Is Your Downtown Ready to Re-Open for Business?

Bob Zuckerman
• South Orange Village, Trustee
• Downtown Westfield, Executive Director

Courtenay Mercer
• Downtown New Jersey, Executive Director
• Mercer Planning Associates, Principal

Nancy Adams
• Maplewood Township, Councilperson
• Summit Downtown, Executive Director

Stuart Koperweis
• Economic Development Strategists, President
• Hoboken Business Alliance, Executive Director

Friday, May 22, 2020
www.DowntownNJ.com
Downtown New Jersey is a member-supported non-profit organization.
Committees are organized around nine sector groupings:

- Professional Services (including financial services, information technology)
- Transportation & Infrastructure (including energy)
- Manufacturing & Supply Chain (including distribution, agriculture)
- Tourism & Entertainment (including resorts, sports)
- Facilities & Construction (including real estate)
- Social Services (including social work, non-profits, religious institutions)
- Healthcare (including pharmaceuticals, life sciences)
- Government (including local government, inspectors, zoning officials)
- Main Street (including retail, arts & culture, restaurants)

## New Jersey

**Downtown**
The Road Back: Data Determines Dates

When will we be ready to move to Stage 2 and then Stage 3?

- Sustained improvements in public health indicators
- Substantial increase in testing/contact tracing
- Sufficient healthcare resilience
- Widespread workplace safeguarding
- Sufficient capacity of safeguarded child care, schools, and transit
- Continued public compliance
<table>
<thead>
<tr>
<th>% of NJ workers</th>
<th>Work environments</th>
<th>Example occupations</th>
<th>Implications</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>Able to work from home</td>
<td>• Administrative staff</td>
<td>Continue to work from home</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Computer programmers</td>
<td></td>
</tr>
<tr>
<td>35%</td>
<td>Low-to-moderate contact with co-workers, customers</td>
<td>• Construction workers</td>
<td>Adopt safeguarding practices (e.g., masks, disinfecting surfaces, hand washing)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Landscapers</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Factory workers</td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td>Frequent contact with co-workers &amp; customers</td>
<td>• Bartenders</td>
<td>Adopt safeguarding practices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Most restaurant workers</td>
<td>Restrict capacity, reduce density</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Re-train displaced workforces</td>
</tr>
</tbody>
</table>
The Road Back: Moving Forward Deliberately

<table>
<thead>
<tr>
<th>Stage 1: Maximum restrictions</th>
<th>Stage 2: Restrictions relaxed on low-risk activities if appropriately safeguarded</th>
<th>Stage 3: Additional activities permitted that can be easily safeguarded</th>
<th>New normal: Most activities allowed with significant safeguarding</th>
<th>Economic and social activity back to normal with a new resilience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Most staying at home Activity largely limited to crucial activities</td>
<td>Restrictions relaxed on low-risk activities if appropriately safeguarded</td>
<td>Additional activities permitted that can be easily safeguarded</td>
<td>Most activities allowed with significant safeguarding</td>
</tr>
<tr>
<td>Example of phased-in activities*</td>
<td>Emergency health care Essential construction Manufacturing Essential retail: - Grocery stores - Pharmacies</td>
<td>State and county parks Non-essential construction Curbside retail Drive-in activities Beaches Elective surgeries</td>
<td>Expanded retail Outdoor dining Indoor dining at significantly reduced capacity Limited personal care Museums Libraries</td>
<td>Expanded dining Critical in-office work Limited entertainment Expanded personal care Bars with limited capacity</td>
</tr>
</tbody>
</table>

*Subject to change based on data based in New Jersey and globally.
Upcoming Forums:
• Send us your suggestions for future forums…
  info@downtownnj.com

Past Forums:
• May 13: Farmers Markets in the New Normal
• May 8: Getting Back to Business Safely
• April 28: Supporting Local Economies Webinar
• April 24: Downtown Budgeting Now
• April 17: What’s next for the Retail Real Estate Market?
• April 4: Survival Marketing Workshop
• March 27: State & Federal Relief Programs
• March 20: Downtown Manager Exchange

Save the Date!
DNJ Virtual Conference - Friday, October 23rd
Bob Zuckerman

- South Orange Village, Trustee
- Downtown Westfield, Executive Director
- President, Downtown New Jersey
- Small Business Owner
Courtenay Mercer, PP, AICP

• Downtown New Jersey, Executive Director
• Mercer Planning Associates, Principal

Tactical Urbanism Resources:
• COVID-19 Rapid Response Tools (NATCO)
  https://nacto.org/covid19-rapid-response-tools-for-cities/
• Streets for Pandemic Response and Recovery (NATCO)
  https://nacto.org/streets-for-pandemic-response-recovery/
• Parklet Handbook (Together North Jersey/RPA)
Convert Actuated Signals

New signage in Calgary clearly communicates “Do Not Push the Button” because pedestrian signals are now automatic. (@AngelaKnightCBC)
Dedicated Delivery/Loading Zones
Pop-Up Bike Lanes

Temporary bike facilities installed along 2nd Avenue in Manhattan in response to the emergence of COVID-19. (@foeniculum on Twitter)
Close or Limit Traffic

Temporary street closures in Calgary and Denver (L to R) to create more space for outdoor social distancing. (@AngelaKnightCBC, @jlocantore)
Close or Limit Traffic
Expand Pedestrian Realm in Congested Areas
Outdoor Dining - Worldwide
Outdoor Dining – Parking Lots
Parking Lots (are not just for dining)
Outdoor Dining – Parks, Plazas & Streets
Outdoor Dining - Parklets
BEYOND THE CURB: PARKLETS IN NORTH JERSEY
Parklet Design Handbook

A PARKLET IS...
A PLACE TO EAT
A PLACE TO CELEBRATE
A PLACE TO RELAX

...A PLACE FOR COMMUNITY.
A PLACE TO CREATE
A PLACE TO WORK
A PLACE TO PLAY
In New Jersey...
Nancy Adams

• Maplewood Township, Councilperson
• Summit Downtown, Executive Director
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City of Hoboken COVID-19 Small Business Recovery Strategy

#hobokenstrong #lovelocal
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

Option: create walkway in street (no min. on sidewalk)

6 feet

strEATERY
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

www.hobokennj.gov
https://www.facebook.com/hoboken
https://twitter.com/cityofhoboken
https://www.instagram.com/hobokennj
Potential Partnership with Hoboken Business Alliance

City of Hoboken COVID-19 Small Business Recovery Strategy
#hobokenstrong #lovelocal
[Rough] Estimated Costs

strEATERY
• Estimated startup cost for 1 basic strEATERY: $862
• Estimated 2020 fee for 1 strEATERY: $1,370

Parklet
• Estimated 2020 fee for 1 parklet: $1,370

Open Streets for Business
• Estimated fee for 1 block Thursday event: $1,865
• Estimated fee for 1 block Sunday event: $3,655

See assumptions and details on following slides
#1 Basic strEATERY

#2 strEATERY with enhanced barriers

#3 strEATERY with enhanced barriers

#4 strEATERY with Planters

$1,110

$1,332

$862

$1,768
## Basic strEATERY Estimated Cost

Assumes 1 parking space, actual cost will vary per applicant.

### MATERIALS

<table>
<thead>
<tr>
<th>MATERIALS</th>
<th>QTY</th>
<th>UNIT</th>
<th>PRICE PER UNIT</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turf</td>
<td>140</td>
<td>SF</td>
<td>$1.85</td>
<td>$259</td>
</tr>
<tr>
<td>Billboard Barricades</td>
<td>1</td>
<td>EA</td>
<td>$150</td>
<td>$150</td>
</tr>
<tr>
<td>Bollards/Flexible Delineator Posts</td>
<td>6</td>
<td>EA</td>
<td>$13</td>
<td>$78</td>
</tr>
<tr>
<td>Poles</td>
<td>4</td>
<td>EA</td>
<td>$13</td>
<td>$52</td>
</tr>
<tr>
<td>Traffic Cones</td>
<td>4</td>
<td>EA</td>
<td>$12</td>
<td>$52</td>
</tr>
<tr>
<td>ADA Ramp, 4' x 30&quot;</td>
<td>1</td>
<td>EA</td>
<td>$175</td>
<td>$175</td>
</tr>
<tr>
<td>Parking Blocks</td>
<td>2</td>
<td>EA</td>
<td>$48</td>
<td>$96</td>
</tr>
<tr>
<td>Planter Boxes or Planters (optional)</td>
<td>0</td>
<td>EA</td>
<td>$479</td>
<td>$0</td>
</tr>
<tr>
<td>Shade (optional)</td>
<td>0</td>
<td>EA</td>
<td>$200</td>
<td>$0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>$862</strong></td>
</tr>
</tbody>
</table>

### SERVICES

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>QTY</th>
<th>UNIT</th>
<th>PRICE PER UNIT</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Operating Fee Jun 1 – Oct 15</td>
<td>137</td>
<td>Days</td>
<td>$10</td>
<td>$1,370</td>
</tr>
</tbody>
</table>


**Open Streets Estimated Cost**

Assumes 1 block, actual cost will vary per applicant

**THURSDAY OPEN STREETS 6 PM – 11 PM, 5 Hours**

<table>
<thead>
<tr>
<th>SERVICES</th>
<th>DESCRIPTION</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temporary No Parking</td>
<td>4-hour temporary no parking signs</td>
<td>$525</td>
</tr>
<tr>
<td>Sanitation</td>
<td>Waste Receptacle Deployment, Collection, Disposal</td>
<td>$350</td>
</tr>
<tr>
<td>Police</td>
<td>Outside Employment Police Officers</td>
<td>$640</td>
</tr>
<tr>
<td>Barricades</td>
<td>Barricades Deployment, Collection</td>
<td>$350</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$1,865</strong></td>
</tr>
</tbody>
</table>

**SUNDAY OPEN STREETS 9 AM – 8 PM, 11 Hours**

<table>
<thead>
<tr>
<th>SERVICES</th>
<th>DESCRIPTION</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temporary No Parking</td>
<td>8-hour temporary no parking signs</td>
<td>$875</td>
</tr>
<tr>
<td>Sanitation</td>
<td>Waste Receptacle Deployment, Collection, Disposal</td>
<td>$750</td>
</tr>
<tr>
<td>Police</td>
<td>Outside Employment Police Officers</td>
<td>$1,280</td>
</tr>
<tr>
<td>Barricades</td>
<td>Barricades Deployment, Collection</td>
<td>$750</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$3,655</strong></td>
</tr>
</tbody>
</table>
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