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Commercial District Recovery

June 26, 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

www.downtownnj.com

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



www.DowntownNJ.com

Save the Date!

DNJ Virtual Conference –
October 2020

Upcoming Forums:

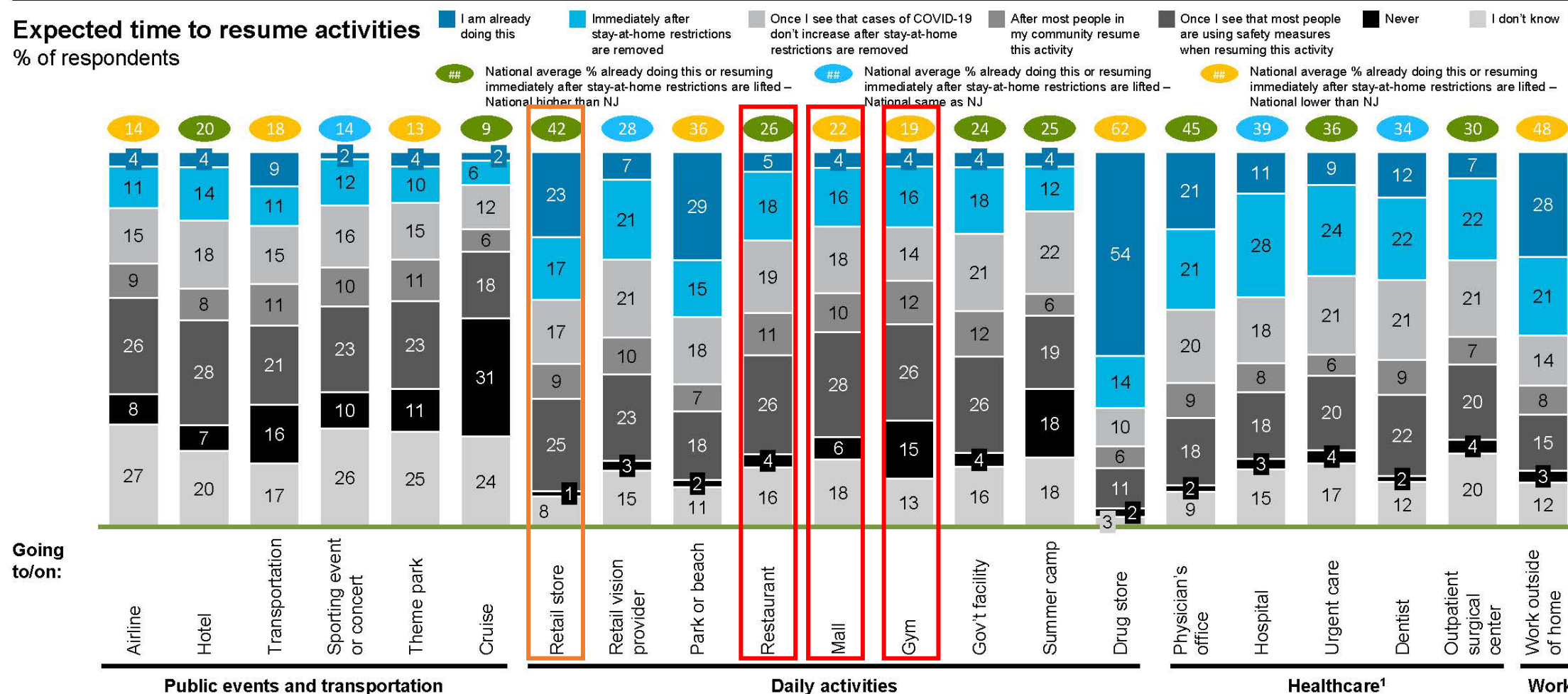
- *None planned yet. Stay tuned...*
- Send us your suggestions for future forums...
info@downtownnj.com

Past Forums:

- June 19: Re-entry for Retailers
- June 12: Digital Resources for Downtowns
- May 29: NJEDA Phase 2 Small Business Assistance Grants
- May 22: Is Your Downtown Ready to Re-Open for Business?
- 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

Overall, NJ residents do not plan to resume most activities even after stay-at-home restrictions are lifted

Expected time to resume activities % of respondents

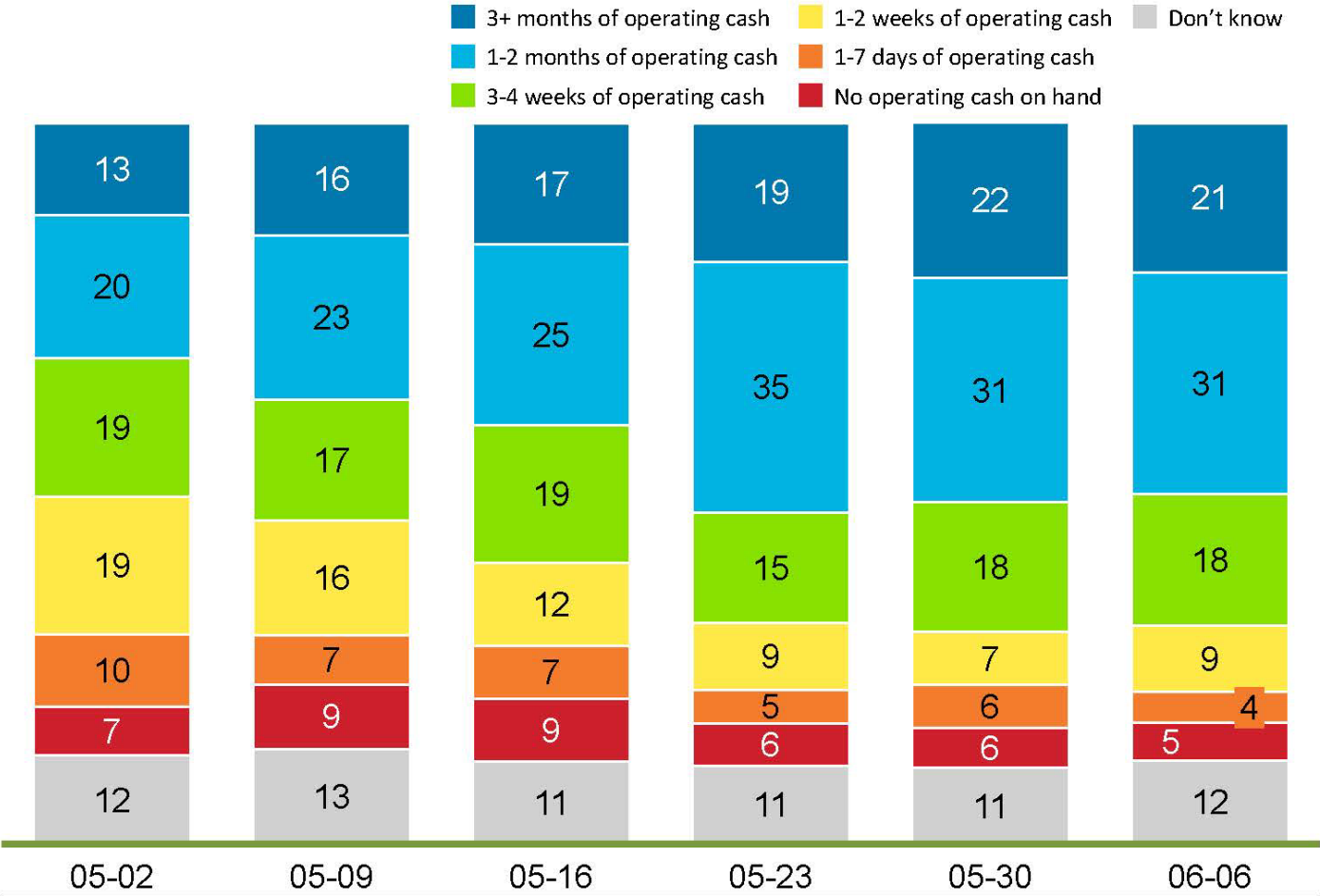


QRESUME. After stay-at-home restrictions (if any) are removed, please indicate when you would resume each of the following activities: (Respondents with "this activity is not applicable to me" where excluded)

1. If in need of care

The number of NJ small businesses with a month or more of operating cash on hand has increased since May

Amount of operating cash on hand for businesses employing <500 people
% of respondents each week, May 2 – June 6



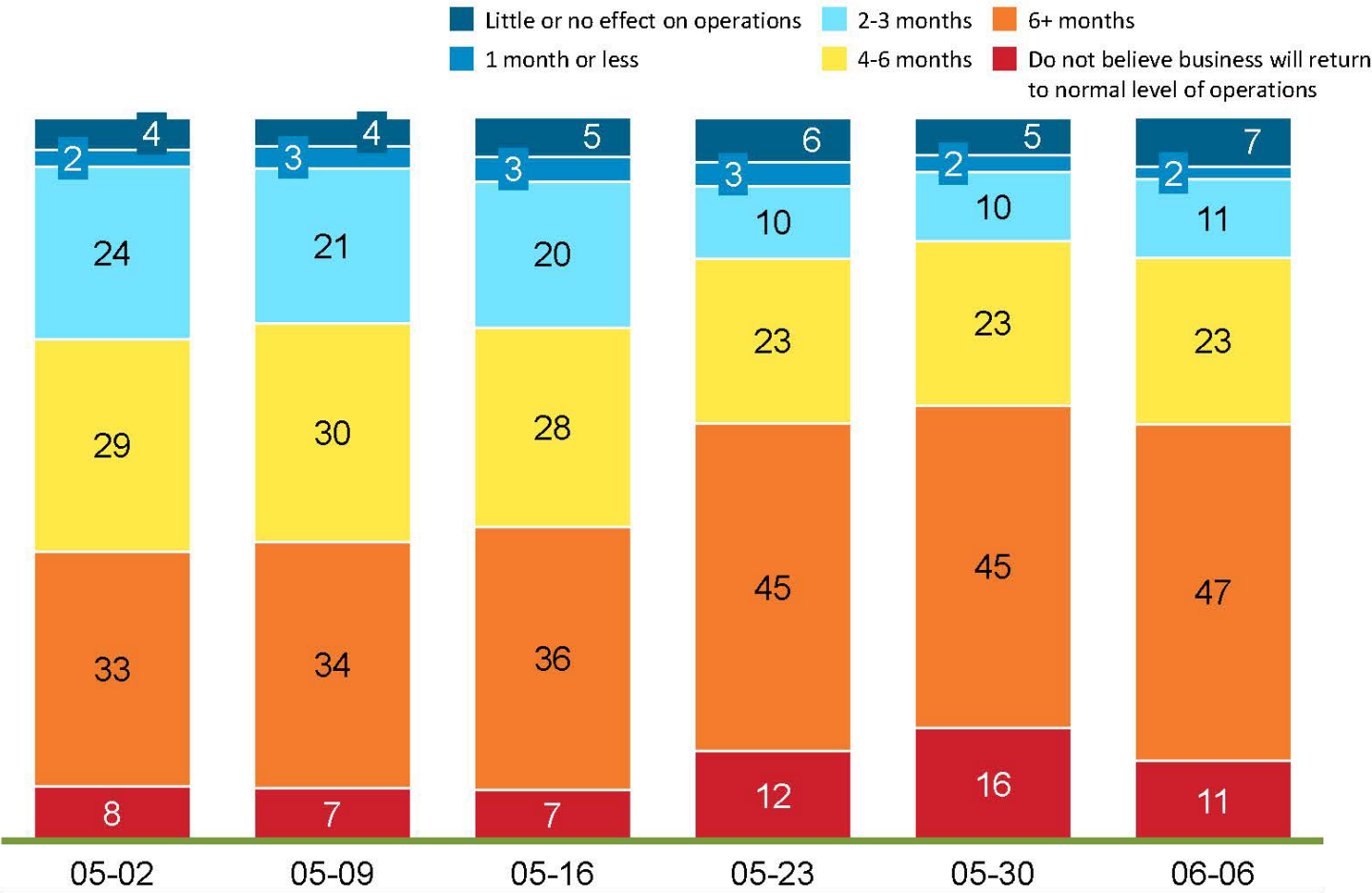
Source: US Census Bureau Small Business Pulse Survey (NJ cut)

The majority of businesses (51%) have **more than a month's worth** of operating cash on hand – a significant turnaround from early May, when ~1/3 of businesses could sustain themselves for a month or more

The **Paycheck Protection Program (PPP)** may be a significant driver for increased cash availability – 69% of businesses reported receiving PPP funds by June, whereas ~1/4 of businesses had received them in early May

Small businesses now believe that the economic impact of COVID will last longer than they anticipated in early May

Estimated time that will pass before business returns to its usual level of operations
% of respondents each week, May 2 – June 6



In early may, **24% of businesses** expected a return to usual business in 2-3 months, compared to **10% of businesses** in early June

~70% of businesses now believe that it will take more than 4 months for business to return to its usual level

Source: US Census Bureau Small Business Pulse Survey (NJ cut)



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An aerial photograph of a wide, multi-level concrete staircase. The steps are decorated with yellow geometric patterns, specifically triangles and squares, which create a rhythmic visual flow down the stairs. Several people are seen walking on the stairs, providing a sense of scale. The background shows some greenery and a building edge.

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COVID-19 RECOVERY FOR
BUSINESSES AND BUSINESS
DISTRICTS

SPRING 2020

Commercial

District Recovery

Guide

MAY 2020

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A strategy and design
collective that creates
brands people love and
places people love to be.

**AN
UNCOMMON
COLLECTIVE**

180+
Thinkers
and
Creatives



**GLOBAL
FOOTPRINT,
LOCAL
KNOWLEDGE**

DC · NY
LA · MAD



**CREATIVE
CONSULTANCY
FOCUSED ON
EXPERIENCE**

Driven by
Data and
Insights



PUBLIC & NON PROFIT SOLUTIONS GROUP

We are committed to
supporting communities
respond and recover
from COVID-19.





BONBERI
THE SITUATION

The next 12-18 months matter

25-36% of businesses will close after four months of pandemic

Restaurants need to operate at 70-75% capacity to survive

A person wearing a white baseball cap, a white t-shirt, black pants, and blue gloves is bent over, working with cardboard boxes. The boxes are labeled "CALIFORNIA STRAWBERRIES" and "PRODUCT OF U.S.A.". The person is wearing a white wristband and a watch. The background shows more boxes and another person in a dark shirt and mask. The scene is outdoors, likely at a distribution center or warehouse.

Framework for

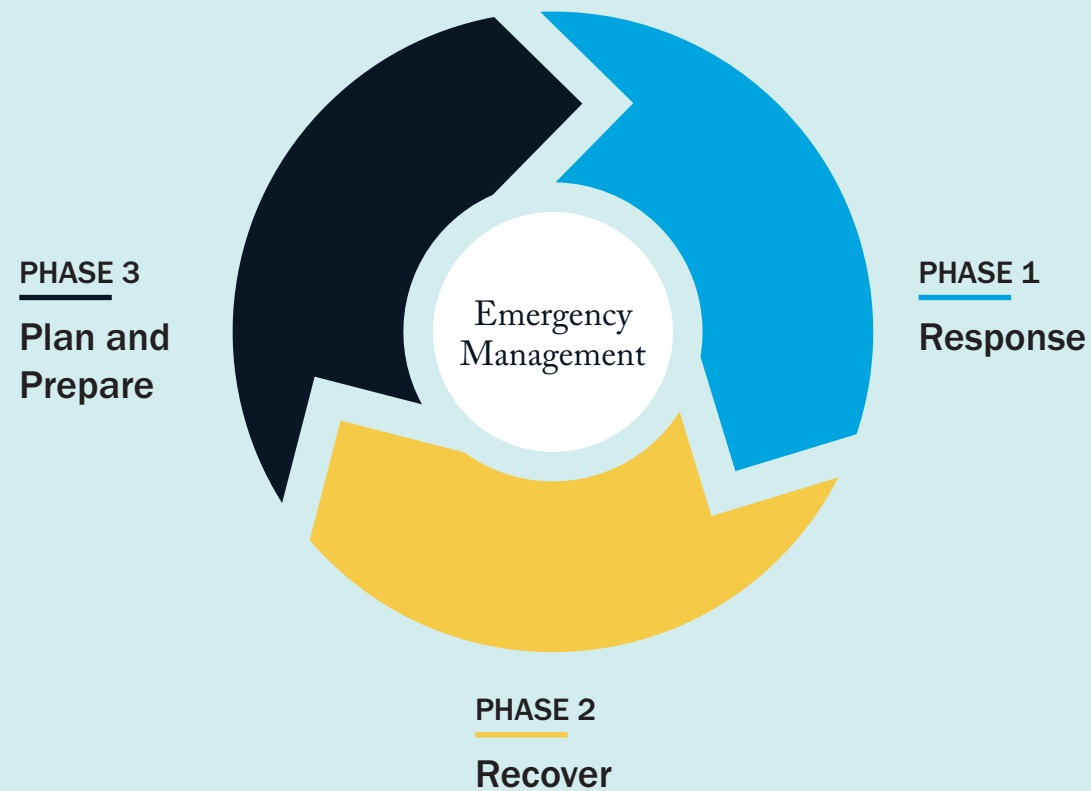
Disaster

Management

Overview

- 1** **Impact of COVID-19 on Small Businesses and Commercial Districts**
- 2** **Framework for Disaster Management**
- 3** **Phase 1**
Response
- 4** **Phase 2**
Recovery

Emergency Management Typically Covers Three Phases:



While all three phases of emergency management are critical to ensuring sustained recovery and rebuilding of our communities, **we should be focused now on the actions that need to be undertaken following the occurrence of the pandemic.**



Phase 2

Recovery

OUTREACH

DATA COLLECTION

IMPLEMENTATION

RAISING AWARENESS OUTREACH



- ✓ **Work with local media outlets to share the district's story**
- ✓ **Assign a disaster recovery coordinator and form a district-wide recovery team**
- ✓ **Fundraise and seek resources for recovery**



MEASURE IMPACT

DATA COLLECTION



- ✓ **Build partnerships with other organizations to conduct surveys and assess changes in the district**
- ✓ **Use existing communications tools to market surveys widely**
- ✓ **Review other available data sources to track changes in the state, city, and district Implementation**

COLLABORATE

DATA COLLECTION



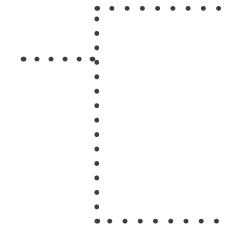
Build partnerships with other organizations to conduct surveys and assess changes in the district



Use existing communications tools to market surveys widely



Review other available data sources to track changes in the state, city, and district Implementation



Google Forms



SurveyMonkey

Key Questions for Business Community

Do you own/ lease your commercial space?

What are your current operating hours?

If conditions do not improve, how long will you be able to keep your business running?

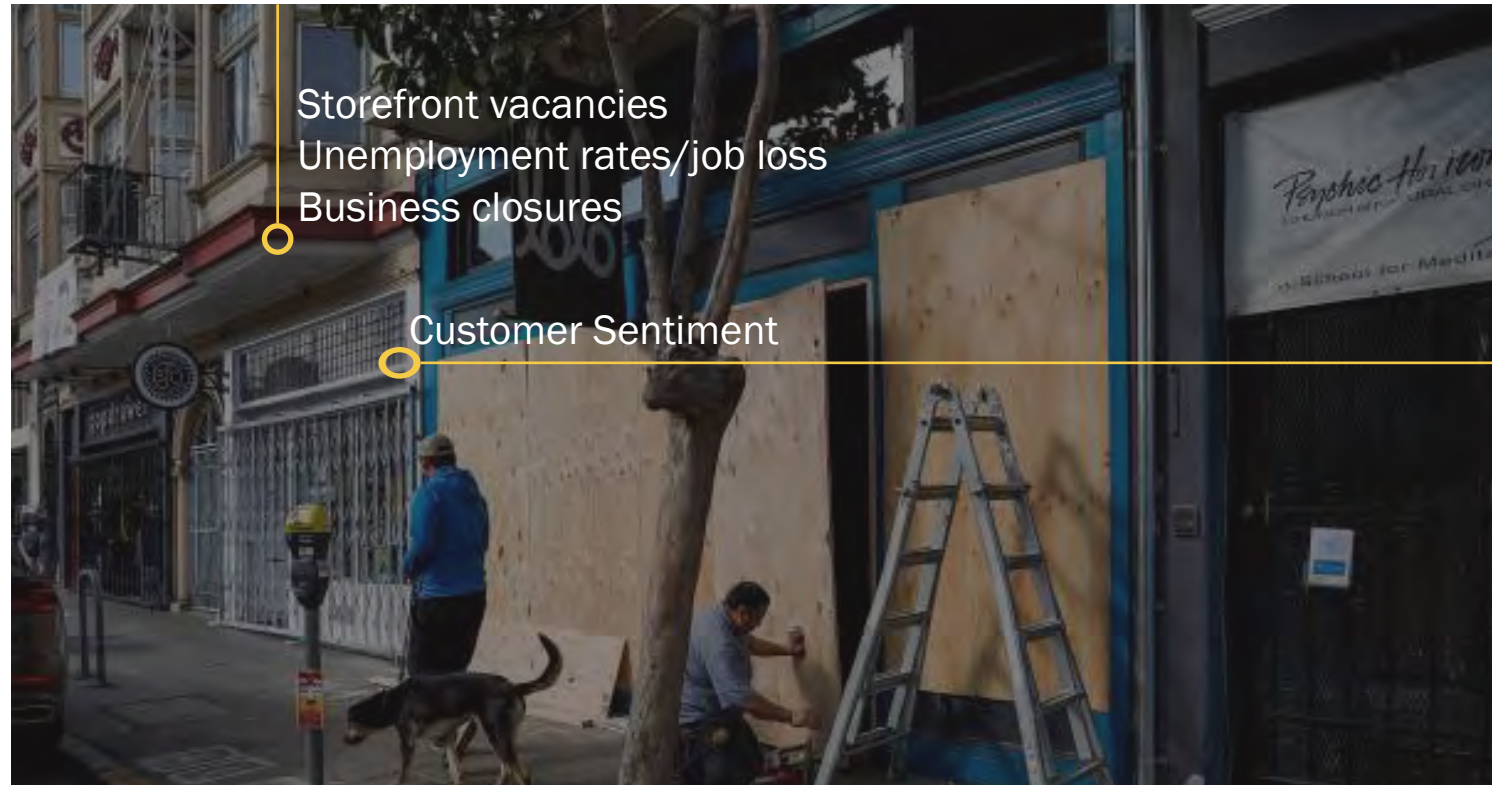
What resources have you applied for?

How has your workforce been impacted?

MAKE A CASE DATA COLLECTION



Conduct comprehensive assessment of "economic injury" as a result of Coronavirus



District Impact Study

Assessment and Action regarding COVID-19
in Central Square, Cambridge, MA

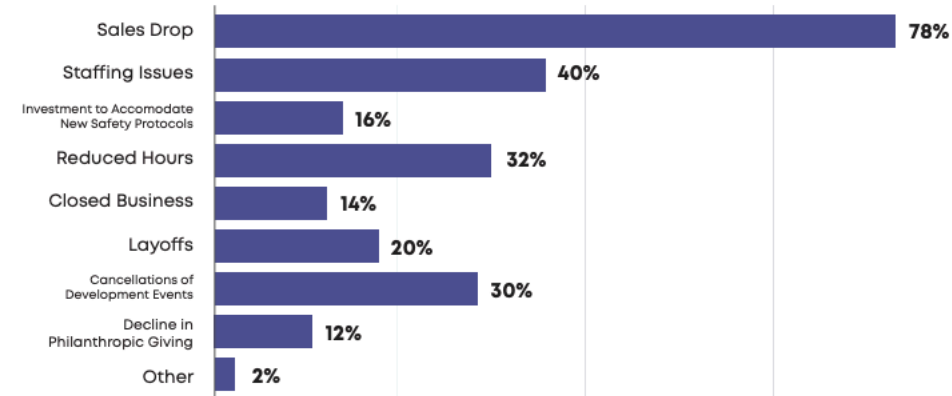
March 15, 2020



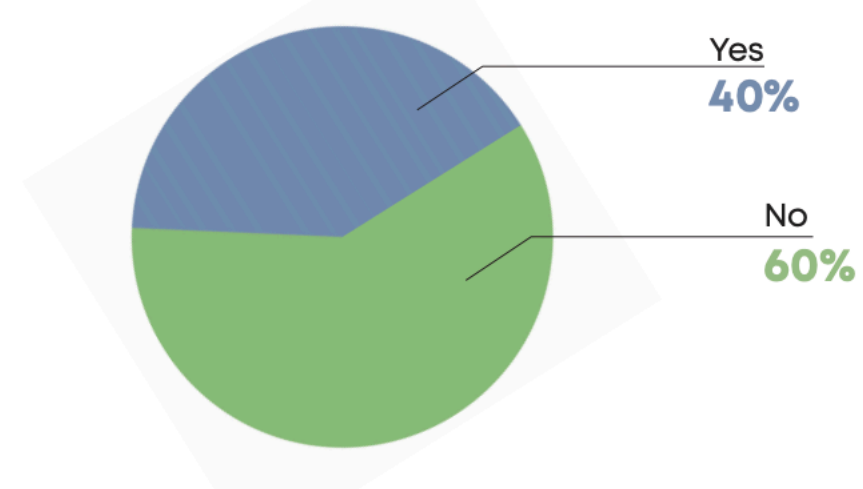
Best Practice: CENTRAL SQUARE, CAMBRIDGE MA

Within the first week, Central Square BID released a survey to its stakeholders to assess impacts of COVID-19 on store operations, local workforce, and retail sales. Findings from the survey have been published widely and picked up by local media.

Describe the nature of impact.



At this rate, could your business/organization operate for the duration of the state of emergency, assuming it goes until May?



IMPLEMENTATION

1

BUSINESS ENVIRONMENT

- ✓ **Connect tenants to grants and resources**
- ✓ **Provide access to capital and technical assistance to adapt commercial spaces**

2

RETAIL SALES + MARKETING

- ✓ **Raise awareness of businesses that are open**
- ✓ **Support businesses that are creating new avenues for sales**

3

PHYSICAL ENVIRONMENT

- ✓ **Increase cleaning and sanitization of the district**
- ✓ **Create social distancing wayfinding/ signage**
- ✓ **Adapt the public realm for social distancing**

SOURCE: DATASSENTIAL

CUSTOMERS WHO ARE “VERY CONCERNED” ABOUT CORONA VIRUS ARE SLOWLY TRENDING DOWNWARD



SOURCE: DATASSENTIAL

“CLEAN & SANITARY” IS NOW THE MOST IMPORTANT CONSIDERATION FOR CONSUMER DEMAND

considerations when selecting a restaurant

Clean & sanitary	43%
Nearby	30%
Value	28%
Supporting restaurants that need help	28%
Great taste	27%
Locally / independently-owned	22%
Good service / staff	20%
Healthy	19%
Speed	12%
Variety	11%



DATASSENTIAL

IMPLEMENTATION



Increase cleaning and sanitization of the district, and make sure customers know about it

Educate businesses on new guidelines for workplace health and safety and/or help purchase store supplies

Please track guidelines set by CDC, FDA and local DOH



Cleaning High-Contact Surfaces



Personal Protective Equipment

- Nitrile gloves
- Face masks



Hand Washing & Sanitizing



Menu Boards

IMPLEMENTATION

Public Realm Management



IMPLEMENTATION



Adapt the public realm to encourage social distancing and overcome occupancy restrictions



Expand Sidewalks

- To accommodate overflow of retail store activity/ queueing



Relax Outdoor Seating Permitting Processes



Ease Regulatory Hurdles for Creation of Parklets



Assign Plaza Seating to Adjacent Restaurants

IMPLEMENTATION



Adapt the public realm to encourage social distancing and overcome occupancy restrictions



Encourage Safe, Micro-Mobility Ridership



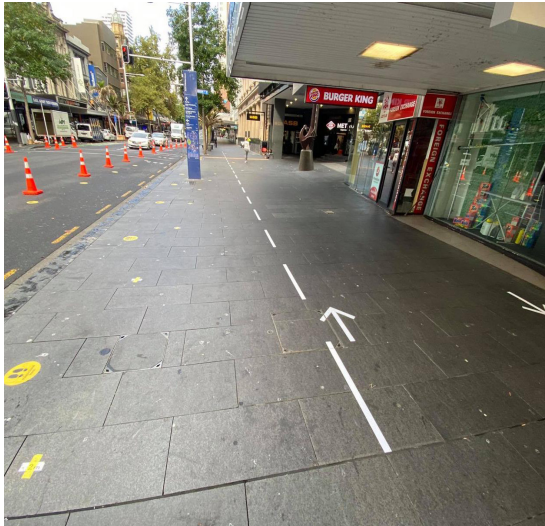
Create Dedicated Zones for Delivery Bikes and Curbside Pick-up



IMPLEMENTATION



Create social distancing wayfinding/ signage



Direct flow/ movement of customers in public space

- On the ground (chalk, decal, tape, spray paint)
- Upright (bollard/ safety cones/ flags)

IMPLEMENTATION



Provide access to capital and technical assistance

Store Re-Design Strategies



Touchless Store & Bathroom Fixtures

- Automatic doors
- Automatic hand sanitizers and bathroom fixtures



Window/ Door Replacements

- For delivery/ take-out
- To enhance air flow



IMPLEMENTATION

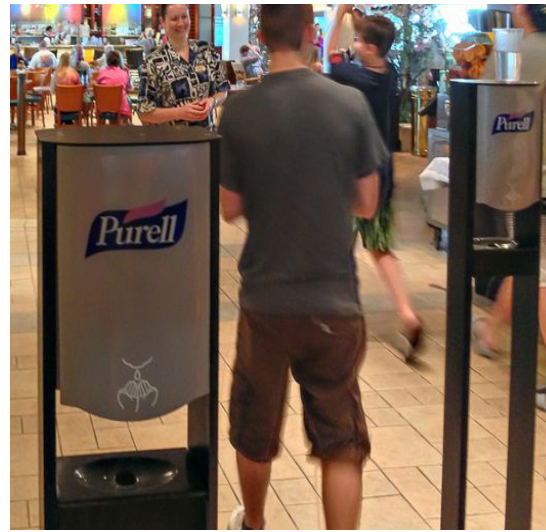


Provide access to capital and technical assistance

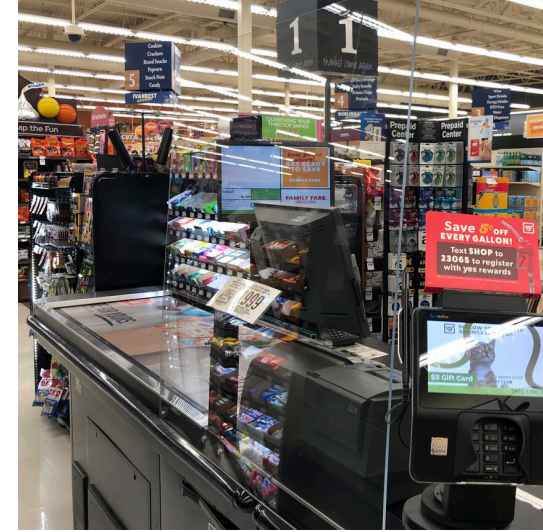
Store Re-Design Strategies



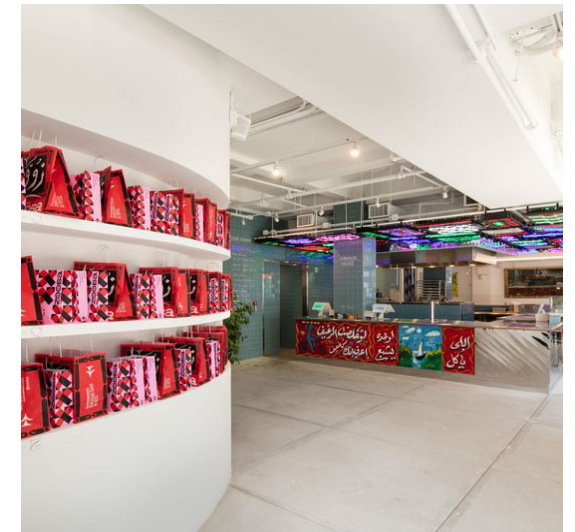
Installation of hard surface seating



Hand sanitizing stations



Sneeze guards



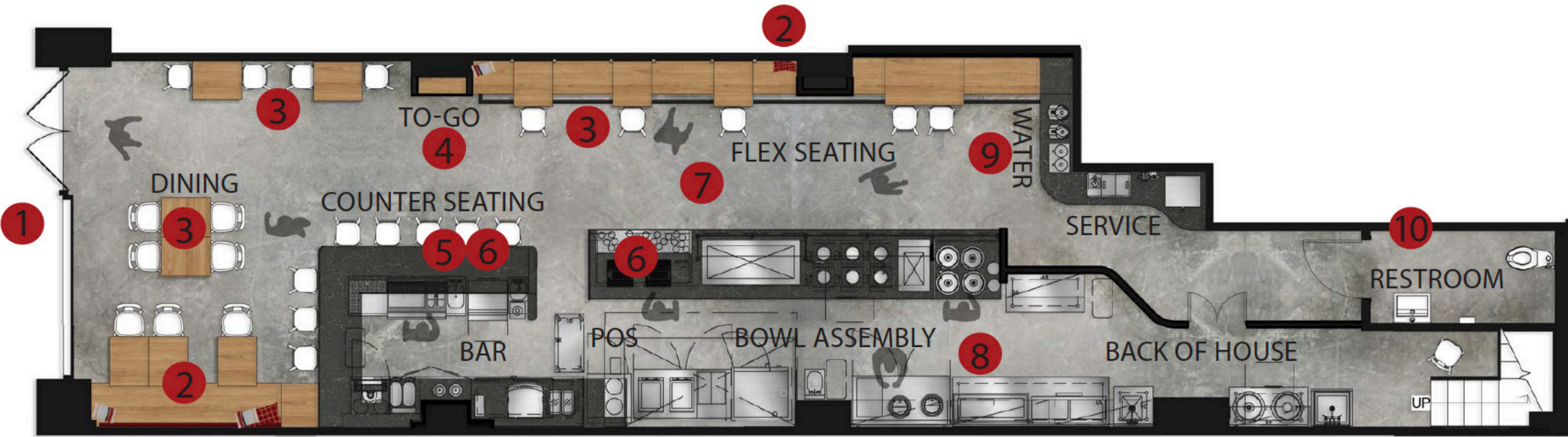
Dedicated order pick-up stations

IMPLEMENTATION



Provide access to capital and technical assistance

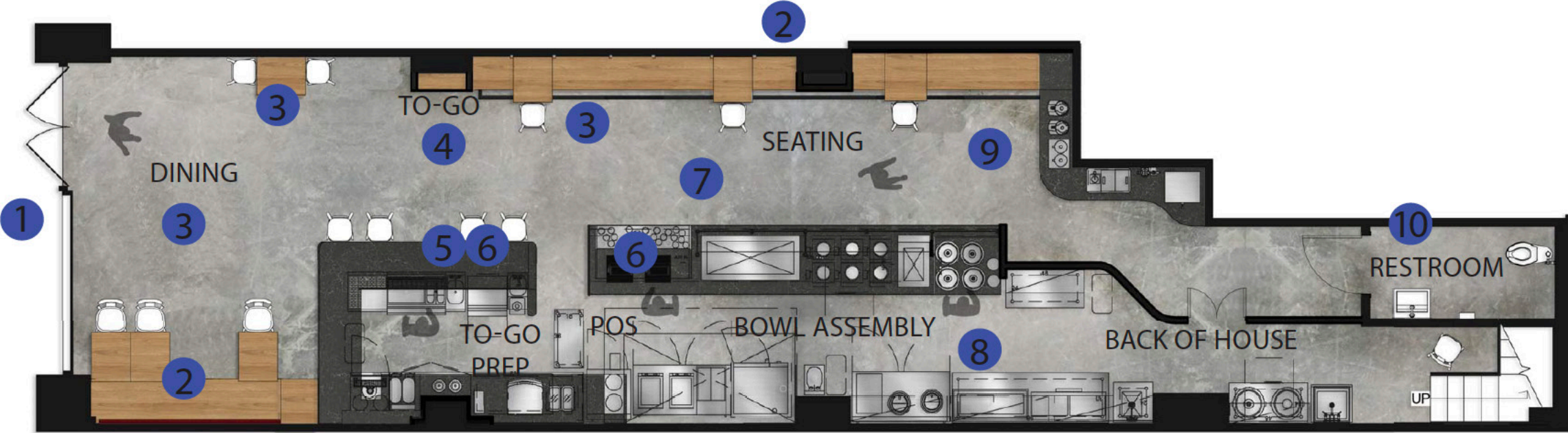
Before



Store layout reconfiguration

- 1 DOOR ACCESSIBLE BY ALL
- 2 TOUGH TO CLEAN SOFT SURFACES
- 3 SEATING OCCUPANCY LESS THAN 6'-0" BETWEEN TABLES
- 4 LOOSE UTENSILS/NAPKINS FOR TO-GO AND ACCESSIBLE BY ALL CUSTOMERS
- 5 TYPICAL BAR SEATING LESS THAN 6'-0" BETWEEN SEATS
- 6 NO BARRIERS PROVIDED
- 7 SEVERAL STAFF AND CUSTOMERS THROUGHOUT
- 8 STAFF TIGHTLY MOVING THROUGHOUT SMALL BACK OF HOUSE SPACE THROUGHOUT SHIFT
- 9 SELF-SERVE SODA/WATER UNITS
- 10 STANDARD RESTROOM FIXTURES

After



**Store layout
reconfiguration**

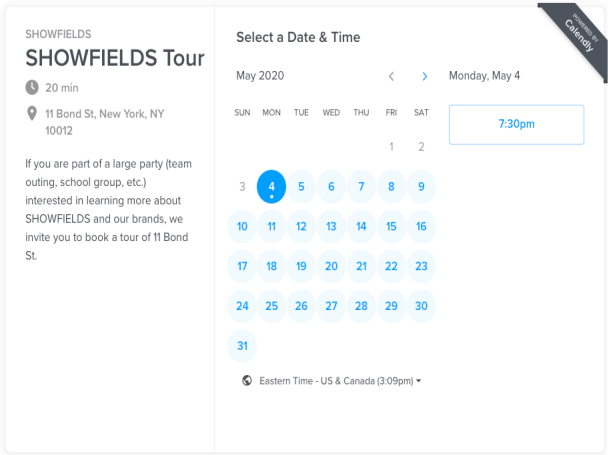
- 1 AUTOMATED ENTRY DOOR AND NEW STOREFRONT SIGNAGE/DIRECTIONS
- 2 REMOVE SOFT SURFACES
- 3 REDUCE SEATING OCCUPANCY TO PROVIDE 6'-0" SPACING BETWEEN TABLES
- 4 REDUCE LOOSE UTENSILS/NAPKINS
- 5 REUSE BAR SEATING AS SEPARATION TO-GO HANDOFF
- 6 INSTALL SNEEZE GUARD BARRIERS
- 7 REDUCE FRONT OF HOUSE STAFF AND CUSTOMERS
- 8 REDUCE BACK OF HOUSE STAFF OR KEEP SAME STAFF ON SAME SHIFT
- 9 REDUCE/ELIMINATE SELF-SERVE SODA/WATER UNITS
- 10 INSTALL TOUCHLESS RESTROOM FIXTURES

IMPLEMENTATION



Provide access to capital and technical assistance

Store Operational Adjustment Strategies



Store Visit Reservation



Mobile Pre-Order



Contactless Payments

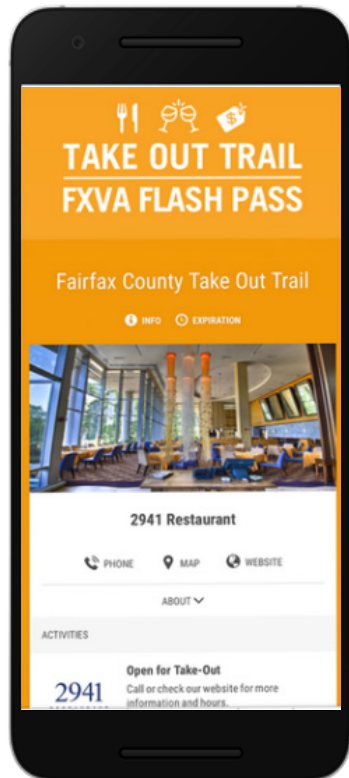


Single Menu Displays

IMPLEMENTATION

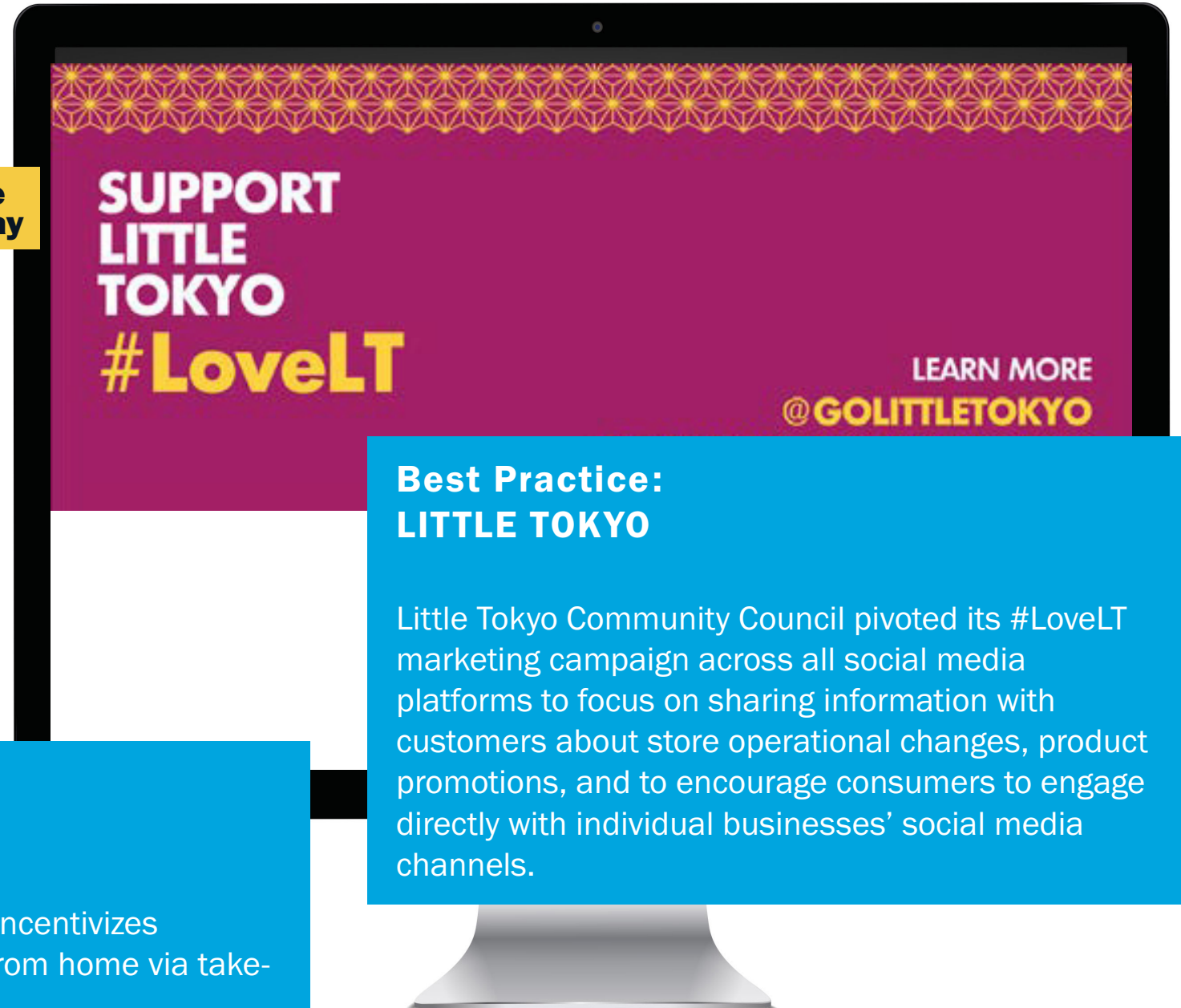


Raise awareness of businesses that are open and/or doing business in a new way



Best Practice: FAIRFAX COUNTY

The Fairfax County Take Out Trail incentivizes customers to continue spending from home via take-out deliveries.



Best Practice: LITTLE TOKYO

Little Tokyo Community Council pivoted its #LoveLT marketing campaign across all social media platforms to focus on sharing information with customers about store operational changes, product promotions, and to encourage consumers to engage directly with individual businesses' social media channels.

IMPLEMENTATION



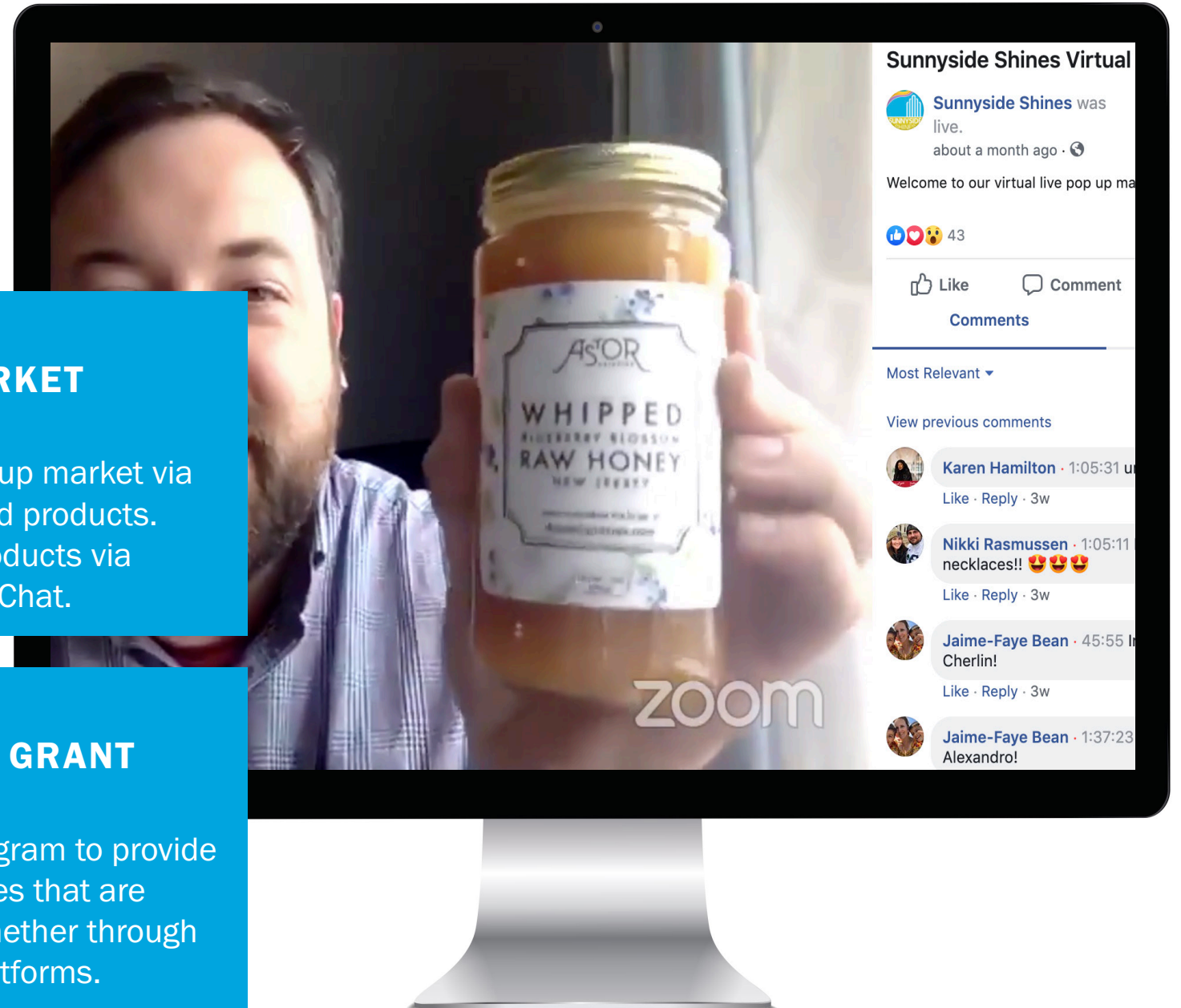
Support businesses that want to do business online

Best Practice: SUNNYSIDE SHINES VIRTUAL MARKET

Sunnyside Shines BID hosted a virtual pop-up market via Facebook Live to highlight local vendors and products. Viewers were able to purchase/ reserve products via individual vendor websites or on Facebook Chat.

Best Practice: DOWNTOWN DIGITAL INNOVATION GRANT

The Downtown Alliance created a grant program to provide funding and technical services to businesses that are looking to revamp their digital presence, whether through websites, social media, or other online platforms.



RESOURCES

Streetsense COVID-19 Resource Hub

- Restaurant Relaunch Toolkit
- Hotel Survival Guide

ICSC COVID-19 Re-Opening Best Practices

National Restaurant Association COVID-19
Reopening Guidance

THANK YOU!

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