

**STRONG.
RESILIENT.
STAUNTON.**



City of Staunton Business Toolkit for Safe Operation

This toolkit outlines requirements and recommendations for retail businesses and restaurants operating under the state's *Forward Virginia* plan, including guidance for outdoor dining for restaurants on Beverley Street. In addition, you will find useful tips and important information to share with your employees and customers to support the safe operation of your business. Please note this document may be updated to reflect current guidance as the state progresses from phase to phase under the *Forward Virginia* plan.

FOR BUSINESSES DOWNTOWN:

Beverley Street Closure and Downtown Parking

General Information:

Beverley Street will be closed on weekends starting Friday, June 5, 2020, to allow restaurants on Beverley Street to take advantage of the city's provisions for outdoor dining permitted in Phase 1 of the *Forward Virginia* plan.

Beverley Street will be closed to vehicular traffic, from Lewis Street to Market Street, on Fridays beginning at 5 p.m. and continuing through Sundays at 9 p.m. The cross streets, Lewis Street, Central Avenue, Augusta Street, New Street and Market Street, will remain open. Dining services are to begin on Fridays at 6 p.m. continuing through Sundays at 8 p.m. Last seating and/or reservation should be at 7 p.m., or earlier if necessary, on Sunday evenings.

Please refer to the [map](#) for details on the Beverley Street closure and the impact it will have on your customers and employees. To alleviate confusion, share the map and make it available on your website and/or social media channels. In addition, the City of Staunton will publicize information regarding outdoor dining areas on Beverley Street and their impact on area businesses and residents. Businesses are encouraged to follow the city's social channels to stay informed and to share this important information with your customers. Link to map and curbside pick-up locations [can be downloaded here.](#)

Parking:

Parking fees have been suspended in certain downtown lots and garages. Encourage your employees and customers to park in the following lots and garages, free of charge:

- New Street parking garage
- Johnson Greet parking garage
- Wharf parking lot
- Augusta Street parking lot

Other private lots may be available downtown.

Curbside Pick-up:

- Dedicated curbside pick-up spots have been identified for customers' picking up takeout orders between the hours of 5 p.m. on Friday and 9 p.m. on Sunday. These 15-minute spots are located at:
 - N. Central Avenue next to Clocktower Convenience (North of W. Beverley Street)
 - S. Central Avenue next to Worthington Hardware Co. (South of W. Beverley Street)
 - N. New Street next to Jude's, A Fine Emporium (North of E. Beverley Street)
 - S. New Street next to Nature's Bliss (South of E. Beverley Street)
 - N. Market Street in Bus Loading Parking Spot (North of E. Beverley Street)
 - S. Market Street across from By & By (South of E. Beverley Street)
- The curbside parking spots are easily identified with large signage.

Marketing and Advertising Your Downtown Business:

- The City of Staunton has produced a logo to help promote the city's outdoor dining initiative, "Dine Out in Downtown." The logo and related materials are available for businesses to use and can be [downloaded here](#). Along with the logo, businesses can find ready-to-use social posts to be shared across platforms.



- The City of Staunton, in coordination with the SDDA, will publicize information about outdoor dining areas on Beverley Street and related closures and impacts on its website and social media platforms. Businesses are encouraged to follow and like the city's social media channels as well as share posts relating to the street closure, curbside pick-up, parking and other issues that may impact your business and customers.
- Each business is responsible for advertising and marketing to your customers the availability of outdoor dining and/or appointments at your individual establishment, as appropriate. Businesses are also encouraged to clearly communicate customer requirements as outlined below.

Refuse Pick-Up for Downtown Businesses:

- Businesses, including restaurants, located on Beverley Street between Lewis and Market Streets, receiving Saturday morning refuse pick-up, are to place trash cans/bags near the closest cross street for pick-up on Saturday morning. For refuse pick-up on Monday morning, businesses should place trash cans/bags in front of your building, for normal pick-up, as Beverley Street will be reopened to vehicular traffic.

For Retailers Operating on Beverley Street:

- During weekend closures of Beverley Street for Dine Out in Downtown, from Fridays at 6 pm to Sundays at 8 pm, beginning June 5, 2020, each retailer located on Beverley Street is permitted to establish a limited outdoor display of merchandise on the city sidewalk along the face of the space occupied by the retail business. This area of permitted use will not be marked or cordoned off by the city.

For Restaurants Operating Outdoor Dining Areas on Beverley Street, between Lewis and Market Streets:

- Restaurants are responsible for providing tables and chairs.
- Restaurants are required to cordon off the outdoor dining area designated by the City.
- Restaurants are required to have a designated ingress to and egress from Pedestrian Center Walkway. No other access point to the outdoor dining area or your entrance is allowed.

- Each restaurant is responsible for ensuring that your customers dine only in the outdoor dining area designated for your use, and that that area is used only by that your customers.
- Restaurants are responsible for storing tables and chairs along with other equipment during the week. Restaurants in need of storage can contact Chip Clarke at cclarke@assistivetechworks.com or 540-255-4340.
- Restaurants are responsible for the removal and storage of all trash generated by services until trash pick-up.

FOR BUSINESSES CITYWIDE, INCLUDING THOSE ON BEVERLEY STREET BETWEEN LEWIS AND MARKET STREETS:

Setting Up Your Space and Making it Safe

State and Local Requirements:

- Businesses should refer to and comply with the ***Virginia Forward Phase 1 Mandatory Requirements*** for [Restaurants and Beverage Services](#) and [Brick and Mortar Retail](#).
- Businesses should follow the [state's guidance regarding face coverings in public](#).
- Restaurants are responsible for set-up of outdoor dining areas as outlined in [Forward Virginia Phase 1](#), establishing a six-foot distance between tables and between tables and pedestrian routes (including for restaurants on Beverley Street the Pedestrian Center Walkway).
- Restaurants are required to meet applicable state and local requirements, including executive orders of the Governor of Virginia and related guidance, and requirements of the Virginia Department of Health and the Virginia Alcoholic Beverage Control Authority, including insurance requirements.

Best Practices for Cleaning and Contactless Solutions:

- Assign one or more employees to monitor and clean high touch areas while in operation.
- Use contactless and technology solutions where possible to reduce person-to-person interaction, including online ordering, menu tablets, text on arrival for seating, and contactless payment options.

- Utilize single use items like menus, dish-ware, cutlery, and cups/pints.

Tables, chairs, and seats should be cleaned/sanitized after every customer. See the best practices for [enhanced cleaning and sanitizing](#) as outlined in *Forward Virginia*.

Managing Customers Expectations and Communication

We want to keep customers safe while also providing the best dining and shopping experience possible. Clearly communicate with your customers regarding your policies, safety precautions, and guest requirements when visiting your business.

Best Practices for Managing Customers:

- Consider utilizing a reservation system or appointments to ensure you do not exceed capacity limitation and to minimize waiting crowds. [Post signage](#) on what your customers are required to do upon entering your business and/or what they should do while waiting to enter or to be seated. Contact the Staunton Downtown Development Association (SDDA) [for customized signage](#) for your business, using the SDDA's template, or use the standard signage which can be [found here](#).
- Each business is responsible for advertising and marketing to its customers the availability of outdoor dining and/or appointments at your individual establishment, as appropriate.
- When building your reservations or appointment times, schedule times for cleaning restrooms and other high-traffic areas during hours of operation.
- Limit the number of people using restrooms at any given time.
- Post signage clearly stating customer requirements both within your place of business and on your website and/or social media channels.
- Customers should follow the [state's guidance regarding face coverings in public](#).

- Businesses may want to make face coverings available to those customers who may not be equipped with them.
- Customers are to maintain a physical distance of 6 feet from others outside of their party at all times.
- In restaurants, once seated, customers are to stay seated until their departure, unless using the restroom.

Ensuring the Health and Safety of Employees

Consider implementing the following safety precautions:

- Temperature Checks: perform temperature checks on all staff as they arrive at work.
- Face Coverings and Gloves: require staff to wear face coverings that comply with state requirements and gloves.
- Segregation of Duties: in restaurants, split staff responsibilities to separate those who will interact with guests, take orders, and deliver food and drinks and those who will handle bussing and sanitization tasks.
- Training: provide staff training on proper sanitization procedures, and how to properly use Personal Protective Equipment.
- Post the following [signage](#), to inform customers about the enhanced safety measures that your business is taking to ensure the safety of customers and staff. In addition, make this document available in the employee break room and/or other designated staff areas throughout your place of business to remind staff to follow these safety measures for cleaning and sanitizing. Contact the Staunton Downtown Development Association [for customized signage](#) for your business, using the SDDA's template, or use the standard signage which can be [found here](#).

Questions?

Contact:

Sheryl Wagner, Director of Tourism

wagnerss@ci.staunton.va.us

540-817-9156