

Borough of Metuchen COVID-19 Business Revitalization Strategy

#ONEMETUCHEN

The UPS Store ups

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DATA
DETERMINES
DATES

A large, stylized graphic in the background. It features a light blue silhouette of the map of North America (including Canada and the United States) positioned over a darker blue circular shape. To the left of the map, a large, light blue letter 'N' is partially visible, extending behind the text.

- **Contingent on NJ State relaxing or modifying restrictions implemented by Executive Orders**
- **Anticipating severely reduced indoor capacity limitations to meet social distancing requirements**
- **Encourage utilization of outdoor space to recoup lost indoor capacity**

Expanding Capacity

- **Temporarily reduce Borough constraints on outdoor dining, retail, and services**
- **Permitted to continue until further action is taken by the Council**
- **Provide several flexible options to businesses looking to expand outdoors**
- **Maintain 6-foot separation between patrons and other users of the public space**

Expanding Capacity

- **Not permitted to increase the currently approved capacity**
- **Application and approval fees are waived**
- **Businesses must abide by all safety and precautionary guidelines established by the State of NJ related to COVID-19**

Expansion Options

Public Sidewalks

Daily use of the sidewalk in front of a businesses for retail purposes or restaurant seating.

Potential daily use of neighboring sidewalk space or the Plaza. Requires permission from neighboring business, landlord and approval by the Borough.

Public Parking

Daily use of underutilized parking in various Parking Authority owned lots or on-street parking spaces.

Subject to review and approval by the Borough.

Public Streets

Temporary scheduled closure of New Street between Main Street and Pearl Street from 4pm Friday through 11pm Sunday.

Street available for use by businesses subject to review and approval by the Borough.

Private Space

Expanded use of private patio space, parking lot, alleyways, or other available outdoor areas for retail purposes or restaurant seating.

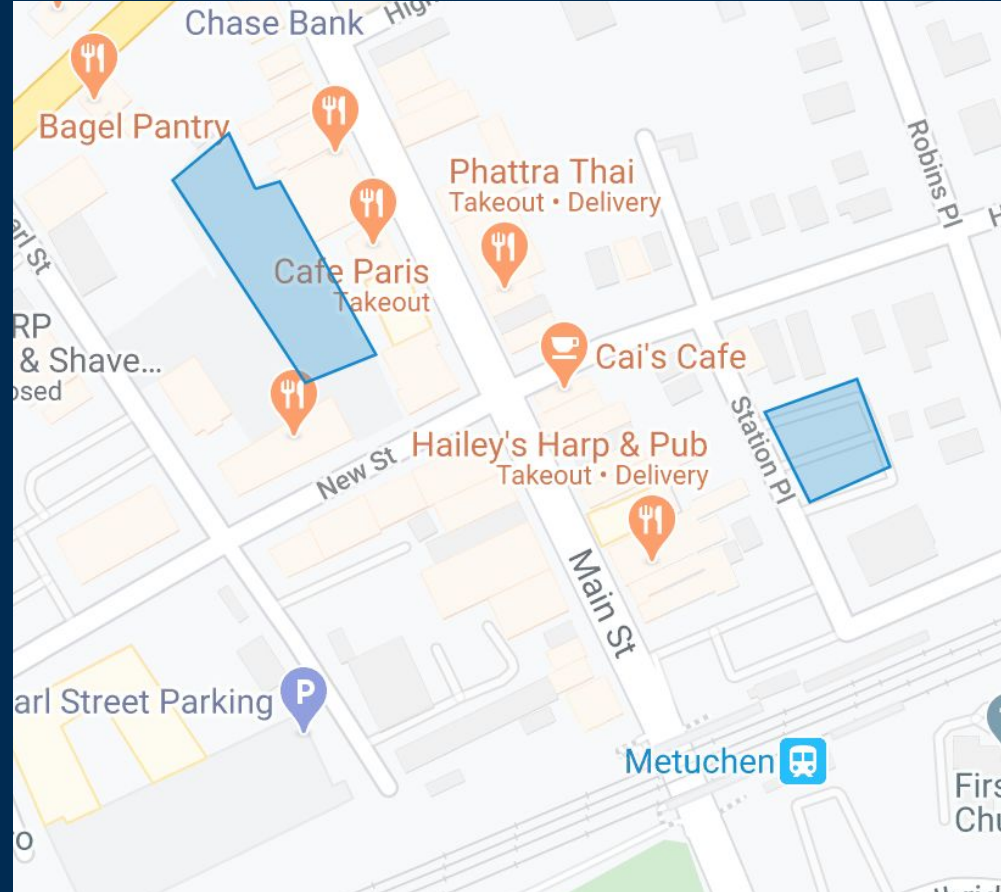
Requires permission from landlord and is subject to review and approval by the Borough.

Public Sidewalks

- **Businesses are encouraged to utilize the area in front of their store for merchandise displays or outdoor dining**
- **Must maintain 6 ft pedestrian walkway and meet ADA requirements**
- **Outdoor displays or dining is permitted daily between 7am and 11pm**
- **Businesses are encouraged to work with neighbors to expand in front of neighboring storefronts if the space is underutilized**
- **Use of the Town Plaza may be permitted on a limited basis**

Public Parking - Lots

- Potential use of portions of:
 - New Street Parking Lot
 - Station Place Parking Lot
 - South Main Street Parking Lot
- Barriers and other safety measures required
- Tables spaced 6 feet apart
- Use of anchored shade coverings permitted



Public Parking - Parklets

- Convert parking spaces to dining or retail opportunities
- Barriers and other safety measures required
- Tables spaces 6 feet apart
- Potential retail uses include queuing or displays



Public Streets - New Street



Public Streets - New Street

- New Street closed between Main St and Pearl St starting at 4pm on Friday through 11pm on Sunday
- Intended to help businesses with minimal sidewalk space expand capacity, not to encourage congregation
- Borough to set up barricades, remove parked cars, reroute traffic
- Use of anchored shade coverings permitted
- Tables and shade coverings allowed to remain in place throughout the weekend

Private Space



Private Space

- **Businesses may apply to utilize unused private outdoor space such as patios, parking lots, alleyways, or other areas**
- **If applicable, must receive permission from the owner of the space**
- **Outdoor displays or dining is permitted daily between 7am and 11pm**
- **Barriers and other safety measures required on an as needed basis**
- **Use of anchored shade coverings permitted**
- **Tables and shade coverings allowed to remain in place**

Alcohol Consumption

- **Non-licensed restaurants will be permitted to allow customers to bring their own alcoholic beverages for consumption while seated within approved outdoor dining areas**
- **Liquor licensees may need to appeal to the NJ State ABC to extend licensed premises to new outdoor dining areas**

How to Apply

Get Started

- **Complete and submit the short application
(link to be added here)**
- **Provide a simple sketch of your proposed layout**
- **All application fees are waived**

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