

2020 Pedestrian Counts in Downtown

Due to the coronavirus pandemic and Oregon public health restrictions in place in December 2020, the latest pedestrian counts demonstrates how much lower visitors on average are walking through our city's center during peak hours of the holiday shopping season.

January 12, 2021

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Twice each year, our teams count pedestrian traffic at key intersections during peak hours within the Downtown Portland Clean & Safe District, a 213-block enhanced services district in the heart of our city.

These counts are used to monitor change in walking patterns during the summer and winter months, year over year and better understand the flow of pedestrians through our city's center.

The results of our latest pedestrian count conducted over three days, Dec. 10, 11, and 12, 2020, are below.

With COVID-19 public health closures still in effect for December, 2020, we expected to see a dramatic decrease than in years past. What we found is pedestrian traffic is 82% lower than this same time period last year, December 2019.

As a comparison, for every person walking downtown in December 2020, there were four more in 2019.

BLOCK BY BLOCK COMPARISON

For the past 15 years, the pedestrian counts are carefully conducted during the months of June and December and recorded by the teams at Downtown Portland Clean & Safe ([read past reports here](#)). The locations of each intersection included in the count change year to year for several reasons, some of which may include construction underway at a particular intersection during that particular year or month, inhibiting pedestrian flow through that block.

During pedestrian counts, a contracted team member of Downtown Portland Clean & Safe stands at each intersection and uses directional counting boards to track the number of people entering from each direction for a 12-hour period. The information is compared to previous counts within the district and individually by intersection (if available) to gauge how activity has changed over time.

The intersections tracked this year include the following:

- NW 1st & Davis
- SW 2nd & Taylor
- SW 3rd & Clay
- SW 3rd & Morrison
- SW 4th & Yamhill
- NW 5th & Couch
- SW 5th & Morrison
- SW 6th & Alder
- SW 10th & Washington
- SW 10th & Morrison
- SW 10th & Burnside
- Broadway & Morrison
- Broadway & Yamhill
- Park & Alder



(click on image to download complete map)

Since 2005, on average, during the second weekend in December, a typical corner in Downtown Portland would include 11,621 pedestrians.

In December 2020 the average corner had only 1,738 pedestrians.

CONCLUSION/SUMMARY

Due to the coronavirus pandemic and Oregon public health restrictions in place in December 2020, we fully expected pedestrian counts to be lower than average for Downtown Portland.

However, the latest count demonstrates how much lower visitors on average are walking through our city's center during peak hours of the holiday shopping season.

For more information about our pedestrian count or other programs, please [contact us](#).

Crews clean up damage after protest in NE Portland's Hollywood District

Updated Nov 22, 2020; Posted Nov 21, 2020

By Catalina Gaitán | For The Oregonian/OregonLive

Crews cleaned up broken glass and boarded up shattered windows Saturday in Northeast Portland after [demonstrators marched through the area](#) the previous night. Wooden boards covered broken windows and doors of multiple buildings along Northeast Sandy Boulevard, including a State Farm, Chase Bank, Whole Foods, Wells Fargo and Rite Aid. The Portland Police Bureau on Saturday said 26 businesses or workspaces and one apartment building were damaged with graffiti, broken windows or both in the Hollywood District.

A cleaning crew inside a bank and employees at a grocery store both called 911 when demonstrators began smashing windows of the buildings they were inside of Friday night, police said.

Demonstrators also spray-painted several names and messages on windows and buildings, including the words “Black trans lives matter” and the name of Tete Gulley, a Black trans woman. Friday was Transgender Day of Remembrance, which honors and memorializes trans people who were killed or who have died by suicide.

Gulley was found dead in Rocky Butte Park last year. The medical examiner’s office initially ruled her death a suicide, but police later opened an investigation after multiple requests from her family, who don’t believe she committed suicide.

The Hollywood Theatre on Sandy was spray-painted with Gulley’s name. In a statement Saturday on social media accompanied by a photo of the building, the theater said, “Don’t be upset by graffiti; be angered by injustice.” Letters in the theater’s marquee spelled out the words, “Black Lives Matter.”

Shortly before the Northeast Portland protest, another group of demonstrators had gathered in downtown Portland. They marched to the Consulate General of Mexico on Southwest 12th Avenue and Jefferson Street and spray-painted the words “asesinos,” “no mas” and “ni una” on the building’s windows and exterior, translating to “assassins,” “no more” and “not one.” The graffiti was likely referencing #NiUnaMas, a women’s rights movement protesting femicide in Mexico.

The group then marched to and spray-painted the Multnomah County Courthouse on Southwest 1st Avenue. Demonstrators reportedly dispersed when police responded to the scene.

Demonstrators in Northeast Portland also dispersed as police arrived. No arrests were made at either demonstration, police said.

Portland Mayor Ted Wheeler released a statement Saturday afternoon condemning the vandalism.

“The people who engaged in criminal destruction are an affront to our community. They are working in direct opposition to the needs of the people they say they speak for. They are criminals. They are being played by political forces who are set on preserving the status quo or worse. There is no excuse for the criminal destruction to 24 businesses along NE Sandy Boulevard. The Mexican Consulate and Multnomah County Courthouse were also targeted by violent groups. None of this should sit well with any thinking Portlander. To those participating in violence, I want to be clear: I denounce your actions. Law enforcement will do everything possible to find you and hold you accountable. We all agree racial justice is past due, but I absolutely denounce the violence and criminal destruction.”

-- Catalina Gaitán, for *The Oregonian/OregonLive*

'It doesn't cover civil unrest': Downtown Portland businesses face rising insurance costs, decreased coverage after riots

Insurance underwriters are taking riots and damage into account when choosing whether or not to renew some policies.



Volume 90%

Author: Katherine Cook

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PORTLAND, Ore. — In downtown Portland, plywood and graffiti are the new cityscape. Only, it isn't new, anymore.

Since late last spring, businesses have been dealing with damage and looting from riots and protests, most recently a [New Year's Eve riot](#) organized by an anti-capitalist group. In May, [Mercantile Portland](#) on SW Alder suffered over \$1 million dollars in damage and looting during a riot in response to the death of George Floyd.

“Just getting everything cleaned up, accounted for and put back together, we didn't open until September 24,” said Eric Murfitt, General Manager of Mercantile Portland.

Murfitt wanted to move forward and stay positive but then weeks later, the business experienced another blow.

“We got a letter of non-renewal from our insurance company,” he said.

Murfitt said his insurance broker tried over a dozen top-tier carriers, but none of them were willing to insure the store. Finally, an insurance company from the wholesale market wrote them a policy.

“It was a really awful policy,” said Murfitt. “It's four-times the premium we were paying and it doesn't cover things like civil unrest; the kinds of things that happened here will not be covered.”

Barb Schimmel is a commercial insurance agent with AssuredPartners, the insurance broker that helped Mercantile Portland find coverage.

“We definitely had a front-row seat to a lot of loss this year and that's been hard,” said Schimmel.

Schimmel said the reality in every market is that underwriters must assess risk in part by looking at trends and liability when considering providing coverage.

“Prior to the election, for example, some underwriters were waiting to see the outcome of the election,” said Schimmel. “Some are looking at headlines. Some are very familiar with Portland, others are further away geographically.”

Even outside of what happened in 2020, insurance brokers said they were already facing what they call a “hard market,” created in part by liability losses

across the nation, including those caused by the California wildfires. That didn't leave insurance carriers a lot of wiggle room while they considering taking on more risk. As a result, some businesses are having to make tough decisions to compensate for increases in insurance costs.

"I decided not to have my earthquake policy anymore just to be able to keep my rates to a reasonable manageable level," said Steven Lien, owner of [UnderU4Men](#), on SW Washington. "A catastrophic earthquake hits then I'm kind of messed up."

Lien said his insurance rate went up 15% when he renewed last fall, after claiming just one broken window. Within weeks of renewing, he lost two more windows at nearly \$4,000 a pop.

"I kind of got lucky in the timing of the moment but I am concerned," said Lien. "They can still cancel you."

For many businesses, insurance deductibles are so high, the cost of fixing broken windows falls on them.

"It's the small businesses bearing the brunt of this burden, it's incredibly sad and very hard to watch," said Vanessa Sturgeon, CEO of [TMT Development](#). Sturgeon and [Melvin Mark Companies](#) CEO, Jim Mark, helped start [Rose City Downtown Collective](#), a group aimed at rebuilding the local economy and the spirit of downtown Portland. They started a [GoFundMe](#) to help small businesses replace broken windows as they continue suffering damage.

"It's an attack on all Portlanders and we need this revenue," said Mark. "Without a sales tax, the state needs healthy businesses."

Eric Murfitt hopes Mercantile Portland will thrive again, though with his current insurance policy, it feels a little like flying without a net.

"It makes us anxious, we're keeping the boards up... just to protect ourselves," said Murfitt. "Because the city's not doing that for us."

Businesses across Portland raising alarm about surge in vandalism, burglaries

Updated Jan 16, 2021; Posted Jan 16, 2021



Work crews on Saturday, Nov. 21, 2020, clean up damage and board up windows in Northeast Portland's Hollywood District after vandals damaged 27 businesses and workspaces, police said.

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By [Jamie Goldberg | The Oregonian/OregonLive](#)

Window repair company Speedy Glass has never seen times like these.

Their Portland emergency crews have been on call every weekend and employees have sometimes worked 15-hour days boarding up windows as the city has faced a conspicuous jump in burglaries and vandalism. Over the summer, Speedy Glass was booked out a month and a half for window replacements.

The wait time has since dropped to two to three weeks, but regional manager Kelly Hewitt said that is at least in part because some businesses are opting to leave boards up rather than replace windows that could be smashed again.

Portland vandalism reports are up nearly 50% and many other property crimes are spiking, too, amid an unchecked crime wave that is unnerving the city's businesses and prompting some to consider walking away.

On Jan. 3, Speedy Glass lost the window on one of its own front doors when an intruder shattered it and burst into the empty shop on Northeast Broadway. The alarm sounded immediately and the intruder fled after rifling through some drawers and grabbing a handful of candy.

The burglar was long gone when police arrived more than an hour later. Hewitt said the business was lucky to sustain only \$450 worth of damage, acutely aware that other businesses have faced much greater losses over the last nine months.

"Throughout the pandemic, businesses have been asked to put up more and more money just to be able to operate and deal with the COVID guidelines," Hewitt said. "And then they continue to take an added loss because people keep breaking things."

Police response

Downtown Portland business owners have been complaining for months about a sharp uptick in vandalism and other crime, often committed by people who have used protests for racial justice as a cover. Portland Mayor Ted Wheeler promised to take a tougher stance on vandalism after more than a dozen businesses and buildings were damaged during back-to-back nights heading into the New Year, but admitted this week that the city and police [are ill-equipped to crack down](#) on the criminal destruction.

While downtown may be the epicenter of that activity, business owners throughout the city are raising alarm about a shocking increase in window smashing, vandalism and brazen burglaries that have taken place during the pandemic, with a muted response from the city and police.

Reports of vandalism within Portland were up 47%, while reports of burglaries were up 32% from March to November 2020 compared to the same period a year prior, [according to data](#) from the Portland Police Bureau. And as burglaries rose, so did the response time from the police. Officers took an average of [87 minutes](#) to respond to burglaries from July through November 2020, up from 44 minutes in the previous fiscal year.

Police Bureau spokesman Lt. Greg Pashley said the city has seen an uptick in crime across the board since the start of the pandemic, but the police simply haven't had the resources necessary to adequately respond to the criminal activity.

Roughly 100 sworn members left the bureau in the second half of 2020, he said, leaving the police with 850. Pashley said that is far too few for a city Portland's size. At the same time, he said the bureau was forced to pull officers away from their regular jobs last year to respond to nightly protests where people often clashed with police. Pashley said that forced other crime victims to wait -- sometimes even when there [was an immediate threat to life](#).

“Had the pandemic been the only contributing factor, the response would have been different,” Pashley said. “It was not the pandemic that drew all resources to certain parts of the city night after night. ... It was also not the pandemic that caused the bureau to lose so many of its sworn staff.”

“We said throughout the second half of 2020 that we couldn’t provide the service we desired and that the community expects from its police,” he added. “The Police Bureau is doing what it can to serve with the resources we have.”

The [uptick in crime](#) has added insult to injury to business owners who are struggling to navigate the economic fallout from the pandemic.

In some cases, business owners have had to repeatedly deal with property damage, finding themselves cleaning up graffiti or replacing windows over and over again. Aaron Smith, general manager at Mt. Hood Glass, said his company has returned to some stores four or five times in the last nine months to replace windows.

Law enforcement buildings have also been a major target of window smashers. According to Willamette Week, Multnomah County will [pay \\$35,000](#) to replace a large window that vandals broke at the county’s brand-new, \$324 million courthouse on Jan. 6.

But in other cases, businesses have suffered much more than property damage.

Billy Galaxy, the owner of a vintage toy shop downtown that bears his name, said burglars broke into a storage unit at his store on both July 27 and 28 of last year. Police were occupied responding to protests elsewhere downtown. He said he walked in on the burglars on the second night, prompting them to flee, but that they had already taken tens of thousands of dollars in merchandise, some of which he had spent years collecting.

Galaxy said he soon found some of his items being sold online and was able to track down the storage unit where he believes his vintage toys are being stored. He provided the police with that information, but found himself frustrated with their limited response. Six months later, the case remains open and no arrests have been made.

“I don’t want to drag the police through the mud,” Galaxy said. “I get they have a lot going on, but so does everybody else. That doesn’t mean that they’re exempt from doing their job, even if their job is harder than it normally is.”

Repeated damage

Pam Coven, the owner of [Imelda’s and Louie’s Shoes](#), had her Alberta store burglarized three times between April and September of last year. On Oct. 24, two men then backed an SUV into her Hawthorne store, shattering the windows and causing structural damage to the building. Police responded quickly, but the intruders had already thrown as many purses and shoes as they could into the car and fled. Coven provided security footage to investigators, but the case remains open and no arrests have been made.

Coven has already paid to install tempered glass at her Hawthorne store and is in the process of putting bars on the windows. But those steps didn't prevent the store from being vandalized [during a Thanksgiving protest](#). Multiple Hawthorne businesses had their windows smashed and graffiti sprayed on their storefronts during that incident. Coven said she understands the desperation that people are feeling during the pandemic and hopes crime will dissipate as the pandemic recedes. But she also said she wants to see the city take a more forceful approach toward the criminal activity, especially when it comes to those engaging in indiscriminate property destruction.

"The vandalism drives me nuts because it's biting the hand that feeds you, to attack the small businesses or any retailer or restaurant, that's where people work," Coven said. "If you sabotage those businesses, you're going to take that opportunity from someone who needs that job."

Businesses have continued reporting break-ins in the first two weeks of 2021.

Earl Ninsom, owner of PaaDee, a well-known Thai restaurant on Southeast 28th Ave., said someone used a crowbar to break in Jan. 3. The person stole \$150 in cash before casually walking out while the restaurant's alarm was going off, Ninsom said.

It was the first time that the restaurant had been broken into since opening a decade ago, but it wasn't the first time that Ninsom had dealt with property damage in the last year. His other restaurants, Hat Yai and Eem, both had their windows smashed last year, costing the businesses hundreds of dollars to replace.

The break-in prompted PaaDee to invest more into installing security cameras and lighting. The added investment comes at a time when the restaurant's sales are down 40% and it is preparing for what could be especially slow winter months with indoor dining still banned.

"The restaurant industry, we all know how hard it is to survive this pandemic," Ninsom said. "There will be a lot of restaurants and food carts that won't make it. To have to be worried about (break-ins) too, it's just sad."

A limited response

Renata, [an acclaimed Italian restaurant](#) in Portland's Central Eastside, was broken into twice last year.

The first break-in came in May, when an intruder managed to get through the restaurant's patio door and [steal an iPad](#). The suspect, Shayne Edward Orvis, 26, failed to turn off the location tracker on the device, which enabled police to locate and arrest him.

The arrest came two months after Orvis was arrested for a burglary at a Pearl District apartment building, before being let go on a supervised pretrial release. As of November, Orvis was back on the streets and there was a warrant out for his arrest but police didn't know his whereabouts, records show.

Another person broke Renata's front door window in December before trying to flee as the alarm system went off. Sandra Arnerich, the restaurant's co-owner, said police responded immediately and managed to catch the suspect trying to leave on a bike.

But the second break-in prompted a frustrated Arnerich to email Mayor Wheeler.

"I sent an email to the mayor telling him what we're experiencing as business owners in Portland and how hard this insecurity makes it for us to operate, especially when we are really hanging on with a thread," Arnerich said. "It's really frustrating as a business owner, paying the amount of taxes we have to pay to the city, and having this amount of insecurity around us."

Tim Becker, a spokesman for Wheeler's office, said the mayor is aware of the increase in crime against local businesses. He said police are in the process of increasing the number of patrol officers, with the hope of having 365 available within the next few months. He also said that the mayor has asked the Police Bureau and Bureau of Emergency Communications for an assessment and evaluation of response times to 911 calls.

"We are processing the report to determine whether further resources and strategic adjustments may be needed to enhance safety and security for local businesses and neighborhood business districts," Becker said.

But business owners have yet to see concrete action from the city that they say is needed.

Even when Renata was open before the pandemic, Arnerich said customers and employees regularly suffered break-ins to their vehicles. Since the pandemic began, she said the amount of trash and graffiti in the neighborhood has grown exponentially, as have the number of people camping on the streets. Arnerich said it took hours for the police to respond when a woman outside the restaurant was having a mental health crisis several weeks ago.

During the pandemic, Renata has repositioned itself as a frozen pizza business. While the restaurant is moving forward with that concept, Arnerich said she has considered moving away from Portland due to the insecurity she feels within the city and isn't sure if there's a future for Renata as a restaurant in the Central Eastside.

"This city definitely feels less safe to me," Arnerich said. "I don't know why our city leadership isn't doing more to keep the city in better shape."

-- [Jamie Goldberg](#) | jgoldberg@oregonian.com | [@jamiebgoldberg](https://www.instagram.com/jamiebgoldberg)

Black Leaders Decry Vandalism, Fires Along Portland's Martin Luther King Jr. Boulevard

“Do not do this and think you are doing black people a favor.”



A rioter on May 30, 2020. (Wesley Lapointe)

[By Nigel Jaquiss](#) |

Published June 26, 2020

Updated June 26, 2020

Mayor Ted Wheeler and Portland Police Chief Chuck Lovell spoke this afternoon at the corner of Northeast Martin Luther King Jr. Boulevard and Killingsworth Street about the attack last night on the Portland Police Bureau's nearby North Precinct and a number of adjacent businesses, which officials say are owned by people of color.

Related: Hundreds of Protesters Barricade the Portland Police Bureau's North Precinct in Hostile Standoff

Wheeler said that when protesters nailed and barricaded doors shut and set the North Precinct on fire with people inside the building, they moved from the realm of legitimate protest to reckless criminality.

"Last night was about arson, destruction and endangering lives," Wheeler said.

Lovell, who earlier this month became the bureau's fourth Black chief, called the protesters' actions "evil."

The police description of what happened last night along Northeast Martin Luther King Jr. Boulevard was complicated by firsthand reports. While city officials described a focused attempt to destroy the precinct and harm those inside, two reporters told *WW* that some protesters set a fire and others tried to put it out, until police munitions drove them away.

A Police Bureau representative tells *WW* that officers did not deem the threat sufficient to evacuate the building.

Still, the direct attack on a police building and Black-owned businesses rankled several of the city's longtime civil rights leaders.

The leaders spoke in even stronger terms of protesters—some of them white—who were ostensibly acting in the interest of racial justice and against police brutality.

"We have got to call terrorism 'terrorism,'" said the Rev. Steven Holt, senior pastor at the Kingdom Nation Church.

Tony Hopson, co-founder and CEO of Self Enhancement Inc., a nonprofit that works primarily with Black youth, said the violence was "a distraction," and detrimental to the national movement for racial justice catalyzed by George Floyd's May 25 death at the hands of a Minneapolis police officer.

"It's against Black Lives Matter," Hopson said.

Ron Herndon, who has led reform movements against police brutality, inferior schools and other forms of discrimination against Black Portlanders since the 1970s, spoke from the perspective of decades on the front lines.

"When I hear about something being burned down, that is an act that has always been used against Black people," Herndon said. "They burnt down our businesses, our churches and our schools. That is a tactic that has been used to destroy Black people, not help Black people."

His remarks this afternoon, coordinated with City Hall, made plain a disagreement about tactics in the uprising against police violence.

Herndon said there's no question that police reform is necessary, as is school reform and the reform of financial institutions that discriminate, but burning any structure brings no racial justice.

"Do not do this," Herndon said, "and think you are doing Black people a favor."

Storefront Improvements



A Guide for
Neighborhood
Commercial Districts

NYC
Small Business
Services

careers
businesses
neighborhoods

The Department of Small Business Services (SBS) helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building thriving neighborhoods across the five boroughs. For more information, visit: nyc.gov/sbs.

Gregg Bishop
Commissioner

Special thanks to the New York City Mayor's Office for People with Disabilities and the New York City Landmarks Preservation Commission.

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Why Storefront Improvements Matter

Storefronts are important to New York City neighborhoods. They house local businesses, are a visible part of the street, and define the character and feel of a community. Strong neighborhoods are home to well-designed storefronts that enhance and give identity to the commercial district.

Storefront improvement is a simple way to upgrade the visual appeal of a commercial district, making it a place where people want to live, work, and play. An active street becomes the center of a safe, stable, and thriving community.

This guide to storefront improvements will help you understand the parts of a traditional storefront—the sign, awning, lighting, display window, and security devices—and make good design decisions. It also includes an overview of some costs and regulations related to storefronts and guidance to start a storefront improvement program in your neighborhood.

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EXCEPT DELIVERIES
THIS BLOCK

7 AV SOUTH

ONE WAY

SPEED
LIMIT
20

SLOW
ZONE

BLAGE
GARS

CIGARS

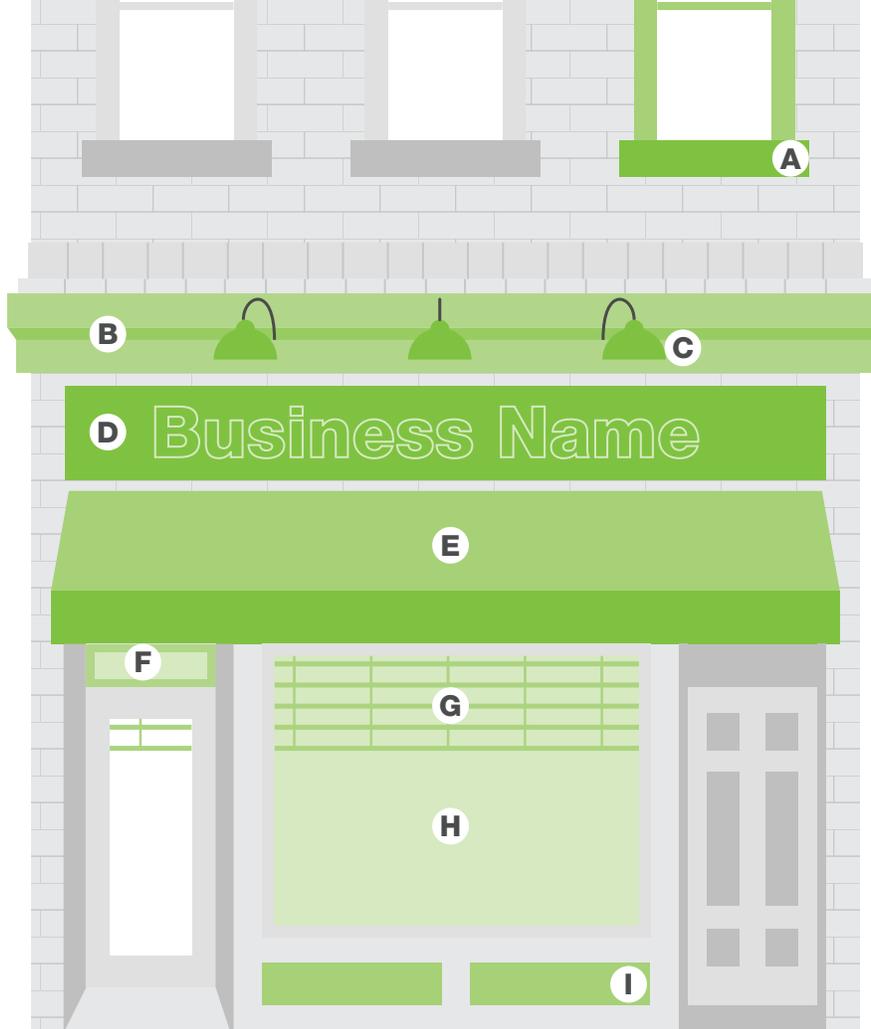
DUNKIN' DONUTS

fat cat

The guiding principle of good storefront design is to keep it simple. **Following these guidelines will help business owners attract customers, save money, promote a safe and appealing neighborhood, and follow City regulations.**

Not all buildings have every part described here, but the following are common to most building types in New York City.

What Makes a Storefront?



A Windows

Upper floor windows should be kept clear of signs and existing detail should be preserved and maintained.

B Cornice

The cornice is a significant decorative and unifying piece of the storefront. Be sure to preserve existing materials.

C Lighting

Lighting is used to illuminate signage and display windows. Good lighting is both eye-catching to shoppers and enhances safety.

D Signage

Signs provide the best space to advertise the name of a business. Effective signs are simple; they are not too large and fit within the scale of the building.

E Awning

Awnings add depth to the storefront and protect shoppers and window displays from sun and bad weather. They should fit appropriately above windows and doors and not project too far over the sidewalk.

F Transom Window

Transom windows allow for more light to enter the store. Keep them clear of opaque materials like cardboard or air conditioning units.

G Security

Security is important for protecting businesses and making customers feel safe. Open-grille security gates can be installed on the interior or exterior of the store. Interior is preferred, as it allows for a clean storefront and greater visibility.

H Display window

Display windows provide a great opportunity to show off merchandise. Be sure to limit the amount of signs and posters. Small decals are an effective and inexpensive alternative.

I Bulkhead

Bulkheads create a defined platform for window displays and are located at the base of the storefront. They should be proportionate to the size of the building.

Top 10 Storefront Tips

1

Less is more

The simpler the design, the better. Too much clutter makes it difficult for shoppers to see your business and take notice. One well-placed sign will grab the most attention.

2

Rethink security gates

Replacing your security gate with an electronic security system will increase the visual appeal of your business. If you must have a gate, an open-grille gate mounted on the interior of your store will improve nighttime security and allow customers to window shop after hours.

3

Choose quality materials

Cheap materials break down and often need replacing. If your storefront is in disrepair, shoppers will be discouraged from entering.

4

Know who you're hiring

Most storefront work, including installation of awnings and large signs, requires a permit from the NYC Department of Buildings. Architects, engineers, and sign hangers must be licensed and insured.

5

Don't forget maintenance

Clean windows and awnings regularly, and keep signs, bulkheads, and lighting in good repair. A fresh coat of paint is a good investment as is regular repair of brick or masonry.

6

Show your building's history

Beautiful historic buildings are often covered by layers of modern materials. Removing these layers may reveal historic detail that will add character and draw attention to your store.

7

Know your neighborhood

Each neighborhood has its own unique character. Ensure the look of your storefront emphasizes this character and appeals to local customers.

8

Make it easy to see into your store

Let your merchandise speak for itself. Clear windows with minimal signage invite customers into stores and make for a more secure environment.

9

Use inviting lighting

Install lighting to showcase signage, window displays, or other building details. It makes the storefront and the rest of the street more pleasant.

10 **Remember: Keep it simple!**

Creating a Storefront Improvement Program

Local community organizations can play a vital role in enhancing a commercial district by administering a storefront improvement program. This type of program can provide technical assistance to business owners, including help with design, contractor selection, and general project management. These programs can also provide matching grants to incentivize business owners to improve their storefronts. Learn more at: nyc.gov/storefronts.

Where to Start

The first steps are to identify the storefront improvement needs within a district and create program goals. When looking at a commercial district, the number of issues with storefronts may be overwhelming. To begin, identify the most common problems or the “worst offenders.” If solid-panel security gates are prevalent, perhaps structure your program to address this issue. There may be more issues in the district, but identifying one common problem can give focus to a first-round storefront improvement program and make results more quickly attainable.

What You’ll Need

The following is a list of materials and resources an organization may need when administering a storefront improvement program:

Program application

Design and project selection guidelines

Contractor recommendations

Designers or architects

Funding for grants (optional)

How to Get Funding

SBS’s Avenue NYC Grant Program allows community-based organizations in low- to moderate-income neighborhoods to apply for funding for soft costs and other program management expenses.

Learn more at: nyc.gov/avenuenyc.

Funding to cover capital costs for storefront improvements can also come from public grants, though this type of funding is limited. Be prepared to seek private funds—corporate sponsorships or other fundraising—as many public grants and BID assessment dollars cannot be used to fund capital improvements on private property.

The New York Main Street Program is a competitive statewide program that provides funds to community organizations to award grants to business and property owners to complete building renovations. Learn more at: nyshcr.org/programs/nymainstreet.

Storefront Improvement Success: Myrtle Avenue Revitalization Project

Since its founding in 1999, the Myrtle Avenue Revitalization Project LDC (MARP) has continuously assisted local merchants and property owners with storefront improvements. This work has been a critical piece of the organization's comprehensive neighborhood revitalization strategy. Storefront improvements have enhanced the district's appearance and supported the organization's business retention and attraction efforts.

In addition to providing matching grants, MARP provides technical assistance to business and property owners, including design, project bidding and contractor selection, and project management. The program's success can be attributed to a few key points:

Scale

With more than half of the district's storefronts assisted, the collective impact is transformative.

Staffing

A trained staff member has consistently managed the program.

Funding

MARP offers two storefront improvement programs that fund small to large scale projects using money from private donations/sponsorships, as well as public grants. These programs fund projects ranging from \$2,500 to \$50,000.



To date, MARP's storefront improvement program has:

Assisted 93 storefronts.

Provided \$975,000 in matching grants.

Generated \$2.2 million in private investment from participating business and property owners.

Signage

Signs are one of the most common and effective ways of drawing attention to a business. A good sign is memorable and showcases the quality and personality of a business and neighborhood. The simpler the sign, the more attention it will likely get. A bigger, busier sign is not necessarily better—if a sign is too cluttered, customers may pass it by. See page 36 for more information on sign regulations.

Flat Panel Signs

These common signs are mounted flat against the building between the cornice and awning. They can be made from a variety of durable materials like carved wood, metal, and acrylic.





Channel Letter Signs

Channel letter signs are usually internally lit and made from metal or plastic. They can be highly visible and mounted directly to a building or sign panel.

Window Signs

Signs located in display windows can be low-cost and attractive. These include hand painted signs and simple decals that don't cover too much window space.



Blade Signs

Blade signs, also known as shingle signs, hang perpendicular to a building and are a good way to attract customers on foot, bike, or car. They are mounted to a building with brackets that can be simple or decorative.





Three-Dimensional Letter Signs

Three-dimensional letters, mounted to a sign panel or building façade, add interest and texture to a storefront. They come in a variety of materials that range in durability and cost.

No Permit Required

Signs painted onto walls and non-illuminated signs that are six square feet in total area or less do not require a permit.

Neon Signs

Simple neon signs are noticeable day and night. When well-placed and maintained they add a unique and custom look to a storefront.



Historic Signs

When maintained, older signs can make businesses stand out and showcase the character and history of a neighborhood.



Illuminated Signs

In neighborhoods where businesses are open late, an illuminated sign may be a desirable option. These signs need a special permit that must be renewed every year.



Don't install oversized signs that cover building details.



Don't put too much information on signs. They appear cluttered and are hard to read.

Awnings

Awnings help define storefronts and embellish the commercial street. They provide shade to protect merchandise from the sun and shelter customers from bad weather. Awnings should fit within or just above storefront doors and windows and should not be used to cover architectural details or damaged parts of a building. For a more attractive appearance, traditional angled awnings are best.

This clean, simple awning is made from durable canvas material, fits well within the storefront framing, and does not cover building details.



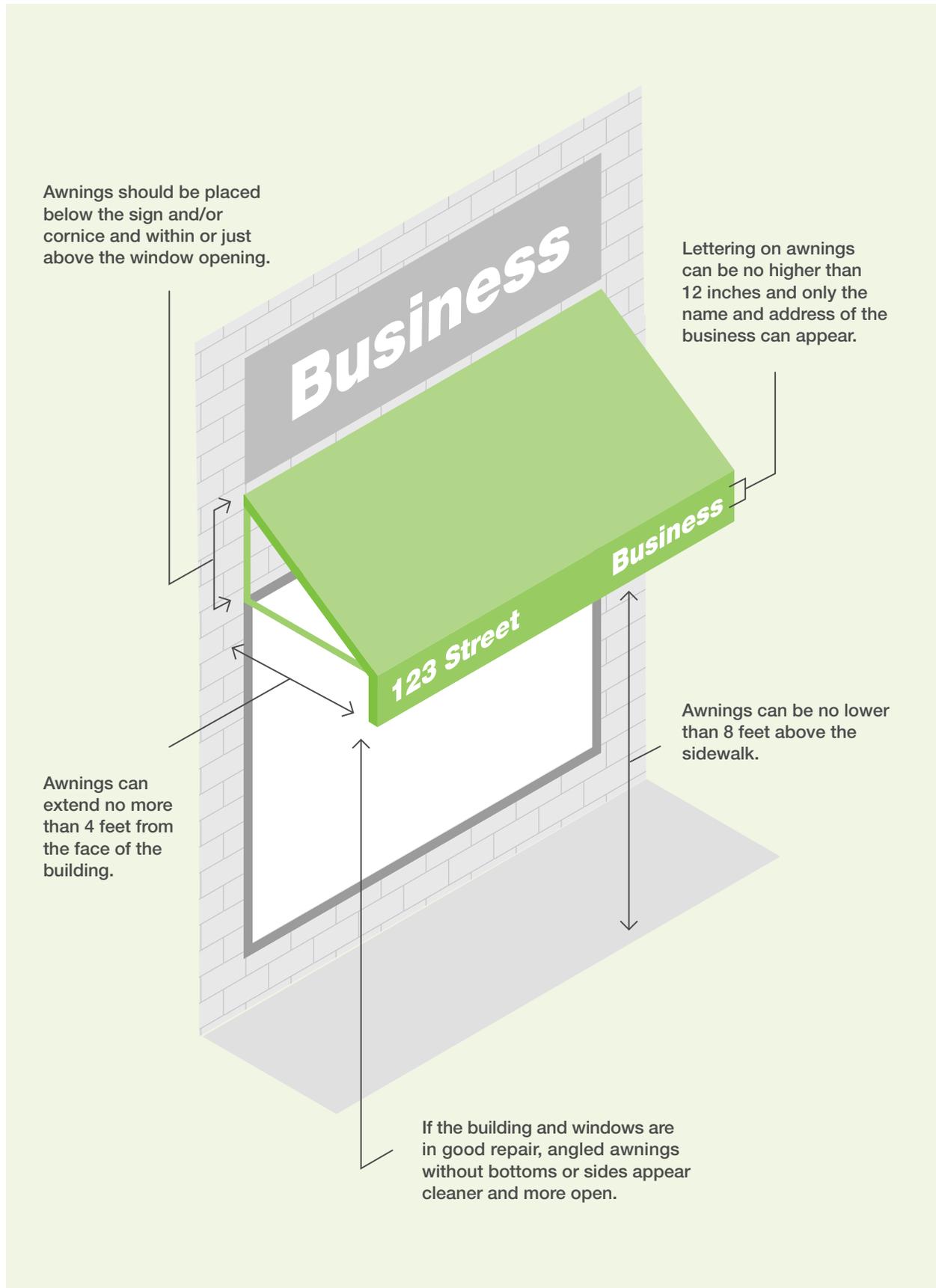
Awnings should be placed below the sign and/or cornice and within or just above the window opening.

Lettering on awnings can be no higher than 12 inches and only the name and address of the business can appear.

Awnings can extend no more than 4 feet from the face of the building.

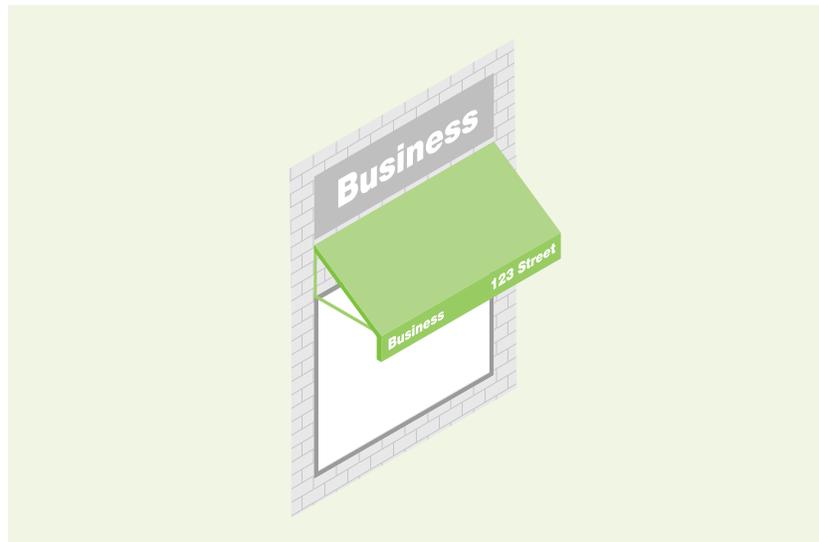
Awnings can be no lower than 8 feet above the sidewalk.

If the building and windows are in good repair, angled awnings without bottoms or sides appear cleaner and more open.



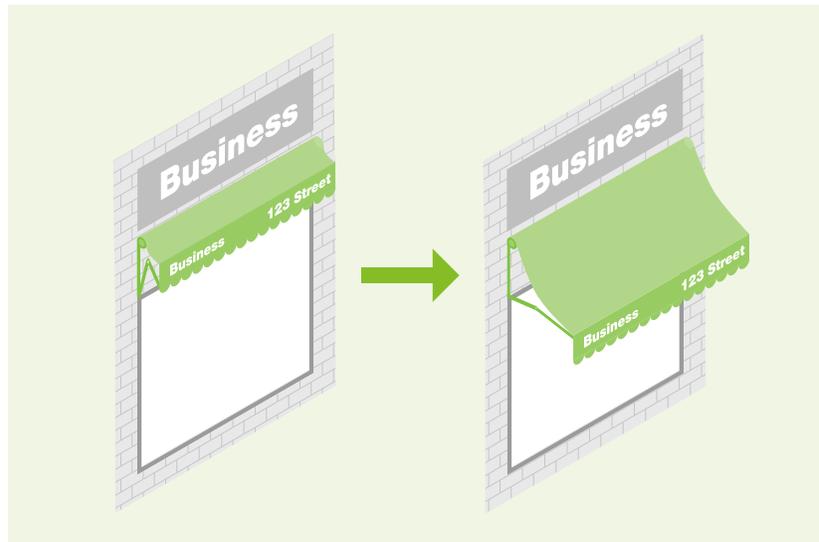
Fixed Awnings

Fixed awnings are durable and easy to clean. They should be made from high-quality, weather-resistant canvas rather than cheaper alternatives like vinyl. Sunbrella® canvas is a popular choice and comes in a variety of colors and textures.



Retractable Awnings

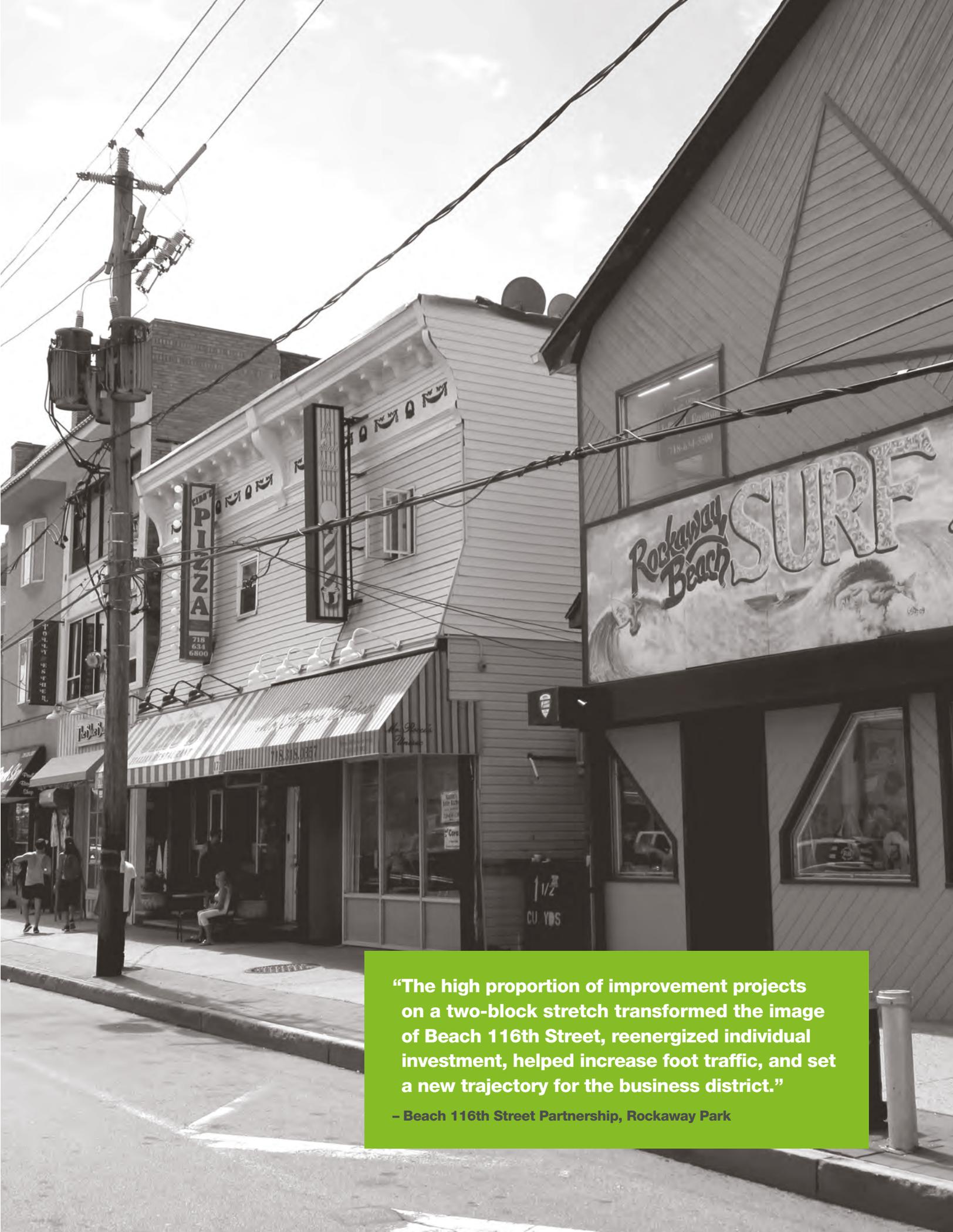
Retractable awnings are a great choice for restaurants with outdoor seating or stores with products for sale in windows or on the sidewalk. Their classic look creates an inviting appearance to any storefront.



✘ Don't put corporate logos on awnings. Only the business name and address can appear.



✘ Don't cover large portions of the building or hide architectural details.



“The high proportion of improvement projects on a two-block stretch transformed the image of Beach 116th Street, reenergized individual investment, helped increase foot traffic, and set a new trajectory for the business district.”

– Beach 116th Street Partnership, Rockaway Park

Lighting

Lighting not only enhances the appeal of storefronts and the commercial street, it also increases public safety. Good lighting can help advertise products in display windows and allow customers to see inside during evening hours. All lighting should be energy efficient and installed by a licensed electrician.

Storefront lighting should be directed and used with purpose—to illuminate a sign, entrance, or display window. Refrain from installing too many fixtures or directing light away from the storefront.



Exterior and Interior Lighting

Light fixtures should provide warm, ambient lighting to the sidewalk, enhancing the safety of pedestrians and attractiveness of the street.

Interior lighting promotes the products and services inside a business at all hours. It can also prevent break-ins.



Fixtures

Choose fixtures that complement the storefront design and building details. Gooseneck lights and sconces are popular options.



Don't use flashing lights or lights that project above the storefront. They are against City regulations.



Don't use lighting that shines into residential upper floors.

Security

The security of streets and businesses is important. Business owners should feel their stores are protected and shoppers should feel they are safe in the neighborhood. Electronic security systems are recommended instead of security gates as they discourage graffiti and allow customers to view merchandise 24 hours a day.

Security Camera Systems

Cameras, available in a range of sizes and styles, can be easily incorporated into any storefront. Various backup or video retention options and the ability to view footage from mobile devices make contemporary security camera systems a great alternative to security gates.

Security cameras can be installed discreetly on a storefront or in a prominent position to further deter crime.



Open-Grille Security Gates

In 2011, the City of New York passed a law banning the installation of solid-panel security gates for commercial stores. Existing security gates that are not open-grille must be replaced with open-grille gates by 2026.

Open-grille gates prevent break-ins while allowing customers and police to see inside a business at night. If you choose to install a gate, City law requires at least 70% transparency. These gates ensure merchandise is always on display, allow interior light to shine on the sidewalk, and make the street more appealing.

This retailer sells expensive products but has installed open-grille gates inside the store for security and compliance with City law.



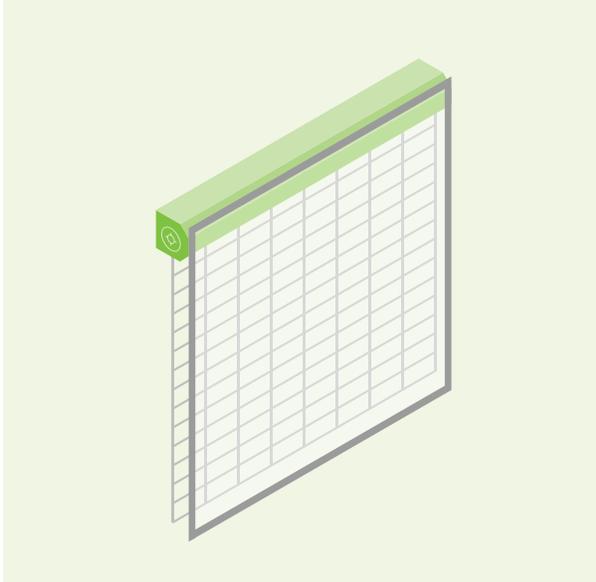
Don't use solid-panel gates, they close off the streetscape and make an area appear darker and less safe.



Don't use gates with less than 70% transparency, they attract graffiti and reduce visibility.

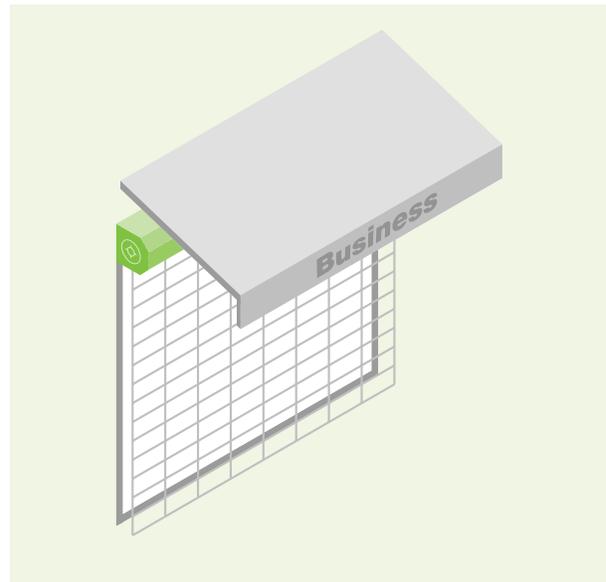
Gateboxes

Gateboxes that house security gates when not in use are unattractive additions to a storefront. Installing the gatebox inside the store, behind the display window is ideal. At a minimum, it should be hidden behind the awning. If none of these options are feasible, paint the gatebox to fit with the building or signage color scheme.



Inside

Interior installation conceals the gate's mechanical systems allowing for a clean and open storefront.



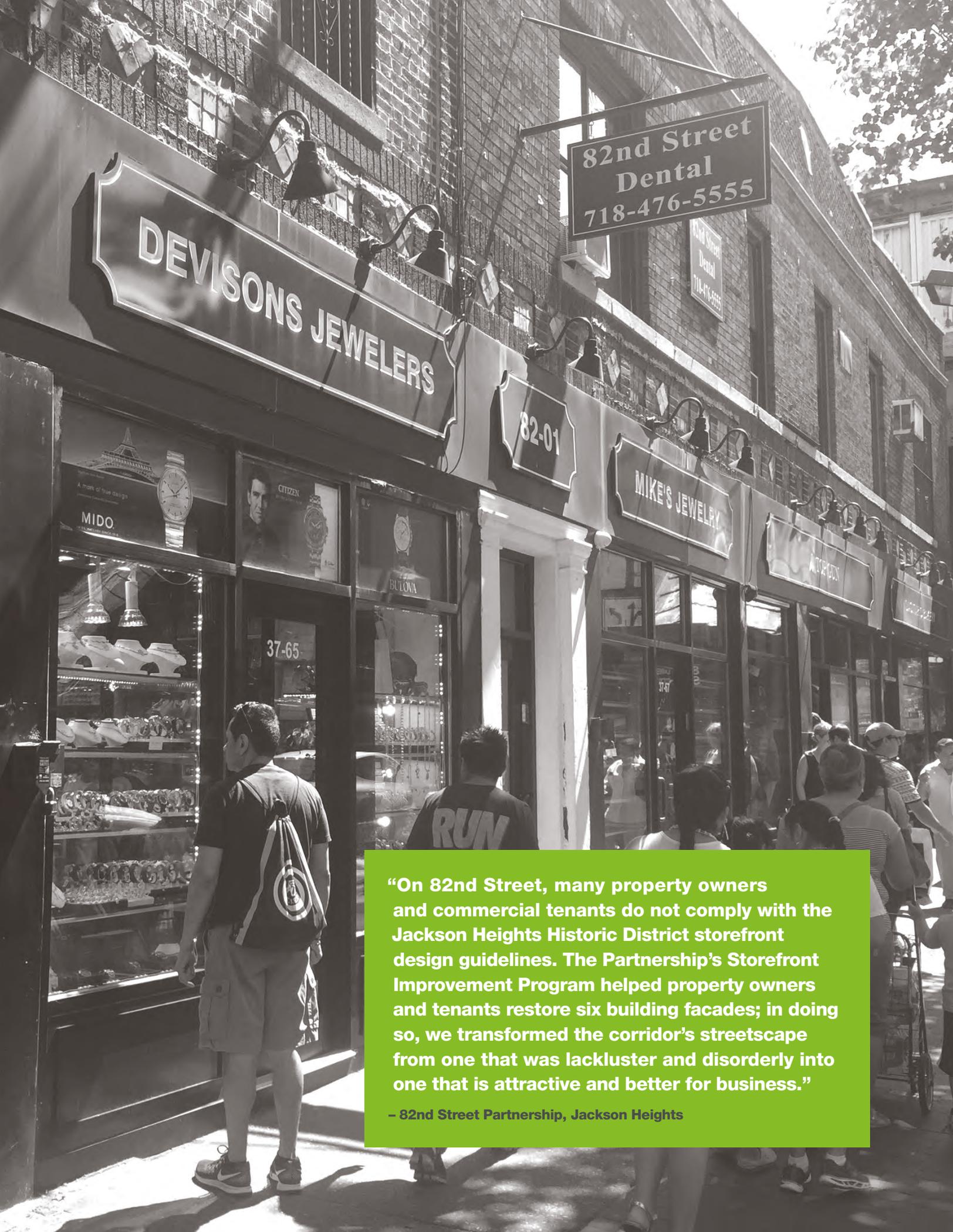
Under Awning

Covering the gatebox with an awning can be a good alternative to interior installation. Be sure to keep the awning at a simple angle rather than build an odd shape around the gatebox.

Painted

This painted gatebox complements the color and design of the storefront.





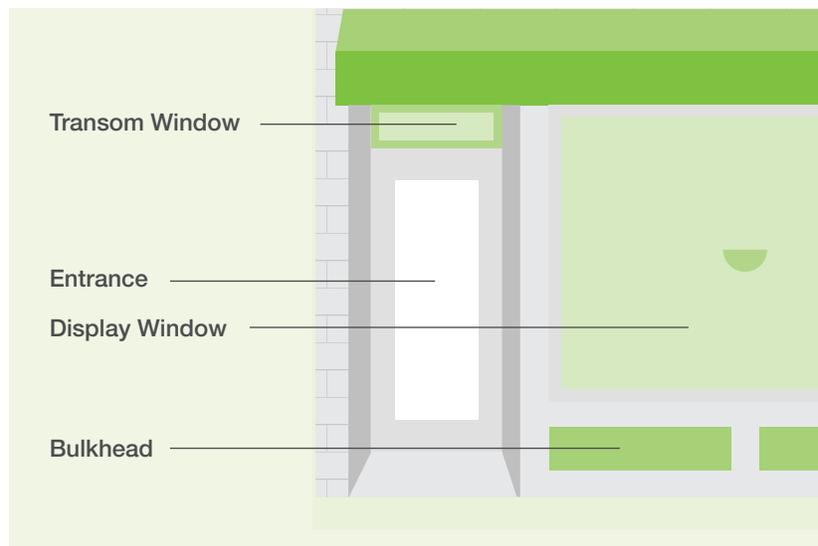
“On 82nd Street, many property owners and commercial tenants do not comply with the Jackson Heights Historic District storefront design guidelines. The Partnership’s Storefront Improvement Program helped property owners and tenants restore six building facades; in doing so, we transformed the corridor’s streetscape from one that was lackluster and disorderly into one that is attractive and better for business.”

– 82nd Street Partnership, Jackson Heights

Framing, Windows, & Entrances

Framing, windows, and entrances together make what is referred to as the “storefront system.” All the parts within the storefront system should be compatible; the materials, color, and scale of these parts should work together to make a pleasant design that attracts customers and enhances the commercial corridor.

When renovating and replacing a storefront system, be sure to consider all components, including solid framing and bulkheads, large display windows, transom windows, and inviting entrances.



Storefront Framing

The two most common choices for framing materials are metal or wood.

Metal Frame

Metal storefronts come in a variety of prices, depending on the material (e.g., aluminum or steel) and finish (e.g., color coated or rustic finish).



Wood Frame

Wood storefronts are an attractive option, especially if the wood is original to the building. Keep in mind that wood can be more expensive and may need more maintenance.





Bulkheads

Bulkheads are commonly made of wood or masonry. They can also be surfaced with ceramic tiling, metal panels, marble, or other materials. They create a defined platform for window displays and add interesting detail to the streetscape.

Windows

Storefronts should have plenty of window space, allowing customers to see clearly into the store. In historic buildings, the windows should have similar proportions to the building's original design, preventing the business from clashing with other stores in the neighborhood and looking out of place. When selecting glass, work with an architect or contractor to pick insulated windows that meet the City's energy efficiency requirements and can withstand extreme temperatures.



Multipane Windows

Using several panes of glass rather than one or two full-sized ones can help reduce costs and save expenses on maintenance when glass may need replacing.



Display Window

Window displays provide a great opportunity to add creativity to a storefront and highlight merchandise without high costs. Lighting, color, and arrangement of products can leave a lasting impression on customers.



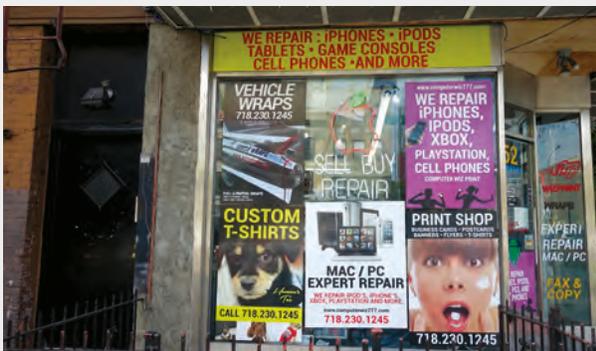
Transom Window

Clean transom windows allow for more light and can serve a decorative function.



Plants & Planters

Plants near entrances and in front of windows add beauty and color to a storefront and make a big visual impact on the street.



✘ Don't have too many signs, posters, or products that clutter windows. City regulations require 80% transparency in display windows.



✘ Don't fill transom windows with an air conditioning unit or opaque materials. Air conditioning units often drip and make entrances unsightly.

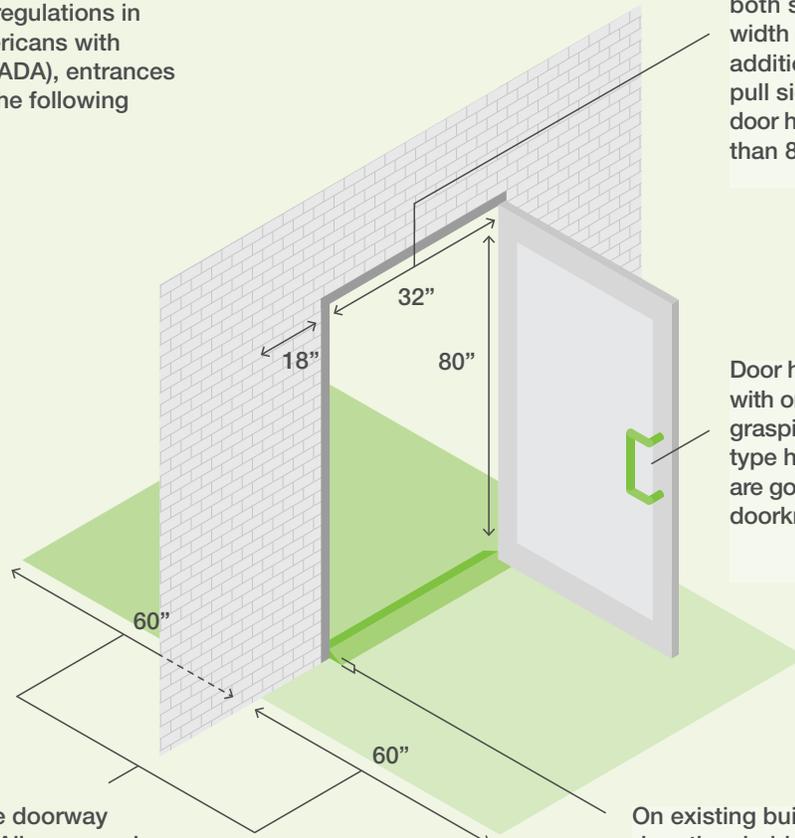
Entrances

Entrances should be clearly marked and welcoming to all customers. Doors should be made from durable, commercial grade materials and have large glass panels for maximum visibility.



ADA Accessibility

To comply with regulations in the Federal Americans with Disabilities Act (ADA), entrances should include the following features:



Doors should be clear on both sides with a minimum width of 32 inches and an additional 18 inches on the pull side of the door. The door height should be no lower than 80 inches.

Door handles must be operable with one hand without tight grasping of the wrist. Lever type handles and pull handles are good options, but round doorknobs are not accessible.

Both sides of the doorway should be level. Allow enough maneuvering room (at least 60 inches) on both sides of the door for a person in a wheelchair to get through easily.

On existing buildings the door threshold (the sloped crosspiece that extends across the bottom of the door area) should be no higher than 3/4 inches with angled edges.

THE SALTY PAW

Pet Accessory Emporium & Grooming Spa



TY PAW

THE SALTY



33

38

“Because I own a specialty shop, not everyone walking down the street is a potential client. I have to work harder to attract foot traffic, so having a creative storefront with my branding is essential to my success. Thanks to the funding I received, I am seeing new clients I would have never had before!”

**- The Salty Paw Pet Emporium,
South Street Seaport Historic District**



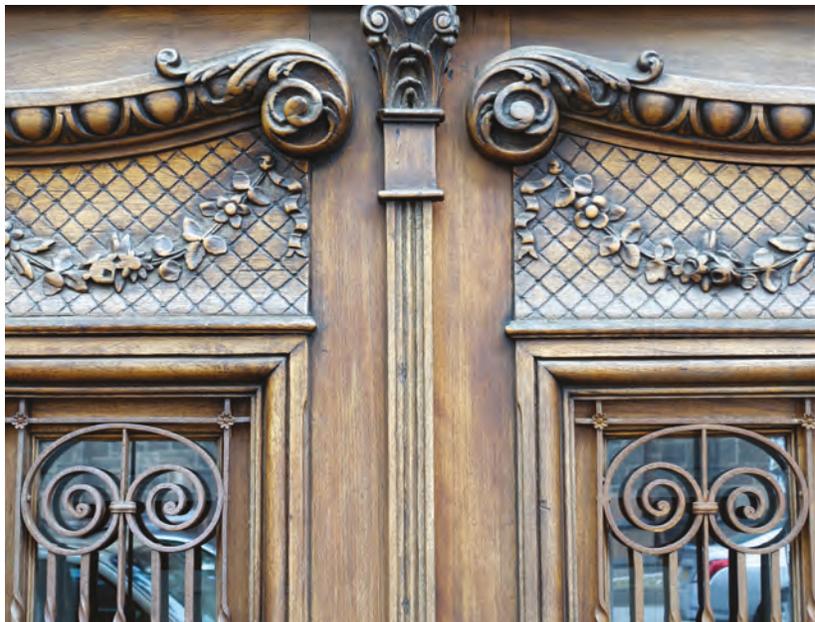
FROZEN
FROZEN
FROZEN
FROZEN

Historic Detail

Highlighting historic detail is an easy way to create a distinct and memorable storefront. In most cases, preserving, repairing, and maintaining existing architectural detail is recommended over covering them or installing new materials. If your business is within a landmark building, historic district, or special use district, preserving these details may be required.

Architectural Details

Columns, carved stonework, decorative cornices, and tiling should be highlighted on all storefronts. Finding these special features and exposing them help maintain the character and history of a neighborhood.





Landmarks, Historic Districts, and Special Purpose Districts

The City's Landmarks Preservation Commission (LPC) has guidelines for protecting historic and architecturally significant buildings and areas. When making changes to buildings in designated historic districts, business owners must follow the rules unique to that district. Special purpose districts are areas with distinct characteristics and restrictions tailored to the needs of the area. Businesses in these districts are also subject to a specific set of regulations. To determine if your building is in a historic or special purpose district, visit the City's zoning and land use map at: maps.nyc.gov/zola.

Maintenance

Regular maintenance goes a long way toward improving the appearance of a storefront. Because they are durable and easier to maintain, quality materials can save time and money. Establishing a regular schedule for cleaning and repairs can have a big impact with little cost. Poorly maintained stores with peeling paint, ripped awnings, or broken windows make streets appear run-down and unattractive.

Some recommended tasks to be completed regularly and as needed:

Wash windows and sidewalks

Apply a fresh coat to painted areas

Remove or paint over graffiti

Repair windows and window frames

Replace broken light fixtures

Clean and repair brick, stucco, masonry, and other building materials

Clean, repair, and replace signs and awnings as they become dirty or damaged.

Remove all old or non-functioning signs, brackets, and other fixtures

Fix or replace planters, seating, and other non-permanent fixtures

Update window displays to showcase new merchandise

Graffiti

Graffiti gives neighborhoods the appearance of being unsafe and ignored. The Graffiti-Free NYC Program—the City’s street-by-street graffiti cleaning service—is free of charge to property and business owners. Property owners and their tenants can request these services by calling 311.



Costs

Storefront improvements include costs for materials and labor (hard costs), as well as professional services and obtaining required building permits (soft costs). These soft costs might include an architect's fee, asbestos testing, building permits, sign hanging permits, and more. To obtain a work permit from the Department of Buildings, a licensed architect or engineer will need to file plans.

Sample budget for a typical 20-foot-wide storefront improvement project:

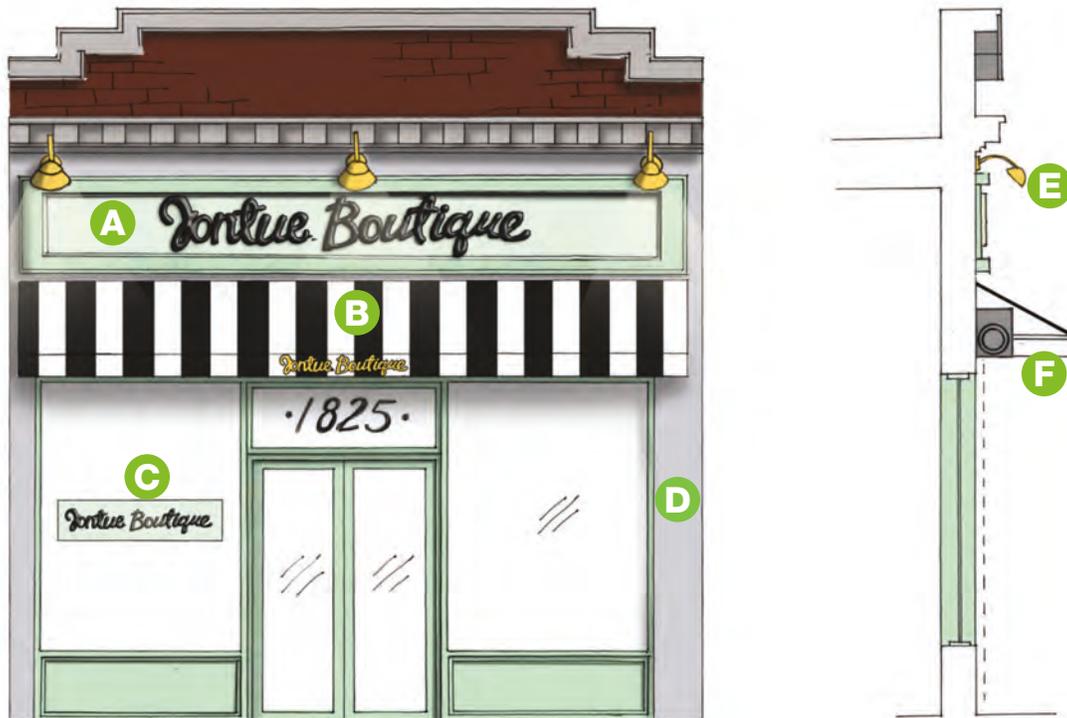
Soft Costs*

Architect Fee (includes the cost of permit filing)	\$3,500
Asbestos Testing	\$500
DOB Permit Fee	\$800
Sign Hanging Permit Fee	\$50

Hard Costs*

A Aluminum Sign	\$1,500
B Canvas Awning	\$1,300
C Window Decals	\$200
D Aluminum Storefront Framing and Glass	\$9,000
E Gooseneck Lighting	\$1,300
F Motorized Open-Grille Security Gate	\$2,000

*costs are estimated and will vary



Regulations

Several New York City agencies and local laws regulate improvements to storefronts and building façades.

Zoning

New York City is divided into residential, commercial, and manufacturing districts that dictate the different types of building uses. Most small businesses with traditional storefronts are likely located in C1 and C2 districts. Learn more about the City's Zoning Resolution at the Department of City Planning (DCP) website: nyc.gov/planning.

Signs and Awnings

The City's Zoning Resolution includes detailed guidelines for storefront signage. The Department of Buildings (DOB) enforces these guidelines and can issue fines for signs that do not adhere to the sign code. Some areas, such as Downtown Brooklyn or Little Italy, are within Special Purpose Districts that may have additional regulations. Learn more at the DCP website (above) or the DOB website: nyc.gov/buildings.

Permits and Professionals

DOB reviews and approves building alteration plans and issues work permits. Awnings, flagpoles, and signs require permits from DOB before installation. DOB also manages the licensing of building professionals, including architects, general contractors, electricians and others. All storefront improvements should be performed by licensed professionals.

Find a licensed sign hanger or other licensed building professional at the DOB website: nyc.gov/buildings.

Find a certified Minority and/or Women-owned Business Enterprise (M/WBE) at the City's M/WBE Online Directory: nyc.gov/buycertified.

Sidewalk Structures

To use space on the sidewalk for things like benches, planters, ramps, and other structures, businesses must apply through the Department of Transportation (DOT). Learn more at the DOT website: nyc.gov/dot.

Accessibility

By law, businesses must provide entrances that are accessible to all customers. Many of these regulations are set forth in the Federal Americans with Disabilities Act (ADA), which is enforced locally by DOB. A licensed architect can provide designs that comply with ADA requirements. Learn more at the Mayor's Office for People with Disabilities (MOPD) website: nyc.gov/mopd.

Sidewalk Cafes

The Department of Consumer Affairs (DCA) manages the regulation of the City's sidewalk cafes. Applications for sidewalk cafes must be submitted to and reviewed by DCA. Learn more at the DCA website: nyc.gov/consumers.

Energy Efficiency

The New York City Energy Conservation Code (NYCECC) includes energy requirements that apply to storefront windows, doors, and more. A licensed architect can provide designs that comply with DOB requirements. To learn more visit the DOB website: nyc.gov/buildings.

Landmarks and Historic Districts

Building plans for businesses located within a historic district or a designated landmark must be submitted to the City's Landmarks Preservation Commission (LPC) in addition to DOB. The LPC will review plans to ensure the proposed renovations respect the historic character of the building or neighborhood. Learn more at the LPC website: nyc.gov/landmarks.

Business Services

The Department of Small Business Services can help you understand key City rules and requirements, avoid fines and violations, and coordinate reviews and inspections from City agencies. Learn more at: nyc.gov/business.

To contact these City agencies, call 311 or visit nyc.gov/311.

Fines

The Department of Buildings can issue violations and charge fines for work that is not properly permitted or does not follow the City's sign or building codes. Following all the City's required guidelines will help avoid these fines, which can quickly grow into thousands of dollars.

Some common fines associated with illegal storefront improvement include:

Violation	Fine
Skipped Asbestos Report	\$2,400
Failure to Comply with a Stop Work Order	\$2,000
Work Without a Permit	\$500
Work Does Not Conform to Approved Plans	\$500-\$800
Sign Code Violations	\$800

Storefronts in a Historic District or Landmark:

Violation	Fine
Storefront Work Without LPC Permit	\$1,500
Sign Installation Without LPC Permit	\$250

Fines are subject to change and may vary based on the unique circumstances of each storefront.

Source: <http://on.nyc.gov/2iDCvvt>

New York City Sign Code

The New York City Sign Code is a set of regulations that governs everything from the size of signs to the text allowed on awnings. Signs found in violation of the sign code can warrant a fine from the Department of Buildings.

Every property in NYC belongs to a zoning district. Most businesses are located within a commercial zoning district, and each commercial zoning district has a distinct set of sign regulations. For example, a business on Madison Avenue might have different regulations than a business on Queens Boulevard. However, some regulations apply to every business in NYC.

Citywide Regulations

The following are not permitted on any storefront in NYC:

Signage projecting more than 12 inches over the sidewalk and any projecting signage less than 10 feet above curb level or within two feet of the curb line.

Signage attached to a fire escape, exterior stair, required door or window, or obstructing required light or ventilation.

A ground sign projecting beyond the street line.

Light fixtures attached to a storefront that project more than two feet from the building or less than eight feet above the sidewalk.



Commercial Zoning Districts

Many small businesses in NYC are in commercial zoning districts C1 or C2. The following is a summary of sign regulations for these two zoning districts. For more detail or to determine the zoning district for a particular building, call 311 or visit nyc.gov/planning.

Advertising Signage

Advertising signage is prohibited. “Advertising signs” are those that direct attention to a business, product, or service offered at a location different from where the sign is found.

Illuminated Window Signage

An illuminated sign larger than 8 square feet in a window is prohibited. Installing more than three illuminated signs in one window is prohibited. Flashing signage in a window is prohibited.

Signage Size

Signage with a surface area greater than three times the street frontage of the business’ zoning lot is prohibited, with a maximum sign area of 150 square feet allowed.

Illuminated Signage

Illuminated signage with a surface area greater than three times the street frontage of the zoning lot (or more than 50 square feet per street frontage) is prohibited. Flashing illuminated signage is prohibited.

Street Lines

Double or multi-faced signage projecting more than 18 inches across the street line is prohibited. Parallel or wall signage projecting more than 12 inches across the street line is prohibited.

Awning/Canopy Signage

Illuminated awning/canopy signage is prohibited. Text or graphics found on an awning/canopy cannot exceed 12 square feet. Lettering found on an awning/canopy cannot be higher than 12 inches. The awning/canopy can only display the name and address of the business.

Signage Height Above Curb

Signage extending higher than 25 feet above curb level is prohibited.

Signage Height Above Roof

Vertical signs not wider than 28 inches can extend no higher than 15 feet above the roof. All other signs extending above the roof are prohibited.

Roof Signage

Roof signage is prohibited.

Signage Angles

In C2 zoning districts, signage facing at an angle less than 165 degrees away from and within 100 feet of a residence district or public park is prohibited. Advertising signage facing at an angle less than 165 degrees away from and within 100 feet of a residence district or which adjoins a public park is prohibited. Other signage at such location is subject to C1 zoning district regulations.

Residential Building Signage

Signs for businesses found within the residential portion of a building’s façade are prohibited. Signs for a business found on the upper floors of a building cannot be illuminated.



CAFFE REGGIO ORIGINAL CAPPUCCINO



Caffe Reggio

Original Cappuccino Since 1927

Caffe Reggio

ORDINANCE No.

*Waive Portland Zoning Code requirements for the ground floor/first floor of buildings located in the Design Overlay Zone for the installation of lighting and security gates on exterior facades during COVID-19 emergency (Ordinance; waive Code Chapter 33.420)

The City of Portland ordains:

Section 1. The Council finds:

1. Mayor Ted Wheeler executed a Declaration of Emergency for the City of Portland on March 12, 2020 due to the continued spread of the COVID-19 virus, which creates an extreme risk to public health, government and business continuity, and the local economy of the City of Portland and across the entire City. The Declaration of Emergency has since been extended every two weeks.
2. The purpose of the Portland Zoning Code is to implement Portland's Comprehensive Plan and related land use plans in a manner which protects the health, safety and general welfare of Portlanders (PZC 33.10.010).
3. The COVID-19 pandemic has had an adverse effect on the health, safety and general welfare of Portlanders, including establishments in commercial districts. In many cases, businesses have been impacted by required temporary closings, significant reductions in customers, decreased pedestrian activity and operational modifications to address the public health crisis.
4. Vandalism in Portland's commercial districts increased 47 percent from March 2020 to November 2020 according to a report from the Oregonian based on Portland Police Bureau statistics. Burglaries increased 32 percent during the same time period. Vandalism is not limited to downtown Portland. Mass vandalism events have been reported in almost all commercial districts including SE Hawthorne Avenue, NE Alberta Avenue, NE Martin Luther King Jr. Boulevard, and the Hollywood District. Boarded up street-facing facades are now a common sight in Portland. These commercial districts, as well as most in Portland, contain the Design Overlay Zone.
5. Pedestrian counts in downtown Portland declined 82 percent between the December 2019 and December 2020 counts according to figures released by the Portland Business Alliance and the Downtown Portland Clean & Safe District. Declines in pedestrian activity in other Portland commercial districts have been reported as well.
6. Repair costs associated with vandalism, reduced pedestrian activity (and therefore revenue), and burglaries are among the many issues impacting Portland's businesses during the COVID-19 emergency. Significant increases in insurance premiums resulting from claims associated with vandalism are also reported, leaving

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businesses, many of which are already under financial distress, even more burdened.

- ~~7. The City of Portland has adopted policy to incorporate Crime Prevention Through Environmental Design (CPTED) principles and practices into the design, construction and operation of businesses and development projects to enhance the quality of life and to reduce both the incidence, and the fear, of crime (ENB 22.01 and 2035 Comprehensive Plan Policy 4.13). The overlapping elements of CPTED are: Natural Surveillance, Territoriality, Access Control, Activity Support, and Management and Maintenance. These concepts sometimes rely on mechanical strategies such as lighting, locks, security cameras, security gates, and fencing to achieve intended results and increase safety and perceptions of safety. When property surveillance and surrounding activity is reduced, such as through a significant decrease in pedestrian activity or employees in commercial districts, reliance on mechanical strategies may become more necessary.~~
7. The City of Portland has adopted policy, design guidelines and Portland Zoning Code regulations related to creating and maintaining a positive pedestrian environment in Portland. The City of Portland has adopted policy related to crime-preventive design (2035 Comprehensive Plan, Policy 4.13). This policy encourages building, site, and public infrastructure design approaches that help prevent crime.
8. The City of Portland has adopted policy related to the pedestrian environment (2035 Comprehensive Plan Policy 4.21). This policy is in part accomplished through Portland Zoning Code regulations limiting blank walls on the ground floor/first floor of buildings and requiring a percentage of storefront windows on street-facing facades in order to provide a pleasant, rich, and diverse pedestrian experience by connecting activities occurring within a structure to adjacent sidewalk areas.
- ~~9. Applying certain CPTED measures on the exterior of an existing building, such as lighting and security gates, in the Design Overlay Zone may require approval through a Design Review application, which depending on the review type and the value of the project, can add a significant number of weeks or months to the process of obtaining a building permit because the Design Review must be completed before a building permit application is submitted. Interior installation of lighting and security gates does not require approval through a Design Review application.~~
9. The Central City Fundamental Design Guidelines includes a Protect the Pedestrian guideline to “develop integrated identification, sign, and sidewalk oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian” (Central City Plan Fundamental Design Guidelines, B2). The Community Design Guidelines include a Crime Prevention guideline which is in part accomplished by providing a lighting system that includes pedestrians (Community Design Guidelines, D5).
10. The Portland Zoning Code implements the Comprehensive Plan and includes development standards to provide “a more pleasant pedestrian environment by

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preventing large expanses of blank facades along streets” (PZC 33.130.230). The zoning code also includes regulations related to ground floor active uses (PZC 33.415.200) and the pedestrian environment (PZC 33.130.240).

11. Best practices exist with regards to the design and application of ~~CPTED~~ safety measures so that ~~these measures~~ they do not detract from the pedestrian environment or negatively impact those working, living or staying above the ground floor/first floor, such as directing exterior lighting to illuminate the sidewalk rather than the surrounding vicinity and grille-style security gates, rather than solid panel security gates, to provide transparency and avoid blank building facades or surfaces for graffiti. Sensible exterior building modifications to improve safety and security are those that achieve objectives while maintaining a positive pedestrian experience.
12. To protect and secure persons and property by allowing the installation of lighting and security gates on the exterior of buildings at business entrance(s) in an expedited manner, the City Council must waive provisions of the Portland Zoning Code that require Design Review approval for exterior alterations within the Design Overlay Zone (PZC 33.420.025). The City Charter authorizes the Council (2-101), acting on behalf of the City, to take actions necessary or appropriate to secure the protection of persons and property and to provide for the health, peace and good order of the City (2-105(a)(2)), to regulate the use of buildings and structures for the better protection of the lives and health of the public (2-105(a)(35)) and to regulate uses of land and structures within the City (2-105(a)(36)). Further, the Mayor has authority to order such other measures as may be necessary to protect life, safety and health of persons and property. Code Section 15.08.020.B.11. As discussed in these findings, expedited allowance of security features in the City’s commercial districts is necessary and appropriate to protect and secure persons and property and to maintain the health and good order of the City during the COVID emergency.

NOW, THEREFORE, the Council directs:

- a) The regulations of PZC 33.420 which require Design Review for lighting and security gates on the ground floor/first floor exterior of buildings in the Design Overlay Zone, are waived to allow businesses more expeditious installation of needed security during the COVID-19 emergency, provided the conditions outlined below are met.
- b) Permit and inspection requirements of the Bureau of Development Services and all other requirements of City Bureaus must be met.
- c) Exterior lighting must be directed downward toward the sidewalk, parking area or other exterior area. Appropriate fixtures include gooseneck lights and sconces. No flashing lights or lights that project above the ground floor/first floor are allowed.

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- d) Exterior security gates must be of the open-grille variety and at least 70% transparent. Security gates may only be located on the portions of building facades that contain entrances intended for pedestrian use and any windows associated with the entry portion of the building facade. Allowances of this ordinance do not include solid-panel security gates.
- e) Gateboxes that house security gates when not in use must be hidden behind an awning or if no awning is located on the ground floor/first floor building facade, the gatebox must be painted to match the building.
- f) Allowances of this ordinance do not apply to designated Historic Landmarks or to contributing structures in Historic Districts.
- g) Allowances of this ordinance expire when the Declaration of Emergency for the City of Portland first issued on March 12, 2020 is no longer in effect. Improvements made during the duration of this ordinance will be considered Nonconforming Development subject to the requirements of 33.258 Nonconforming Situations once the allowances of this ordinance expire.
- h) In order to promote expeditious issuance of building permits associated with the allowances of this ordinance, Nonconforming Development regulations of PZC 33.258.070.D.2 do not apply.

Section 2. The Council declares that an emergency exists because businesses need urgent relief from the costs and time involved in seeking Design Review approval as they try to secure their property, promote safety and security, and stay in business through the economic crisis associated with the COVID-19 emergency, and while the State of Emergency, declared by Mayor Ted Wheeler on March 12, 2020 is in effect. Therefore, this ordinance shall be immediately effective upon its passage by Council.

Passed by the Council:

Mayor Ted Wheeler &
Commissioner Dan Ryan
Prepared by: Matt Wickstrom, BDS
Date Prepared: February ~~23~~ 17, 2021

Mary Hull Caballero
Auditor of the City of Portland
By

Deputy



City of Portland, Oregon
Bureau of Development Services
Office of the Director
FROM CONCEPT TO CONSTRUCTION

Dan Ryan, Commissioner
Rebecca Esau, Director
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MEMORANDUM

February 23, 2021

To: Mayor Ted Wheeler
Commissioner Jo Ann Hardesty
Commissioner Mingus Mapps
Commissioner Carmen Rubio
Commissioner Dan Ryan

From: Rebecca Esau, Director *Rebecca Esau*
Bureau of Development Services

Subject: Business Support – Safety and Security Ordinance

The Bureau of Development Services has prepared an ordinance to support -businesses during the COVID-19 emergency. This is the first of two ordinances and focuses on safety and security measures. The next ordinance will focus on uses and allowances for small businesses during the COVID-19 emergency.

Background:

The COVID-19 pandemic has had an adverse effect on Portland's businesses. Many have been impacted by required temporary closings, significant reductions in customers, decreased pedestrian activity and operational modifications. At the same time, vandalism in Portland's commercial districts has seen a significant increase adding additional pressures to already burdened businesses and necessitating safety and security improvements. Most commercial districts in Portland are located in the Design Overlay Zone which would require approval of exterior safety and security measures through a Design Review which adds time and expense for businesses prior to applying for a building permit.

Ordinance Summary:

The ordinance waives Design Overlay Zone requirements for lighting and security gates on the ground floor/first floor exterior of buildings. The ordinance applies practical requirements for these improvements so that they do not detract from the pedestrian environment. The ordinance does not apply to Historic Landmarks or to contributing resources in Historic Districts. Nonconforming upgrade requirements are also waived for these improvements as a means to allow expeditious issuance of permits.

This ordinance is filed as an emergency so that businesses can expeditiously begin installation of certain safety and security measures.