



**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.

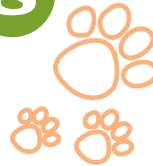
7



## 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



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



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



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



**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.



**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.



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



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



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



**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.



**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.