

BOROUGH OF BRADLEY BEACH

PROJECT “PROTECT”

(Promenade Resilience for Ocean Tides and Extreme Coastal Threats)

Public Information Guide | Summer 2026

June 17, 2026

A Bradley Beach Project to Protect and Enhance our Community

Why The Promenade Extension Project Matters

Bradley Beach is investing in critical coastal resilience infrastructure to protect homes, businesses, public facilities, and our beachfront from future storm surge and flooding. This project is the First Phase of plan to extend Ocean Avenue Promenade Bulkhead (i.e. Seawall) to our southernmost border with Avon-by-the Sea, connecting our bulkhead to Avon’s seawall. Currently, this area without an ocean bulkhead, is Bradley Beach’s lowest elevation relative to sea-level and is where the Borough is most vulnerable to ocean surges and flooding. Our goal is to completely close this “gap” in the bulkhead over the next few years.

What is Being Built

For Phase One, Bradley Beach is extending the Ocean Avenue Promenade Bulkhead from 3rd Avenue to 2nd Avenue. Phase Two will also protect the Bradley Beach Sanitary Sewer Pump Station, a critical facility serving the health and safety to all of Bradley Beach. Phase Three will complete the extension of our bulkhead to our border with Avon. When all Phases are completed, we will have closed the gap in bulkhead protection which currently runs 1,500 feet in a stretch of 5 miles from the northern end of Asbury Park to the southern end of Belmar.

Project Funding

The project is funded with \$4.275 million from the American Rescue Plan Act - Coronavirus State Fiscal Recovery Fund (CSFRF) for the Boardwalk Preservation Funds Grant Program. The Borough has a 5% matching commitment through the Borough’s Beach Utility. The grant was awarded to the Borough in December 2024 which stipulated the project must be completed by December 31, 2026.

Project Schedule

The project schedule is necessarily aggressive, in order to achieve our required goal of completion by December 31, 2026. While final time frames may vary due to timing necessary to fulfill legislative requirements and to meet construction schedules, our current ESTIMATES for project time frames follows:

Milestone	Schedule
Grant Awarded	December 2024
Preliminary Design	January 2024 - June 2025
Final Design	July 2025 – January 2026
Permitting	January 2026 – May 2026
Bid & Award	May 2026 – June 2026
Construction Begins	July 2026
Construction Complete	December 31, 2026

What Residents and Visitors Can Expect

We recognize that construction during the summer season will create challenges for our residents and our beach visitors. While these challenges will be temporary, they unfortunately must occur during our summer months, in order to meet our December 31, 2026 deadline for completion. We have developed – and will continue to evolve - a comprehensive plan to mitigate disruption and communicate with our residents as we address these challenges.

Pedestrian and Traffic Safety

Initiatives are underway to protect the public and promote safety.

- The construction area extends from the existing southern terminus of the Promenade at 3rd Avenue to the North Side of the “Boardwalk Bandit” Concession at 2nd Avenue; and from the eastern curb line of Ocean Avenue to western side of the existing dunes.
- The construction area will be fenced-in, fabric screening to reduce visual impact, locked gates to provide contractor access.
- Signage will be provided to delineate and inform pedestrian and vehicular traffic.
- Traffic Flagmen will be provided for pedestrian and traffic control as needed.

Environmental Management

Bradley Beach is also working closely with our Engineers and environmental agencies (State and Federal) to assure our compliance with all environmental regulations and protections, including:

- Obtaining NJDEP and CAFRA permitting for environmental plan.
- Receiving NJ Beach Management Plan construction timeframe exception.
- Receiving a Bradley Beach Environmental Commission letter of support.
- Implementing Endangered and threatened species inventory and monitoring plan.
- Committing to monitor Air and Noise impact for Borough Ordinance compliance.

Public Beach Access

Currently, planned logistics for supporting safe public access to the Beach include:

- 3rd Avenue beach access will be relocated just north via temporary stairs on Promenade near bathrooms.

- 2nd Avenue beach access will be relocated just south of the “Boardwalk Bandit” concession.
- Evergreen Avenue beach access will remain open.
- Periodic controlled beach access disruption may occur based on contractor deliveries and operations

Implications for Beach Facilities and Concessions

Currently, we anticipate the following implications for our Beach facilities and concessions:

- 3rd Avenue Bathroom remains open.
- Mobi-mats will be provided to facilitate beach access where practical.
- Beach Lockers will remain accessible at their current locations.
- 3rd Ave Daily Beach Badge Sales remain open.
- Evergreen Beach Badge Sales remain open.
- Evergreen Beach Showers remain open with interruptions
- 2nd and 3rd Ave Showers will be closed and relocated.
- ADA beach access at Evergreen Beach remains open.
- The “Boardwalk Bandit” concession will remain open and accessible.

Parking Changes and Temporary Walkway

Certain parking spaces will be temporarily eliminated to facilitate promenade construction and temporary walkways constructed to protect pedestrians:

- Parking will be temporarily eliminated along the northbound (east side) of Ocean Avenue between 2nd and 3rd Avenues.
- Parking on the south side of Bradley Blvd will be temporarily closed due to excavation of the roadway. This is part of the Sylvan Lake project and the materials from excavation will be used for the Promenade project, saving \$300,000 for additional uses in the Promenade project.
- A temporary walkway will be delineated on the eastern side of Ocean Avenue between 2nd and 3rd Avenues, connecting the existing sidewalk at the “Boardwalk Bandit” Concession to the Promenade and sidewalk at 3rd Avenue
- The temporary walkway will be fenced along the roadway, with a gate for pedestrian control, and contractor access will be established.
- The Ocean Avenue crosswalk at the northern side of 2nd Ave will be temporarily relocated to the southern side of 2nd Ave.

Bradley Beach will Communicate Project Updates

We will use a variety of media to communicate as effectively and as efficiently as possible, including:

- Borough-wide resident mailing to all residents, announcing the project.
- Borough website homepage and special section for all pertinent documents and project newsletters.

- Periodic Borough newsletters to include Periodic Project “PROTECT” updates and QR Code links to website
- Borough Facebook page updates with QR Code links to website
- Site signage with QR code links to website.
- Borough “flyers” providing paper instructions and updates at locations throughout town.
- Council Meeting workshop presentation and regular project “PROTECT” updates.
- All Borough, Beach, Police and DPW staff will receive project information to support their public communications and interactions.

