

# NJBAC: Your Business & Prosperity Partner

NJ County Planners Association

Online

October 20, 2023



**NJBAC**

New Jersey  
Business  
Action Center

# Greetings & Thanks!



# Greetings!



**Jef Buehler**

Assistant Director, NJBAC

Business Enhancement Special Projects



# NJBAC

**New Jersey Business Action Center**



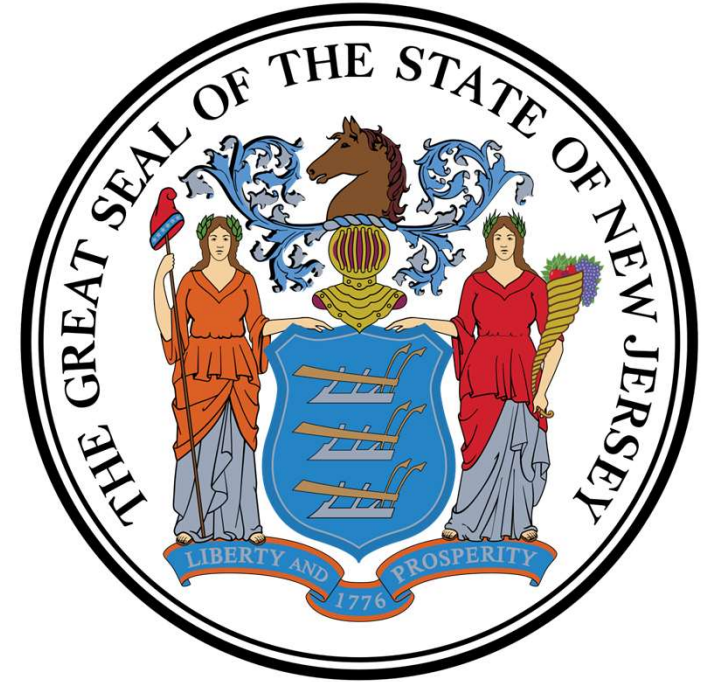
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Action Center

# Greetings!



**Tahesha Way, Esq.**

Lt. Governor





# Greetings!



**Melanie Willoughby**

Ex. Director, NJ Business Action Center



# NJBAC

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# Quick Survey #1



# About the NJ Business Action Center





# Whether your business or town is



**Urban**



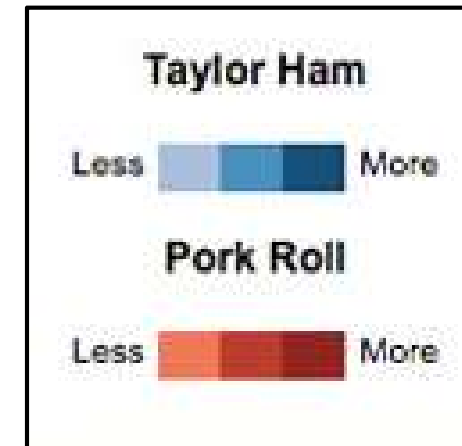
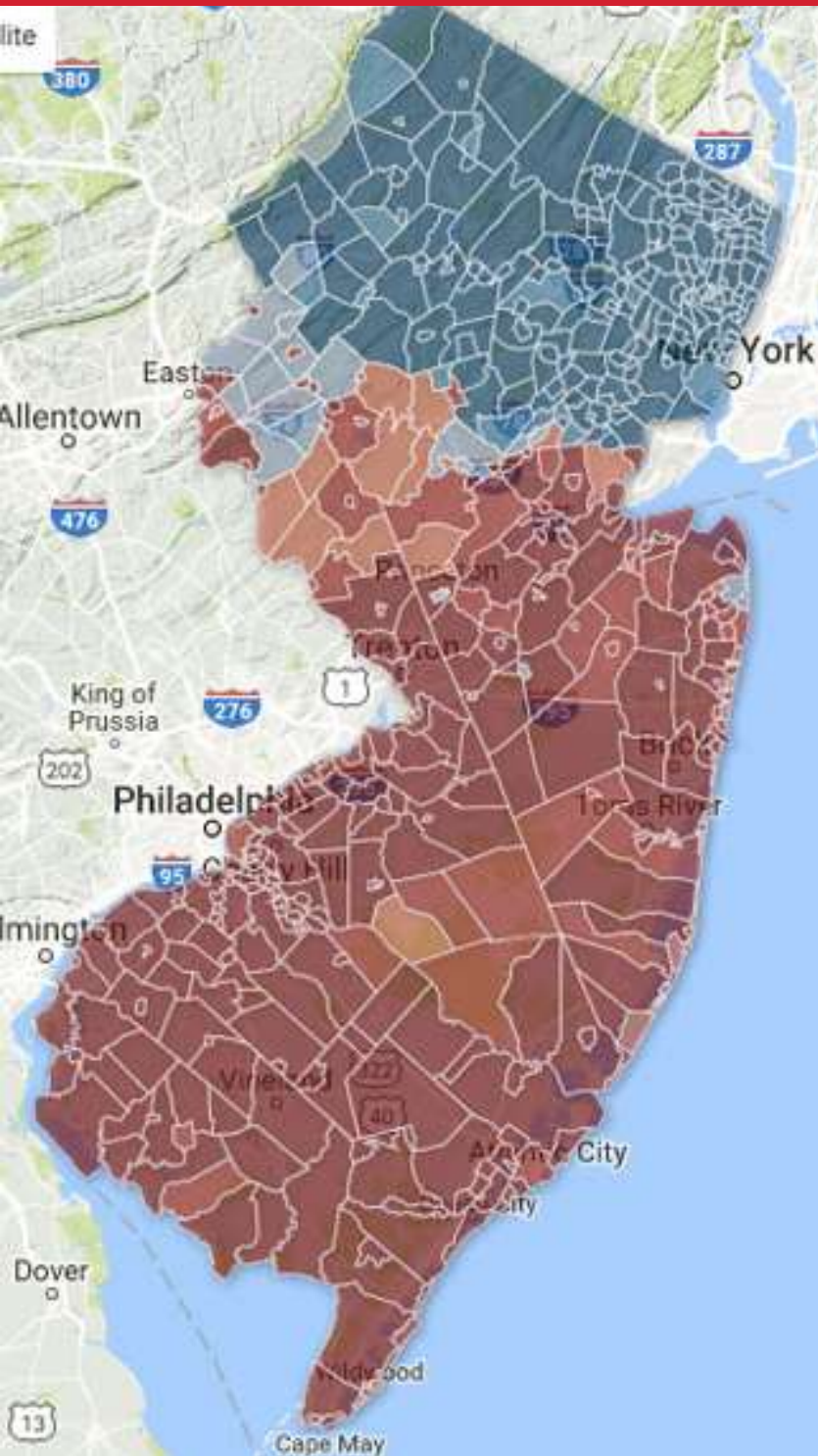
**Rural**



**Suburban**



# Whether your locals enjoy





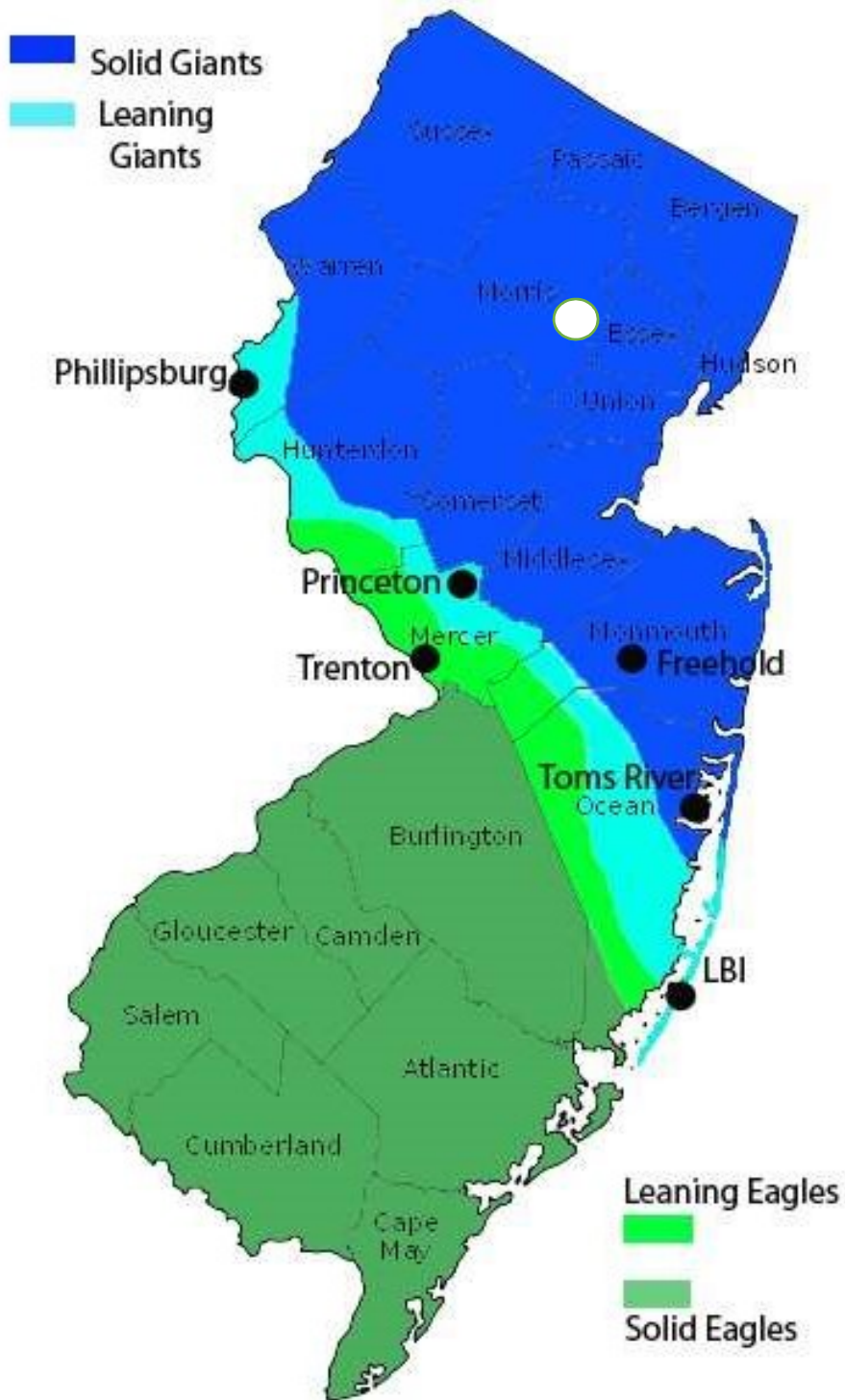
# Whether your local economy is



**Thrivin'**



**Divin'**



# Whether your community roots for





# BAC in Business

We are a free and accessible business support ecosystem that serves as a toolkit to help you reach your prosperity goals – as individual businesses, business organizations or districts, and municipalities.

## NJBAC's offices:

- 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 Collaboration
- Planning & Prosperity Assistance to Municipalities
  - Business Enhancement Special Projects

# BAC in Business

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 = **Planning & Prosperity Guidance**

Cannabis Training Academy = **Commercial Cannabis Collaboration**

# BAC's 3 B to B's

## Small Business Advocacy

- (Small) Business Support
- Real-time Problem Solving
- On-Call Concierge: 1-800-JERSEY-7
- Online Chat: [business.nj.gov](https://business.nj.gov)
- Bilingual English/Spanish





# BAC's 3 B to B's

## Business Advocacy

- Real Estate & Resources
- Technical Assistance
- Real-time Problem Solving
- State-Level Advocacy
- Specialized Sectors:
  - Film and Digital Media
  - Life Science/Technology
  - Advanced Manufacturing/Logistics
  - Food and Beverage



# BAC's 3 B to B's

## Export Promotion

- Export Support
- Technical Assistance/Research
- Targeted Export Promotion Grants



# BAC's C3

## Cannabis Training Academy

- Training in All Aspects of Commercial Cannabis
- Collaborative Guidance for Commercial Cannabis Licenses
- Information Resources for Communities





# BAC's P & P

## Office of State Planning

- Provides Planning & Prosperity Guidance to Municipalities
- Currently Revising the State Plan
- Business Enhancement Special Projects



# Plan Revision: More Ease & Engagement

## Advance Engagement

- County Planners Already Involved
- Several *Online* Targeted Topic Webinars
- Surveys, Surveys, Surveys: *Online*
- Other Conference and *Online* Sessions

## Streamlined Process

- Keeping it Simple for Municipalities: No Master Plan Needed
- *Online* Filing of County and Municipal Submissions
- Interagency Workgroup to Facilitate State Agency Feedback



# Plan Revision: More Ease & Engagement

## Engagement Throughout

- *Online* Sharing of the Preliminary Plan
- *Online* Filing of Public Comments
- Dedicated email address for public comments: [stateplan.comments@sos.nj.gov](mailto:stateplan.comments@sos.nj.gov)
- 21 County Hearings on Preliminary Plan: March-May-ish 2024
- Ongoing Collaboration and Conversation
- 6 Public Hearings after Final Plan is Published

# Business Enhancement Special Projects

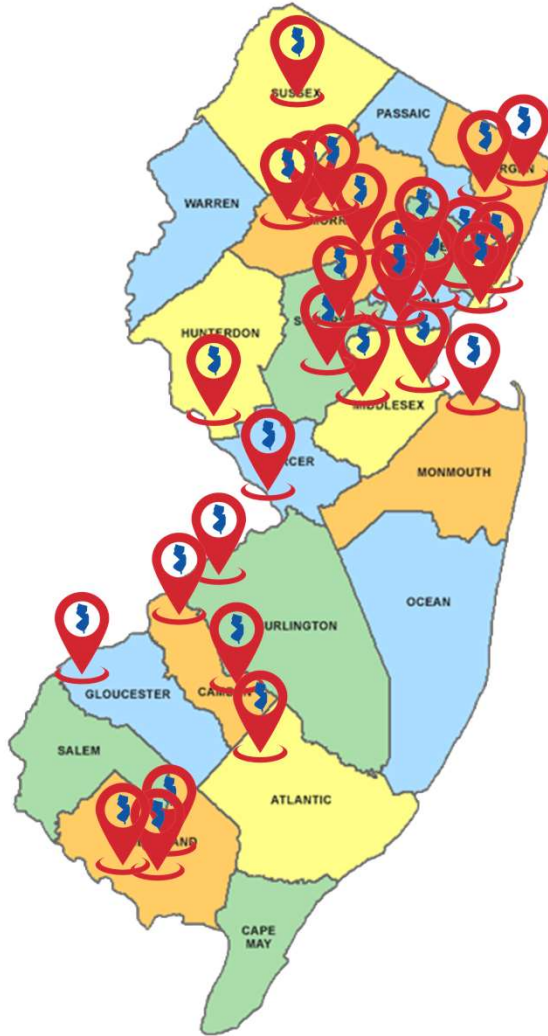
As part of its work with NJ's municipalities, NJBAC also focuses on helping to elevate business prosperity in communities and their districts in NJ.

We **connect** stakeholders like municipalities & counties with the value of the State Plan and communicate and engage with them on its vision and impacts.

We **provide** support for local business enhancement goals to local governments and district management entities.

We **share** technical assistance and guidance for creating and sustaining effective and resilient local economies having successful businesses.

# Oh, the Places We'll Go\*



NJBAC Business Enhancement (BE)  
Special Projects



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\*Virtually and On-Site



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# BE Special Projects

NJBAC Business Enhancement Special Projects for Municipalities may include:

- One-Off Technical Assistance Support:
  - Best Practices
  - Real-Time Problem Solving
  - State Agency/Department Networking/Advocacy
- “BAC in Business” Virtual Presentations
  - Fast-Paced Overview of NJBAC’s Services & Approach
- District Management Support & Assistance
  - Creating, Managing, & Enhancing District Management in Municipalities
- Business Enhancement Special Assessments
  - On-Site and Virtual



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# BE Special Assessments

A NJBAC Business Enhancement Special Assessment includes:

- Providing 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

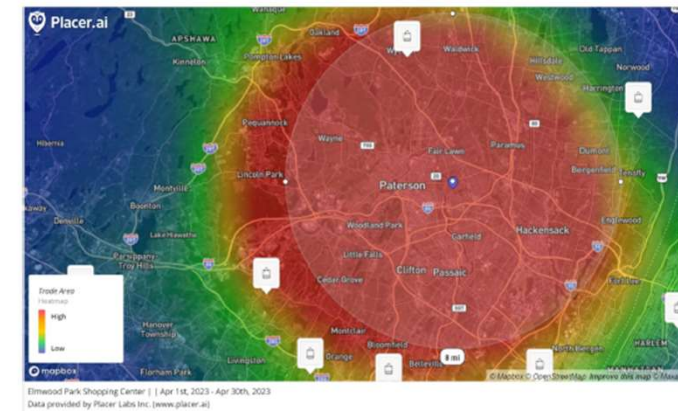
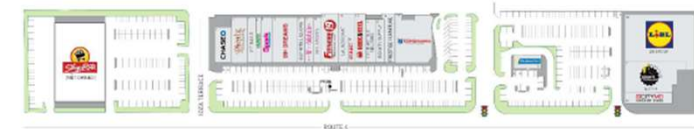
## Market Data Considerations:

### 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.

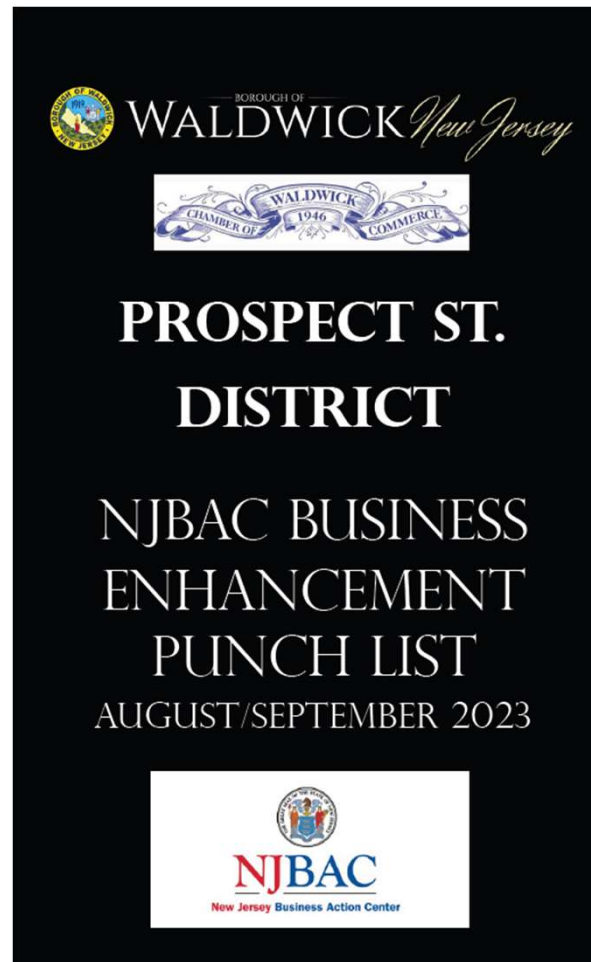


However, while there is only anecdotal data regarding the specialty medical and healthcare niche that is a key part of the Broadway District, it is safe to say that those services pull clientele from a similar area but also from much greater distances (albeit at a lesser quantity.) Likewise, specialty 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 Punch List



# BE Special Assessments

A BE Special Assessment may include:

- Adaptable templates for immediate use

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Storefront & Façade  
Design Standards Template

2023



# BE Special Assessments

A Business Enhancement Special Assessment 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.

Food preparation, processing, and assembly	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



# BE Special Assessments

A Business Enhancement Special Assessment 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

# County Planner Sidebar:

Be our Business Enhancement Partners!



# Setting the Table for Prosperity









# Fostering Prosperity

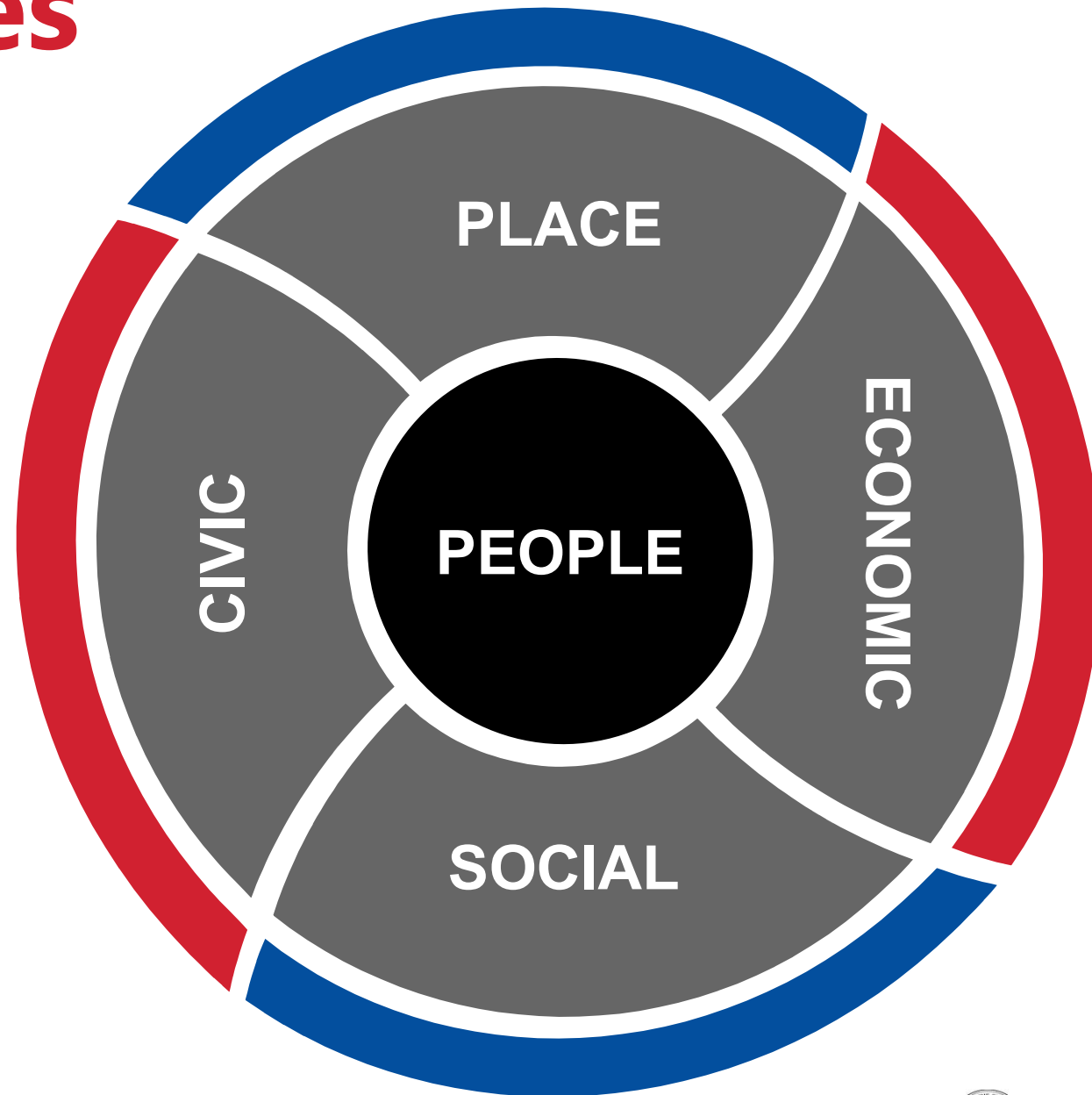
NJ's communities, districts, and the businesses that are their backbone succeed as they maintain and enhance their value. (Note: This is what we are revising the State Plan to support.)

But it's not just about growth. It's about *productivity* and *fit* which = prosperity.

Prosperity – for a business, its district, and community – is created with four sources of value.

# Prosperity Values

- Economic Value
- Place Value
- Social Value
- Civic Value



*All Funeral*

*Products*

# The Casket Store

- Caskets
- Stationery

- Urns
- Pet Caskets



## Tan Down Under

908-689-7071

OPEN  
TO THE  
PUBLIC

(908)  
835-9993

# Economic Value





Place Value





# Social Value





# It's all Important.





# How?

- Be Stakeholder-Driven
- Create Visible & Tangible Change
- Get On Base
- Be Authentic, But R&D to Save Time & \$
- If Nothing Says You Can't, You CAN
- Fail Fast & Learn From It



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# Quick Survey #2





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## Jef Buehler, Assistant Director

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**Call:** 1-800-JERSEY-7

**Chat:** [business.nj.gov](https://business.nj.gov)

**Learn:** [state.nj.us/state/bac/](https://state.nj.us/state/bac/)



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