

**BOROUGH OF BRADLEY BEACH, MONMOUTH COUNTY**

**RESOLUTION 2021-70**

**RESOLUTION EXPRESSING SUPPORT FOR CINEMA LAB'S EFFORTS TO  
RENOVATE AND REOPEN THE VACANT MOVIE THEATER LOCATED AT  
110 MAIN STREET WITHIN THE BOROUGH OF BRADLEY BEACH**

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**Mayor Fox**, offered the following Resolution and moved its adoption:

**WHEREAS**, in 1915, the Palace Theatre opened at 110 Main Street and began showing motion pictures on Christmas Day in 1925; and

**WHEREAS**, for ninety-five years, residents of and visitors to the Borough of Bradley Beach (the "Borough") were able to go to the movies on the Borough's Main Street; and

**WHEREAS**, in 1976, the Palace Theatre was renovated and renamed the Beach Cinema and continued to show first-run movies on Main Street for more than forty years; and

**WHEREAS**, in 2018, Beach Cinema was purchased by ShowRoom Cinema, and despite the name-change, residents and visitors could still go to the movies on Main Street; and

**WHEREAS**, beyond entertaining generations of Bradley Beach residents of all ages, the Borough's business corridor benefitted economically from the anchor and attraction provided by a Main Street movie theater; and

**WHEREAS**, in September 2020, as a result of the COVID-19 pandemic, ShowRoom Cinema unfortunately went out of business and closed its doors to the public; and

**WHEREAS**, for the first time in nearly a century, there is presently no movie theater operating within the Borough, and the Mayor & Council express strong concerns about the impacts that the now-vacant movie theater may have upon the Main Street business corridor; and

**WHEREAS**, Cinema Lab, a group of knowledgeable theater investors, will take substantial steps to purchase, renovate and re-open the former ShowRoom Cinema at 110 Main Street as The Bradley – a new three-screen movie theater with full concessions and other potential enhancements; and

**WHEREAS**, the Mayor & Council believe that re-opening the now-vacant movie theater is very important to the economic recovery of the Borough's Main Street business corridor from the COVID-19 crisis; and

**WHEREAS**, the Mayor & Council believe that the existence of an operating movie theater within the Borough's Main Street business corridor provides an anchor and attraction that benefits

surrounding businesses and the community as a whole;

**NOW, THEREFORE, BE IT RESOLVED**, by the Mayor and Council of the Borough of Bradley Beach that, the Mayor & Council find Cinema Lab’s proposed plans to purchase, renovate and re-open the now-vacant theater at 110 Main Street to be well-thought, reasonable, achievable, and would bring substantial enhancements that will benefit the Borough’s Main Street business corridor; and

**BE IT FURTHER RESOLVED**, that the Mayor and Council of the Borough of Bradley Beach, while reserving their right to separately review any future approvals and/or permissions sought by Cinema Lab without prejudice in the ordinary course, hereby express their support for Cinema Lab’s efforts to purchase, renovate and re-open the now-vacant theater at 110 Main Street for the benefit of the Borough of Bradley Beach.

Seconded by Councilman Bonnell and adopted upon the following vote:

|              | <b>AYES</b> | <b>NAYS</b> | <b>ABSTAIN</b> | <b>ABSENT</b> |
|--------------|-------------|-------------|----------------|---------------|
| Mr. Bonnell  | X           |             |                |               |
| Mr. Gubitosi | X           |             |                |               |
| Mr. Sexsmith | X           |             |                |               |
| Mr. Weber    | X           |             |                |               |
| Mayor Fox    | X           |             |                |               |

**CERTIFICATION**

I, Erica Kostyz, Borough Clerk of the Borough of Bradley Beach, Monmouth County, New Jersey, do hereby certify that the foregoing resolution was duly adopted by the Mayor and Council at the February 9, 2021 meeting.

  
Erica Kostyz, RMC, CMR  
Municipal Clerk