

New Brunswick City Center

OFFICE

109 Church Street
New Brunswick, NJ 08901

www.newbrunswick.com



New Brunswick Outdoor Dining Initiative Overview

RE-OPENING TASK FORCE

Actions

- Maintaining an aggressive timeline is vital.
- Facilitate conversation to assess business needs
- Create a temporary sidewalk café application – waiving all fees – expediting the process
- Police
- Barriers
- Street closures
- Park-let options
- Retail shop needs
- Parking
- Media plan/Website
- Relaunch & Recovery Reimbursement Grant
- Relaunch New Brunswick budget

New Brunswick Special Improvement District

Business Make Up

- 95% independently owned
- 85% Food Related
- 8 % Service
- 4% Office
- 2% Retail
- 1% Corporate

Executive Summary

The post-pandemic re-launch of New Brunswick City Center represents a schism in the history of the city. Traditional magnet attractions such as the theater district, Rutgers University, corporate hotel guests and the courts will all remain essentially dormant for the foreseeable future.

For the first time, the New Brunswick restaurants and retailers have now become the most prominent attractant and stand on their own as a destination.

Timeline

Maintaining an aggressive timeline is vital. Both the businesses and the City must be flexible and open to mid-course changes as needed.

Facilitate a weekly conversation with businesses to assess needs and measure impact

Proposed start date : Thursday June 25th

The Proposal

Serving as a consensus-based, post-pandemic New Brunswick business survival plan. The ReLaunch New Brunswick - George Street Closure Proposal and Church Street Partial Closure Proposal was developed by local businesses as an answer to immediate needs which can only be met by the City government and its commitment to these businesses. Without a relaxation of regulations, investment in resources, and dedication to open-mindedness, most businesses will not survive.

RELAUNCH NEW BRUNSWICK STREET CLOSURE INITIATIVE

The Street Closure Initiative Provides

- IMMEDIATE CREATION OF AN ECONOMIC ANCHOR FOR DOWNTOWN NEW BRUNSWICK
- PROVIDES MANY OF THE PARTICIPATING RESTAURANTS WITH THEIR ONLY OUTDOOR DINING OPTION
- ECONOMIC STIMULUS FOR THE NEW BRUNSWICK PARKING AUTHORITY
- DESTINATION AND MARKETING VALUE FOR ALL RESIDENTIAL BUILDINGS INCLUDING NEW CONSTRUCTION
- PROVIDES ARTS & CULTUR CONNECTION; PERFORMANCE OPPORTUNITIES FOR LIVE MUSIC, ARTISTS, AND VISUAL ARTS.

BUSINESS RESPONSIBILI TIES

- Provide a distinct seating area defined by ropes, planters, barriers, or decorative elements. Licensed premises should be obvious.
- Setup and breakdown of all individual business needs each day.
- Installation and maintenance of all amenities within closure zone, including but not limited to umbrellas, tables, chairs, garbage receptacles, and barriers.
- All restaurants and retailers responsible for own waste using their own garbage receptacles. Must also provide a litter control plan with application

Actions

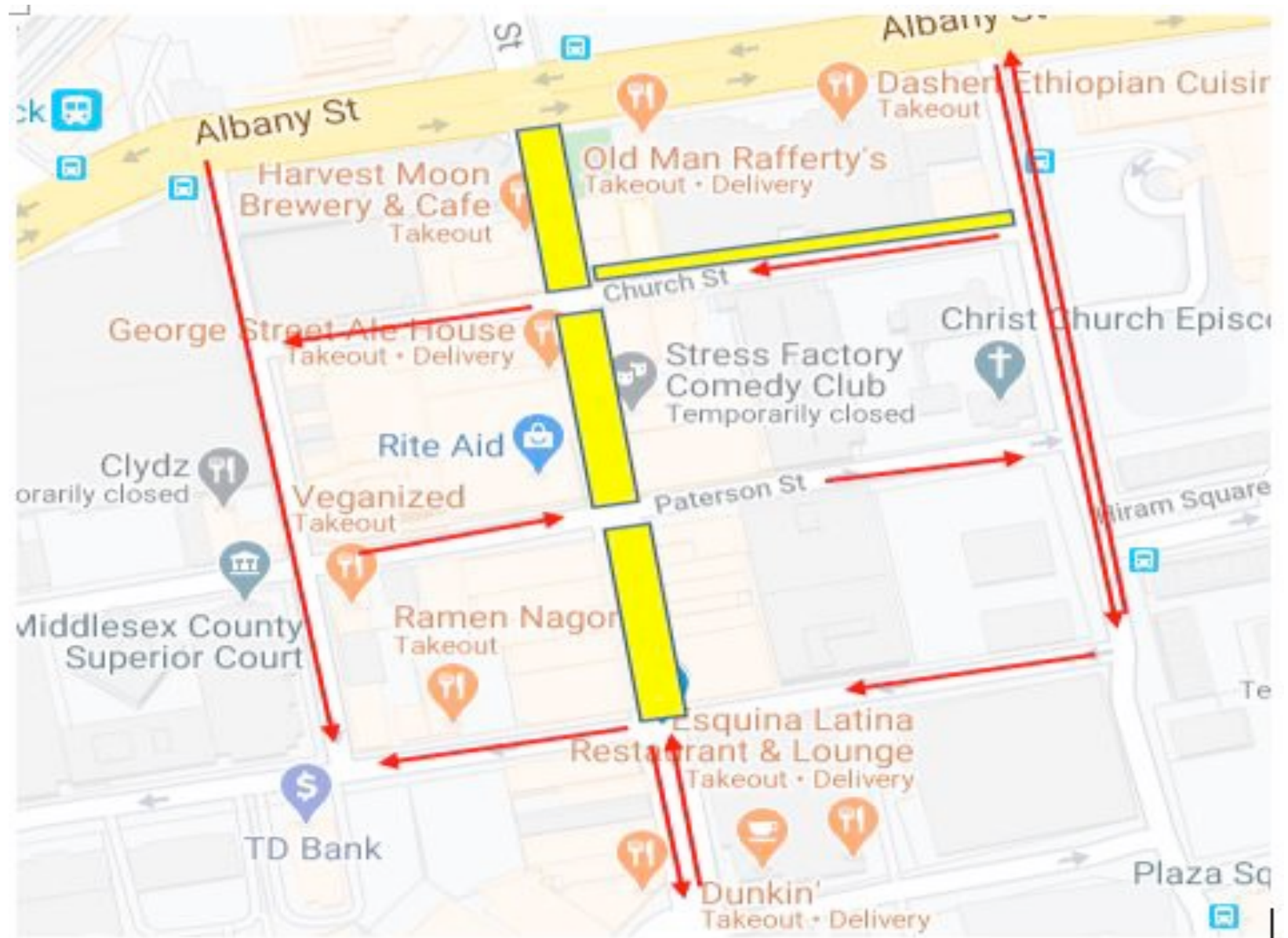
George Street

- Close 3 blocks of George Street with crowd control barriers
- Maintain cross streets as open
- Allow dining tables up to street midpoint
- Full width use permissible with approval or if unused

Church Street Partial Closure

- Remove all Church Street on-street parking
- Allow restaurants to transform parking lane to dining area
- Maintain the existing sidewalks
- Designate Curbside Pick-up areas

George St Proposed Map



George St

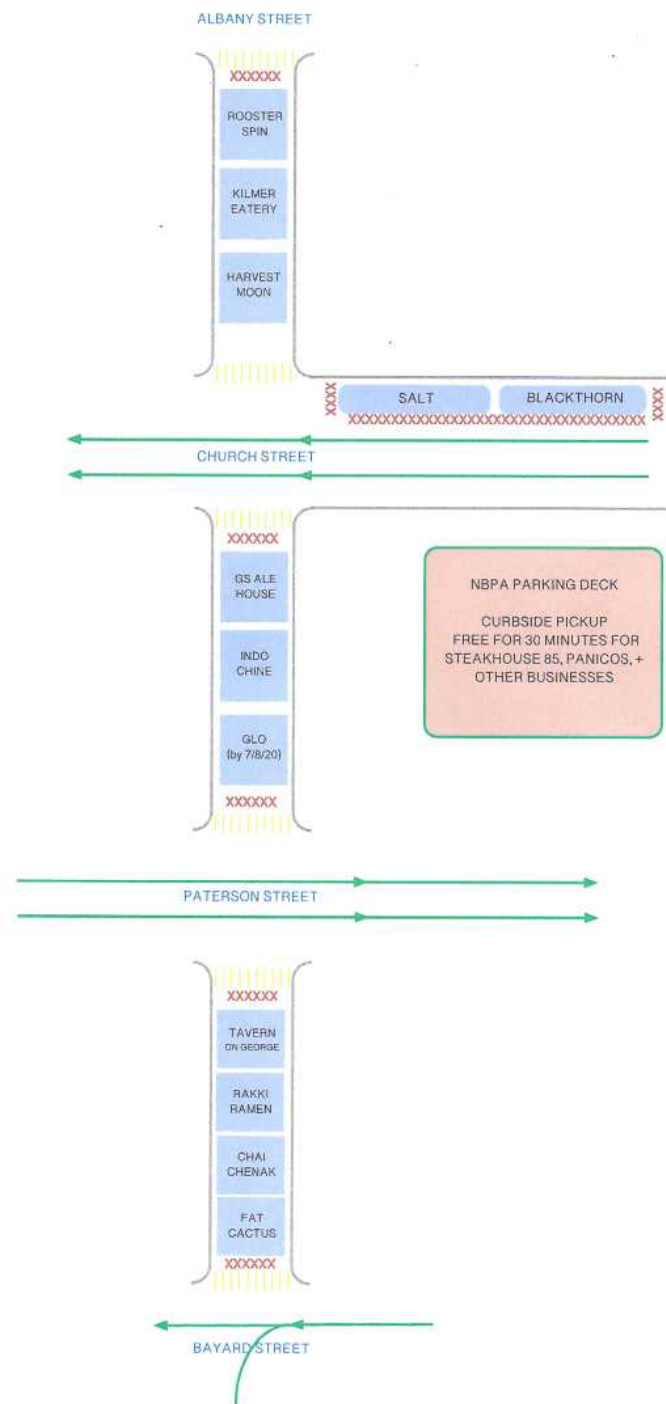
George St.



Made with **Streetmix**

Church St





Connecting Arts & Culture with Small Businesses





WELCOME

#NBSTRONG

A.M.

[Signature]

Street Murals



June 25 On Street Dining



Bayard St













NEW BRUNSWICK ReLAUNCH

WE DO IT RIGHT

WE DO IT SAFE

WE DO IT TOGETHER

THURSDAY AUGUST 27TH CITY WIDE JAZZ NIGHT

SPONSORED BY JOHNSON JOHNSON PRESENTED BY NEW BRUNSWICK GOVERNMENT

MAT ADDERLY JBL QUARTET

AKIRO TSURUGA QUARTET

MIKE MCORSEY TRIO

MATT CHERTOFF + ILAN ERENZWEIG

MIKE BOND + SALL DALTCH

NEW BRUNSWICK JAZZ PROJECT BRASS BAND THROUGHOUT DOWNTOWN

TRIBE ACOUSTIC

DI EADLY

JESS HILARIOUS

TAVERN ON GEORGE

DESTINATION DOGS

HARVEST MOON

STAGE LEFT STEAK

STEAKHOUSE 88

GEORGE ST ALE HOUSE

BOOSTERSDIN

STRESS FACTORY

FRIDAY AUGUST 28TH

HOCKEY FLOW + CUP OF JOY WITH GARDEN OF HEALING MOON + CLOCK JUNK COFFEE 6PM

MARGARITAVILLE NIGHT

with JIMMY + THE PARROTS

TAVERN ON GEORGE + FAT CACTUS

AMY + DALE

DI HELLYHILL

CHRIE CLARK

DI EADLY

DAVE KTELL

HAPPY HOUR

SALT RESTAURANT

GEORGE ST ALE HOUSE

HARVEST MOON

BOOSTERSDIN

STRESS FACTORY

HYATT HOTEL 5PM

SATURDAY AUGUST 29TH THE B STREET BAND

TRIBUTE TO
THE BOSS

HARVEST MOON + OLD MAN RAFFERTY'S

SALT RESTAURANT

RYAN SOLA

DI HELLYHILL

DAVE MCQUE

DI EADLY

DAVE KTELL

DESTINATION DOGS

GEORGE ST ALE HOUSE

TAVERN ON GEORGE

BOOSTERSDIN

STRESS FACTORY

SUNDAY AUGUST 30TH

SPECIAL 10AM LUNCH OPENING ON GEORGE ST

TRUCK CARD + FLYER OUTSIDE GEORGE ST ALE HOUSE 10AM

BL COFFEE

JEM SEIDEL QUARTET

SWINGADELIC

MIKE BOND + ALEX COLLINS

SUNDAY BOUNCH WIDE EADLY

HARVEST MOON

TAVERN ON GEORGE 12P

TAVERN ON GEORGE 6P

STAGE LEFT STEAK

BOOSTERSDIN

GREAT OVERNIGHT RATES WITH PARKING AVAILABLE AT THE HELDRICH AND HYATT REGENCY HOTELS

ALL TABLES ARE SOCIALLY DISTANCED
THANK YOU FOR WEARING YOUR MASK UNTIL SEATED
SAFE - CLEAN - CONVENIENT - FUN



www.nj.gov

CALL YOUR FAVORITE RESTAURANT FOR RESERVATIONS

VISIT NEWBRUNSWICK.COM

FOR MORE DETAILS

Activities



Music



For More Information Visit
NewBrunswick.com



ALWAYS
NEW BRUNSWICK

The logo features the word 'ALWAYS' in a red, sans-serif font above the word 'NEW' in a large, bold, red, sans-serif font. To the right of 'NEW' is the word 'BRUNSWICK' in a large, bold, dark grey, sans-serif font.

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