

*A Handbook for Doing Business in the*

# **RED BANK**

## **SPECIAL IMPROVEMENT DISTRICT**



**redbank**  
RiverCenter

Additional copies/updates of this handbook can be found at  
[http://www.redbank.org/media/rivercenter\\_documents/Handbook\\_Web.pdf](http://www.redbank.org/media/rivercenter_documents/Handbook_Web.pdf)

## **EMERGENCY NUMBERS FOR RED BANK**

*For life-threatening injury, illness, fire or crime dial 911*

*Police Department: 732-530-2700*

*Fire Department: 732-530-2700*

*Downed power lines or other hazardous situations or power outage:  
Jersey Central Power & Light: 1-888-LIGHTSS (1-888-544-4877)*

*Suspected Gas Leak—NJ Natural Gas:  
Get Out of the Building then call: 800-GAS-LEAK (800-427-5325)*

*Monmouth County Regional Health Commission #1: 732-493-9520*

*Animal Control: 732-530-2770*

*Water Leaks in Roadway: 732-530-2770*

*Water Emergencies Phone Police: 732-530-2700*

*Comcast Customer Service: 1-800-934-6489*

*Verizon Customer Service: 1-800-837-4966*

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*A Handbook for Doing Business in the*  
**RED BANK SPECIAL IMPROVEMENT DISTRICT**  
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## Welcome



Welcome to Red Bank's Special Improvement District (SID) and Red Bank RiverCenter, the organization that manages the SID on your behalf. We are here to help downtown Red Bank put its best foot forward so we can attract the businesses that will keep our downtown vital and the customers that will help our town succeed.

If you are thinking of opening a business here in town, I urge you to give me a call to learn how we can help smooth your path. We can open doors and give you pointers about who to see first and how things are done here in Red Bank.

If you are already here, don't forget that we are here to help create an environment in which you can flourish. We don't always have the authority to fix every problem, but we can help make your voice heard by those who can and work with you and the entire business community to find creative solutions.

My door is always open and my staff and I look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Scavone', with a long horizontal flourish extending to the right.

James J. Scavone  
732-842-4244, Extension 2  
[James@RedBankRiverCenter.org](mailto:James@RedBankRiverCenter.org)



## The Purpose of this Guide

We have written this handbook to facilitate your day-to-day operations in Red Bank's Special Improvement District (SID). The handbook includes information about the SID and Red Bank RiverCenter, where it is, what it does, how it can benefit your business, and how you can get involved. In addition, we have provided useful information about other individuals, agencies and organizations in town that you may need as you open, operate and grow your business.

Although we have included as much information as possible, we know that we cannot cover everything in a single guide. In those cases, we have provided links and contact information so that you can access more in-depth information.

As we become aware of new or changed information, we will update this guide. The most recent PDF version can be viewed and downloaded at [www.redbank.org/rivercenter](http://www.redbank.org/rivercenter) in the resources section.

Finally, if you have ideas for additional information that would be useful to you and others, please email [Eileen@redbankrivercenter.org](mailto:Eileen@redbankrivercenter.org) so that we can research the topic and consider it for inclusion in the guide.

## What Is Red Bank RiverCenter and the Special Improvement District?

Red Bank's Special Improvement District (SID) was formed by Borough ordinance in 1991. It was enabled by NJ legislation passed to help revitalize historic downtowns struggling against competition from shopping malls and big-box discounters and the impacts of economic recession. Red Bank RiverCenter is a 501(c)(3) non-profit organization formed to manage the SID under the direction of a board comprised primarily of commercial property owners and business owner/operators within the SID. It is funded by an assessment on commercial properties in the district and through its own fundraising efforts including grants, events, and donations.

Through the hard work and vigilance of RiverCenter staff and its members, Red Bank has been transformed from a sleepy town once dubbed "Dead Bank" to a thriving, regional destination.

RiverCenter continues to support you and your business with a wide range of marketing, maintenance, quality-of-life, and infrastructure programs. You can learn more about the benefits of being part of RiverCenter and the Special Improvement District (SID) as well as details about programs and events and how businesses can participate in them beginning on page 15.

## PART I. SETTING UP SHOP IN RED BANK

Whether you are thinking about making a move to Red Bank, have already committed to open your business here or are already here but are planning an expansion, there are things you should know and steps you can take that will make the process smoother and save you time and money.

### Why Red Bank?

Red Bank is a thriving regional hub for dining, shopping, theater, learning and the arts. Our award-winning theaters bring hundreds of thousands of visitors to town each year, a good percentage of whom stay to eat and shop before and after the show. Education is another big draw with a language school, art schools and studios, music schools, dance academies and personal development training. Adult learners meet before or after class to dine or shop while parents shop or stop for a coffee or haircut while their kids study music, dance, art or French. Downtown Red Bank is a Special Improvement District managed by Red Bank RiverCenter, a fiscally thriving 501(c)(3) with a 25-year history of successfully supporting the business community in Red Bank. Red Bank has large concentrations of high net-worth individuals living within 5 and 10 miles of the town center. Visit the RiverCenter website to get detailed demographics that demonstrate what a great market Red Bank is for businesses at <http://www.redbank.org/open-up-shop/>. If you need more in-depth demographics, contact Jim Scavone at Red Bank RiverCenter at 732-842-4244 or [James@RedBankRiverCenter.org](mailto:James@RedBankRiverCenter.org).

### Before You Sign

If you are thinking of opening your business in Red Bank, we urge you to arrange a meeting with Red Bank RiverCenter to learn about our thriving downtown, get information about spaces available, and what things you should consider before selecting a site for your establishment. As you begin

to identify potential locations for your business, there are important questions you should ask:

#### Will your business be part of the Special Improvement District?

Many businesses want to be in Red Bank to take advantage of the special promotions and services offered by the Special Improvement District (SID). It is important to understand that if your business is not located in the specific boundaries of the SID, you cannot take part in many of these services or events. This is in accordance with the local ordinance that formed the SID and the New Jersey State Law that enabled it. Being in the district can also impact the rules and regulations to which you will be subject. Call our office at 732-842-4244 or check the map on page 36 to see if the location you are considering is in the SID.



#### Does the property include parking?

You should find out if parking spaces come with the property so you can determine whether you can provide parking for your employees and/or customers or if they will need to rely on paid municipal or other parking.

#### Will you need a change of use variance?

If a different type of business was in the space you are considering, you might need a change of use variance. It would be wise to check with RiverCenter and/or the Red Bank Planning and Zoning office to learn about allowed uses before signing a lease or purchasing a building.

#### What are the special considerations for restaurants?

If you are considering opening a restaurant in Red Bank, you should be aware of a variety of opportunities, restrictions and guidance for restaurateurs. See page 8 of this guide for more information specific to restaurants.

### What is the construction process in Red Bank?

If opening your business will entail renovations, additions, exterior painting, signage, or any other changes, you will need to work with the Red Bank Planning and Zoning office and the Building Department to get permits and approvals. You can get information about that process on page 7. You can also sit down with RiverCenter staff to talk about your plans and needs.

### Opening a Business in Red Bank

If you have made the decision to open a business in the Red Bank Special Improvement District, we congratulate and welcome you to our business family. RiverCenter's staff and business members are here to help you succeed in our town. Here are some tips for ways you can smooth the process and ways we can help:

#### Meet with RiverCenter

We can't stress enough the value of having a face-to-face meeting with RiverCenter. Once you have signed your lease or closed on your building, you will want to do whatever you can to shorten the time to your opening. We strongly urge even experienced entrepreneurs to schedule an appointment with Red Bank RiverCenter to learn about the planning, zoning, construction and permitting process in Red Bank. A one-hour meeting can save a lot of time, money, and angst. Our Executive Director, Jim Scavone, has an open-door policy and is highly accessible. There is rarely a wait for an appointment and often same-day appointments can be made, especially if you are visiting from out of town. **Contact Jim Scavone at 732-842-4244 or [james@redbankrivercenter.org](mailto:james@redbankrivercenter.org).**

#### Review RiverCenter's Design Guidelines

RiverCenter's Visual Improvement Committee has developed Design Standards to assist you in planning façade improvements, shopfront renovations, signage, outdoor cafés and more. A PDF version of the Design Manual can be viewed or downloaded at the RiverCenter website at

<http://www.redbank.org/open-up-shop/> in the resources section.

#### Meet with RiverCenter's Visual Improvement Committee (VIC)

A sub-committee of RiverCenter's Board of Directors, VIC is happy to sit down with business owners to review concepts and plans before submission to the Planning & Zoning Office. VIC's experienced architects and developers have implemented scores of projects in town and can give you a preliminary idea of how your application is likely to be received and if there are any changes you might make to increase your chances of approval. This applies whether you plan structural changes, façade changes, or changes to exterior signage. VIC will formally review your applications when they are submitted to the Planning & Zoning Office. VIC meets on the second and fourth Tuesday of each month at 5:30 PM. With few exceptions, you will be scheduled for the next meeting following your call. To get on the VIC schedule, contact **Jim Scavone at**

**732-842-4244 or [james@redbankrivercenter.org](mailto:james@redbankrivercenter.org).**

#### Activities that Require Development and Construction Permits

Interior Construction  
Exterior Construction  
Exterior Painting  
Façade Changes  
Awnings  
New Signs  
Changes to Signs  
Sandwich Boards

#### Get Applications for Development and Construction Permits

You can download applications on the Borough website or pick up the forms you need at Borough Hall at 90 Monmouth Street on the third floor. You'll start with an Application for Development (Zoning) Permit from the Planning and Zoning Office and work with their staff. Once you are approved for development, you will apply to the Building Department for a Construction Permit, required inspections and a Certificate of Occupancy. In most cases, your builder

or general contractor can handle this for you. See page 7 for more info about the process and page 34 for a list of related applications and forms.

#### Choose Approved Paint Colors

If your business is located in the Special Improvement District, colors for exterior painting (including signage) must be selected from the Benjamin Moore Historic Colors palette. You can see these colors online at [www.benjaminmoore.com](http://www.benjaminmoore.com), by stopping in at RiverCenter, Borough Hall, or at any Benjamin Moore distributor. You are not required to use Benjamin Moore paint but only to use these or



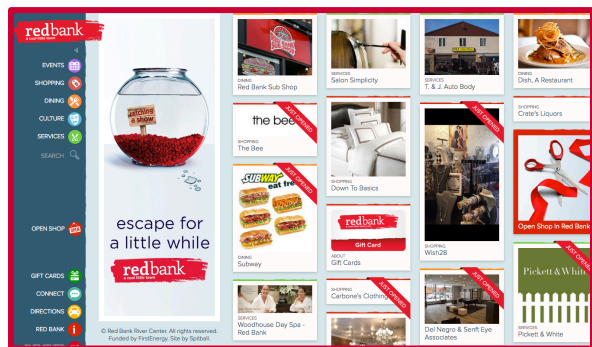
comparable colors. Exceptions can be made for established company logos on signage.

### Plan Your Grand Opening/Ribbon Cutting

As you get closer to your opening date, RiverCenter can help you coordinate a grand opening/ribbon cutting. A grand opening offers a unique opportunity for free press about you and your business so be sure to write a press release and invite the local press (see page 33 for press contacts.) If they don't come, take pictures of the opening and send them a news release with photos. Frequently, the weekly papers and online journals will publish your release as is. RiverCenter can invite the mayor and other Red Bank dignitaries and announce your opening in our e-blast and social media channels. We can supply the ribbon, balloons, and the "giant scissors."

### List Your Business on RiverCenter's Website

RiverCenter maintains a user-friendly website with a database of businesses in the SID. Residents and visitors use this to find restaurants, shops, and



services by searching on business names or a wide range of categories. Fill out the form in the back of this guide and drop it off or mail it to Red Bank RiverCenter, 46 English Plaza, Red Bank, NJ 07701 or fill out our online form at [redbank.org/open-up-shop](http://redbank.org/open-up-shop) in the resources section and email it to [Eileen@redbankrivercenter.org](mailto:Eileen@redbankrivercenter.org). Be sure to indicate if you are a new business so that we can highlight your listing with a "just opened" banner.

### Sign Up for the Red Bank Gift Card Program

Red Bank RiverCenter manages a popular gift card program. The Red Bank Gift Card is accepted by many downtown businesses. On average, consumers purchase \$20,000 in gift cards per year and spend \$15,000 at participating businesses. We sell the gift cards to consumers on our website and in our office. To join the gift card program, contact **Jim Scavone** at **732-842-4244** or [james@redbankrivercenter.org](mailto:james@redbankrivercenter.org).

### Attend (or Host) RiverCenter Quarterly Breakfast Meetings:

Each quarter RiverCenter holds a member breakfast meeting at a local business from 8:30 to 10:00 am. RiverCenter brings in food, coffee and juice purchased from a member business, provides a guest speaker on a topic of interest to business owners, introduces the new businesses that have opened since the last meeting, and gives updates on upcoming events, promotions, and issues. There is always a lively exchange of ideas and plenty of opportunity for networking. If you have a space that can accommodate 40 – 50 people (standing), consider hosting a meeting—it's a great way to show off your business to colleagues who will very likely become your customers.

### Expanding, Renovating or Changing Your Business in Red Bank

If you are already up and running in Red Bank and want to expand or remodel the interior or exterior of your facility, we strongly recommend that you make an appointment with RiverCenter to discuss your needs and ideas. We can make suggestions for properties that might be available to facilitate an expansion as well as refresh your memory and/or bring you up to date about changes to the building application and permitting process that may have occurred since your startup or last construction project. If your project is more complex or structural in nature, we urge you to come in to discuss your plans with RiverCenter's Visual Improvement Committee as described on page 4.

Projects that will require you to interact with the Borough include interior and exterior construction, exterior painting, new signage, awnings, and other ancillary structures. Prior to construction you will work with Red Bank's Planning and Zoning Office to secure approval of the changes you wish to make and get a development permit. During and after construction, you will work with the Building Department to secure a construction permit, required inspections and certificate of occupancy. You can download both applications on the Borough website or pick one up at Borough Hall at 90 Monmouth Street on the 3rd floor.

### **Plan Your Grand “Reopening”/Ribbon Cutting**

If your expansion or remodeling is significant enough to warrant a grand opening, this is an excellent way to get some free press for your business. In these days of shrinking newspapers, coverage in the press is hard to come by. Grand openings are something they are often willing to cover, especially if you do most of the work by sending in a well-written press release with photos



before and after the event. They frequently will print it as written and/or follow up to get more info from you. We provide local press contacts on page 33. Finally, RiverCenter can invite the mayor and other local dignitaries as well as supply the giant scissors, red ribbon and balloons. Please be aware that elected officials need as much advance notice as possible to put such events on their calendars.

## Red Bank Construction Process Overview

Following are the major steps that you will need to take to handle the construction aspects of opening, expanding, or renovating your business in town. This is a high-level view of a process that can be as simple as putting up a new sign or as complicated as a total building renovation. We strongly recommend you spend some time at Red Bank RiverCenter and the Red Bank Planning & Zoning and Building Departments to be sure you don't miss any steps.

1

### Development Permit (Zoning Permit)

**Contact: Red Bank Planning & Zoning Department**

Glenn Carter, Director - Phone: 732-530-2752/2753 Fax: 732-530-8846

Download permit application at: <http://www.redbanknj.org/196/Planning-Zoning>

If approved, go to Step 3. NOTE: If you are in a historic district, you will need to go before the Historic Preservation Commission in Step 2. If not approved, also go to Step 2. Your official response from Planning & Zoning will tell you if you need to go to Planning, Zoning, or Historic Preservation Commission.

2

### Planning & Zoning Boards Historic Preservation Commission

**Contact: Red Bank Planning & Zoning Department**

Glenn Carter, Director - Phone: 732-530-2752/2753 Fax: 732-530-8846

Depending on your project, you may need to get approval and/or variances from the Planning Board or Zoning Board of Adjustment or go before the Historic Preservation Commission. You may need an architect, engineer, attorney, and/or other experts to testify about your proposed project. These bodies will tell you what documents to prepare, how to schedule your hearing, and issue public notices or other actions that must be taken.

3

### Construction Permit

**Contact: Red Bank Building Department**

Frederick Corcione, Construction Official, Phone: 732-530-2760 Fax: 732-530-2766

Download permit applications at: <http://redbanknj.org/155/Building-Department>

You may need to file separate permit applications for fire, electrical, plumbing, and other sub-codes. The Building Dept. will also perform the necessary inspections as your construction project

4

### Certificate of Occupancy

**Contact: Red Bank Building Department**

Frederick Corcione, Acting Construction Official, Phone: 732-530-2760 Fax: 732-530-2766

Listed as "UCC Application for Certificate," the application can be downloaded at:

<http://redbanknj.org/155/Building-Department>

If not already submitted, submit your application for the CO when you order your final inspection.



## All About Signs

Exterior signs are the gateway to your business and can be a major attractant to both vehicular and pedestrian traffic. Putting a sign on your new business or replacing an old one may seem like a simple project but we advise business owners to be aware that Red Bank's sign ordinance is very detailed and specific. A development permit is required for all new and replacement signs. We strongly recommend discussing your needs and plans with RiverCenter **BEFORE** you pay a designer. This can save you time and money. There are requirements about the size, shape, and color of your sign, where you can place a sign on your building, how large or small the lettering can be, and what colors you can use. Note that, as in the case of exterior painting, colors for signage must be selected from the Benjamin Moore Historic Colors Collection. Exceptions can be made for the colors of established company logos. You can see these colors online at [www.benjaminmoore.com](http://www.benjaminmoore.com), by stopping in at RiverCenter, Borough Hall, or at any Benjamin Moore distributor. You may use brands other than Benjamin Moore if your chosen brand can match colors you select from the approved palette.

To put up a new sign, you must first apply for a development permit, which you can download from <http://redbanknj.org/196/Planning-Zoning> or pick up at Borough Hall. Once this is approved, you can apply for a Construction Permit, which you can download at <http://redbanknj.org/155/Building-Department>.

### Illuminated Signs

Internally illuminated signs are not permitted on building exteriors in the RiverCenter district (SID). Also, the Red Bank Borough sign ordinance prohibits illuminated signs inside shop windows that are closer than 18" to the window surface. This includes "open" and "closed" signs.

### Sandwich Boards

Sandwich boards are a great way to entice passersby into your shop by highlighting your menus, specials, sales, and even the fact that you are there, especially if you are on a second floor or down an alley with little foot traffic. The sandwich board application process is simpler than for signage attached to your building. You can download an application from our website at <http://www.redbank.org/rivercenter/>.



### Especially for Restaurants and Food Retailers

If you are in the restaurant or food business, you already know that you are subject to a much higher level of scrutiny than most retailers in a downtown setting. Here is some helpful information that pertains specifically to restaurants and food retailers doing business in Red Bank.

### County Health Inspection

Before a restaurant or food handling business can open for business, you must pass inspection by the Monmouth County Regional Health Commission #1. You should call to make an appointment for your inspection when you anticipate passing your building inspections. There may be a wait of several days for an appointment.

Within 2 weeks of your inspection, your establishment and your inspection record will be added to the Commission's online roster at [http://www.mcrhc.org/RI/Red\\_Bank.html](http://www.mcrhc.org/RI/Red_Bank.html).

In addition to inspection information, the MRHC has other information of interest to food centric businesses, such as a guide to emergency action planning with practical guidance for retail grocery and food service establishments in planning for and responding to emergencies that have the potential to create an imminent health hazard such as we faced during Hurricane Sandy when parts of Red Bank were without power for as long as 2 weeks.

They also provide a list of firms that provide Certified Food Protection Manager training recognized by the State of New Jersey as meeting requirements under N.J.A.C. 8:24; Sanitation in Retail Food Establishments. You can reach them at

Monmouth County Regional Health Commission #1  
1540 West Park Avenue, Suite 1  
Ocean, NJ 07712  
Phone: 732-493-9520 Fax: 732-493-9521  
Contact: David A. Henry, MPH

### **Red Bank Borough Food Handlers Permit**

All establishments that have been approved by the Borough for serving food and inspected by the Monmouth County Regional Health Commission #1 must obtain a Food Handlers Permit from the Red Bank Borough Clerk's Office. This license must be renewed annually. The license year runs from January 1 to December 31 and a 20% late fee applies as of April 1. Fees are based on size of establishment and/or seating. You can call (732) 530-2755 to verify the fee required for your business. You can download the Food License Application - General from the Borough website:

<http://www.redbanknj.org/DocumentCenter/View/115>

You can submit your completed application and appropriate fee in person at Borough Hall (90 Monmouth St.) or by mail to:

Borough of Red Bank - Office of the Borough Clerk,  
P.O. Box 868, Red Bank, NJ 07701.

### **Sidewalk Café Permits**

Red Bank's al fresco dining scene draws people from far and wide. Restaurants can apply for a sidewalk café license from the Borough Clerks' office. You can download an application form from the Borough website at

<http://www.redbanknj.org/documentcenter/view/65>. You can read detailed information in the Borough Code Chapter IV, Section 4.9 and updated information in Borough Ordinance No. 2006-55, which can be found at [redbanknj.org](http://redbanknj.org) by clicking on the Township Code link on the bottom right of the page and then entering Sidewalk Café in the keyword search field. We strongly urge you to contact the RiverCenter office to discuss this before you file your application.

In the meantime, here is some basic information about the fees and process to help you decide if a sidewalk café is right for your restaurant:

- **Time span:** Sidewalk café licenses are issued annually and run from April 1 through March 31 of the following year.
- **Insurance:** You must provide a certificate of insurance with your application.
- **Fees:** Sidewalk café license fees are \$100 for the application plus \$2 per square foot of seating area for the first year. In the second and subsequent years, the fee is \$4 per square foot of dining area per year.
- **Footprint:** The footprint of your al fresco dining area will be determined by how wide the sidewalk is in front of your establishment. An unimpeded, 60-inch path for pedestrian traffic must remain after your café furniture is installed.
- **Heating Elements:** Heating devices are permitted but must be approved by the Borough and installed in accordance with the NJ Uniform Construction Code and/or the Uniform Fire Code.
- **Furniture:** Outdoor furniture must be removed from sidewalks when snow is on the ground.

### **Indoor Seating at Food Retailers**

In 2014, RiverCenter successfully advocated for a new ordinance that enables food retailers to install up to 12 seats for their customers in their establishments. This can be any combination of chairs and tables as long as there are no more than 12 seats. There can be no waiter/table service. BYOB is not permitted under this ordinance.

### **BYOB**

In accordance with New Jersey State Law, if you are a full-service restaurant and do not have a retail liquor license, your patrons may "bring their own bottle." You may not advertise that you are a BYOB establishment; neither can you charge a cover charge or corkage. Patrons may bring beer or wine but no hard-alcoholic beverages. No minors may partake of any alcoholic beverages.

## PART II. DOING BUSINESS IN RED BANK

### When Should I Be Open?

Red Bank is a dining, arts and entertainment destination and known for its nightlife. Friday night, Saturday and Sunday see the most foot traffic. Red Bank also boasts a large daytime population with a significant white-collar workforce that spends an average of \$41.2 million in town each year. People are out and about well beyond normal business hours. There are no “official” hours of operation for retailers in town; however, we suggest that you strongly consider being open at lunchtime and staying open later into the evening – 8 or 9 pm to capture the foot traffic in town. We also advise new businesses to observe the foot traffic generated by nearby restaurants, galleries and theaters and adjust your hours accordingly. Many restaurants in town are closed on Mondays. This provides opportunities for those who remain open. Some eateries opt to serve food after ten and even after midnight, catching the crowds as they exit the theaters around ten pm or before they leave town after a night of clubbing. Whatever hours you decide to keep, try to be consistent and post your hours in the store and online. In summer 2019, RiverCenter launched a pilot “First Fridays” program. On these Friday nights galleries and retailers stay open until 9 pm. If you sign up in advance, your shop’s name will be on the promotional material.

### Parking

In small towns across America, especially in the densely populated Northeast, parking remains an issue that impacts both businesses and their customers. Red Bank is no exception. In our town, the Red Bank Borough Parking Utility has responsibility for enforcement of decisions made

about parking. The Parking Committee of the Borough Council sets the rules and regulations. RiverCenter works to ensure that these authorities hear the voices of our member businesses and we continue to work for parking solutions that make sense for our businesses and their customers. In this section, we provide some basic information about parking in Red Bank.

### Parking for Business Owners/Operators

**Spaces Owned by You/Your Landlord:** Depending on the location of your business, you may have some parking spaces that are reserved for you and/or your employees. Access to these spaces may have been spelled out in the deed to your building if you own your own building or in the lease agreement with your landlord if you rent your space. If you own the

building, you should install signage that tells the public the spots are private, reserved spots and violators will be towed at their expense. If you rent, your landlord should provide signage for those spots unless you have agreed to some other arrangement.

**If an Unauthorized Person Parks in Your Private Space(s):** If you are the property owner, you may contract with an authorized towing company to handle towing of illegally parked cars; you would phone them when there is an infringement. If you are a renter, your means of recourse lies between you and your landlord.



### Permit Spaces Controlled by RiverCenter:

RiverCenter controls 40 parking spaces in the surface parking lot on Globe Court owned by Riverview Medical Center. We lease permits to business owners and/or their employees for \$70 per month. These limited spots are much in demand; however, it is always worth contacting RiverCenter to see what is available and/or to get on the waiting list. Contact Eileen Kennedy at [eileen@redbankrivercenter.org](mailto:eileen@redbankrivercenter.org) or 732-842-4244. Some employers cover the cost of



these spots for their employees while others secure the spots and their employees pay RiverCenter directly. Payments are made by monthly recurring credit card payments..

**Permit Spaces Controlled by the Borough:** The Borough of Red Bank controls the “Permit Only” parking spaces in the municipal lots. Permits may be purchased for \$1000 if paid annually. The fees are higher if paid monthly. Please be aware that these spaces are highly sought-after by businesses, employees, commuters and students and there is usually a waiting list. To get information about these spots, contact Bill Wilk at the Borough Parking Utility (732) 345-8135 or [BWilk@redbanknj.org](mailto:BWilk@redbanknj.org).



### Parking for Your Customers

Parking in Red Bank is regulated by the Red Bank Parking Utility. Tickets can be issued for expired meters and other parking infractions. Here is some general information about parking in town.

**Municipal Parking Lots:** There are several municipal parking lots in town, the largest being the White Street lot, the English Plaza lot, and the East Side lot. Red Bank uses a Pay Station based system in most of these lots; old-style meters are still used in a small number of lots. When parking in a Pay Station location, patrons park in a numbered space, remember the number and enter it at the nearest pay station, paying by cash, credit card, or Red Bank smartcard. If they pay by credit card, they can replenish their parking via text message sent to the user’s cell phone. Patrons can avoid Pay Station lines by utilizing the mPay Parking App described below.

**On Street Parking:** Your patrons can also park along most streets in the downtown district. Some of these are governed by the pay station system and some use old-style meters. The meters accept coins or refillable parking smartcards, which can be purchased at the RiverCenter office at 140 Broad

Street or the Borough Parking Utility office at 75 Chestnut Street and other select businesses in town during business hours. These cards come preloaded with \$10 worth of parking. They can be replenished at any parking pay station. Learn more at <http://redbanknj.org/187/Parking>. Patrons can also pay for parking at metered spaces via the mPay Parking App described below.

**mPay2Park Parking App:** The Borough of Red Bank participates in mPay2Park, a mobile app that allows customers to pay for parking at any numbered spot. You can also purchase additional time from any location. No more waiting in line at pay stations! You can download the app from [www.mPay2Park.com](http://www.mPay2Park.com) or from your mobile app store. Once you are signed up, you can use the system in any participating municipality.

**Use of Permit Only Spots:** Parking spaces marked “Permit Only” can be used by non-permit holders after 2 pm on weekdays and at all times on Saturday and Sunday by using the pay stations or meters during hours when parking fees apply.

**Handicapped Parking Spaces:** There are several spaces marked for handicapped access throughout town. It is, however, an unwritten rule in Red Bank that if a handicapped person with an official hang tag or plate parks in any on-street spot they can park for free.

**Free Parking:** Compared to many municipalities, Red Bank is generous with the amount of free parking provided, i.e. times when visitors are not required to pay for parking. Parking is free before 9 am and after 6 pm Monday through Saturday and all day Sunday. There is also a free parking period during the holiday shopping season, usually beginning about 14 days before Christmas -- exact dates are usually announced in early December. RiverCenter also works each year to secure free parking during other retail events such as the Sidewalk Sales and Small Business Saturday. These are announced when dates are known. Finally, parking is free in the NJ Transit Train Station lots after 11 am Monday – Friday and all day Saturday and Sunday.

**Overnight Parking:** There is no overnight parking permitted in the municipal lots or on the streets of the Special Improvement District.

**If a Pay Station Does Not Work:** There have been times when the computerized pay stations do not work and frustrated customers may come into your establishment asking what to do. They may not even be your customers but are coming in because you are the business nearest to the defective Pay Station. They should call (732) 345-8135 and be prepared to tell them which spot number they are in and where the pay station is. This seems to happen when the weather is very cold. Customers should also call this number for malfunctioning meters.

### **Valet Parking Service**

RiverCenter works with *Carcierge* to provide valet parking service for shoppers and diners in town. Beginning at 5 pm, 7 days per week, patrons can drop off their cars on Broad Street near Mechanic Street for \$7. They can come back to the same spot to retrieve their cars. Some restaurants in town have elected to reimburse their patrons for the cost of the valet.

### **Parking at Red Bank Train Station**

The parking lots at Red Bank Train Station are owned by New Jersey Transit and operated for them by Park America. All parking at the station is by permit only until 11 am on weekdays. After 11 am on weekdays and all day on the weekends, parking is free and can be used by anyone, whether or not they are using the train. There is also one daily lot that charges \$3 per day for people who need to park before 11 am on weekdays. This lot can fill up quickly, i.e. before 7 am. There is no all-day parking on the local streets that surround the train station. If you don't have a parking permit and need to take a train before 11 am, a good alternative is to take a cab or use Uber to the train station (see *Public Transportation* below for contact information). Finally, there is no legal overnight parking at the Red Bank Train Station. Middletown Station (1 stop north) & Little Silver Station (1 stop south) make some provision for overnight parking. Station information may be obtained at <http://www.njtransit.com>. For more information, how to get a permit and length of waiting list, phone Park America at 800-523-1026 or visit <http://www.parkamerica.net/customers/nj-transit-parking/red-bank/>.

## **Public Transportation**

Using public transportation might be a viable option for some employees or customers. Red Bank is accessible by train, bus, and boat and we provide general information here.

**Train:** Red Bank is easily accessible by train and is a major stop on New Jersey Transit's North Jersey Coast Line, which runs between Bay Head Junction and Penn Station in New York City. The train station is located downtown and is especially convenient to the Count Basie Center for the Arts and Two River Theater. RiverCenter encourages visitors to take the train to major events such as our festivals. Trains run nearly every 15 minutes during rush hour and hourly at non-rush hour and weekends. Detailed



information about schedules and fares can be found at [www.NJTransit.com](http://www.NJTransit.com).

**Local Bus Routes:** There is NJ Transit bus service between Red Bank and a number of Monmouth County towns as listed below. For details about schedules and fares, visit [www.NJTransit.com](http://www.NJTransit.com).

- 831** – Red Bank, Monmouth Mall, Long Branch
- 832** – Red Bank, Monmouth Mall, Asbury Park
- 833** – Red Bank, Freehold Center, Freehold Raceway Mall
- 834** – Red Bank, Highlands
- 835** – Red Bank, Sea Bright
- 838** – Red Bank, Brookdale CC

**NYC Bus Routes:** Academy Bus runs between downtown Red Bank and Wall Street. Get information at [AcademyBus.com](http://AcademyBus.com) or call 800-442-7272 or 201-420-7000.

**Boat:** Red Bank is somewhat accessible by ferry from New York City. Ferries come into nearby towns of Highlands, Atlantic Highlands, or Belford. Note that these are scheduled for commuters and don't run very often outside of rush hour. You will need to find alternate transportation from the ferry landings into Red Bank. Red Bank is about 5 miles from each of the ports.

**Seastreak Ferry** (NYC to Highlands, Atlantic Highlands) [www.seastreak.com](http://www.seastreak.com);  
1-800-262-8743

**New York Waterways** (NYC to Belford)  
[www.nywaterway.com/BelfordFerry.aspx](http://www.nywaterway.com/BelfordFerry.aspx);  
(732) 787-4979

### **Scooter Dudes**

If your customers don't find parking close to your business or if they need to make another stop, they can catch a ride on one of the Scooter Dudes 3-wheeled, 6-seater golf carts. This service runs on Thursdays from 6:30 to 10:00 pm, Fridays and Saturdays from 6:30 pm to midnight, and Sundays from 1:00 to 5:00 pm. The cost is \$5 for two rides and free on Sundays. Patrons text 732-784-3011 and will be picked up in 10 to 15 minutes. For routes and more info, visit [www.scootdudes.com](http://www.scootdudes.com).

### **Cab Companies:**

Red Bank Taxi: 732-732-6952  
Yellow Cab Co: 732-747-0747  
Uber.com  
Lyft.com

## **Red Bank Events**

Red Bank is known far and wide for its many fairs, festivals, and promotions. Depending on when and where they are held, these events can be beneficial to your business, bringing extra foot traffic and introducing people from other regions to your services and wares. Events produced by Red Bank RiverCenter must promote businesses in the Special Improvement District and are funded by the assessment paid by the commercial property owners and/or participation and sponsorship fees paid by the businesses. There are also many events produced by other organizations that are open to businesses inside and outside of the SID. Detailed descriptions of Red Bank's major events begin on

page 17. There is also a 1-page, year at a glance chart on page 32

**Creating Your Own Events:** From time to time business owners approach RiverCenter about creating their own events. The general rule of thumb is that businesses can hold a wide variety of events inside their own facilities without any type of outside permission. If a business wants to hold an event outside its front door, i.e. on the sidewalk, in its parking lot, or other public space, other rules, regulations, and fees will apply. The exception is the annual sidewalk sale when retail businesses are encouraged to display their wares on the sidewalks. Please be aware that to hold an event outside, you must get approval from the Red Bank Special Events Committee. This committee meets on the first Monday of every month at 10:00 am in the courtroom on the ground floor of 90 Monmouth Street. To be put on the meeting agenda, you must contact Pat Daniels at [pdaniels@redbanknj.org](mailto:pdaniels@redbanknj.org) or 732-530-2748. If you intend to serve food or drinks of any type, additional approvals and permits will be required and fees will apply. Please contact Jim Scavone at RiverCenter for information about this before going to the Special Events Committee.

## **Downtown Maintenance and Repair**

There are many pieces and players that make downtown Red Bank run smoothly and keep it safe, tidy and welcoming for visitors and residents. Because the players are so many, we have distilled information about who is responsible for what into a chart called *Whose Job Is It?* found in the Tools You Can use section on page 30.

## **Red Bank Green Business Recognition Program**

Red Bank constantly strives to reduce our impact on the environment—something that is really important given that our location on the beautiful Navesink River is one of the things that draws people to our town. The Red Bank Green Team, the action-focused arm of the Red Bank Environmental Commission runs a Green Business Recognition program to encourage our businesses to adopt more sustainable practices and to recognize those who are making the effort. To join the program, you need to identify 5 green actions that your business already has taken

or will implement and sign up for the New Jersey Sustainable Business Registry at <http://registry.njsbdc.com/join-here>. To learn more about this program, email the Red Bank Environmental Commission at [rbec@redbanknj.org](mailto:rbec@redbanknj.org).

## Working with Local Government

Red Bank is governed by a Mayor and Borough Council. The Mayor and Council Members are very accessible and will listen to your needs and concerns. We recommend, however, that if you have an issue or concern impacting your business, chances are that other businesses are being impacted, too, and RiverCenter might already be working on it. If we're not, maybe you can help us get others on board. To make change happen you can speak at a council meeting or write letters to the Mayor and Council. Sometimes you may just want to say thank you. In any event, here is some information that will help you work with your local government.

**Borough Council Committees:** The Borough Council is organized into the following committees which do the work of governing Red Bank:

- **Finance, Personnel:** Michael Ballard (Chair), Hazim Yassin, Edward Zipprich

- **Public Safety, Police, Fire:** Kate Triggiano, (Commissioner), Kathleen Horgan, Michael Ballard
- **Public Utilities:** (street lighting, garbage, water/sewer): Edward Zipprich (Chair), Erik Yngstrom, Kate Triggiano
- **Code Enforcement, Environmental Control, Health, Welfare & Building Codes:** Hazim Yassin (Chair), Erik Yngstrom, Michael Ballard
- **Parks And Recreation:** Erik Yngstrom (Chair), Kathleen Horgan, Kate Triggiano
- **Education And Technology:** Kathleen Horgan (Chair), Edward Zipprich, Hazim Yassin
- **Parking:** Erik Yngstrom (Chair), Edward Zipprich, Kathleen Horgan

**Borough Council Meetings:** Meetings are held on the second and fourth Wednesday of the month at 6:30 pm unless otherwise noted. Workshop meetings are for open discussion of upcoming issues and are held on the first Wednesday of the month. Meetings are open to the public and are held at Borough Hall at 90 Monmouth Street, Red Bank, NJ 07701, in the courtroom on the first floor. Note that during the summer months, meeting schedules are subject to change.

## Mayor and Borough Council Contact Info

Council Member	Term Expires	Phone	Email
Mayor Pasquale Menna	12/31/18	(w)732-383-8445 (c) 732-403-4024	<a href="mailto:pmenna@redbanknj.org">pmenna@redbanknj.org</a>
Council President Erik Yngstrom	12/31/19		<a href="mailto:eyngstrom@redbanknj.org">eyngstrom@redbanknj.org</a>
Councilman Edward Zipprich	12/31/20	732-859-3424	<a href="mailto:ezipprich@redbanknj.org">ezipprich@redbanknj.org</a>
Councilwoman Kathleen Horgan	12/31/19	732-939-7940	<a href="mailto:khorgan@redbanknj.org">khorgan@redbanknj.org</a>
Councilman Michael Ballard	12/31/20	732-829-3962	<a href="mailto:mballard@redbanknj.org">mballard@redbanknj.org</a>
Councilwoman Kate Triggiano	12/31/21		<a href="mailto:ktriggiano@redbanknj.org">ktriggiano@redbanknj.org</a>
Councilman Hazim Yassin	12/31/21		<a href="mailto:hyassin@redbanknj.org">hyassin@redbanknj.org</a>



## PART III. BENEFITS OF WORKING WITH RIVERCENTER

Once you open your business in the Red Bank Special Improvement District, you are automatically part of Red Bank RiverCenter, the 501(c)(3) non-profit founded to manage the SID. This brings you many benefits and ways to participate. Some are very obvious like the festivals and promotions in which our businesses participate each year. But even more goes on behind the scenes. Whatever we do, you can be sure it is designed to create an environment in which you and your business can flourish. Red Bank RiverCenter



1. Recruits new businesses
2. Funds and implements capital improvement projects
3. Reviews and approves applications for signage, façade changes, and renovations
4. Mounts special events and promotions
5. Administers the Red Bank gift card program
6. Improves Red Bank's quality of life
7. Markets Red Bank and its businesses
8. Offers hospitality and outreach
9. Raises funds for important Red Bank charities

### RiverCenter Recruits New Businesses

An important component of RiverCenter's work is business recruitment. Nothing discourages shoppers and diners more than empty, boarded up businesses. Thus, we work hard to target businesses that can succeed in our town and that will complement the businesses already here. Currently we are targeting niches that we would like to grow such as home furnishing and home décor, men's and women's clothing, arts and antiques, entertainment, and recreation. We also work with businesses

already here to identify their most desirable co-tenants.

We have created brochures and commissioned demographic studies designed to attract businesses to Red Bank. We advertise in commercial real estate publications, shopping center guides, and in targeted retail trade publications. Our staff attends trade conferences and follows up on leads and makes cold calls and develops relationships with retailers in other towns.

Once a business has decided on Red Bank as a new location, our staff works with them to smooth their path through face-to-face consultations, connecting them with local realtors and landlords, and helping them work as efficiently as possible with the various municipal and county agencies that oversee their move into Red Bank.

If you know of any business that you think would be a good fit for Red Bank's SID, contact Jim Scavone at [james@redbankrivercenter.com](mailto:james@redbankrivercenter.com) or 732-842-4244 to discuss the best way to introduce them to Red Bank.

## RiverCenter Funds and Implements Capital Improvement Projects

RiverCenter's board and business members understand the value of attractive and well-designed streetscapes, pocket parks, lighting and public seating. We systematically identify areas for improvement, raise the funds through grants, fundraising efforts and/or financing, and manage the implementation of the improvements. These range from major streetscape improvements to small, "pocket" parks.

During the 90s and 2000s, RiverCenter implemented major streetscape improvements on Broad Street and Monmouth Street. In 2019 we broke ground on a similar project to re-invent English Plaza and portions of White Street and the White Street parking lot. These projects brought in the brick sidewalks, benches, and Victorian style lighting, all designed to complement the historic architecture of many Red Bank's buildings.

Other projects include two smaller, pocket parks. The new landscaping and seating in front of Borough hall provides a resting place for visitors doing business at Borough Hall during the day and an area where visitors can relax and enjoy the outdoors while waiting for a show to open at the Basie across the street in the evening. In a second project on Broad Street across from Peter's place, we worked with a property owner to make improvements to the perimeter of a parking lot, removing an unsightly billboard and anchor fence, replacing it with public seating and new landscaping. The visual improvement and amenities benefit businesses in the area and make nearby properties more attractive to potential tenants and/or buyers.

Projects are considered based on input from the business community and selected based on the level of improvement that will be made to public safety, enjoyment of our downtown, cost, and the potential for increasing the attractiveness of adjacent properties to potential owners and tenants. These projects are developed and implemented under the guidance of the RiverCenter Visual Improvement Committee (VIC), which counts among its members Red Bank architects, planners, designers, developers and other business owners.



## RiverCenter Reviews Projects and Proposals

RiverCenter's Visual Improvement Committee (VIC) reviews new project proposals forwarded from the Red Bank Office of Planning and Zoning. These can include applications for new construction, façade renovations, signs, and awnings.

VIC reviews proposals to ensure that the proposed projects conform to the design guidelines for the Special Improvement District, the Historic District, and/or the Design Overlay District. VIC works hard to achieve the right balance between preserving the historic character of the downtown and providing businesses enough flexibility to open or expand in a cost-effective and timely manner. When VIC receives a proposal from the Red Bank Planning Department, it will either approve as is; approve with recommendations for specific changes; disapprove and request a revised proposal with specific changes; or disapprove. RiverCenter's input is perceived as exactly that: input. RiverCenter does



not have the power to stop or expedite a project; it can, however, often influence outcomes.

VIC is also happy to sit down with prospective applicants to review concepts and plans BEFORE they are submitted to the Office of Planning and Zoning, so that applicants can get an idea of how a particular proposal is likely to be received. VIC is only asked for input after a project has been accepted for review by the Planning & Zoning office. If it does not receive the go ahead at the outset, RiverCenter will not be aware that it was submitted.

VIC meets on the second and fourth Tuesday of each month at 5:30 PM. To be included on the agenda, contact Jim Scavone at [james@redbankrivercenter.org](mailto:james@redbankrivercenter.org) or 732-842-4244 by close of business on the Friday before the meeting.

### **RiverCenter Mounts Special Events and Promotions**

RiverCenter has developed a portfolio of special events and promotions designed to bring people to town. Some of these are totally funded by RiverCenter. Others operate on a cost-sharing basis with businesses paying a participation fee. Fees collected are primarily used to fund advertising and marketing of the events. There is no requirement to participate. Businesses outside the SID boundaries are not eligible to participate. The events and promotions described here represent a typical year; however, RiverCenter regularly solicits feedback from businesses, customers, and visitors, and works to keep these events relevant and effective. If changes occur, we will update this guide.

All announcements, signups, and updates for these events and promotions are made via email and it is imperative that we have the correct email address for the person who will make decisions about your business' participation in events and ensure that payments and paperwork are submitted on time.

There are also many events in town not managed by RiverCenter. Some are run by the Borough and others are by outside entities. Details about these begin on page 22. There is a 1-page, month-by-month list of all Red Bank events on page 32.

### **Red Bank Restaurant Week**



**When:** Varies from year to year

**Who can participate:** Restaurants in Red Bank's SID

**Participation Fee:** None

**Signup Timeframe:** Varies but usually 1 month prior

**Street Closures:** None

**Description:** Designed to bring new faces to Red Bank's restaurants during slow periods. Restaurants offer a prix fix menu and RiverCenter posts the menus on our website and promotes the event.

### **Red Bank Wedding Walk**



**When:** A Sunday in late March

**Who can participate:** Businesses in the SID that provide goods and services used on the wedding day and related events such as bachelor and bachelorette parties, rehearsal dinners and honeymoons. These include bridal salons, lingerie and wedding clothing stores, wedding venues such as hotels and restaurants, jewelers, photographers, caterers, DJs, florists, designers, wedding planners, travel agents, printers, limo and transportation, providers of favors, etc. Vendors outside of this

niche can participate as cash or in-kind sponsors. They will not be on the wedding walk route but will be given a spot in the sponsor room where guests wait for the final reception and prize drawings.

**Participation Fee:** \$325 for participants

**Signup Timeframe:** January & February

**Street Closures:** None

**Description:** The Wedding Walk is a traditional wedding show except that instead of a trade show floor, the venue is the streets of Red Bank. The goal is to sell Red Bank as a wedding destination and to connect our wedding-related businesses with paying customers. Our businesses book business from this event. They also receive contact details for all registrants after the event. To be eligible for the fabulous prizes donated by our businesses, brides, grooms and their entourages visit a required number of businesses within each zone that we designate to ensure that all parts of town get foot traffic. We provide continuous limo and trolley service and wedding walk ambassadors stationed about town to ensure ease of movement. The day begins with check-in and continental breakfast at the Oyster Point Hotel and ends with a champagne reception and prize drawing at the Molly Pitcher Inn. Prizes range from wedding dresses, honeymoons, DJ packages and more for the prospective brides and grooms. There are also fabulous door prizes. Usually about 350 brides register, each bringing at least one other person. RiverCenter advertises the event far and wide.

### International Beer, Wine and Food Festival



**When:** Last Sunday in April, Noon to 6 PM  
**Where:** White Street Parking Lot  
**Who Can Participate:**

Restaurants located in the SID; other businesses in the SID can participate as vendors. If too few SID-based restaurants sign up, we open it first to Red Bank restaurants outside the SID and then to external food providers who can fill menu gaps.

**Participation Fees:** Fees for this event start at \$200 and go up from there depending on the size of space you rent, whether you are cooking on site, and what permits are required by the Borough.

**Signup Timeframe:** February & March

**Street Closures:** White Street from 8:30 am to 7 pm; White Street Parking Lot from 3 am to 7 pm

**Description:** This festival focuses on beer, wine, food, and music. Many Red Bank restaurants participate. There are two stages at opposite ends of the parking lot providing continuous live music from our region's most popular bands playing a range of music in keeping with the international theme. Sponsors are usually large breweries and the Asbury Park Press. To ensure a diverse offering of food, we ask restaurants to submit menus in advance so we can ensure that offerings are not duplicated. Red Bank retailers and service businesses are welcome to participate as a vendor at the event. The event is well-staffed, well-advertised, secure, and usually draws at least 12,000. The \$5 admission cost benefits RiverCenter and two other Red Bank charities selected by the RiverCenter Board. If you've never done a large festival before, talk to Laura Kirkpatrick at 732-842-4244 x104 for guidance.

### Red Bank Food and Wine Walk



**When:** Held on third Sundays in summer and fall from 2 to 5 pm; dates vary from year to year

**Where:** Throughout the Red Bank SID

**Who Can Participate:** Any restaurant or eatery located in the SID

**Participation Fee:** No fee but you must provide free tastings of food and/or wine, beer or other beverages to guests

**Signup and Timeframe:** Signups occur one to two months prior to the first event

**Street Closures:** None

**Description:** This event is scheduled as desired by the restaurant community each year. It is a very popular event and usually all 400 tickets are sold. It's a great way to introduce new people to your signature offerings. Participating restaurants receive contact data for registrants after the event. Guests purchase tickets for \$40 online in advance of the event. RiverCenter handles all ticket sales, advertising, and check-in sites the day of the event. Guests walk around town to the participating

restaurants at their own pace to sample food, wine, beer and other beverages. The funds raised by this event are used on cooperative marketing and advertising for the businesses that participated that year.

### Sidewalk Sale

**When:** Last Friday, Saturday, and Sunday in July



**Where:**

Throughout the SID

**Who Can**

**Participate:** Any Red Bank business in the SID.

**Participation**

**Fee:** None; however, you can rent folding tables and tablecloths for \$20 and \$10

respectively.

**Signup Timeframe:** June to early July

**Street Closures:** None

**Description:** The Red Bank Sidewalk Sale has been a shopper magnet for more than 60 years. It is a great opportunity for our retailers to put out their best bargains inside and outside their stores. All retail businesses in the SID are encouraged to participate. The heaviest foot traffic is on Broad and Monmouth Streets. If your business is located in a less trafficked spot, RiverCenter can set you up in a more heavily trafficked area. Note that all vendors must return their goods and equipment to their shops each night as overnight security is not provided. RiverCenter aggressively promotes this event and works hard to add to the festive atmosphere by hiring live musicians, and other street performers who will help attract a crowd.

### Red Bank Guinness Oyster Festival



**When:** Last Sunday in September, Noon to 6 PM

**Where:** White Street Parking Lot

**Who Can Participate:** Businesses in the SID; If too few SID-based restaurants sign up, we open it first to Red Bank restaurants outside the SID and then to external food providers who can fill menu gaps.

**Participation Fees:** Fees for this event start at \$200 and go up from there depending on the size of space you rent, whether you are cooking on site, and what permits are required by the Borough.

**Signup Timeframe:** July/August

**Street Closures:** White Street from 8:30 am to 7 pm; White Street Parking Lot from 3 am to 7 pm

**Description:** This festival focuses on popular beers from Guinness, wines from various sources, oysters, seafood, and other delicacies from Red Bank's restaurants and, of course, music from some of the most popular bands in the region playing on two stages at opposite ends of the parking lot. Sponsors are Guinness and the Asbury Park Press. To ensure a diverse offering of food, we ask restaurants to submit menus in advance so we can ensure that offerings are not duplicated. Red Bank retailers and service businesses are welcome to participate as vendors at the event. The event is well-staffed, well-advertised, secure, and usually draws at least 15,000. The \$5 admission cost benefits RiverCenter and two other Red Bank charities selected by the RiverCenter Board. If you've never done a large festival before, talk to Laura Kirkpatrick at 732-842-4244 for guidance.

### Holiday Express Concert and Town Lighting





**When:** Friday following Thanksgiving, 7 – 9 PM

**Where:** Broad Street at Canal Street

**Who Can Participate:** N/A

**Participation Fee:** None

**Signup Timeframe:** None

**Street Closures:** Broad St. from Monmouth St. to Peter's Pl., 5:30 – 9 pm

**Description:** Each year on Black Friday, Red Bank kicks off the holiday shopping season with a holiday extravaganza on Broad Street. If desired, kids and their families can first spend time with Santa at Little Silver Train station beginning around 5:30 pm before getting on the train, which departs for Red Bank at approximately 6:45. NJ Transit tickets are donated by the Sourlis family, owners of the Galleria in Red Bank. The train arrives in Red Bank and passengers detrain and make their way to Broad Street, led by Santa, where a stage is set up for a great concert by Tim McLoone's *Holiday Express*. The concert includes Mr. Grinch, Frosty the Snowman, and other favorite characters and great music. There is a countdown to light the town lights and Santa arrives at the end. The 30-foot tall tree is lit at Riverside Gardens Park. Expect a large crowd in town for dinner, snacks and hot drinks. Most will have young children. Many will return to Little Silver on the train where their cars are parked while others will have arranged to be picked up in town.

### **Small Business Saturday**

**When:** Saturday after Thanksgiving Day

**Where:** Throughout the SID

**Who Can Participate:** All SID businesses

**Participation Fee:** None

**Signup Timeframe:** N/A

**Street Closures:** N/A

**Description:** Red Bank RiverCenter participates with American Express to take full advantage of opportunities to promote Red Bank on this day devoted to encouraging people to "Shop Small" in Red Bank. During the week before Thanksgiving, any small business in the SID can stop by the RiverCenter office to pick up free Small Business Saturday promotional materials. You can find out more about Small Business Saturday at <https://www.americanexpress.com/us/small-business/shop-small/rally>.

### **Other Holiday Promotions and Activities**

Throughout the holiday shopping season, RiverCenter works to bring shoppers to town with special promotions, advertising, and events. With

our exceptional decorations and historic architecture as a backdrop, we turn Red Bank into the quintessential holiday village:

- **Amazing Decorations:** Red Bank's holiday decorations are the envy of towns region wide. RiverCenter works to keep them glittering, fresh and functioning and then stores them during the off season.
- **Holiday Harmonies:** Strolling carolers and musicians perform on Saturdays and a few other designated days.
- **Free Horse and Wagon Rides:** For kids and adults through town on Saturdays with 2 pick-up/drop-off points on Broad Street and Bridge Avenue.
- **Pictures with Santa:** Traditional photos on Santa's knee on designated weekends in the lobby of the Galleria.
- **Holiday Hunt:** Businesses elect to decorate their window according to a designated theme (usually the 12 Days of Christmas). Shoppers from all over NJ and NYC search the windows and identify the targeted items and mark off their scorecard that can be entered to win prizes donated by RiverCenter and Red Bank businesses.
- **Menorah Lighting:** This is held at sunset at Riverside Gardens Park. It includes traditional music and food donated by local restaurants.
- **Free Parking:** The town offers free parking on Small Business Saturday and every day beginning about ten days before Christmas. This varies each year but the dates are usually known before Thanksgiving and will be shared with our members and mailing list. Your customers will be asking for the dates.



RiverCenter publishes a schedule of these holiday shopping season events and promotions on its website, in the press, online, and in an attractive flyer that can be distributed in your shop.

Other Events: RiverCenter will also mount other promotional events to meet specific needs and/or to test a new concept, such as Winter on Broad held in 2018. This will be announced on our web site at <https://www.redbank.org/events/>

### **Other Red Bank Events and Activities** *(Not Produced by RiverCenter)*

In addition to the many RiverCenter events and promotions listed above, there are many other events and activities in Red Bank run by a variety of Borough departments, organizations and outside promoters. RiverCenter promotes them on our website and social media channels. Here is information about those that occur annually to help you plan to participate, and prepare for additional foot traffic, advertising, street closures, and questions from your customers. See also the Red Bank Year at a Glance on page 32.

**IndieStreet Film Festival:** 2016 marked the inaugural year of this annual multi-day, independent film festival. While not a RiverCenter event, our staff works closely with the festival producers to engage the local business community to provide venues, food, accommodation and other goods and services. Red Bank restaurateurs and merchants have opportunities to offer specials and promotions to festival pass holders that can run well beyond the festival week. The festival is held in July and specific dates will be posted on the RiverCenter website when announced. It brings IndieStreet staff, more than 100 filmmakers and their families, nearly 100 volunteers and thousands of film lovers into Red Bank.

**Street Closures:** None

**Contact:** Jim Scavone, 732-842-4244,  
[james@redbankrivercenter.org](mailto:james@redbankrivercenter.org)

**Street Fairs:** Each spring and fall there is a street fair in Red Bank. These are produced by an outside organization called StreetFairs.org, which runs similar fairs throughout New Jersey. These fairs present crafters, artists, artisans, service providers, and food. They are usually held on the second Sunday in April and September. When we know the

dates, we post them on the RiverCenter website calendar. Red Bank businesses are welcome to rent booth space by contacting [Streetfairs.org](http://www.streetfairs.org) directly.

**Street closures:** Broad Street from Peters Place to Front Street; Monmouth Street from Broad Street to just east of Maple Avenue

**Contact:** 908-654-1400; [info@streetfairs.org](mailto:info@streetfairs.org);  
<http://www.streetfairs.org>

### **Jazz in the Park:**



Free Jazz concerts are held in Riverside Gardens Park on Thursday nights in July and August from 7:30 to 9 pm. Presented by Red Bank Department of Parks and

Recreation, these free concerts bring large numbers of people into town on a weeknight.

**Street Closures:** None

**Contact:** Red Bank Parks & Rec, 732-530-2782

**Movies in the Park:** Free movies are shown in Riverside Gardens Park on Tuesday nights in July and August. Presented by Red Bank Department of Parks and Recreation, these free movies are a favorite with families and bring large numbers of people into town on a weeknight.

**Street Closures:** None

**Contact:** Red Bank Parks & Rec, 732-530-2782

### **Red Bank Farmers' Market:**



The Red Bank Farmers Market offers fresh, locally-grown produce from New Jersey's finest farmers and also showcases unique crafts and other vendors.



Held in the parking lot of the Galleria on Bridge Avenue in the heart of Red Bank's Arts & Antique District, the event brings people into town from far and wide. It is held every Sunday from 9 am to 2 pm from the Sunday after Mothers' Day through mid-November (the final date varies based on weather, the harvest, and attendance). The Red Bank Farmer's market welcomes Red Bank businesses who want to rent booth space. It is sponsored/managed by Sourlis International.

**Street Closures:** None

**Contact:** 732-530-7300 or

[info@thegalleriaredbank.com](mailto:info@thegalleriaredbank.com)

**Red Bank Firefighters Classic Car Show:** A fund raiser for Red Bank's Liberty Hose & Fire Company and a scholarship fund in memory of a former chief, this annual show is held in July in the White Street parking lot. Cars from all eras are exhibited. The day also includes food, music and prizes. It generally runs from 10 am to 3 pm.

**Street Closures:** White Street from about 8:30 am to 4 pm. **Contact:** (732) 240-6183

### RiverCenter Administers the Red Bank Gift Card Program



Red Bank Gift Cards are extremely popular with people both inside

of town. Parents give them to their kids so they can use them at local eateries after school. Corporations give them to employees as holiday gifts, parents give them to teachers as an end-of-term thank you. Everyone gives them as anniversary and birthday gifts. The Red Bank Gift Card can be purchased in our office during business hours or on our website. Each person who purchases a card gets an attractive envelope for the card and a list of participating businesses as well as the URL for the more up-to-date list on the RiverCenter website.

Typically, we sell over \$20,000 in gift cards each year and shoppers redeem them for \$15,000 in dining, goods, and services. To participate in this program, contact Jim Scavone at 732-842-4244 or [james@redbankrivercenter.org](mailto:james@redbankrivercenter.org). Your business'

name will be added to the list of participating vendors.

### **IMPORTANT: If your business participates in the gift card program and you change your credit card service provider, NOTIFY RIVERCENTER IMMEDIATELY.**

The gift cards work through your credit card service provider and if you make a change without notifying us, gift cards presented in your store will be declined. This leads to angry customers. If you are going to change credit card providers, let us know so we can come to your store and connect the gift card program to your new credit card service provider. It takes less than 1 minute.

Also, your cashiers should know that these cards should be processed as debit cards, not as gift cards.

### RiverCenter Improves Red Bank's Quality of Life

RiverCenter works hard to improve the quality of life for our businesses and their customers. These include programs and services designed to keep our streets clean and our atmosphere welcoming.

#### Horticulture

**Program:** Red Bank is known for its masses of flowering plants that beautify our downtown from May to October. You'll see lovely blooms in planters on the ground and in pole-mounted baskets throughout town.



The Horticulture program is a collaboration between RiverCenter, the Borough of Red Bank, and the Navesink Garden Club. Each spring, businesses in the Special Improvement District can sign up for as many pots as you want in front of your store. You can select blooms for sun or shade and a variety of designs such as "Bright & Bold" or "Pastels" or "Monochromatic" to name a few. New participants pay \$265 per planter (to cover the cost of purchasing new pots) and returning participants pay \$215 per planter. The fees cover the cost of pots, plants, soil, fertilizer, planting and delivery, and the labor for watering & maintaining

the plants as needed from June through October. RiverCenter coordinates the purchase, planting, delivery, watering and maintenance and, when the season is over, removal and storage of pots over the winter. If, for some reason, your plants die, they will be replaced at no extra cost to you. If you don't get a notice from us by mid-May, please contact Eileen Kennedy at 732-842-4244 X 105 or [Eileen@RedBankRiverCenter.org](mailto:Eileen@RedBankRiverCenter.org) to sign up for this program. Payment is expected at the time of your order. Planting is usually done right after Memorial Day weekend.

**StreetLife:** On Saturday nights from June through August, Red Bank's streets come alive with talented musicians, street performers, and a limited number of visual artists to entertain your customers and draw more people into town. RiverCenter auditions, hires, and pays these musicians with its own funds and with grants from organizations including MonmouthArts and the Ocean First Foundation. Performers are positioned in areas where they will not impede traffic and/or where electrical power is available for amplification when need.



**Valet Parking:** As in any thriving downtown, parking is at a premium in the town center and the popular valet parking on Broad Street succeeds in providing some much needed relief. Provided by *Carcierge*, the service is self-funded by the \$7 fee charged to customers. All customers and visitors are permitted to use the valet parking. It operates 7 evenings per week beginning at 5 pm. The location of the valet is determined by the police department to ensure public safety and the least impact on traffic flow. If you have any questions about the program, contact Jim Scavone at [james@redbankrivercenter.org](mailto:james@redbankrivercenter.org) or 732-842-4244.

**Benches:** If you would like an attractive park bench in front of your business, you can order benches

through Red Bank RiverCenter. The cost is \$1,500 per bench and includes ordering, delivery, installation and a commemorative plaque (if desired). RiverCenter assumes the cost of future maintenance.

**Sidewalk Ambassadors:** While the Borough Department of Public Works is responsible for trash removal and street cleaning, in a busy town like Red Bank, keeping up with sidewalk and curbside litter is a daunting task. Nothing turns off visitors like public areas strewn with litter. To help keep our streets clean and beautiful, RiverCenter pays a part-time sidewalk ambassador to keep on top of the litter that overflows onto our sidewalks and streets. He also handle seasonal weed-wacking and leaf removal as needed and maintain landscaping implemented by RiverCenter.



**Green Litter Receptacles:** RiverCenter has partnered with the Borough to bring solar-powered, trash compacting litter receptacles to those parts of town where litter baskets are typically overflowing. These "Big Belly" machines can handle recycling, will compact litter, and let the Department of Public Utilities know when they are full. There are opportunities for sponsorship of these units. Contact Jim Scavone at 732-842-4244 or [jim@redbankrivercenter.org](mailto:jim@redbankrivercenter.org) to get details.

### RiverCenter Markets Red Bank and Its Businesses

As a business in Red Bank's Special Improvement District, you are automatically a member of RiverCenter, and can take advantage of the many programs and services provided. RiverCenter spends considerable time, energy and money marketing Red Bank as a dining, entertainment, arts and shopping destination throughout the tri-state area and beyond. We also market Red Bank's business district on our website, social media channels, E-newsletter, and through brochure distribution, and general advertising. Here are some specifics:

- **Red Bank Brochure Distribution:** Each year, RiverCenter publishes a glossy brochure that markets Red Bank to potential visitors in the tri-

state area. We use the services of a direct-marketing firm to distribute approximately 80,000 brochures per year in designated rest stops on throughways in New Jersey, New York, and Philadelphia, as well as in hotels and other tourist information centers. In addition, we participate in electronic display board advertising located at some of these same areas.

- **Red Bank Map:** in 2019 RiverCenter introduced a new promotional map of the SID. This attractively-designed brochures provides visitors a comprehensive overview of our downtown. Businesses had the option to purchase a listing for \$100 or a display ad for \$700, which also included a pin on the map. Restaurants who helped raise marketing dollars by participating in the Red Bank Food & Wine Walk received a \$400 subsidy with those dollars. 50,000 maps were printed and distributed to hotels, theaters, and the businesses in town. They are also available at the Visitors' Center, Farmers Market, and at other special events. If you are new to town or missed the first printing, the next edition is anticipated to be planned in first quarter 2020.
- **Email Blasts:** RiverCenter writes and distributes targeted communications to our list of more than 8,000 subscribers, listing special events and promotions happening in town. We send these on an "as-needed" basis to avoid oversaturating our audience. In addition, we send out regular announcements especially for our businesses (Three Things) with information important to promotional opportunities and other issues that could impact their business here in town.
- **Website:** RiverCenter's web site, [redbank.org](http://redbank.org), connects the public with our businesses in all sectors. Visitors can search the online database for restaurants, retail establishments, arts, entertainment and service businesses by name or by category. All businesses in the special improvement district are eligible to be listed here. The listing includes your business name, photo, location (including map), contact info, brief description, and a link to your website or Facebook page. If you are not listed, contact [Eileen@redbankrivercenter.org](mailto:Eileen@redbankrivercenter.org) to get your business put on the site or complete and return

the Website Enrollment Form at the end of this handbook.

- **Social Media:** RiverCenter staff keeps Red Bank and its businesses in the minds of shoppers and diners through general and targeted Facebook, Instagram and other social media campaigns. They promote RiverCenter events and promotions, grand openings, special promotions, sales and news of note. If your business is covered in the press, we share the link with our followers. Help us share your good news by keeping us in the loop. Send info to Laura Kirkpatrick at [laura@redbankrivercenter.org](mailto:laura@redbankrivercenter.org).
- **Advertising:** RiverCenter works with an outside marketing/advertising firm to create compelling advertising campaigns to attract tourists and shoppers to Red Bank. Media channels include print, online, and radio statewide as well as in New York and Philadelphia based on available funding. When additional funds are available, such as when we receive a grant from the New Jersey Department of Travel and Tourism, we have done extensive out-of-state marketing, targeting young urban professionals with the means to spend a weekend or longer in Red Bank. While most of our radio advertising has been focused on special events, in recent years, we have begun to integrate radio into our general advertising plan, too. In addition to this general advertising, we create cooperative advertising opportunities for Red Bank businesses, providing a way for businesses to buy advertising as a group and split the cost. In the past we have done this for our retailers during the holiday season, prior to our annual sidewalk sale, and with our restaurants at selected times of year. We have also provided opportunities for cooperative radio advertising in which RiverCenter will split the cost with participating Red Bank Businesses for seasonal campaigns.

We also work with various radio stations and secure packages that will bring popular DJs to town to broadcast prior to and live from our promotional events such as the Red Bank Wedding Walk and Red Bank Restaurant Week.

## RiverCenter Provides Hospitality and Outreach

Red Bank RiverCenter offers hospitality and outreach to its business members, to the community at large, and to people who visit Red Bank to shop, dine, and enjoy our town's many cultural and educational opportunities.

**Red Bank Visitors' Center:** RiverCenter funds and supports the Red Bank Visitors' Center which welcomes visitors and newcomers to town. Co-located at RiverCenter's office, the Visitors' Center maintains maps, guides, and literature about Red Bank and its businesses. Feel free to drop off your brochures,



cards and menus to be distributed at the Visitors' Center. Visitor Center staffs tables at most major events in town including the weekly Farmers' Market at the Galleria. They also provide phone and in-person coverage to answer questions from the public 7 days per week. The Visitors' Center is run by Margaret Mass, Executive Director. You can reach her at [visitors@RedBankRiverCenter.org](mailto:visitors@RedBankRiverCenter.org) or 732-741-9211 and learn more at [www.visit.redbank.com](http://www.visit.redbank.com).

**Quarterly Breakfast Meetings:** RiverCenter holds quarterly breakfast meetings for businesses in the RiverCenter Special Improvement District. These are held at a variety of local businesses that can accommodate a "standing" crowd of 40 to 50 guests between 8:30 to 10 am. Coffee, tea, juice, rolls, pastries, fruit, etc. are served at no cost to the host. New businesses are introduced and all have the opportunity to network. RiverCenter staff provides information about new and upcoming programs. They also bring in guest speakers to cover topics that will benefit the business community. These can range from financial service providers to experts on social media and other marketing channels. If you'd like to host one of these meetings, contact Jim Scavone at [james@redbankrivercenter.org](mailto:james@redbankrivercenter.org) or 732-842-4244.

**Executive Committee Meetings:** The Executive Committee of the RiverCenter board meets on alternate Tuesdays from 8:30 to 10 am. The Committee invites members of the Red Bank business community to meet its members, learn about RiverCenter's role, to ask questions and air concerns. The Committee also invites elected and appointed officials to these meetings to keep communications open and all parties engaged. Guests usually attend the early part of the meeting, from 8:30 to 9 am and then depart before the Committee commences with its routine business. If you would like to attend an Executive Committee meeting, contact James Scavone at [james@redbankrivercenter.org](mailto:james@redbankrivercenter.org) or 732-842-4244.

## RiverCenter Supports Those in Need

RiverCenter makes significant donations to Red Bank charities that support the most vulnerable members of the community—more than \$100,000 since 2010. These donations come from funds raised at our annual festivals. The Executive Committee of the RiverCenter Board determines the amounts and recipients of donations on an annual basis. In recent years, charities have included:

- **The Parker Family Health Center**
- **Monmouth Day Care**
- **Lunch Break**
- **Riverview Medical Center Cancer Center**
- **Red Bank Public Library**
- **Red Bank Borough Education Foundation**
- **HABcore**
- **Holiday Express**

In addition, RiverCenter donates Red Bank Gift Cards to local charities and organizations throughout the year.

## What RiverCenter Does and Does Not Do

There are many services that make a downtown attractive to customers and keep it running smoothly. Red Bank RiverCenter provides many services and is involved in many issues, but it does not do everything in town. We provide here an overview of what RiverCenter does and does not do. In most cases, our influence is determined by our legal authority and/or available funding. To learn who performs the services that RiverCenter does not, see page 30.

Service or Issue	RiverCenter	
	Does	Does Not
Parking	<ul style="list-style-type: none"> <li>➤ Advocate for parking solutions that support businesses and their customers</li> <li>➤ Manage a limited number of parking permits for business owners and their employees</li> <li>➤ Coordinates the valet service for downtown businesses</li> </ul>	<ul style="list-style-type: none"> <li>➤ Make rules or regulations about parking, parking rates, or where meters or pay stations are placed</li> <li>➤ Manage parking permits for students, shoppers, or any other group</li> <li>➤ Enforce parking rules or regulations</li> </ul>
Signage	<ul style="list-style-type: none"> <li>➤ Maintain Design Guidelines for signage in the SID</li> <li>➤ Review and comment on applications for new signs (Visual Improvement Committee) and sandwich board signs</li> <li>➤ Advocate for more business-friendly sign ordinances</li> </ul>	<ul style="list-style-type: none"> <li>➤ Make final decisions approving or disapproving new signs</li> <li>➤ Make rules or regulations about signs</li> <li>➤ Enforce Red Bank's sign ordinance</li> </ul>
Façade Changes	<ul style="list-style-type: none"> <li>➤ Maintain Design Guidelines for façade details in the SID</li> <li>➤ Review and comment on applications for façade changes (including painting) to ensure projects meet ordinances and visual guidelines for the district</li> <li>➤ Advocate to the Borough for more business-friendly, cost-effective review and approval processes</li> </ul>	<ul style="list-style-type: none"> <li>➤ Make final decisions approving or disapproving proposed façade changes</li> <li>➤ Grant variances</li> <li>➤ Make other decisions on proposed projects</li> </ul>
Festivals & Promotions	<ul style="list-style-type: none"> <li>➤ Present 2 festivals per year –International Festival (spring) and Guinness Oyster Festival (Fall) – that feature Red Bank businesses</li> <li>➤ Present a series of additional promotional events that showcase businesses in the SID and are designed to bring people to Red Bank</li> <li>➤ Sit on the Red Bank Special Events Committee to advocate for events that are in the best interest of Red Bank</li> </ul>	<ul style="list-style-type: none"> <li>➤ Solely approve what events are allowed in Red Bank</li> <li>➤ Manage/control all festivals such as the Street Fairs or RiverFest</li> <li>➤ Control related street closures in town such as the street fairs and RiverFest</li> </ul>



Service or Issue	RiverCenter	
	Does	Does Not
Snow Removal	<ul style="list-style-type: none"> <li>➤ Report to Department of Public Utilities specific locations where it has failed to remove snow including cutting pedestrian pass-throughs at intersections</li> <li>➤ Act as liaison between DPU and the businesses regarding snow removal</li> <li>➤ Maintain a list of snow removal companies for referrals to business/property owners</li> </ul>	<ul style="list-style-type: none"> <li>➤ Pay for, control, or enforce snow removal in Red Bank</li> </ul>
Landscaping Maintenance	<ul style="list-style-type: none"> <li>➤ Manage horticulture program for seasonal flowering plants throughout downtown</li> <li>➤ Improve and implement new landscaping projects to beautify downtown</li> <li>➤ Perform minor maintenance such as weed wacking and leaf removal</li> </ul>	<ul style="list-style-type: none"> <li>➤ Maintain tree wells</li> <li>➤ Trim trees</li> </ul>
Garbage Removal/ Litter Control	<ul style="list-style-type: none"> <li>➤ Advocate for best solutions for downtown businesses</li> <li>➤ Communicate with authorities when trash removal is not handled effectively</li> <li>➤ Funds a part-time sidewalk ambassador to remove litter from sidewalks and curbsides in the district</li> <li>➤ Seek innovative solutions like solar-powered, trash- compacting litter receptacles</li> </ul>	<ul style="list-style-type: none"> <li>➤ Control, fund or execute garbage pickup in the district</li> <li>➤ Empty litter receptacles from sidewalk receptacles</li> </ul>
Sidewalk Maintenance	<ul style="list-style-type: none"> <li>➤ Will occasionally pay for repairs to brick work on the sidewalks when funds are available</li> </ul>	<ul style="list-style-type: none"> <li>➤ Maintain or repair the sidewalk on an ongoing basis</li> </ul>
Leaves	<ul style="list-style-type: none"> <li>➤ Funds a part-time sidewalk ambassador to remove leaves from the sidewalk on a limited basis</li> </ul>	<ul style="list-style-type: none"> <li>➤ Remove leaves from curbside or street</li> <li>➤ Remove leaves from sidewalk on an ongoing basis</li> </ul>

## PART IV. TOOLS YOU CAN USE

In this section, we provide resources that can give you additional information to help smooth your day-to-day business here in Red Bank. If you have ideas for additional resources, send them to Eileen Kennedy at [Eileen@redbankrivercenter.org](mailto:Eileen@redbankrivercenter.org).

This section contains:

### **Whose Job is It?**

A quick reference with information about who is responsible for what here in town and who to call about issues ranging from snow removal, trash removal, illegal parking, noise, sidewalk repair, etc.

### **The Year at a Glance**

A calendar of major events and promotions held in Red Bank with organizers' contact information. Dates here are general as they can vary from year to year. Check the RiverCenter web site for specific dates.

### **Local Press Contacts**

A list of the daily, weekly, and on-line publications that you can use to get the word out about your business. We have included contacts for press releases and ads. Please note that press staff changes frequently and without notice. The information provided was accurate at the time of publication and we'll do our best to keep it up to date.

### **Borough of Red Bank Development and Construction Documents**

A list of the most common forms, applications and other documents you may need to apply for and implement a construction project in Red Bank. It provides the name of the document, what it is used for, and where to get it.

### **Borough of Red Bank Special Improvement District Map**

This map shows the original SID formed in 1991 and the expansion implemented in 2007. Your business must be located inside the district to participate in most RiverCenter special events and promotions.

### **RiverCenter Web Site Enrollment Form**

Complete this form to get your business included in RiverCenter's online database of businesses in the Special Improvement District. It's a good idea to check your listing periodically to see if it needs updating. Use the form to enroll for the first time or to make changes to your listing.

## Whose Job Is It?

Here is basic information about downtown maintenance and repair, including who is responsible for what and who to call when something breaks down or doesn't work. Note, that this information pertains to commercial, not residential, locations. DPU = Red Bank Borough Department of Public Utilities.

Issue	Responsible Party	Contact
Garbage Removal ➤ Restaurants and Bars ➤ All other businesses	Business owners Borough DPU	The company you have hired 732-530-2770 or <a href="http://redbanknj.org/278/Sanitation-Recycling">http://redbanknj.org/278/Sanitation-Recycling</a>
Litter removal from sidewalk receptacles	Company contracted by the Borough of Red Bank; contact DPU for information	732-530-2770
Litter removal from streets & sidewalks	Tenant/property owner; RiverCenter Sidewalk Ambassadors	732-842-4244
Sweeping Streets	Borough DPU	732-530-2770
Sweeping Sidewalks	Tenant/Property Owner	Yourself or your landlord
Leaf Removal – Sidewalks, Tree wells	Tenant/Property Owner	Yourself or your landlord
Snow Removal – Streets	Borough DPU & contractors	732-530-2770
Snow Removal – Municipal Parking Lots	Borough DPU & contractors	732-530-2770
Snow Removal – Private Lots	Tenant/property owner	Company you or your landlord has hired
Snow Removal – Sidewalks	Tenant/property owner	Company you or your landlord has hired
Sidewalk Maintenance/Repair	Tenant/Property Owner with possible assistance from RiverCenter (Brick Pavers only)	732-842-4244
Flower Maintenance - to report dead, damaged or missing plants/planters or to order planter for your store (in April only)	Red Bank RiverCenter	732-842-4244 x 105 Eileen@redbankrivercenter.org
Tree Maintenance - To report broken, dead, or low hanging branches; dead trees	Borough DPU	732-530-2770

Issue	Responsible Party	Contact
Lighting – to report damage to or burned out bulbs on Victorian sidewalk lamps or standard street lights	Borough DPU	732-530-2770
Parking in Municipal lots/streets – to report illegal parking, broken meter or pay station	Borough Parking Utility	732-530-2770
Parking in Private lots - to report Illegal parking	Property owner	Your landlord or towing company hired by you
Benches – to report missing or damaged benches, normal wear and tear or to order new benches	Red Bank RiverCenter	732-842-4244
Water - To report low pressure, discolored water, no water, water main break	Borough DPU	732-530-2770
Electricity - Power outage or downed power lines or other hazardous situation	First Energy (Jersey Central Power & Light)	<a href="https://www.firstenergycorp.com">https://www.firstenergycorp.com</a> or <b>1-888-LIGHTSS</b> <b>(1-888-544-4877)</b>
<b>Natural Gas</b> Suspected Gas Leak  Planned excavation  Carbon Monoxide Leak	New Jersey Natural Gas <b>(evacuate the building before calling)</b>  Call 3 days prior to digging to get free markout of utility lines  Suspected Carbon Monoxide Problem  Other Service issues:	Toll-free, 24-hour Natural Gas Leak Hotline <b>800-GAS-LEAK or (800-427-5325)</b>  Call Before You Dig <b>811 or 800-272-1000</b>  NJ Poison Control Center <b>800-222-1222</b>  <b>800-221-0051</b>
Noise Complaints	Red Bank Police Dept.	732-530-2700

## Red Bank Year at a Glance (Annual Events)

Month	Event/Location	General Dates	Managed By	Contact
FEB	Restaurant Week Throughout SID	10-14 days - Varies from year to year	RiverCenter	Laura Kirkpatrick 732-842-4244 X104
MAR	Red Bank Wedding Walk Throughout SID	Usually last Sunday	RiverCenter	Laura Kirkpatrick 732-842-4244 X104
APR	Red Bank Street Fair Broad & Monmouth Sts.	Second Sunday	StreetFairs.org	908-654-1400 <a href="mailto:info@streetfairs.org">info@streetfairs.org</a>
	International Beer, Wine & Food Festival White Street Parking Lot	Final Sunday	RiverCenter	Laura Kirkpatrick 732-842-4244 X104
MAY	Red Bank Farmers' Market Galleria Parking Lot	Mothers' Day through November	Sourlis International	732-530-7300
	Red Bank Townwide Yard Sale	First Saturday	Friends of Red Bank Public Library	732-842-0690
JUN	StreetLife Sidewalks in SID	Saturday Nights, Jun/Jul/Aug	RiverCenter	Laura Kirkpatrick 732-842-4244 X104
JUL	Jazz in the Park Riverside Gardens Park	Thursday nights in July & August	Red Bank Parks & Recreation	732-530-2782
	Movies in the Park Riverside Gardens Park	Tuesday nights in Jul & Aug	Red Bank Parks & Recreation	732-530-2782
	Red Bank Rocks RiverSide Gardens Park	Selected Friday nights in July and August	Jamian's Food & Drink	
	IndieStreet Film Festival Locations throughout SID	5 days in July (varies year to year)	IndieStreet.org	<a href="mailto:info@indiestreet.com">info@indiestreet.com</a>
AUG	Red Bank Food & Wine Walk Restaurants throughout SID	Varies from year to year.	Red Bank RiverCenter	Laura Kirkpatrick 732-842-4244 X104
SEP	Red Bank Street Fair Broad/Monmouth Sts.	Second Sunday	StreetFairs.org	908-654-1400 <a href="mailto:info@streetfairs.org">info@streetfairs.org</a>
	Red Bank Guinness/Oyster Festival White Street Parking Lot	Last Sunday	RiverCenter	Laura Kirkpatrick 732-842-4244 X104
OCT	Red Bank Style Stroll (replaced Girls Night Out)	Saturday October 13	Red Bank RiverCenter	Laura Kirkpatrick 732-842-4244 X104
NOV	Town & Tree lighting/Holiday Express Concert/Santa Train Train Station/Mon & Broad St.	Black Friday	RiverCenter	Laura Kirkpatrick 732-842-4244 X104
	Small Business Saturday Locations throughout SID	Saturday after Thanksgiving	RiverCenter	Laura Kirkpatrick 732-842-4244 X104
DEC	Menorah Lighting Red Bank Station	Usually first night of Hanukkah but can vary	RiverCenter	Laura Kirkpatrick 732-842-4244 X104
	Horse & Wagon Rides Pictures with Santa/Holiday Harmonies & More—throughout SID	Saturdays from Thanksgiving to Christmas Eve	RiverCenter	Laura Kirkpatrick 732-842-4244 X104



## Getting the Word Out – Local Press Contacts

Please note that press staff change frequently and often without notice. This was accurate at the time of printing.

### Daily Paper

#### Asbury Park Press

A Gannett paper, the Asbury Park Press covers Monmouth and Ocean Counties. To learn about Gannett papers covering other parts of NJ, download their media kit at <http://www.gannettnj.com/blog/article/media-kit#>

**News-Red Bank:** Shannon Mullen, 732-643-4278, [smullen@gannettnj.com](mailto:smullen@gannettnj.com)

**Ads:** Regan Apo, Dir. Local Advertising, 732.643.3710; [RApo@Gannett.com](mailto:RApo@Gannett.com)

**News-Business:** Michael L. Diamond, Business Writer, [mdiamond@gannettnj.com](mailto:mdiamond@gannettnj.com); 732-643-4038

**Features-Entertainment/Lifestyles:** Kelly-Jane Cotter, 732-643-4276, [kcotter@gannettnj.com](mailto:kcotter@gannettnj.com)

**Features-Food/Drink:** Sarah Griesemer, 732-643-4283, [sgriesemer@gannettnj.com](mailto:sgriesemer@gannettnj.com)

### Other Daily Regional Papers

**Star Ledger** - <http://www.nj.com/starledger/> (Covers North Jersey and Statewide)

**Staten Island Advance** - <http://www.silive.com/> (Covers Staten Island, NY)

**The Record** - <http://www.northjersey.com/> - (Covers Bergen County, North Jersey)

**The Times of Trenton** – <http://www.nj.com/times/> (Covers Trenton and Mercer County)

**The Press of Atlantic City** - <http://www.pressofatlanticcity.com/> (Covers Southern NJ)

**The New York Times:** [www.nytimes.com](http://www.nytimes.com)

### Weekly Papers

#### The Two River Times

Published every Wednesday, Covers Red Bank, Rumson, Fair Haven and parts of Middletown  
[www.TRT.com](http://www.TRT.com)

**Ads:** <http://trtnj.com/advertise>; Phone: 732-219-5788; Fax: 732-224-0806.

**News:** [editor@TwoRiverTimes.com](mailto:editor@TwoRiverTimes.com); Fax: (732) 747-7213

#### The Monmouth Journal

This weekly serves Red Bank, Middletown, Fair Haven, Rumson, Little Silver, Atlantic Highlands, Highlands, Sea Bright, Monmouth Beach, and surrounding areas.

[TheMonmouthJournal.com](http://TheMonmouthJournal.com); Phone: 732-747-7007; Fax 732-747-5445

**Ads:** [ads@themonmouthjournal.com](mailto:ads@themonmouthjournal.com)

**New Releases:** Use form at [www.themonmouthjournal.com](http://www.themonmouthjournal.com).

#### Tri-City News

Published every Thursday, this free, alternative newspaper focuses on the arts, culture and politics in eastern Monmouth County from Atlantic Highlands to Belmar.

**Ads:** 732-897-9779; [ads@trinews.com](mailto:ads@trinews.com)

**News Releases:** 732 897-9879; [news@trinews.com](mailto:news@trinews.com)

### Online Only

**RedBankGreen:** [RedBankGreen.org](http://RedBankGreen.org)

**Red Bank/Shrewsbury Patch:** <http://patch.com/new-jersey/redbank>

**TAPinto Red Bank:** <https://www.TAPinto.net/towns/red-bank/>, contact E. Scott Wingerter 732-859-8170

## Borough of Red Bank

### Development and Construction Documents

This table includes applications, forms, and other documents you may need during the course of a construction project in Red Bank, what they are used for, and where to get them. You can find additional information on the Red Bank Municipal web site ([www.redbanknj.org](http://www.redbanknj.org)) on the Planning and Zoning and Building Department pages, the Fire Marshal's page, and others.

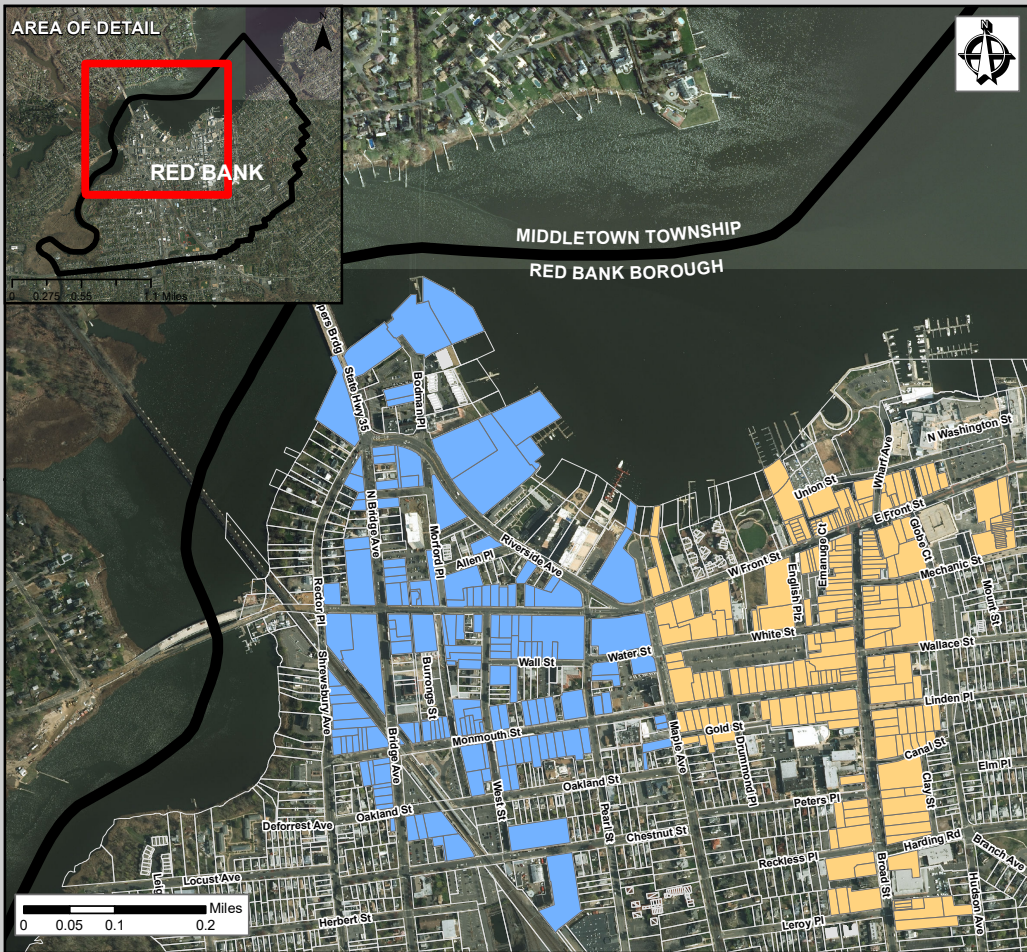
Planning & Zoning Dept: 732-530-2752   ♦   Building Dept: 732-530-2760   ♦   Borough Clerk: 732-530-2740

Project Phase	Form/Document	Use	Where to Find
<b>Planning &amp; Zoning</b>	Development Permit Application & Instructions	Planning/zoning approval for your construction project	Planning & Zoning Department Office or <a href="#">website</a>
	Intent to Proceed	Formal application to Red Bank Planning or Zoning Board of Adjustment for Development Permit—submitted after your initial application is denied.	Planning & Zoning Department Office or <a href="#">website</a>
	Affidavit of Proof of Service	Attests that you sent out the appropriate notices in advance of your Planning or Zoning Board hearing.	Planning & Zoning Department Office or <a href="#">website</a>
	Escrow Agreement	Agreement with Borough that you will deposit funds in an escrow account to pay fees for permits and reviews of your application by engineers and other experts	Planning & Zoning Department Office or <a href="#">website</a>
	Disclosure of Ownership	Details about all parties with at least 10% ownership in the property you are planning to modify.	Planning & Zoning Department Office or <a href="#">website</a>
	Public Notice – Planning Board Hearing Form	Template with wording to be used when publishing public notice of your Planning Board hearing	Planning & Zoning Department Office or <a href="#">website</a>
	Public Notice – Zoning Board of Adjustment Hearing Form	Template with wording to be used when publishing public notice of your Zoning Board of Adjustment hearing	Planning & Zoning Department Office or <a href="#">website</a>
	Environmental Questionnaire	Optional questionnaire to help the Borough collect data about environmental construction practices being used in new development projects.	Planning & Zoning Department Office or <a href="#">website</a>
<b>Construction</b>	Construction Permit Application	To secure the construction permits you need to break ground on your project	Building Dept. Office or <a href="#">website</a>
	Certification in Lieu of Oath Explanation	A detailed explanation of the legal/financial ramification if you elect to sign this Certification, stating that you will be performing construction work yourself.	Building Dept. Office or <a href="#">website</a>
	Fire Protection Subcode Permit Application	To secure the fire protection permit to begin work on fire safety systems in your building	Building Dept. Office or <a href="#">website</a>
	Plumbing Subcode Permit Application	To get the permit you need to begin work on your plumbing systems	Building Dept. Office or <a href="#">website</a>
	Electrical Subcode Permit Application	To get the permit you need to begin work on your electrical systems	Building Dept. Office or <a href="#">website</a>

Project Phase	Form/Document	Use	Where to Find
	Disposal Form	Application for permit for disposal of debris/dumpsters	Building Dept. Office or <a href="#">website</a>
	Fire Sprinkler Hydraulic Data Plate	Application for Permit to install Fire Safety Equipment	Building Dept. Office or <a href="#">website</a>
	Chimney Certification Application	For replacement/implementation of fuel fired equipment – submit to Building Dept. before final inspection	Building Dept. Office or <a href="#">website</a>
	Elevator Subcode Permit Application	For permit to begin work on elevators	Building Dept. Office or <a href="#">website</a>
<b>Occupancy/Housing/Safety</b>	Application for Certificate	To apply for your Certificate of Occupancy; Continued Occupancy; Temporary CO; or Lead Hazard Abatement Certificate of Clearance	Building Dept. Office or <a href="#">website</a>
	Checklist for Certificate of Occupancy Inspection	To learn what the inspector will be looking for prior to issuing the CO	Building Dept. Office or <a href="#">website</a>
	Fire Safety Registration Form	Owners of possible Life Hazard Use businesses must complete and file this form in accordance with the Uniform Fire Safety Act .	Fire Marshal's Office or <a href="#">website</a>
	Non Life Hazard Use Registration Form	Owners of Non Life Hazard Use businesses must completed this form in accordance with the NJ Uniform Fire Safety Act.	Fire Marshal's Office or <a href="#">website</a>

# SPECIAL IMPROVEMENT DISTRICT

# RED BANK, N.J.



## Red Bank RiverCenter Website Enrollment Form

Put your business in our online searchable database of downtown businesses. Complete this form and submit to Red Bank RiverCenter by mail or email.

140 Broad Street, Red Bank, NJ 07701 or [info@redbankrivercenter.org](mailto:info@redbankrivercenter.org).

☐ Please add my business to the online database      ☐ Please update my current listing

Name of Business:

Street Address of Business:

Business Phone Number:

Business Email Address:

Business Website Address:

Business Facebook Page:

Business Description (Please write a concise description of your business in 50 words or less):

PHOTO: You also have the option to submit a photo of your business, product, or service to be posted on the website. Please email jpg files to [info@redbankrivercenter.org](mailto:info@redbankrivercenter.org).