Shopper/Public/Employee Facing Safety Messaging: Illustrative Examples
The following deck contains the illustrative examples of how each center will be messaging to shoppers, the public and our store employees upon reopening.

There are five key consumer facing messages that will be executed, along with a series of tactical operational messages positioned at various locations outside the center as well as throughout that align with the Simon Covid-19 Exposure Control Policy and the three phases of reopening.
Parking lot directional signage placement – includes signage on traffic posts, trailblazer signs (yard signs) placed to direct customers to Phase I Entrances

- Customer entrance / access points – Phase I (2) entrances open to shoppers
- Designated service courts for deliveries – Phase I “B” Service Court only / Phase II “B&C” Service Courts only
- Tenant / Employee mall access and parking – security check-in point at this location
- Contractor check-in point and parking

If applicable…please note any vehicular entrances that will be closed or restricted; Parking fields that will be closed or restricted; Parking garages / deck parking should also be included in this section
Mall access entrance signage will be placed at (8) key entrance locations.
VEHICLE ENTRANCE CLOSURES OPTIONS

- Vehicle Entrance Closures
CUSTOMER ENTRANCE SOCIAL DISTANCING MARKINGS

- Markings placed on sidewalks to create shopper queues for social distancing
• All messaging will be provided in standee, 22 x 28, 30 x 40 sizing for optimal use in various locations throughout all platforms. Managers should work with RVPs to determine plan for property
CONSUMER MESSAGING STRATEGY

- Social distancing signage and common area directional floor clings

Stay Safe
Please Stay 6 Feet Apart

This Way Please
Please Stay 6 Feet Apart
**HEALTHY SHOPPER GUIDELINES**

Your health and safety is our priority and we encourage you to follow these guidelines to protect yourself and others:

- Wear protective masks and use sanitizing wipes, which are available at the Mall Office.
- Maintain a distance of six feet from other shoppers.
- If a store is busy, please come back later.
- Avoid touching your mouth, nose, and eyes with unwashed hands.
- If you cough or sneeze, cover your nose and mouth with a tissue, discard it immediately, and wash or sanitize your hands.
- Thoroughly wash your hands on a frequent basis with soap and warm water for at least 20 seconds.
- Use sanitizer stations in the common areas to keep your hands clean.
- Stay home if you have a fever or cold and flu-like symptoms such as cough, sore throat, runny nose, or body aches.
- Temperature testing is available at the Mall Office.

Thank you,

Mall Management
CONSUMER MESSAGING
COMMON AREA DIRECTIONAL FLOOR CLINGS

- Floor decals and alternating tape, 30ft apart, will direct traffic flow in common area runs
COMMON AREA DIRECTIONAL FLOOR CLINGS

- Narrow sidewalk social with use of approved floor clings in one of three sizes – 12x12, 15x15, 36x36
- Spaced 30ft apart, with alternating tape as option
PLACEMENT AND HIERARCHY OF MESSAGING

- Haywood Mall Example - Lower Level

A. What We’re Doing To Keep You Safe (8)
B. Healthy Shopper Guidelines (3)
C. Social Distancing (4)
D. Together We Thank You (3)
E. Welcome Back (2)

Notes:
1. Remaining sign holder hardware will be used for tactical messaging
PLACEMENT AND HIERARCHY OF MESSAGING

- Haywood Mall Example - Upper Level

A. What We’re Doing To Keep You Safe (7)
B. Healthy Shopper Guidelines (4)
C. Social Distancing (1)
D. Together We Thank You (3)
E. Welcome Back (5)

Notes:
1. Remaining sign holder hardware will be used for tactical messaging
VALET

- Temporarily Closed
MALL ENTRANCE DOORS

- Closed Entrance Treatment
MALL ENTRANCE DOORS

- Closed Entrance Treatment
OUTDOOR CENTER ENTRANCES

- Temporary Closure with Gates available
OUTDOOR CENTER ENTRANCES

- Temporary Closure without gates available
MALL ENTRANCE DOORS

- Open Entrance Treatment
OUTDOOR CENTER ENTRANCES

- Controlled traffic flow with social distancing
OUTDOOR COMMON AREA SEATING

- Solution for common area seating that is bolted down
MALL PREPARATION COMMON AREA

- Ordering of signage and ensure adequate visible placement
- Utilize stanchions / floor decals/tape for occupancy or social distancing
- Ensure coverage and refill of all hand sanitizer station locations
- Restrooms – identify those to remain open, message for social distancing and occupancy accordingly; sign and prepare for social distancing
- Food Court/Dining Districts - furniture changes will be modified based on opening restrictions
- Play Areas will remain temporarily closed
- Soft seating changes – adjust to meet 6-foot social distancing restrictions, removed where spacing was an issue
- Vending and strollers will remain temporarily closed
- ATM’s noted as high customer touch point – hand sanitizers to be added at these locations
- Mall Office – removed seating, limited access, stanchion placement, plexi sneeze guard
MALL OPS PREPARATION OF COMMON AREAS

Mall Preparation - Common Area
- Mall Office open with modifications
- Social Distancing Signage
- Hand Sanitizers
- Soft Seating adjusted for 6-foot spacing
- Vendor Areas closed until further notice
- Play Area closed until further notice
- 2 sets of restrooms closed until further notice
- 1 set of restrooms open
- Family restroom closed until further notice
- Smoke Cart Rental closed
- Water Fountain closed
- Gift Card Signage indicating online purchases only
- ATMs - hand sanitizer to be placed in this area
- Food Court Seating to be opened pending Government direction
MALL OPS PREPARATION OF COMMON AREAS

Mall Preparation - Common Area
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- Soft Seating adjusted for 6-feet spacing
- Vending Areas closed until further notice
- Play Area closed until further notice
- 2 sets of restrooms closed until further notice
- 1 set of restrooms open
- Family restroom closed until further notice
- Rents Age Center closed
- Water Fountain closed
- Gift Card Signage indicating online purchases only
- ATMs - hand sanitizer to be placed in this area
- Food Court Seating to be opened pending Government direction
MALL DIGITAL SCREENS

- Digital screens, both inside and outside, will be utilized for public health and safety messaging
ENCLOSED MALL INTERIOR

- What We Are Doing and Healthy Shopper messaging throughout common areas
Cart “clusters” will need to be spread out to comply with social distancing guidelines.
This is only applicable in few markets as most carts are already compliant with 6ft guidelines.
OUTDOOR MALL INTERIOR

- What We Are Doing throughout common areas
OUTDOOR MALL INTERIOR

- Healthy Shopper messaging front and center
DIRECTORIES

- Tape lines and/or signage being used to reinforce 6’ distancing and static and digital directory locations
SEATING AREAS

- Seating areas will be removed from the floor in hot spot locations
- Non hot spot centers will be staged and distanced
RESTROOMS

- Exterior restroom entrance messaging
• Interior messaging and taped off sinks and urinals
FOOD COURTS

- Distancing of tables and chairs where food courts are open
- Closed food courts will convey Takeout messaging
ELEVATORS

- Messaging at elevator banks
PLAY AREAS

- Temporarily Closed
KIDDIE RIDES

- Temporarily Closed
DRINKING FOUNTAINS

- Temporarily Closed
STROLLERS

- Temporarily closed
GUEST SERVICES

- Temporarily closed and shoppers redirected online for gift card purchasing or coupon books
MALL OFFICE MODIFICATIONS

- Door stops for hands-free entry and exit
- Stanchions placed to control point of entry
- Hand sanitizer stations in place
- Plexi-glass sneeze guard suspended from ceiling
- All items removed from accessible countertops
SOCIAL DISTANCING MARKINGS - RETAILER

- Social distancing markings in front of retailer store locations
- Similar execution of floor markings to be considered for food court, rest rooms or any common area locations that may warrant social distancing, occupancy or crowd control
Communicate Shopper Safety priority via on-site Simon Personnel or Security Team Member

PA System Messaging:
Welcome Back, we’re keeping you safe through increased safety measures and operational enhancements. You can do your part through maintaining safe distancing and practicing Healthy Shopper Habits. Thank you for helping to keep our community safe.
Direct Shoppers to most updated information regarding hours, what Simon is doing, and community outreach

Shopping Line Recorded Message:
Thank you for calling (insert property name). We are open, and our center hours are (insert days and hours). We recognize the challenge COVID-19 represents, and are doing our part to keep the community safe. Please check our website for the most up-to-date information and to see all of the ways you can help.