

CORONAVIRUS / COVID-19
V 1.0 / 29.04.2020

SAMPLE HANDBOOK ON HYGIENE AND SAFETY MEASURES **USING SHOPPING CENTERS IN GERMANY AS AN EXAMPLE**

A TOOL FOR CITIES, MUNICIPALITIES, AND OFFICIAL POLICY MAKERS
AS WELL AS CENTER COMPANIES AND TENANTS



FOREWORD

CITIES NEED THRIVING MARKETPLACES

Overcoming the tremendous challenges brought on by the coronavirus crisis is uncharted territory for everyone. Hardly any comparable model solutions exist or, more importantly, similar experiences during the various phases of the crisis. Following the complete „shutdown“ of nearly every socially relevant opportunity to meet, a gradual and measured rebooting of the economy has been underway for a few days now. Particular attention is being paid to retail trade in every city, which has virtually come to a standstill, and the associated retail real estate sector.

The main purpose of our publication is to provide information to cities, local authorities, and official policy makers and to support their work by presenting and demonstrating how the German retail real estate industry, together with retailers, has implemented **practical solutions** that meet the requirements in any given case. The wide range of local solutions demonstrates that, depending on the size and location of the retail property and the tenant mix, there are both sensible and visually diverse ways in which the requirements can be met.

On a positive note, analysis and assessment of the current situation with regard to public behavior clearly show that steering and active influence to ensure compliance with the established rules of conduct is significantly more successful at shopping centers than in other public spaces..

A comparison and review of the individual measures offered as on-site solutions can now, perhaps, be better carried out using this sample handbook. As we continue to develop our efforts, we will make updates on a regular basis and welcome any **feedback or suggestions** that will **help** all of us to better meet requirements, to **protect people as best as we can on our path back to normality**, in order to preserve the **thriving marketplaces** of our charming cities.

We believe that this can only be accomplished **together** through the implementation of safety, hygiene, and service measures.

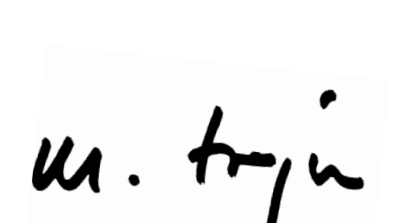
The Executive Board of the German Council of Shopping Places (GCSP)



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Harald Ortner



Markus Trojansky



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The **German Council of Shopping Centers e.V.** has been renamed the **German Council of Shopping Places (GCSP)**. This change will enable it to fulfill its role as the only association in Germany representing the interests of the retail trade and the retail real estate industry, as it will highlight the diverse and wide-ranging bustling marketplaces of its members. Approximately 750 member companies from the fields of retail, development and analysis, financing, center management, architecture, and retail real estate as well as retailers, marketing specialists, and cities and municipalities constitute an active pool of interests that provides an ideal networking basis for retailers and retail real estate players. Counting roughly one million employees and directly connected service providers, the member companies of the GCSP represent a nationally significant branch of industry.

COMPLIANCE WITH GENERAL HYGIENE AND SAFETY STANDARDS

All measures concerning the gradual reopening of shopping centers, brick-and-mortar retailing, and the relaxation of the restrictions imposed shall be preceded by rules governing conduct, control, and hygiene.

- These are to be understood as **necessary regulations** to ensure the steady and gradual reactivation of the retail sector and to enable the **gradual relaxation of the restrictions imposed**.
- The operation of shopping centers under **current requirements** shall include, for an indefinite period of time, the **minimization of contact** as much as possible, even under these specific conditions.
- All necessary **measures and activities** shall be **geared toward this**.
- Each operator of a **shopping center**, including the stores, shall submit a **separate safety concept** for his or her **area of responsibility**. This concept shall prove that safety as well as specified, **proven guidelines** for the minimization of contact and the risk of infection are achieved using the greatest possible degree of protection.
- The **concepts** shall be coordinated with the **responsible local authorities**, confirmed by them, and updated as soon as the legal framework permits further openings or **new findings** become available.

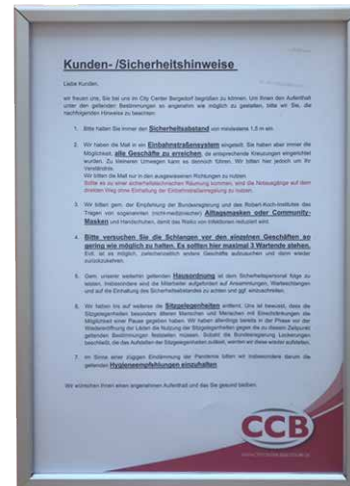


COMMUNICATION OF THE CODE OF CONDUCT

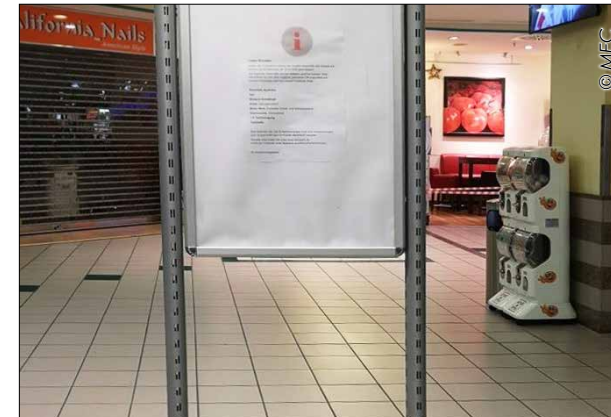
OBJECTIVE: TO EDUCATE AND INFORM ALL CUSTOMERS ABOUT ALL MEASURES AT REGULAR INTERVALS AND THROUGH VARIOUS CHANNELS OF COMMUNICATION

MEASURES

- notices posted at center entrances
- notices posted along shopping promenades (mall)
- notices posted in restrooms
- information displayed on digital screens inside malls
- information provided on the home pages of center websites and detailed explanations provided in the news sections of websites
- center announcements



EXAMPLES



Displays in malls



Information displayed on digital screens inside malls



Information boards located in the entrance areas of malls



Information displayed on digital screens inside malls

COMMUNICATION OF RULES AND MEASURES VIA SOCIAL MEDIA

OBJECTIVE: TO USE ALL CHANNELS

MEASURES

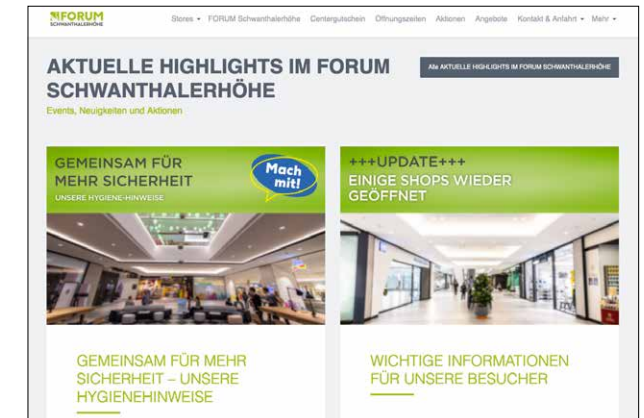
- information provided on the home pages of center websites
- Facebook / Instagram



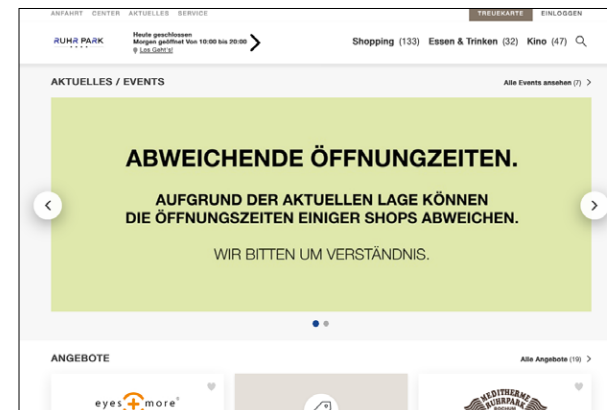
EXAMPLES



Remspark as an example: information is posted on the center website and on the Facebook page



Forum Schwanthalerhöhe as an example



Ruhr Park as an example



Boulevard Berlin as an example

CLEAR COMMUNICATION AND PRESENTATION OF MEASURES TO ENSURE SOCIAL DISTANCING RULES

OBJECTIVE: TO PROVIDE FRIENDLY AND EASILY UNDERSTANDABLE INSTRUCTIONS REGARDING THE SOCIAL DISTANCING RULE

MEASURES

- stickers in malls
- stickers on doors and floors
- stands



EXAMPLES



Notices posted at center entrances



Stickers placed in front of elevators



Stickers in malls



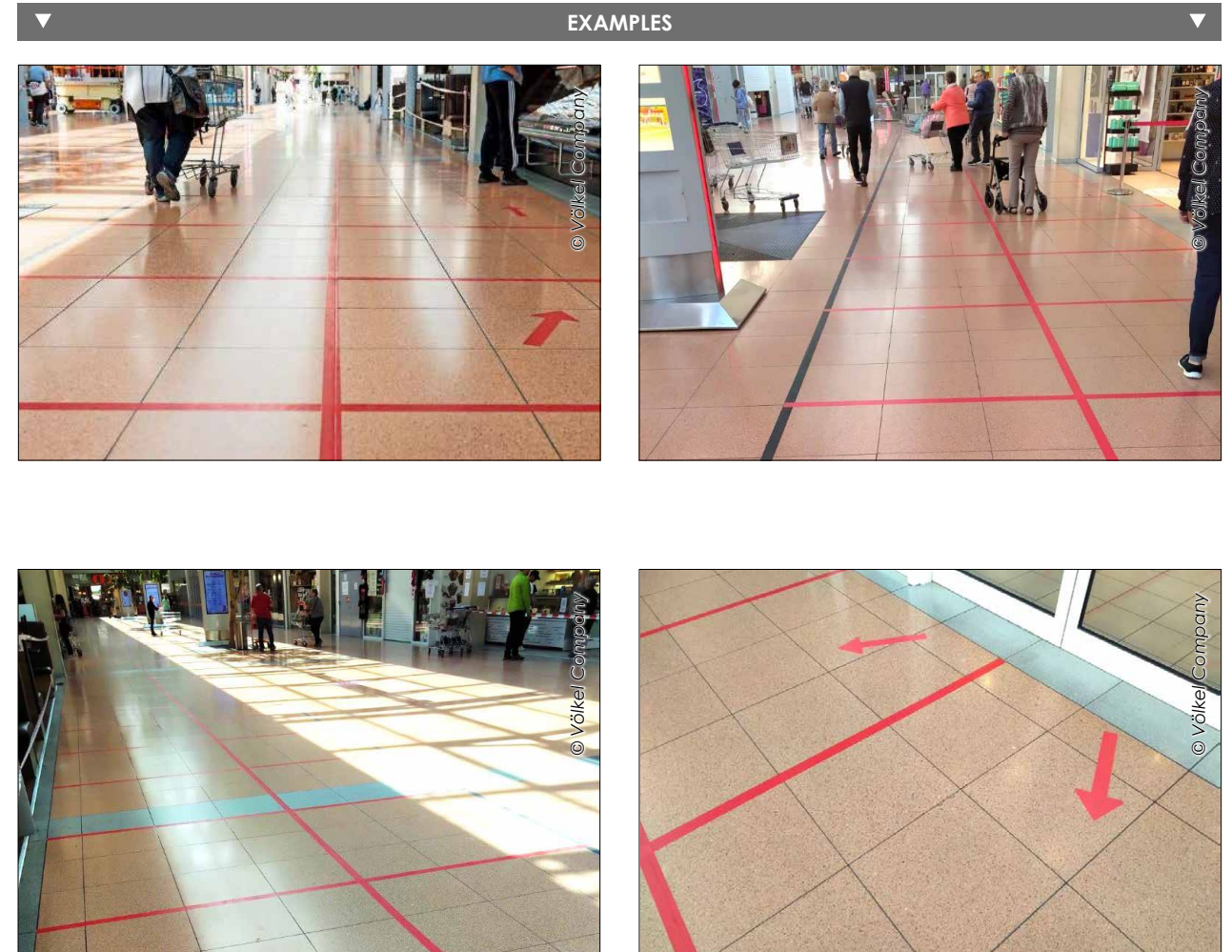
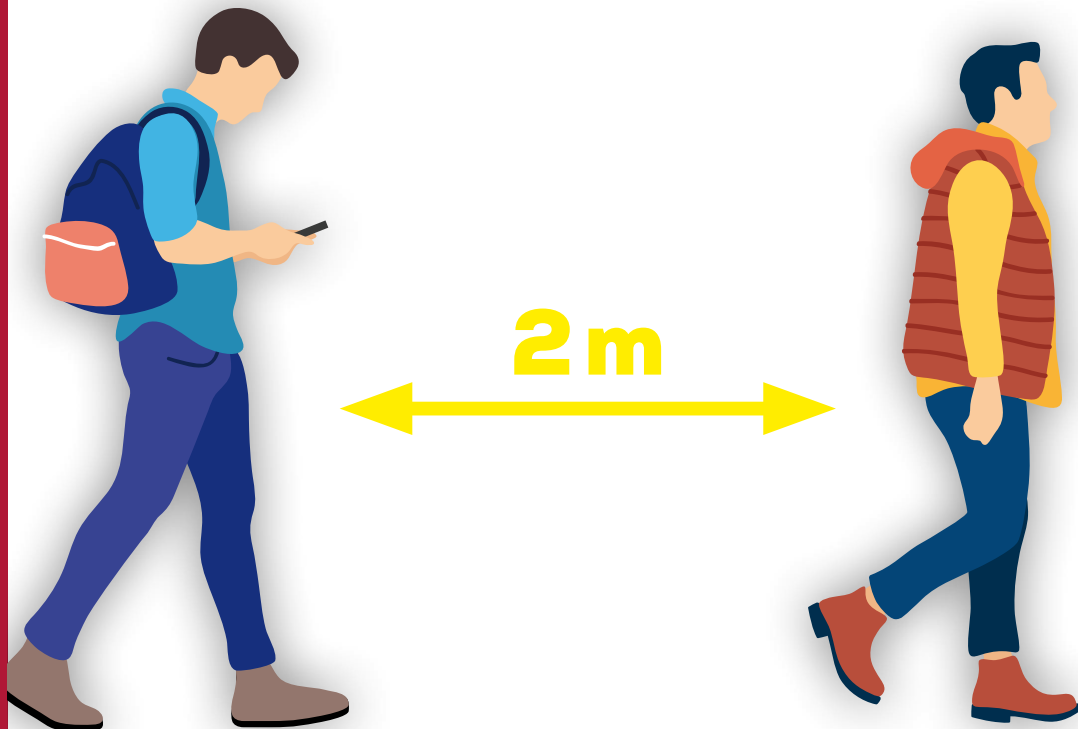
Notices displayed on stands in malls

OBSERVANCE OF SOCIAL DISTANCING RULES

OBJECTIVE: TO CLARIFY THE SOCIAL DISTANCING RULES THAT MUST BE FOLLOWED IN MALLS

MEASURES

- use of gaffer tape for marking purposes
- use of black tape to mark walking routes and red tape to mark distance spacing lines (checkerboard pattern)



AVOIDANCE OF CONTACT

OBJECTIVE: TO PROVIDE VISITORS WITH CLEAR INSTRUCTIONS THAT AUTOMATICALLY KEEP THEM AT A DISTANCE

MEASURES

- establishment of right-hand / left-hand traffic
- use of Tensator barriers (people guidance systems)



EXAMPLES



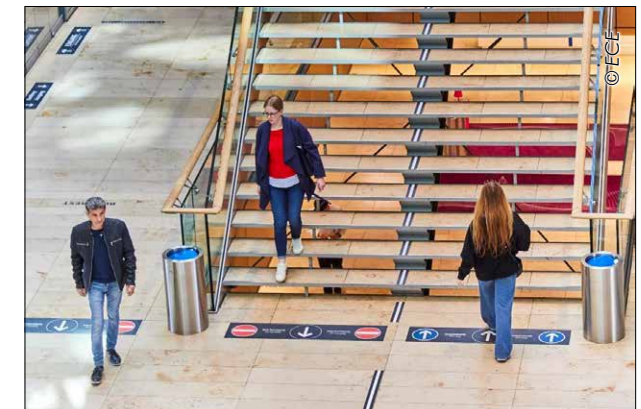
Separation of walking areas through the use of markings on floors and barrier tape



Separation of walking areas through the use of markings on floors and barrier tape



Access control at entrances



One-way traffic system

ACCESS REGULATIONS AND ACCESS RESTRICTIONS OF MALLS

OBJECTIVE: TO COMPLY WITH THE MAXIMUM NUMBER OF VISITORS PER CENTER AGREED WITH THE AUTHORITIES AND TO ENSURE COMPLIANCE WITH THE RULES

MEASURES

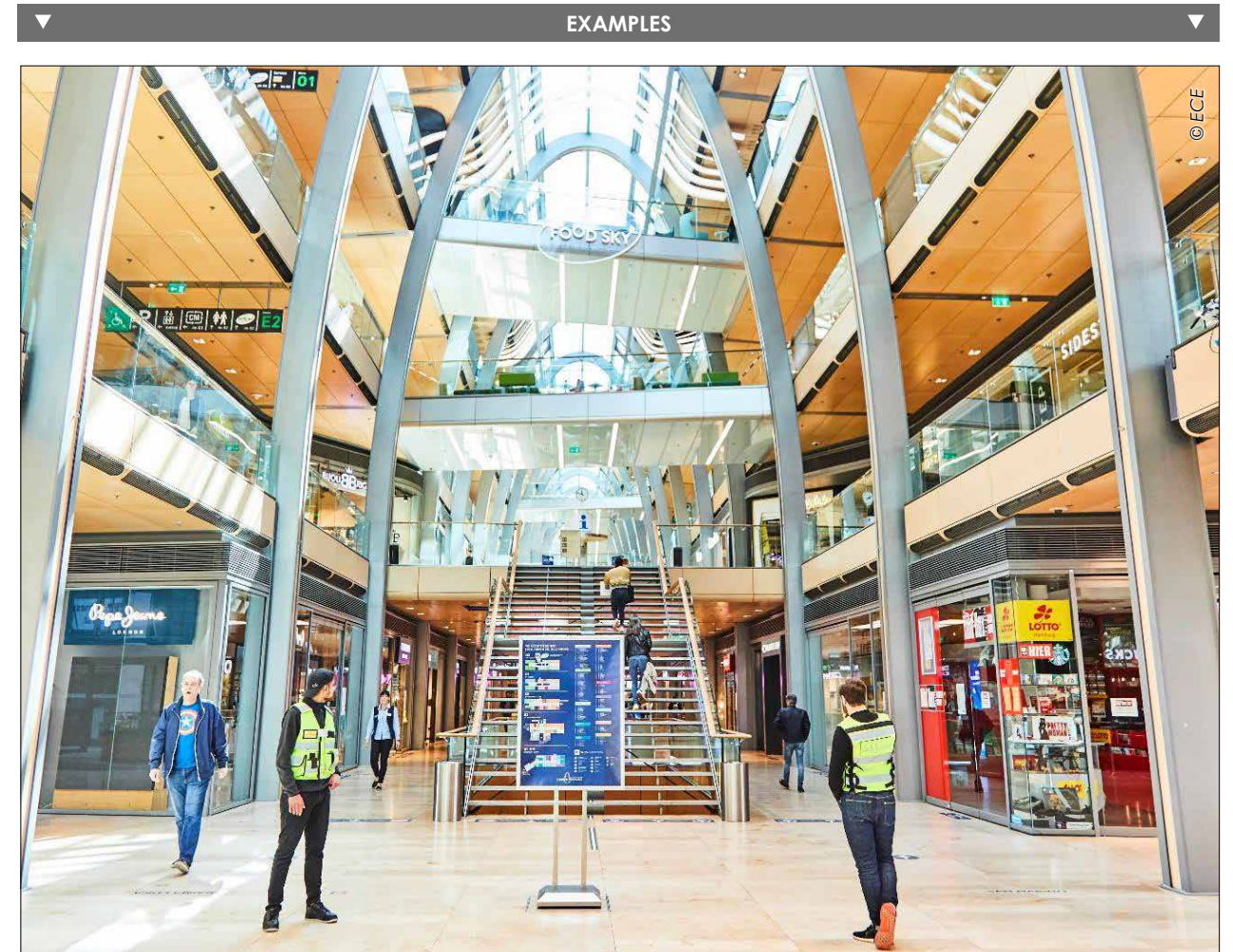
- digital footfall counting
- video surveillance
- security personnel



Use of security personnel to control measures



Video surveillance room with footfall counting system and direct contact with security personnel



Security personnel in malls

ACCESS REGULATIONS AND ACCESS RESTRICTIONS OF MALLS

OBJECTIVE: TO REPLACE CONTROLS VIA SECURITY PERSONNEL WITH DIGITAL ACCESS CONTROLS

PROCEDURE

Current Effort

Average values taken from the retail/food segment:

- use of at least two security guards per entrance
- partial use of security personnel on the sales floors
- use of security personnel as parking lot attendants
- use of "shopping cart management", including hygiene measures

Digital Control of the Access Control System

Application

- Wireless or battery-powered sensors „detect the direction“ of people entering and leaving reference surface areas. (Reference surface areas with multiple inputs and outputs can also be counted using multiple sensor units.)
- All visitors are automatically shown whether or not they are permitted to enter a reference surface area.

Digital Control of the Access Control System

Function

- The „count“ is shown via various displays, customer stoppers, or simply „on demand“ by means of an app on a tablet or smart-phone.
- The system displays „Advance Warning“ or „Warning“ when defined reference values are exceeded. The values for „maximum number of people“ (red) and „number of people for advance warning display activation“ (yellow) can be freely defined in the settings.
- The technology has been developed as a plug&play solution and can be put into operation in a matter of minutes.



EXAMPLES



„Separation systems“ reduce personnel costs in controlled areas by up to 35%.





2.4

CONTROL OF VISITOR BEHAVIOR

MEASURES TO LIMIT THE NUMBER OF CUSTOMERS IN STORES (NUMBER OF SQM PER CUSTOMER)

OBJECTIVE: TO CONTROL THE NUMBER OF VISITORS IN INDIVIDUAL STORES
THROUGH VARIOUS COUNTING SYSTEMS

MEASURES

Manual Counter / Counting App

- employees count visitors at entrances and exits, thereby determining the total number of visitors
- exact control of the number of visitors is ensured
- low costs for app or counter
- heavily favored by the public order office, as binding visitor numbers can be given
- labor cost-intensive for stores with more than one entrance (hypermarkets, etc.)

Customer Counting System

- visitors are counted by means of an automated counting system
- optimum solution, but used by only few stores
- system indicates when maximum visitor number is reached
- fairly expensive upgrade

Chips for Customers

- visitors are issued a chip/token upon entering the mall
- number of visitors in the store can be counted
- very low costs for chips
- heavily favored by the public order office, as binding visitor numbers can be given
- labor-cost intensive for small stores since one staff member must always be present

Admission Control

- admission of individual customers
- suitable for small stores: only one customer is permitted, others wait in the entrance area
- low costs for putting up notices
- customers might be dissatisfied with waiting times (hairdresser, travel agency, cellphone store)

MEASURES TO LIMIT CUSTOMERS IN STORES, AT CENTER LEVEL

EXAMPLES



Commercial operations measures

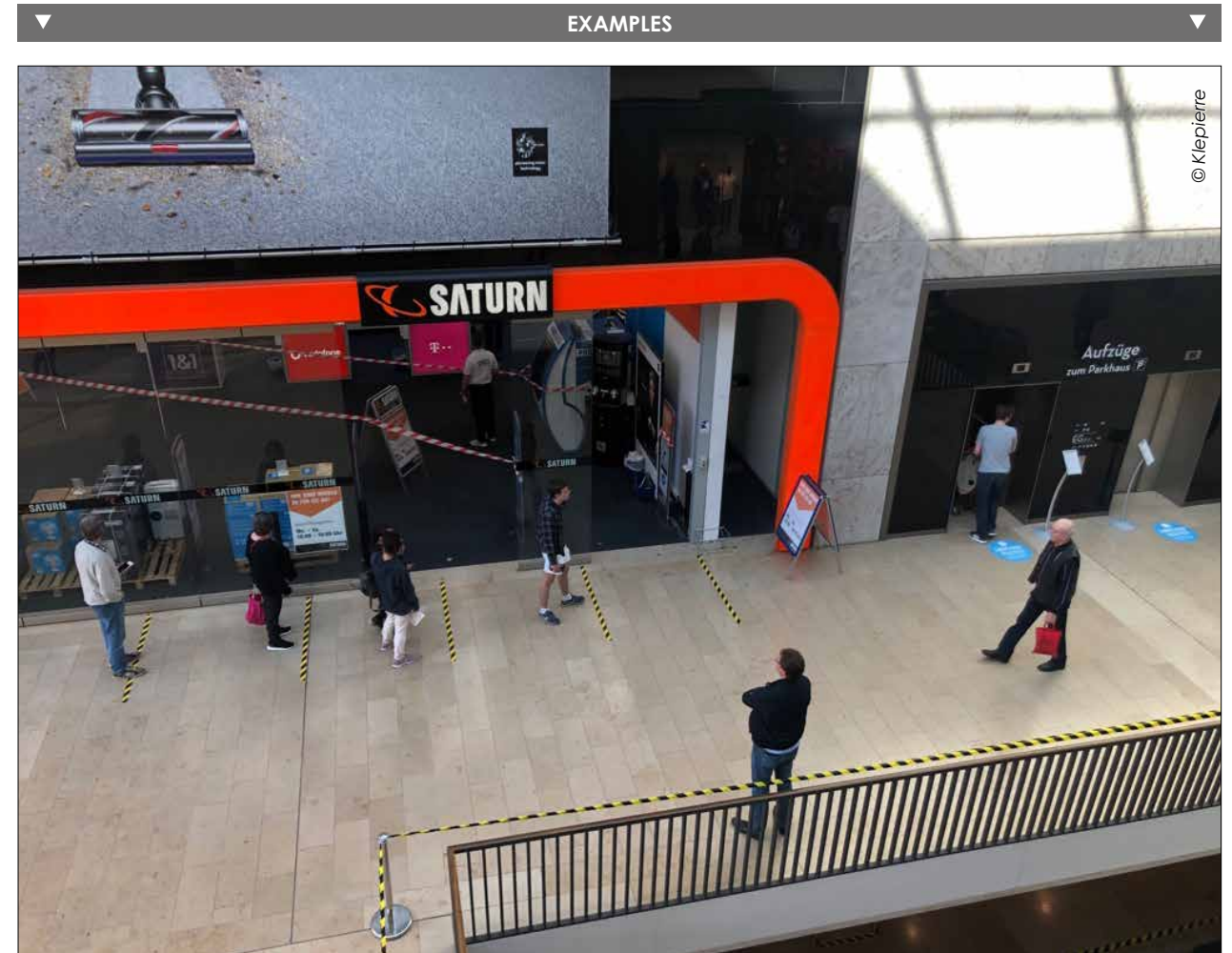
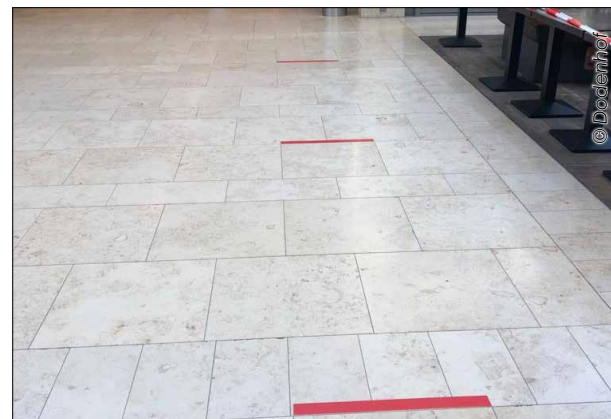
	Vermietfl. 18.04.2020 M2	Verkaufsfläche	<800 m2	qm/Person im Shop
Branche				
Bank SB-Filiale	38,1	32,4		2
Bank SB-Filiale	60,3	51,3		3
Technik FM	3.783,0	3.215,6	800,0	40
SB-Warenhaus	11.424,5	9.710,8	Systemrelevant	486
Obst / Gemüse	99,1	84,2		4
Textilgeschäft 300 bis 1000m²	388,7	330,4		17
Textilgeschäft 300 bis 1000m²	460,8	391,7		20
Schuhe ab 200m²	579,0	492,2		25
Schuhe ab 200m²	344,3	292,6		15
Textilgeschäft bis 300m²	101,2	86,0		4
Textilgeschäft ab 1000m²	2.204,6	1.873,9	800,0	40
Drogerie	549,5	467,0		23
Textilgeschäft ab 1000m²	4.430,5	3.765,9	800,0	40
Parfümerie	167,9	142,7		7
Telekommunikation	17,0	14,5		1
Textilgeschäft bis 300m²	93,8	79,8		4
Haushaltswaren und Geschenkartikel	119,8	101,8		5
Uhren und Schmuck	87,4	74,3		4
Textilgeschäft bis 300m²	226,0	192,1		10
Telekommunikation	47,6	40,5		2
Bäckerei, Konditorei	200,7	170,6		9
Optiker	202,0	171,7		9
Buchhandlung	277,0	235,5		12
Textilgeschäft ab 1000m²	1.292,9	1.099,0	800,0	40
Uhren und Schmuck	122,6	104,2		5
Floristik	85,5	72,6		4
Tabak, Lotto, Zeitschriften	69,5	59,0		3
SB-Warenhaus	964,7	820,0	800,0	40
Apotheke	206,4	175,4		9
Optiker	128,9	109,6		5
Mallbereich 1. OG	786,0	786,0		39
Mallbereich EG	3.491,0	3.491,0		175
	34.751,1	29.538,4	maximale Kunde	1.170

ACCESS CONTROL IN FRONT OF STORES

OBJECTIVE: TO COMPLY WITH THE PRESCRIBED SOCIAL DISTANCING RULES AS WELL AS THE THOSE GOVERNING THE ALLOWABLE NUMBER OF PEOPLE PER SQUARE METER

MEASURES

- distance marking lines on the floors of malls
- control carried out by personnel

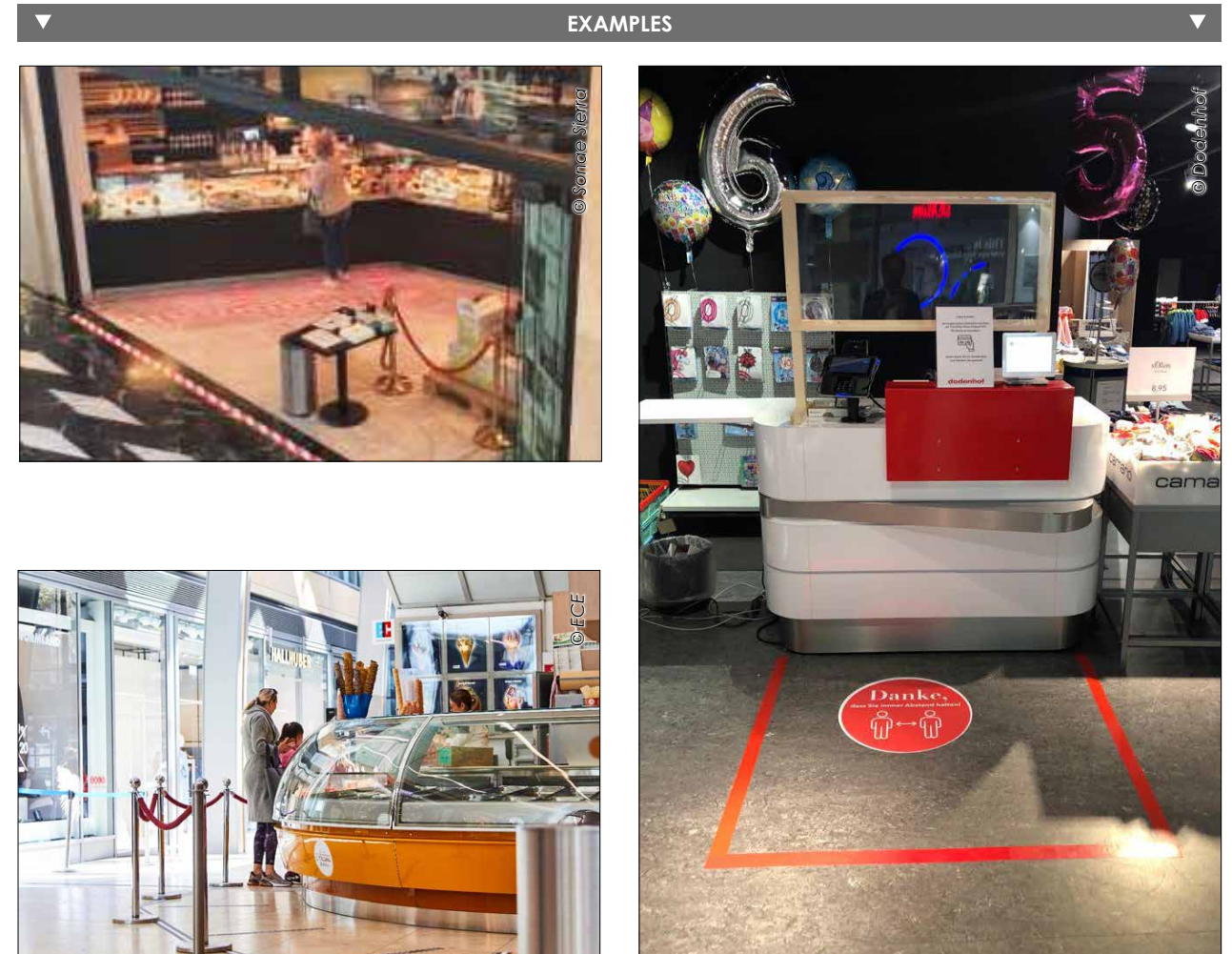
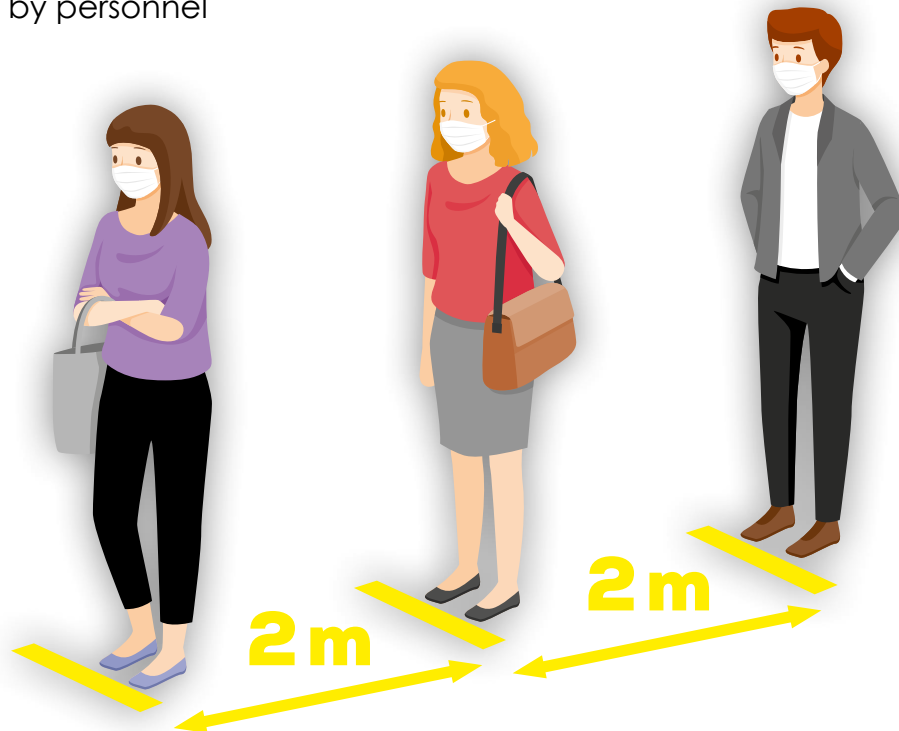


BARRIERS IN MALLS, IN STORES, AND AT COUNTERS

OBJECTIVE: TO PROVIDE SERVICE TO CUSTOMERS IN ACCORDANCE WITH THE SPECIFICATIONS BY MEANS OF SEPARATE ROUTING, TO ENSURE COMPLIANCE WITH RULES

MEASURES

- spacing markings on the floors of stores
- barriers at checkouts and service counters
- control carried out by personnel



ESTABLISHMENT OF SEPARATE ENTRANCES/EXITS

OBJECTIVE: TO AVOID CONTACT

MEASURES

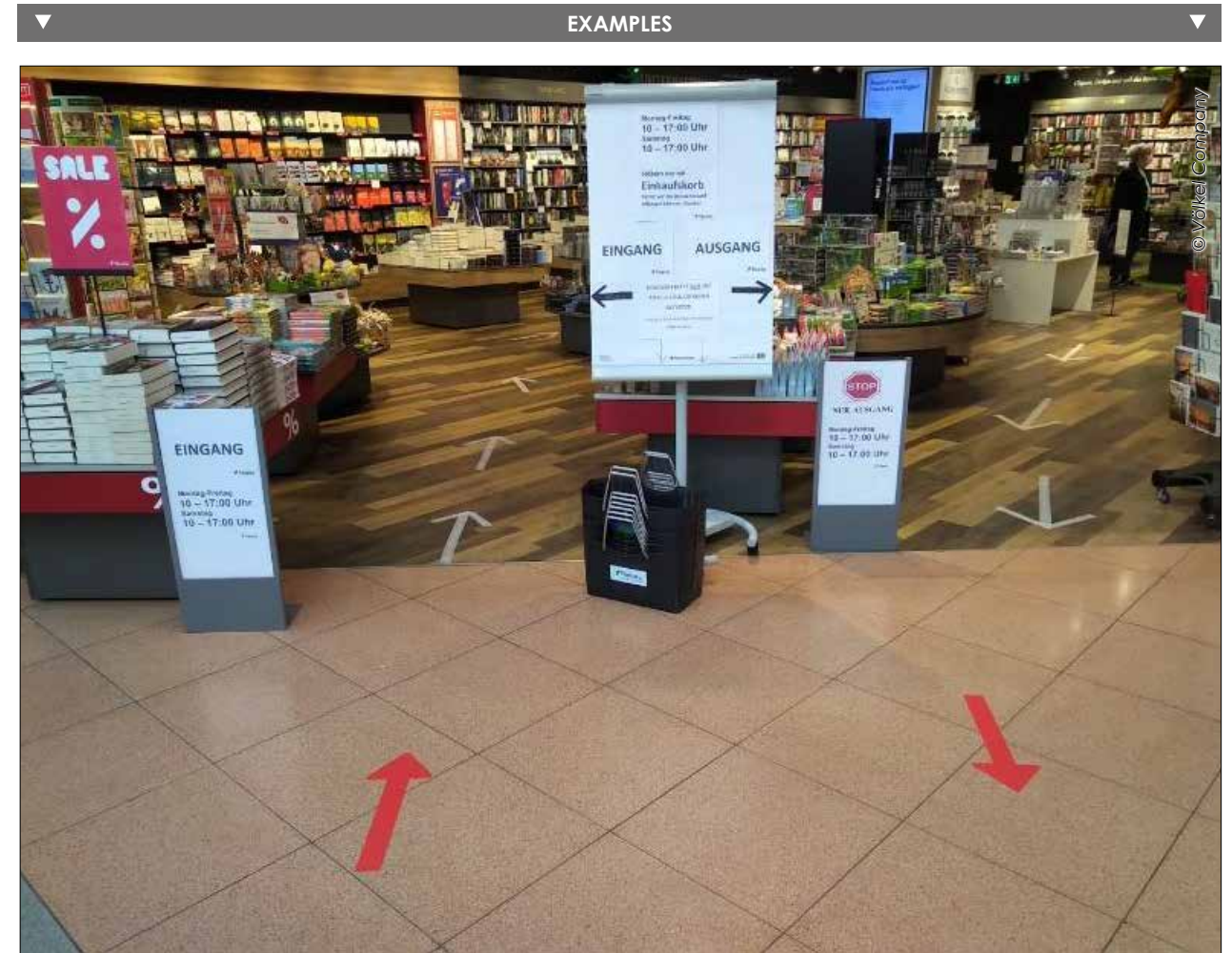
- guidance systems on floors
- installation of Tensator systems (people guidance systems)



Douglas example (baskets)



Deichmann example (chips)



Thalia example (baskets)

COMMUNICATION OF SOCIAL DISTANCING MEASURES IN SANITARY AREAS

OBJECTIVE: TO COMMUNICATE AND ENSURE ADHERENCE TO THE REQUIRED SOCIAL DISTANCING RULES AND HYGIENE REGULATIONS

MEASURES

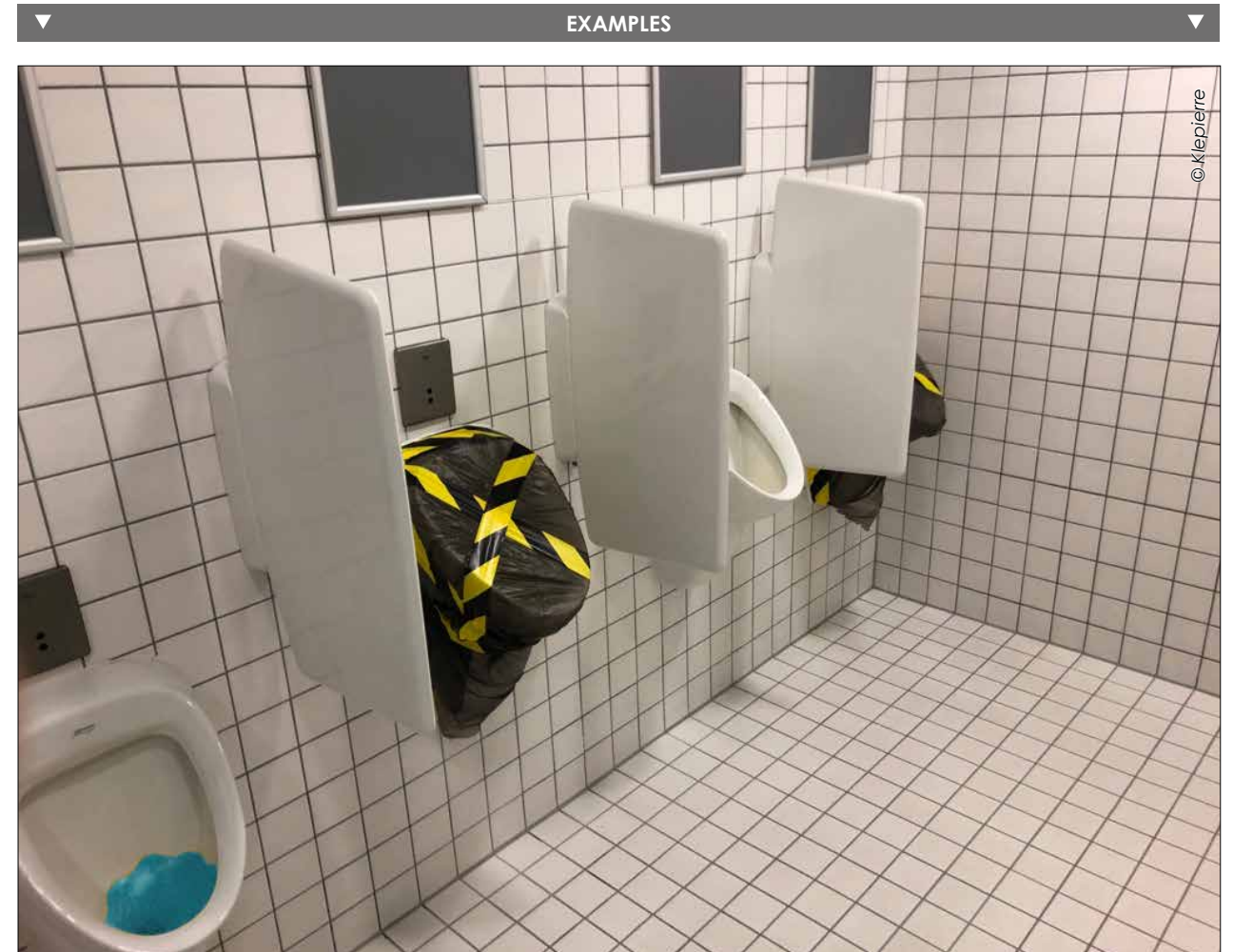
- barriers located at urinals and sinks
- installation of information boards



Notices posted on sink stands



Barriers for sinks



Barriers for urinals

LIMITATION OF STAY OPTIONS

OBJECTIVE: TO REDUCE THE LENGTH OF STAY AT MALLS AND IN STORES
AND TO CREATE SPACE FOR MOVEMENT

MEASURES

- blocking of Wi-Fi
- blocking off of seating
- blocking off of massage chairs
- removal of product carriers
- removal of decorations



Blocking off of seating/lounge areas in malls to prevent the formation of groups



EXAMPLES

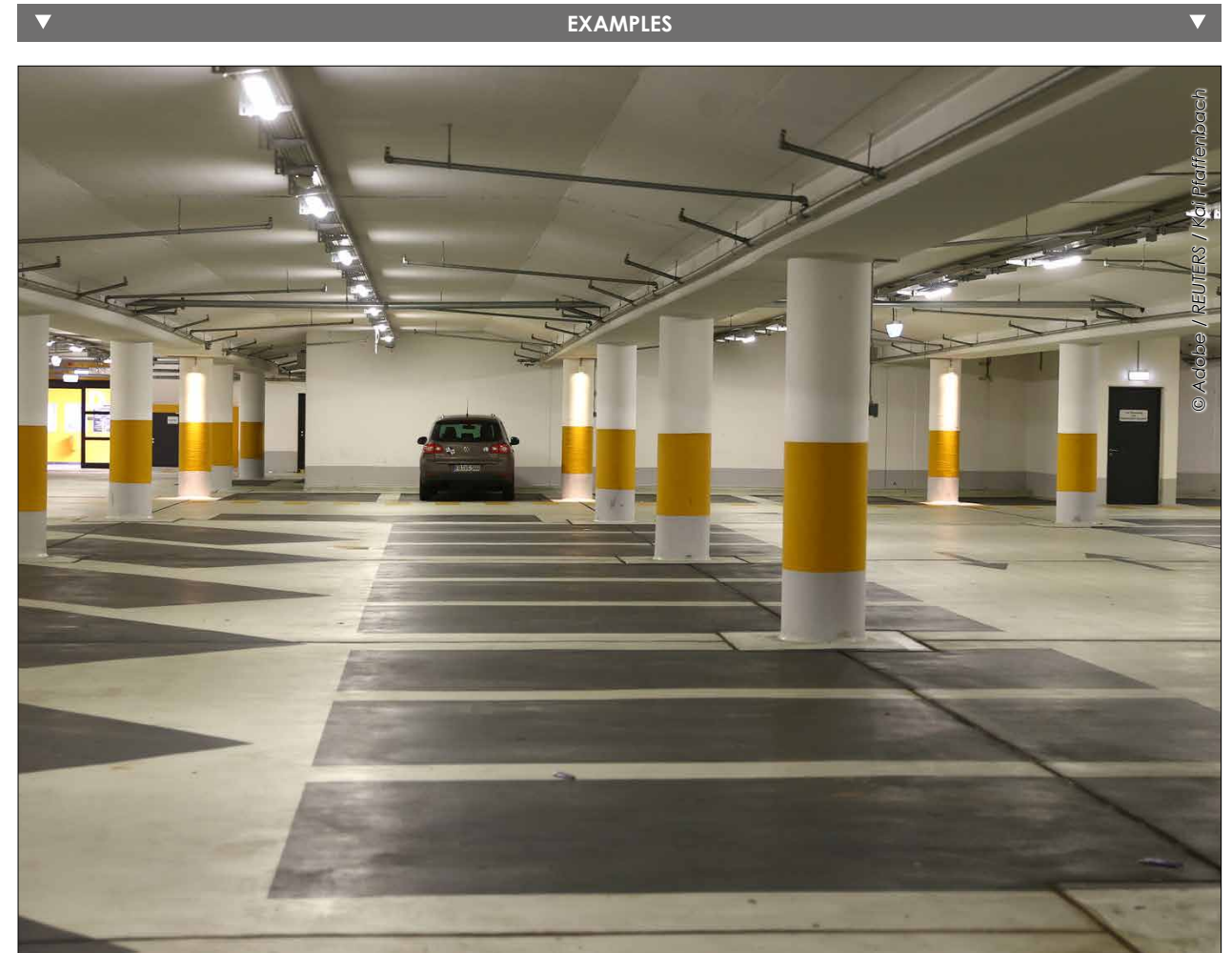


PARKING MANAGEMENT

OBJECTIVE: TO CONTROL THE TOTAL NUMBER OF VISITORS TO EACH CENTER VIA THE LIMITATION OF PARKING SPACES

MEASURES

- limited customer parking spaces as well as (partial) closure of parking decks; access to food discounters only with shopping carts, where applicable
- separated entrances and exits to shopping promenades to prevent direct, oncoming contact (revolving drum doors)
- separation of walking areas (in/out) by means of markings on floors, barrier tape, and signage in malls
- control of entries and exits by personnel (on days with high frequency), on both the center and the tenant side



SEPARATE MEASURES IN STORES TO ENSURE COMPLIANCE WITH SOCIAL DISTANCING RULES

OBJECTIVE: TO ENSURE THAT ALL REQUIREMENTS ARE MET WITHIN EACH STORE BY MEANS OF A SUITABLE HYGIENE AND ROUTE GUIDANCE CONCEPT



SAMPLE HANDBOOK ON HYGIENE AND SAFETY MEASURES USING SHOPPING CENTERS IN GERMANY AS AN EXAMPLE

EXAMPLES



Commercial operations measures



MEASURES IN STORES

OBJECTIVE: TO ENSURE THAT ALL RETAILERS TAKE APPROPRIATE MEASURES TO MEET THE REQUIRED HYGIENE STANDARDS; CENTERS CAN PROVIDE CENTRAL SUPPORT, FOR EXAMPLE, BY MAKING MOUTH-NOSE MASKS AVAILABLE



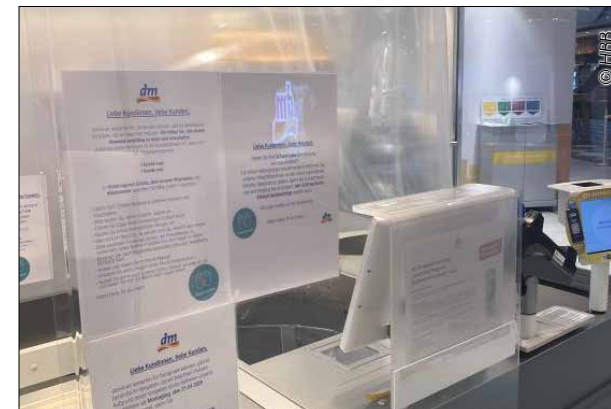
EXAMPLES



Spit guards made of Plexiglas



Mouth/nose masks



Spit guards and notices posted at checkout areas



Mouth/nose masks

DISINFECTION AT TOUCH POINTS

OBJECTIVE: TO PREVENT NEW INFECTIONS

MEASURES TO BE TAKEN BY CENTERS

- disinfection of doors / door handles at entrances and exits
- disinfection of restroom doors and entire restroom areas
- disinfection of escalator handrails
- disinfection of elevator buttons

MEASURES TO BE TAKEN BY STORES

- disinfection of keyboards (EC / credit card readers)
- disinfection of shopping carts and baskets



EXAMPLES

EXAMPLES



Disinfection of shopping cart handles



Hand disinfection at entrances and exits



Hand disinfection inside the mall



Hand disinfection in critical areas

Stündliche Desinfektion

KW: 14

Türgriffe, -klinken (Haupteingänge), Rolltreppenläufe, Knöpfen an Aufzügen, Kinderspielfläche, Mobiliar Ruhezonen

	9:00 Uhr	10:00 Uhr	11:00 Uhr	12:00 Uhr	13:00 Uhr	14:00 Uhr
Montag	Kolob	Kolob	Kolob	Wachnig	Wachnig	Wachnig
Dienstag	Kolob	Kolob	Kolob	Wachnig	Wachnig	Wachnig
Mittwoch	Kolob	Kolob	Kolob	Kolob	Kolob	Kolob
Donnerstag	Kolob	Kolob	Kolob	Kolob	Kolob	Kolob
Freitag	Kolob	Kolob	Kolob	Wachnig	Wachnig	Wachnig
Samstag	Kolob	Kolob	Kolob	Wachnig	Wachnig	Wachnig

	15:00 Uhr	16:00 Uhr	17:00 Uhr	18:00 Uhr	19:00 Uhr	20:00 Uhr
Montag	Wachnig	Wachnig	Kolob	Kolob	Kolob	Kolob
Dienstag	Kolob	Kolob	Kolob	Kolob	Kolob	Kolob
Mittwoch	Kolob	Kolob	Kolob	Kolob	Kolob	Kolob
Donnerstag	Kolob	Kolob	Kolob	Kolob	Kolob	Kolob
Freitag	Wachnig	Wachnig	Wachnig	Kolob	Kolob	Kolob
Samstag	Wachnig	Wachnig	Kolob	Kolob	Kolob	Kolob

Documentation/control

EXAMPLES

EXAMPLES



More frequent cleaning intervals



Notices posted on sink stands



Hand disinfection in sanitary areas

1

Nass machen
Hände unter fließendes Wasser halten.

2

Rundum einseifen
Hände von allen Seiten einschäumen.

3

Zeit lassen
Gründliches Einseifen dauert 20 bis 30 Sekunden.

4

Gründlich abspülen
Hände unter fließendem Wasser abwaschen.

5

Sorgfältig abtrocknen
Hände mit einem sauberen Tuch trocknen.

Notices posted in the wash areas of restrooms

SPECIAL MEASURES FOR GASTRONOMY AREAS

STATUS: DUE TO LEGAL REQUIREMENTS, GASTRONOMIC AREAS CURRENTLY REMAIN **CLOSED**. Out-of-home sales are only permitted in cases in which it is organizationally possible to do so in compliance with hygiene standards. **As a result, seating areas in food courts shall remain cordoned off during the entire duration of all visits.**

As soon as further easing of the measures becomes effective, additional documentation of the measures required will be provided.

EXAMPLES



Closure of gastronomy areas



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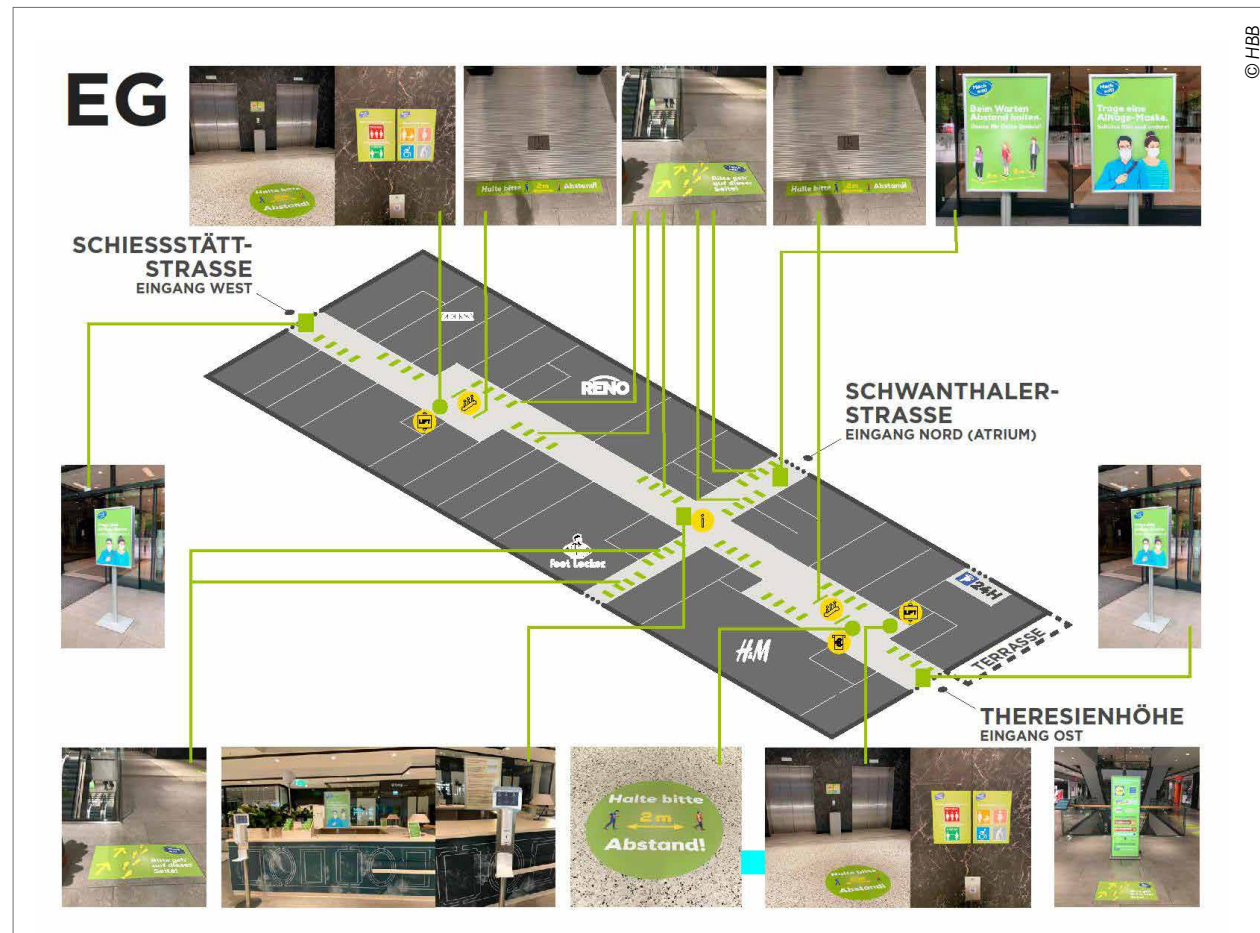
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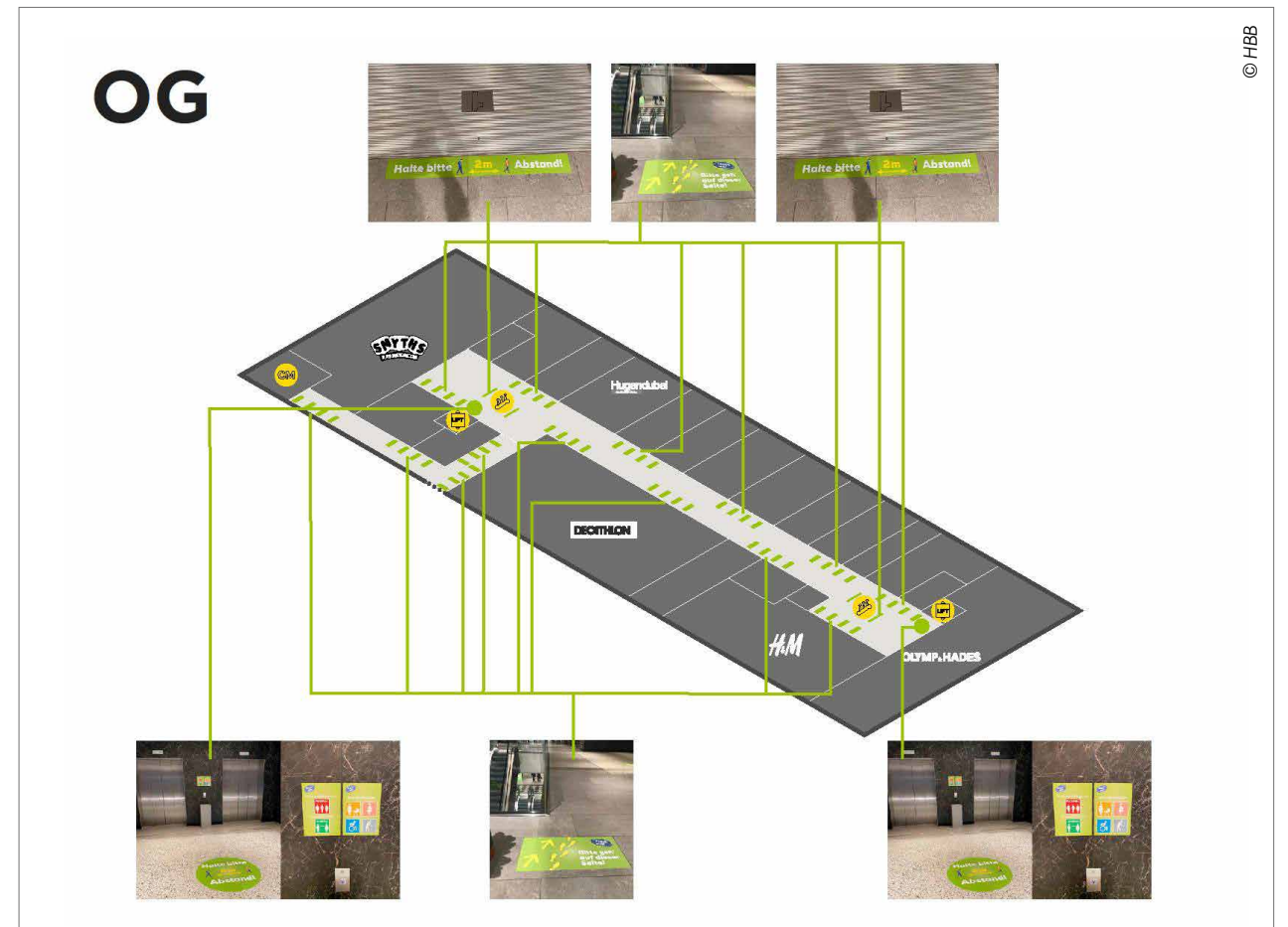
© Sonoe Sierra

A SHOPPING CENTER PLAN ILLUSTRATES ALL MEASURES IN ORDER TO DEMONSTRATE THEIR EFFECT AS A WHOLE

EXAMPLES



Ground level



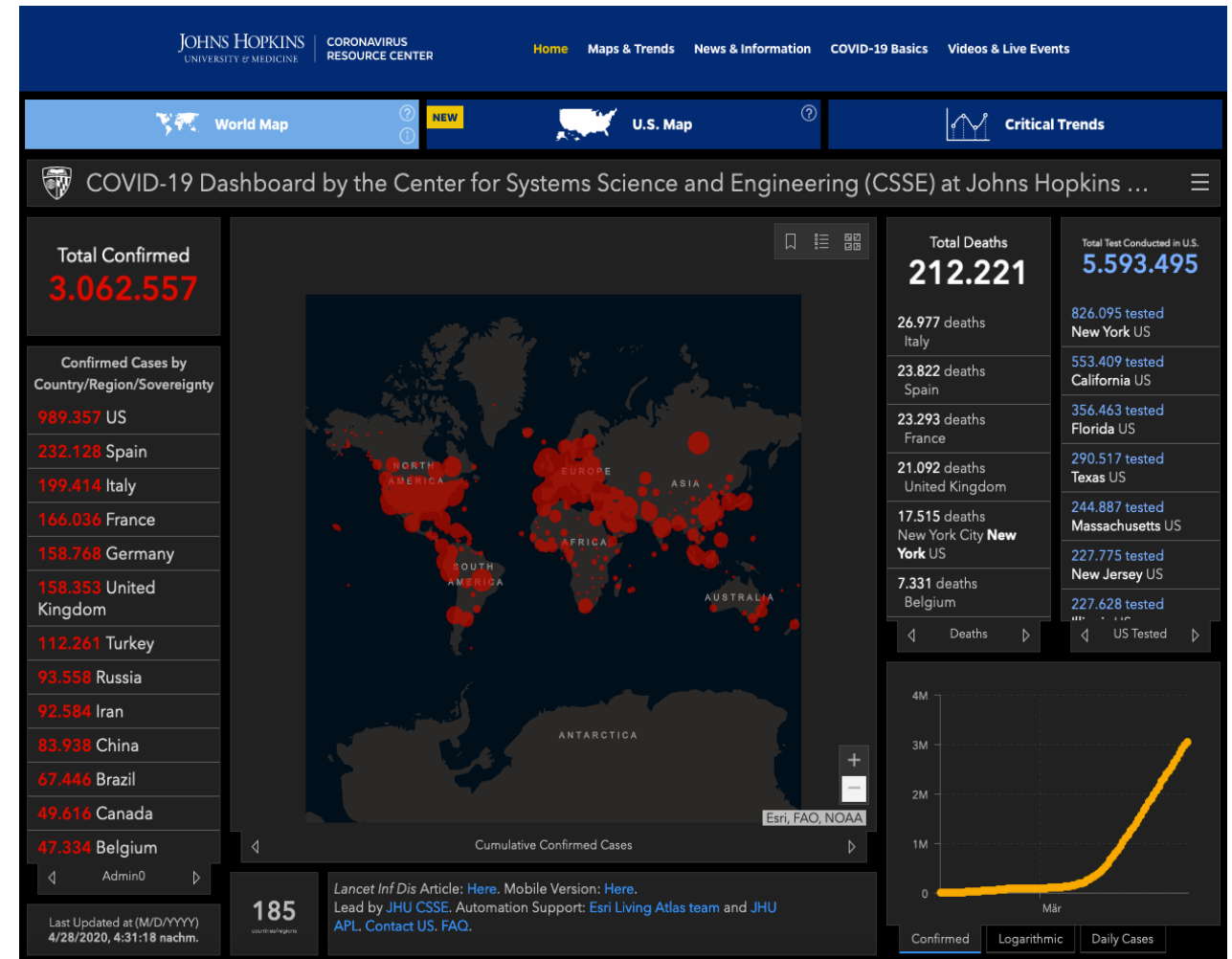
Upper level

POTENTIAL IN THE EVENT OF INCREASED INFECTION RATES

Developments regarding the **spread of the coronavirus are extremely dynamic**, and, despite a growing pool of experience, it is currently **impossible to predict** whether the measures implemented will succeed in keeping the infection rate below a reproduction factor of one in the long term. Therefore, the approaches of all the **measures described herein** are geared toward **reducing footfall** and **increasing the area per person** in accordance with official requirements, which, as in the relaxation phase, will be performed **quickly and in a controllable manner**. **The “shutting down” and “restarting” of entire retail real estate properties can be carried out exactly as required by the authorities.**

For the most part, **shopping centers remained in operation throughout the complete lockdown phase**, as food retailers, pharmacies, and drugstores were able to continue to open in order to ensure **basic supply for the public**. The measures that have recently been implemented will **allow centers to continue operating** even though the authorities have **imposed a reduction** in footfall, without the need for the extensive closure of all **retailers that are deemed non-essential** to the system.

It has already become evident that controlling and actively influencing compliance with the agreed rules of conduct is significantly more successful in shopping centers than in the public arena.





7

CHECKLIST

PLANNING CHECKLIST

 Communication of general hygiene and safety standards in clearly visible locations	in develop- ment	already implemented	unfeasible	 Measures to limit the number of visitors	in develop- ment	already implemented	unfeasible
➤ at entrances	☐	☐	☐	➤ addition of security personnel	☐	☐	☐
➤ inside malls	☐	☐	☐	➤ digitally controlled access control systems	☐	☐	☐
➤ in sanitary areas	☐	☐	☐	➤ other measures taken	☐	☐	☐
 Clear communication and presentation of measures to ensure compliance with guidelines				 Measures to limit the number of customers on sales floors (number of sqm per customer)			
➤ at entrances	☐	☐	☐	➤ manual counter / counting app	☐	☐	☐
➤ inside malls	☐	☐	☐	➤ digital customer counting system	☐	☐	☐
➤ in sanitary areas	☐	☐	☐	➤ chip/card for customers	☐	☐	☐
				➤ admission control system	☐	☐	☐
 Dissemination of basic communication on measures				 Limitation of stay options			
➤ via websites	☐	☐	☐	➤ blocking off of rest areas and massage chairs	☐	☐	☐
➤ via social media	☐	☐	☐	➤ blocking off of children attractions	☐	☐	☐
➤ via leaflets/flyers	☐	☐	☐	➤ shutdown of Wi-Fi	☐	☐	☐
 Routing				 Parking management to control footfall, limitation of visitor footfall, and compliance with distance rules			
➤ installation of separate entrances / exits to centers	☐	☐	☐	➤ separate entrances and exits	☐	☐	☐
➤ one-way traffic control established at centers	☐	☐	☐	➤ separation of walking areas via floor markings	☐	☐	☐
 Measures to ensure compliance with footfall-related admission regulations and access restrictions				➤ use of barrier tape and signage inside malls			
➤ addition of security personnel	☐	☐	☐	➤ control by personnel (on days with high frequency)	☐	☐	☐
➤ digitalized footfall counting	☐	☐	☐	➤ limitation / (partial) blocking of customer parking spaces	☐	☐	☐
➤ video surveillance	☐	☐	☐	➤ access to food discounters only with shopping carts	☐	☐	☐



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CHECKLIST

 Measures to ensure compliance with official regulations on sales areas	in develop- ment	already implemented	unfeasible	 The cleaning staff is instructed to disinfect the following surfaces several times a day	in develop- ment	already implemented	unfeasible
 signage	☐	☐	☐	 doors / door handles at entrances and exits	☐	☐	☐
 social distancing markings on floors	☐	☐	☐	 restroom doors and entire restroom areas	☐	☐	☐
 Separate measures in stores to ensure compliance with social distancing rules and hygiene standards				 escalator handrails	☐	☐	☐
 information boards	☐	☐	☐	 elevator buttons	☐	☐	☐
 installation of separate entrances / exits to stores	☐	☐	☐	 Barriers and communication of social distancing measures in sanitary areas			
 clearly visible route concept	☐	☐	☐	 at urinals and sinks	☐	☐	☐
 establishment of advanced order zones	☐	☐	☐	 in access areas	☐	☐	☐
 barriers in malls, in stores, and at counters	☐	☐	☐	 Special measures taken to close gastronomy facilities	☐	☐	☐
 Hygiene measures and protective measures for employees and stores				 Services provided as footfall control measures and in support of at-risk groups			
 spit guards installed in checkout areas	☐	☐	☐	 establishment of an order and delivery service	☐	☐	☐
 mouth/nose masks provided for customers	☐	☐	☐	 establishment of a Click & Collect service	☐	☐	☐
 Disinfection measures							
 possibility of hand disinfection at entrances and exits	☐	☐	☐				
 possibility of hand disinfection in restrooms	☐	☐	☐				
 possibility of hand disinfection near shopping carts	☐	☐	☐				
 possibility of hand disinfection along the shopping promenade	☐	☐	☐				

This list is not intended to be exhaustive.



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THANKS

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Sample Handbook on Hygiene and Safety Measures,
Using Shopping Centers in Germany as an Example
A Tool for Cities, Municipalities, and Official Policy
Makers as well as Center Companies and Tenants

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