

Located along the banks of the historic and scenic Navesink River, Red Bank's central business district is a year round destination and a sophisticated and stylish residential address, with easy access to New York City, Philadelphia, and the Jersey Shore. Serving a simultaneously discerning and increasingly diverse customer base, Red Bank's clean, safe and multi-faceted downtown provides residents, workers and visitors with a multitude of reasons to make the most of this riverside gem. These reasons include:

1. ***A Reimagined & Reinvigorated Riverfront:*** Building on its historic connection to the river and proximity to the Atlantic Coast, the re-imagined, redeveloped and reinvigorated Red Bank riverfront provides year-round recreational and leisure access to the Navesink River. As a ribbon of green along the river, the banks of the Navesink provide both active and passive sites for boating, riverfront dining, riverfront living and water-based recreation.
2. ***A Regional Center for the Arts & Creativity:*** As home to both the Count Basie Center for the Arts and the Two River Theater, Red Bank's central business district is the hub of the arts, entertainment and creativity in New Jersey. With a strong supporting cast of galleries, arts-related shops, live music settings, and smaller performance venues, the downtown is a destination for both patrons of the arts and those artists, both visual and performing, looking for a place to set up shop and call Red Bank home.
3. ***A Place for Unique Dining & Shopping Experiences:*** Red Bank's shopping and dining venues provide both local and regional customers with a wide variety of quality retail establishments and a delectable menu of casual to fine dining experiences. International cuisines from Europe, Asia and the Americas side-by-side with coffee houses, dessert shops, delis and more solidify Red Bank's position as a dining mecca. The latest fashions, the finest jewelry, the best in home décor, and a famed antique district make Red Bank a true destination for those seeking unique shopping opportunities coupled with an immersive retail experience.
4. ***A NJ Transit Village: Capitalizing on its historic*** and architecturally significant train station, and its proximity to the greater New York metropolitan area, Red Bank's central business district employs the "Complete Streets" philosophy (creating streets that are friendly to pedestrians, bicyclists, commuters, and motorists alike) to make the downtown a commuter and pedestrian's dream. Coupled with a ***progressive parking improvement campaign***, Red Bank's core is a sanctuary for those seeking a high quality residential venue.
5. ***A Center for Health and Wellness in Central NJ:*** For those seeking well-being and good health, the Red Bank central business district provides residents and visitors with a host of healthy lifestyle choices. The presence of Riverview Medical Center serves as a high quality medical and wellness hub for this section of New Jersey and enhances the region's quality of life.
6. ***A Center for Financial Services:*** *Red Bank's significant, regional disposable income and proximity to major centers of trade and commerce make the central business district a dynamic hub for banking and financial services.*

The attainment of this vision will be facilitated by Red Bank RiverCenter, the organization charged with managing Red Bank's business improvement district, in strong partnership with the Borough and in alliance with the Red Bank Visitors Center, and other non-profit and private sector organizations dedicated to strong collaboration and continuous and transparent communication.