



**MAYOR JOHN MOOR**  
**CITY OF ASBURY PARK**  
**ASBURY PARK CITY HALL**  
**ONE MUNICIPAL PLAZA**  
**ASBURY PARK, NJ 07712**

**Dear Mayor Moor,**

We are writing you today regarding the safety of our City's streets and the health of our residents and visitors. As Asbury Park enters this exciting and highly publicized phase of development, there is an incredible need for transportation policy reform. We would like to encourage you to think of all the users on our city's busy streets and acknowledge and implement our "Complete Streets" policy which was adopted in 2015. We are also asking that the Mayor and City Council reverse its position on the plan for Rt 71 that was presented by NJDOT in the summer of 2015 that provided a "road diet" for Main Street.

There is growing recognition that over-reliance on automobiles for transportation has serious, negative consequences. Concerns over public health and safety, high gas prices and mobility require a rethinking of roadway design with greater emphasis on encouraging other uses besides driving.

In December 2009, the NJ Department of Transportation adopted a Complete Streets policy governing road projects under its control to address concerns over pedestrian safety. A complete streets policy is aimed at ensuring that all modes of transportation, not just automobiles, are accommodated when planning for new roads or retrofitting existing ones.

Asbury Park has an active bicycling and pedestrian culture, with many residents biking or walking to work, to school or simply for leisure. Many of our city's households do not own a car at all and rely on bicycles all year long for their main transportation, or they are on foot. We will also have a burgeoning community of residents in the newly built townhouses and condos and visitors in the hotels.

Unfortunately, the road conditions in Asbury Park are not in any way ideal for walking and bicycling: crosswalks are poorly marked, the bike lane system is non-existent, and maintenance is spotty, but the city is well-positioned to capitalize on its traditional grid network.

Asbury Park's historic landmarks and beaches draw tourists to visit by car, train, bus and by foot or bike. Tourism in our City could be made more user friendly with better maps, signage and design of our streets. There are great examples of cities all over NJ and the US that have invested in bicycle and pedestrian projects to turn downtowns into destinations.

We recognize the need for additional funding to implement some street and other improvements. Asbury Park Complete Streets Coalition is partnering with other groups in the city to find ways to address this, and there is grant money available to forward-thinking cities that want to create better, safer streets. In addition to implementing the Complete Streets Policy, the city needs to reverse the resolution to refuse the NJDOT road diet plan (funded by NJDOT).

In this way Asbury Park will demonstrate a commitment to creating a safe, healthy street system for all users, and attracting other potential investment from federal, state and county sources.



Bicycle and pedestrian improvements will improve the economy of Asbury Park by making the city safer and more accommodating for residents as well as tourists.

Asbury Park could seek certification in the Sustainable Jersey program, and could be eligible for other grants by adhering to our Complete Streets Policy adopted in 2015, and implementing the NJDOT Road Diet plan. As such, we encourage City Council to rescind the resolution to refuse the NJDOT Road Diet plan and implement the Asbury Park Complete Streets Policy.

**Thank you for your consideration and support.**

*Best Regards,*  
Asbury Park Complete Streets Coalition

**THE FOLLOWING BUSINESSES AND ENTITIES JOIN THE ASBURY PARK COMPLETE STREETS COALITION IN SUP-PORTING A MAIN STREET THAT ACCOMMODATES ALL USERS AND IS DESIGNED IN ACCORDANCE WITH THE CITY'S COMPLETE STREETS POLICY:**

**Bret Morgan**  
Co-founder  
Cowerks/Bands on a Budget

**Tom Gilmour**  
Founder  
Asbury Park Music Foundation

**Kathy Penna**  
Business Owner  
Asbury Park Cyclery

**Kevin Sharpe**  
Business Owner  
Dark City Brewing Company

**Michael Sodano**  
Business Owner  
The Showroom Cinema

**Kerri Martin**  
Founder  
Second Life Bikes

**Malcolm Navias**  
Business Owner  
Heaven Art, Antiques & Collectibles

**Joyce Grant**  
Founder  
Citizens for Oceanfront Preservation

**Dino La Sasso**  
Business Owner  
Dino's on Main

**Marilyn Schlossbach**  
Business Owner  
Langosta Lounge, Pop's Garage, APYC and Marilyn Schlossbach Catering & Events

**Patrick Fasano**  
Business Owner  
Capitaline, Bond Street Bar, La Loteria & Fasano Properties

**Paul McIlvey**  
Associate Executive Director  
Interfaith Neighbors Inc.

**Kiran Venigalla**  
Head Pharmacist  
QuickMed/HealthMart Pharmacy

**Joe Maggio**  
Business Owner  
Frank's Deli

**David Ades**  
Business Owner  
Lentil Tree

**Brian McGuire**  
Associate State Director  
AARP

**Cyndi Steiner**  
Executive Director  
New Jersey Bike Walk Coalition

**Janna Chernetz**  
Director  
Tri-State Transportation Campaign

**German Garcia**  
Business Owner  
La Tapatia Mexican Restaurant

**Ruthanne Harrison**  
Business Owner  
RUA Event Planning

**Donna Harrison**  
Business Owner  
Chocolate Sage

**Regine Filmin**  
Business Owner  
Juice Basin

**Jennifer Hampton**  
Business Owner  
Parlor Gallery

**Scott Hamm & Gene Mignola**  
Business Owner  
Shelter Home / Funhouse

**Robert Legere and Steven Troy**  
Founders  
Robert Legere Companies, Inc.

**Tim McLoone**  
Owner  
Tim McLoone's Supper Club