

RESOLUTION AWARDING A NEW HOTEL/MOTEL “36” PLENARY RETAIL CONSUMPTION LICENSE TO SERENA ENTERPRISES, LLC FOR PREMISES KNOWN AS LATITUDE SUITES TINTON FALLS

WHEREAS, pursuant to the hotel/motel exception set forth at N.J.S.A. 33:1-12.20, a municipality may issue a new plenary retail consumption liquor license to a person or business entity that operates a hotel or motel containing at least 100 guest sleeping rooms (“hotel/motel license”), notwithstanding Title 33’s population cap limits; and

WHEREAS, Serena Enterprises, LLC (“Serena”) is the operator of the hotel known as Latitude Suites Tinton Falls (“Hotel”), which is located at 3 Centre Plaza, Tinton Falls, New Jersey; and

WHEREAS, on April 15, 2024, the Tinton Falls Borough Clerk received an application from Serena for a hotel/motel (“36”) liquor license to operate a restaurant and bar in the Hotel; and

WHEREAS, pursuant to N.J.S.A. 33:1-19.1 and 19.2, prior to issuing a new hotel/motel license, the municipal governing body must adopt a resolution indicating its intent to do so and setting forth which of two methods will be used, either the “Historical Method” or the “Public Sale Option”; and

WHEREAS, under the Historical Method, the municipality must publish a notice of the proposed issuance of a new license and that applications will be accepted by the Municipal Clerk, which notice must specify a date and time after which no additional applications will be considered; the notice must be published not less than twice through two insertions one week apart in a newspaper circulating generally in the municipality, the second or last of which shall be done not less than 30 days prior to the date and time specified in the notice as the date and time after which no additional applications will be accepted; and the notice must indicate that all interested applicants must submit complete applications and pay all required fees; and

WHEREAS, the governing body then evaluates the application(s) at a public hearing and awards the license to the applicant whose proposal would be in the best public interest, provided that the governing body is not required to issue a license if there are no applicants or if it determines that issuance to those who applied would not be in the public interest, and provided further that the license will not be issued until all necessary investigations are complete and satisfactory to the governing body; and

WHEREAS, the Tinton Falls Borough Council duly adopted a resolution on October 15, 2024 indicating its intent to issue a new plenary retail consumption license pursuant to the hotel/motel exception utilizing the Historical Method; and

WHEREAS, public notice that Tinton Falls would be accepting applications for a new plenary retail consumption liquor license pursuant to the hotel/motel exception for a facility containing 100 or more sleeping rooms and that could only be used in connection with such a hotel or motel was published in October 24, 2024 and on October 31, 2024; and

WHEREAS, the notice indicated that applications for the license had to be submitted no later than noon on December 2, 2024; and

WHEREAS, no applications were received except for the application from Serena; and

WHEREAS, the Borough Clerk and Director of Law have reviewed Serena’s application and advised the Mayor and Council that Serena meets all of the qualifications set forth in Resolution R-24-209 and in the Alcohol Beverage Control Law (N.J.S.A. 33:1-1 *et seq.*) to be awarded a license for the premises located at 3 Centre Plaza and known as Latitude Suites Tinton Falls; and

WHEREAS, the Mayor and Council find that it is the best interests of the public to approve Serena’s application and award a hotel/motel liquor license to same;

NOW THEREFORE, BE IT RESOLVED by the Tinton Falls Borough Council as follows:

1. The findings set forth in the preamble to this resolution are incorporated herein as if fully restated.
2. A new plenary retail consumption liquor license pursuant to the hotel/motel exception set forth at N.J.S.A. 33:1-12.20 is hereby awarded to Serena Enterprises, LLC for the hotel known as Latitude Suites Tinton Falls (“Hotel”), which is located at 3 Centre Plaza, Tinton Falls, New Jersey.
3. The license shall contain a Special Condition stating that it is being issued as a hotel exception license for a facility containing 100 or more sleeping rooms and that it may only be used in connection with such a facility.
3. The award of the new license to Serena is subject to the submission by Serena of a complete application for the issuance of a hotel/motel (“36”) plenary retail consumption license, including all fees and requisite financial information, and the successful completion of the requisite background investigation by the Tinton Falls Police Department.
4. This resolution shall take effect immediately.

Risa Clay, Council President

BOROUGH OF TINTON FALLS COUNCIL

Council Member	Moved	Second	Ayes	Nays	Absent	Abstain
Ms. Buckley						
Dr. Dobrin						
Mr. Nesci						
Mrs. Clay						

CERTIFICATION

I, Doreen D’Annunzio, Deputy Borough Clerk of the Borough of Tinton Falls, hereby certify the foregoing to be a true copy of a resolution adopted by the Tinton Falls Borough Council at their meeting held December 3, 2024.

WITNESS, my hand and the seal of the Borough of Tinton Falls this 3rd day of December 2024.

Doreen D’Annunzio
Deputy Borough Clerk