

# Borough of Metuchen COVID-19 Business Revitalization Strategy

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**DATA**

**DETERMINES**

**DATES**



- **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.**

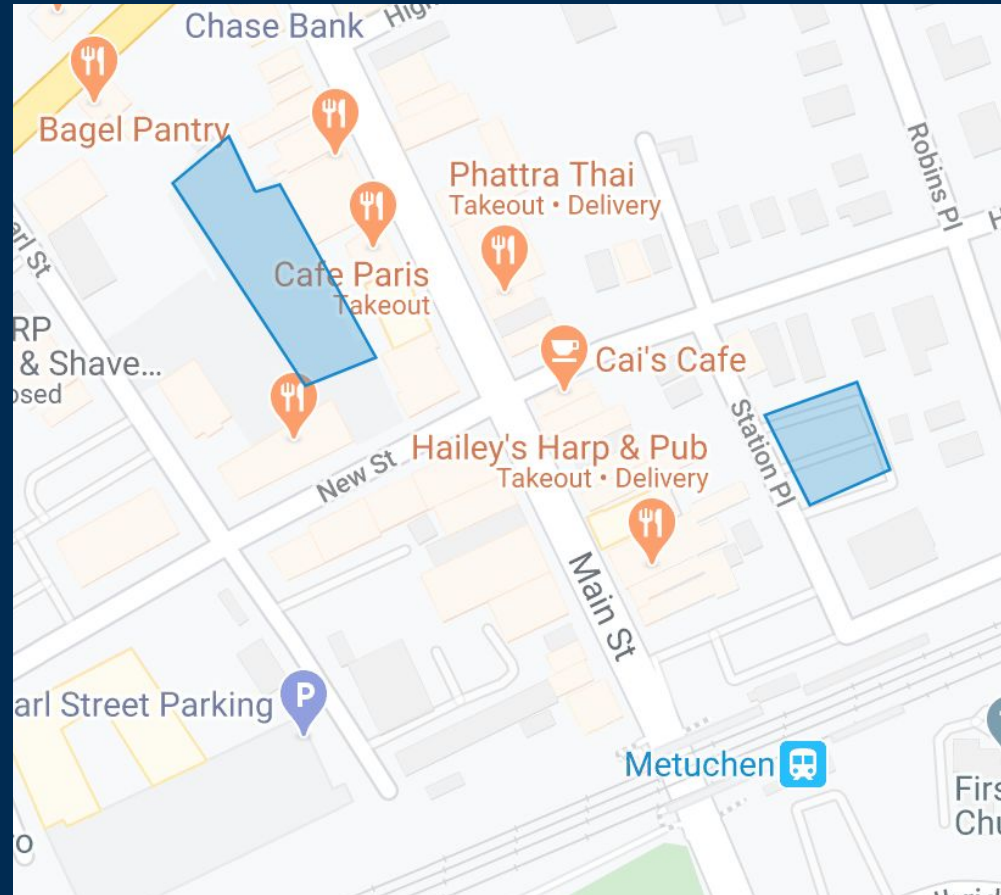


# Public Sidewalks

- **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**  
<https://bit.ly/MetuchenCOVID19Response>
- **Provide a simple sketch of your proposed layout**
- **All application fees are waived**

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