



**DOWNTOWN  
CRANFORD**

## BUSINESS TOOL KIT



**JUNE 2020**



## WELCOME TO DOWNTOWN CRANFORD

Welcome to Downtown Cranford! We're so excited that you've made the decision to invest in our award-winning Downtown. To help your business get started, the Downtown Cranford office has put together a Business Tool Kit.

This business tool kit will provide property and business owners a guide on the rules and general responsibilities that you have due to being a part of the Downtown Cranford Community. The toolkit also includes helpful contacts for questions that you may have. We encourage you to use this tool kit as a reference to facilitate your day-to-day operations to ensure that you have the resources needed to be a successful and intricate piece of the Downtown Cranford community.

The Downtown Cranford office looks forward to working with you and your team as we continue to make Downtown Cranford a great place to work, live, and enjoy. Please do not hesitate to reach out to us with any questions. We're here to help!

Best,

Downtown Cranford Office





# WHAT IS DOWNTOWN CRANFORD

## WHAT WE DO FOR YOU

Downtown Cranford is a Township department whose objective is to promote, brand, beautify, maintain, attract, and grow business. The Office of Downtown Business & Economic Development is part of the Township government and represents all properties, businesses and residents within the SID regardless of size, location or use and is the official advocate for property and business owners. Downtown Cranford is managed by a ten-person Board consisting of four residents, three property owners, and three business owners.

### **Business Development**

- o General business assistance
- o Marketing of business promotions, events, etc.
- o New Business PR/Ribbon Cutting
- o Regular business and property owner meetings

### **Maintenance**

- o Dedicated employee for downtown maintenance
- o Maintain planters downtown throughout the year
- o Tree and landscaping maintenance

### **Capital Improvements**

- o Public plaza upgrades
- o Street scape upgrades
- o Holiday decorations
- o Street banners

### **Marketing**

- o Free listing for your business on our website
- o Video production
- o E-newsletter mailed out every month with information on new businesses, downtown events, and more.
- o Large and dedicated following across social media

### **Business Support**

- o Assistance with code enforcement
- o Liaison between Downtown business community and the Township of Cranford government and municipal departments

### **Promotions/Events**

- o Variety of events held throughout the year (Scarecrow Stroll, Lego Night, Restaurant Week, Small Business Saturday, Lego Night, Sip & Shop, and more).
- o Events are promoted across social media networks, as well as on posters, banners, and mailings.

### **Champion for Downtown**

- o We are your voice to support our downtown community in any way possible.





## TIPS FOR A SUCCESSFUL START

- **Downtown Cranford is your first stop**
  - o Communicate with us to understand the zoning, building, health and other necessary permits you may need.
  - o Educate yourself and our office on what is needed for your business to be successful in town.
  - o Develop a marketing and communications plan and social media accounts (we can assist).
- **Before you Open**
  - o Contact our office so we have your information and can include you on any e-newsletters and notifications for business and property owners.

## PERMITS/ BUSINESS CHECKLIST

- Building permits are required for most interior and exterior construction or renovations involving plumbing, electrical, construction, and fire suppression systems. The Building Permit Packet is available at the Municipal Building. The Building Dept. has 20 business days to review your completed application and plans. If you have questions, please contact the Building Dept. at 908-709-7213.
- Restaurants, food establishments and any business selling food products must be inspected by the Health Department. The Health Dept. has 30 business days to review your plans from date received. If you are buying an existing restaurant or food establishment, contact the Health Dept. about inspection and license transfer. If you have questions, please contact the Health Dept. at 908-709-7238.

☐ **I AM PLANNING ON OPENING A BUSINESS**  
- Contact the Downtown Business & Economic Development Office to learn more about Downtown Cranford.

☐ **I JUST IDENTIFIED A SPACE FOR MY BUSINESS**  
- Contact the Downtown Business & Economic Development Office to coordinate a meeting with the Building Department, Zoning Department and Health Office to make sure my business complies with what permits will be required.

☐ **I WANT TO RENOVATE/ADAPT THE SPACE FOR MY BUSINESS**  
- Review Building, Health and Special Improvement District Chapter 355 for building and sign guidelines

☐ - Applied for all necessary approvals and permits.





## PERMITS/ BUSINESS CHECKLIST CONTINUED...



### ☐ **MY BUSINESS PROVIDES FOOD SERVICES**

- Called the Cranford Health Department to ensure that my plans comply with the State Sanitation Code.

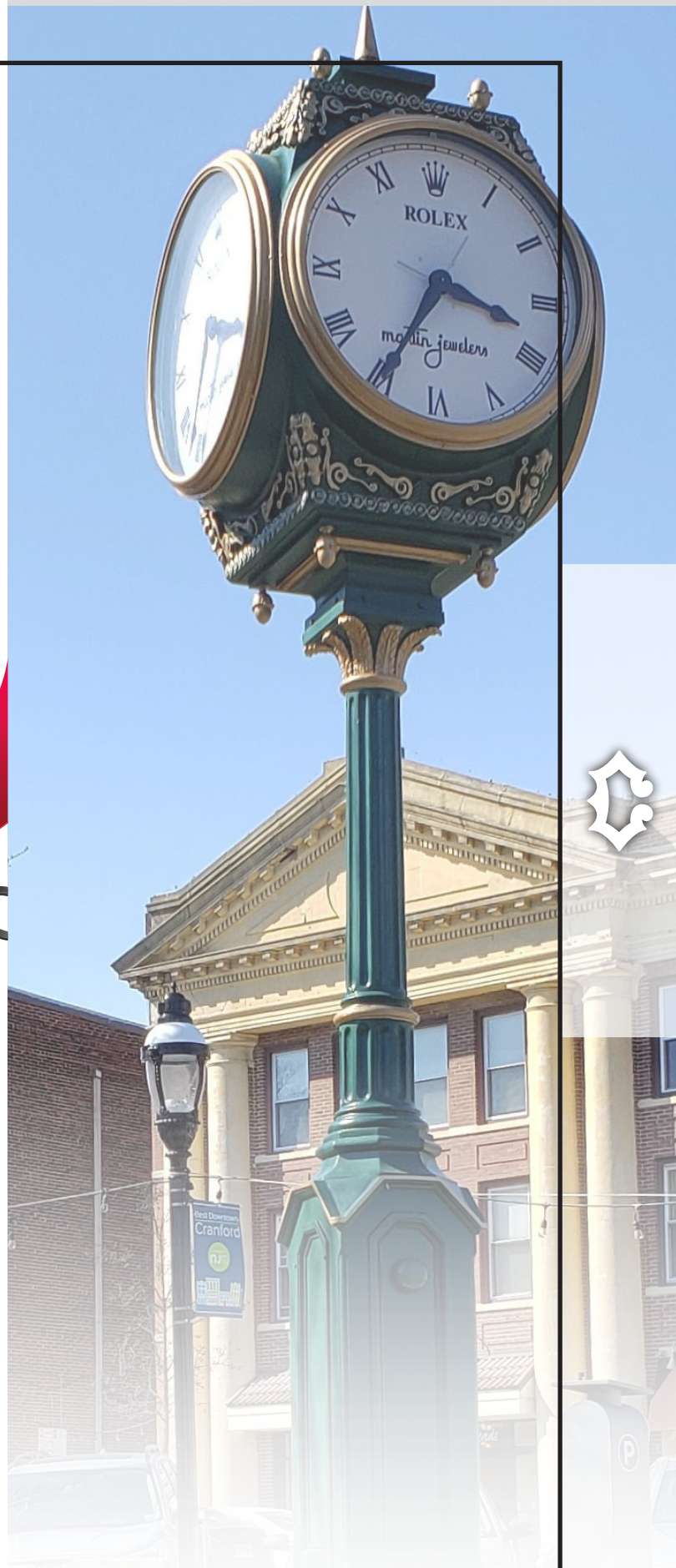
### ☐ **BEFORE I OPEN MY BUSINESS**

- Confirmed that I complied with all zoning requirements and was granted permits and variances from the Planning and Zoning Boards if necessary.

☐ - Applied for Certificate of Continued Occupancy through the Cranford Building Department.

### ☐ **RIBBON CUTTING**

- Coordinated with the Downtown Business & Economic Development Office on a ribbon cutting to celebrate joining Downtown Cranford!





## SIGNAGE

### GUIDELINES

- 1<sup>st</sup> floor businesses are permitted 1 (one) sign per façade. The signs may be mounted to the wall, on an awning, or in the window.
- Total signage (all types) may not exceed 20% of the overall façade.
- A-frame sidewalk signs are permitted though they must be professionally made and there are guidelines for the type of sign and where it can be placed.

### MATERIALS ALLOWED

- Wall/façade signs: materials allowed include wood or wood-like materials, matte finish metal or aluminum. The sign can have halo back-lit letters.
- Awnings: weather resistant canvas or canvas type material; solution dyed acrylic or acrylic-coated polyester cotton.
- Window lettering: professional decal letters applied to inside or outside of windows.

### ADDITIONAL WINDOW LETTERING

- Lettering on display windows, when not used for the primary business sign, is limited to description of products, services, telephone number, website or wording to describe the business. Lettering for your business name is not to exceed 12" in height. All other lettering is not to exceed 8" in height. All lettering not to exceed 20% of the total window area.
- Logos are permitted in your window not to exceed 2' wide and 2' high for a maximum total square foot of 4 square feet (SF).

### TEMPORARY SIGNS

- Temporary signs (i.e. "Coming Soon," "Grand Opening," etc.) are permitted for not more than 30 consecutive days and may not exceed 120 days per calendar year.

### Prohibited Signs & Awnings

- Blinking or flashing signs.
- Waterfall style or bubble-type vinyl awnings.
- Internally illuminated signs and awnings.
- Permanent banners, streamers, advertising flags and like objects.

## PARKING

- Map - you can find our parking map at [www.downtowncranford.com](http://www.downtowncranford.com)
- Permits - Please contact Cranford Police Department for availability.
- o There are four types of parking permits available
  1. 9 hour - Cost - \$500 per year
  2. 12 hour - Cost - \$600 per year
  3. 24 hour - Cost - \$800 per year
  4. Overnight - Cost - \$200 per
- Parking
  - o There are several parking lots, as well as a parking garage, with designated Permit Parking spaces for business owners and employees. Parking permits are available at Record Division, Police Dept. 908-709-7348.
  - o Parking is available on the street for a maximum of 1 1/2 hours. These spots are intended for quick turnover, so please leave these spots available for shoppers
  - o After 6pm parking is free in all parking spaces
  - o After 6pm you are able to park in 9 and 12 hr permit parking spaces
- Weekend parking
  - o Parking is available in the NJ Transit Parking Lot (South Avenue side) for free on Saturdays and Sundays.





## PROPERTY MAINTENANCE / THINGS TO KNOW

- Each business is responsible for contracting with a hauler for garbage and recycling pickup. The Health Department has a list of authorized trash haulers.

## HELPFUL CONTACTS

- DMC Office 908-709-7208
- Building Dept. 908-709-7213
- Health 908-709-7225
- Planning & Zoning 908-709-7216
- Police Dept. 908-272-222

## DOWNTOWN CRANFORD COMMUNITY

- Welcome to the Downtown Cranford community! Our office will continue to work with you, keep you informed about what's going on in town, and provide assistance in growing your business.



**DOWNTOWN  
CRANFORD**

[www.downtowncranford.com](http://www.downtowncranford.com)

908.709.7208

