

Borough of Pitman
COVID-19 Small Business
Recovery Strategy

#everybodylovespitman
#pitmanstrong



Gradual Business Reopening



Within phases, after permitted by State of New Jersey, 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.



Maintain 6 ft of social distancing (36 SF per person)



Expand outdoor capacity to create a destination for local businesses and Pitman residents to safely enjoy.

Expanded Capacity

- Expand outdoor capacity through November 14, 2020*
- Provide options for expanding capacity
- 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

*or until indoor dining is permitted as per NJ Governor Executive Orders.

Expanded Capacity Options



Sidewalk Café

- Use of sidewalk area in front of business for restaurant seating or retail



Theater Ave

- Shared public space intended for outdoor dining where take away food and alcoholic beverages may be consumed



Ballard Park

- Shared space intended for outdoor dining where take away food and non-alcoholic beverages may be consumed



Parking Lots

- Restaurants with available parking lots can utilize this space for additional seating

Sidewalk Café Expansion

- Expansion of outdoor café, maintaining 3 ft sidewalk width;
- Hours of operation: Normal business hours
- Restaurants and breweries would be allowed to expand to neighboring space for use of their frontage as long as permission from the neighboring business is obtained.
- If café area is expanded, consumers may consume alcoholic beverages within the expanded dining space.
- Tables spaced 6-ft apart measured from backs of chairs
- Relaxed requirement for daily removal of café equipment
- Restaurants who do not currently have Outdoor seating OR those restaurants who wish to extend their current outdoor seating footprint to a neighboring business must complete the permit application process (Fees are waived)
 - <http://nebula.wsimg.com/8a742def568f9352700c1f5ab01d0cb6?AccessKeyId=A0BCE691B23CBFBC8524&disposition=0&alloworigin=1>



Theater Avenue and Ballard Park

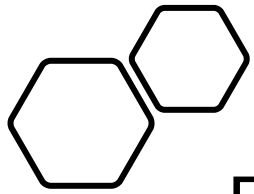
Theater Avenue

- Shared public space intended for outdoor dining where take away food and alcoholic beverages may be consumed
- BYOB Hours of Operation: Thursday-Saturday 3pm-10pm
- Tables provided by Chamber will be spaced 6-ft apart measured from backs of chairs
- First come, first serve
- Alcoholic beverages to be consumed within this space and not taken to “open street”

Ballard Park

- Shared space intended for outdoor dining where take away food and non-alcoholic beverages may be consumed
- Tables provided by Borough will be spaced 6-ft apart measured from backs of chairs
- First come, first serve

The intention here is to help businesses expand capacity, not to create a gathering or social space



Parking Lot Dining Behind Merryman's Pub

- Shared public space intended for outdoor dining where take away food and alcoholic beverages may be served/ consumed
 - Tables spaced 6-ft apart measured from backs of chairs
 - Alcoholic beverages to be consumed within this space and not taken to “open street”
- 1. Half for Merryman's
 - Hours of Operation - Normal business hours
 - Service by the restaurant
- 2. Half for Public Usage (East Avenue side)
 - BYOB Hours of Operation: Thursday-Saturday 3pm-10pm
 - First come, first serve



Parking Lot Dining

- Expansion of outdoor dining to a parking lot is permitted;
- Parking lot must be closed to incoming traffic;
- Hours of operation: Normal business hours;
- Consumers may consume alcoholic beverages within the expanded dining space.
- Tables spaced 6-ft apart measured from backs of chairs
- Relaxed requirement for daily removal of café equipment
- Restaurants who wish to extend their current outdoor seating footprint to their parking lot must complete the permit application and process (Fees are waived)
 - <http://nebula.wsimg.com/8a742def568f9352700c1f5ab01d0cb6?AccessKeyId=A0BCE691B23CBFBC8524&disposition=0&alloworigin=1>

Retail Use of Sidewalks



Retail businesses and services are encouraged to use the area in front of their stores to display merchandise



Maintain 3 ft sidewalk width



Sidewalk displays during regular business hours and must be removed overnight



Waiver of the Application and Permit Fees



All other Ordinance Guidelines apply - Refer to Pitman Borough Code Section 35-38 Outdoor Display of Merchandise

Breweries & Wine Bar



Existing Licensee must file a “Petition to Extend Licensed Premises” permit application for approval by the NJ State ABC



Consumption licensees are permitted to sell for off premise consumption mixed drinks in 16 oz. containers with tamper evident seals. **Disposable cups with lids that have holes are not permitted.**



Licensed bars and restaurants may offer **take-out or delivery** during regular posted business hours. After June 15 limited outdoor service may be permitted. Until further notice no **inside table or bar service and no inside alcohol consumption** are permitted.

Requirements for All Businesses Operating

Clean and disinfect high-touch areas routinely in accordance with [CDC guidelines](#), particularly in spaces accessible to staff, customers, tenants, or other individuals, particularly following a known or potential exposure;

Follow all necessary guidelines for your business to ensure safety of your workers and consumers.

Ensure that the facility has a sufficient number of workers to perform the above protocols effectively.

All customers visiting establishments that remain in operation for must wear a face cover.

Requirements for Outdoor Dining

- Limit capacity to a number that ensure patrons can remain six feet apart from all other patrons, except for those with whom they are sharing a table;
- Ensure that tables seating individual groups are six feet apart in all directions and that individual seats in any shared area;
- Prohibit patrons from entering the indoor premises of the food or beverage establishment, except to walk through such premises when entering or exiting the food or beverage establishment in order to access the outdoor area or to use the restroom;
- Require patrons to wear a face covering while inside the indoor premises of the food or beverage establishment, unless the patron has a medical reason for not doing so or is a child under two years of age;
- Prohibit smoking in any outdoor areas designated for the consumption of food and/or beverages; and
- [Satisfy all standards issued by the Department of Health.](#)

Additional Reopening Resources

- Return to Work Best Practices
 - <https://njbja.org/wp-content/uploads/2016/05/ReturnToWork.pdf>
- NJ Reopen “Safe Dining” Reopening Plan
 - <https://njbja.org/wp-content/uploads/2016/05/Final-Safe-Dining-Re-Open-Plan.pdf>
- NJ Open for Business - A Blueprint for Shopping Safe
 - <https://njbja.org/wp-content/uploads/2016/05/NJ-Blueprint-for-Shopping-Safe.pdf>
- New Jersey Salon and Spa Coalition Recommendations
 - <https://njbja.org/wp-content/uploads/2016/05/Salon-and-Spa-Coalition-Community-Standards.pdf>
- Reopening Dental Practices
 - <https://njbja.org/wp-content/uploads/2016/05/NJDA-A-case-to-open-dental-practices-4-27-2020-v2.pdf>
- ABC Guidelines for Sale and Service of Alcohol During COVID 19
 - <https://www.nj.gov/oag/abc/downloads/20200330-N-2020-03-Notice-to-Industry-on-COVID-19.pdf>

Committee Members

- Michael Razze, Mayor
michael.razze@pitman.org
- Paul Blass, Council President/ EDC Liaison
paul.blass@pitman.org
- Vanessa James, Council/ Chamber Liaison -
vanessa.james@pitman.org
- Adam Mazzaola, Council/ Public Works Liaison -
adam.mazzaola@pitman.org
- Shari Hulitt, EDC Chairwoman
sharihulitt@gmail.com
- Patrick Bradley, GPCC President -
president@uptownpitman.com
- Daniel McAteer, PPD Chief of Police
djm102@pitman.org

