

Is Your Downtown Ready to Re-Open for Business?

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- South Orange Village, Trustee
- Downtown Westfield, Executive Director

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- Economic Development Strategists, President
- Hoboken Business Alliance, Executive Director



Friday, May 22, 2020

www.DowntownNJ.com

DOWNTOWN

NEW JERSEY

Education

- Technical Assistance
- Quarterly Newsletters
- Quarterly Round Tables
- Webinars & ZOOM Exchanges
- Annual Conference

Advocacy

- Quarterly Policy Watch
- Real Time Policy Advisories
- Legislative Testimony

Recognition

- Annual Awards
- Quarterly Member Spotlights
- Social Media Shares

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Downtown New Jersey is a member-supported non-profit organization.

Committees are organized around nine sector groupings



The Road Back: Data Determines Dates

Maximum
restrictions



STAGE

1



STAGE

2



STAGE

3

New normal

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



The Road Back: Considerations for Restarting

% of NJ workers	Work environments	Example occupations	Implications
25%	Able to work from home 	<ul style="list-style-type: none">• Administrative staff• Computer programmers	Continue to work from home
35%	Low-to-moderate contact with co-workers, customers 	<ul style="list-style-type: none">• Construction workers• Landscapers• Factory workers	Adopt safeguarding practices (e.g., masks, disinfecting surfaces, hand washing)
40%	Frequent contact with co-workers & customers 	<ul style="list-style-type: none">• Bartenders• Most restaurant workers	Adopt safeguarding practices Restrict capacity, reduce density Re-train displaced workforces



The Road Back: Moving Forward Deliberately

	Maximum restrictions	STAGE 1	STAGE 2	STAGE 3	New normal
Description	Most staying at home Activity largely limited to crucial activities	Restrictions relaxed on low-risk activities if appropriately safeguarded	Additional activities permitted that can be easily safeguarded	Most activities allowed with significant safeguarding	Economic and social activity back to normal with a new resilience
Example of phased-in activities *	<ul style="list-style-type: none"> • Emergency health care • Essential construction • Manufacturing • Essential retail: <ul style="list-style-type: none"> - Grocery stores - Pharmacies 	<ul style="list-style-type: none"> • State and county parks • Non-essential construction • Curbside retail • Drive-in activities • Beaches • Elective surgeries 	<ul style="list-style-type: none"> • Expanded retail • Outdoor dining • Indoor dining at significantly reduced capacity • Limited personal care • Museums • Libraries 	<ul style="list-style-type: none"> • Expanded dining • Critical in-office work • Limited entertainment • Expanded personal care • Bars with limited capacity 	





DOWNTOWN
FORUM
MANAGEMENT

www.DowntownNJ.com

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

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- 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)
<https://rpa.org/uploads/pdfs/TNJ-Beyond-the-Curb.pdf>





Convert Actuated Signals



A City of Minneapolis employee installs signage designating a temporary food pick-up zone. (City of Minneapolis)

Dedicated Delivery/Loading Zones



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

Pop-Up Bike Lanes |



Temporary street closures in Calgary and Denver (L to R) to create more space for outdoor social distancing. (@AngelaKnightCBC, @jlocantore)

Close or Limit Traffic



Close or Limit Traffic



Temporary expanded sidewalk, Pittsburgh. (Trib Live.)



Temporary expanded sidewalk, Hoboken. (Hoboken, Inc.)

Expand Pedestrian Realm in Congested Areas



Berlin (Sean Gallup, Getty Images)



Berlin (Maja Hitij, Getty Images)



Bangkok (MLADEN ANTONOV AFP via Getty Images)



Amsterdam (Peter Dejong, AP)

Outdoor Dining - Worldwide



Outdoor Dining – Parking Lots



Lafayette, LA (Scott Clause, USATODAY Network)



Manchester NH (Airport Diner, Facebook)



Lafayette, LA (Scott Clause, USA TODAY Network)



Chocolate Frey Pop Up (Flickr)



San Francisco, CA (SFSTATION)



Tangerine Pop-Up (Richmond News)

Parking Lots (are not just for dining)



Munich (Christof Stache AFP via Getty Images)



Vienna (Stock Photo)



Bloomfield Dinner Under the Stars (Baristanet)

Outdoor Dining – Parks, Plazas & Streets





Norfolk, VA (OpenNorfolk)



Kansas City Better Block



Kansas City Better Block

Outdoor Dining - Parklets



BEYOND THE CURB: PARKLETS IN NORTH JERSEY

Parklet Design Handbook

FALL 2014



A PARKLET IS...

A PLACE TO EAT



A PLACE TO CELEBRATE



A PLACE TO RELAX



A PLACE TO CREATE



A PLACE TO WORK



A PLACE TO PLAY



Parklet Design Handbook



Long Beach, CA (CBS Local)



Plattsburgh, NY (Mercer Planning Associates)



Quebec, QC (Mercer Planning Associates)



Parklets





In New
Jersey...

Nancy Adams

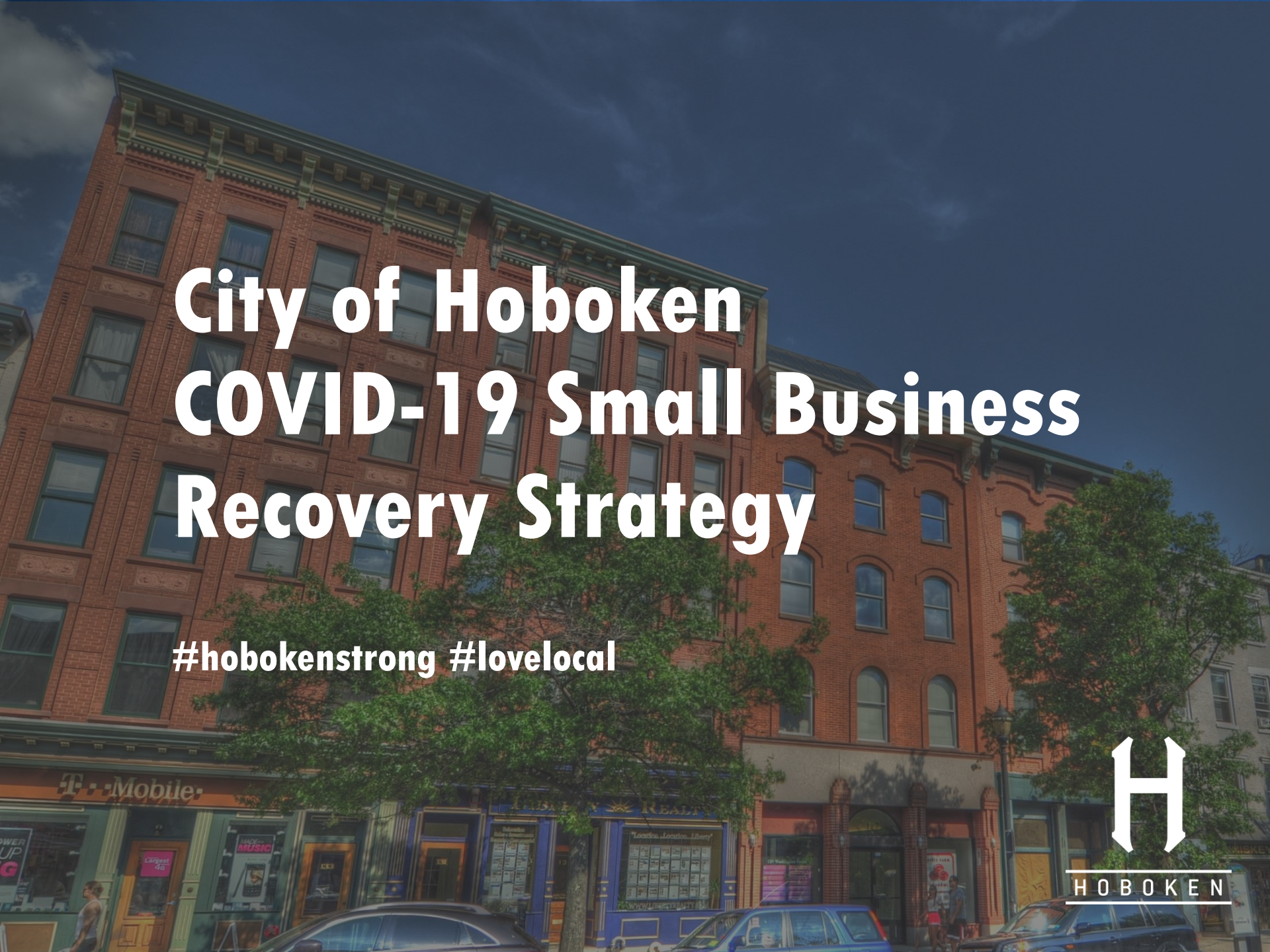
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City of Hoboken COVID-19 Small Business Recovery Strategy

#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



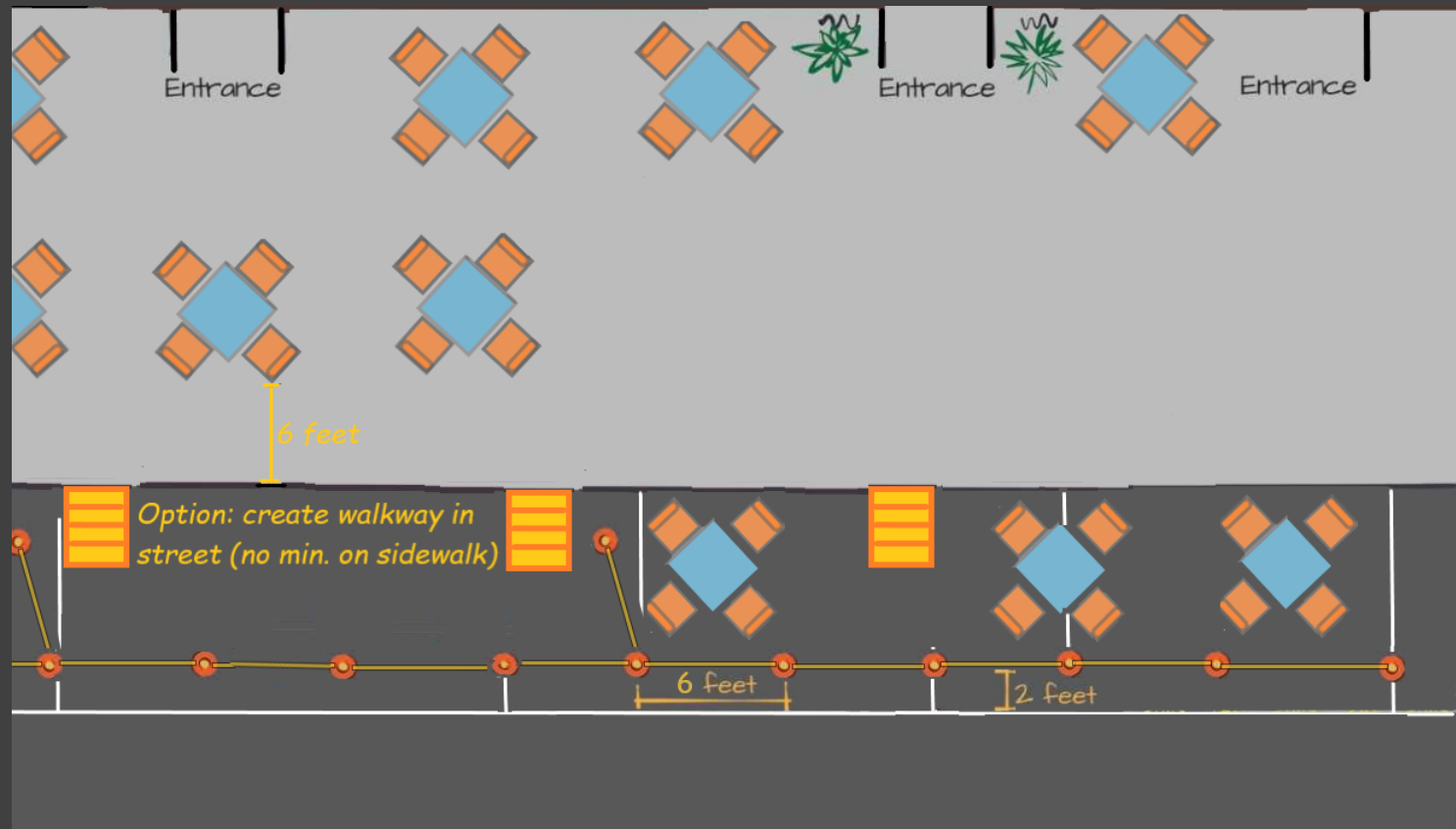
ADA Curb Ramp



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**



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



HOBOKEN

[Rough] Estimated Costs

strEATERY

- **Estimated startup cost for 1 basic strEATERY: \$862**
- **Estimated 2020 fee for 1 strEATERY: \$1,370**

Parklet

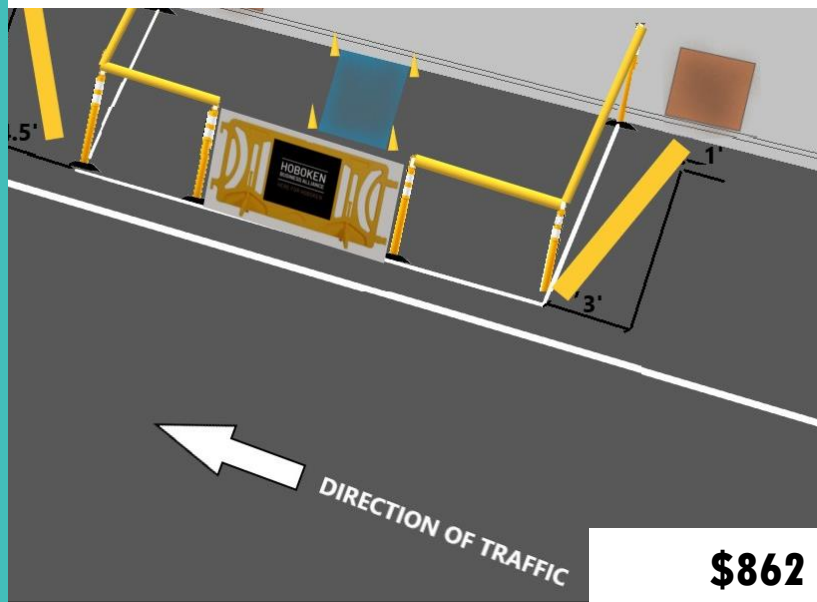
- **Estimated 2020 fee for 1 parklet: \$1,370**

Open Streets for Business

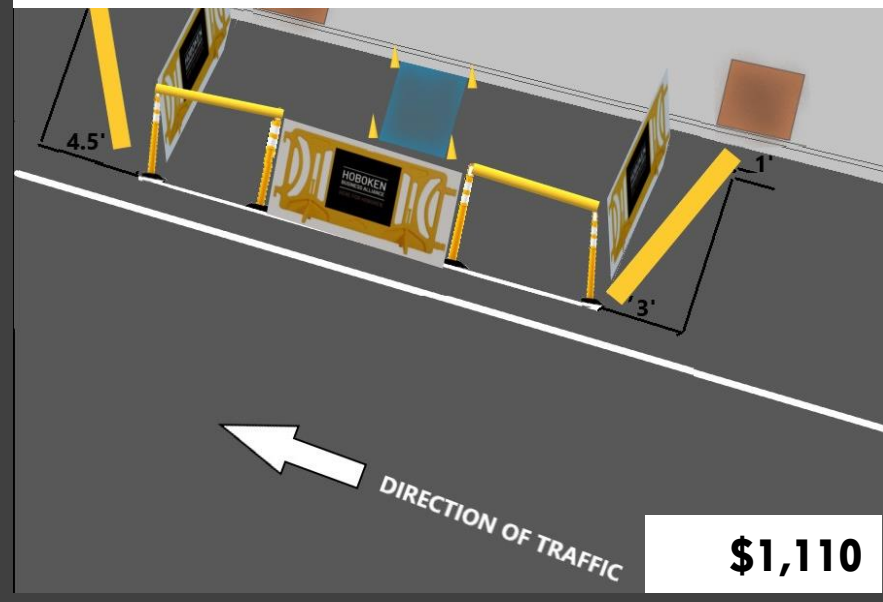
- **Estimated fee for 1 block Thursday event: \$1,865**
- **Estimated fee for 1 block Sunday event: \$3,655**

See assumptions and details on following slides

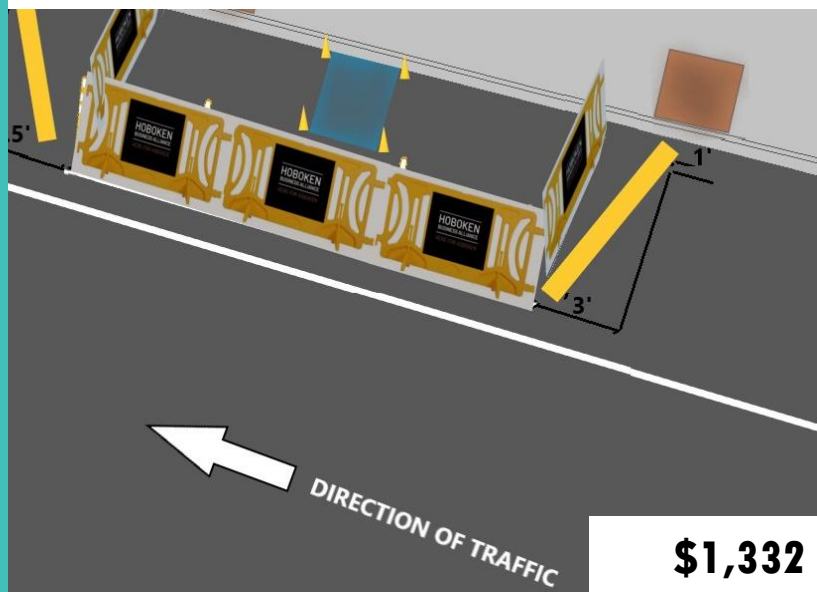
#1 Basic strEATERY



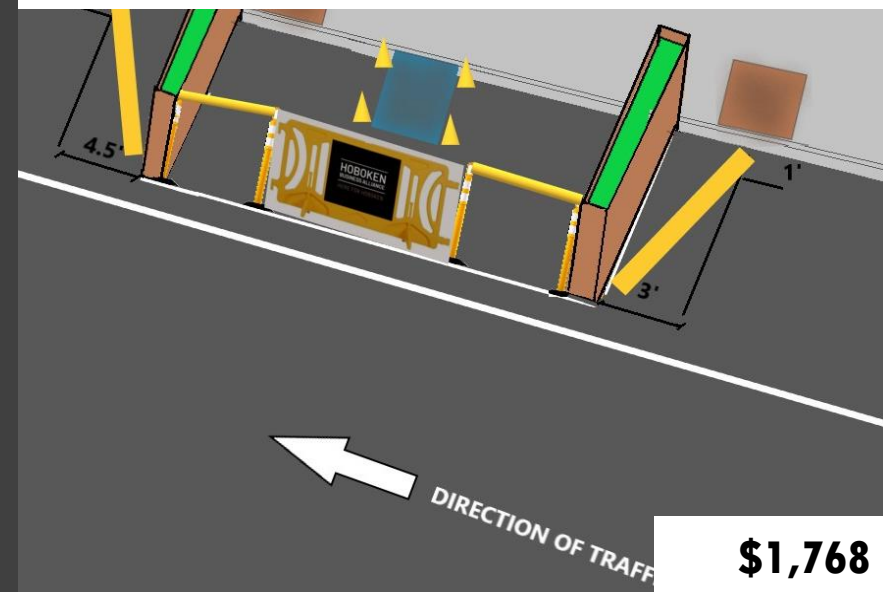
#2 strEATERY with enhanced barriers



#3 strEATERY with enhanced barriers



#4 strEATERY with Planters



Basic strEATERY Estimated Cost

Assumes 1 parking space, actual cost will vary per applicant

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

SERVICES	QTY	UNIT	PRICE PER UNIT	FEE
Daily Operating Fee Jun 1 – Oct 15	137	Days	\$10	\$1,370

Open Streets Estimated Cost

Assumes 1 block, actual cost will vary per applicant

THURSDAY OPEN STREETS 6 PM – 11 PM, 5 Hours

SERVICES	DESCRIPTION	FEE
Temporary No Parking	4-hour temporary no parking signs	\$525
Sanitation	Waste Receptacle Deployment, Collection, Disposal	\$350
Police	Outside Employment Police Officers	\$640
Barricades	Barricades Deployment, Collection	\$350
TOTAL		\$1,865

SUNDAY OPEN STREETS 9 AM – 8 PM, 11 Hours

SERVICES	DESCRIPTION	FEE
Temporary No Parking	8-hour temporary no parking signs	\$875
Sanitation	Waste Receptacle Deployment, Collection, Disposal	\$750
Police	Outside Employment Police Officers	\$1,280
Barricades	Barricades Deployment, Collection	\$750
TOTAL		\$3,655

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