

Committee Members:

Frank Menn
Josh Frawley
Anthony LeFlore
Ryan Vickers
Brenda Wagner
Harry Zimmerman
Bill Poletti

NO MEETING

Below are the Director's
Reports for your review

**A G E N D A
COMMUNITY COMMITTEE
MEETING CANCELLED
May 20, 2020 – 7:00 p.m.
Council Chambers
Fairview Heights City Hall
10025 Bunkum Road**

**Public Participation
Approval of Minutes –**

***Development
Alderman Bill Poletti, Chairman***

1. Director's Report

***Parks & Recreation
Alderman Brenda Wagner, Chairman***

1. Director's Report

***Planning
Alderman Harry Zimmerman, Chairman***

1. Director's Report

- Branding campaign update from The Fource***
- Certified Safe & Healthy Retail – Proposal***
- COVID-19 Re-Opening Best Practices (ICSC)***



CITY OF FAIRVIEW HEIGHTS

10025 Bunkum Road ♦ Fairview Heights, Illinois 62208 ♦ Phone: (618) 489-2000 ♦ www.cofh.org

INTEROFFICE MEMORANDUM

To: City Council
From: Andrea Riganti, Land Use and Development Director
Subject: Director's Report
Date: May, 2020

Since March 23, City Hall has been closed to the public. All Departments have modified operations, focusing on the most essential tasks. To that end, the Department of Land Use and Development (LUD) has made the following changes:

- All staff follow a staggered in-office schedule. This approach ensures social distancing and other safety protocols are met at City Hall. The impacts to operations include a slight decrease in building, residential, and code enforcement inspector availability.
- The Building Division is short staffed due to COVID-19. However, staff has been able to accommodate all inspection requests in a timely manner. A virtual inspection option is offered for occupied buildings.
- During in-office days, code enforcement inspectors patrol city-wide for property maintenance violations or in response to complaints, rather than focusing on their assigned district. The abatement timeframe has been lengthened to offer economic relief during the COVID-19 pandemic. Court has not been held. Larvaciding will begin shortly.

Major Department activities:

Planning and Zoning

- There were no Planning Commission or Zoning Board of Appeals meetings in April.
- Staff is working with the U.S. Census Bureau to promote the 2020 count.
- Staff continues to respond to questions and consult with developers, property owners, and residents on new development, annexation and zoning related matters.
- Staff continues to work with Economic Development Department on revising the Business Assistance Program and economic recovery strategies.
- Additional efforts are being made to streamline economic development efforts. Encouraging joint meetings with potential developers, recommending the in-house development of an economic development packet (which could include an "Open for Business Guide", updated list of incentives, demographic information about the City, map, and other resources), the Economic Development Strategy, and Business Alliance Commission.
- Staff is reviewing the redevelopment plans for the existing Tax Increment Financing (TIF) districts to determine accomplishments and identify future projects.

Code Enforcement

- Staff continues to perform routine inspections of problem properties and “hot spots” for potential property maintenance issues. Staff also responds to complaint driven issues for same. Additional abatement time has been granted for non health-safety violations during COVID-19.
- Staff continues to respond to animal control calls.

Building Division

- Staff continues to perform plan review and building related inspections. Virtual inspections are being offered during COVID-19.
- Below is a comparison of residential occupancy permits issued in 2020 and same timeframes in prior years.

Timeframe	Residential Occupancy Permits	Issued for Single-Family Dwelling	Issued for Multi-Family Dwelling	Issued to Renter	Issued to Owner
1/1/20-5/11/20	245	120	125	166	79
<i>January</i>	<i>56</i>				
<i>February</i>	<i>51</i>				
<i>March</i>	<i>60</i>				
<i>April</i>	<i>54</i>				
<i>May to 5/11</i>	<i>24</i>				
1/1/19-5/11/19	270	142	128	182	88
<i>January</i>	<i>60</i>				
<i>February</i>	<i>56</i>				
<i>March</i>	<i>70</i>				
<i>April</i>	<i>61</i>				
<i>May to 5/11</i>	<i>23</i>				

Please let me know if there are questions or concerns



Director's Report – May 2020

TO: Elected Officials

FROM: Angela Beaston, Director of Parks and Recreation

DATE: May 18, 2020

SUBJECT: Community Committee Meeting

Director's Report

The following is a synopsis of the Parks and Recreation Department:

Operating in a world of Covid-19 hasn't been an easy task for the Parks and Recreation Department. The larger parks are currently operating at approximately 25% of operations. Moody Park, Pleasant Ridge Park and The REC are currently allowing people to walk the trails, use dog parks and utilize the open space while social distancing. At this point in time, all pavilions, playgrounds and athletic fields remain closed to the public. The department currently has one restroom open at Moody Park and one restroom open at Pleasant Ridge Park each of these restrooms are scheduled to be cleaned several time per day: one full cleaning (sinks, floors, urinals and all handles) and two wipe downs (disinfecting handles and all touch points) daily.

The Recreation Department along with The REC has definitely been challenged with how to engage the community while everyone is under the Stay at Home Order. The Recreation Department continues to be dedicated to serving our community and creating healthier, happier and definitely a more connected community than ever before. Although The REC is unable to open the doors to public, we continue to find ways to encourage our members and community to remain physically active during this very difficult time. We have partnered with one of our wellness providers to enable our members to utilize the Wellbeats platform for virtual workouts in the comfort of their own homes. Wellbeats is a premier on-demand fitness provider that delivers fitness classes, challenges, and fitness assessments to our members right from their own home. We were very happy to have the ability to transfer this virtual platform to each of our members while they aren't able to physically attend their favorite classes here at The REC. While this idea may work for some people, others are struggling with the engagement from the actual class instructors, which is why we are currently working to create live class offerings to all of our members.

We continue to strategize on ways to engage the community from home and redesign our business to operate in the new norm of Covid-19, things may look different when we have the ability to open The Rec but we are confident that we'll have the ability to overcome these constraints and build our business bigger and better than ever.

The Parks and Recreation Team would like to remind everyone that during this difficult time in our society it's important to maintain a healthy lifestyle and encourage time for mindfulness and self-care. Self-care is an antidote to stress, as it builds resilience so we can better cope with challenges to situations such as the Covid Crisis.



MEMORANDUM

TO: Elected Officials

FROM: Paul A. Ellis, Director of Economic Development

DATE: May 18, 2020

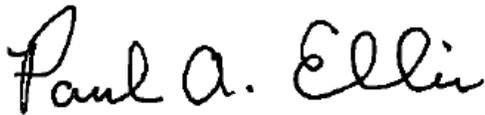
SUBJECT: Economic Dev. Dept. - Director's Report

1. The Fource continues to work with the Director to promote local dining and shopping, as well as to communicate with local merchants who are participating in the "All In" branding campaign (vendor update attached).
2. The Director has been contacting several businesses each day via phone calls, emails and/or review of survey responses, and he has been able to help several connect with the loan program or other resources needed to keep their businesses open.
3. As a member of the Mid America Workforce Investment Board (MAWIB), the Director has been helping to post job openings and to market them more broadly across the community; he is also working with the MAWIB to open a retail training center in Fairview Heights.
4. The Director is working with real estate brokers and property owners to develop common protocols for re-opening and to market Fairview Heights' compliance with Center for Disease Control (CDC) standards.
5. Acadia Realty Trust is working with the Director to develop new retail space in both Lincoln Place I and II.
6. The Director is working with Select Strategies Realty (Fairview City Centre) to finalize replacement of Ruby Tuesdays and Boston Market, both of which have closed, with new tenants.
7. A staff team is working with local and regional real estate brokers to pursue interest from a big box retailer in the 72 acres across from The Fountains.
8. The Director and the Director of Land Use & Development are working with Namdar Realty Group, the new owners of Fairview Heights Plaza, to explore the vision for future development of that center which was included in the ED Strategy. ♥
9. The Director and the Director of Land Use & Development have completed review of the Business Assistance Program and are presenting draft recommendations to the Business Alliance Commission (BAC) tomorrow. ♥
10. The Director is also working with Land Use to facilitate changes in development code that will allow broader uses for parking lots and other common areas as may be required to meet constraints of re-opening protocols.
11. The Metro East Business Incubator (MEBI) is expecting release of \$100,000 allocated for its operations by the State of Illinois; the new agency will be able to serve entrepreneurs and small businesses immediately via a virtual platform, Startup Space. ♥
12. The City's PACE Program Administrator, Tom Appelbaum, and associate Tami Martens have been reviewing how the new incentive can help property owners

Economic Dev. Dept. – Director’s Report (continued)

finance improvements dictated by health and safety concerns as centers in Fairview Heights re-open.

13. The Director is working with a consortium of local property owners to develop a certification program that can establish common protocols for center re-opening, Verified by the Economic Dev. Dept., that can help assure public confidence—
Note: the attached document is a work in progress and will be presented to the City Council for approval once the Director has heard from all parties referenced on page 8.



Paul A. Ellis
Director of Economic Development

Attachments:

- a. Branding campaign update from The Fource
- b. *Certified Safe + Healthy Retail* – a Proposal
- c. COVID-19 Re-Opening Best Practices (ICSC)



FAIRVIEW HEIGHTS

CAMPAIGN UPDATE | 5.17

THE **FOURCE**



GOALS



ORIGINAL 12.19.19

Outreach to Consumers to drive traffic to Fairview Heights.

Establish Brand Identity to create positive imagery about the city and its business.

Develop Consumer Profiles for use in economic development efforts to attract new business and retain current business.

EXPANDED 3.16.2020

IN RESPONSE TO COVID-19



Promote Fairview Heights Restaurants, Bakeries, and other businesses remain open targeting 20 mile radius to consumers.

Promote COVID-19 Stay at Home Information to Residents of Fairview Heights

Communicate SBA COVID-19 Relief Aid to Small Businesses in Fairview Heights



PRIMARY TARGET

ORIGINAL 12.19.19



FEMALE

25-54

GEOGRAPHY

WITHIN 100 MILE RADIUS

INTERESTS

SHOPPING,
DINING,
FOOD & TV

EXPANDED 3.16.2020

IN RESPONSE TO COVID-19

FEMALE

25-54

GEOGRAPHY

WITHIN 20 MILE RADIUS

INTERESTS

DINING
COVID-19 UPDATES
TAKE OUT - DELIVERY



PRIMARY TARGET

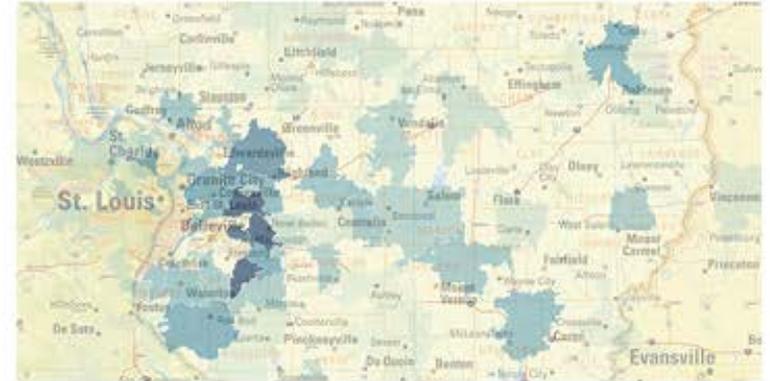
ORIGINAL 12.19.19



GEOGRAPHY
WITHIN 100 MILE RADIUS

EXPANDED 3.16.2020

IN RESPONSE TO COVID-19



GEOGRAPHY
WITHIN 20 MILE RADIUS





SECONDARY TARGET



ORIGINAL 12.19.19



DEVELOPERS



BUSINESSES

EXPANDED 3.16.2020

IN RESPONSE TO COVID-19



FVH RESIDENTS

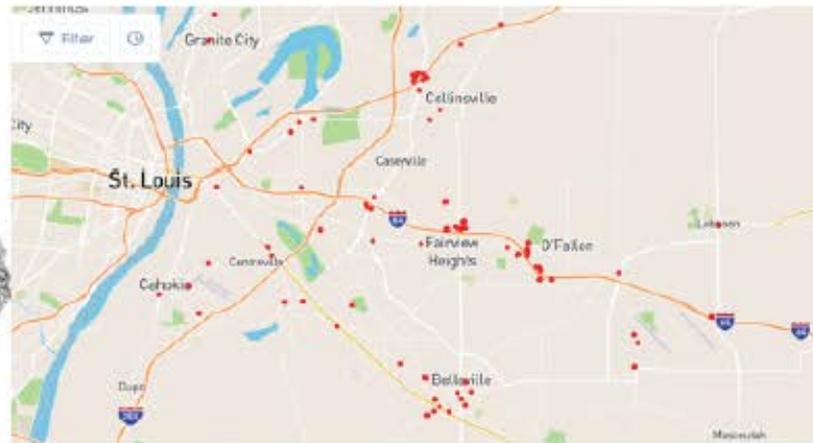


BEHAVIORAL TARGETING

ORIGINAL 12.19.19

EXPANDED 3.16.2020

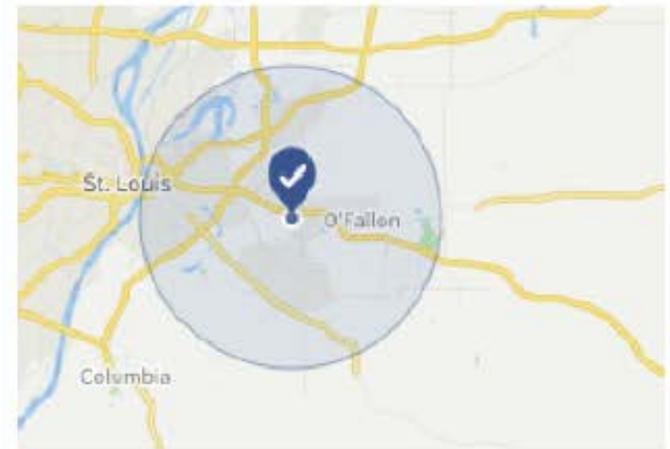
IN RESPONSE TO COVID-19



900K Individuals who have stayed at the hotels in the immediate area over the past year.

Targeted ads that encourage them to revisit the area and experience the city and its venues.

Measurable conversion to test different messages and calls to actions.



Targeting the individuals who are in proximity to restaurants and other establishments who are set up for curbside, delivery, etc.

Continually targeting of these individuals to remind them of businesses



THE WEBSITE

ORIGINAL 12.19.19



EXPANDED 3.16.2020 IN RESPONSE TO COVID-19

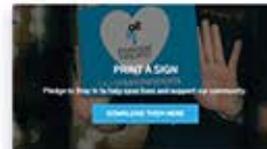


WE'RE ALL-IN THIS TOGETHER!

That's why we've assembled a list of over 100 vendors and more and more to support the Fairview Heights businesses - and encourage the city to help encourage you to stay up to date. A great meal can make anyone feel better. So, although you can't share in person, we'll help to share this, delivery and take out.

Read More & Order Now

[CHECK THE LIST NOW](#)



Print a sign to help spread the word and support our community.

[CLICK HERE TO PRINT](#)



Use your profile pic to help spread the word and support our community.

[CLICK HERE](#)



SITE TRAFFIC



15,651
VISITORS

12.19-4.19	4.20-5.18
12,447 SESSIONS	3,204 SESSIONS
3:49 TIME ON SITE (BENCHMARK .50 SECONDS)	3.50 TIME ON SITE (BENCHMARK .50 SECONDS)
86% MOBILE TRAFFIC	85% MOBILE TRAFFIC
2.50 PAGES PER VISIT (BENCHMARK 1 PAGE)	2.68 PAGES PER VISIT (BENCHMARK 1 PAGE)

- TRAFFIC UP BY 3,200 VISITORS IN LAST MONTH
- Google :50 AVG. TIME SPENT
- USE OF MOBILE RISES
- Google 1 PAGE PER VISIT



SITE TRAFFIC



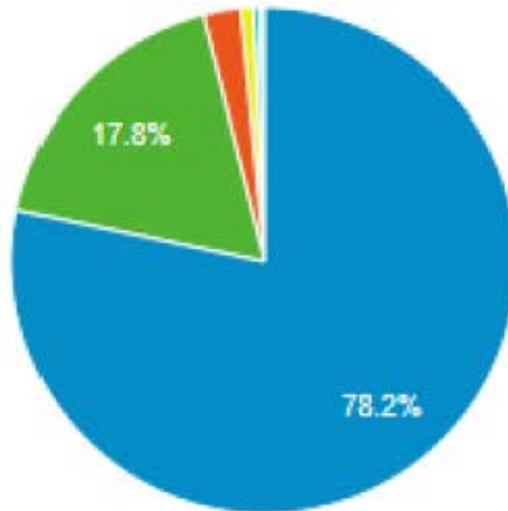
TOP CLICKS THRU 4.19

URBAN AIR
4 POINTS SHERATON
RECFH
ST CLAIR SQUARE – AMERICAN EAGLE
GOLDEN OAK PANCAKE HOUSE
BUILD A BEAR
CHOICE HOTELS
FAIRVIEW INN
MARCUS THEATRES
LONGACRE PARK
MACY'S
RIO GRANDE COCINA
CENTERFIELD
GINGER BUFFET
SIGNATURE TAP HOUSE
CHUCK WAGON
BOB EVANS
DRURY HOTELS
DUNKIN DONUTS
PLATOS CLOSET
RADISON HOTELS

TOP CLICKS 4.20-5.17

GAUCHOS
LILLY'S GYROS
JOE'S PIZZA PAST
LOTAWATA CREEK
CHINA KING
PANDA EXPRESS
THE REC
BANDANAS BBQ
RIO GRANDE MX COCINA
TAQUERIA OLVERA
BUSINESS IMPACT SURVEY
THE CHUCK WAGON
ULTIMATE GRILL
CHILIS
EL NINO
GOLDEN OAK PANCAKE HOUSE
MCALISTERS
AGOSTINOS
BASKIN ROBBINS

SITE TRAFFIC HOW ARE THEY GETTING THERE



■ Paid Search

■ Direct

■ Social

■ Email

■ Organic Search

■ Referral



UPDATED AD CAMPAIGN



City of Fairview Heights, IL
 Written by Maureen Woodruffe · March 18 ·

We're All-in this together. Download the ALL-IN FAIRVIEW HEIGHTS APP for a list of new hours, delivery and carry-out options for Fairview Heights Restaurants - it's FREE!

A great meal can make anyone feel better. So, although you can't dine in, you can eat out thanks to drive-thru, delivery, and carry-out.

KEEP CALM AND CARRY-OUT

FAIRVIEWHEIGHTS.COM

We're ALL-IN this Together!

#keepcalmandcarryoutVH

Download

City of Fairview Heights, IL
 Written by Maureen Woodruffe · March 18 ·

Thank You McAlister's Deli - Fairview Heights, IL, for preparing lunch and delivering it curbside. Download the ALL-IN FAIRVIEW HEIGHTS APP for a list of new hours, delivery and carry-out options.

Show your support for our local eateries and take a selfie with your take-out when you drive-thru, carry-out or have home delivery.

Use the hashtag #keepcalmandcarryoutVH - the first 100 people to post a selfie with the hashtag will get a FREE Keep Calm & Carry-Out T-SHIRT.

FAIRVIEWHEIGHTS.COM

We're ALL-IN this Together!

#keepcalmandcarryoutVH

Download

City of Fairview Heights, IL
 Written by Maureen Woodruffe · March 18 ·

Today's take-out was Lily's Gyros, offering curbside pick-up ALL-IN FAIRVIEW HEIGHTS.

Download the FREE ALL-IN FAIRVIEW HEIGHTS APP and stay up to date on discounts, hours, delivery and carry-out options for all of your favorite restaurants!

Show your support for our local eateries and take a selfie with your take-out when you drive-thru, carry-out or have home delivery.

Use the hashtag #keepcalmandcarryoutVH - the first 100 people to post a selfie with the hashtag will get a FREE Keep Calm & Carry-Out T-SHIRT.

FAIRVIEWHEIGHTS.COM

We're ALL-IN this Together!

Download

City of Fairview Heights, IL
 Written by Maureen Woodruffe · April 17 at 4:35 PM ·

Thank You Joe's Pizza & Pasta - Fairview Heights, IL, for preparing lunch and delivering it curbside. Download the ALL-IN FAIRVIEW HEIGHTS APP for a list of new hours, delivery and carry-out options.

FAIRVIEWHEIGHTS.COM

We're ALL-IN this Together!

Support Your Local Restaurants

Learn More

16 Comments · 8 Shares

City of Fairview Heights, IL
 Written by Maureen Woodruffe · April 17 at 4:35 PM ·

We're All-in this together. Download the ALL-IN FAIRVIEW HEIGHTS APP for a list of new hours, delivery and carry-out options for Fairview Heights Restaurants like Krispy Kreme - it's FREE!

FAIRVIEWHEIGHTS.COM

KEEP CALM & CARRY-OUT

ALL-IN Fairview Heights

Learn More

City of Fairview Heights, IL
 Written by Maureen Woodruffe · April 17 at 4:35 PM ·

We're All-in this together. Download the ALL-IN FAIRVIEW HEIGHTS APP for a list of new hours, delivery and carry-out options for Fairview Heights Restaurants like Chuck E Cheese - it's FREE!

FAIRVIEWHEIGHTS.COM

KEEP CALM & CARRY-OUT

ALL-IN Fairview Heights

Learn More

City of Fairview Heights, IL
 Sponsored ·

Thank You McAlister's Deli - Fairview Heights, IL, for preparing lunch and delivering it curbside. Download the ALL-IN FAIRVIEW HEIGHTS APP for a list of new hours, delivery and carry-out options for Fairview Heights Restaurants - it's FREE!

FAIRVIEWHEIGHTS.COM

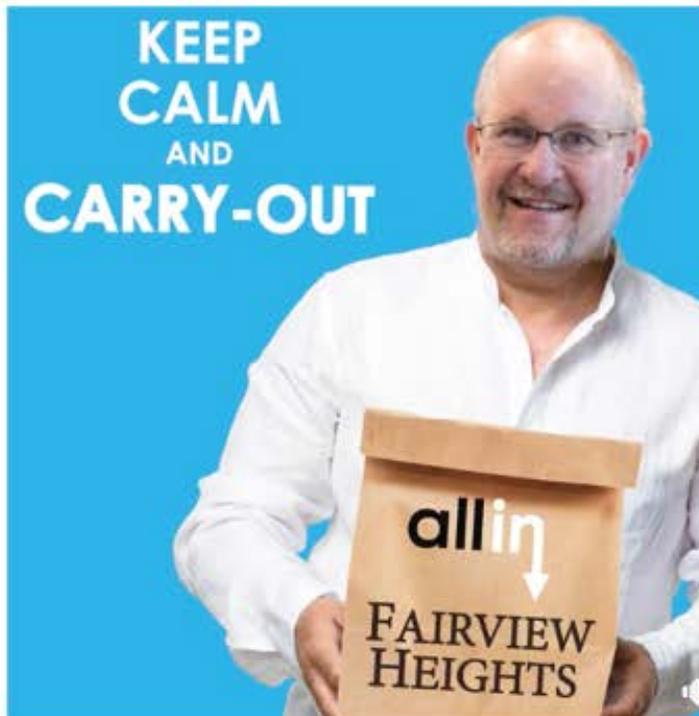
We're ALL-IN this Together!

#keepcalmandcarryoutVH

DOWNLOAD



DIGITAL AD RESULTS PHASE 3 | 3-16 - PRESENT





FACEBOOK & INSTAGRAM AD RESULTS PHASE 3 | 3.16 - Present

STRONG COMMUNITY ENGAGEMENT



- Randall Ragley** Because nothing makes me feel better than getting a dozen KM and a quart of chocolate milk, and driving around FM, considering my life decisions! 14 days ago
- Carmie Gregg Pulaski** OMG, I don't know that we had a Kitty Kreme here. SOOOOOO EXCITED! 22 days ago
- Linda Nolan Heam** I went to Lily's yesterday. I got her Special gyro salad. I ate the gyro part for lunch and the salad for supper. Lots of food for a reasonable price. Her stuff always is just like my Mom's. 23 days ago
- Alan Heibel** Linda Nolan Heam Lily's is the best gyro in both Hinsdale and Mount Cook 20 days ago
- Linda Nolan Heam** Alan Heibel Yee shee shee!!! 20 days ago
- Patricia Yeasminswami** I love those! a month ago
- Lynne Stalings** Wife's happy with this 4 days ago
- City of Fairview Heights, IL** 823 Lincoln Highway, Ste. 100 4 days ago
- Cheryl Lynn Pace** Where is it located? 6 days ago
- City of Fairview Heights, IL** 823 Lincoln Highway, Ste. 100 6 days ago
- Dena Dina** @ Heather Richard Hayden 6 days ago
- Joslin Toler** It's really good but your online system is hard to order from. 6 days ago
- Ariana Feliza** Joslin Toler lol, as we have had to improve with the current system we use for the restaurant and unfortunately how it's working, please call the numbers provided in our website to orders via the phone we best of this time. Sorry for any inconvenience. 6 days ago
- Robert Prickett** Just open the doors 6 days ago
- Ariana Feliza** Robert Prickett how we wish we could 6 days ago
- Albina Sangster** Has anyone tried Gauch's before? 7 days ago
- Ricardo Trujillo** Albina, never tried. Good stuff! 7 days ago
- Albina Sangster** Ricardo Trujillo we were starting to try before the virus happened. We live nearby and are big locals. We will have to go. 7 days ago

475K
IMPRESSIONS

8.09%
CLICK THRU RATE

\$.39
COST PER CLICK
NEAR 1/2 BENCHMARK COST



AVG
CLICK-THRU - .9%



AVG
CPC RETAIL \$1.86



THE ALL IN FAIRVIEW HEIGHTS APP



300+
ACTIVE BUSINESS
PARTICIPATION

8,796
APP DOWNLOADS

7,954
ACTIVE USERS

3,761
OFFERS

7,372
ACTIONS TAKEN

3,964
CHECKINS

 **63%**
APPLE

37%
ANDROID



WHO'S DOWNLOADING OUR APP



74% FEMALE

86% 25-54



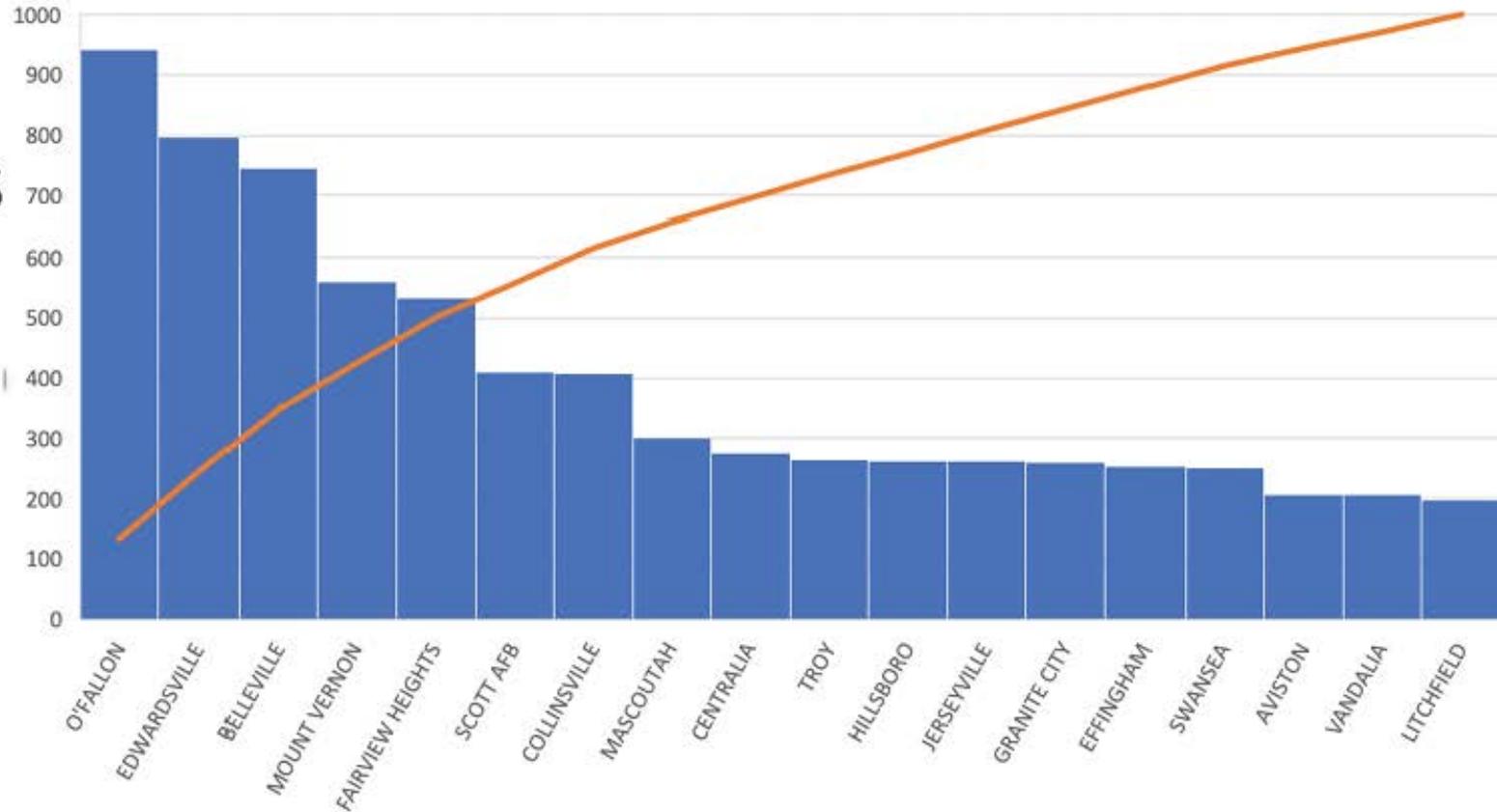
26% MALE

79% 25-54



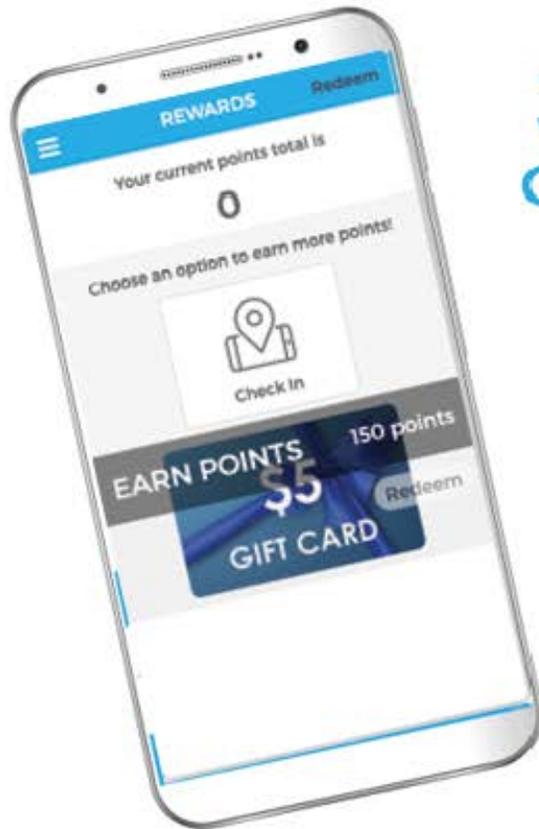
WHERE ARE THEY COMING FROM

TOP MARKETS





WHERE ARE THEY GOING



3,964
CHECKINS



3,761
OFFERS REDEEMED



BUSINESS EDITORIAL VIDEOS





SBA COMMUNICATIONS



Mayor Mark Kupsy



As you know, the State of Illinois has extended it's Shelter-In Directive through the month of May. I want you to know that the City is working every day to ensure we do everything we can to protect the health and safety for our citizens and our businesses. This has included working to push for more assistance for small businesses.

The President signed the additional relief package today providing more funding for small businesses. I encourage you to contact one of our local banking institutions and apply today. During the first round of applications local banks were able to move swiftly and help small businesses. Please take advantage of these opportunities by we all work together to respond to the current COVID-19 pandemic. I wanted to reach out to let you know how important you are to Fairview Heights.

Here is a link to the Small Business Administration where you can find more information on how to apply.

[LEARN MORE HERE](#)

In addition, our Economic Development Department is here to assist you with any questions you may have. Visit our website at cch.org and select the COVID-19 Resources button for updates. Please feel free to also call or email Paul Ellis, our Economic Development Department Director who will work directly with you on any questions you may have.



Finally, in order to be able to continue to lobby for additional assistance for our businesses, we would like to invite you to complete a short survey of how COVID-19 has impacted your business. Here is a link to the survey.

[TAKE SURVEY HERE](#)

4.24 EMAIL CAMPAIGN TO FAIRVIEW HEIGHTS BUSINESSES

84%
OPEN RATE

47%
CLICK THRU RATE



SOCIAL COMMUNITY CAMPAIGN



4.05 LAUNCHED on
FAIRVIEWHEIGHTSIL.COM

934
SOCIAL PROFILE FRAMES
DOWNLOADED

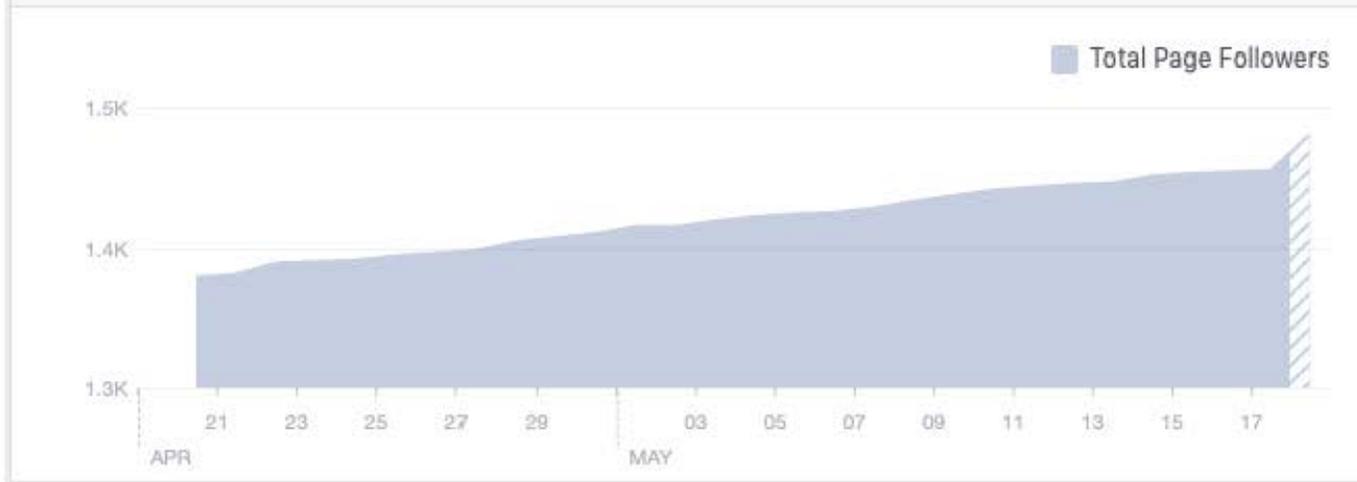
675
POSTERS DOWNLOADED





SOCIAL COMMUNITY CAMPAIGN

Total Page Followers as of Today: 1,482



CONTINUED INCREASE IN PAGE FOLLOWERS

Videos

April 20 - May 17

55,995

3-Second Video Views ▲176%



Post Engagement

April 20 - May 17

13,052

Post Engagement ▲132%



DRAFT



CERTIFIED SAFE + HEALTHY RETAIL

"Normal, as we know it, isn't going to exist...The new normal will mean following health & safety guidelines for any type of public activity... Ensuring safe environments is going to be key for businesses as they reopen their doors."

- Rachele L'Ecuyer, Executive Director, The Delmar Loop

A BLUEPRINT FOR RE-OPENING

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Executive Summary

There's a pandemic at large, and current steps to address it have devastated the economy, particularly so in Fairview Heights, the city that serves as the retail hub for much of Illinois' lower half and which in return receives 70% of municipal revenues from sales tax. It's clear that the extreme lockdown of today will be eased at some point, though it's not yet clear when; it's also unclear, more significantly, when brick-and-mortar retail will again be safe in the public's perception.

“The City of Fairview Heights is committed to finding innovative ideas to create safe, productive, and comfortable shopping, eating and entertainment environments.”

– Mark Kupsky, Mayor

As the precise nature of the novel coronavirus becomes increasingly clear, mitigation protocols are becoming evident and more widely recognized; however, such protocols are not being consistently deployed in retail centers and are largely unknown to the public.

The City of Fairview Heights is committed to finding innovative ideas to create safe, productive, and comfortable shopping, eating and entertainment environments and the City proposes to partner with other agencies and organizations to get people back to shopping, eating and playing quickly in safe, stress-free and productive spaces.

The City's proposal is to create a center of excellence where best practices can be widely and consistently deployed, with the resulting environment providing reassurance to the public that shopping can resume in a safe and clean environment.

The Problem

There's a pandemic at large, and current steps to address it have devastated the economy. About 50 percent of the 1,000 department stores in U.S. malls are vulnerable to permanent closure by the end of 2021, according to Green Street Advisors. If this projection proves to be accurate, the impact upon the Illinois economy will be devastating, and particularly so upon Fairview Heights, the city that serves as the retail hub for much of the state's lower half and which in return receives 70% of its revenues from sales tax.

"The questions are, first, how long will the virus actually be here? And then, how long will it be in people's psyches?"

- Simeon Siegel, managing director at BMO Capital Markets

It's clear that the extreme lockdown of today will be eased at some point, though it's not yet clear when; what's unclear, and perhaps of greater importance, is when brick-and-mortar retail will again be safe in the public's perception. "The questions are, first, how long will the virus actually be here? And then, how long will it be in people's psyches?" Simeon Siegel, managing

director at BMO Capital Markets, told Retail Dive in an interview. "Right now it's very unclear how long this impact will be--not only because we don't know the duration of the virus but because there's a latent fear that's emerging as well. The longer the impact, the more lingering the fear and the more evolution there will be of consumer processes."

"Right now, there's fear as customers move through a store," said Daniel Binder, a partner at Columbus Consulting, who managed Asia-based supply chains during the SARS and H1N1 pandemics. "What retailers will have to figure out is how to bring a sense of structure and calm."

"Right now, there's fear as customers move through a store."

- Daniel Binder, a partner at Columbus Consulting

Survey results continue to reveal that the general public is not ready, under current conditions, to resume pre-pandemic shopping habits; among recent results:

- ✚ Only 33% of consumers feel safe shopping in a mall, compared with 54% who feel safe shopping in a grocery store, half who feel safe at a drugstore chain, and 45% who feel safe at a big-box retailer like Walmart
- ✚ Consumers have ranked frequent cleaning and sanitizing as the top (66%) measure that would make them more likely or more comfortable with visiting physical spaces
- ✚ 95% of consumers want businesses to implement physical protection and distancing measures

Commercial property owners are scrambling to figure out how to proceed with few precedents to follow.

Potential Solutions

As the precise nature of the novel coronavirus becomes increasingly clear, mitigation protocols are becoming evident and more widely recognized. Industry groups like the International Council of Shopping Centers (ICSC) have developed best practices for shopping centers, for retailers, and for service providers that support both. As of yet, however, such protocols are not being consistently deployed in retail centers and are largely unknown to the public.

"When the consumers get back to the store, it's up to the retailer to make the experience safe, acceptable and on the journey to being seamless between the car the curb and the store."

- Naveen Jaggi, JLL president of retail advisory services

"Brick-and-mortar has a chance to capture consumer attention unlike [what] they've had in the past 10 years," said Naveen Jaggi, JLL president of retail advisory services in America. But it's all about safety for the foreseeable future, he says. "When the consumers get back to the store, it's up to the retailer to make the experience safe, acceptable and on the journey to being



seamless between the car the curb and the store. Brick-and-mortar, online and last mile will give clients the best engagement.”

Store cleanliness, once a "nice to have" aspect of the shopping experience, has taken center stage for a majority of customers in pandemic America. A whopping 87% of U.S. shoppers prefer to shop in stores with "touchless or robust self-checkout options," for example, while more than two-thirds are using some form of self-checkout, according to new research from weighing solutions firm Shekel. “There’s high demand for deep-cleaning services,” said Greg MacKinnon, research director for the Pension Real Estate Association, “but they can cost more than rent and will be difficult to keep up in the long term.”

“Store cleanliness, once a "nice to have" aspect of the shopping experience, has taken center stage for a majority of customers in pandemic America.”

Additionally, stores will need to address traffic patterns, said Emily Miller, vice president of strategy and insight at Big Red Rooster, JLL’s in-house design firm. “One-way traffic patterns will become the norm, where customers must follow a specific, marked path though the store,” she said. Strategies for a touchless shopping experience can range from smartphone and voice-activated technologies to specific doors for entry and exit, she said. She added: “Experience and services will be that much more important. Retailers will partner with artists and other brands to bring exciting experiences to life.”

The Proposal

As a super-regional retail center and a community that relies heavily on sales tax, Fairview Heights needs to identify the protocols for healthy shopping, implement those protocols effectively, coordinate implementation with a variety of partners, and promote the results widely to the shopping public.

The City’s proposal is to create a center of excellence where best practices can be widely and consistently deployed, with the resulting environment providing reassurance to the public that shopping can resume in a safe and clean environment.

The City of Fairview Heights is committed to finding innovative ideas to create safe, productive, and comfortable shopping, eating and entertainment environments and the City proposes to partner with other agencies and organizations to get people back to shopping, eating and playing quickly in safe, stress-free and productive spaces.

The City’s proposal is to create a center of excellence where best practices can be widely and consistently deployed, with the resulting environment providing reassurance to the public that shopping can resume in a safe and clean environment.

Public sector leadership is necessary to overcome the inertia that often blocks new initiatives, and a coordinated approach will be needed to help all parties overcome other obstacles—for instance, bulk buying may help drive down the costs for deep cleaning.

Elements of the Program

The foundation of the proposed program will be alignment with protocols defined in the recent document, [COVID-19 Re-Opening Best Practices](#), developed by the International Council of Shopping Centers (ICSC). In the document, ICSC has aggregated information from a variety of sources across areas such as planning and communication, common area adjustments and traffic flow for retailers, developers and service providers.

The City’s proposal is to create a center of excellence where best practices can be widely and consistently deployed, with the resulting environment providing reassurance to the public that shopping can resume in a safe and clean environment. The re-opening of certified centers in Fairview Heights can engage performance-based protocols, developed to reflect best practices from scientific research and applied across multiple adjacent properties.

Malls and other shopping centers in Fairview Heights will be offered voluntary review by the City leading to certification. Those centers that achieve certification may also participate in joint marketing efforts and other common activities that they see as beneficial. One of these common activities will be a retail and hospitality training program now under development through the Mid America Workforce Investment Board (MAWIB).

The re-opening of certified centers in Fairview Heights can engage performance-based protocols, developed to reflect best practices from scientific research and applied across multiple adjacent properties.

Other common activities may include bulk contracting and/or technical assistance to implement outfitting of facilities with features such as:

- **Automatic door conversions** for hands-free use
- **Blue tube UV light for HVAC systems** to kill infectious diseases, mold, mildew, and dangerous bacteria in the air
- **Employee temperature checks** and even store-wide heat scanning to identify infected persons
- **Facilitating “contactless” payment processes**
- **Minimum efficiency reporting value HVAC filters** that help keep air clear of harmful particles
- **Multi-level deep cleaning**
- **Requiring masks for employees and customers**



- **Safety shields and sneeze guards** that promote social distancing with point of sale barriers
- **Spray sanitizing** of high-traffic areas
- **Touchless restroom amenities** such as motion flush valves, touchless hand dryers, and motion faucets

The City is exploring how some of these facility improvements might be underwritten through the Property Assessed Clean Energy (PACE) financing program now in place in Fairview Heights.

The certification program in general and participation by the super-regional mall and other centers, specifically, will be promoted through the ongoing “All In Fairview Heights” campaign.

Partners

- Acadia Realty Trust (Lincoln Place I&II)
- CALC Institute of Technology
- CBL Properties, Inc. (St. Clair Square)
- City of Fairview Heights
- Corbin Holdings (former Toys 'R' Us properties)
- DLC Properties (Marketplace Center)
- Fource, The (public relations consultancy)
- Illinois Dept. of Public Health (IDPH)
- Int'l. Council of Shopping Centers (ICSC)
- Mason Asset Management (Fairview Heights Plaza)
- Mid America Workforce Investment Board (MAWIB)
- Northeast Capital Group (Crossroads Centre)
- St. Clair County
- Select Strategies Realty (Fairview City Centre)



COVID-19 Re-Opening Best Practices

COVID-19 Re-Opening Best Practices

ICSC continues to monitor the COVID-19 outbreak on behalf of the retail real estate industry and our members. Communities are responding to the pandemic under various local, state and federal restrictions, many of which present unique challenges for both retailers and landlords.

The situation remains fluid with certain areas less impacted than others. This means that some states may begin the process of reopening businesses sooner than other states. The following are general recommendations for you to consider when it comes time for your store or property to reopen. They should be used in conjunction with any guidelines or mandates in place within your locale.

Planning

- Establish clear objectives and priorities for your store or property.
- Develop a plan for your reopening, including as much input from local and health officials, tenants, landlords and other stakeholders.
 - Consider the safety of staff, tenants and visitors in your plan.
- Be prepared should a second wave of COVID-19 outbreak occur in your area.
- Consider whether hours of operation should be amended.
- Provide employee training on sanitation procedures, managing customer concerns, social distancing standards, etc.
- Consider screening/testing measures such as temperature checks, symptom checks, virus and/or antibody testing, etc.

Communication

- Once your reopening date is known, communicate it to all relevant parties.
- Communicate with relevant stakeholders about the current status of COVID-19 in your area, your reopening plans, and the actions you are taking to ensure the safety of patrons.
- Landlords and tenants should communicate often in order to detect any issues that could arise before and after reopening.
- Place communications with rules and guidelines related to COVID-19 within the store or property. Display CDC public service announcements at entrances and throughout the property.
- Distribute communications to tenants outlining basic CDC recommendations or local government instructions.
- Landlords and tenants should work together to share relevant information related to health and safety on their social media channels.

Landlords/Center Management

- Consider common area adjustments to determine whether children's play areas should be open, if seating needs to be rearranged or furniture removed to accommodate social distancing, etc.
- Upgrade cleaning and hygiene practices:
 - Increase cleaning frequency and focus on disinfecting areas most susceptible to the spread of viral germs; for example, children's play areas; public restrooms;

rental strollers and wheelchairs; door handles, escalator handrails, food court tables; and any other places the public commonly touches.

- Install and maintain alcohol-based, hand-cleaning dispensers in locations where the spread of germs is likely and normal soap-and-water handwashing stations are not readily available.
- Determine whether you will provide facial masks and/or gloves to patrons for use while in-store or on the property.
- Consider your staffing levels:
 - What are your general expectations for crowds when you reopen?
 - Are you changing your hours of operations?
 - Do staffing levels need to be lower than pre-pandemic?
 - Are you doing anything to increase the visibility of your cleaning staff? Or your cleaning practices?
- Consider traffic flow and occupancy limitations:
 - Should walking patterns be changed to be one way?
 - Does the number of entrances need to be limited to control occupancy?
 - Are you making any changes to parking to accommodate curbside pickup? Will these changes be short-term or long-term?
 - How are you managing tenants' requests to help with social distancing and/or queuing requirements?
- Determine whether to make announcements over the PA system detailing the precautions being taken to keep patrons safe.
- Consider if space is available and should be dedicated to curbside pickup, BOPIS, etc.
- Encourage employees who are sick to stay home.

Technical Systems

- Fire Safety
 - Test fire safety system
 - Verify all emergency exits and escape routes are unimpeded and functional
- Security Systems
 - Check cameras for functionality
 - Check alarm systems for functionality
- Other
 - Ready mechanical and HVAC systems
 - Flush potable water system
 - Check sewage functionality, including grease traps
 - Test all restrooms
 - Check functionality of any elevators and escalators

Retail Tenants

- Plan for goods delivery and storage if temporarily needed as well as how inventory and deliveries will be disinfected. Additionally, plan for how packages to be shipped will be handled.
- If the number of customers is restricted in stores, prepare and display a communication.
- Consider creating a one-way traffic flow through the store.
- Place floor stickers for social distancing queuing and consider mounting plexiglass sheets at checkouts for additional protection.

- Encourage customers to respect social distancing, either through floor stickers or other communications located within the store.
- Determine whether you will provide facial masks and/or gloves to patrons for use while in-store.
- Plan for how returns or exchanges will be handled from customer to associate.
- Create procedures for how fitting rooms will be sanitized between customer use.
- Frequently clean high-touch areas such as counters, door handles and product displays.
- Will any new technology be integrated to create opportunities for customers to retrieve purchases either in a designated location or curbside?
- Consider contactless payments options such as RFID cards, Apple Pay, self-checkout, and online purchase to be picked up at a designated location or delivered to customer's home.
- Consider your staffing levels:
 - What are your general expectations for crowds when you open?
 - Are you changing your hours of operations?
 - Do staffing levels need to be lower than pre-pandemic?

Restaurant Tenants

- Conduct a pre-shift health check of every employee.
- Certify every staff member in food safety, with a certified manager on duty for each shift.
- Consider using disposable utensils, placemats, condiment packages and menus, or sanitize all items after each use.
- Encourage frequent handwashing by employees and/or make hand sanitizer available to all employees.
- Clean and sanitize all surfaces frequently.
- Consider contactless payments options such as RFID cards, Apple Pay, self-checkout, and online purchase to be picked up at a designated location or delivered to customer's home.
- If the number of customers is restricted in the restaurant, prepare and display a communication.
delete extra bullet
- Observe health officials' social distancing recommendations.

For more information, please refer to the [CDC website](#) for updates and additional recommendations.

ICSC urges members to continue to maintain a high level of sanitation at all times in order to minimize the possible outbreak or spread of infection. We also encourage members to stay informed and to develop strategies and precautionary measures to protect the health and safety of their employees and customers.

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