

Curbside Programs

2020

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CURBSIDE PROGRAMS

Before coronavirus/COVID-19 began its spread across the globe, consumers were in the early stages of embracing online ordering and in or at store pickup as part of their routine. The onset and success of Amazon and other ecommerce businesses offering ease of at home ordering and delivery sent many brick and mortar retailers reeling in adjusting to this new buying pattern.

Now grappling with coronavirus/COVID-19 and the many drastic governmental restrictions and regulations being implemented, many stores and businesses are trying to survive. As such restrictions are slowly being lifted, it still remains that social distancing is the most effective countermeasure. In support of that, many state governments are laying out post shutdown/stay-at-home orders with long term countermeasures as a condition of businesses opening to protect the customer as well as business employees.

As it applies to the current, and carrying on through the long term, online ordering and curbside pickup is projected to become a routine part of retail business operations. Even in areas where there are no restrictions on staying open, businesses may want to consider switching to curbside pickup now, so they're ready for any future guideline changes.

From grocery to retail to convenience stores, Curbside Programs will more than likely become the norm rather than a next generation fad. This paper provides options and considerations to implementing such a program.

PROGRAM IMPLEMENTATION CONSIDERATIONS

Implementing a Curbside Program takes planning and coordination of resources as well as development of processes and procedures to ensure positive, safe experiences. Considerations include:

- Offerings for curbside pickup
- Customer ordering experience – call in, website ordering, mobile app
- Payment protocol
- Order fulfillment
- Customer pickup location
- Customer pickup experience
- Employee or Associate delivery experience
- Federal, state and/or local government requirements and restrictions
- Advertising
- Metrics
- Budget
- Timing and implementation schedule

With respect to the Customer Pickup Location and Experience, there are several common steps in developing this:

- Site Location with consideration for continuity across multiple locations
- Customer and Employee Safety and Experience as well as Delivery and Preservation of purchased items – e.g., location, traffic patterns, site lighting and security, weather protection
- Signage requirements
- Landlord Approvals and Local Permits
- Physical Surveying of permanent building and/or in-ground installations
- Signage Installation

SIGNAGE and IMAGE ELEMENTS

Visual image and branding companies with experience in such programs can guide you through the steps to implement a successful program. Different types include:

- Area Designated Building Sign
- Area Designated Parking Lot Sign – singles portable/temporary base
- Area Designated Parking Lot Sign – singles direct burial
- Area Designated Parking Lot Sign - spanner
- Area Designated Parking Lot Sign optional Lighting – electric, solar
- Wayfinding and Directionals
- Building Drive Thru Awning
- Parking Space Awning
- Advertising Banners

Blair Image Elements has seasoned Designers, Engineers and Project Managers to help you through development and implementation of a successful Curbside Program.

Our experience ranges from small to large multi-location product design, manufacture and installation with self performing survey and installation crews as well as contracted crews through our nation-wide network.

The following pages provide some of the more typical signage, considerations and customer interface options.

DESIGNATED AREA

Before determining signage and visual element needs, the area designated for Curbside Pickup must be decided. Of consideration:

- Quantity of purchase – few or many items
- Number and frequency of Customers
- Number of spaces – from one or two, to multiple for larger retail locations.
- Relation to store – in front of building spaces or closer spaces in a larger parking lot
- Proximity to Building Access
- Employee or Associate Safety and Delivery experience – security, site lighting, protection from weather
- Customer Safety and Pickup Experience – well marked, ease of finding/parking, security, site lighting, protection from weather

AREA DESIGNATED SIGN

It all starts with the sign that tells the customer where to park and how to notify a store associate that they have arrived. In general, these signs include:

- are simple to read
- easily identified
- can be building or post mounted
- designate as Pickup parking only
- include a Space Number
- provide Customer Instructions:
 - Remain in Vehicle
 - Number to Call or Text
 - Associate will Load your Purchase



These signs also provide added advertisement to instore purchasing customers of curbside service

AREA DESIGNATED BUILDING SIGN

The simplest and quickest way to establish a Curbside Pickup Area is to place one or two Area Designated Signs on the building. Usually, these are located at the front of the store close to the front door for ease of Employee or Associate delivery of purchased items.

- locations with front of store parking and no sidewalks
- ideal for fewer purchased items, quick transactions
- low cost
- minimal landlord approval and permit requirement
- easy to remove and relocate



AREA DESIGNATED SIGN – Portable or Spring Mount Base

Lending more of a permanent look, post and panel signs can be located in several locations. Portable bases allow for quick installation at either front of store locations or closer, front parking spaces in larger parking lots. Spring mounted bases are installed in concrete sidewalks or asphalt parking lot, generally do not require underground surveying and are less prone to wind impact.

- locations with front of store parking with sidewalks or larger parking lots
- single or double sided
- for any size program
- low cost
- minimal landlord approval and permit requirement
- easy to install, remove and relocate



AREA DESIGNATED SIGN –Direct Burial

Similar to Area Designated Signs with either Portable or Spring Mounted bases, direct burial provide a more permanent location designation.

- locations with front of store parking with sidewalks or larger parking lots
- single or double sided
- for any size program
- greater wind stability
- moderate cost
- underground utility surveying required
- landlord approval and permit requirement
- not easy to remove and relocate



AREA DESIGNATED SIGN – Lighted

Curbside Pickup signs can be lit through either buried electrical connection or solar power. Lighting provides additional designation as well as customer instruction, e.g., “Green” is open.

- locations with front of store parking with sidewalks or larger parking lots
- single or double sided
- for any size program
- greater wind stability
- moderate cost
- underground utility surveying required
- requires electrical connection or solar power
- landlord approval and permit requirement
- not easy to remove and relocate



AREA DESIGNATED SIGN – Spanner

For larger designated areas in larger parking lots with more permanent look.



- locations with larger parking lots
- single or double sided
- for larger programs
- greater wind stability
- provides for more copy and advertising
- design and engineering required
- cost beneficial for multiple spaces
- underground utility surveying required
- landlord approval and permit requirement
- not easy to remove and relocate

WAYFINDING

These signs are located at street side entrance and throughout the parking lot as needed to provide customer direction to the Designated Area. Their graphics are simple and easy to read.

Wayfinding signs typically are post mounted to either portable or spring mounted bases, or direct burial.

- single or double sided
- low cost
- minimal landlord approval and permit requirement
- can be easy to remove and relocate depending on installation



DESIGNATED AREA AWNING

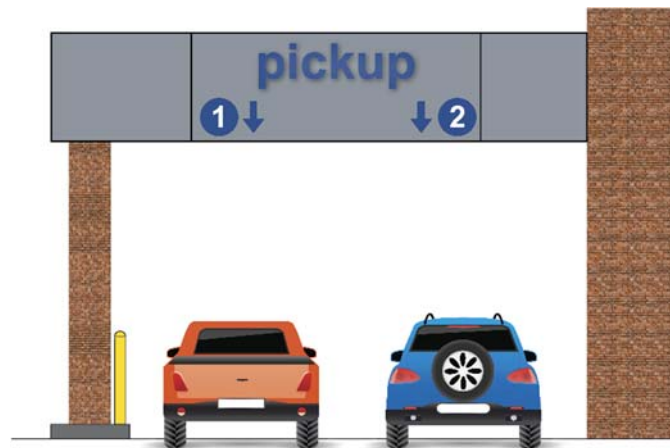
Either attached to the building or free standing in the parking lot, a Designated Area Awning provides the best overall safety and experience for the customer and employee.

- for larger programs
- for large quantities of purchased items
- where building and/or real estate allows
- provides best Customer Safety and Pickup Experience – well marked, ease of finding/parking, security, site lighting, protection from weather
- provides best Employee or Associate Safety and Delivery experience – security, site lighting, protection from weather
- provides protection of purchased items from the weather

DESIGNATED AREA AWNING – Building Attached Drive Thru

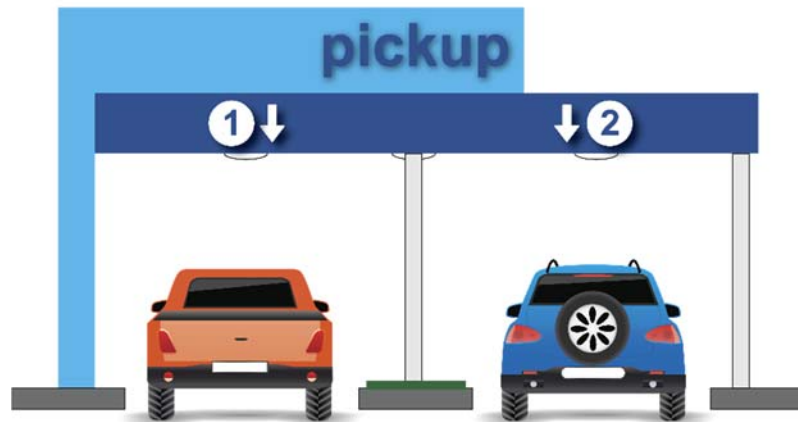
Where building and real estate allows, a Building Attached Drive Thru Awning provides the best Curbside Program experience.

- enhanced site lighting
- employee or associate ease and proximity to store access
- architectural design and engineering required
- landlord approval and permits required
- building and underground utility survey required
- permanent dedication to Curbside Program



DESIGNATED AREA AWNING – Freestanding

Same benefits and general considerations as Building Attached Drive Thru Awnings, except for locations where building or real estate does not allow an attached awning.



CHANNEL LETTERS

Depending on your branding elements and requirements, lit or non-lit Channel Letters can be mounted to front building exterior, Area Designated Spanners, or Awning fascia.

- minimal landlord approval and permit requirement
- building or structure survey required
- electrical power required for lit applications

BANNERS

Either temporary or permanently part of advertising program, Banners provide a relatively inexpensive solution to notifying customers of a Curbside Program, and/or of any of changes specials.

- low cost
- minimal landlord approval and permit requirement
- easy to install, remove and relocate

CONTACT

Reach out to Blair Image Elements to get started or to see how we can help implement your Curbside Program.

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Who We Are

Blair Image Elements has been helping companies across a wide range of industries to stand out and be noticed since 1951.

In that time, we've grown from a business that serves the Altoona community to the wider United States, and eventually reaching Canada, Mexico, Central and South America, Europe, and more. Although we have a team of over 400 hard working employees, facilities spanning more than 300,000 square feet, Asian manufacturing capabilities, and a network of installation partners around the globe, we've remained a privately owned business that's committed to excellence, integrity, innovation, and family.

Blair Image Elements is a division of Blair Companies.