

BOROUGH OF UNION BEACH
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MONMOUTH COUNTY, NEW JERSEY
PUBLIC NOTICE

The Following was introduced and passed upon first reading at a meeting of the governing body of the Borough of Union Beach, in the County of Monmouth, State of New Jersey, on March 19, 2025. It will be further considered for final passage, after public hearing thereon, at a meeting of the governing body to be held at the Municipal Building, 650 Poole Avenue, Union Beach on April 17, 2025 at 7:00 p.m.

ORDINANCE 2025-355:

AN ORDINANCE AMENDING CHAPTER 16 (PARKS & RECREATION AREAS) OF THE BOROUGH OF UNION BEACH, COUNTY OF MONMOUTH, STATE OF NEW JERSEY TO AMEND CHAPTER 16-9 BEACHFRONT VENDORS APPLICATION

§ 16-9. BEACHFRONT VENDORS. [Ord. #2010-153]

In addition to the rules and regulations contained in Chapter 16 of the Revised General Ordinances of the Borough of Union Beach, Parks and Recreation Areas and within this section, the following rules and regulations shall apply to beachfront vendors:

a. A vendor license is required for each vendor unit. A vendor unit is described as one of the following:

1. Single, self-contained motor vehicle.
2. Vehicle and trailer that depends on primary vehicle for transportation.
3. Single, self-contained vending cart; nonmotorized.

Vendor trailers are only not permitted to park in vehicle parking spaces as designated by the Borough. The vendor is required to place the trailer on borough approved ground covering. There will be three predetermined vendor locations at the beachfront shall be determined by the Borough, but there shall be no more than six locations (which may be less than six in a given year) , two in at the beachfront parking area and one at Firefighters Park. In determining the location, the Borough shall consider multiple factors, including longevity of continued licensing by the borough.

b. All vendors seeking to sell any goods, foods or services within the beachfront area shall secure a "beachfront vendor" license. A "beachfront vendor" shall be defined by anyone seeking to sell goods, foods or services within the beachfront area.

c. The license fee shall be \$550 per year.

d. All licenses shall have a term from January 1, to December 31, of that year. Applicants seeking to renewal an existing license shall apply between January 1, and February 15, of the applicable year. Each license shall be limited to the geographic location, as designated by the Borough as "A," "B" and "C." The period for open licensing shall commence February 16, for any open locations (except for 2025, which shall commence after the adoption of said amendments). If a licensee fails to utilize the license as represented to the Borough in its application, the licensee shall be deemed to have forfeited its license, and the Borough reserves the right to revoke that license and award the license to a different vendor. The licensee shall be required to advise the Borough Clerk on those incidents when it will not be utilizing the vendor location as represented to the Borough by the vendor in its application.

e. All applicants shall comply with subsection 4-1.4b and c.

f. Every application filed with the borough clerk pursuant to this section shall be reviewed and approved by the borough clerk.

g. Each successful applicant shall post with the borough clerk a performance bond or cash in the amount of \$500 to cover any damage done to the borough's beachfront improvements.

h. The Borough Police Department shall conduct a background check of any vendor. The Borough reserves the right to deny a license if information revealed during that check indicates that the application contains incorrect and/or inaccurate information. The Borough also reserves the right to deny a license if a vendor was convicted of a crime that in the judgment of the Chief of Police or his/her designee, that raises concerns about public safety, trustworthiness, or the applicant's ability to lawfully conduct vending activities. In making this determination, the Police Department may consider the nature of the offense, the date of conviction, evidence of rehabilitation, and any other relevant factors. If an application is denied, that person may appeal that decision to the Borough Council within 20 days of receipt of that denial.

i. If a vendor is convicted for an indictable crime during the term of the license, the Borough reserves the right to revoke that license. If a vendor is arrested for any indictable crime, the vendor has an obligation to advise the Borough Clerk of that arrest no later than 20 days from the date of the arrest. If the arrest involves a crime that, in the judgment of the Chief of Police or his/her designee, that raises concerns about public safety, trustworthiness, or the applicant's ability to lawfully conduct vending activities, the Borough reserves the right to revoke that license.

Ordinance No. 2025-355 was introduced on First Reading by Councilman Lewandowski and seconded by Councilman Andreuzzi and approved by the Roll Call Vote.

Publication Dates

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