



June 18, 2020

Dear SoHo Broadway Retailer:

The SoHo Broadway corridor is going to look and feel different as the city begins to restart society and the economy. While the State has published [guidance for reopening](#) through Phase 3, the City has not yet laid out specific guidelines on or changes to existing rules on how businesses can operate in the public realm in the context of Covid-19 public health recommendations.

Before Covid 19, SoHo Broadway had sidewalks full of people who lived in, worked in or were visiting SoHo Broadway. While we all look forward to the return of vibrant sidewalks, it is important to be considerate of your retail, office and residential neighbors while re-opening safely and responsibly.

**Recommendations:** The Initiative asks you to consider and implement the following recommendations when re-opening your business:

- Any line queuing is encouraged to take place inside of stores. To the extent in-store queuing is not feasible, retailers are encouraged to use an appointment app so that customers can queue virtually without having to stand in line outside of a location. The following are appointment based apps that are in the market: [Accuity](#), [Setmore](#), [Square](#) and [VCita](#). In the case of any unexpected outdoor queuing needs, lines should be managed in a safe and orderly manner by store staff and occur along the curb (or along building line if circumstances require) in front of the retail location while keeping clear of any points of entry/exit to buildings or businesses. If more space is needed, coordinate with your neighboring businesses to ensure there no conflicts.
- Businesses are encouraged to require guests to wear a face covering when inside of a business location and provide face coverings to guests who need one. By Executive Order of the Governor, a business is allowed to deny entry to those who do not wear face coverings.
- Businesses are encouraged to put up signage in their windows encouraging the wearing of face coverings and staying 6' apart. The Initiative will have signage that retailers can put in their window.
- Local bicycle delivery services are encouraged to minimize lines and reduce vehicular traffic.
- Vehicular curbside pickup is discouraged. If vehicular curbside pickup is offered, vehicles may idle for no more than 3 minutes and engines should be shut-off while a customer is waiting to pick-up merchandise.
- Do not play amplified music outside.
- A 5-foot-wide clear path must be maintained to allow adequate space for pedestrian flow.
- Be flexible and ready to make adjustments as store visits increase/decrease.

- Any strategy should be built on “sharing the space” so pedestrians and consumers feel safe using the sidewalk.

**Laws of Note:**

- A-frame signs are allowed if a sidewalk is at least 12’ wide and the sign is no more than 3’ from the building edge
- Sales and financial transactions outside are technically illegal, per sidewalk use rules.
- All sidewalks must maintain a 5’ of unobstructed path to allow for pedestrian movement

The Initiative is encouraging the City to increase the amount of pedestrian space on Broadway to ensure there is ample space for pedestrian movement and store/building entry while social distancing. While we don’t have the details yet, any pedestrianization program may involve expanding the sidewalk into the parking lane while also accommodating deliveries and other essential services.

**Questions?** Email [info@sohobroadway.org](mailto:info@sohobroadway.org) or call the Initiative office at 212-390-1131 for assistance.