

COVID-19 Guidance

Brick and Mortar Retail

Phase III



Economic Development
COVID-19 Recovery

Virginia Department of Health Requirements

Establishments must implement the below mandatory requirements or close. Businesses must strictly adhere to the physical distancing guidelines, enhanced cleaning and disinfection practices, and enhanced workplace safety practices provided.

- Post signage at the entrance that states that no one with a fever or symptoms of COVID-19, or known exposure to a COVID-19 case in the prior 14 days, is permitted in the establishment
- Post signage to provide public health reminders regarding physical distancing, gatherings, options for high-risk individuals, and staying home if sick.
- Employees and patrons must maintain at least six feet of physical distancing between individuals who are not members of the same household at all times.
- Retailers must assist customers in keeping at least six feet of space between individuals or households while shopping and waiting in line.
 - Mark floors in six-foot increments in areas where customers will be congregating or standing in line such as cashier areas. If six feet of space cannot be maintained between checkout lines, only operate alternate checkout lines.
- If seating is available, provide a minimum of six feet between tables; if tables are not movable, parties must be spaced at least six feet apart.
- Employees working in customer-facing areas are required to wear face coverings over their nose and mouth, such as using CDC Use of Cloth Face Coverings guidance.
- Perform a thorough cleaning and disinfection of frequently contacted surfaces including digital ordering devices, self-service areas, countertops, bathroom surfaces, cashier stations, belts, shelves, cash machine pads, keyboards, order separation bars, and other high touch surfaces, at a minimum, every 2 hours.
- Ensure there is a way to sanitize shopping cart and basket handles: either make an EPA-approved disinfectant easily accessible to customers or have employees manage the process and sanitize between each customer use.

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Best Practices to Follow

Below will be the best practices for Brick and Mortar Retail to utilize during Phase III.

- Provide sanitizing stations for customers and staff throughout the store, particularly at entry and exit points.
- Consider managing customer movement utilizing one-way aisles or other directional instructions.
- Consider reserving certain hours for senior citizens and other high-risk populations.
- Provide opportunities to shop and pay online or on the phone whenever possible.
- Provide options for home delivery, in store pickup, or curbside pickup whenever possible to minimize the number of customers in facilities.
- When protective equipment such as face coverings are used, launder daily and wash hands after touching/adjusting face covering while working.
- Use separate doors to enter and exit the establishment when possible.
- Consider installing touchless door and sink systems or providing single-use barriers (e.g., deli tissues, paper towels) for use in touching door and sink handles.
- Consider using a reservation system to schedule customer visits, including asking customers to set up a time to visit the showroom or sales floor to limit the number of customers in a facility.
- Prohibit congregating in break rooms or common areas and limit the capacity of such areas to allow for safe physical distancing of a minimum of six feet whenever possible.
- If reusable shopping bags are permitted, ask customers to bag their own products/groceries.