

COVID-19 REOPENING STRATEGIES

CINCINNATI CITY COUNCIL | 8 JUNE 2020

YARD & COMPANY

YARD & COMPANY

We are an urban growth firm that uses place to solve problems.

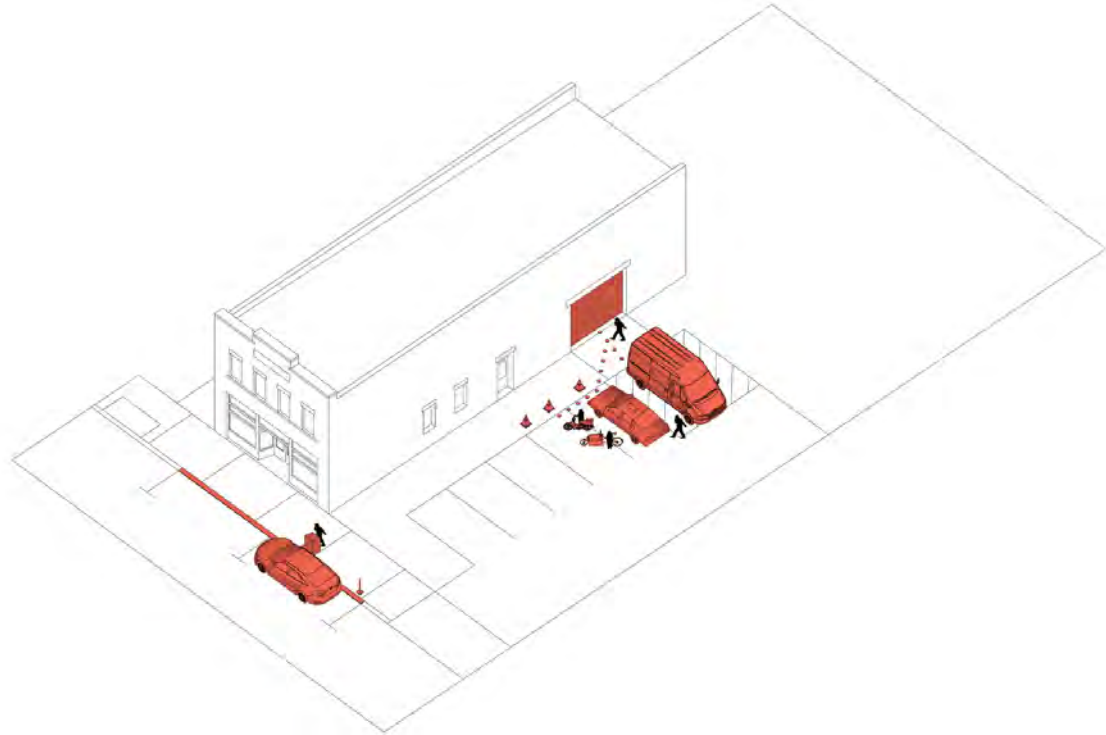
DISCUSSION POINTS

- » **HEALTH + SAFETY:** How do we keep people safe?
- » **RE-STITCHING SOCIAL + COMMUNITY FABRIC:** How do we rebuild and re-establish social connections and services?
- » **PUBLIC SPACE PRIORITIZATION:** How do we think about our streets, sidewalks, parks, etc?
- » **PLANNING FOR THE NEXT 18-36 MONTHS:** How do you plan for the unpredictable?

Safe + Clean = Customers



PHASE 0 CRITICAL ACTIVITY



ESSENTIAL BUSINESS AND EMPLOYEES ONLY

SALES PLATFORMS & SPACES

eCommerce, delivery, touch-less doors and points of sale, sneeze guards, curbside and parking lot

INFRASTRUCTURE & RECIPES/ ELEMENTS

eCommerce, delivery, touch-less doors and points of sale, sneeze guards, curbside and parking lot

SIGNS & MESSAGING

eCommerce, delivery, touch-less doors and points of sale, sneeze guards, curbside and parking lot

EXPERIENCES

Get in and out with a touch-less transaction

OPERATIONS & POLICIES

Restricted customer entry, on-line order fulfillment, limited staff with minimal direct customer interaction, manage physical spacing, strict cleaning and protection equipment standards

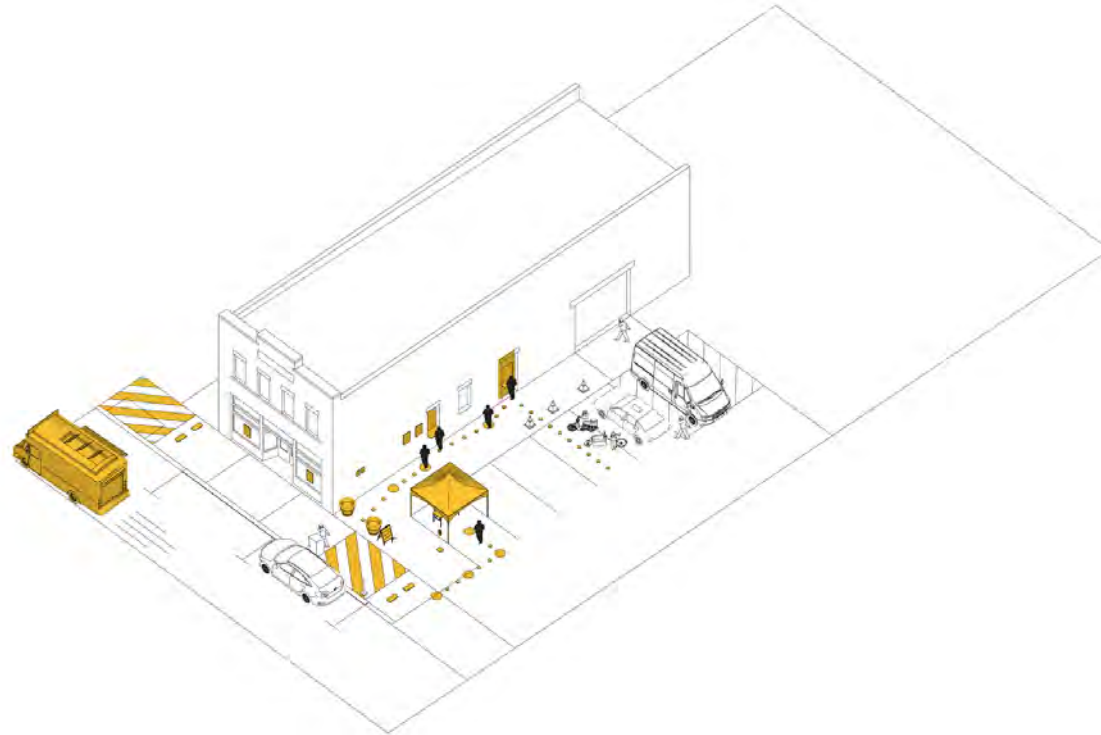
INCENTIVES OFFERED

Pre-packaged meals, alcohol discounts, free delivery



PHASE 1

PARTIAL ACTIVITY



LIMITED OPERATIONS FOR SELECT INDUSTRIAL & COMMERCIAL SECTORS

SALES PLATFORMS & SPACES

Anchored and secured tents, walk-up windows, and trucks and trailers to serve off-site parks and neighborhood streets

INFRASTRUCTURE & RECIPES/ ELEMENTS

Expanded pedestrian pathways to permit distanced passing, accessible sanitization station, storefront retrofitted for carryout; outdoor sales floors, and barriers for reconfigured traffic patterns

SIGNS & MESSAGING

Expanded pedestrian pathways to permit distanced passing, accessible sanitization station, storefront retrofitted for carryout; outdoor sales floors, and barriers for reconfigured traffic patterns

EXPERIENCES

Provide something while people wait

OPERATIONS

Limited staff with minimal customer interaction, no restroom access

INCENTIVES OFFERED

Discounts for pre-ordered pickup and loyalty programs



PHASE 2

EXPANDED OPENING



EXPANDED REOPENING WITH OCCUPANCY LIMITS

SALES PLATFORMS & SPACES

Patios, courtyards, side yards, limited indoor spaces, curb expansion into on-street parking, parks, parking lots, and rooftops with open access

INFRASTRUCTURE & RECIPES/ ELEMENTS

Bistro sets, umbrellas, parklets, string lighting, beer gardens, planter pots and other space delineating barrier elements

SIGNS & MESSAGING

Mounted plastic, metal or wood for menus and friendly health rules and reminders

EXPERIENCES

Book-able and spaced indoor environments with an open and welcoming outdoor ones

OPERATIONS

Limited occupancies and party sizes, entry by appointment, limited restroom access, expanded customer facing staff levels with precautions, limited contact points and self-service options, regular cleaning of surfaces and spaces, customer protective gear available upon request

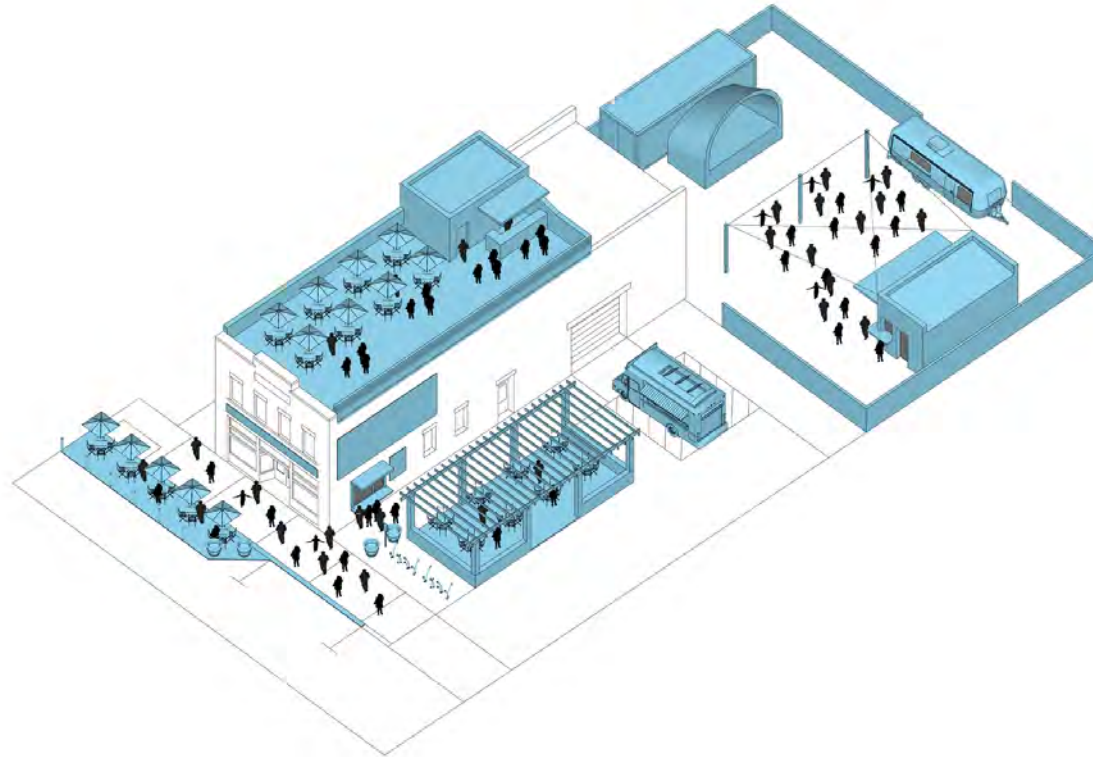
INCENTIVES OFFERED

Packaged deals and experiences



PHASE 3

FULL REOPENING



FULL OPERATIONS AND CAPACITY WITH SOME RESTRICTIONS

SALES PLATFORMS & SPACES

Dining rooms, rooftops, tap rooms, sales floors, patios, sidewalks

INFRASTRUCTURE & RECIPES/ ELEMENTS

Curb extensions, landscape/gardens, lighting, permanent sales windows/kiosks, streetfront kitchens, delivery/mobile sales vehicles, and rooftop decks

SIGNS & MESSAGING

New business signage, branding, etc

EXPERIENCES

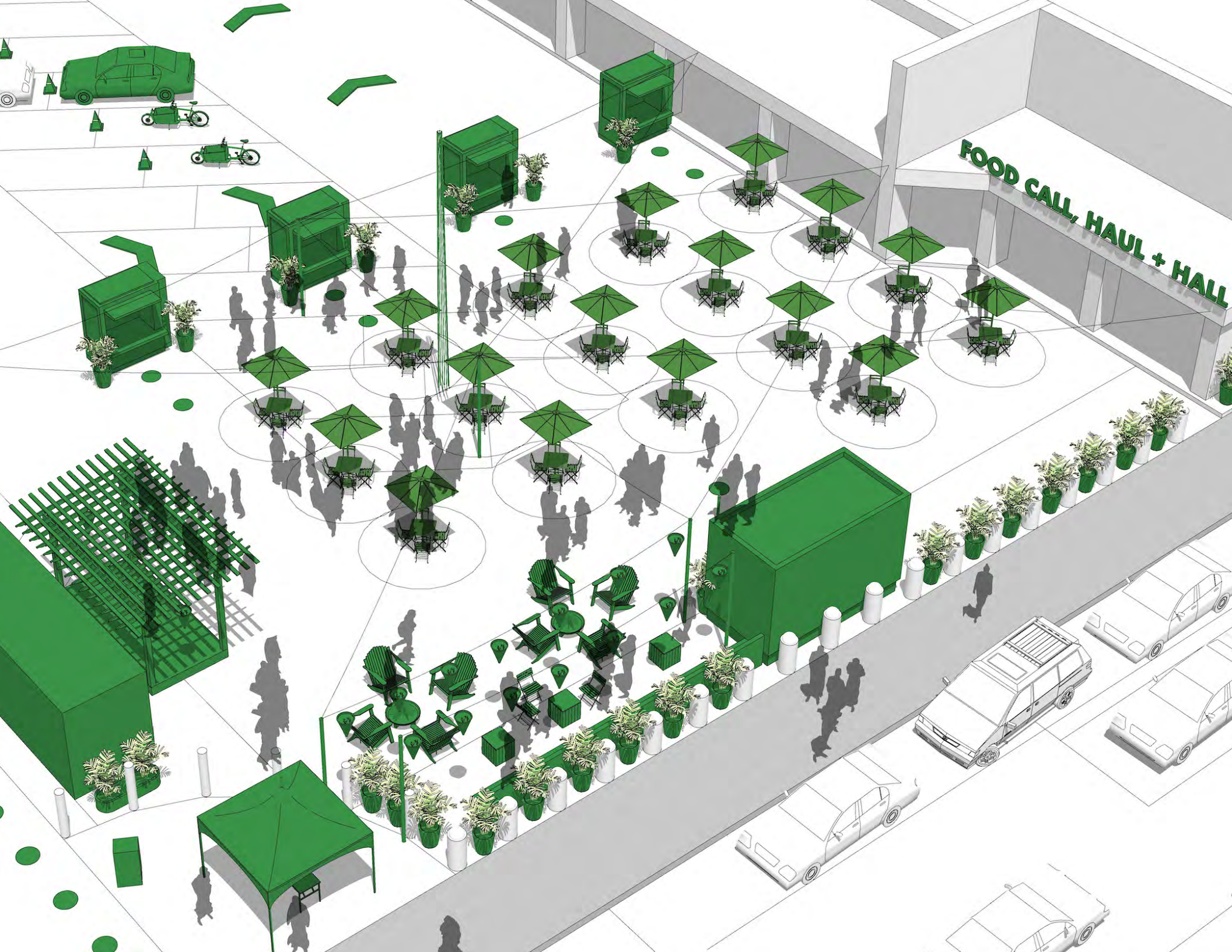
Indoor/outdoor gatherings, hospitality and entertainment

OPERATIONS

Full staff with expanded on and off-line services

INCENTIVES OFFERED

Promotions and events



FOOD CALL, HAUL + HALL

We need to see our neighbors.



SPOT

READ!

READ!

FITNESS
PARK





The Dallas Morning News
READING & GAMES ROOM

The Dallas Morning News

The Dallas Morning News



Equitable outdoor movement is essential.





GOMEZ



OPEN HOUSE REPRESENTATION

NO PARKING



REPORT THE USE OF UNDESIRABLE VEHICLES
- SARATOGA STREET -

BIKES & SCOOTERS

CARS & PARKING

WE ENCOURAGE YOU TO...
STAY SAFE!
WE ENCOURAGE YOU TO...
STAY SAFE!
WE ENCOURAGE YOU TO...
STAY SAFE!

HAVE FUN!!

SHARE WHAT YOU LOVE
#CONNECTNKY

WE'VE GOT YOU COVERED BY
The Monmouth Police
Monmouth Police Department
The City of Monmouth's Law Enforcement Division

SPEED
LIMIT
30



90.9 WISN-TV
Discovery Channel

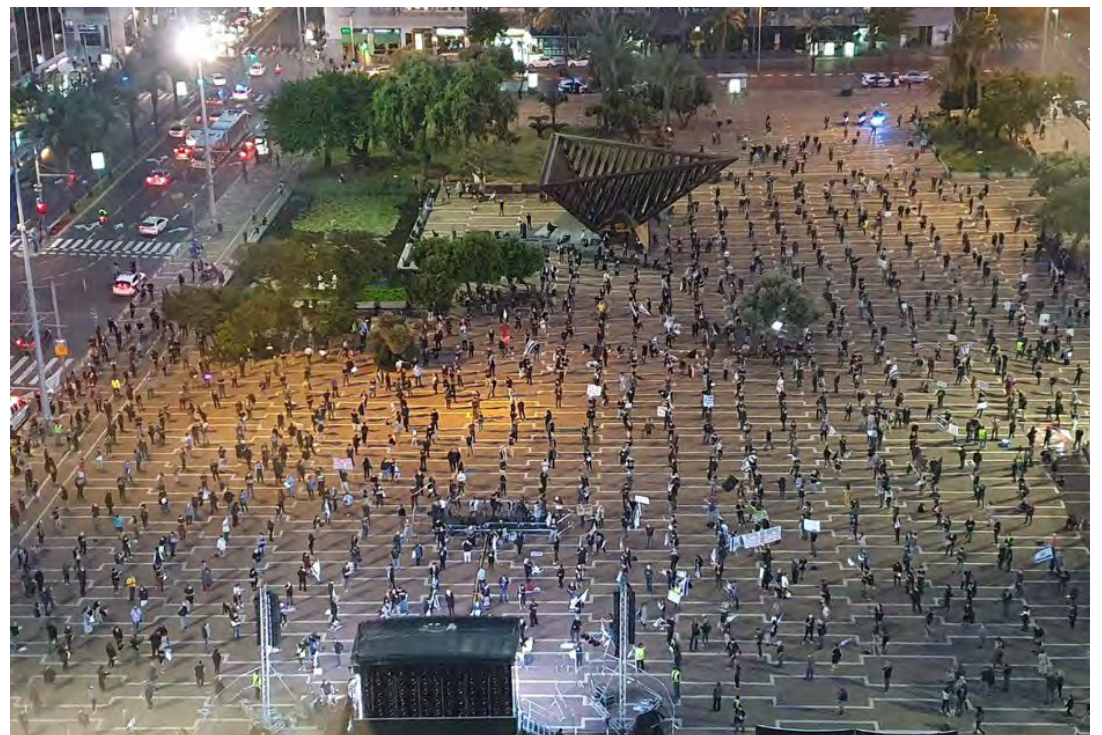
Wisconsin
Aquarium
Parking

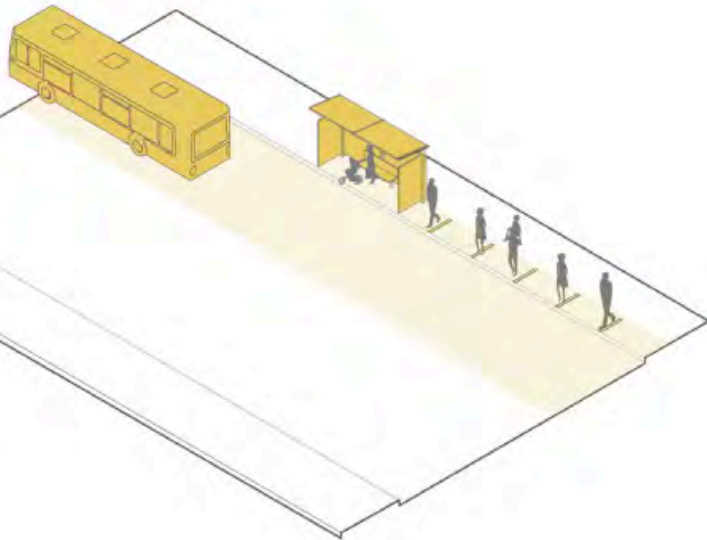
Welcome
to the PARKLET
Spatially distanced
dining for
Fairfield MRKT
#healthier together
BY: YARD & COMPANY

TRULY
TRULY

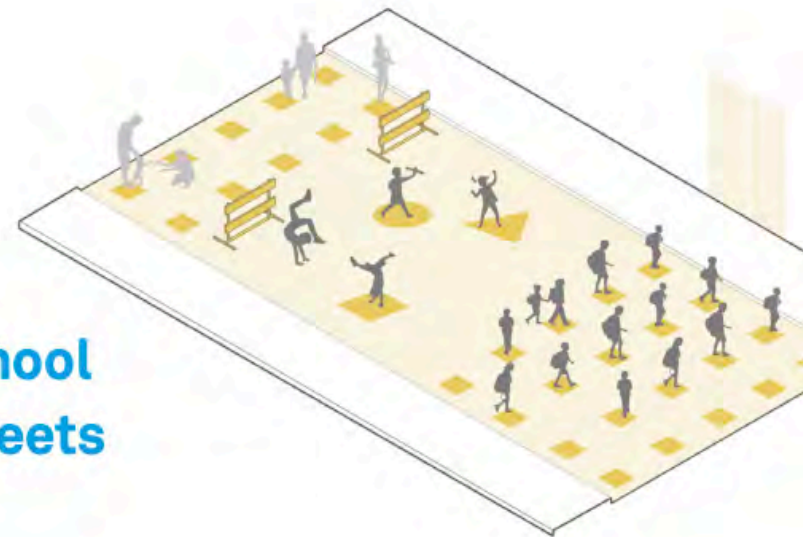




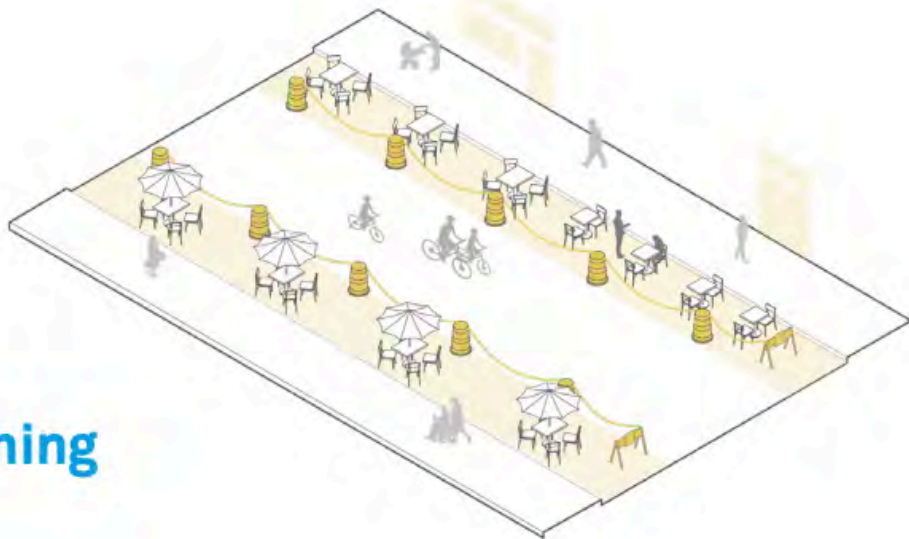




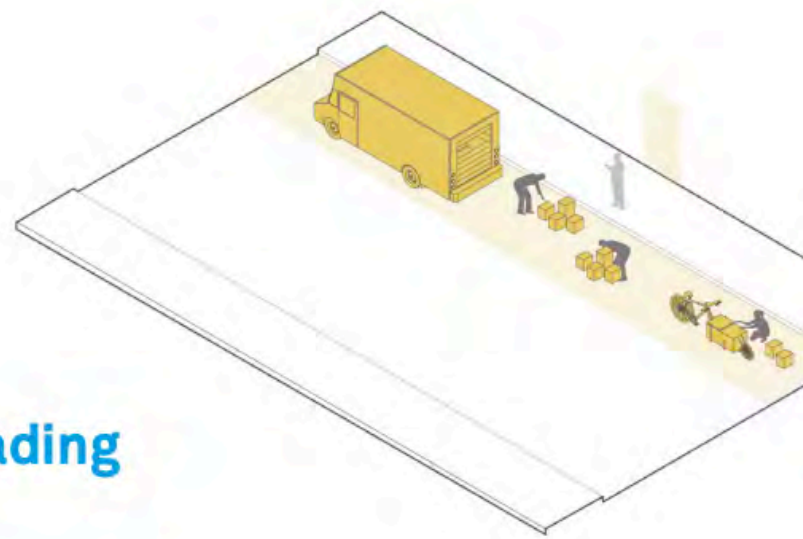
Transit



School Streets



Dining



Loading

**Dynamic problems require
dynamic solutions.**





TATTOO PIERCING



EYE SHOP

PLEASE MAKE ROOM FOR
6 FEET PHYSICAL DISTANCING





Bee Inspired!

CLOSED

Hours:
Tues - Fri 10 -
Saturday 9 - 6
Sunday 10 -
513-478-2462

PLEASE MAINTAIN
6 FEET PHYSICAL DISTANCE

**PEDESTRIANS
DON'T BEG**





STOP
CARS AND GERMS
USE YOUR FEET
FOR BATTERED ELECTRIC LAMP FIXTURE

START CROSSING
WAIT FOR
VEHICLES
DON'T START
FINISH CROSSING
IF STARTED
DON'T CROSS
TO CROSS
PUSH BUTTON

Final Thoughts

**Not all places have the same
problems.**

**Public input should go beyond
the screen.**

**Community-based
organizations will lead the
recovery efforts.**

Rip off the red tape.

Trust citizen creativity.

Sanction the DIY.

Embrace rapid prototyping.

Stop planning for 20 years out.

**Use this moment to plan for the
now and repair past inequities.**

THE YARD IS MEMORABLE

THE YARD IS WHERE THINGS HAPPEN

THE YARD BRINGS PEOPLE TOGETHER

THE YARD GROWS AND CHANGES

THE YARD IS A MEASURING STICK

THE YARD IS HUMAN PACED

YARD & COMPANY

www.buildwithyard.com

@buildwithyard

513.813.8266