



The new normal – social distancing in cities.

Helping to keep families safe, people active and
businesses open in a post-lockdown environment.

[Click anywhere to begin](#)

Bringing families home safely.

New requirements for social distancing have created sudden and unexpected challenges for the layout and flow of cities. From roads and streets, schools, shops and restaurants to monuments, parks and beaches, maintaining a safe distance has become vital for keeping cities moving whilst limiting the spread of the virus.

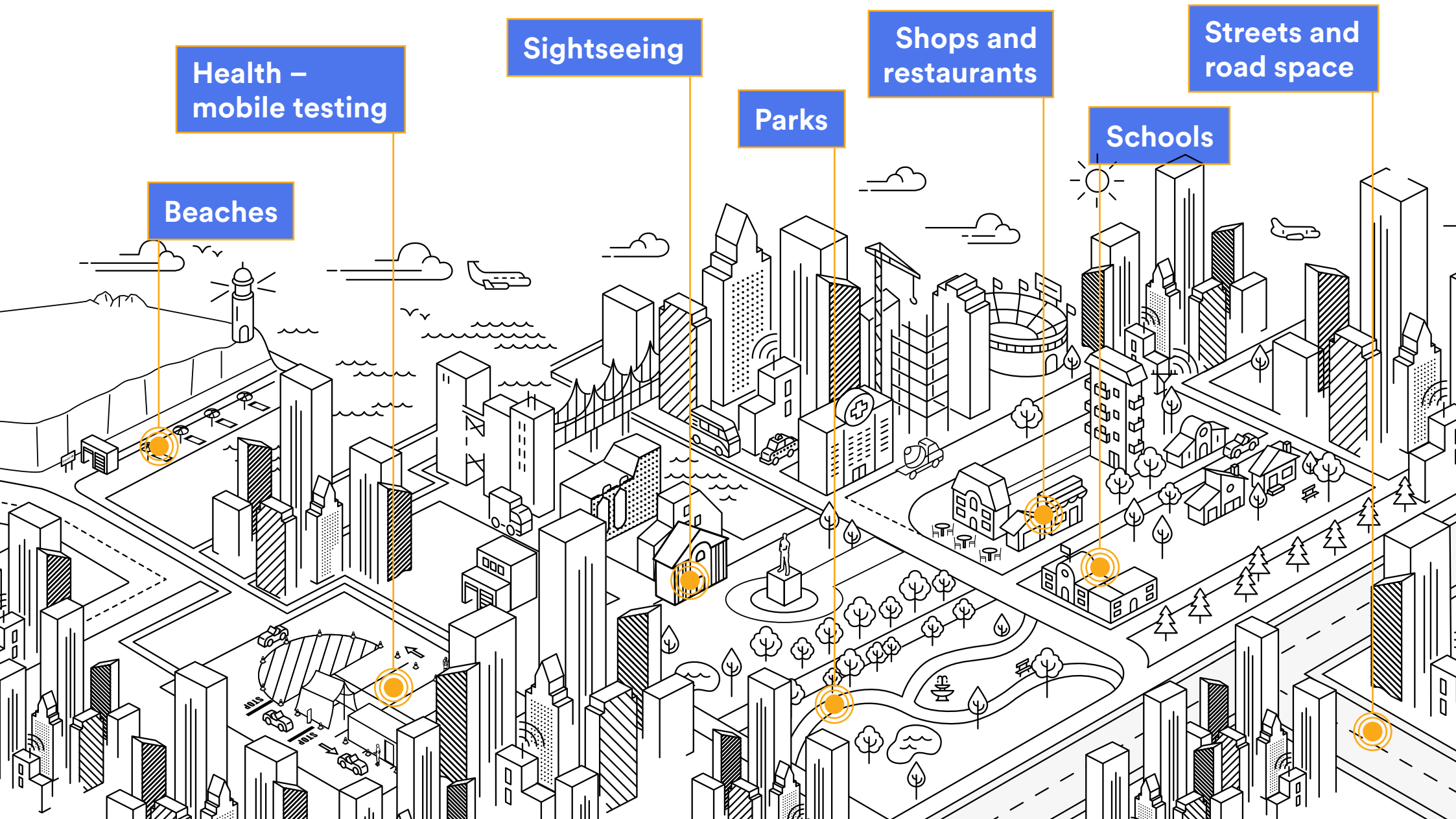
With infection rates fluctuating and the potential for cities to become hotspots for new waves of the virus, flexible solutions for maintaining social distance can help authorities adapt city environments quickly and ensure citizens stay informed with the correct information as the rules change.

This interactive guide uses illustrations to look at different parts of the city to show the challenges of maintaining social distancing and how 3M Transportation Safety Solutions can offer advantages over traditional solutions.

How can 3M help me?



Click on an area to see redesign examples.



Streets and road space



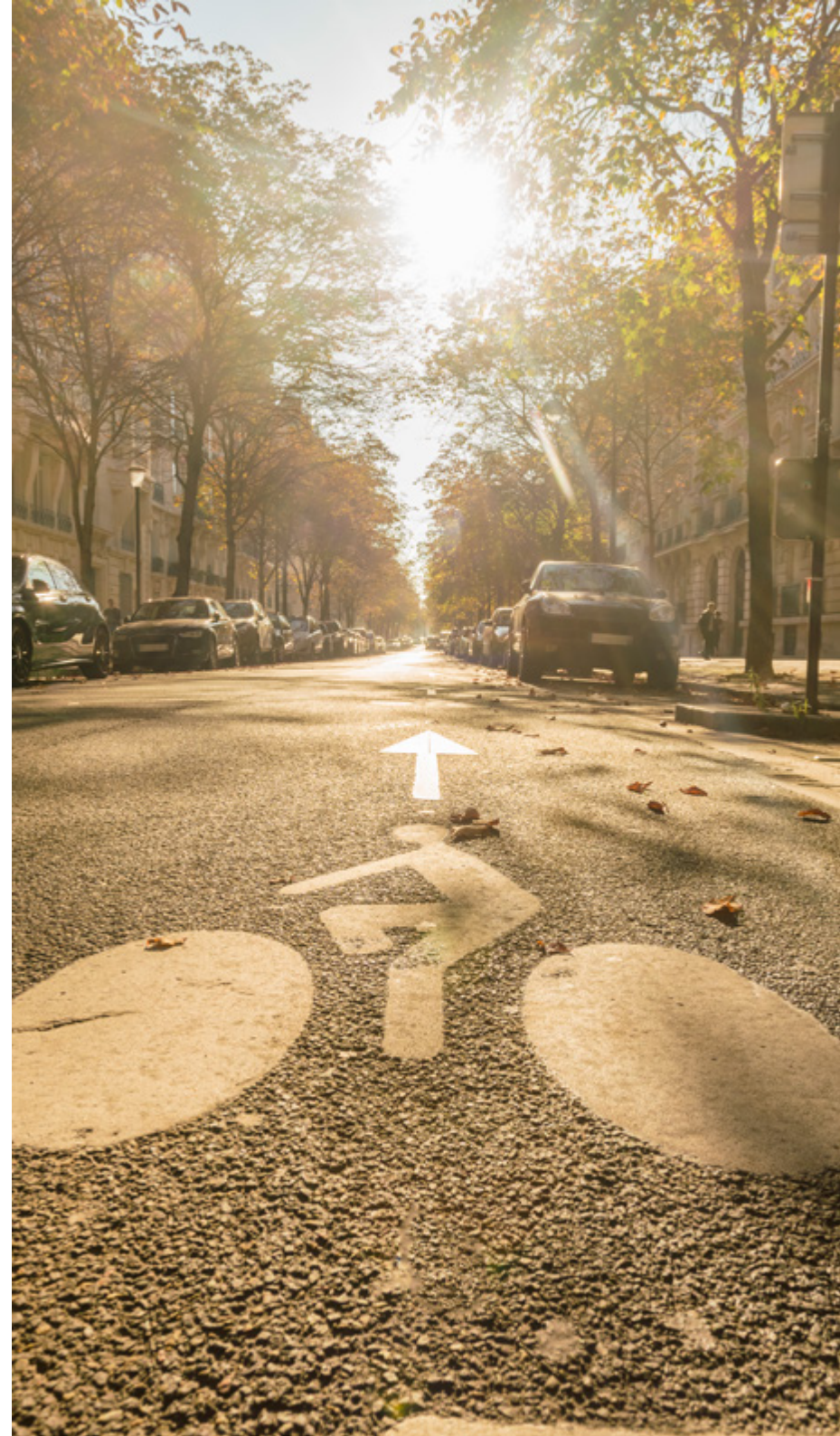
The challenge

With more people using roads and streets for exercise as well as transport, unclear signs and markings can make it difficult to maintain social distancing. As pedestrians and cyclists now often use the space normally devoted to cars, making these areas safe for vulnerable users can be a challenge.

Challenges include:

- » More people are cycling to avoid public transport
- » Some cycle lane networks can't cope with increased traffic
- » People are forced to walk into roads to maintain social distancing
- » Concerns cars are speeding more now there's less traffic
- » Queues for shops can extend onto pavement areas and parking spaces

Tell me more



Streets and road space

The solution

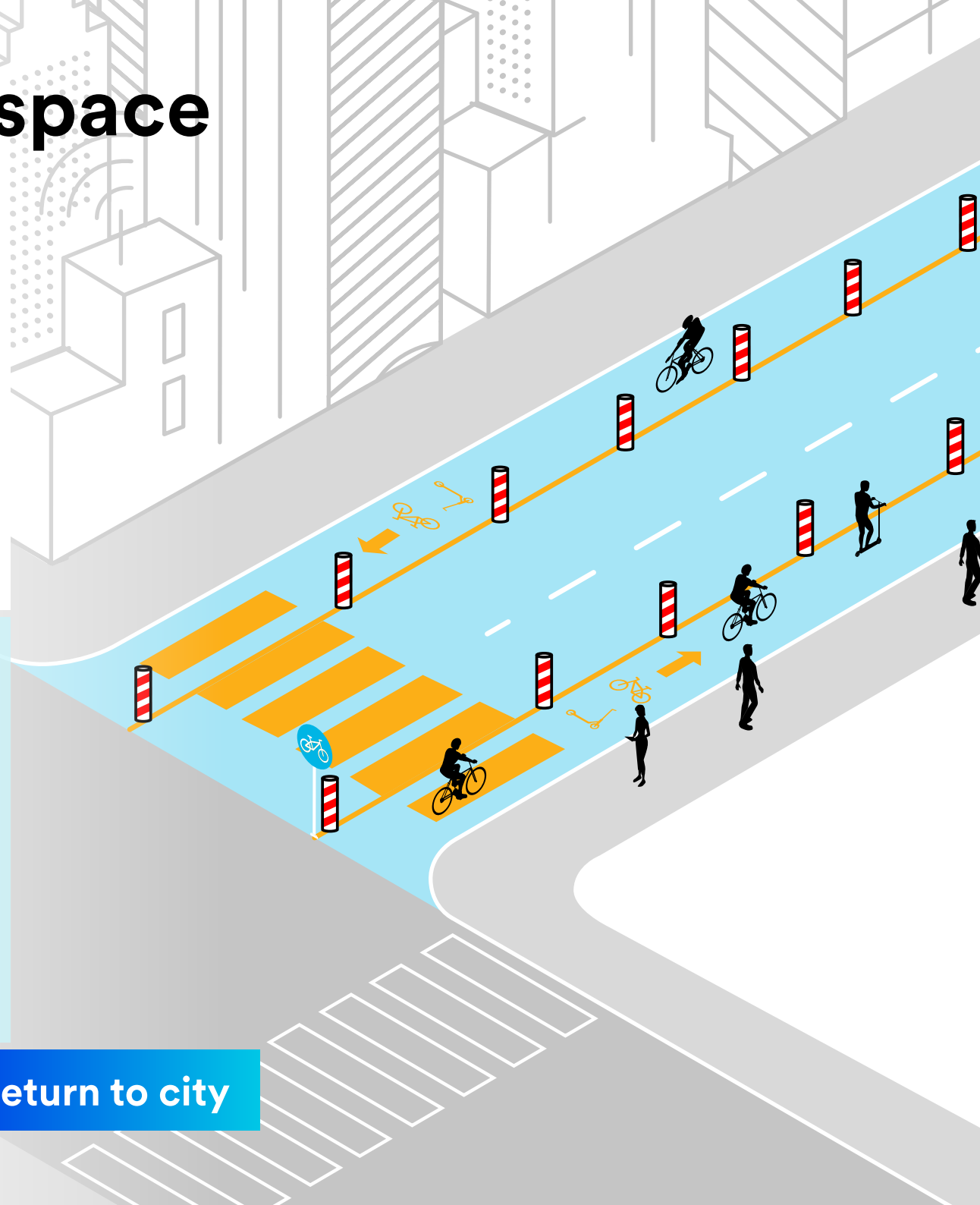
Create traffic control patterns using road safety materials and devices that are familiar to drivers and highly visible at all times, day or night. 3M's range of flexible solutions can help people move safely and stay active in the city under changing circumstances.

These include:

- » Temporary bike lanes with protected space for cycling
- » Pavement widening, with widened crossing points
- » Markings and signs to manage the flow of people, bikes and vehicles
- » Traffic calming measures to slow down vehicles
- » Closing streets to provide more space for pedestrians
- » Custom floor graphics and markers for queuing

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Return to city



Schools



The challenge

With buses, cars and people arriving and leaving at the same time, schools can be a difficult place to maintain social distancing without clear and durable solutions.

Challenges include:

- » The impact of pedestrians and cyclists on people queuing outside the school
- » Managing the flow of parents and children
- » Helping people keep the right distance when queuing
- » Directional information for car parks, pathways, entrances and exits

Tell me more



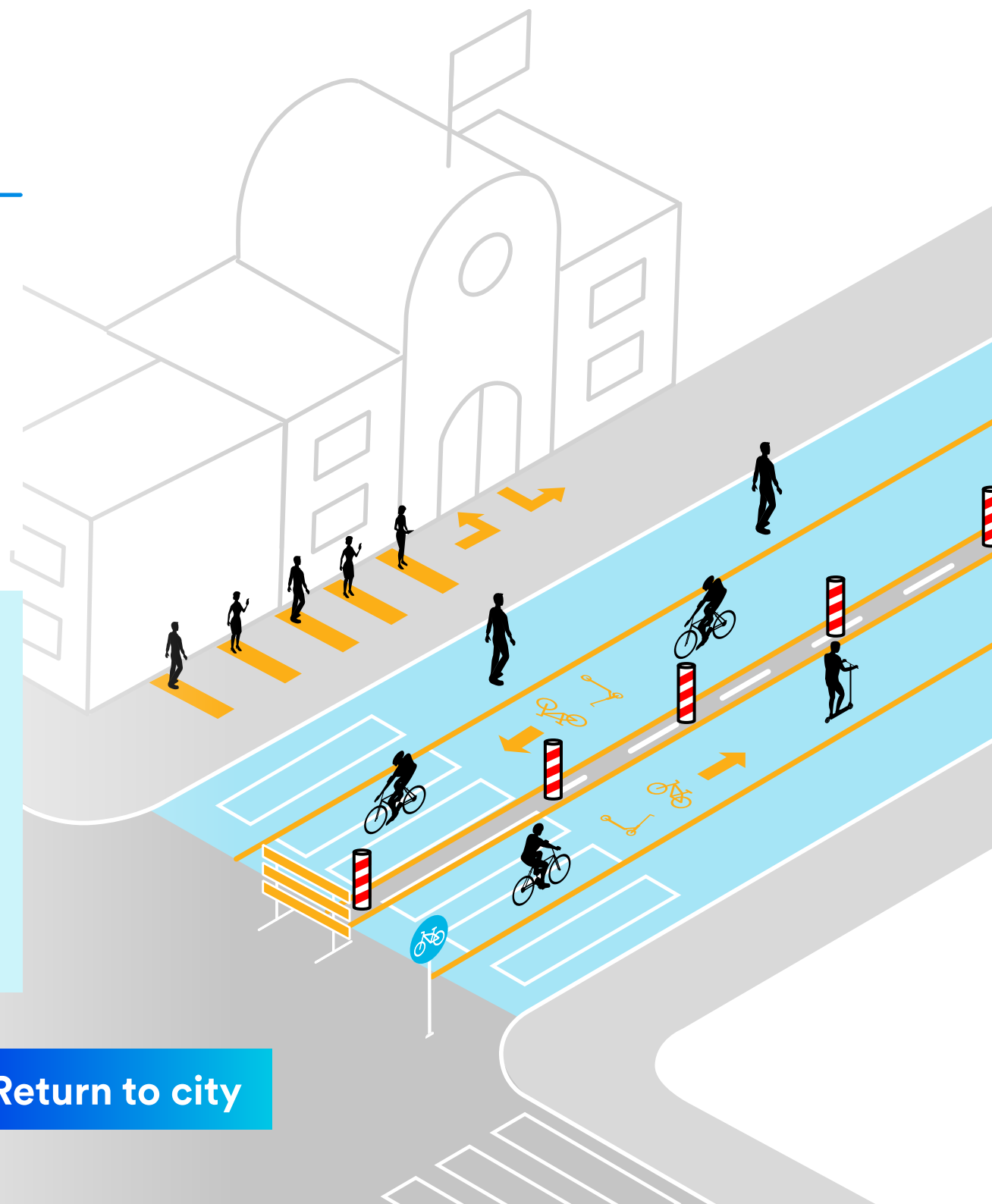
Schools

The solution

Create a safe traffic management system around the school and provide clear information with durable solutions to help students, teachers and parents maintain social distancing.

These include:

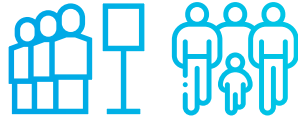
- » Temporary bike lanes with protected space for cycling
- » Pavement widening, space extension for pedestrians
- » Markings and fluorescent signs to manage the flow of people, bikes
- » Closing streets to provide more space for pedestrians at peak hours
- » Custom graphics and marking for queuing



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Shops and restaurants



The challenge

Social distancing has transformed the experience of shopping and eating in restaurants with new challenges for managing space and the flow of people.

Challenges include:

- » Custom graphics and marking for queuing
- » Helping people keep the right distance when waiting to be seated or queuing to pick up items
- » Managing the flow of customers vs cars and cyclists
- » Directional information for pathways, entrances and exits

[Tell me more](#)



Shops and restaurants

The solution

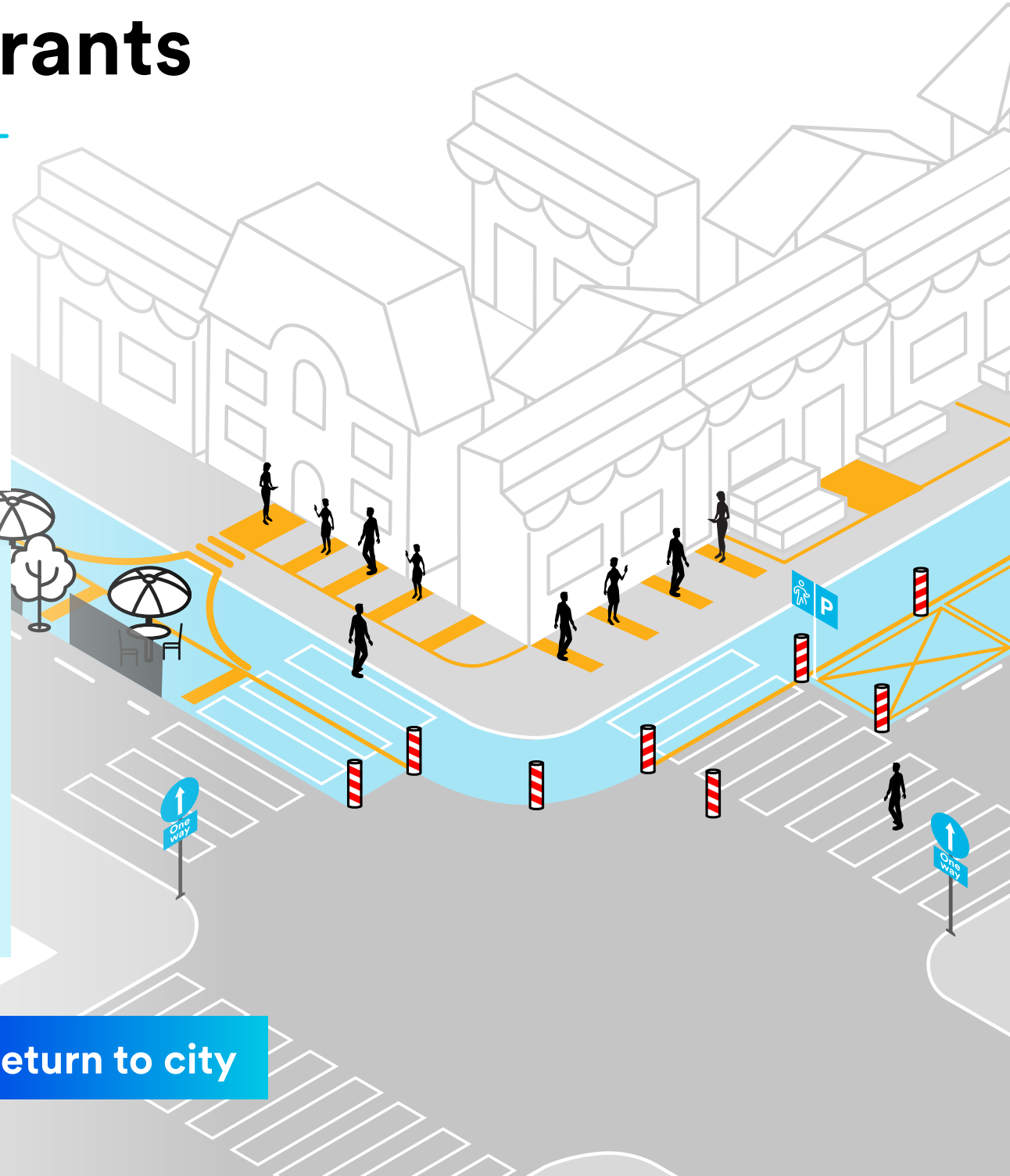
Create intuitive, efficient traffic flows for customers and help maintain social distancing whilst queuing with solutions for pedestrians and non-motorised traffic.

These include:

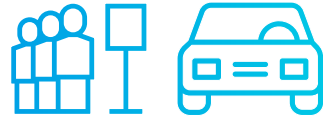
- » Managing store space for customers waiting or buying items
- » Pavement widening, space extension for merchandise and queuing
- » Digitally printed custom signs to manage the flow of people
- » Short-term guidance for vehicle and pedestrian traffic
- » Custom graphics and marking for queuing

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Health – mobile testing



The challenge

A new feature of many cities is mobile testing centres to allow people who suspect they may have the virus to get tested with as little personal contact as possible.

Challenges include:

- » Directional information for car parks, pathways, entrances and exits
- » Ensuring safety of standing nurses and driving cars in the drive-in area
- » Managing the flow of patients
- » Helping people keep the right distance when queuing

Tell me more





Parks



The challenge

Parks have become a vital part of cities for people to get outdoors and keep fit – but with a constant flow of people, managing social distancing can be difficult.

Challenges include:

- » Managing pedestrian space and the flow of people walking, cycling and running
- » The impact of pedestrians and cyclists on people queuing in public areas
- » Helping people keep the right distance when cycling and running
- » Directional information for car parks, one-way alleys, entrances and exits

Tell me more



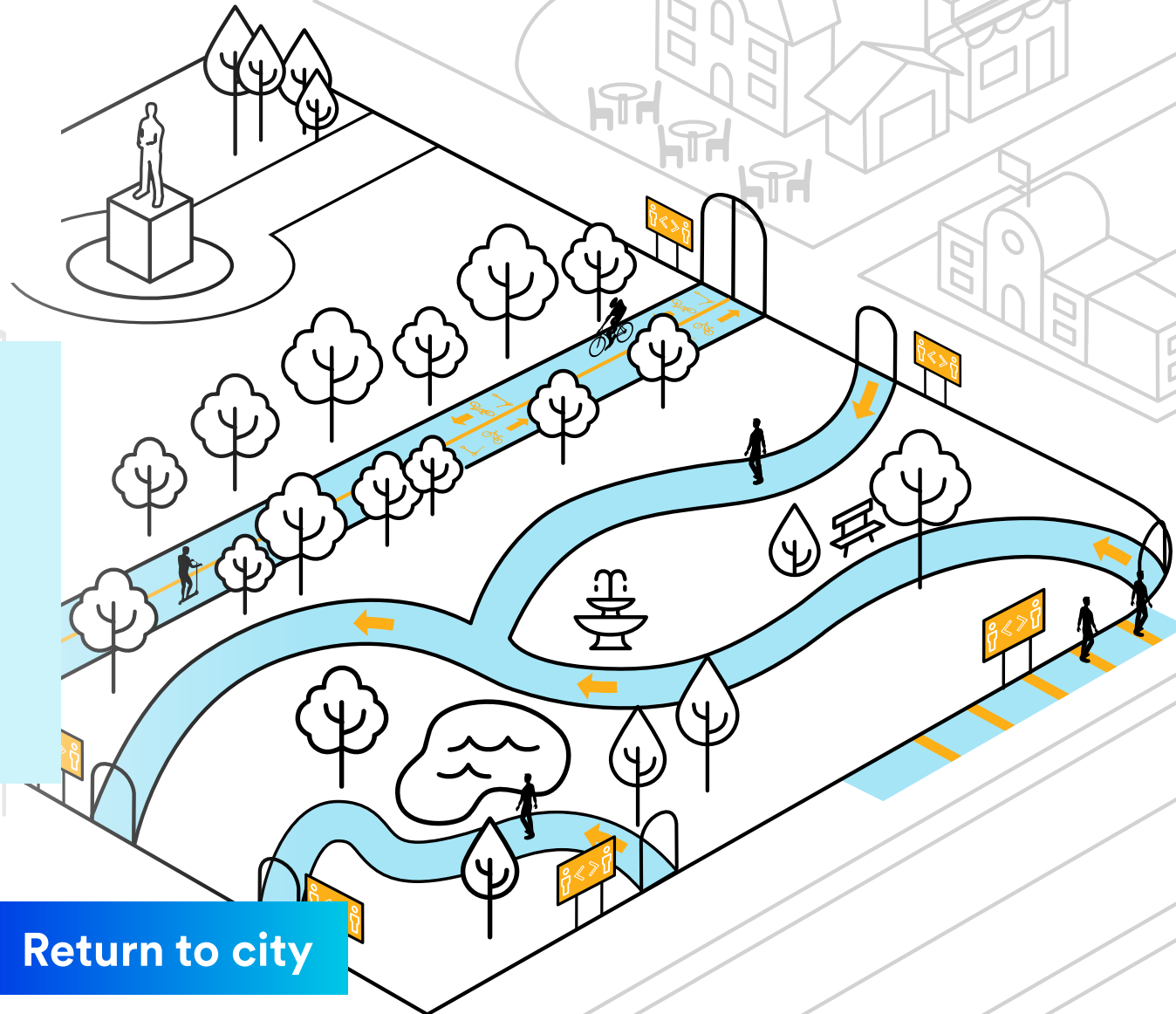
Parks

The solution

Help pedestrians, cyclists and runners navigate safely around the park and keep a safe distance whilst queuing to use public facilities.

These include:

- » Custom signage at entrances and exits, and along paths and alleys to remind people to maintain social distancing
- » Splitting paths to create temporary bike lanes
- » Short-term guidance for vehicle and pedestrian traffic approaching the park
- » Designing a circulation scheme with clear signage in the park for one way movement and separate entrances and exits



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Beaches



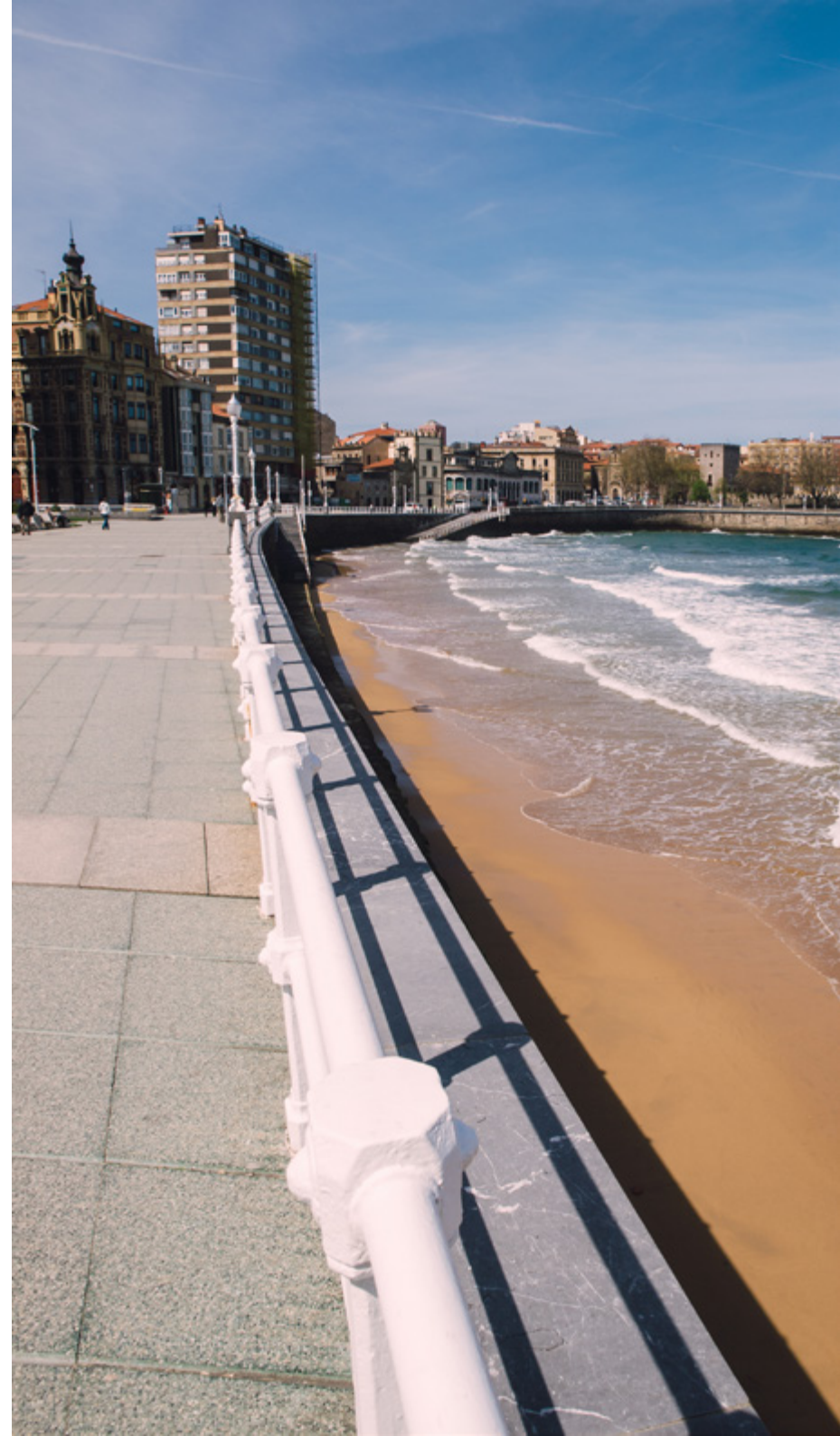
The challenge

At peak times, beaches and promenades can see a high number of people quickly develop in a relatively small area, creating problems for safe social distancing.

Challenges include:

- » Helping people keep the right distance when walking on the promenade
- » Managing the flow of people walking and standing as well as traffic and cyclists
- » Directional information for pathways, beach entrances and exits
- » The impact of pedestrians and cyclists on people queuing in public areas

Tell me more



Beaches

The solution

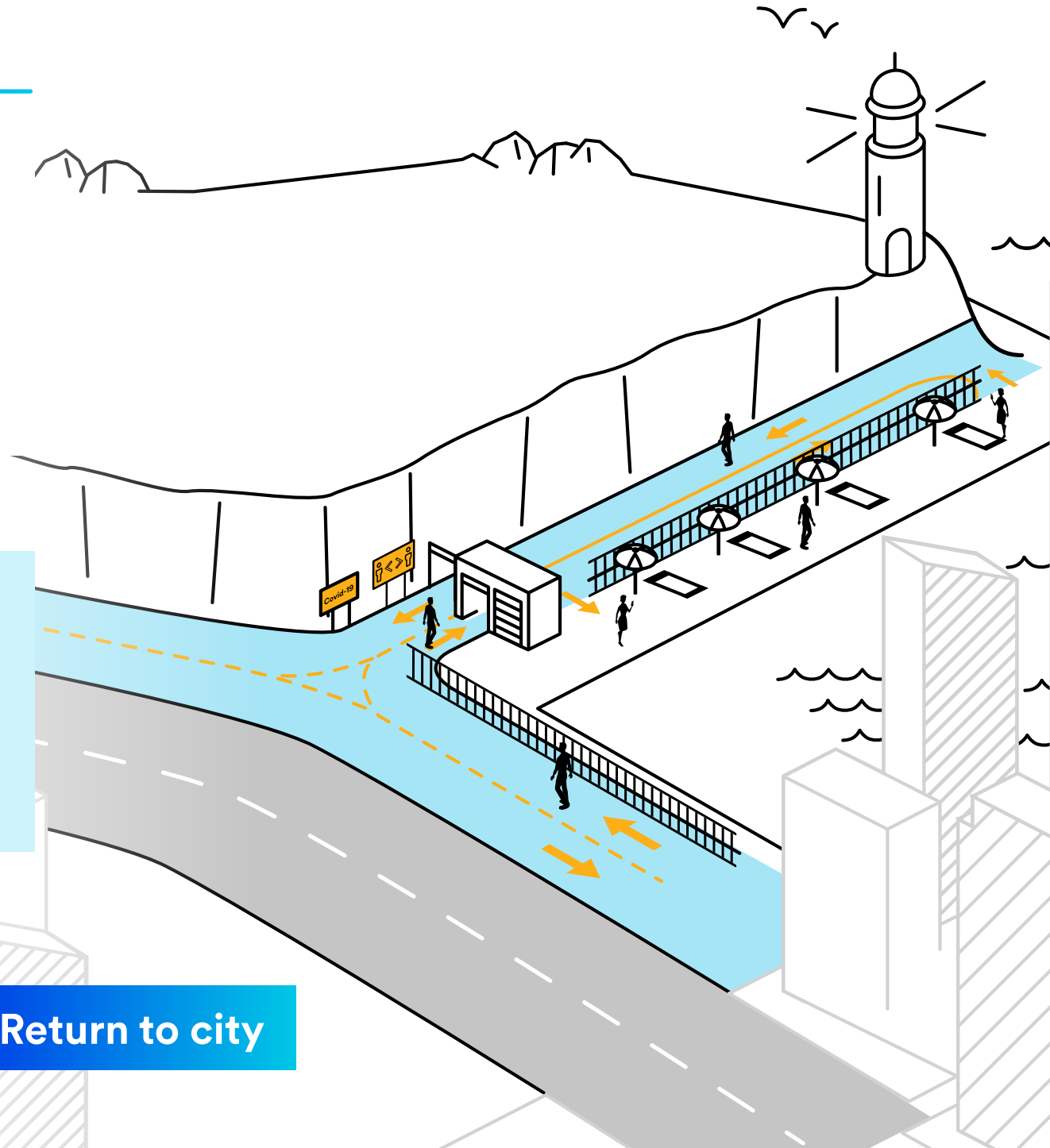
With a high number of people coming from different places and concentrating in a small area, beaches can prove particularly difficult to maintain social distancing.

These include:

- » Dividing boardwalks into one-way lanes with marking tape and directional arrows
- » Signs at beach entrances and exits to inform about new social distancing measures
- » Help tourists and visitors who may not be familiar with usual city traffic

How can 3M help me?

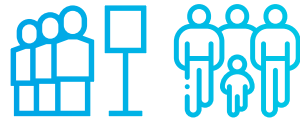
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Sightseeing

The challenge

As tourism resumes gradually, monuments and museums become crowded areas and it's vital to provide visitors with clear information to maintain social distancing.



Challenges include:

- » Separating the flow of pedestrians from tourists waiting at attraction entrances
- » Helping people keep the right distance when queuing
- » Managing the flow of tourists, traffic and cyclists
- » Directional information for car parks, pathways, entrances and exits

Tell me more



Sightseeing

The solution

Control the flow and movement of visitors and make sure they feel safe at tourist sites with effective and durable social distancing measures.

These include:

- » Enlarge walkways on streets close to the main entrance
- » Floor marking to clearly design the queuing area
- » Digitally printed signs with custom graphics options

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3M solutions

From marking one-way streets to splitting roads and creating cycling lanes, 3M offers a range of solutions which can help you design and deliver the infrastructure you need, to create more space for walking, cycling and queuing. 3M road marking and signage solutions include:

- » Temporary and permanent reflective road marking products, including tapes for creating new lanes
- » Customisable, printable floor graphics to maintain distance and aid the flow of movement
- » Reflective sign sheeting materials to provide clear visual information to street users during the day and night
- » Speed reducing solutions to help slow down the flow of traffic
- » Delineation panels made with 3M™ Diamond Grade™ Reflective Sheeting laminated to thin-gauge aluminium plates
- » Fluorescent sign sheeting for school zones



3M Temporary Road Marking Tapes are easy to apply and remove whilst being tough and conformable



3M™ Diamond Grade™ Linear Delineation Systems (LDS) to increase visibility and highlight potential dangers



3M™ Diamond Grade™ Fluorescent Sheeting to help increase day and night time visibility



Speed reducing solutions to help slow down the flow of traffic

Why 3M?

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80 years of 3M traffic safety

3M Transportation Safety has been a leader in road and traffic solutions for over 80 years, with a long history of helping improve safety.

Now we're responding to the re-opening of cities to help people social distance and reshape the streets of today for a more efficient future.

A new visible sign material is developed, and the first reflective sign is put up on a Minneapolis street.

1939

Market tests began on 3M™ Diamond Grade™ Reflective Sheeting with micro-cube corners that provided a significantly brighter surface than glass bead sheeting.

1988

3M's pavement marking technology continues with a wet reflective tape that's highly visible even in rainy conditions.

2003

3M celebrates 80 years of road safety innovation!

2019

3M Reflective Sheeting was introduced globally. The safety value of brighter signage began to be recognised.

1943

3M's first commercial pavement marking is introduced.

1946

1992

A breakthrough in durable fluorescent technology leads to the adoption of yellow-green signs for non-motorised crossings in the US.

2013

New, digitally printed custom traffic signs create unlimited design possibilities for wayfinding.

Contact us

Contact us

Over the last 80 years, 3M has been applying science to life to solve transportation safety related challenges and will continue to do so for the foreseeable future, in order to help enable safer urban mobility.

We'd love to partner with you to find the solutions to meet your various challenges.

[Find out more](#)

To learn about the products and solutions featured in this presentation, please contact:

Dave Gwyther Phone: 07890 618292 | Email: dmgwyther@mmm.com

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This information is current as of the issue date of this document. Be sure to contact your local agencies for the most up-to-date information and guidelines as related to safety and social distancing rules.

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