

A QUICK GUIDE TO
*Re-Opening
Safely*



AN INTRODUCTION TO THIS GUIDE

The Quick Guide to Re-Opening Safely was created by the LA Fashion District BID and is meant to serve as a trusted resource for business owners preparing to reopen their storefronts. With only limited protocols currently in place to maintain safe business environments, we drafted this guidebook in preparation for the reopening of the local economy, understanding that COVID-19 will continue to impact retail for many months to come.

Our team has reviewed available resources to identify these best practices - including World Health Organization (WHO) recommendations, federal policy, city and county orders and guidelines, and the protocols developed by national brands and their corporate teams dedicated to operational excellence. We have distilled these resources into actionable insights and step-by-step navigation to help re-create thriving storefronts.

We are happy to present A Quick Guide¹ to Re-Opening Safely - a resource that will help businesses safely serve customers and protect employees.

Let's follow the rules, open safely, and operate with care!

¹ For full guidelines see Appendix.

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3 CURRENT RULES & REGULATIONS YOU MUST FOLLOW

1 50% IN-STORE CAPACITY

While online and curbside pick-up is highly encouraged, retail establishments are allowed in-person shopping at 50% of normal capacity. It is suggested you assign someone to monitor and track at the entrance.

2 FACE COVERINGS REQUIRED

The City of Los Angeles requires all Angelenos to wear face coverings when they leave the house. There are exceptions in place for small children and those with disabilities.

3 ENFORCE SOCIAL DISTANCING

All retail establishments within the County of Los Angeles are required to ensure compliance with social distancing protocols, for all employees and customers, before opening. City and County inspectors continue to monitor for compliance.



4 CONSIDERATIONS FOR SETTING UP YOUR SPACE

1 DESIGNATE PICKUP ZONES & TIMES

Retail establishments are still encouraged to limit their interactions as much as possible and continue online and pickup methods of sales. Determine pickup logistics in order to minimize contact and adhere to social distancing. Pick up logistics include assigning a designated pickup zone where customers can easily pick things up, and assigning pickup times to customers ordering via phone/online.

2 DESIGNATE WAITING AREAS THAT INCORPORATE SOCIAL DISTANCING

Per Los Angeles County guidelines, retailers should use tape or other markings to identify both a starting place for customers arriving for pick-up/in-store purchases and 6-foot intervals for subsequent customers who are joining the line.

3 ADJUST YOUR FLOOR PLAN

All retail establishments within the County of Los Angeles are required to ensure a 6-foot distance between occupants at all times. Consider reconfiguring your space, staggering registers, and installing plexiglass to adhere to protocols.

4 USE SIGNAGE TO COMMUNICATE PROTOCOLS & DIRECTIONS

Implement signage to educate customers on store guidelines. Signage should be used to communicate safety protocols, such as: wearing a face covering, guide traffic flow, and indicate where customers should wait.



5 INFECTION PROTOCOLS TO PROTECT EMPLOYEES & CUSTOMERS

1 FACE COVERINGS

The City of Los Angeles requires all Angelenos to wear face coverings when they leave the house. Employers are required to provide face masks or face coverings to employees or reimburse them for the costs of the same.

2 MAKE EMPLOYEE HANDWASHING MANDATORY

All employees should wash their hands often, including immediately after removing gloves and after any physical contact with another person. It is suggested to require employee hand washing at least once per hour.

3 LIMIT CONTACT DURING TRANSACTIONS

Retailers should plan for contactless payment if possible. Some contactless payment options include online payment and contactless POS systems (such as ApplePay).

4 PROVIDE HAND SANITIZERS FOR EMPLOYEES & CUSTOMERS

Make hand sanitizer readily available for employees and customers, including at store entrances and where transactions take place.

5 PUT THE GLOVES ON

Disposable gloves should be considered in addition to frequent hand-washing for employees using high-touch items.



3 EASY WAYS TO BEGIN SELLING ONLINE

1 SELL STRAIGHT FROM INSTAGRAM

Instagram’s “Shoppable Post” feature has made it easier than ever for businesses to reach their consumers. All you have to do is set up a product catalog and connect it to your business account. Tagging a product is as simple as tagging a person in a post!

How to Sell on Instagram Using Shoppable Posts:

<https://bit.ly/igshoppableposts>

2 SET UP DIGITAL GIFT CARDS

Make it easier for customers to support your business. You can now add your digital gift card or food ordering options to your Instagram profile, and share your gift cards with your local community on Facebook, so people can take action when they come to learn about your business.

Set Up Digital Gift Cards With Facebook:

<https://bit.ly/fbdigitalcards>

3 CREATE A WEBSITE VIA SHOPIFY

Create a simple Shopify store and begin offering shipping and store pickup options to your customers. Setting up an online store now will make it easier for your store to begin selling all or most of your products online in the future.

How to Take Your Offline Store Online With Shopify:

<https://bit.ly/onlinewithshopify>



4 WAYS LANDLORDS & TENANTS CAN WORK TOGETHER

1 COMMUNICATE WITH EACH OTHER

Both landlords and tenants will want to review their leases in their entirety. Above all, it is imperative that landlords and tenants open the lines of communication. The parties should work together to find a solution amenable for all concerned.

2 TAP EACH OTHER FOR RESOURCES

Property owners/landlords and tenants can help one another by connecting each other with resources one or the other might not otherwise have access to -- small lenders, tax advisors, business consultants, etc.

3 SHARE INFECTION CONTROL RESPONSIBILITIES

Both property owners and tenants should share the responsibility of reducing the spread of Coronavirus by working together to implement infection protocols, such as providing hand sanitizing stations in high traffic areas, posting materials to educate tenants and their employees and customers about proper hygiene practices and social distancing, and contracting & scheduling a cleaning service for all properties to assist tenants with meeting protocols.

4 SHARE IMPORTANT & HELPFUL INFORMATION

Property owners and landlords should monitor all federal, state, and local financial relief efforts and the extent to which they or their tenants may be able to take advantage of such efforts to help soften the financial impact of the virus and avoid the need for an eviction.



WORDS FROM THE BID

The LA Fashion District BID has long played an integral role in enhancing the delivery of public services and providing other essential tools and services to local businesses within the Fashion District boundaries.

Now more than ever, our organization is engaged in problem-solving and tackling the unprecedented challenges our community and businesses are facing, alongside our local municipalities and private sector collaborators.

The BID transitioned the marketing and communication efforts to COVID-19 resources, collecting and disseminating accurate information via the website, email and social media channels. We developed a robust page dedicated to the many COVID-19 resources that are available and continue to update it daily.

fashiondistrict.org/covid-19

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APPENDIX

- 1 Apply for Temporary Retail Parking Zones**
<https://bit.ly/ladotretailpickup>
- 2 Apply for Temporary Food PickUp Sign**
<https://bit.ly/ladotfoodpickup>
- 3 L.A. County - Reopening Safer at Work Order**
<https://bit.ly/saferatworkorder>
- 4 Full Guidelines for Businesses Approved to Open**
Retail - <https://bit.ly/cityoflaretailguidelines>
Manufacturing - <https://bit.ly/lacountymanufacturingguide>
- 5 Preparation for Businesses Not Yet Open** *Coming Soon!*
Indoor Cultural Spaces - <https://bit.ly/lacountyculturalspacesguidelines>
Offices - <https://bit.ly/lacountyofficeguidelines>
Houses of Worship - <https://bit.ly/lacountyhousesofworshipguidelines>
Restaurants and Bars - <https://bit.ly/lacountyrestandbarsguidelines>
Close Contact Services - <https://bit.ly/lacountyclosecontactguidelines>
Fitness Centers - <https://bit.ly/lacountyfitcentersguidelines>