



“HOW TO...” FAQ

Choose a Location for Your Business

What is a good location?

Choosing your location is one of the most important business decisions you will make. With today's digital tools, site selection can be achieved scientifically and methodically, saving you time and money. Use New Jersey's site evaluator www.nj.gov/njbusiness/home/location/ to find location information.

Do your homework

Go to the local zoning / planning office. Meet with the zoning officer to confirm if your business will conform with current zoning regulations. Are variances needed for your type of use? Does your site satisfy parking requirements?

Meet with the mayor

Discuss the long term master-plan for the area and think about how that would influence your decision. Ask if there are any incentives available by the locality or through the county in which the municipality is located.

Can my customers find me?

Locate your business in an area that is accessible by foot, car or public transit. Is there adequate area offsite parking? How large of a sign is allowed and can it be illuminated? Can you put sidewalk signage in front of your business?

Get professional guidance

Turn to real estate and other professionals to determine if you should lease or buy. Ask questions. How will I handle deliveries? Where will employees live? What is traffic like in the area? How close is my competitor?

Business Questions? We Have Answers! Call Our Business Helpline 1-800-Jersey-7

Located within the New Jersey Department of State, the New Jersey Business Action Center is a business-first resource that can help you get answers from government agencies, direct you to appropriate officials or contacts, facilitate meetings and follow-ups with regulatory agencies and so much more, all at no cost and strictly confidential. Business support is one call away and we offer guidance in both English and Spanish.

“We are from State Government and we're here to help all businesses grow!”



Who will work for you?

Consider the availability of workers in the area and whether you can properly staff your business in the location you choose.

What about utilities?

If your enterprise will consume an abundance of water, gas, or electric be sure to contact the local providers before you sign a lease.

Environmental concerns

If you are planning to build a new structure or expand an existing one, be sure to consider the environmental history of the property. Soil samples and other testing of the location can uncover unknown environmental considerations. Use all of these tools to determine if a property is worth the expense and any required remediation.

Road or streetscape improvements

Be sure to check with the municipality and utility companies to learn if there are plans for improvements that will negatively impact access to your business directly or indirectly. Also inquire if your location is in a flood zone or prone to flooding.

Investor needs

Investors can defer paying federal taxes on capital gains reinvested in Qualified Opportunity Funds that invest in low-income communities. Reinvested capital gains are deferred from taxation until exit or until Dec. 31, 2026 for Qualified Opportunity Fund investments. Learn about Opportunity Zones at

www.nj.gov//governor/njopportunityzones/maps/index.shtml

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