



www.FairLawnRiverRoad.com

2018 Business Package sponsored by Community Bank of Bergen County & Wells, Jaworski, Liebman Attorneys at Law

WELCOME TO THE RIVER ROAD DISTRICT!

The River Road Improvement Corporation (RRIC) was created to promote economic growth; implement, foster and encourage commercial development business vitality, expansion and self-help; improve the business climate; and otherwise represent the best interests of the property owners in the District and in the Borough of Fair Lawn.

To learn more about the River Road District programs, visit the website at www.FairLawnRiverRoad.com.

In this packet, we introduce you to programs offered to the River Road district businesses:

1. **District Branding and Services:** Bright and vibrant banner systems on the decorative street poles within the district boundaries greet visitors to the district. During warm weather months, the River Road Improvement Corporation's professional staff schedules supplemental services in the areas of streetscape maintenance and landscaping.
2. **NEW! Sponsorship Opportunity:** Businesses are invited to participate in sponsoring the RRIC 2017 pole banner system. Sponsorship opportunity is available for limited time. Call 201-797-3442 for information.
3. **Public Relations, Social Media, Winter Holiday Decorating and Special Events:** News articles, informational website and Facebook are efforts to promote the River Road District and its businesses. Each winter holiday the River Road District is decorated with wreaths of twinkling lights on street lamps and window paintings of holiday greetings on participating storefront windows.
4. **Website:** Business spotlights, available properties, business directory and much more information is updated regularly on the website.
5. **Business Directory:** The RRIC maintains a dining, shopping and services directory on the website. Please see form in this package and send us your contact information for the database.
6. **Market Study and Demographics:** In 2010, the River Road Improvement Corporation completed a marketing study which included resident, shopper and business questionnaires and provided strategic plans to attract investors and new businesses.
7. **Fact Sheet:** Provisions in Borough's June 2014 Master Plan Revision to Benefit River Road

The River Road District team can be contacted by calling 201 797-3442 or by email:

Don Smartt, District Administrator: Don@DonSmartt.com

Jerry Blankman, Field Operations: Jerry@PublicSpaces.com, 201-538-3200

Diana Vitrano, Marketing/Promotions Coordinator: Diana@DonSmartt.com

Sheila Tarantula, Administrative Assistant: Admin@DonSmartt.com

New Business Package 2017

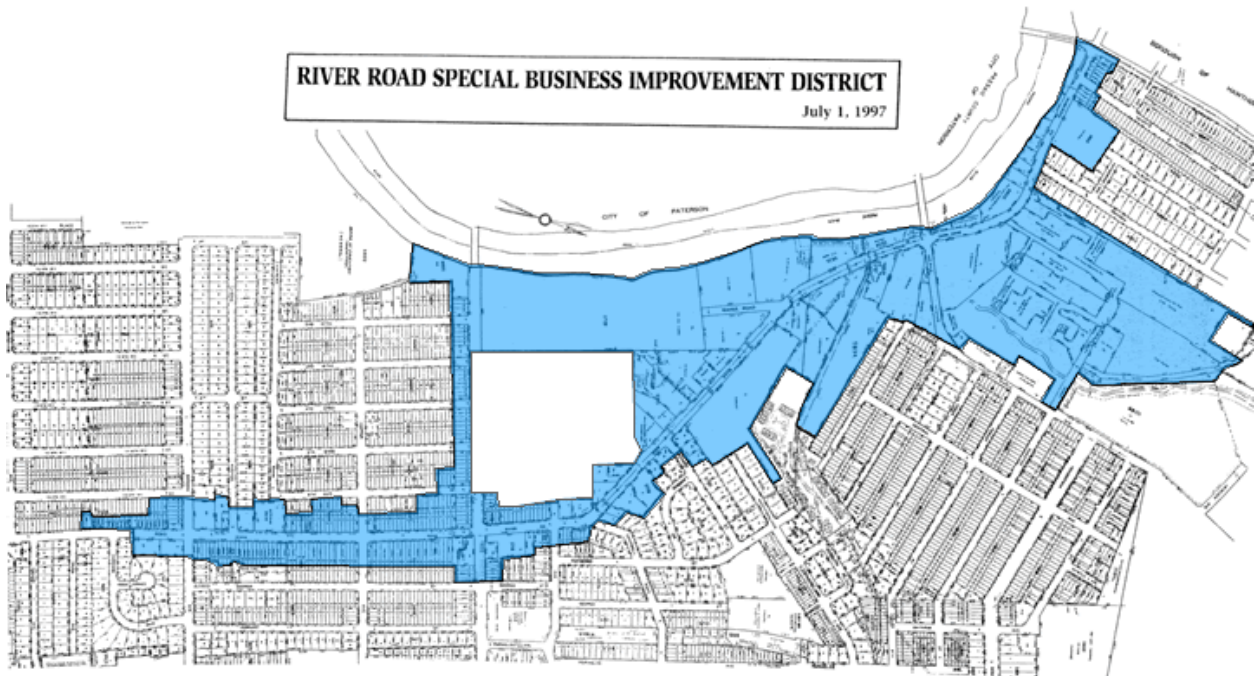


DISTRICT BRANDING AND SERVICES

Branding the River Road District with bright and vibrant banners has become the centerpiece of the district and appear throughout the district on the decorative street lamps.

NEW! Sponsorship Opportunity: Businesses are invited to participate in sponsoring the RRIC 2017 pole banner system. Sponsorship opportunity is available for limited time. Call 201-797-3442 for information.

The River Road Improvement Corporation, volunteers from the community and local businesses, provide supplemental services in the areas of maintenance, planting, watering and weeding the decorative planters within the district. The field staff can be recognized by their yellow vests or jackets.





“THANK YOU” TO OUR LOCAL SPONSORS!

This Business and Promotional Package is sponsored by:



Small Bank, Big Service!



12-79 River Road, Fair Lawn, NJ 07410

Phone: 201-791-0101

Fax: 201 791-6336

12 Route 17; P.O. Box 1827

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www.FairLawnRiverRoad.com

PUBLIC RELATIONS, SOCIAL MEDIA, HOLIDAY DECORATING AND SPECIAL EVENTS

The River Road Corporation (RRIC) public relations efforts include public articles written and submitted to various media venues promoting the district and its businesses. News articles are also posted on the website and Facebook page.



Visit the Facebook page as we search and share postings from district businesses for our readers. “Like” us so we may find your postings and share them.

We eblast to our database of over 1,000 email addresses of persons interested in Fair Lawn’s business district news.



Each holiday season the River Road Improvement Corporation (RRIC) contributes to the warm and welcoming environment with festive wreaths and twinkling lights, plus colorful painted storefront windows with various holiday greetings of the season. The RRIC sponsors the Holiday Window Painting program, offering discounted costs for a professional window painter. Someone will contact you in the early fall months with more information.

Pet Walk, Classic Car Show and other events are scheduled in 2017.

Details will distributed to your email as they become available.



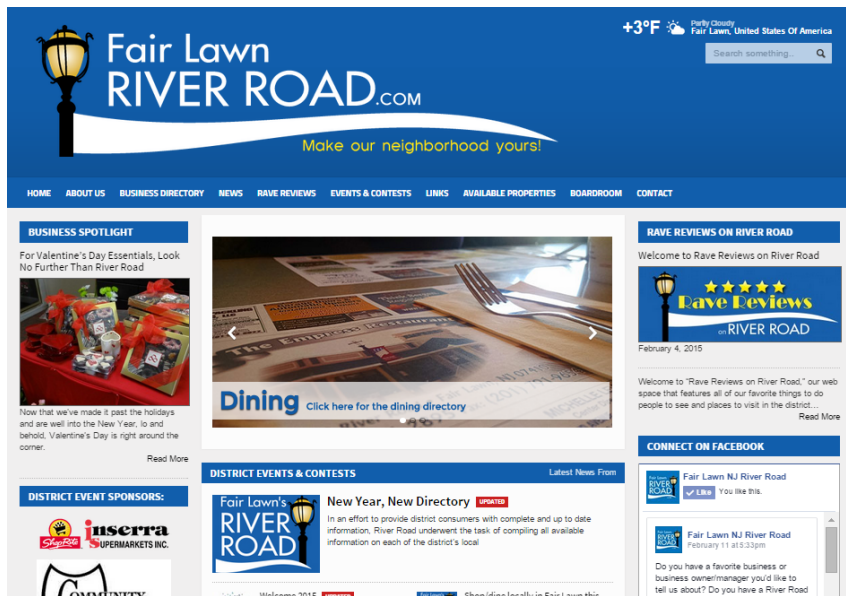
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WEBSITE

www.FairLawnRiverRoad.com

The River Road Improvement Corporation’s (RRIC) website features Business Spotlight and Shopping, Dining and Services directory to introduce the readers to the district and its businesses.

As a service to commercial property owners and businesses looking for a location, the website maintains a listing of Available Properties with contact information to capture interested parties.





Dear Business Owner:

Fair Lawn River Road is a Special Improvement District (SID) that serves as an advocate for district business owners and is especially concerned with helping to ensure Fair Lawn residents and others know about our businesses. Through our website and Facebook page, we offer information regarding events, promotions, available properties for sale/rent and, importantly, maintain a directory of all businesses operating within the district. If you would like to find out more about the River Road SID and what we do, please feel free to visit our website at: <http://www.fairlawnriverroad.com>.

At this time, the River Road Improvement Corporation is collecting basic information for all businesses in the district in an effort to keep our database current and post the same to the River Road SID website. We request that you complete this form and forward it to the address listed below. We want to make sure your business is listed on our directory, a listing that is available at no cost to you. This year, we are going one step further and will be adding a photo of your business (again, at no cost to you) to your business listing.

Business Name	
Owner/Contact Person	
Address	
Phone Number	
Fax Number	
Email Address	
Website Address	

Please mail, fax or email the completed form to one of the following:

Address: P.O. Box 1296
Fair Lawn, NJ 07410
Fax: 973-857-0818
Email: admin@fairlawnriverroad.com

If you have any questions regarding the directory or our other programs, feel free to call or contact our administrator, Don Smartt, at 201-797-3442 or by email: don@donsmartt.com

With more and more customers looking to the internet to identify local businesses, let our directory offer you another means of connecting with your future customers!

Like Us on Facebook!
[facebook.com/fairlawnriverroad](https://www.facebook.com/fairlawnriverroad)



MARKET STUDY & DEMOGRAPHICS



In March 2010, River Road Improvement Corporation (RRIC) retained JGSC Group to conduct a Community InsightsSM study of the River Road Special Improvement District.

Through custom research, the Market Study provides an in-depth evaluation of the economic realities of the River Road Improvement Corporation district corridor, offers strategies for retaining the businesses already in place, proposes a plan for the recruitment of new businesses in categories identified to be sustainable for the River Road Trade Area, offers marketing strategies, and a specific plan to attract investors and businesses. Visit the website to read the full report.

Below we provide a limited selection of information from the report.

Traffic Counts

- Annual Average Daily Traffic (“AADT”) along River Road is lowest near the intersection with Maple Avenue, at 15,000
- Further south AADT varies between 18,000 and 20,000 while Fair Lawn Avenue near River Road averages 25,000

Fair Lawn Demographic Information

Source: U.S. Census Bureau, Census 2010 www.census.gov

Fair Lawn (Borough), New Jersey

People QuickFacts	Fair Lawn	New Jersey
Population, 2011 estimate	32,669	8,834,773
Population, 2010 (April 1) estimates base	32,457	8,791,898
Population, percent change, April 1, 2010 to July 1, 2011	0.7%	0.5%
Population, 2010	32,457	8,791,894
Persons under 5 years, percent, 2010	5.2%	6.2%
Persons under 18 years, percent, 2010	22.0%	23.5%
Persons 65 years and over, percent, 2010	16.3%	13.5%
Female persons, percent, 2010	52.0%	51.3%
White persons, percent, 2010 (a)	84.4%	68.6%
Black persons, percent, 2010 (a)	1.7%	13.7%

American Indian and Alaska Native persons, percent, 2010 (a)	0.1%	0.3%
Asian persons, percent, 2010 (a)	9.7%	8.3%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	Z	0.0%
Persons reporting two or more races, percent, 2010	1.8%	2.7%
Persons of Hispanic or Latino origin, percent, 2010 (b)	10.2%	17.7%
White persons not Hispanic, percent, 2010	77.5%	59.3%
Living in same house 1 year & over, percent, 2007-2011	93.3%	89.7%
Foreign born persons, percent, 2007-2011	28.2%	20.6%
Language other than English spoken at home, percent age 5+, 2007-2011	37.1%	29.2%
High school graduate or higher, percent of persons age 25+, 2007-2011	92.1%	87.6%
Bachelor's degree or higher, percent of persons age 25+, 2007-2011	49.5%	35.0%
Veterans, 2007-2011	1,434	472,716
Mean travel time to work (minutes), workers age 16+, 2007-2011	29.9	30.1
Housing units, 2010	12,266	3,553,562
Homeownership rate, 2007-2011	76.7%	66.6%
Housing units in multi-unit structures, percent, 2007-2011	21.1%	35.9%
Median value of owner-occupied housing units, 2007-2011	\$419,500	\$349,100
Households, 2007-2011	11,814	3,180,854
Persons per household, 2007-2011	2.72	2.69
Per capita money income in the past 12 months (2011 dollars), 2007-2011	\$41,117	\$35,678
Median household income, 2007-2011	\$95,725	\$71,180
Persons below poverty level, percent, 2007-2011	4.0%	9.4%
Business QuickFacts		
Total number of firms, 2007	4,380	781,622
Black-owned firms, percent, 2007	S	7.7%
American Indian- and Alaska Native-owned firms, percent, 2007	F	0.4%
Asian-owned firms, percent, 2007	7.8%	8.7%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	F	0.1%
Hispanic-owned firms, percent, 2007	S	8.7%
Women-owned firms, percent, 2007	25.9%	27.3%
Manufacturers shipments, 2007 (\$1000)	634,714	116,608,094
Merchant wholesaler sales, 2007 (\$1000)	801,119	233,413,004
Retail sales, 2007 (\$1000)	440,497	124,813,580
Retail sales per capita, 2007	\$14,472	\$14,453
Accommodation and food services sales, 2007 (\$1000)	44,220	19,993,613
Geography QuickFacts		
Land area in square miles, 2010	5.14	7,354.22
Persons per square mile, 2010	6,315.8	1,195.5
FIPS Code	22470	34



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Revised: 2/08/17

RIVER ROAD FACT SHEET

Provisions in Borough's June 2014 Master Plan Revision to Benefit River Road

Off-street Parking Requirements: Master Plan Revision (page 52) recommends reduction in River Road parking requirements for offices, medical offices, restaurants and retail consistent with ordinances enacted for Broadway in 2012. Exact language from the Plan is as follows:

- g) Amend the standard for offices to 1 space per 250 square feet of gross floor area for buildings up to 30,000 square feet in size; and 1 space per 300 square feet of GFA for buildings larger than 30,000 square feet. This change will slightly decrease and update the parking requirement for smaller offices, consistent with the change made for Broadway.*
- h) Decrease and update the standard for dental and medical offices from 1 space per 100 square feet of net building area to 1 space per 225 square feet gross floor area, consistent with the change made for Broadway.*
- i) Decrease and update the standard for restaurants and eating or drinking places from 1 space per 2 seats to 1 space per 3 seats, plus 1 space per employee on the maximum shift.*
- j) Decrease and update the standard for retail sales from 1 space per 200 square feet of gross floor area to 1 space per 250 square feet of gross floor area, consistent with the change made for Broadway.*

Building Height: Master Plan Revision (pages 47-48) recommends

For the B-4 Zone on River Road, Maximum building height should be increased from 33' to at least 35' (3 stories) to accommodate higher modern ceiling heights and pitched roofs.

For the B-5 Zone on River Road, Permitted building height should be increased from 26' to 30' (2 stories) to accommodate higher modern ceiling heights and pitched roofs.

Façade Signage Height: Master Plan Revision (page 49) recommends increase in signage height to 36" on River Road, subject to certain conditions. Exact language is as follows:

- c) 36" tall signs would . . . be appropriate on nonresidential buildings throughout the Borough if they are limited in size to 2 SF per linear foot of store frontage or 50 SF maximum. Signs should be located above the primary entrance for the tenant.*

NOTE: Ordinance language that reflects changes to Off-Street Parking Requirements and Building Height has been submitted by the River Road Improvement Corporation (RRIC) to Mayor and Council.