



BOROUGH OF MANASQUAN

Main Street Business Update

Main Street and downtown business

Council Meeting · Monday, August 31, 2026

Four items for Council

1

Roundabout construction
moves to the spring

2

Business Improvement
District — start now

3

Business registration
ordinance

4

Relief fund survey
issued this week

The menu of ideas — where each one stands

Every idea we put in front of the public last meeting, and its status tonight.

ADVANCING TONIGHT

Business Improvement District

Authorization requested tonight to proceed.
Ordinance track runs Sept 21 to Oct 19.

IN DEVELOPMENT

Gateway signs

Still in development. Budget numbers and a signage placement plan will come back in the next few months.

IN DEVELOPMENT

Trolley

Still in development. Assembling trolley options and the cost items that go with them.

UNDER STUDY

No left turns in the summer

Still under study. Would require an ordinance change, which could come this fall or winter.

ON HOLD

Parallel parking and bike lanes

No plans to advance at this time.

ON HOLD

Parking garage

No plans to advance at this time.

Nothing on this list is closed. Items on hold can come back to Council at any time.

1. Roundabout construction moves to the spring

Monmouth County will accommodate the businesses' request to stay out of the fall holiday season.

THIS FALL

Utility pole relocation may take place.

No roundabout construction during the holiday season.

SPRING

Construction of the roundabout.

Moved out of the fourth quarter entirely.

Exact dates have not been set.

The schedule is Monmouth County's to determine. We will pass along the dates as soon as we receive them, and post them to squanprojects.com.

This is a County project on two County roads (South & Broad).

2. Business Improvement District — start now

Authorization tonight for the administration to bring recommendations and draft the ordinance.

1 SEPTEMBER 21

Recommendations

Administration returns to Council with a recommended district and structure.

2 OCTOBER 5

Ordinance introduced

First reading of the ordinance establishing the district.

3 OCTOBER 19

Adoption

Second reading and public hearing.

Why the timing matters

The district needs to be in effect before preparation of the 2027 municipal budget, so that funding for it can be considered in that budget.

Special Improvement Districts are authorized under N.J.S.A. 40:56-65 et seq.

3. Business registration ordinance

Same schedule as the district ordinance — recommendations September 21, introduction October 5, adoption October 19.

EXISTING BUSINESSES

No fee

for any business already operating that registers on or before March 31, 2027.

After that date the normal fee applies.

WHAT IT GIVES US

- A current, accurate record of the businesses operating in the Borough.
- A working contact list for construction notices and emergencies.
- The roster the improvement district will need in order to function.

SEPT 21

Recommendations

OCT 5

Introduction

OCT 19

Adoption

Grandfathering existing businesses removes the cost objection in year one and gets us a complete list quickly.

4. Main Street Business Relief Fund — the survey

Issued to every business in the construction area. One page of questions, a few minutes to complete.

ISSUED

This week

Delivered to businesses in the construction area.

RETURNED

End of September

Owners return the survey to the Office of the Mayor.

REPORTED

October 19 at the latest

Economic impact report and a plan — possibly as early as October 5.

The survey says three things plainly

Returning it guarantees nothing.

Legal Disclaimer: Filling out the survey does not entitle a business to relief or compensation.

Estimates get verified.

No funds would be released on an estimate — quarterly filings and bank records.

The size of the need picks the route.

A nonprofit, a community drive, a grant program, or the improvement district.

Until we know how large the need is, there is no sensible way to choose how to meet it. That is what the survey is for.

The schedule at a glance

1

TONIGHT

Authorize the work

BID recommendations, registration ordinance, and issuance of the survey.

2

SEPT 30

Surveys returned

Deadline for businesses to return the impact survey.

3

OCT 5

Ordinances introduced

First reading — improvement district and business registration.

4

OCT 19

Adoption

Second reading and public hearing. Impact report and plan.

Sept 21 — administration returns with recommendations on both ordinances for review at the Council Workshop.

Goal — the district in effect before 2027 budget preparation.



BOROUGH OF MANASQUAN

Main Street Business Update

Main Street and downtown business

Council Meeting · Monday, August 31, 2026

Four items for Council

1

Roundabout construction
moves to the spring

2

Business Improvement
District — start now

3

Business registration
ordinance

4

Relief fund survey
issued this week