

# FAIR LAWN

## Economic Collaborative

Post Office Box 1296, Fair Lawn, New Jersey 07410 • 201-797-3442

### SIGN AND AWNING GRANT PROGRAMS

**PURPOSE OF THE GRANTS** is to encourage the replacement of old, faded signs and awnings on commercial properties and businesses within the designated business zones in the Borough of Fair Lawn (B1, B2, B3 Zones), which include the special improvement districts.

Two different matching grant programs, available to Fair Lawn businesses (depending on location), provide financial incentives, which would make higher quality signs and awnings more affordable. The programs also reinforce a consistency and higher design standard that will benefit commercial districts as a whole, by offering assistance in meeting the required design guidelines.

Two types of matching grants are available through an application process where eligibility is determined, required approvals are met, and any other agreements are made.

#### TWO TYPES OF GRANTS:

- I. **The Business Zone Sign and Awning Grant Program** can be considered by any business or property owner located in any of Fair Lawn's business zones. The program offers a 3:1 matching grant, where reimbursement of \$3 for every \$4 of the cost of replacing an existing or installing a new sign or awning – up to a maximum grant amount of \$4,000 – is available to a business or property owner. Made available through a Bergen County Community Development Grant (CDBG), this grant requires an agreement to create one job for a low-to-moderate income resident of Bergen County within two years of the grant award. The Fair Lawn Economic Development Corporation (FLEDC) administers this program and will assist applicants through the application process.
- II. **The Sign and Awning Grant Program** is available only to businesses located in one of Fair Lawn's two Special Improvement Districts, **River Road** or **Broadway**, each of which have set aside \$5,000 for this program. This program offers a 1:1 matching grant, where one-half the cost of replacing an existing sign or awning – up to a maximum grant amount of \$1,000 – is available to a property or business owner. A Job Creation Agreement is not a requirement for this program. The River Road Improvement Corporation (RRIC) and the Broadway Improvement Corporation (BIC) will assist and oversee the applications of businesses in their respective special improvement district.

**APPLICATION PROCESS:** Applications and grant awards are on a first-come, first-served, first-completed basis, until funding sources run out.

**A. GRANT APPLICATION** – Applications are the same for both types of grants. To apply for a matching grant, the eligible applicant must provide a written outline of the proposed work (contractors/vendors estimate). The outline must describe in detail the work to be undertaken. **A color rendering** of the proposed sign/awning must be provided for the review of the Joint Design Review Committee (JDRC) for color, placement, materials, etc. The outline should also indicate the projected cost of the improvements.

**B. GRANT APPROVAL** - The Joint Design & Review Committee (JDRC) will review the proposed improvements to ensure its compliance with the River Road Special Improvement Design Guidelines manual, with the provisions of the Borough of Fair Lawn's Sign Ordinance (125-41), and with other ordinances or guidelines that may be appropriate for the business location. Depending on which grant is applied for (see above) the FLEDC, RRIC or BIC will determine the final approval of the applicant's eligibility, sign or awning design, grant amount, and oversee any other required agreements.

**C. GRANT RELEASE** - The grant will be paid at the completion of the improvements and upon receipt of canceled check(s) and contractors/vendors bills indicating the work undertaken and completed and the final amount paid.

Failure to meet design guidelines, and borough ordinances or building codes will result in the grant award being withheld until compliance is assured. Following the **Business Zone** grant award, failure to hire and provide one (1) job for a low-to-moderate-income Bergen County resident within two years will turn the grant into a zero-interest loan repayable to the County of Bergen in full at the expiration of the 24 month period.

**FOR FUTHER QUESTIONS, ASSISTANCE AND GUIDANCE**, see information contacts on back.

*The Fair Lawn Economic Collaborative – consisting of the Fair Lawn Economic Development Corporation (FLEDC), the River Road Improvement Corporation (RRIC), the Broadway Improvement Corporation (BIC), in public/private partnerships with local government and the business community – is a collaboration of parties committed to advancing an economic development and commercial revitalization agenda within and for the Borough of Fair Lawn.*

For further information and other materials  
relating to this program, assistance or  
guidance, contact

**Fair Lawn Economic  
Development Corporation**  
201 797-3442  
[www.FLEDC.com](http://www.FLEDC.com)

**River Road  
Improvement Corporation**  
[www.fairlawnriverroad.com](http://www.fairlawnriverroad.com)

**Broadway  
Improvement Corporation**  
[www.broadwaysid.com](http://www.broadwaysid.com)

Donald Smartt, Administrator  
201 797-3442

or  
**Borough of Fair Lawn**  
201 794-5310  
[www.FairLawn.org](http://www.FairLawn.org)  
Joanne Kwasniewski  
*Acting Borough Manager*

## **FAIR LAWN ECONOMIC COLLABORATIVE**

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SIGN AND AWNING  
GRANT PROGRAMS

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Want to *replace*  
an old sign or awning?



*for information on*

## **Sign and Awning Grants**

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Administered by the Fair Lawn Economic  
Development Corporation (FLEDC), the River  
Road Improvement Corporation (RRIC), and the  
Broadway Improvement Corporation (BIC)

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**2009**