

REOPENING The World's Retail Environments

Returning to the Store

The CBRE Retail Team is made up of specialists across disciplines: real estate, design, brand, planning, construction, program, and facility management to help you plan, both for the short- and long-term, and the spatial, functional, and operational changes in response to COVID-19.

Our scale allows us to operate nationally, with local Project and Facility Management teams providing critical, rapid, and consistent program execution to support your reopen strategy and welcome back valued customers to your retail spaces.

Let's get started:



Plan

Assess COVID-19-related impacts to in-store operations and physical layout.

- **Analyze Floor Plan:**
Distancing
"hot spots," fixture placement, operational changes
- **Shape Customer Journey:**
Modify customer traffic and queuing patterns
- **Analyze Operations:** Back-of-house, receiving, cleaning
- **Support Path to Opening Strategy:** Leadership, training, messaging



Prepare

Implement operational changes and physical adjustments that align to Client's reopen strategy:

- **Deep Cleaning**
- **Hygiene:** Training and certification for employees
- **Commission HVAC:** Increase air changes, redirect airflow, filter, disinfection
- **Installations:** Plexiglass shields, wayfinding, hand sanitizer, no-touch hardware, signage
- **Re-Supply:** Recurring deliveries of sanitation supplies, masks, shields, gloves



Reconfigure

Design and build long-term physical adaptations to store.

- **Site:** wayfinding, lot reconfigure/restripe, BOPIS
- **Exterior:** Secondary entrance, pick-up zone
- **Sales Area:** Fixture layout change/replace, POS relocations
- **Back-of-House:** Restroom upgrades, breakroom enhancements
- **Stock Room:** Reconfigure for storage, returns, BOPIS

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