

City of Hoboken COVID-19 Small Business Recovery Strategy

#hobokenstrong #lovelocal



HOBOKEN

Gradual Business Reopening

- **Within phases, allow businesses to reopen at their discretion**
- **Require patrons and employees to wear face coverings**
- **Implement strict cleaning and disinfecting standards consistent with CDC guidelines**
- **Adjust workplace hours and shifts as needed to reduce density**
- **Limit occupancy to maintain 6 ft of social distancing (36 SF per person); post temporary occupancy on the entrance so patrons are informed**
- **Expand outdoor capacity to create a destination for local businesses and Hoboken residents to safely enjoy**

Expanded Capacity

- **Restaurant, Retail Businesses and Services**
- **Expand outdoor capacity through October 15, may be extended pending weather forecast**
- **Provide several options for expanding capacity that allow flexibility**
- **Encourage sharing outdoor capacity**
- **6-foot separation must be met between backs of chairs and for any lines of patrons**
- **Intended to help businesses recoup lost inside capacity, not to create a gathering or social space**

Expanded Capacity Options



SIDEWALK CAFÉ EXPANSION

- Daily use of sidewalk area in front of business for restaurant seating or retail

strEATERY

- Daily shared public space that converts curbside parking space into an area specifically intended for outdoor dining where take-away food and beverages may be consumed

PARKLET

- Seasonal shared public seating platform that temporarily converts curbside parking space into a mini-park built as an extension of the sidewalk

OPEN STREETS

- Temporary scheduled closure of certain blocks of streets for restaurant seating or retail

Retail Use of Sidewalks

- **Retail businesses and services are encouraged to use the area in front of their stores to display merchandise**
- **Maintain 6 ft sidewalk width; other accommodations to be reviewed on a case by case basis**
- **Sidewalk displays during regular business hours and must be removed overnight**
- **Waive approval process for 2020**
- **Other guidelines of Chapter 168 Article IV still apply**

Sidewalk Café Expansion

- **Expansion of outdoor café, maintaining 6 ft sidewalk width; accommodations on a case by case basis**
- **Hours of operation: extended 1 hour Thurs, Fri, Sat**
- **Encourage shared cafés among adjacent businesses**
- **Modified barriers; waived on a case by case basis**
- **Tables spaced 6-ft apart measured from backs of chairs**
- **Relaxed requirement for daily removal of café equipment**
- **Other guidelines of Chapter 168 Article IV still apply**
- **Expedited approval; insurance only**
- **Fees waived for 2020; paid licenses will be credited in 2021**

Sidewalk Café Liquor Licenses

- **Establishments with either “33” or “32” liquor licenses can continue business as usual so long as sidewalk café has been previously outlined in the establishment’s most recent State ABC application on file**
- **If café area is expanded, existing Licensee must file a “Petition to Extend Licensed Premises” permit application for approval by the NJ State ABC**
- **If sidewalk café is being obtained for the first time and has not been licensed for consumption, licensee must file an “Amendment of Application on File” on their State ABC application**

StrEATERY

- **Daily shared public space that temporarily converts curbside parking into an area for outdoor dining where take-away food and beverages may be consumed**
- **Hours of operation: 8 AM – 9 PM in residential zones, 8 AM – 11 PM in commercial zones; adjust per street sweeping schedule**
- **Encourage shared strEATERIES among adjacent businesses**
- **Must remove daily**
- **Expedited approval by Engineering Division**
- **Fees \$0.50/LF/Day (\$10/day) possibly offset by donations**

StrEATERY Design

- **Delineated from adjacent parking spaces and travel lane using temporary crowd control barriers, bollards, planters, or other approved barriers possibly offset by donations**
- **Road covered with synthetic turf, outdoor carpeting, or other approved street covering possibly offset by donations**
- **Temporary ADA ramps**
- **Tables spaced 6-ft apart measured from backs of chairs**
- **Anchored shade coverings such as umbrellas, canopies**
- **Not allowed within 25 feet of crosswalks, 10 ft of fire hydrants, in fire zones, in handicapped parking spaces, or loading zones**

Sample StrEATERY Materials



Billboard Barricades



Bollards and Poles



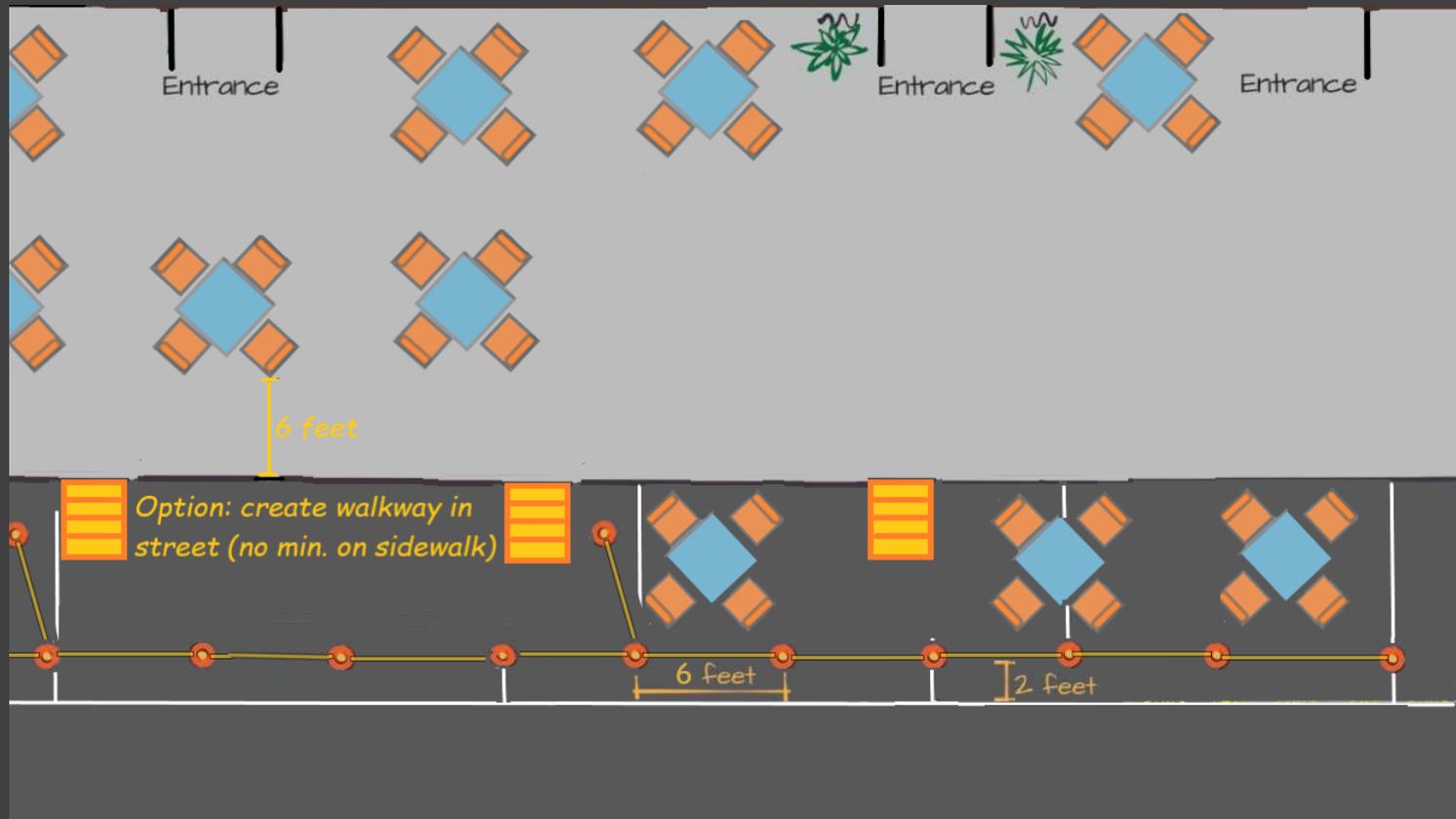
ADA Curb Ramp



Moveable Planters

Sample Designs

EXPANDED SIDEWALK CAFÉ



StrEATERY Liquor Licenses

- Existing Licensee must file a “Petition to Extend Licensed Premises” permit application for approval by the NJ State ABC
- StrEATERY must be specific to the existing licensee in which alcohol will be served/consumed
- No alcohol can be served/consumed from a retail consumption “33” licensed establishment in public strEATERY—BYOB only if authorized by way of ordinance

Parklet

- **Seasonal public seating platform that converts curbside parking into a mini-park as an extension of the sidewalk**
- **Encourage shared parklets among adjacent businesses**
- **Semi-public parklet built in partnership between the city and a specific local business for their exclusive use shall be subject to a public hearing**
- **April 15 – October 15, removed in winter**
- **Hours of operation: 8 AM – 9 PM in residential zones, 8 AM – 11 PM in commercial zones**
- **Expedited approval by Engineering Division**
- **Fees \$0.50/LF/Day (\$10/day) possibly offset by donations**

Parklet Design

- **Enclosed from adjacent parking spaces and travel lane using safety barrier such as built-in planter, bench, wall, railings, bollards**
- **Anchored platform level with the curb/sidewalk that doesn't impede drainage**
- **Tables spaced 6-ft apart measured from backs of chairs**
- **Removable or retractable shade coverings such as umbrellas, awnings**
- **Not allowed within 25 feet of crosswalks, 10 ft of fire hydrants, in fire zones, in handicapped parking spaces, or loading zones**

Sample Parklets



Parklet Liquor Licenses

- **Existing Licensee must file a “Petition to Extend Licensed Premises” permit application for approval by the NJ State ABC**
- **Parklet must be specific to the existing licensee in which alcohol will be served/consumed**
- **No alcohol can be served/consumed from a retail consumption "33" licensed establishment in public parklet—BYOB only if authorized by way of ordinance**

City Open Streets



Jefferson Street Pilot, May 9-10

Business Open Streets



Business Open Street Events

- **Sponsored closure of up to 3 contiguous blocks of streets for restaurant or retail**
- **April 15 – October 15**
 - **Thursday evenings 6 PM – 11 PM**
 - **Sundays 9 AM – 8 PM**
- **Events to help businesses expand capacity, not to create a gathering or social space**
- **Expedited approval similar to event approval process**
- **Fees for temporary no parking, sanitation, traffic control possibly offset by donations**

Business Open Streets Design

- **Open streets schedule coordinated by City to minimize traffic congestion, first come first serve application process**
- **City sets up barricades, posts no parking signs, provides sanitation services, and traffic control**
- **Tables spaced 6-ft apart measured from backs of chairs**
- **Anchored shade coverings such as umbrellas, canopies**
- **Access for emergency vehicles must be provided**
- **City may cancel any event for reasons of public safety**

Open Streets Liquor Licenses

- **Liquor licensee will file for a “Petition to Extend Licensed Premises” permit application for approval by the NJ State ABC**
- **Area in which alcohol will be served/consumed shall be gated from the rest of the "open street"**
- **Security from licensed establishment shall secure the entry and exit of said area to ensure identifications are checked upon entry for legal age and liquor does not leave gated area**

Get Started

Links to be added soon:

- **Sidewalk Café Application**
- **strEATERY Application**
- **Parklet Application**
- **Open Streets Event Application**



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