

exciting times



**UPPER MAIN
HACKENSACK**

Upper Main Alliance

The Upper Main Alliance is a public private partnership formed as an alliance between the business community and the City of Hackensack. The mission of the Alliance is to address the issues facing the business community with the goal of improving the local economy and the overall business climate in Hackensack. The joint venture between the businesses and government will be an effective partnership that will enhance the quality of life within the City of Hackensack.

The Upper Main Alliance management organization is governed by an 11 member Board of Directors comprised of commercial property owners and business owners, who are elected by the members of the district along with liaisons from the Hackensack Chamber of Commerce, the YMCA, Johnson Public Library, and the City Council. The Upper Main Alliance is supported by a full time staff.

The Upper Main Alliance, created in January 2004, is focusing on issues including:

- Visual Improvement / Façade and Signage Grant Program
- Marketing / Special Events
- Public Relations / Co-op Advertising Grant Program
- Clean and Green Programs
- Parking Lot Programs
- Retention and Recruitment

Board members and other volunteers work on the above issues within an organizational structure of committees. The committees work on projects such as improving the street retail environment, marketing the district through the creation of a website, investor's marketing kit, a business directory, and quarterly newsletters. There is no criteria in order to become an active participant in the Upper Main Alliance's activities. Residents, civic leaders, and business proprietors can all contribute to the revitalization effort.

The Upper Main Alliance extends along Main Street from Mercer Street to Clinton Place. There are 153 commercial properties and over 375 businesses within the district. The diversity of the district's business mix adds to the district's position. All of the programs and projects of the Upper Main Alliance are supported through an annual budget of approximately \$365,000 generated through a special assessment on commercial properties located within the district.

Why fund façade and signage improvements?

The Upper Main Alliance Visual Improvement Committee (VIC) has identified a need to provide façade and signage improvements to assist commercial property owners and businesses located within the Hackensack Upper Main Alliance's boundary:

1. Promote the physical and economic revitalization of the Hackensack business district;
2. Create an aesthetically pleasing shopping environment;
3. Create a defined and complementary streetscape/street retail environment through the improvement of facades and signage.

Who is eligible to apply?

- A commercial property or business located within the boundaries of the Upper Main Alliance is eligible to apply for grants;
- Applicants must follow enclosed guidelines;
- Funds are provided on a 3-1 ratio for façade, signage, and awning improvements;
- Grants are paid on a reimbursable basis after proof of payment and work is inspected.

Board of Directors

Executive Officers

Jerome J. Lombardo
Chairman / C.J. Lombardo Co.

Ed Decker
Vice Chairman / Musically Yours

Bryan Hekemian
Secretary / Hekemian & Co.

Steve Mandaro
Treasurer / Brother's Carpet

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Oritani Savings Bank

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GAM Realty

Eric Anderson
MBA Properties Group

George Venarchik
605 Main Street Associates

Jerome Some
Some's Uniforms, Inc

Luis Ortiz
Rinconcito Musical

Nelson Louis
Y.M.C.A.

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City Council

Stephen Lo Iacono
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Albert H. Dib
City Council Appointee

Harry Comp / Dan Kirsch
Chamber of Commerce

Laura Kirsh
Johnson Public Library

Board Attorney

Gerald R. Salerno, Esq.
Aronsohn Weiner & Salerno

Board Accountant

Marc C. Wuensch, CPA
Liebgold, Wuensch & Associates, LLP

Executive Director

Leo Pflieger

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CITY MANAGER

CITY OF HACKENSACK

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P.O. Box 608
HACKENSACK, N.J. 07602-0608
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CITY COUNCIL

MICHAEL MELFI, MAYOR
MARLIN G. TOWNES, DEPUTY MAYOR
KAREN K. SASSO, COUNCILWOMAN
CHARLES P. McAULIFFE, COUNCILMAN
JORGE E. MENESES, COUNCILMAN

Dear Upper Main Alliance Members:

The City of Hackensack is proud to support and endorse Hackensack's Upper Main Alliance. The City is an active partner of the Alliance and shares in its commitment to establish a thriving business district on Main Street.

In addition to the Alliance's talented and energetic Board of Directors, the Alliance engages consultants, architects and planners to devise and implement comprehensive, long-range growth plans. The Alliance has the professional and financial resources necessary to create an active and vibrant marketplace for the City residents and the tens of thousands of visitors that pour into the downtown daily.

On behalf of the entire City Council, I am pleased to renew the City's pledge of support to the Upper Main Alliance. The City has the utmost confidence in the Alliance and will continue to provide its cooperation to ensure the long-term success of this most exciting project.

We encourage businesses within the district to take advantage of the many programs offered by the Upper Main Alliance. With the help and cooperation of the Main Street Community, the future of the City's downtown looks brighter than ever.

Sincerely,

Michael R. Melfi
Mayor, City of Hackensack



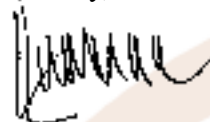
Dear Upper Main Alliance Members,

As Chairman of the Upper Main Alliance, and on behalf of its Board of Directors, we are proud to introduce the Façade and Signage Grant Program. This program gives commercial property owners and business owners, located within the boundaries of the Upper Main Alliance, the opportunity to revitalize your buildings and storefronts and recover up to one-third of the cost of the project.

All funding will be allocated to the program on an annual basis from the Upper Main Alliance's budget and divided into three areas, façade, signage and awnings. Applicants will complete a simple application which will be reviewed by our Visual Improvement Committee and funds will be awarded to approved applicants, on a first come first served basis. Business and property owners are eligible to apply. Façade improvements will be funded on a three to one matching basis with a maximum amount of \$15,000.00, while signage and awning grants will be funded on a three to one matching basis with a maximum amount of \$2,000.00

All programs established by the Upper Main Alliance are for the benefit of our membership. We urge you to take part in these programs to improve the local economy and the overall business climate in Hackensack.

Sincerely,



IEROME J. LOMBARDO
Chairman of the Board
Hackensack Upper Main Alliance

JL:lk
Encs.

Storefront Design Tips

1. Make it simple

Simple design allows the passer-by to see and take notice of your individual business and/or merchandise. Excessive visual clutter, such as multi-colored facades and too much signage, makes your merchandise/business less effective. A well-designed sign often gets the most attention.

2. Choose the right materials

Materials should be durable and enhance the character of the storefront. It should encourage shoppers to enter your store.

3. Hire experienced consultants

Most storefront alterations or modifications require permits from The City of Hackensack. The architect and contractors you hire should all be reputable and licensed. Get references of their former clients, and inspect completed work.

4. Well-maintained store helps your bottom line in the long run

Keep your storefront, awnings and signage clean and in good condition.

5. Keep in mind your store façade design as well as your neighborhood.

Preserve and reveal the historic or unique architectural elements on your façade, as these elements can draw attention to your store and merchandising.

6. Highlight the uniqueness of your area, store or façade.

This quality can be a great complement to the neighborhood, and create a strong brand/identity.

7. Increase storefront visibility

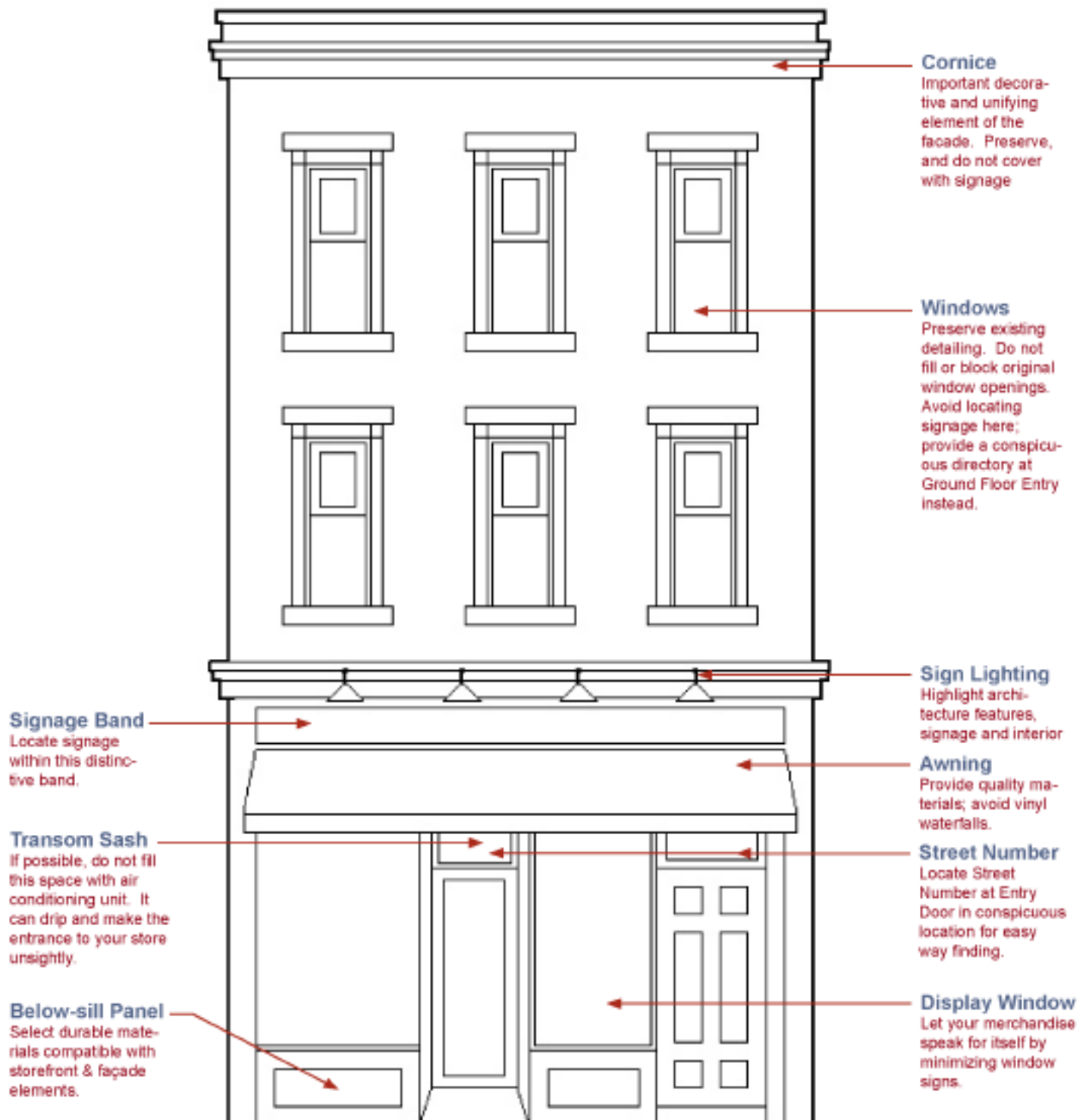
Fewer signs on the façade, and specifically on windows, allows your merchandise to speak for itself and creates a more secure shopping environment by letting more daylight into the store.

8. Use inviting lighting

Attractive lighting on your storefront can draw attention to your business, especially during low light conditions; and it makes the entire street more enticing.

Storefront Design

The general guiding principal of excellent storefront design is to keep it simple, and to let the natural architectural elements of your building and storefront speak clearly. Below, is a diagram of different components of the storefront to be used as a general guideline for improvements. Note that not all buildings have all of the architectural design elements as drawn below. However, this storefront diagram may be applicable to most building types.



Storefront Renewal

Inventory Your Existing Assets

- Carefully review what you have, older buildings often include interesting architectural details that may have been covered up over the years. An attractive façade can enhance your business and brand.

Generate Ideas

- Think about what changes you could make to improve the street appearance of your store. Remember that too much visual clutter can confuse your customer. If possible, let the merchandise speak for itself whenever possible.
- Brainstorm ideas, hopefully this guide will help inspire some ideas. Look around at other establishments that have particularly nice facades. Contact local resources such as the Upper Main Alliance and/or the City of Hackensack's Department of Building, Housing, and Land Use for sources of technical or financial assistance for your project.

Understand Regulations

- For information on regulations and application procedures, contact the City of Hackensack's Department of Building, Housing, and Land Use at 201-646-3912/3914; www.hackensack.org and/or Upper Main Alliance's main office at 201-498-1690. See page 14 for sample application form.

Hire Qualified Vendors

- The Upper Main Alliance maintains a data base of fabricators and installers that could meet your façade, signage and awning needs.
- Licensed architects can be found by contacting the local chapter of the American Institute of Architects, or by visiting the website at www.aia.org.

Examples of Good Storefronts



Storefront Display - Product highlighted



Storefront Display - Quality presentation



Signage - Creative Display



Signage - High contrast lettering



Awning - Retractable



Lighting - Distinctive



Transparency - Interiors revealed



Transparency - Merchandise illuminated

Signage Guidelines

Maintain a consistent band of store signage throughout the district

- Restrict signage to a Signage Band immediately above the glazed storefront
Maintain a consistent signage zone to help create a unified identity for the Main Street Retail District.
- Allow the Signage Band to stretch along the length of the building façade
Where possible, the store sign on the Main Street façade should highlight the name of the store.
- Limit signage text in Signage Band to store name
Provide door or street number on main façade near entry door; do not locate in “signage band.”
Other text should be avoided in the signage band.

Hire Qualified Vendors

- The Upper Main Alliance maintains a data base of fabricators and installers that could meet your signage needs.
- Licensed architects can be found by contacting the local chapter of the American Institute of Architects, or by visiting the website at www.aia.org.



Undesirable - No signage band above glazing



Desirable - Signage band located directly above glazing



Undesirable - Store sign is too small



Desirable - Store sign is fully stretched, and it has clear identity



Undesirable - Facade is overcrowded



Desirable - Signage band contains clear and simple message

Awning Guidelines

Provide quality awnings to create a vital and unified streetscape

- Select durable fabric or canvas awnings; vinyl “waterfall” awnings are prohibited
Cloth or canvas awnings are desirable.
- Provide awnings with open sides
Open-sided awnings ensure a lighter feel, providing thermal and weather protection with adequate diffused light. This enables better visibility of storefront displays. Note that in winter, awnings may limit sunlight, and become undesirable, consider awnings that are retractable.
- Provide signage only on valance; limit signage to store name
Limit signage on valance to store name. Provide door/ street number on main façade near entry door. No other text should be located on the awning.
- Select neutral colors
Light coloring upon a dark background is recommended.

Hire Qualified Vendors

- The Upper Main Alliance maintains a data base of fabricators and installers that could meet your awning needs.
- Licensed architects can be found by contacting the local chapter of the American Institute of Architects, or by visiting the website at www.aia.org.



Undesirable - Vinyl awning is too large, excessive coverage



Undesirable - Vinyl awning breaks down under sunlight



Undesirable - Closed sided awning hides windows



Undesirable - Chaotic awning/excessive verbiage



Desirable - Fabric awning is durable, clean & simple



Desirable - Fabric awning is durable material & uniform design



Desirable - Open sided awning is retractable and opens up windows



Desirable - Awning is straightforward & uses a branded logo for identity

Façade Guidelines

Maximize storefront transparency

- Provide a minimum glazed storefront of 75%
Provide adequate glazing to advertise the product or service that the store sells. Visibility of the product is key to making a sale. Clear display frontage invites attention from the street – the first step in making a sale. The storefront is the full area of the façade immediately below the signage band.
- Display actual product; limit product representations
Where relevant show actual product in front display windows. Do not substitute posters, pictures or artistic representations for actual product in window displays. Use interior walls for such displays as necessary. Provide a minimum of 80% transparency within storefront display.

Preserve and restore historic facades and details

- Enhance marketability of the retail district by highlighting Hackensack's history
History is marketable. Visitation is directly proportional to the historical interest of a place. Restoration of unified facades creates a higher historical profile for the area, and in turn brings increased footfalls to individual stores.





Undesirable - Storefront has excessive coverage, content hidden



Desirable - Storefront has full transparency



Undesirable - No visibility of actual product



Desirable - Strong actual product presentation



Undesirable - Blank wall



Desirable - Painted graphic & landscaped treatment

Before & After



Before - Building façade is broken-up



After - Unified façade & signage



Before - No continuity in street façade



After - Coherent street façade

Reference Information

National Trust Main Street Center
1785 Massachusetts Avenue, NW
Washington, D.C. 20036
tel: 202-588-6219
fax: 202-588-6050

American Institute of Architects (AIA)
233 East Ontario Street, Suite 500
Chicago, IL 60611
tel: 202-626-7300
fax: 202-626-7426

American Institute of Graphic Arts (AIGA)
164 Fifth Avenue
New York, NY 10010
tel: 212-807-1990
fax: 212-807-1799

Association of Store Design & Visual
Merchandising Representative (ASDVMR)
307 Cove Creek Lane
Houston, TX 77042
tel: 713-782-5533
fax: 713-785-1114

International Interior Design Association (IIDA)
341 The Merchandise Mart
Chicago, IL 60654
tel: 312-467-1950
fax: 312-467-0779

Institute of Store Planners (ISP)
25 N. Broadway
Tarrytown, NY 10591
tel: 914-332-1806
fax: 914-332-1541

Society of Visual Merchandisers (SVM)
320 W. 13th Street
New York, NY 10014
tel: 212-724-5975
fax: 212-645-0461

American Center for Design
307 Cove Creek Lane
Houston, TX 77042
tel: 713-782-5533
fax: 713-785-1114

Storefront Improvement Programs

Visual Improvement Committee

Façade, Signage and Awning Grant Program

Program Overview:

This program is within the Visual Improvement Committee of the Hackensack Upper Main Alliance and covers façade, signage, and awning improvements.

Why fund façade and signage improvements?

The Upper Main Alliance Visual Improvement Committee (VIC) has identified a need to provide façade, signage, and awning improvements to assist commercial property owners and businesses located within the Hackensack Upper Main Alliance to:

1. Promote the physical and economic revitalization of the Hackensack business district.
2. Create an aesthetically pleasing shopping environment.
3. Create a defined and complementary streetscape/street retail environment through the improvement of facades and signage.

Funding Source:

Funding will be allocated for the program on an annual basis from the Upper Main Alliance's budget and divided into three areas: Façade, Signage, and Awnings. Applicants will complete a simple application which will be reviewed and funds will be awarded to approved projects on a first come, first serve basis.

Key Program Points:

- A commercial property or business located within the boundaries of the Upper Main Alliance.
- Funds are provided on a 3-1 ratio for façade, signage, and awnings.
- The grants are reimbursable after proof of receipt and inspection of completed work.
- No funds will be contributed to completed projects without prior application.
- Approving body must sign off on application and any change orders.

Façade Grants:

Business and property owners are eligible to apply. Façade improvements may be funded on a 3-1 matching basis, at a grant maximum amount of \$10,000 for a building that contains one to two units. Façade improvements may be funded on a 3-1 matching basis at a grant maximum amount of \$15,000 for a building that contains three or more units. The property owner and/or business owner must apply for sign and/or awning grants to be awarded maximum façade grant. Projects will be considered on a project by project basis.

Façade design must be approved in advance of installation or purchase. Façade changes may require a building permit from the Building Department.

Sign Grants:

Business and property owners are eligible to apply. Signs may be funded on a 3-1 matching basis at a grant maximum of \$2,000. Property owners are eligible to apply for multiple grants not to exceed the number of units within the building. Sign composition, letter and size must be approved in advance of installation or purchase. Signs may require a signage permit from the Building Department.

Awning Grants:

Business and property owners are eligible to apply. Awnings may be funded on a 3-1 matching basis, at a grant maximum of \$2,000. Property owners are eligible to apply for multiple grants not to exceed the number of units within the building. Awning grants should be part of the façade program or will be judged on an individual basis and must meet the strict criteria as established by the Upper Main Alliance. Vinyl awnings are prohibited. Light lettering upon a dark background is recommended. Any signage adhered to the awning must be approved by the Upper Main Alliance and follow signage requirements of the City of Hackensack's Zoning Codes and Ordinance.

- The maximum overall grant award will not exceed the amount of \$25,000.

Storefront Improvement Programs (continued)

Considerations For Façade, Signage and Awning Grants:

1. The quality of the design and its general compatibility, arrangement, material selection, and colors will be considered individually and with regard to the adjacent buildings.
2. The application's relevant impact on the building and the District.
3. The compatibility of the project to the overall streetscape.
4. Signs, as much as any other element, define the character and quality of the district. The sign's overall design, use of color, materials and placement must be complementary and/or compatible with the host building and the adjacent buildings.
5. Any and all grant applications must follow all requirements of the City of Hackensack's zoning codes and ordinances.
6. Applicant must give approval to the Upper Main Alliance to display their signage as the Sponsor of the program during the construction.

Reimbursement Procedure:

All funding is discretionary and grants are on a reimbursement basis. If awarded, the Upper Main Alliance is not obligated to give the maximum amount allowed in each category. The Upper Main Alliance may award grants in an amount less than the amount requested. Reimbursement may take 3-4 weeks after the work is finalized, with submission of pictures of final project and approval of invoices.

Application Review:

Projects will be judged on a project by project basis by the VIC Committee, who will meet monthly to review applications and make recommendations to the Upper Main Alliance Board. Applicants will have the opportunity to present their proposals to the VIC Committee.

Applications must include:

- Three photographs of the building as it exists. Where site work is involved, photographs should include existing ground conditions around site, adjacent buildings, trees, benches, trash containers, etc.
- Written description of the project;
- Design drawings of the proposed work, indicating materials, accurate scale and colors;
- Minimum of two written estimates from contractors of construction (or work) prior to award of grant. Estimates shall be provided by licensed contractors, one of the estimates shall be from the Upper Main Alliance's approved list of contractors;
- Written authorization from the landlord to perform the work;
- Documentation that all Upper Main Alliance assessments are paid prior to award of grant;
- Plans and projects must comply with City of Hackensack's regulations.

Incomplete applications will not be considered. Projects completed prior to the grant application submission will not be considered. Grant applicants who have received grant funding during the current year will be considered for additional grants based on available funds and the discretion of the VIC Committee.



**UPPER MAIN
ALLIANCE**

**Upper Main Alliance
Façade, Signage and Awning Grant Application**

Name: _____

Business Name: _____

Property Address: _____

Mailing Address (if different): _____

Tel: _____ Fax: _____

Anticipated Construction Date(s): _____

Property Owner:: _____

Application Type: _____

- Façade
- Signage
- Awning

Application must include the following:

- Three (3) photographs of the building as it exists. Photographs should include existing ground conditions around the site and adjacent buildings. (Polaroid okay)
- Sketch, rendering, design plans
- Sign design with lettering and detail
- Minimum of two written cost estimates – one of the estimates from the list provided by the Upper Main Alliance (prior to the time of award)
- Property Owner’s Approval - in writing
- Color chips, paint swatches and material samples if applicable
- Written description of project.

Property Owner Signature, Date

Applicant Signature, Date

SUBMIT TO:
UPPER MAIN ALLIANCE
238 Main Street, Suite 110
Hackensack, NJ 07601
Tel: (201) 498-1690
Fax: (201) 498-1660
www.uppermain.org



Joseph Mellone
Land Use Administrator

CITY OF HACKENSACK

HOUSING, LAND USE DEPARTMENT

65 CENTRAL AVENUE

HACKENSACK, N.J. 07601

(201) 646-3914

Fax (201) 646-8052

www.hackensack.org

Some helpful hints when applying for permits associated with the Facade and Signage Grant Program

When applying for a façade improvement, awning or sign installation permit, the applicant must first obtain zoning approval. This is done by filling out a "Zoning Permit Application" which is available online at www.Hackensack.org, at the Office of Building, Housing and Land Use at 65 Central Avenue on the 3rd floor or at the Upper Main Alliance Office located at 238 Main Street, suite 110. The application should contain sufficient information to ensure compliance with the City's Land Use Ordinance. Once zoning approval is obtained, the applicant must apply for permits through the Building Department. If the applicant prefers, they can apply for zoning approval and the construction permits at the same time. Generally, a "Building, Electric and Certificate" application is required along with three sets of signed and sealed plans prepared by an architect. Include as much information as possible in order to expedite the plan review process.

Listed below are permit applications that will need to be filled out completely and submitted for review and approval.

1. City of Hackensack Zoning permit application
2. Construction Permit application (folder)
3. Construction Permit
4. Building sub-code technical section
5. Electrical sub-code technical section

If applicants have any questions regarding procedures for obtaining Zoning Approval or applying for permits, they may contact Al Borrelli at (201) 646-3912, Joe Mellone at (201) 646-3914 or email jmellone@hackensack.org.

Thank you

Joseph Mellone
Land Use Administrator
City of Hackensack