



THE
POWER OF
PATERSON

PATERSON RESTORATION CORPORATION



NEW IDEAS NEW OPPORTUNITIES

*THE CITY OF PATERSON IS ON THE MOVE,
AND WE WANT THE WORLD TO KNOW IT.*

THIS IS A PLACE OF OPPORTUNITY...

- IF YOU ARE LOOKING TO LAUNCH A NEW BUSINESS OR RELOCATE A GROWING ONE.
- IF YOU ARE LOOKING FOR UNTAPPED RETAIL MARKETS (WITH POWERFUL TAX ADVANTAGES).
- IF YOU ARE LOOKING FOR A HOME FOR YOUR FAMILY—A GREAT VALUE IN A GREAT COMMUNITY.
- IF YOU ARE LOOKING FOR A HISTORIC AND FASCINATING DESTINATION FOR A DAY OF DISCOVERY.

Most important, we have the outlook and attitude that make this city the perfect place for new ideas to take flight and new ventures to take root.

There are officials and planning boards in plenty of places ready with reasons why things won't work, can't happen, or will take years to get started. In Paterson, we will welcome your vision, your enterprise, and your investment with a resounding "Yes."

We want to achieve progress on a historic scale, and we invite you to be part of it.

JEFFERY JONES, MAYOR

WHY **PATERSON** NOW

LOCATION LOCATION

A major transportation hub, Paterson puts every business and resident **within reach of points across the nation's largest metro area**—and the world beyond. I-80 and NJ Transit commuter rail lines cross through the city's heart, and the Garden State Parkway passes within just miles.





WHY *PATERSON* NOW

BUSINESS INCENTIVES


From low-interest loans and consulting services to a 50 percent break on sales tax in our Urban Enterprise Zone, Paterson supports its businesses. "**The tax advantage is huge,**" says George Waitts, COO at Crown Roll Leaf, a high-tech maker of security holograms. "It applies to every product I sell and nearly every supply I buy."

WHY **PATERSON** NOW

AMERICA'S NEWEST NATIONAL PARK

The Great Falls National Historic Park is **drawing new visitors to Paterson and generating a wave of interest in the city.** Looking back, the park honors Paterson's history as America's first great industrial city. Looking forward, we see the chance to create a magnet for tourism.



A man with a mustache, wearing a grey sweater over a white collared shirt and a dark tie, is smiling and holding a large tray of fresh, golden-brown baked bread. He is standing in a bakery or deli section of a store. In the background, two women are looking at various breads on display. The store has signs for "GROUND CORN" and "MEATS & OYSTERS".

WHY *PATERSON* NOW

LOCAL FLAVOR

Along with national chains, **Paterson offers shoppers one-of-a-kind destinations found nowhere else**—like Nouri Brothers Syrian Bakery. For 35 years, people passing by have been lured through Nouri's doors by the scent of warm pitas and spinach pies fresh from the oven.



WHY **PATERSON** NOW

THE PEOPLE OF PATERSON

With more than 50 national and ethnic backgrounds strongly represented, New Jersey's third-largest city is a place of remarkable diversity and energy. From halal meat markets to the Peruvian Day Parade, **this is our 21st century multicultural world** all wrapped up in 8.4 square miles.



WHY **PATERSON** NOW

COMMUNITY CONNECTIONS

In Paterson, great businesses and good neighbors support each other. Take Lowe's home centers. **The company operates one of its busiest stores in the nation right on Route 20.** It has also done a lot of good here—donating tons of supplies to rebuild in the wake of devastating storms.



Robert A. Roe Federal Building



Passaic County Community College



East Side Home



Paterson Museum in the Thomas A. Rogers Building

ASSETS AND ADVANTAGES

THE URBAN ENTERPRISE ZONE—providing a 50 percent reduction in sales taxes to businesses and their customers on nearly every purchase (except automotive vehicles)—meaning an attractive incentive for shoppers and a substantial savings to business owners sourcing equipment, supplies, and services.

THE SMALL BUSINESS DEVELOPMENT CENTER—offering some 70 training programs per year, and consulting on marketing, business plan development, and more.

A SUBSTANTIAL, UNDERSERVED RETAIL MARKET—of more than 140,000 people who currently do much of their shopping (\$90 million annually) outside the city.

GOVERNMENT OFFICES AND SERVICES—available by virtue of Paterson's role as the county seat of Passaic County and the home to the Robert A. Roe Federal Office Building.

THE GREAT FALLS AND NATIONAL HISTORIC PARK—a 35-acre hub of history and scenic beauty with significant tourist appeal, which will be magnified as the attraction is fully developed with restaurants, hiking trails, outdoor concerts, canoeing on the river, and more.

THE PATERSON MUSEUM—highlighting the city's past as a leader in manufacturing textiles, firearms, and locomotives and housing one of the world's first submarines.

THE ROUTE 20 RETAIL CORRIDOR—home to national chains, including Lowe's, that operate some of their most successful stores in the nation in this tax-advantaged zone, easily accessible to consumers in neighboring communities.

PASSAIC COUNTY COMMUNITY COLLEGE—the fastest-growing community college in the state.

WILLIAM PATERSON UNIVERSITY, MONTCLAIR STATE UNIVERSITY, AND BERKELEY COLLEGE—all nearby and all helping strengthen the regional workforce.



Center City Mall



Passaic County Courthouse



St. Joseph's Regional Medical Center



The Heritage at Alexander Hamilton

PROGRESS AND POSSIBILITIES

ST. JOSEPHS' REGIONAL MEDICAL CENTER—the city's 650-bed tertiary-care teaching hospital and state-designated trauma center, expanded through a \$250 million investment.

THE PATERSON FARMER'S MARKET—renovated, expanded, and drawing customers daily from across the city and beyond.

THE CENTER CITY MALL—a 320,000-square-foot retail hub, home to Marshalls, Modell's Sporting Goods, Hamilton & Ward Steakhouse, and more, with 1,000 parking spaces.

BARNERT MEDICAL ARTS COMPLEX—in the Eastside neighborhood, renovated with a \$15 million investment and providing a range of primary and specialty outpatient care.

BEAUTIFUL NEW AFFORDABLE HOUSING—constructed as part of Phase 1 of HUD's work at the Alexander Hamilton Site, with 270 more units to come.

HINCHLIFFE STADIUM—a storied structure seating 10,000, sited dramatically above the Great Falls, and once home to Negro League baseball and many city athletic events. Ready for restoration as a major athletic venue and outdoor amphitheater.

PATERSON ARMORY—an architecturally striking and historically significant site ready for rebuilding. Proposals include creating a recreation destination with a track and field, indoor pool, and more, suitable for hosting events ranging from regional soccer tournaments to consumer trade shows.

PASSAIC-BERGEN PASSENGER RAIL PROJECT—a planned initiative to expand NJ Transit rail service with multiple stops in the city of Paterson, providing direct access to Hackensack and transfer to points beyond.

NEW INVESTMENTS IN HOSPITALITY—from a hotel and restaurants located conveniently for the growing volume of National Park visitors to new eateries for clientele downtown, the potential to create hot spot destinations within the city is exceptional.

www.patersonrestoration.org

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PATERSON

RESTORATION CORPORATION

Standing Proud, Stepping Forward