

# APPLICATION TO BECOME A DESIGNATED MAIN STREET NEW JERSEY (MSNJ) COMMUNITY

## INTRODUCTION

Thank you for your interest in the Main Street New Jersey Program and Main Street New Jersey designation. This is the official application to become a designated Main Street New Jersey (MSNJ) community. MSNJ is part of the Office of Local Planning Services (LPS) in the NJ Department of Community Affairs (NJCA).

The MSNJ Program implements N.J.S.A. 52:27D-452 et. seq., by providing on- and off-site technical assistance and training in downtown revitalization and management. MSNJ may offer grant opportunities to eligible designated MSNJ district organizations to assist them with physical improvement projects that occur within designated districts as well as to support the development and implementation of their Transformation Strategies to the extent funding is available.

MSNJ has prepared this Application Guideline document to assist applicants seeking designation as a MSNJ District.

For a district management organization to be considered for designation, all the criteria must be addressed, and this form must be completed and submitted electronically to LPS. All applications for designation will be reviewed through a competitive process.

## Program Description

The MSNJ program promotes the historic and economic redevelopment of traditional business districts in New Jersey by providing training and technical assistance to designated MSNJ districts. The purpose of the program is to assist the development of preservation-based downtown revitalization initiatives including strengthening the existing tax base, increasing sales, creating a positive community image with attractive and viable downtown buildings, attracting new businesses, creating new jobs, increasing investment in the downtown, and preserving historic architectural resources.

For more information and the complete MSNJ rules please visit:

[https://www.nj.gov/dca/divisions/lps/pdf/R.2019%20d.070%20\(51%20N.J.R.%20986\(a\)\).pdf](https://www.nj.gov/dca/divisions/lps/pdf/R.2019%20d.070%20(51%20N.J.R.%20986(a)).pdf)

## Eligibility

In order to complete the application, the applicant must be an eligible organization, which means a recognized 501(c)(3), (c)(4) or (c)(6) organization with the primary mission of revitalizing a commercial district and shall have municipal support codified by a resolution of the host municipality

governing body. In addition, the proposed district must include a cohesive and well defined traditional commercial district with a concentration of historic buildings and sites.

The following words and terms are from the MSNJ rules, at N.J.A.C. 5:103-1.3:

### Definitions

The following words and terms as used in this chapter shall have the following meanings unless context clearly indicates otherwise:

“**Assistance**” means the provision of technical support and training to MSNJ district management organizations, their staff and volunteers, and/or business and property owners who are implementing the purposes of the MSNJ program in that district.

“**Commercial district**” means part of a city or town where the primary land use is for commercial activities, for example, shops, offices, theaters, or restaurants.

“**District management corporation**” means an entity created by municipal ordinance or incorporated pursuant to Title 15A of the New Jersey Statutes and designated by municipal ordinance to receive funds collected by a special assessment within an improvement district, as authorized by P.L. 1998, c. 115 (N.J.S.A. 40:56-71.3), as amended.

“**Eligible organization**” means a recognized 501(c)(3), (c)(4), or (c)(6) organization with the primary mission of revitalizing a commercial district with at least one representative of the municipal governing body or staff serving on the board of directors.

“**MSNJ district management organization**” or “**district management organization**” means an organization designated to be part of the MSNJ program by the Department.

“**National Main Street Center**” means the organization that coordinates the Main Street America® program and brand as an independent subsidiary of the National Trust for Historic Preservation.

“**Proposed MSNJ district**” means the specific geography, defined by property parcels, identified as a proposed area for the operation of an MSNJ district management organization. Also referred to as the proposed MSNJ district or the Main Street Program target area.

“**Workplan**” means a comprehensive annual plan that sets forth the program details of an MSNJ district’s transformation strategies including goals, responsible parties, timelines, budget costs, revenues, staff time, volunteer time, and partners.

## APPLICATION SUBMISSION INSTRUCTIONS

Prepare and submit your Main Street New Jersey application as follows:

- **Before doing anything else, download the application and store it on your local device. Open the downloaded document as a PDF document. The application form will not work properly if opened in a Chrome browser/Chrome PDF Viewer.**
- One (1) original application, containing all sections and forms. A three-ring binder must be used. All pages must be numbered and organized with sections separated by tabs and must be signed by the applicant's Board Chairperson.
- One (1) electronic copy of the application (sections 1-8 and all forms) submitted. **IMPORTANT NOTE:** Keep the "Attachments Pane" on the left side of the application screen open to view documents that are being uploaded in support of the application.
- Faxed copies of the application will not be accepted.

All documents must be emailed to [MSNJMail@dca.nj.gov](mailto:MSNJMail@dca.nj.gov)

### Selection Criteria

Applications are evaluated independently by MSNJ staff and various state agencies. Each reviewer's score is averaged, creating a rank and recommendation. MSNJ will not designate an applicant community that scores 75 or below in the evaluation. MSNJ has discretion to approve those applicant cities with scores above 75. Up to five cities of any population size may be selected by MSNJ annually, subject to available resources.

Applications are judged by the following criteria resulting in a maximum potential score of 200 points.

The application is divided into the following categories. The evaluators may consider all the information provided in that application regardless of its placement by applicants:

- I. General District Management Organization (DMO) information, contact information and eligibility documentation.
- II. Vision and mission statements relevant to community conditions and to the MSNJ district's organizational status.
- III. Workplan, including specific activities in the areas of organization, promotion, design and economic vitality, timelines, and personnel responsibilities.
- IV. Budget, showing committed funding for three years.
- V. Information that describes the character of the municipality and explains the perceived advantages to becoming an MSNJ district.
- VI. Demonstration of your DMO's readiness.
- VII. Information that describes the characteristics of the proposed MSNJ district.
- VIII. Information that supports the application, aerial photographs, maps, resolutions, and other information.





**IV. Budget (75 Points)**

Please submit a budget, showing committed funding for three years.

and specify file name in the box below:

**V. Description of Municipality and Advantages to Becoming an MSNJ District (25 Points)**

Please provide information that describes the character of the municipality and how the proposed MSNJ district will benefit from becoming a designated MSNJ district, including, but not limited to:

1. The history and current conditions of the community's proposed MSNJ district being proposed for designation. (1,000 characters maximum)

2. Municipal demographics, economic base, and other economic indicators. Please provide a source/description reference (i.e. 2018 ACS 5-Year, FY21 Budget, etc.) for each entry.

Municipal Demographics and Economic Indicators		
Indicators		Reference
Municipal Population		
County Population		
Municipal Operating Budget		
Number of Households		
Median Income		
Unemployment Rate	%	

3. What elements of the submitted workplan does your program expect to achieve during the first five years of your participation in the Main Street Program? Please identify quantifiable outcomes or results that include specific provide timelines.

**Click to Upload Five-Year Narrative**

and specify file name in the box below:





7. Please identify other community organization activities, cultural and recreational events, and facilities that may contribute to revitalization of the proposed MSNJ district. (1,000 characters maximum)

**VI. DMO's Readiness for Effective Participation in the MSNJ Program (25 Points)**

Provide a narrative explaining your DMO's readiness for effective participation in the MSNJ Program. The narrative must demonstrate:

1. Ability to begin participation in the MSNJ program immediately upon designation, as evidenced by organizational and financial readiness of the applicant to manage the proposed program. (1,000 characters maximum)

2. Please list the members on the Board of Directors, Main Street/Downtown Committee or Task Force, the position held (if any) and the businesses and/or organizations represented.

Board Member Name	Position (i.e. Chair, Vice Chair, Treasurer, etc.	Representing



**VII. Description and Characteristics of the Proposed MSNJ District (20 Points)**

Please provide information that describes the characteristics of the proposed MSNJ district, as follows:

1. Please submit a parcel-based map showing the boundaries of the proposed district. and specify file name in the box below:

2. Information demonstrating a cohesive and well-defined traditional commercial district with a concentration of historic buildings and sites

Proposed MSNJ District Description and Baseline Data		
How many blocks are in your proposed MSNJ district?		
How many businesses are in your proposed MSNJ district?		
Total Number of buildings in the proposed MSNJ district:		
Approximate age distribution of the existing building stock in the proposed MSNJ district:		
___% Pre -1800	___% 1851-1900	___% 1951-1975
___% 1800-1850	___% 1901-1925	___% 1976-2000
	___% 1926-1950	___% Post 2000
Describe the current average condition of buildings in the proposed MSNJ district		
Excellent	Good	Fair      Poor
Describe the condition of infrastructure in the proposed MSNJ district (this includes lighting, sidewalks, water drainage, curbing, etc.)		
Excellent	Good	Fair      Poor
Total number of retail businesses in the proposed MSNJ district:		

Total number of restaurants in the proposed MSNJ district:	
Total number of service-related business (i.e. laundry, salons, spas, accounting, legal, financial institutions) in the proposed MSNJ district:	
Total number of public buildings such as county, city, state, federal (could include library, post office, etc.) in the proposed MSNJ district	
Number of FTE positions in the proposed MSNJ district?	
Number of PTE positions in the proposed MSNJ district?	
Is City/Town Hall located in the proposed MSNJ district?	Yes      No
Percentage of buildings in the proposed MSNJ district that are vacant:	%
Percentage of buildings in the proposed MSNJ district that are underutilized (i.e. used as storage, only 1 <sup>st</sup> floor occupied, etc.)	%
Percentage of buildings in the proposed MSNJ district by occupancy tenure	____ % Owner Occupied ____ % Renter Occupied ____ % Mixed Occupancy
Percentage of buildings in the proposed MSNJ district by use	____ % Residential ____ % Non-Residential
Percentage of upper floor space in the proposed MSNJ district that is vacant:	%
Number of buildings in the proposed MSNJ district that have first floor vacancies:	
Total number of upper floor residential units in the proposed MSNJ district:	
Total number of in-fill (new construction) projects within the proposed MSNJ district during the past 10 years:	
Equalized assessed value of property in the proposed MSNJ district:	

Equalized assessed value of tax-exempt property (i.e. government, religious, non-profit) in the proposed MSNJ district:		
Indicate whether your proposed MSNJ district is on the National Register of Historic Places OR in the process of being listed OR on the Study List		Registered In Process Being Studied
Does your community have the following?		
Zoned Historic District	Yes	No
Historic District Commission	Yes	No
Heritage Commission	Yes	No
Sign ordinance	Yes	No
Design Guidelines/Review Board	Yes	No
Certified Local Government (CLG)	Yes	No
Downtown Master Plan	Yes	No
List the five largest employers and include the approximate number of employees for each:		
Employer	Employees	
1.		
2.		
3.		
4.		
5.		



**VIII. Information that supports the application, aerial photographs, maps, resolutions, and other information (10 Points)**

Digital images must be numbered and have a corresponding description. Images should include a sampling of the private and public buildings including residences and mixed-use buildings, including any of architectural significance in the proposed MSNJ District. Also include photographs of: parks, pocket parks, alleyways, parking lots, streetscapes, gateway signage, etc. into the proposed MSNJ district; homes or residential areas surrounding the proposed MSNJ district, especially if there is a neighboring National Historic Register District; and before and after photographs of any rehabilitation project. If there are historic markers/monuments within your community, you may include photographs of those and note.

**\* Please take high quality photographs; not all our staff and possibly none of our staff has visited your community therefore your photos are of significance. Maximum photographs to be included is 25.**

and specify file name(s) in the box below:

**Certification:**

To the best of my knowledge and belief, the data in this application are true and correct. The Board of Directors of the applicant has duly authorized the document.

Name

Title

Date

**Note: If a required field has been left empty, you must right click on the electronic signature panel and "Clear Signature" to enable form completion.**

Electronic Signature