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.

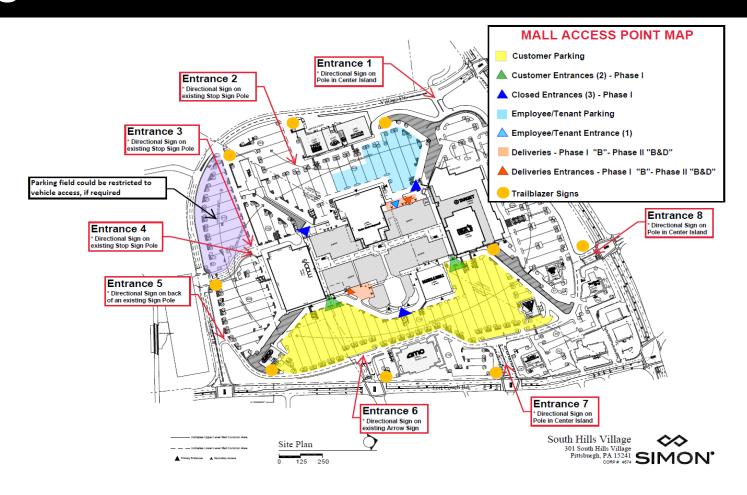
There are five key consumer facing messages that will be executed, along with a series of tactical operational messages positioned at various locations outside the center as well as throughout that align with the Simon Covid-19 Exposure Control Policy and the three phases of reopening.

EXTERIOR SIGNAGE PLACEMENT/MALL ACCESS POINTS

- 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

EXTERIOR SIGNAGE PLACEMENT/MALL ACCESS POINTS



EXTERIOR SIGNAGE PLACEMENT/MALL ACCESS POINTS



Mall access entrance signage will be placed at (8) key entrance locations















Attach corrugated plastic signs to existing light poles or sign poles

VEHICLE ENTRANCE CLOSURES OPTIONS

Vehicle Entrance Closures





CUSTOMER ENTRANCE SOCIAL DISTANCING MARKINGS

Markings placed on sidewalks to create shopper queues for social distancing





INTERIOR CONSUMER MESSAGING STRATEGY

 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

What We're Doing to Keep You Safe

We have the following measures in place to protect our shoppers, retailers and employees:

- Employees with a fever or cold and flu-like symptoms such as a cough, sore throat, runny nose or body aches are required to stay home
- Masks and daily temperature testing are required for employees
- Masks, sanitizing wipes, and temperature testing are available for shoppers at the Mall Office
- Regular disinfecting of the common areas, particularly busy locations such as restrooms, seating, dining and play areas
- Sanitizer stations in the common areas
- We have completed testing confirming the air quality in our centers is superior to the air outside
- Encouragement of social distancing practices, including the use of distancing markers and extra space between seating
- Signage reminding shoppers and employees of safety precautions recommended by the CDC

Additionally, we've advised our retailers to follow these guidelines in their stores.

Thank you, Mall Management







CONSUMER MESSAGING STRATEGY

Social distancing signage and common area directional floor clings





CONSUMER MESSAGING





CONSUMER MESSAGING







COMMON AREA DIRECTIONAL FLOOR CLINGS

• Floor decals and alternating tape, 30ft apart, will direct traffic flow in common area runs

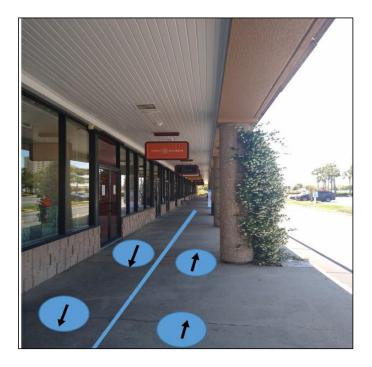




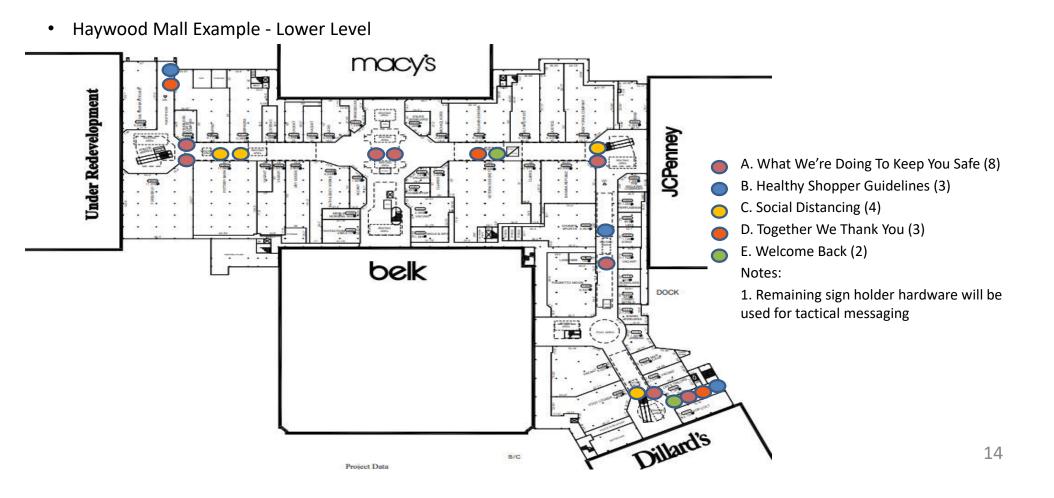
COMMON AREA DIRECTIONAL FLOOR CLINGS

- 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

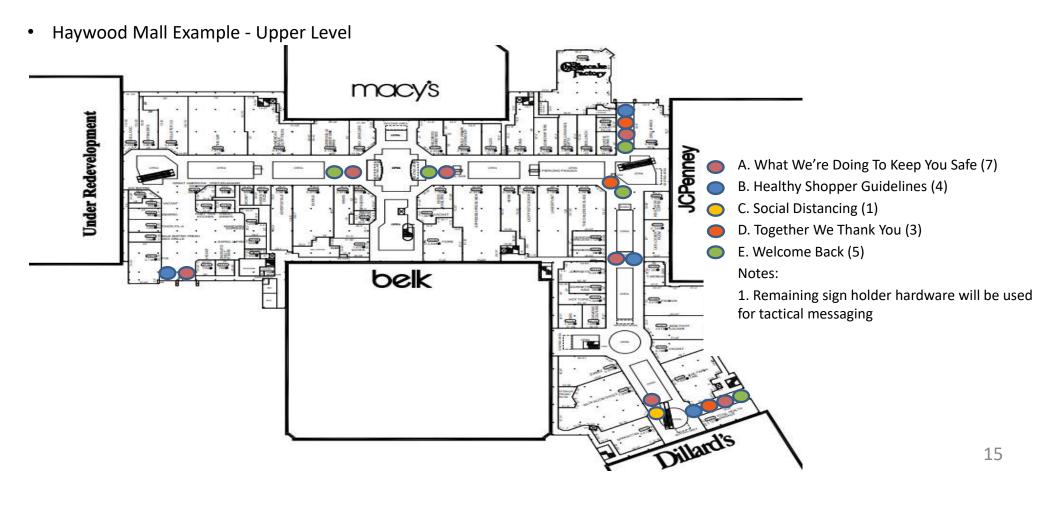




PLACEMENT AND HIERARCHY OF MESSAGING



PLACEMENT AND HIERARCHY OF MESSAGING



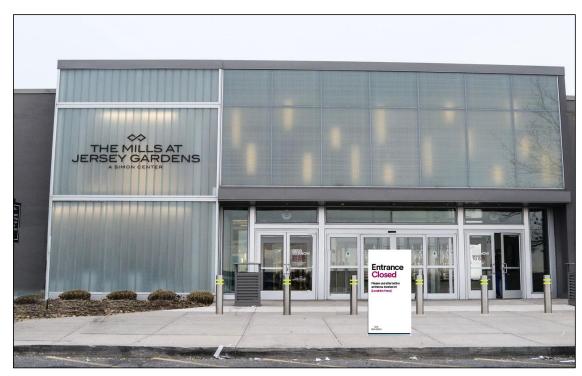
VALET



MALL ENTRANCE DOORS

Closed Entrance Treatment





MALL ENTRANCE DOORS

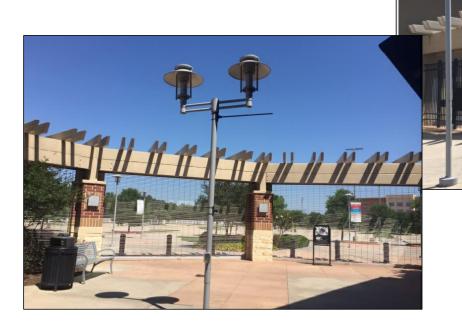
Closed Entrance Treatment



тО

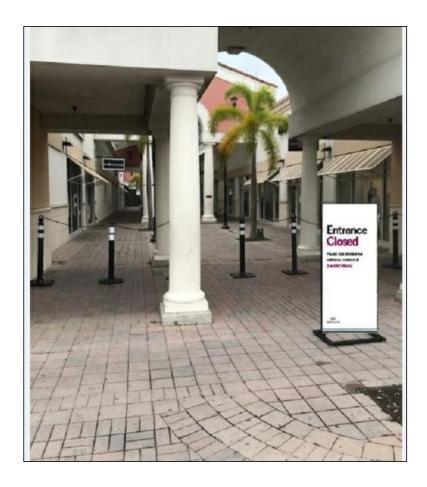
OUTDOOR CENTER ENTRANCES

Temporary Closure with Gates available



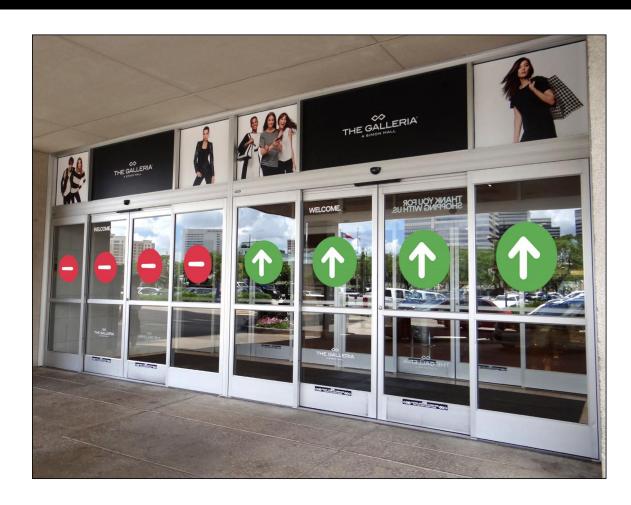
OUTDOOR CENTER ENTRANCES

Temporary Closure without gates available



MALL ENTRANCE DOORS

Open Entrance Treatment



OUTDOOR CENTER ENTRANCES

Controlled traffic flow with social distancing





OUTDOOR COMMON AREA SEATING

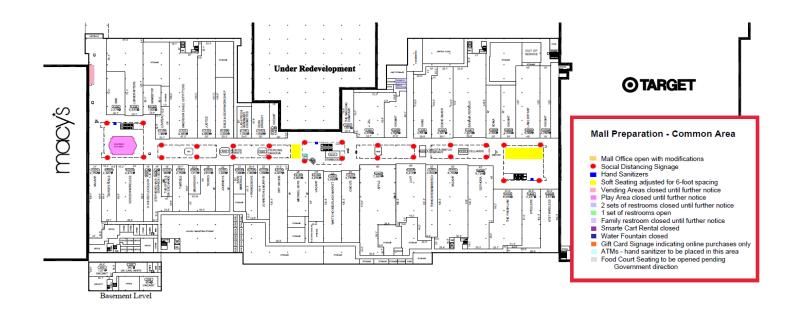
• Solution for common area seating that is bolted down



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

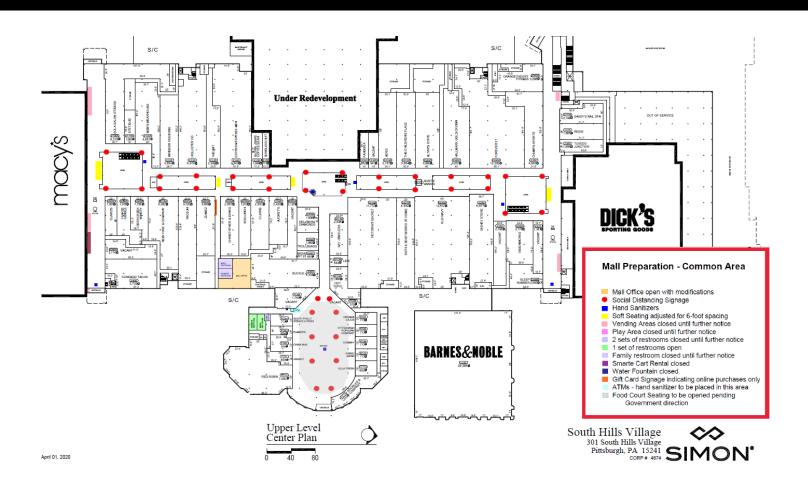


Center Plan

South Hills Village
301 South Hills Village
Pittsburgh, PA 15241
CORP # 4/74
SIMON®

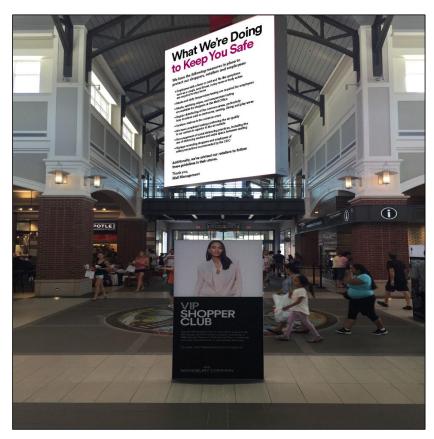
April 01, 2020

MALL OPS PREPARATION OF COMMON AREAS



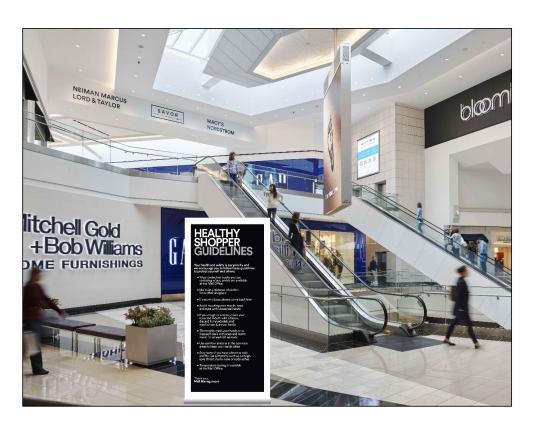
MALL DIGITAL SCREENS

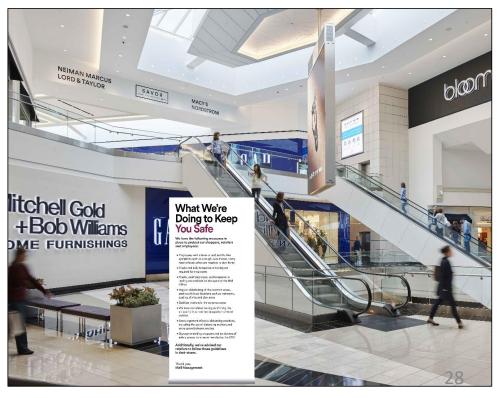
 Digital screens, both inside and outside, will be utilized for public health and safety messaging



ENCLOSED MALL INTERIOR

What We Are Doing and Healthy Shopper messaging throughout common areas





OUTDOOR CENTERS COMMON AREA CARTS

 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





AFTER

OUTDOOR MALL INTERIOR

What We Are Doing throughout common areas



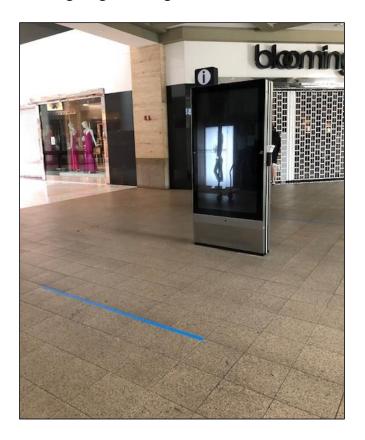
OUTDOOR MALL INTERIOR

Healthy Shopper messaging front and center



DIRECTORIES

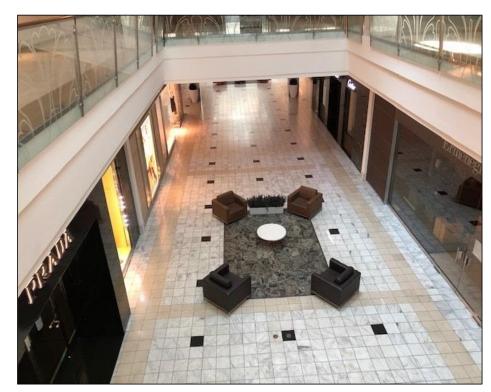
• Tape lines and/or signage being used to reinforce 6' distancing and static and digital directory locations





SEATING AREAS

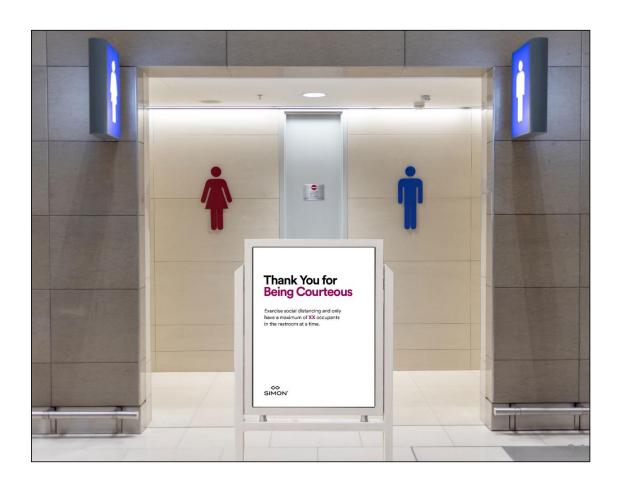
- Seating areas will be removed from the floor in hot spot locations
- Non hot spot centers will be staged and distanced





RESTROOMS

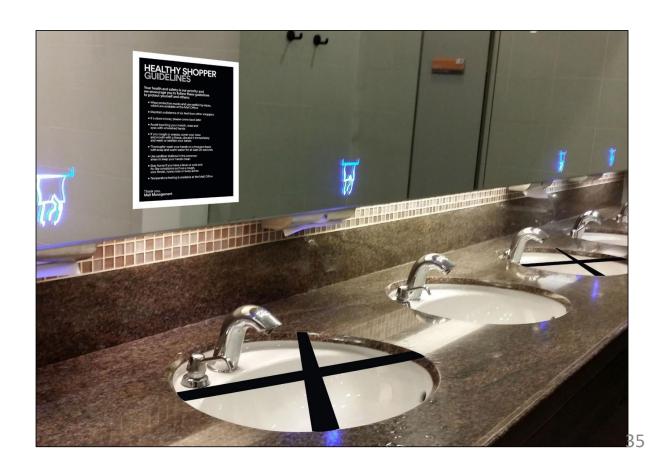
• Exterior restroom entrance messaging



RESTROOMS

 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



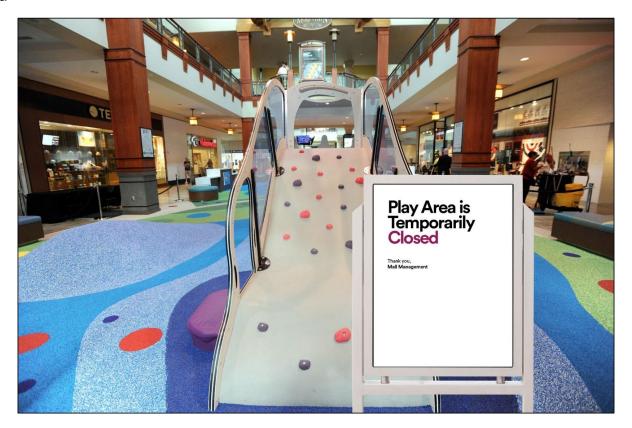


ELEVATORS

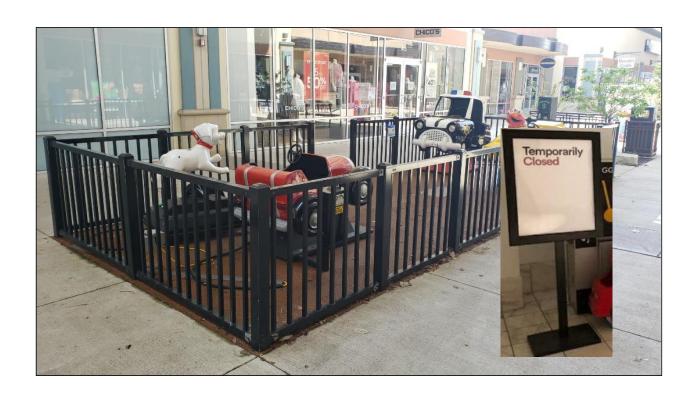
Messaging at elevator banks



PLAY AREAS



KIDDIE RIDES



DRINKING FOUNTAINS



STROLLERS



GUEST SERVICES

• Temporarily closed and shoppers redirected online for gift card purchasing or coupon books



MALL OFFICE MODIFICATIONS

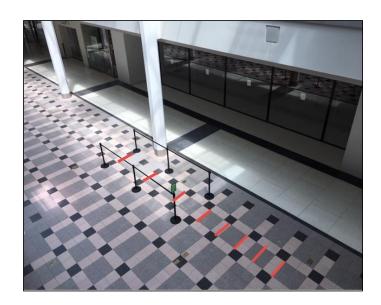
- Door stops for hands-free entry and exit
- Stanchions placed to control point of entry
- Hand sanitizer stations in place
- Plexi-glass sneeze guard suspended from ceiling
- All items removed from accessible countertops





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





PA ANNOUNCEMENTS

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.

SHOPPING LINE

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.

