

NJ Business Action Center: Answers, Advocacy, Connection

Crash Course

Neighborhood Preservation Program Quarterly Webinar

Online

January 28, 2026



NJBAC
Answers, Advocacy, Connections

**New Jersey
Business
Action Center**

BAC in Action

We are a free and accessible business support ecosystem located within the NJ Department of State that serves as a toolkit to help you reach your economic prosperity goals – as individual businesses, business organizations, or districts and municipalities.

NJBAC's offices provide:

- Support and Guidance for Businesses
 - Technical Assistance/Advocacy/Real-time Problem Solving
 - Site Location for New, Growing, & Expanding Businesses
 - Triaging of and Connection to Funding Opportunities
 - Targeted Export Promotion Grants
- Commercial Cannabis Education
- Planning Assistance to Municipalities
- Business Enhancement Services for Municipalities and Districts
- Online and On-Site Workshops and Presentations:
 - <https://www.nj.gov/state/bac/assets/pdf/publications/NJBAC-Speakers-List.pdf>



BAC in Action

Office of Small Business Advocacy = **Small Business Solutions**

Office of Business Advocacy = **Real Estate & Resources**

Office of Export Promotion = **Export Support**

Office of State Planning Advocacy = **Planning Guidance**

Cannabis Training Academy = **Commercial Cannabis Education**

Business Enhancement Services = **Business District Solutions**

Business Enhancement Services

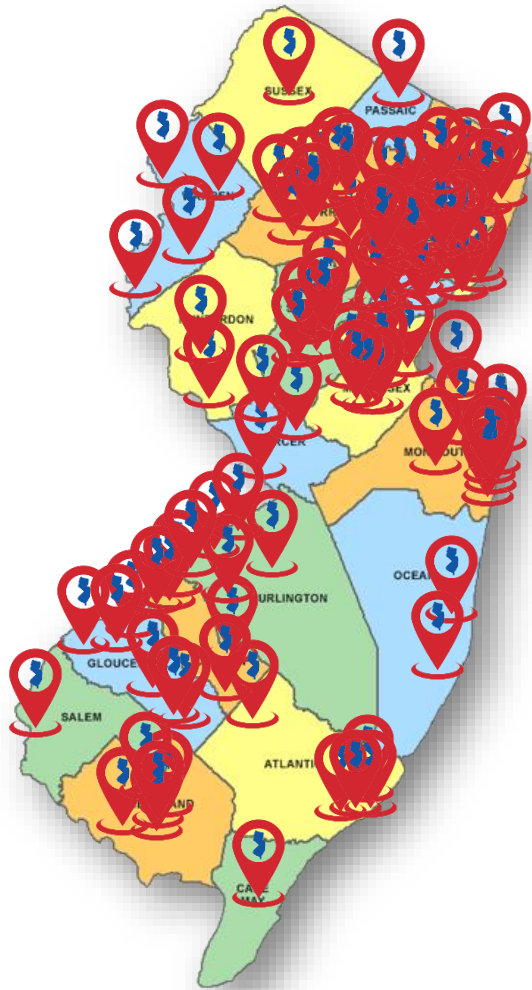
As part of its work with NJ's municipalities, NJBAC focuses on helping to elevate business prosperity in communities and mixed-use commercial districts in NJ. These **Business Enhancement Services** include projects for which we:

Provide support for local business enhancement goals to local governments and district management entities.

Share technical assistance and guidance for creating and sustaining effective and resilient local economies made up of successful businesses.

Connect our clients with technical and financial resources and programs to foster and facilitate district revitalization.

Oh, the Places We'll Go*



NJBAC Business Enhancement
(BE) Services (5/2023-Today)



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*Virtually and On-Site



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Business Enhancement Services

NJBAC BE Services for municipalities and districts may include:

- One-Off Technical Assistance Support:
 - Best Practices
 - Real-Time Problem Solving
 - State Agency/Department Networking/Advocacy
 - Project Concepts
- Online “Crash Course” Presentations
 - Fast-Paced Overview of NJBAC’s Services & Approach
- Business Enhancement Connection Emails
- District Management Support & Assistance
 - Creating, Managing, & Enhancing District Management in Municipalities
- Business Enhancement Special Assessments



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Business Enhancement Services

Business Enhancement Services may include:

- Adaptable Templates for Immediate Use

NJ Business Action Center

Storefront & Façade
Design Standards Template

2023



NJ Business Action Center
Mixed-Use Building
Assessment Tool:
From Curb to Cornice



March 2024

Business Enhancement Services

Business Enhancement Services may include:

- Best Practice Ordinances or Policies that can be adapted to local needs.

Borough of Frenchtown, NJ / Land Use Ordinances / Land Use
Article III General Regulations
Result 1 of 7 50-306 (Return to Results) (Clear Search) Next Result

☐ § 50-306 Required off-street parking and loading.

and assembly	1 space per 250 square feet of gross floor area, or
	1 space per employee, whichever is greater
Unspecified uses	1 space per 250 square feet of gross floor area

(4) Parking for nonresidential uses in the R-4A and R-4B Zone:
[Added 6-5-2019 by Ord. No. 834]

(a) Due to the smaller parcel sizes and availability of on-street parking, nonresidential uses within the R-4A and R-4B Zone are not required to provide any off-street parking.

(5) Any building containing more than one use shall meet the combined parking space requirement for all uses in the building, unless in the R-4A and R-4B Zone.
[Amended 6-5-2019 by Ord. No. 834]

(6) No change in use within a building shall be permitted unless it can be shown that sufficient parking is available for the new use(s), unless it involves a change to a nonresidential use in the R-4A or R-4B zone.
[Amended 6-5-2019 by Ord. No. 834]

NOTE: In Frenchtown, the R-4A and R-4B zones encompass the Borough's entire historic downtown



Business Enhancement Services

Business Enhancement Services may include:

- Other Technical or Funding Resources (from a variety of partners) in support of recommendations

Complete Streets Demonstration Library

Program Guide

INTRODUCTION

Many communities across the country have been implementing flexible, temporary street designs that help implement Complete Streets. These demonstration projects (sometimes called tactical urbanism or pop-ups) allow communities to try out bicycle lanes, corner “bump outs,” pedestrian plazas, parklets in place of on-street parking spaces, and other safety, placemaking and traffic calming features. Since these temporary interventions take place within the street, they require demarcation with paint, signage, movable bollards, movable curbs, and other traffic control devices. They may also include the use of street furniture like benches and planters.

The North Jersey Transportation Planning Authority (NJTPA), in partnership with Hudson Transportation Management Association (Hudson TMA), created a Complete Streets Demonstration Library to support the broader use of tactical urbanism. We assembled a collection of delineator posts, barricades, traffic signs, paints, stencils, barriers, traffic cones, and other materials available for loan to communities who want to implement a temporary demonstration.

PURPOSE

The purpose of the program is to support and encourage greater use of the temporary demonstration project approach. The temporary nature of the projects enables communities to evaluate the impact on street performance and safety, to educate residents about safer street designs, and to collect feedback.

ELIGIBLE APPLICANTS

New Jersey municipalities and counties are eligible to participate in the program. An official or employee



Business Enhancement Services

Business Enhancement Services may include:

- Project Concepts and Visuals



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BE Special Assessments

A NJBAC Business Enhancement (BE) Special Assessment includes:

- Targeted district management guidance and implementation planning to municipalities and non-profits.
- On-site live assessment walk-through or online assessment walk-through
- Output:
 - Short, visual, actionable (GSD)
 - Mostly tactical projects; some policy
 - Best practices, programs, ordinances (R&D)

NJBAC Business Enhancement Special Assessment



Prospect Street District



August-September, 2023



BE Special Assessments

A BE Special Assessment may include:

- Market data considerations
- Traffic data and breakdowns
- Other relevant sources of data

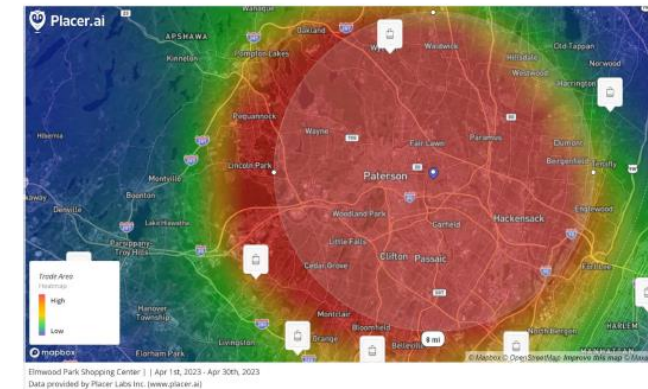
Market Data Considerations:

Shopper Metrics:

Elmwood Park Shopping Center (Elmwood Park on border with Fair Lawn), Broadway

Source: placer.ai (Location intelligence and foot traffic tracking data system)

This shows the core trade area from which customers are coming to Broadway for the business that are in the Elmwood Park Shopping Center, with most living within an 8-mile radius of the center. There is a stronger pull of customers from the south and west of Fair Lawn, which may be useful in terms of where to target marketing. Given the primarily household and convenience retail and service nature of the business mix there, the draw radius is fairly typical.



However, while there is only anecdotal data regarding the specialty medical and healthcare niche that is a key part of the Broadway District, it is safe to say that those services pull clientele from a similar area but also from much greater distances (albeit at a lesser quantity.) Likewise, specialty retail such as the bowling and baseball card businesses most likely bring in customers from a larger radius as well. It would be useful to speak with destination business owners in the district to see if they would be willing to share customer zip codes with Fair Lawn Main Street, Inc. – either in raw number form or as a percentage of their clients. This data would help the organization define the potential district market and also more strategically consider its approach to marketing the district and its offerings as a whole.



BE Special Assessments

A NJBAC Business Enhancement Special Assessment may include:

- Business Enhancement Visual Punch List



BE Special Assessments

A BE Special Assessment may include:

- Adaptable Templates for Immediate Use
- Best Practice Ordinances or Policies
- Other Technical or Funding Resources

NJ Business Action Center
Mixed-Use Building
Assessment Tool:
From Curb to Cornice



March 2024

NJ Business Action Center
Storefront & Façade
Design Standards Template

2023



Complete Streets Demonstration Library Program Guide

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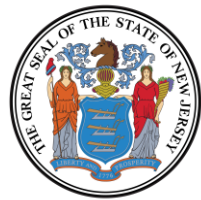
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It's all Important.



How?

- Be Stakeholder-Driven
- Create Visible & Tangible Change
- Get On Base (Score easy wins and build momentum)
- Be Authentic, But R&D to Save Time & \$
- Get to Yes
- Fail Fast & Learn From It



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Learn: state.nj.us/state/bac/



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