a bi-lingual promotional campaign to promote and expand participation in UEZ services.

ONLINE ENGAGEMENT SURVEY

In an effort to reach more UEZ stakeholders who may have found it challenging to participate in meetings or interviews, the Planning Team issued an online survey which garnered 133 responses. Respondents included a variety of businesses including professional service providers, wholesalers, retailers, restaurants and hospitality services. Respondents indicated that high rent, utility prices and employee costs, along with a lack of parking as their greatest challenges. There was a clear desire expressed among respondents for a broader marketing campaign for the City's commercial areas as a whole along with more events to increase business activity. Additionally, respondents indicated that marketing materials and promotional assistance for their individual businesses would be of high value along with access to low interest loan programs. Advertising assistance was cited as the most needed area for training that could be provided by the UEZ, along with both website management and training for e-commerce operations. Finally, when asked what improvements to the overall business district would be most impactful, respondents clearly expressed a desire for improvements to public and open spaces, including public restrooms and additional parking

OVERALL ENGAGEMENT FINDINGS

Strengths and Opportunities

The City of Asbury Park has a highly lauded arts and cultural scene with multiple regionally renowned venues along with being one the State's favorite shore destinations. The annual influx of visitors to the Asbury Park beach presents a unique opportunity to draw new patrons into the City's commercial cores. The City has a mostly walkable street grid, and is well served by both bus and rail for transit accessibility. The City's wealth of arts and performance venues makes it unique among shore communities and offers an opportunity to develop strong four-season productivity out of their commercial areas. The City also offers several picturesque open spaces, such as Sunset Lake, that enhance the public experience of the City and could serve to attract visitors because of the unique recreational opportunities they offer. Finally, the City contains numerous historic buildings, including the convention center which could become major draws upon restoration.

Greatest Challenges

The presence of tourist crowds along with the day-to-day traffic of the City has resulted in a lack of available parking in many of the central commercial areas, which was discussed by participants of every outreach methodology deployed in the creation of this plan. In addition to this seemingly universal issue, there are several important disparities between different areas of the City. The western side of the City around the Springwood Avenue corridor, and the northern extent of the Main Street corridor contend with safety concerns, along with lacking many of the amenities available in the areas closer to the ocean and nearer to Cookman Avenue. Businesses on the busier eastern part of the City were more likely to cite difficulties associated with affordability and rising overhead expenses. Finally, as a shore community, all areas of the City also contend with a decline in business during the colder months of the year.

Programming Preferences

The feedback collected by the Planning Team revealed strong support for programs which can enhance the reputation of the City as an arts and entertainment destination. Businesses want the UEZ to play an active role in attracting visitors to the City's businesses with promotional assistance, and physical improvements to commercial areas. To assist with increasing costs of doing business, many businesses discussed the benefits of financial assistance for increasing utility costs, equipment, and building improvements. Finally, there was an expressed desire to see greater integration among the City's various commercial cores with thoughtful placemaking, transportation and promotional collaboration between businesses and the City as well as other businesses.

E. PROCESS OF PLAN APPROVAL

This Plan was prepared in furtherance of the requirements for a Preliminary Zone Development Plan, as outlined in 52:27H-68. The draft Plan was placed on file with the City of Asbury Park for public comment on June 20, 2025. During this public comment period, the Plan was made available to representatives of diverse Statewide or regional business organizations that represent the interests of minority businesses in accordance with the statutory requirements. In accordance with the statutory requirement, members of the public and representatives of these organizations were provided more than 30 days to review the plan and provide comment. The Plan may be updated based on comments received during this period.

Public notice indicating that the Plan was available for comment was published in the Asbury Park Press on June 20, 2025. This notice will be included as Appendix C. Additionally, copies of the public notice were sent to the African American Chamber of Commerce for New Jersey,³ the Statewide Hispanic Chamber of Commerce for New

³ African American Chamber of Commerce. <https://www.aaccnj.com/>. Last Accessed May 22, 2025.

Jersey,⁴ the Latino Chamber of Commerce⁵, the Jersey Shore Chamber of Commerce⁶, and the North Jersey Chamber of Commerce.⁷

At the July 23, 2025, Council Meeting, the City of Asbury Park City Council will consider authorizing submission of this plan to the New Jersey Urban Enterprise Zone Authority (“UEZA”). If this authorization is granted, this section will be updated accordingly, and the resolution will be included as Appendix D.

Upon approval by the UEZA, this Plan may be updated to document said approval, and any changes resulting from the UEZA Authority review process. Following approval, the strategies and activities included in this plan will be implemented in accordance with the corresponding UEZ approval process.

⁴ Statewide Hispanic Chamber of Commerce. <https://shccnj.org/>. Last accessed May 22, 2025.

⁵ Latino Chamber of Commerce. <https://www.thelatinochambernj.com/>. Last accessed May 22, 2025.

⁶ Jersey Shore Chamber of Commerce. <https://jerseyshorechambernj.com/>. Last accessed June 18, 2025.

⁷ North Jersey Chamber of Commerce. <https://northjerseychamber.org/>. Last accessed June 18, 2025.

02

PLANNING CONTEXT

A. ECONOMIC AND SOCIAL CONDITIONS IN THE ENTERPRISE ZONE COMMUNITY⁸

The City of Asbury Park is home to a population of 15,146 individuals⁹ who reside within a land area of only 1.4 square miles¹⁰. The racial and ethnic makeup of the city is diverse, largely comprised of a population that is 35.8% African American, 38.3% White and 18.8% Hispanic.

There was an increase in the number of households from 6,656 to 7,477, between the 2013-2017 and 2018-2022 time period, despite the fact that the overall population decreased by 518 individuals according to the 2022 estimates. This disparity may indicate that the number of individuals comprising households has shifted to account for households with fewer people living in each home, as well as the possibility that a number of individuals have left the City.

Based on the Department of Community Affairs' Urban Enterprise Program Economic Indicator Database, during the 2018-2022 time period, the City had population of 10.9% individuals who could be said to have a limited proficiency of the English language.

Demographics					
Population		Households		% with Limited English Proficiency	
2017 Estimate	2022 Estimate	2013-17 Estimate	2018-22 Estimate	2013-17 Estimate	2018-22 Estimate
15,664	15,146	6,656	7,477	16.7%	10.9%

Demographics

⁸ For this section of the Plan data was comes from multiple sources, including the 2023: ACS 5-Year Estimates Data Profiles, the DCA UEZ Economic Indicator Database and the DCA Municipal Revitalization Index.

⁹ U.S. Census Bureau, U.S. Department of Commerce. "ACS Demographic and Housing Estimates." *American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05*, 2023, <https://data.census.gov/table/ACSDP5Y2023.DP05?g=160XX00US3401960>. Last accessed June 5, 2025.

¹⁰ UEZ Economic Indicator Database. Department of Community Affairs. https://www.nj.gov/dca/uez/pdf/UEZ_Economic_Indicator_Database.xlsb. Last accessed June 5, 2025.

02. Planning Context

% Non-Hispanic White		% African-American		% Asian		% Hispanic		% Other Minority		% Two or More Races	
2013-17 Estimate	2018-22 Estimate	2013-17 Estimate	2018-22 Estimate	2013-17 Estimate	2018-22 Estimate	2013-17 Estimate	2018-22 Estimate	2013-17 Estimate	2018-22 Estimate	2013-17 Estimate	2018-22 Estimate
25.3%	38.3%	46.8%	35.8%	0.7%	2.1%	25.7%	18.8%	1.5%	4.9%	2.0%	7.3%

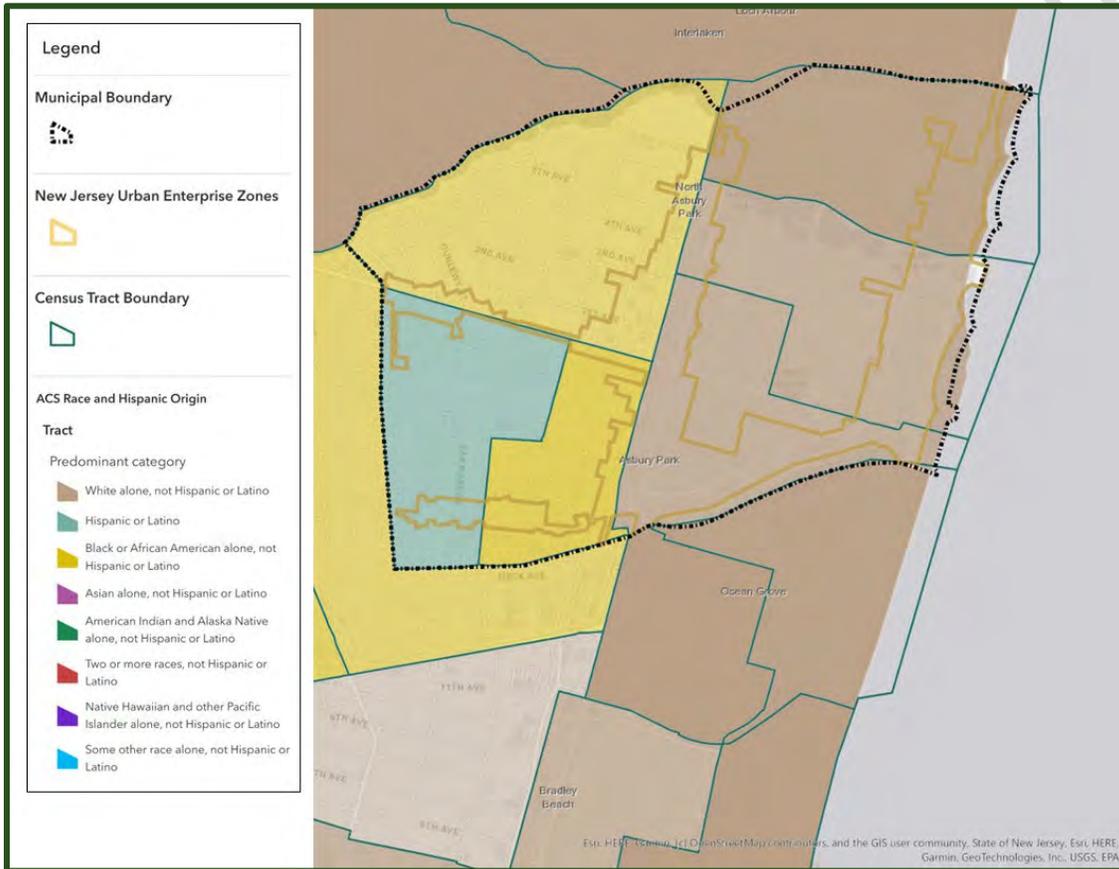


Figure 5: Map depicting racial and ethnic demographic data within and around the UEZ

According to the Department of Community Affairs’ (DCA) 2023 Municipal Revitalization Index¹¹ (“MRI”), which serves as a statewide measure of municipal distress, the City’s overall MRI Distress score was 37 out of a possible 564, where 1 is the most distressed municipality and 564 is the least distressed.

Based on the 2018-2022 estimates, the City had a poverty rate of 19.7%, a decrease from the significantly higher rate of 30.4% during the 2013-2017 time period. Amongst all UEZ municipalities, the average poverty rate between 2018-2022 was 16%. Statewide, the average poverty rate in the same time period in 2022 was 9.7%.

¹¹ Municipal Revitalization Index. Department of Community Affairs. <https://www.nj.gov/dca/home/MuniRevitIndex.shtml>. Last accessed June 5, 2025.

Based on the 2023 MRI, the City’s poverty rate ranked as the 25th most impoverished in the state. Additionally, the City ranked as the 24th highest in the state for those with SNAP benefits accounting for 18.6% of the population. In comparison, the state average of those with SNAP benefits is 5.7%. In 2022, the median household income was \$63,461. In comparison, the average amongst all UEZ municipalities was \$76,187.

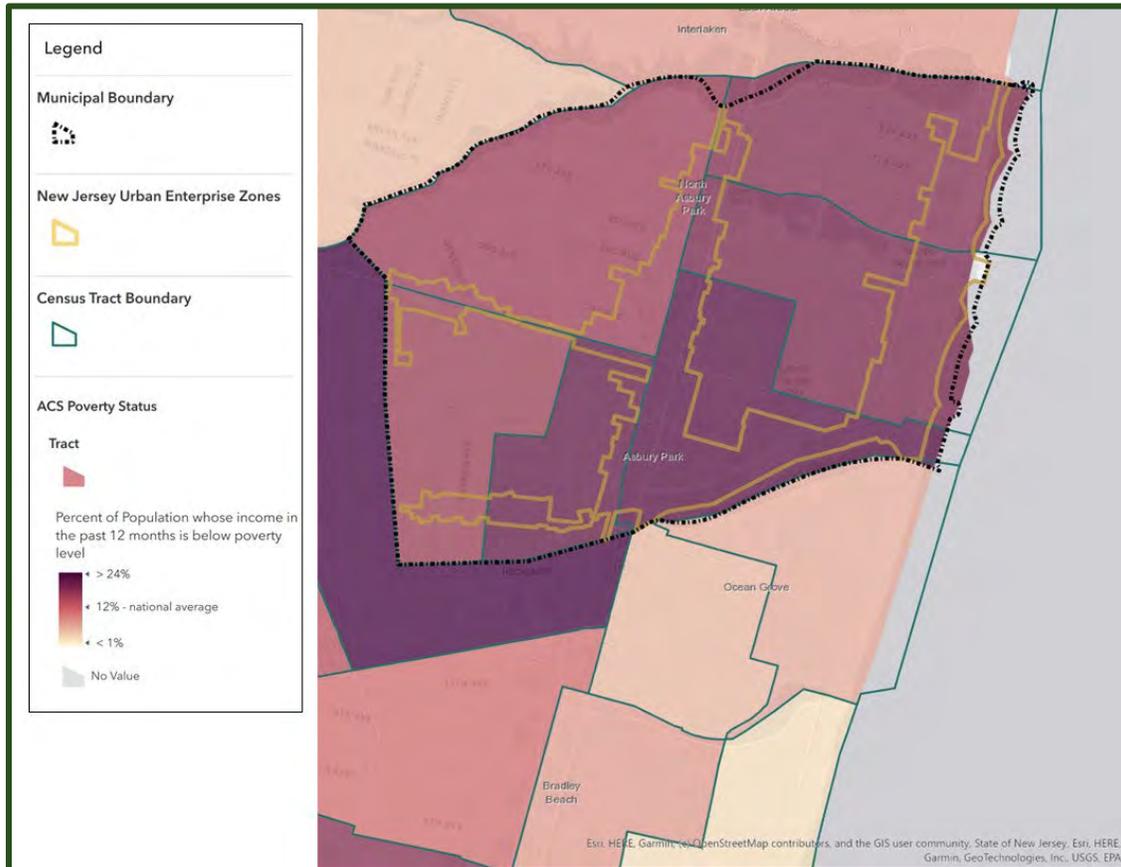


Figure 6: Map depicting individuals under the poverty level in the past 12 months, within and around the UEZ

Income and Poverty							
Poverty Rate		Family Poverty Rate		Per Capita Income		Median Household Income	
2013-17 Estimate	2018-22 Estimate	2013-17 Estimate	2018-22 Estimate	2013-17 Estimate	2018-22 Estimate	2013-17 Estimate	2018-22 Estimate
30.4%	19.7%	24.0%	15.7%	27,070	53,385	39,324	63,461

The City’s unemployment rate as of 2022 stood at 4.8%, improving from 6.2% in 2017. The City has a higher unemployment rate on average than other UEZ municipalities, which overall have an unemployment rate of 3.2%. The City’s labor force is comprised of 7,728 people, where recent estimates record a labor force participation rate of 72.1%.

The average amongst all UEZ municipalities is 62.9%, with Asbury Park’s workforce participating more than the average.

<u>Jobs and Employment</u>	<u>2017 Data</u>	<u>2022 Data</u>
Number Unemployed	474	372
Unemployment Rate	6.2%	4.8%
Number Employed	7,140	7,356
Labor Force	7,614	7,728
Employment-Population Ratio (2013-2017 and 2018-2022 Data Estimates)	0.69	0.72
Labor Force Participation Rate (2013-2017 and 2018-2022 Data Estimates)	69.0%	72.1%

Within the City, a large majority of the population over the age of 25 have a high school diploma or higher. While only 5.5% of individuals between 16-19 have dropped out of high school, this is slightly higher than the average amongst all UEZ municipalities, at 5.1%. Overall, 42.2% of the over 25 population has a bachelor’s degree or higher.



Figure 7: Map depicting educational attainment within and around the UEZ

02. Planning Context

Educational Attainment					
% of pop. age 25 and older with HS degree or higher		Pop. age 16-19 that have dropped out of high school		% of pop. age 25 and older with bachelor's degree or higher	
2013-17 Estimate	2018-22 Estimate	2013-17 Estimate	2018-22 Estimate	2013-17 Estimate	2018-22 Estimate
83.7%	89.5%	0.0%	5.5%	23.3%	42.2%

Jobs by Worker Educational Attainment (2021)				
Less than high school	High School or Equivalent, No College	Some College or associate degree	Bachelor's Degree or Advanced Degree	N/A (Workers Aged 29 or Younger)
537	848	1,049	1,110	1,113

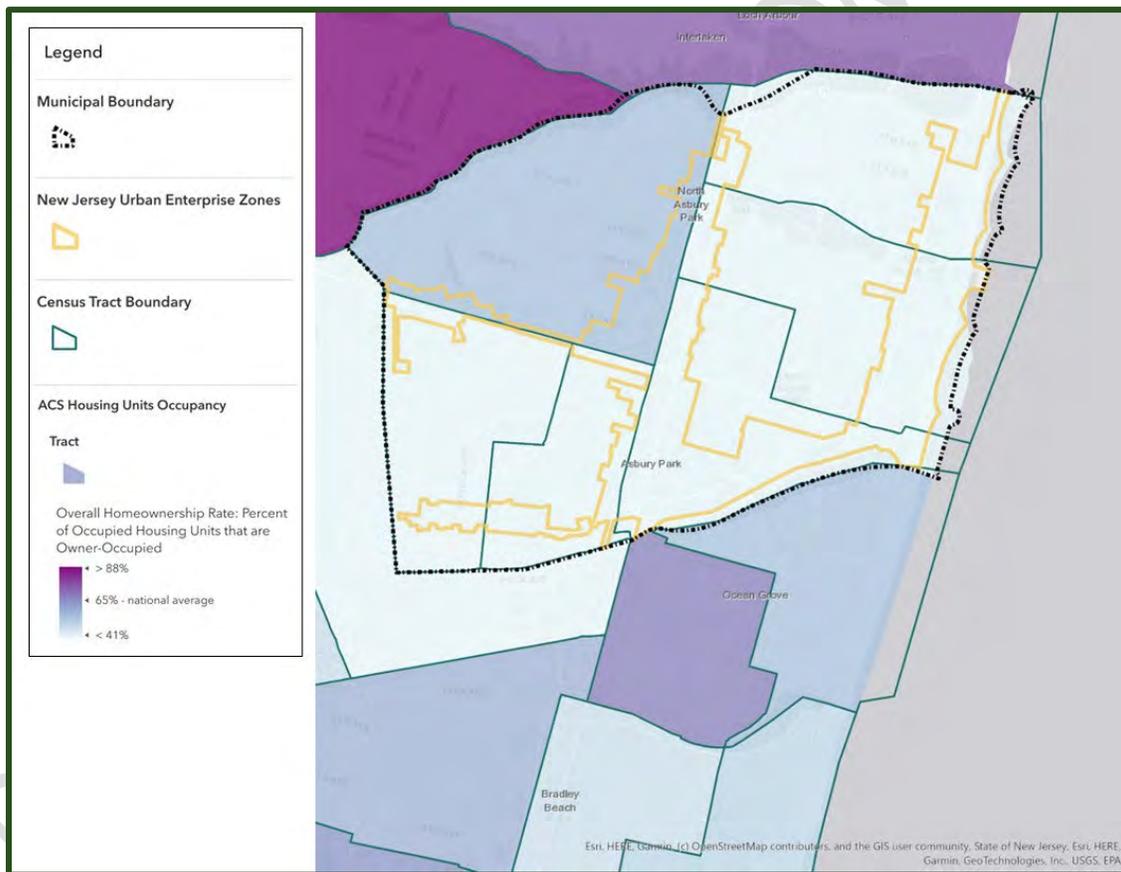


Figure 8: Map depicting rates of owner-occupied housing units within and around the UEZ

The majority of housing units within the City are occupied, with an estimated occupancy rate of 86.6% and a vacancy rate of 13.4%. At the county-level, the total occupancy rate is 92.7% and the vacancy rate sits at 7.2%. In comparing the state and local levels, there is a clear discrepancy.

Housing Occupancy				
	Monmouth County		Asbury Park	
	Estimate	Percent	Estimate	Percent
Total housing units	269,728	-	8,851	-
Occupied housing units	250,195	92.8%	7,668	86.6%
Vacant housing units	19,533	7.2%	1,183	13.4%

The majority of housing structures in the City were built prior to 1939, with 38.1% of housing structures being built in this time period, whereas in Monmouth County, the largest portion of housing structures were built between 1980-1989, at 15.8%. Overall housing structures within Asbury Park are older than housing structures throughout the rest of the County.

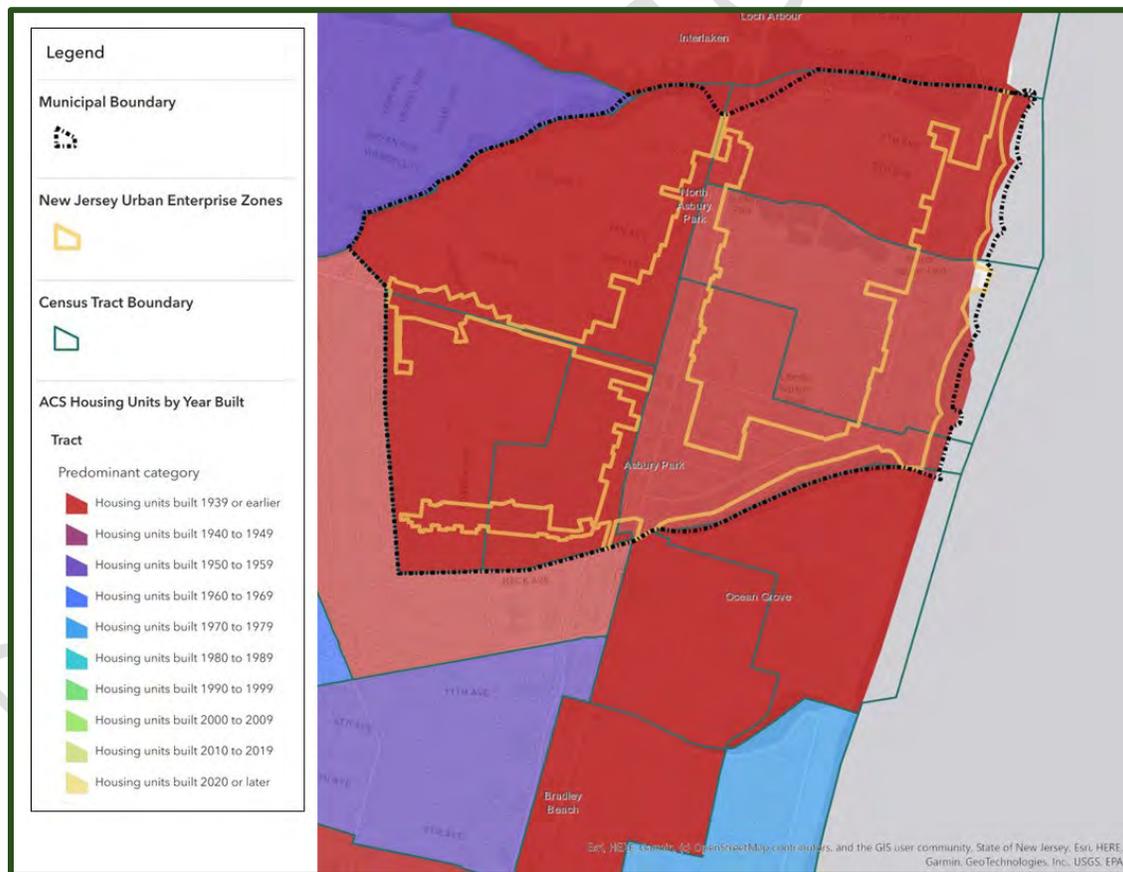


Figure 9: Map depicting housing units by year built within and around the UEZ

Year Structure Built

02. Planning Context

	Monmouth County		Asbury Park	
Built 2020 or later	1,508	0.6%	7	0.1%
Built 2010 to 2019	15,661	5.8%	700	7.9%
Built 2000 to 2009	25,378	9.4%	521	5.9%
Built 1990 to 1999	30,407	11.3%	262	3.0%
Built 1980 to 1989	42,506	15.8%	1,033	11.7%
Built 1970 to 1979	35,579	13.2%	732	8.3%
Built 1960 to 1969	37,659	14.0%	1,047	11.8%
Built 1950 to 1959	33,268	12.3%	859	9.7%
Built 1940 to 1949	11,268	4.2%	321	3.6%
Built 1939 or earlier	36,494	13.5%	3,369	38.1%

The City stands in stark contrast to the County in terms of renter- versus owner-occupied housing units. In the City, the majority of units are renter-occupied at 70.7%, in contrast to 24.6% in Monmouth County. In Asbury Park, an estimated 29.3% of housing units are occupied by owners, whereas in Monmouth County, 75.4% of housing units are owner-occupied.

<u>Housing Tenure</u>				
	Monmouth County		Asbury Park	
Occupied housing units	250,195	250,195	7,668	7,668
Owner-occupied	188,578	75.4%	2,243	29.3%
Renter-occupied	61,617	24.6%	5,425	70.7%
Average household size of owner-occupied unit	2.69	(X)	2.06	(X)
Average household size of renter-occupied unit	2.10	(X)	1.92	(X)

In Asbury Park, it is most common to have access to one vehicle, whereas in Monmouth County most people have access to two vehicles. In the City, 46% of individuals have access to one vehicle, and in Monmouth County 40.3% of people have access to two vehicles.

<u>Vehicles Available</u>				
	Monmouth County		Asbury Park	
Occupied housing units	250,195	250,195	7,668	7,668
No vehicles available	16,233	6.5%	1,347	17.6%
1 vehicle available	75,620	30.2%	3,525	46.0%
2 vehicles available	100,854	40.3%	2,260	29.5%
3 or more vehicles available	57,488	23.0%	536	7.0%

In Asbury Park, the \$1,500 to \$1,999 range is what most people pay in rent. The same can be said of Monmouth County, with 26.2% of people paying within the same range. In both the City and the County, nearly 50% of people pay 35% or more of their household income towards gross rent, at 45.6% and 44.7% respectively.

Gross Rent				
	Monmouth County		Asbury Park	
Occupied units paying rent	59,223	59,223	5,425	5,425
Less than \$500	4,045	6.8%	578	10.7%
\$500 to \$999	3,453	5.8%	504	9.3%
\$1,000 to \$1,499	13,711	23.2%	1,136	20.9%
\$1,500 to \$1,999	15,499	26.2%	1,381	25.5%
\$2,000 to \$2,499	10,920	18.4%	1,157	21.3%
\$2,500 to \$2,999	6,150	10.4%	447	8.2%
\$3,000 or more	5,445	9.2%	222	4.1%
Median (dollars)	1,771	(X)	1,679	(X)
No rent paid	2,394	(X)	0	(X)

Gross Rent as a Percentage of Household Income (GRAPI)				
	Monmouth County		Asbury Park	
Occupied units paying rent (excluding units where GRAPI cannot be computed)	58,198	58,198	5,252	5,252
Less than 15.0 percent	7,106	12.2%	707	13.5%
15.0 to 19.9 percent	6,970	12.0%	704	13.4%
20.0 to 24.9 percent	6,927	11.9%	469	8.9%
25.0 to 29.9 percent	6,419	11.0%	509	9.7%

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30.0 to 34.9 percent	4,751	8.2%	466	8.9%
35.0 percent or more	26,025	44.7%	2,397	45.6%
Not computed	3,419	(X)	173	(X)

In Asbury Park the most common industries of employment are public administration, accommodation and food services, health care and social assistance, educational services, and other services (excluding public administration). There is a significant share of the population who are employed in public administration, accounting for 35.09%. After public administration, the next most common job industry is accommodation and food services at 11.80%. These highlight areas that are potentially significant for providing employment opportunities for the City's workforce.

Jobs by Industry (2021)		
Industry	Total Share of Population	Percentage
Agriculture, Forestry, Fishing and Hunting	0	0%
Mining, Quarrying, and Oil and Gas Extraction	0	0%
Utilities	14	0.21%
Construction	72	1.10%
Manufacturing	216	3.30%
Wholesale Trade	40	0.61%
Retail Trade	320	4.89%
Transportation and Warehousing	21	0.32%
Information	9	0.14%
Finance and Insurance	27	0.41%
Real Estate and Rental and Leasing	128	1.95%
Professional, Scientific, and Technical Services	226	3.45%
Management of Companies and Enterprises	19	0.29%
Administration & Support, Waste Management and Remediation	102	1.56%
Educational Services	548	8.37%
Health Care and Social Assistance	773	11.80%
Arts, Entertainment, and Recreation	55	0.84%
Accommodation and Food Services	1,262	19.27%
Other Services (excluding Public Administration)	419	6.40%
Public Administration	2,298	35.09%

Total Private Sector Jobs (Annual Average)	Total Jobs in Municipality (Public & Private Sector)
--	--

02. Planning Context

2017	2022	2017-22 Growth	2017-22 % Growth	2011	2016	2021
4,634	5,458	824	17.8%	3,569	4,751	4,657

In 2022, the average annual private sector wage was \$44,284. The average amongst other UEZ municipalities was \$57,132. Despite this large discrepancy, the rate of growth for annual private sector wages between 2017-2022 was 39.6% within the City, whereas amongst all UEZ municipalities the rate of growth was only 24%.

Wages							
Total Private Sector Wages				Average Private Sector Annual Wage			
2017	2022	2017-22 Growth	2017-22 % Growth	2017	2022	2017-22 Growth	2017-22 % Growth
147,013,242	241,703,348	94,690,106	64.4%	31,722	44,284	12,562	39.6%

Between 2016 and 2021, not only was there was no job growth in the City, but jobs actually declined by 2%. Upon zooming out to a longer time frame, between 2011 and 2021, there was a 30.5% job growth rate in the City. Amongst other UEZ municipalities there was a higher growth rate between 2016-2021, at 4.3%, but in the 10 years between 2011-2021, the rate of job growth was slower than the City at 11.4%.

Jobs by Annual Earnings (2021)		
\$15,000 or Less	\$15,000 to \$40,000	\$40,000 or Greater
1,007	1,568	2,082

Job Growth	
2016-21 Job Growth	2011-21 Job Growth
-2.0%	30.5%

Overall, based on the various economic, demographic and social conditions in the City, several conclusions can be made. The City's racial and ethnic demographics have shifted considerably from 2013-2017 to the most recent 2018-2022 time period. Where the City's share of African American and Hispanic individuals decreased, the Non-Hispanic White and Asian populations grew. The City has a high rate of poverty and a median household income that is lower than the average amongst all other UEZ municipalities. The majority of the City is comprised of renter-occupied units, where nearly 50% of those renters pay 35% or higher of their income towards gross rent. The most popular industries for employment are public administration, accommodation and food services, health care and social assistance, and educational services.

B. COORDINATION WITH OTHER PLANS AND PROGRAMS

Aligning this Plan with other government efforts to stimulate economic development is critical to success. The following documents were reviewed to inform the strategies contained herein.

MUNICIPAL PLANS

*2006 Asbury Park Master Plan*¹²

The Economic Plan Element of the Master Plan heavily references the City’s Urban Enterprise Zone. It outlines specific UEZ-funded programs at the time and future-oriented goals for UEZ programs and the economic development of the City.

Objective 11 of the Economic Objectives says, “Continue to promote the revitalization and aesthetic appearance within the CBD and the Urban Enterprise Zone (UEZ).” This Plan directly responds to this objective as it necessitates the continued promotion of both the revitalization and and aesthetic quality within the Zone.

The City has not ceased in its efforts to promote the economic development of businesses within the UEZ and its workforce. This Plan will aid in the continuation of successful existing UEZ programs and also in the development of new programs.

*2017 Asbury Park Master Plan & Master Plan Reexamination Report*¹³

The most recent update to the Maser Plan was in December 2017 and makes specific reference to the UEZ in its Economic Development Objectives. Objective 5.6.1.11 says, “Continue to promote the revitalization and aesthetic appearance within the CBD and the Urban Enterprise Zone (UEZ).”

The Master Plan outlines Goal 5.1.2.4 of setting out to revitalize and/or redevelopment certain key areas within the City, which is consistent with the desired outcomes of this Plan. Additionally relevant goals make reference to things such as diversifying the City’s economic base year-round, alleviating socio-economic disparities, providing accessible mobility options and more. While much more thorough, the general visions, goals and respective objectives of the Master Plan are in line with those of this Plan.

*2024 The City of Asbury Park Community Energy Plan*¹⁴

The intent of the City’s Community Energy Plan is to outline strategies to reduce greenhouse gas emissions that result from local energy systems and to transition to a more sustainable energy system. Strategies address some of the following themes:

¹² Asbury Park Master Plan. City of Asbury Park. <https://topology.sharepoint.com/:b:/g/EdZbSWv-ILhGu4DyD-ht9WwBUNyS-rbAkkHM5Vj5T5TAbw?e=oVoZbZ>. Last accessed June 5, 2025.

¹³ Asbury Park Master Plan & Master Plan Reexamination Report. City of Asbury Park. <https://www.cityofasburypark.com/DocumentCenter/View/398/City-of-Asbury-Park-2017-Master-Plan-and-Master-Plan-Re-Examination-Report>. Last accessed June 5, 2025.

¹⁴ Asbury Park Community Energy Plan. City of Asbury Park. [Model Community Energy Plan 11.27.24 with apendices.pdf](#). Last accessed June 5, 2025.

- Reducing transportation sector energy consumption and emissions;
- Deploying renewable energy and distributing energy resources;
- Maximizing energy efficiency and conserving/reducing peak demand;
- Reducing energy consumption from the building sector;
- Supporting Community Energy Plan by encouraging and supporting participation of low- to moderate-income and environmental justice communities.

This Plan seeks to make for a more sustainable Asbury Park, which is consistent with the themes of the Community Energy Plan.

2003 Central Business District Redevelopment Plan¹⁵

This Redevelopment Plan outlines goals and objectives that seek to utilize the Urban Enterprise Zone Development Guidelines to encourage property owners to improve building facades. This is directly consistent with the previous UEZ Façade and Walkway Improvement Program. Additionally, the program will be continued as part of this subsequent round of 5-year spending.

Main Street Redevelopment Plan¹⁶

The Redevelopment Area is located within the UEZ. Amongst the goals and objectives outlined in the Redevelopment Plan is the following: encouraging property-owners to improve their facades in accordance with the Asbury Park Urban Enterprise Zone Design Guidelines. This Plan can help to achieve this goal through targeted programming that addresses façade improvements.

Springwood Avenue Redevelopment Area¹⁷

The majority of the Springwood Avenue Redevelopment Area is located within the Urban Enterprise Zone. One of the goals outlined in the Redevelopment Plan is to encourage joint participation through cooperative partnerships which include the City, Springwood Avenue Advisory Committee, the UEZ, property owners and residents, to name a few. In addition, the Redevelopment Plan identifies how the UEZ can be harnessed within the Area, by proposing it be used to implement a wayfaring signage program.

¹⁵ Central Business District Redevelopment Plan. City of Asbury Park.

<https://www.cityofasburypark.com/DocumentCenter/View/310/Central-Business-District-Redevelopment-Plan-PDF>. Last accessed June 5, 2025.

¹⁶ Main Street Redevelopment Plan. City of Asbury Park. <https://www.cityofasburypark.com/DocumentCenter/View/2514/Main-Street-Redevelopment-Plan-Updated-7-23-2021>. Last accessed June 5, 2025.

¹⁷ Springwood Avenue Redevelopment Plan. City of Asbury Park.

<https://www.cityofasburypark.com/DocumentCenter/View/327/Springwood-Avenue-Redevelopment-Plan-Amended-2020-PDF>. Last accessed June 5, 2025.

*1001 First Avenue Redevelopment Plan*¹⁸

This Redevelopment Area is a contaminated site per NJDEP and the intent of Redevelopment Plan is to address the blight as well as to provide affordable housing. The Redevelopment Area is located within the boundaries of the UEZ. The objectives of the Redevelopment Plan reflect the objectives of this Plan. Both seek to encourage improved public health, safety and community welfare, increase the City's tax base, encourage business patronage to Main Street, enhance the aesthetic quality of the City, and provide adequate parking and amenities.

*City of Asbury Park Arts & Culture Plan*¹⁹

The 2023 Arts and Culture Plan sets out a list of goals and strategies that align with this Plan. The Goals of the Arts & Culture Plan include the following:

- Augment year-round quality of life;
- Expand the cultural production ecosystem;
- Foster inclusion, community cohesion, wellbeing, and lifelong learning;
- Support tourism, cultural enterprises and the creative economy.

And the Strategies of the Arts & Culture Plan are as follows:

- Provide resources, facilities and inclusive programs for individual creativity, recreation, and lifelong learning;
- Coordinate development, land use, funding and policies to support tourism and the homegrown creative economy'
- Leverage Asbury Park's brand as an inclusive and diverse city where creativity thrives;
- Transform streets and public spaces to support next-level artistic and cultural activity.

Finally, the Recommendations of the Arts and Culture Plan include the following:

- Establish a funding steam for community arts, culture and recreation;
- Expand city resources to manage public programs, community facilities and cultural affairs;
- Engage cultural resource partner;
- Center the City's visual brand on creativity and community values;
- Develop a community culture center;
- Support & connect cultural nodes and gateways.

This Plan integrates the goals, strategies and recommendations of the Arts & Culture Plan. For example, this Plan can help to provide a funding stream for community arts, culture and recreation within the City of Asbury Park through it's implementation of various programs. Additionally, the implementation of UEZ-funded programs will

¹⁸ First Avenue Redevelopment Plan. City of Asbury Park. <https://www.cityofasburypark.com/DocumentCenter/View/1438/1001-First-Avenue-Redevelopment-Plan>. Last accessed June 5, 2025.

¹⁹ Arts & Culture Plan. City of Asbury Park. https://asburyparkartscouncil.org/wp-content/uploads/2023/08/230710-AP-Arts-and-Culture-Plan_V2.pdf. Last accessed June 5, 2025.

harness the resources and collaborative efforts of cultural resource partners, which will be identified in the implementation section of this Plan. This Plan is also consistent with the recommendations of the Arts & Culture Plan as it seeks to strengthen and connect the various economic centers of the UEZ (three are identified) in a way that highlights their distinct cultural offerings, but ensures appropriate connectivity. The Arts & Culture Plan identifies the Waterfront Entertainment & Tourism District, the Downtown Arts & Commerce District, and the Springwood Community Cultural District. The engagement efforts conducted as part of the process of Plan development is consistent with the three identified cultural nodes. The image below depicts and delineates the three districts.



Figure 10: City of Asbury Park Arts & Culture Plan Map

MUNICIPAL PROGRAMS AND SPECIAL DEVELOPMENT DESIGNATIONS

Choice Neighborhoods

The West Side neighborhood was the recipient of the Housing and Urban Development (HUD) Choice Neighborhood Planning Grant. The intent of the program is to provide grants to redevelop distressed HUD housing and to provide investment within the surrounding area. As key commercial corridors within the West Side neighborhood fall directly within the UEZ, the Choice Neighborhood Grant money directly impacts the areas of relevance to this Plan.

2018 Asbury Park Plan for Walking and Biking²⁰

The City's Plan for Walking and Biking sets out to define a vision for the future of active transportation that aids in the life of the community. Central to the City's Plan are goals that address the following themes:

- Equity and Community;
- Safety;
- Encourage Walking and Bicycling;
- Tourism;
- Implementation.

The intent of this Plan is compatible with the City's Walking and Biking Plan and its respective vision and goals.

Green Team Committee²¹

The Green Team Committee works to ensure sustainable development, equity and environmental justice within the City. The Green Team works alongside municipal designees to implement a range of activities that are in alignment with Sustainable Jersey guidelines. Some current projects include the following:

- Community Solar for Asbury Park Residents;
- Green Pledge;
- Adopt-a-Drain Program;
- Recycle Coach.

The Green Team Committee's objectives and actions are compatible with the visions and goals set out by this Plan as they both envision a sustainable and vibrant future for the City of Asbury Park.

Community Development Block Grant (CDBG)²²

The City of Asbury Park participates in the Community Development Block Grant (CDBG) Program. The aim of the CDBG, which is a federal program administered by

²⁰ Plan for Biking and Walking. City of Asbury Park. <https://www.cityofasburypark.com/DocumentCenter/View/594/Plan-for-Biking-and-Walking-Final-Draft-PDF>. Last accessed June 5, 2025.

²¹ Green Team Committee. City of Asbury Park. <https://www.cityofasburypark.com/189/Green-Team-Committee>. Last accessed June 5, 2025.

²² Community Development Block Grant. City of Asbury Park. <https://www.cityofasburypark.com/183/Community-Development-Block-Grant-CDBG-C>. Last accessed June 5, 2025.

the Department of Housing and Urban Development (HUD), is to support community development by addressing various community needs²³. As it relates to this Plan, community need areas of the CDBG include infrastructure, economic development projects, public facilities installation, community centers, public services, microenterprise assistance, etc. Grants for this program are in line with the strategies that will be implemented as a result of this Plan.

COUNTY AND REGIONAL PLANS AND PROGRAMS

*2016 Monmouth County Master Plan*²⁴

The Monmouth County Master Plan identifies three overarching Master Plan goals that relate to this Plan.

- Master Plan Goal #1:
 - Promote a comprehensive approach to planning and coordinate these efforts among all levels of government and with our community stakeholders.
- Master Plan Goal #2:
 - Promote the protection and conservation of natural and cultural resources to help guarantee our long-term sustainability.
- Master Plan Goal #3:
 - Promote: promote beneficial development and redevelopment that continues to support Monmouth County as a highly desirable place to live, work, play, and stay.

Each of these goals align with the directly corresponds to the goals of this Plan. The approach of this Plan directly responds to Goal #1 of the County Master Plan through a comprehensive approach to stakeholder engagement, similar to the approach undertaken to prepare this plan. The implementation of strategies enumerated in this Plan aims to highlight and harness the community's cultural resources, specifically as it relates to the City's culture of music and the arts, more broadly. Goal #3 is in line with this Plan as the intent of the UEZ is to create a thriving community that not only attracts visitors but also provides attractive resources for those who reside and work in the City.

*Monmouth County Multi-Jurisdictional Hazard Mitigation Plan*²⁵

Per the Disaster Mitigation Act of 2000 (DMA 2000), it is required that local jurisdictions prepare a FEMA-approved hazard mitigation plan that is updated every five years in order to be eligible for Federal disaster assistance and grant funding. The Plan contains

²³ Community Development Block Grant. HUD Exchange. <https://www.hudexchange.info/programs/cdbg/>. Last accessed June 5, 2025.

²⁴ Monmouth County Master Plan. Monmouth County.

<https://www.co.monmouth.nj.us/documents/24/FINAL%20Master%20Plan%20Volume%20I.pdf>. Last accessed June 5, 2025.

²⁵ Monmouth County Multi-Jurisdictional Hazard Mitigation Plan. Monmouth County.

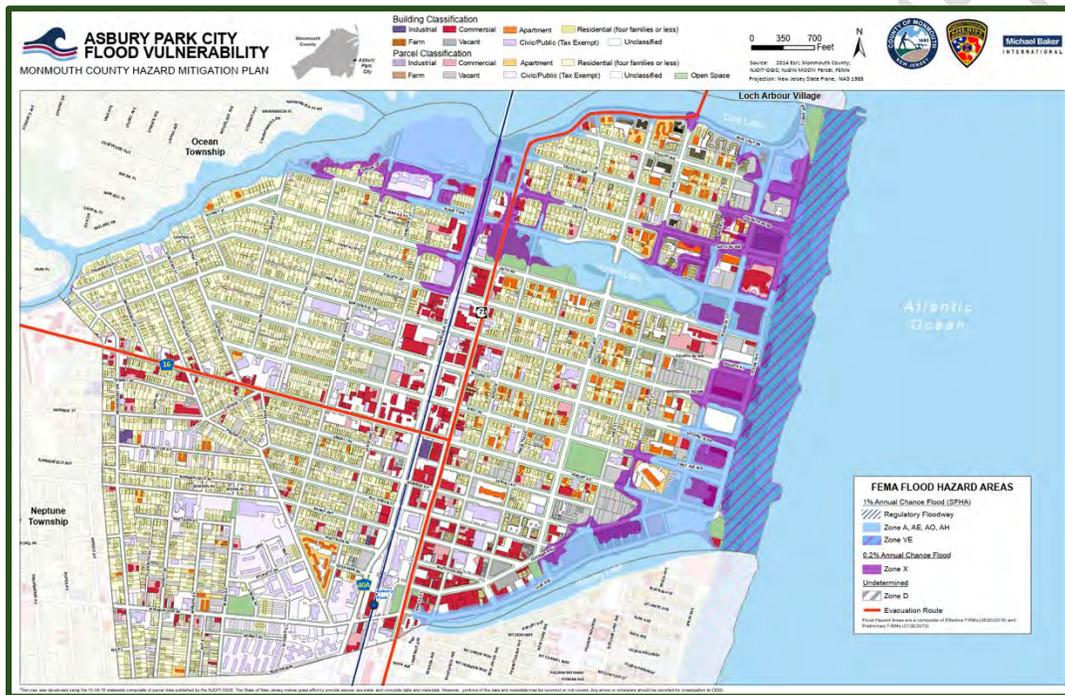
<https://www.co.monmouth.nj.us/page.aspx?ID=5114&mode=1>. Last accessed June 5, 2025.

02. Planning Context

an Asbury Park-specific volume that provides action items that the City can take in respect to hazard mitigation. Action categories include the following:

- Maintenance Response/Recovery;
- Mitigation – Risk Reduction;
- Mitigation – Continuity of Functional Use.

This Plan is in line with the actions set forth in the County-level HMP. Specific areas outlined in the Mitigation Action Table will be assessed against the outcomes of this Plans' public engagement efforts and the drafted Goals and overall Vision that are key to this Plan in order to come up with specific programs that are compatible.



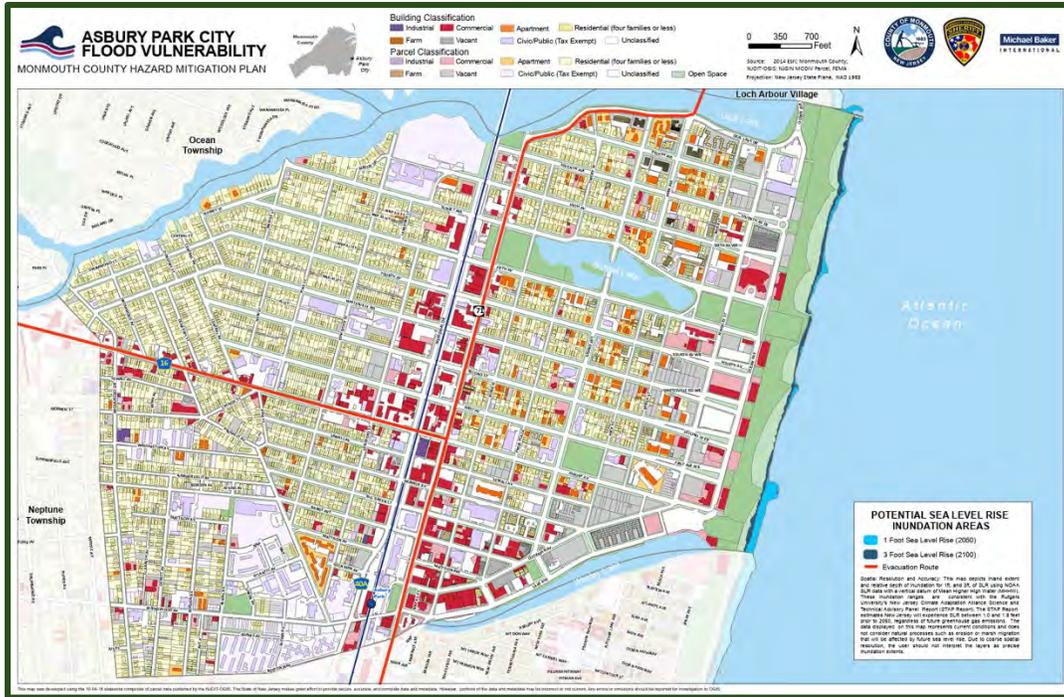


Figure 11-12: FEMA Flood Hazard Areas (top) and Potential Sea Level Rise Inundation Areas (bottom).

2024 Monmouth PATHS Access for All²⁶

The intent of this study is to identify mobility and accessibility barriers within Monmouth County and to provide tools that aid in the reduction of these barriers. As Asbury Park sees a major increase in the number of visitors in peak summer season, ensuring adequate transportation options is vital to the economic success of the City. This Plan can help to effectuate some of the strategies included in this Study.

STATE AGENCIES AND PLANNING

New Jersey State Development and Redevelopment Plan²⁷

The most recent State Development and Redevelopment Plan serves as a preliminary draft update to the 2001 Plan. Accepted in December of 2024, the City’s most up-to-date Planning Area designation is consistent with the previous Plan. It is located in the Metropolitan Planning Area (PA1). The intent of the PA1 includes the following:

- Providing a significant portion of the state’s future growth in compact development and redevelopment;

²⁶ Monmouth County Barriers to Mobility Toolkit. Monmouth County. [https://www.njtpa.org/NJTPA/media/Documents/Planning/Subregional-Programs/Monmouth-County-Barriers-to-Mobility-FINAL-\(2\).pdf?ext=.pdf](https://www.njtpa.org/NJTPA/media/Documents/Planning/Subregional-Programs/Monmouth-County-Barriers-to-Mobility-FINAL-(2).pdf?ext=.pdf). Last accessed June 5, 2025.

²⁷ Preliminary Draft of the New Jersey State Development and Redevelopment Plan. New Jersey State Planning Commission. [https://www.nj.gov/state/bac/planning/documents/update-to-state-plan/Draft%20Preliminary%20SDRP%20\(SPC%20Approved%2012.4.2024\).pdf](https://www.nj.gov/state/bac/planning/documents/update-to-state-plan/Draft%20Preliminary%20SDRP%20(SPC%20Approved%2012.4.2024).pdf). Last accessed June 5, 2025.

- Revitalizing cities, towns and neighborhoods, especially ones that are overburdened;
- Addressing large-scale issues such as air pollution, urban heat islands, and more;
- Preventing gentrification and displacement;
- Promoting growth in central areas that support pedestrian and transit-oriented forms;
- Balancing urban and natural systems;
- Promoting biodiversity and habitat restoration;
- Stabilizing and enhancing older inner ring suburbs;
- Redesigning and revitalizing auto oriented areas;
- Protecting and enhancing the character of existing communities.

This Plan is consistent with the intent of the PA1 Planning Area. Specifically, the Plan addresses the revitalization of the City, seeks to enhance, addressing large-scale legacy issues, preventing gentrification and displacement, redesigning and revitalizing auto oriented areas and protecting and enhancing the character of the City.



Figure 13: SDRP depicting the City of Asbury Park in the Metropolitan Planning Area (PA1)

MARKET DATA

An economic assessment and market analysis was conducted to evaluate existing marketing conditions in the City of Asbury Park. This assessment is included as Appendix A.

The assessment focused on potential growth for commercial space, particularly retail, restaurant and hospitality uses. Based on the analysis, the City of Asbury Park is anticipated to support demand for an additional roughly 110,000 SF of commercial space through 2034.

The analysis identified differences in retail market conditions between the portion of Asbury Park west of Memorial Drive and the portion of Asbury Park east of Memorial Drive. Since 2020, retail vacancy rates west of Memorial Drive have been significantly lower than those east of Memorial Drive. From 2011 through 2018, however, vacancy rates west of Memorial Drive were typically higher than those east of Memorial Drive. Generally, vacancy rates throughout the entire City are relatively low when considered in the context of the broader market.

The analysis also included an assessment of the Asbury Park hotel market. The analysis evaluated the number of hotel rooms relative to the total linear feet of beachfront as a method of evaluating the supply of hotel rooms.

Hotel Accommodation Density - Northern Jersey Shore Market			
Municipality	Linear		
	Feet (LF) of Beach	Number of Rooms	LF Beach Per Room
Seaside Heights	4,227	1020	4
Asbury Park	4,918	524	9
Ocean Grove (Neptune)	3,279	336	10
Point Pleasant Beach	9,544	592	16
Belmar	7,555	200	38
Spring Lake	10,737	276	39
Seaside Park	11,334	238	48
Long Branch	22,838	346	66
Lavallette	7,662	67	114
Bay Head	6,504	48	136
Sea Bright	19,447	76	256

Figure 14: Evaluation of hotel density based on linear feet of beach and number of hotel rooms

The analysis includes the following conclusion as it relates to the hotel market:

Compared to other nearby Jersey Shore municipalities, the subject has a high density of linear foot of beach per hotel room. Consequently, it may be less desirable to construct additional accommodation in Asbury Park. Asbury Park ranks third in the chart above in the number of hotel rooms, and second in density of linear foot of beach per room. Additional hotel accommodation would have less competition in municipalities with a lower density of linear foot of beach per room.

03

UEZ MILESTONES, ACCOMPLISHMENTS, AND BENEFITS

A. DESCRIPTION OF PREVIOUS UEZ PROJECTS

Since it was designated as an Urban Enterprise Zone, the City has funded numerous programs through UEZ funding. While many of the previous programs have come and gone, some have persisted over the years, demonstrating their popularity and benefit to the community.

Some of the previously approved and administered programs and projects include the following:

- Holiday Lights
- Economic Development Vision & Strategy Act
- Anti-Graffiti Project
- Façade Improvement Project
- UEZ Police Foot Control
- Convention Hall Organ Refurbishment
- Purchase of Trash Receptacles
- PACCI Business Incubator Center
- Storefront Improvement Program
- APUEZ Micro-Loan Program
- Clean Sweep Program
- Job Training Program
- Marketing Program
- Annual Jazz Festival

Enumerated in the 2006 Master Plan are several programs that were offered at the time and are described in more detail below.

- Façade Improvement Program: Matching grants of up to \$5,500 for façade improvements, including renovations for windows, doors, awnings, signage, lighting, siding or other improvements to the front of the building.

- **AUEZ Micro-Loan Program:** In collaboration with the New Jersey Community Loan Fund, the program offers eligible businesses up to \$10,000 in low interest loans for a term of five years.
- **Clean Sweep Program:** Funding for a sidewalk sweeper that cleans the business districts.
- **Foot Patrol Program:** Funding for police patrolling of the downtown business district for the purpose of providing safety, lowering crime and assisting with code enforcement.
- **Job Training Program:** Training for high school students to prepare for permanent employment. Provides matching grants for up to \$2,500 to eligible businesses for the hiring of summer interns.
- **Marketing Program:** In collaboration with the Greater Asbury Park Chamber of Commerce, the Asbury Park Merchants Guild and other community groups as well as individual business owners, this City marketing campaign provides for assistance funds for advertising, web site design and management, directional signage, public relations and special events.

Additionally, integral to the history of the City's UEZ was the former Asbury Park Jazz Festival, which was a highly successful annual festival that once drew in crowds from all over the tri-state area.

B. CURRENT UEZ INITIATIVES

The following UEZ programs are currently operating and available to participating businesses of the Asbury Park Urban Enterprise Zone.

FACADE AND WALKWAY IMPROVEMENT PROGRAM²⁸

Providing businesses with matching grants up \$5,000 to business owners to subsidize the cost of exterior building improvements, including business facades, replacement of deteriorated or poor-quality commercial signs and awnings, and/or the replacement, or improvement of business entry walkways and thresholds.

MICRO-BUSINESS LEASE SUBSIDY PROGRAM²⁹

Aid in the establishment and growth of small businesses within the City, with an emphasis on filling currently vacant space and preventing future vacancies for micro-businesses (businesses with 10 or fewer employees). Grant amounts are 10% of the monthly lease payment, but no more than \$500 per month.

²⁸ Façade & Walkway Improvement Grant Program Application. City of Asbury Park. <https://www.cityofasburypark.com/DocumentCenter/View/4657>. Last accessed June 5, 2025.

²⁹ Micro-Business Lease Subsidy Grant Program Application. City of Asbury Park. <https://www.cityofasburypark.com/DocumentCenter/View/4658>. Last accessed June 5, 2025.

INTERNSHIP PROGRAM

Qualifying businesses who are willing to employ a part-time, minimum-wage intern will have their salary paid for by the City for a period of 3 months.

DRAFT FOR PUBLIC COMMENT

04

IMPLEMENTATION PLAN

A. VISION FOR THE UEZ

Based on findings distilled from the public engagement process, research of demographic and economic conditions, and review of prior projects, the following vision for the Asbury Park UEZ was developed to guide future efforts. This vision should inform future UEZ activities.

The Asbury Park UEZ is a regionally renown destination for arts, culture and entertainment with business offerings that both cater to the needs of residents and appealing to visitors. The UEZ envisions playing a vital role in building the City's reputation as one of the most fun and comfortable settings anywhere in the State.

B. GOALS

To accomplish the Vision set forth, this Plan has six key goals.

1. Provide a Rock Steady Festival Atmosphere with Public Events.
2. Reflect Asbury Park's Unique Creative Culture in the Built Environment and Public Realm.
3. Cultivate an Equitable Year-Round Consumer Experience in All of Asbury Park's Business Districts.
4. Make it Easier for Residents and Visitors to Patronize Asbury Park Businesses.
5. Improve the Physical Environment by Pursuing Key Capital Improvements.
6. Ensure Businesses and Entrepreneurs Can Continue to Open and Operate in the City.

C. STRATEGIES

The tables on the following pages contain information about the City's proposed programs for the next five years, including the major initiatives, existing and proposed partnerships and their roles in marketing and implementation, outline of proposed metrics and measurements of success, and a timeline for implementation. Strategies are proposed for each of the six Plan goals.

Critically, each of the proposed programs are appropriate uses of funding under the UEZ statute's definition of "qualified assistance fund expense[s]." Qualified assistance fund expenses/eligible programs are defined in the statute as follows:

1. A construction project improving, altering, or repairing the real property of a qualified business located in an enterprise zone;
2. Full or part-time economic and community development positions in the municipality, other governmental, or not-for-profit organization, or marketing;
3. Loans, grants, and guarantees to businesses;
4. Payroll expenses, personnel, services, and equipment purchases primarily for the provision of law enforcement, fire protection, or emergency medical services within commercial and transportation corridors located exclusively in an enterprise zone;
5. Planning and other professional services related to economic and community development;
6. Cleaning and maintenance of commercial and transportation corridors;
7. The improvement of [public] infrastructure [in a commercial or transportation corridor], including, but not limited to, the payment of debt service related to the financing of a transportation infrastructure project, and the pledge of funds credited to the assistance fund toward the repayment of any loan issued by the State Transportation Infrastructure Bank, pursuant to section 34 of P.L.2016, c.56 (C.58:11B-10.4), for a transportation infrastructure project;
8. The improvement of public transportation infrastructure related to a commercial, industrial, mixed use, or multi-family residential property;
9. Employment and training programs; or
10. Events meant to support and draw activity into the enterprise zone, including fairs, festivals, and concerts.

The description for each strategy is intended to be conceptual, with further detail to be provided and refined as the programs are individually submitted to UEZA for funding authorization. Pending changes in needs or circumstances, the City may supplement the strategies proposed with additional strategies provided these additional strategies are eligible as qualified assistance fund expenses and properly authorized by the UEZA.

GOAL 1: PROVIDE A ROCK STEADY FESTIVAL ATMOSPHERE WITH PUBLIC EVENTS

Strategy	Description	Timeline	Potential Partners and Other Funding Resources ³⁰	Outline of Proposed Metrics and Measurements of Success ³¹	Qualified Assistance Fund Category ³²
Asbury Park Jazz Festival and Other Consumer-Attracting Events.	The UEZ will fund events that attract consumers, including residents and visitors. Such events may include a mural festival and a revival of the Jazz Festival. The Jazz Festival was a popular event for many years. The UEZ, celebrating Asbury Park as an arts and culture hub, will revive this event, capitalizing on its public recognition to attract more patrons to the UEZ.	Ongoing	Local vendors and bank foundations, local nonprofit agencies, City of Asbury Park Recreation Department	Number of attendees, increased business activity in areas near festival	10
Wintertime Activities	In the interest of broadening the appeal of visiting the City outside of the busiest season of summer, the UEZ can invest in events that would draw visitors throughout the year, investing when businesses need the most support.	Ongoing	Local vendors and bank foundations, local nonprofit agencies, City of Asbury Park Recreation Department	Increased off-season business activity	10
Events for Geographic Parity	The UEZ should embrace to spread activity around the City as part of its effort to encourage equity among its commercial hubs. The City's destination appeal will extend to areas such as Springwood Park through these events which expose visitors to all that Asbury Park has to offer.	Ongoing	Local vendors and bank foundations, local nonprofit agencies, City of Asbury Park Recreation Department	Greater geographic parity in business activity	10
Create a Dedicated Funding Source for Events	The UEZ should pursue both its own sanctioned events, and establish a funding source to support other events happening in the City which require significant logistical investment including security and crowd control, sanitation, and marketing.	Ongoing	Bank foundations, nonprofit agencies and grant makers	Sustained and consistent events, increased business activity	4, 6, 10

³⁰ This column is intended to show potential funding sources and/or partners. This is not intended as an exhaustive list.

³¹ This column is intended to show potential metrics for evaluation. Final metrics will be submitted as requests for funding authorization are submitted to the UEZA.

³² As City staff support the administration of all UEZ programs, Fund Category 2 is applicable to all strategies.

Provide a rock steady festival atmosphere with public events

Festivals like the Asbury Park Jazz Festival bring people together and stimulate economic development.



Investing in small bazaars and indoor local markets to create a vibrant Asbury Park filled with cozy, indoor attractions!



Wintertime Activities



GOAL 2: REFLECT ASBURY PARK'S UNIQUE CREATIVE CULTURE IN THE BUILT ENVIRONMENT AND PUBLIC REALM

Strategy	Description	Timeline	Potential Partners and Other Funding Resources	Outline of Proposed Metrics and Measurements of Success	Qualified Assistance Fund Category
Public Art Installations	In addition to the numerous venues and events that drive UEZ activity, the City's built environment should reflect the unique arts and cultural atmosphere. These installations can enhance the City's reputation, draw more creative professionals to the City, and encourage customers to explore and linger within commercial areas.	Ongoing	Local artists, Bank foundations, nonprofit agencies and grant makers, Monmouth Arts, Asbury Park Arts Council	Increased property values, number of installations	4, 5, 8
Creative Wayfinding and Branding Opportunities	In addition to their innate value, creative placemaking strategies should be pursued in the public realm to enrich the consumer experience and reinforce the City's brand. Things like wayfinding signage, and directories can be thoughtfully integrated into the fabric of the City's commercial areas to encourage customers to patronize commercial areas and businesses they may be unfamiliar with.	Ongoing	Local artists, Bank foundations, nonprofit agencies and grant makers, Monmouth Arts, Asbury Park Arts Council	Increase in business activity, increase in pedestrian foot traffic, decrease in accidents involving pedestrians	5, 8
Streetscaping and Furnishings	The UEZ should pursue investments into street furniture that enhance the user experience and visual appeal. Fixed or movable seating can enhance the public realm's capacity to accommodate socializing and encourages patrons to linger within commercial areas. Along with seating, other amenities such as shade structures, trees and landscaping can assist with supporting the City's senior population, reducing the urban heat island effect, along with other ancillary benefits.	Ongoing	Bank Bank foundations, nonprofit agencies and grant makers, New Jersey Department of Transportation (NJDOT), North Jersey Transportation Planning Authority (NJTPA)	Increase in pedestrian foot traffic, increase in sales and business activity, linear feet of streetscape improvements	8

Reflect Asbury Park's unique creative culture in the built environment and public realm



Local artists showcasing wall art and murals add a unique touch of local heritage and cultural identity.



Wooden murals created from the remains and debris of Hurricane Sandy.

Innovative wayfinding designs that highlight and educate visitors about local cultural facts and traditions.



Activated streetscape.

Public seating to enhance community building and outdoor activities.



GOAL 3: CULTIVATE AN EQUITABLE YEAR-ROUND CONSUMER EXPERIENCE IN ALL OF ASBURY PARK'S BUSINESS DISTRICTS

Strategy	Description	Timeline	Potential Partners and Other Funding Resources	Outline of Proposed Metrics and Measurements of Success	Qualified Assistance Fund Category
City Digital Marketing Campaign	Beyond advertising for individual businesses, the UEZ should promote the City overall, capitalizing on the reputation as a destination for arts, culture, and entertainment. The City has the potential for drawing from significant NYC and New Jersey markets.	Ongoing	Local vendors, New Jersey Economic Development Authority, Greater Asbury Park Chamber of Commerce	Increased business activity	5
Businesses Cross-Marketing Materials	In addition to generating and releasing marketing materials on their own, the UEZ should invest in marketing materials that can be distributed to businesses to make each place where UEZ patrons visit a marketing hub. Businesses can be routinely updated on events and other UEZ initiatives in which they can participate forging true partnerships across sectors.	Ongoing	Asbury Park business community, Greater Asbury Park Chamber of Commerce	Number of participating businesses, increased business activity among participating businesses	5
Public Safety Program	The UEZ should invest into sufficient public safety personnel and resources that can maintain a safe and comfortable atmosphere throughout the commercial districts, and support the City's ability to manage crowds during peak tourist season. The UEZ will continue the Foot Patrol Program to ensure a consistent public safety presence in commercial areas of the City.	Ongoing	Asbury Park Police Department	Decrease in incidents of crime, increased business activity	4
Surveillance Cameras	Strategic installations of security cameras can play a valuable role in reducing crime in the UEZ, and thus encourage greater patronage of businesses across the City.	Ongoing	Asbury Park Police Department	Decrease in incidents of crime, increased business activity	4
Sanitation Improvements	Preventing the accumulation of waste and litter within commercial districts is a critical component of creating appealing commercial districts. Building on the Clean Sweep program supporting street cleaning of City sidewalks, additional trash cans will be placed throughout the UEZ to discourage littering which can lead to rodent problems and other issues which can threaten the success of businesses.	Ongoing	Asbury Park Department of Public Works	Decrease in reported litter and waste	6

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GOAL 4: MAKE IT EASIER FOR RESIDENTS AND VISITORS TO PATRONIZE ASBURY
PARK BUSINESSES

Strategy	Description	Timeline	Potential Partners and Other Funding Resources	Outline of Proposed Metrics and Measurements of Success	Qualified Assistance Fund Category
Multi-Modal Transit and Shuttle	The various nodes of the UEZ can be brought together with the thoughtfully integrated introduction of “last-mile” transit options. Shuttle service was historically operated from the City’s train station to the waterfront. This service should be revived either operated by the City or in partnership with an entity like EZ-ride, with additional stops within commercial areas such as Springwood Park, Press Plaza and the waterfront.	Short- to-Medium Term	EZ Ride Transportation Management Association, NJTPA, NJDOT	Number of riders, number of routes and frequency of service, business growth around shuttle routes.	7
Parking Solutions	The UEZ will proactively seek opportunities to unlock underutilized parking areas within commercial areas. Ideal partners include uses such as churches which do not typically experience peak demand at the same times as are typical for retail and similar commercial uses. Incentives and partnerships will be sought for such users to make their parking facilities publicly available during select times. Additionally, the UEZ will seek opportunities to invest in new parking facilities in partnership with the City and private partners. Finally, the UEZ will promote available parking facilities through public information campaigns and explore adjusting parking regulations corresponding to make parking more accessible during non-peak demand times. Funding under this activity may include capital improvements, technical assistance, marketing, or other similar strategies.	Medium Term	Private partners	Increase in parking availability for businesses	1, 7, 8

Make it easier for residents and visitors to patronize Asbury Park businesses

Transit Solutions



Improving last mile connectivity through public shuttles and buses.



Pedestrian friendly streets to promote healthy and eco friendly alternatives like E-bikes and scooters.

GOAL 5: IMPROVE THE PHYSICAL ENVIRONMENT BY PURSUING KEY CAPITAL IMPROVEMENTS

Strategy	Description	Timeline	Potential Partners and Other Funding Resources	Outline of Proposed Metrics and Measurements of Success	Qualified Assistance Fund Category
Train Station Enhancements	The City owned train station on the NJTransit North Jersey Coast Line offers a unique opportunity to promote the business community and enhance the City's brand in a number of ways. The building, already home to cultural and public art installations, could expand such offerings serving as a rotating exhibit space for local artists. Additionally, the space offers opportunities for limited commercial offerings similar to Newark Penn Station or the Trenton Transit Station, among many others in the NJTransit network.	Medium-to-Long Term	NJTPA, NJEDA, New Jersey Transit	Increased number of riders, number of participating vendors/businesses, increase in business activity near train station	7, 8
Open Space Investments	The UEZ will support enhancements to open spaces near commercial hubs to improve their utility. Parks, plazas and other types of open spaces can reduce urban heat island effects, improve stormwater management, and create a unique sense of place that encourages residents to build personal ties and to be more physically active. Additionally, the presence of appealing open spaces can serve as an attraction for visitors and encourage business patrons to linger within commercial areas. As such, the UEZ will invest in the City's open spaces. Parks such as Springwood Park, Kennedy Park and Bradley Park offer opportunities for improved lighting and other amenities. The UEZ will continue to seek opportunities to improve the City's open spaces.	Ongoing	New Jersey Department of Environmental Protection (NJDEP), Community Development Block Grant (CDBG) funding	Increase in foot traffic, square footage of open space improved	5
Stormwater Resilience	Many flooding hazards are within and adjacent to the City's commercial areas, not least of which is the Atlantic Ocean which along with flooding potential poses risks for significant storm surges. UEZ funding can help mitigate the threat that these events pose to the commercial vibrancy of the City through strategic installations of green infrastructure projects which in addition to managing stormwater, can add attractive landscaping and open space to the UEZ. Additionally, the creation of coastal dunes along portions of the beach may serve as usual barriers for major storm events while stabilizing the shoreline from excessive erosion.	Ongoing	NJDEP, Rutgers Cooperative Extension Water Resources Program, Jersey Water Works, and other regional environmental foundations	Decrease in property damage resulting from flooding	5

Improve the physical environment by pursuing key capital improvements



Image: www.lmnarchitects.com

Making the train station safer and easier to navigate can attract more visitors to Asbury Park by making travel more accessible and welcoming.



Image: www.bsqft.com

Rotational murals and installations to promote local art and culture.



Image: www.emu.com

Small commercial businesses.

Introduce stormwater systems to better mitigate stormwater in public green spaces.



Image: www.rccmn.co



Image: www.waterfrontalliance.org

Resilient coastal landscape for better stormwater management.

GOAL 6: ENSURE BUSINESSES AND ENTREPRENEURS CAN CONTINUE TO OPEN
AND OPERATE IN THE CITY

Strategy	Description	Timeline	Potential Partners and Other Funding Resources	Outline of Proposed Metrics and Measurements of Success	Qualified Assistance Fund Category
Business Incubator Space	Pilot a business incubator space which can offer a wide range of enticing commercial offerings, while also reducing start-up costs which could prove critical to new businesses, especially those in innovative sectors.	Medium-to- Long Term	Bank foundations, local nonprofits, NJEDA	Number of participating businesses, increase in the diversity of product/service offerings within the City	1
Leveraging Chamber Partnerships	UEZ funding will be enhanced by leveraging the investments of other organizations devoted to the success of the City’s business community. Facilitating connections with the local chamber, which invests heavily in marketing materials for both individual member businesses and the City as a whole. The UEZ will support businesses who wish to join and coordinate marketing strategies with them to reach the largest audience possible.	Ongoing	Greater Asbury Park Chamber of Commerce	Number of participating businesses, increase in business activity for participating businesses	5
Financial Assistance	The UEZ will continue to provide a suite of financial assistance in the form of façade improvement grants, and low-interest loan program. Such programs will avail UEZ businesses to financing options to pursue expansions and contribute to a more attractive business environment.	Ongoing	Bank foundations, New Jersey Community Loan Fund, NJEDA	Number of participating businesses, increase in business activity among participating businesses	3
Business Attraction Campaign	The UEZ will invest in targeted campaigns to attract businesses that can enhance the appeal of the City as a destination through both marketing and financial assistance packages.	Ongoing	Bank foundations, NJEDA	Number of participating businesses, increase in the diversity of product/service offerings within the City	5
Entrepreneurial Development	This program will provide training for people who do not currently run businesses who may have promising entrepreneurial ideas worth exploring that could lead to new business creation. Activities in furtherance of entrepreneurial development may	Ongoing	Monmouth County Workforce Development Board	Number of participating entrepreneurs, number of established businesses	9

04. Implementation Plan

	include training sessions to help individuals design and create business plans, creating shared spaces, bringing in experts for targeted training, or sponsoring a series of lectures about common hurdles for creating businesses. The UEZ will work with experts to design and administer entrepreneurial development programs.				
Rent Guarantee Program	The UEZ will work with established qualifying businesses to subsidize rent costs modeled in the fashion of the existing Micro-Business Lease Subsidy Program to avoid vacancies and help smaller businesses contend with higher overhead costs.	Ongoing	Private partners and bank foundations	Decrease in business turnover, increase in business investments and expansions	3
Business Technical Assistance	This program seeks to utilize UEZ funds to provide businesses with technical assistance to more seamlessly expand their operations or learn new skills to increase their business activity. With these fund funds, businesses can be provided support for items such as language assistance, application of business technologies, accounting, municipal permitting, etc. The UEZ will shape technical assistance offerings based on business needs.	Ongoing	Monmouth County Workforce Development Board	Number of participating businesses, increased proficiency among participating businesses and workforce	9
Workforce Training Program	The UEZ will work with businesses to invest in a dynamic workforce which is able to contribute to the success of the business community while reducing their staffing costs. This program will allow qualifying UEZ businesses of a subsidized part-time intern for a period of three months.	Ongoing	Private partners	Number of participating businesses, number of interns placed, number of interns retained by participating businesses	9

D. MANAGEMENT AND ADMINISTRATION

No significant changes to the management and administration of the Asbury Park UEZ are proposed in this Plan. During the period of this Plan, the Asbury Park UEZ will continue to be managed by the UEZ coordinator, Mayor, and one member of City Council.

Asbury Park will continue to seek approval from the UEZA for individual funding requests. In submitting these requests, Asbury Park will provide budgetary information, evaluation metrics, and other programmatic information, as required by the statute and as may be requested by the UEZA.

E. PROPOSED CHANGES TO UEZ BOUNDARIES

During the process of this Plan, the Planning Team reassessed the existing UEZ boundary to determine whether any changes were warranted. Upon review, it was determined that several parcels should be removed in favor of the parcels outlined below. The change to UEZ Boundary represents a net loss of 0.007 acres in the overall total area. Maps of the existing UEZ boundary and the proposed UEZ boundary can be found in Appendix B. All UEZ zones will continue to abide by the program guidelines and requirements.

The parcels that are proposed to be removed from the UEZ are comprised of five separate areas that total approximately 6.022 acres and include the following:

Area 1

- Comprised of: Vacant parcel and apartment building, with frontage on Kingsley Street, Deal Lake Drive, 8th Ave, and Webb Street.
- Approximately 1.593 acres
- Block 4302, Lots 2 and 3

Area 2

- Comprised of: Residential dwellings, with frontage along Sewall Ave and Asbury Ave.
- Approximately 2.048 acres
- Block 1502, Lots 2-9, 11-12, 19-31

Area 3

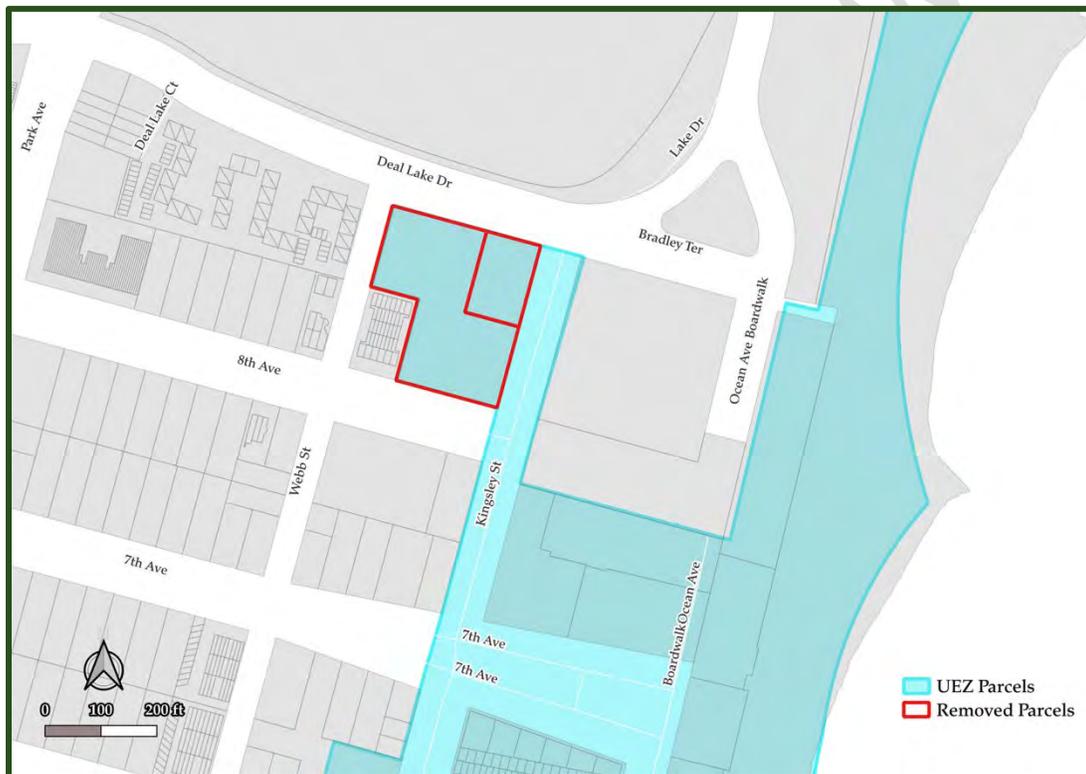
- Comprised of: Residential dwellings, with frontage along Second Ave and Langford St.
- Approximately 1.016 acres
- Block 304, Lots 3, 3.01, 3.02, 3.03, 3.04, 3.05, 3.06, 3.07, 3.08, 3.09, 3.10, 3.11, 3.12, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17, 3.18, 3.19, 3.20, 3.21, 3.22, 3.23, 3.24, 3.25, 3.26, 3.37, 3.28, 3.29, 3.30, 3.31, 3.32

Area 4

- Comprised of: Residential dwellings, with frontage along Union Ave and Springwood Ave.
- Approximately 0.604 acres
- Block 1205, Lots 1-8

Area 5

- Comprised of: Residential dwellings, with frontage along Adams St and Atkins Ave
- Approximately 0.761 acres
- Block 803, Lots 1-13



04. Implementation Plan





Figures 15-18: Parcels proposed to be removed from the UEZ

The parcels that will replace the removed parcels identified above will be comprised of five distinct areas that total approximately 6.015 acres and include the following:

Area 1

- Comprised of: Asbury Hotel, with frontage along 5th Ave and Kinsley Street. The site will continue to be used as a hotel.
- Approximately 1.453 acres
- Block 4104, Lot 13

Area 2

- Comprised of: Commercial businesses, with frontage along Springwood Ave and Main Street. The site will continue to be used for future commercial uses.
- Approximately 0.353 acres
- Block 2409, Lots 2-4

Area 3

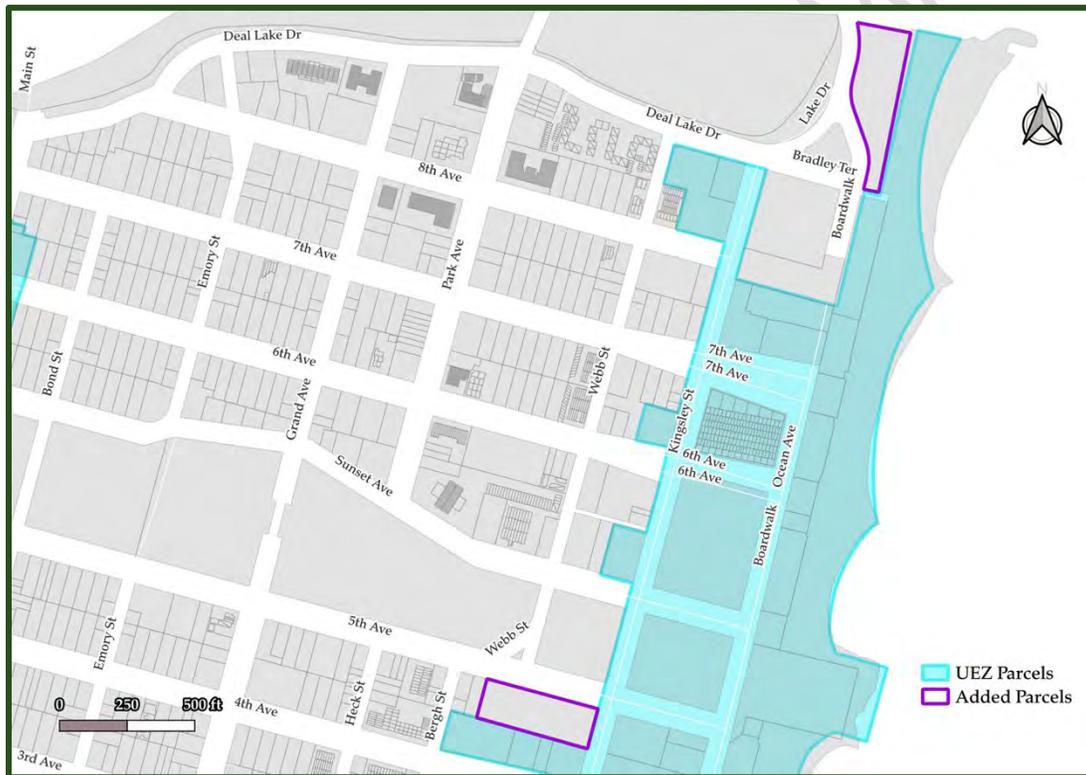
- Comprised of: Fisherman's Parking Lot, with frontage along Ocean Ave North. The site will be used to support the economic activity of the UEZ through the provision of public parking and amenities.
- Approximately 1.825 acres
- Block 4402, Lot 1

Area 4

- Comprised of: Holy Spirit Church, which has been desanctified. The future use of the site is assumed to have potential for economic activity.
- Approximately 1.236 acres
- Block 2703, Lot 3

Area 5

- Comprised of: Largely unimproved land and an existing structure. The site is being developed and will have potential for economic activity.
- Approximately 1.148 acres
- Block 705, Lots 1-4



While several other parcels were considered for removal, the final modifications were chosen based on their potential for economic activity in the Zone versus the alternative parcels that were considered. The removed properties have no commercial value and lack the ability to stimulate economic development, while the new added parcels have the capacity to do so.

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APPENDICES

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APPENDIX A – ECONOMIC ASSESSMENT AND MARKET ANALYSIS

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APPENDIX B – EXISTING AND PROPOSED UEZ MAPS

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**APPENDIX C – EVIDENCE OF PUBLIC NOTICE – TO BE PROVIDED
WITH FINAL PLAN**

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**APPENDIX D – RESOLUTION OF CITY OF ASBURY PARK
SUBMISSION – TO BE PROVIDED WITH FINAL PLAN**

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**APPENDIX E – REQUEST FOR PROPOSALS: 5-YEAR DEVELOPMENT
PLAN FOR CITY OF ASBURY PARK URBAN ENTERPRISE ZONE – TO
BE PROVIDED WITH FINAL PLAN**

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**APPENDIX F – DESCRIPTION OF HOW CONSULTANT WAS CHOSEN
– TO BE PROVIDED WITH FINAL PLAN**

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**APPENDIX G – CONSULTANT’S PROPOSAL – TO BE PROVIDED WITH
FINAL PLAN**

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**APPENDIX H – PROOF OF CONSULTATION WITH DIVERSE GROUP
OF LOCAL ORGANIZATIONS AND BUSINESSES – TO BE PROVIDED
WITH FINAL PLAN**

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