

GEORGIA
MAIN STREET



Open Safe



DURING COVID-19



RECOMMENDATIONS FOR HOW TO
Open Downtown • Open Businesses • Engage the Public

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Georgia Department of
Community Affairs

Opening DOWNTOWN

1



Set-up outdoor hand washing stations as an additional health and safety measure for workers and visitors.

2



Prop open doors for open businesses to limit unnecessary physical contact.

3



Designate Parking Spots Downtown for to-go order pick ups and drop-offs.

4



Develop a Public Decontamination Plan to keep outdoor benches, tables and chairs sanitized.

5



Embrace Placemaking by encouraging the development of visual arts, sculptures installations and music.

6



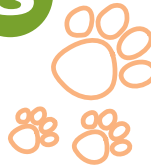
Offer Special Shopping Hours for those people and groups at highest risk.

7



Create Picnic Spots to enhance outdoor dining options for restaurants operating below 100% capacity.

8



Use Icons or Existing Branding to illustrate best practices for social distancing in and around downtown.

9



Update Business Directories — physical and digital — to communicate what businesses are open and their hours of operation.

10



Embrace Social Media to highlight businesses and services offering e-commerce opportunities.

11



Provide a Personal Protective Equipment Station with face masks, gloves, hand sanitizer or disinfectant wipes.

12



Work with Community Leadership for support and buy-in regarding rules and regulations for opening downtown.

Opening **BUSINESSES**

1



Post Proper Signage to illustrate new store hours and safety regulations, clearly and visibly on all entrances.

2



Screen and Evaluate workers and customers for signs of illness, coughing or fever.

3



Suspend the Use of Pin Pads for Customer Purchases to limit unnecessary personal contact.

4



Enhance Your Customers Comfort Level by making liberal use of signs, placards, and counter displays to illuminate what you are doing to keep customers safe.

5



Enhance Your Online Presence by offering or growing online e-commerce opportunities and phone sales. Consider offering free shipping for all online or phone purchases.

6



Provide Alternative Point of Sale outside of buildings, including curbside pick-up or delivery of products or services.

7



Increase Physical Space between workers and customers to maintain social distancing guidelines.

8



Provide Disinfectant and sanitation products for workers and customers, equipment and tools.

9



Limit or Reduce Capacity for the amount of people visiting or working in your business to accommodate social distancing guidelines and to create a safer environment for people to interact within.

10



Embrace the Use of Personal Protective Equipment including gloves and masks to create an environment where both workers and customers feel safe and protected.

Engaging THE PUBLIC

1 **Encouraging the Use of Local Tourism Assets** such as self guided tours highlighting historic icons, properties and the history of the downtown district.



2 **Offer Raffle Tickets or Discounts** to encourage downtown patronage.



3 **Enhance Visitors Comfort Level** by making liberal use of signs, placards, and visual displays to illuminate what businesses are doing to keep customers safe.



4 **Work with Local Artists** to paint or design unique store windows for closed businesses to create a more visually engaging atmosphere.



5 **Social Distance Approved Sidewalk Chalk Contests** are a fun way to create visual appeal downtown, while providing a safe way for people to interact at safe distances.



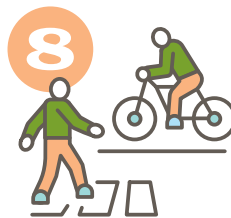
6 **Develop a Visual Scavenger Hunt** to highlight existing architecture downtown and to provide a fun outdoor activity for parents and kids.



7 **Introduce Small Scale Entertainment** such as small musical acts or solo performers to enhance the atmosphere of being downtown.



8 **Create "Open Streets"** to give pedestrians, cyclists and visitors more room to walk and interact at safe distances.



9 **Add Additional Street Furniture** to provide alternative seating and dining options for downtown patrons.



10 **Embrace Tactical Urbanism** to install temporary parklets for additional seating and outdoor dining opportunities.

