



DeepSentinel

CPTED

FOR BUSINESSES

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

Crime Prevention Through Environmental Design (CPTED) is an effective tool for countering crime and enhancing a community. And it's not just for homeowners. Business owners and managers can employ the five pillars of CPTED in a strategic, proactive way to protect a commercial property from burglary, theft, and more.

www.deepsentinel.com

What Is CPTED?

Criminologist C. Ray Jeffery coined the term **crime prevention through environmental design** (CPTED) in 1971. CPTED is a philosophy that encourages the deliberate use of design elements to eliminate or reduce criminal behavior.

The greater the risk would-be criminals perceive, the less likely they are to commit a crime. CPTED strategies cause criminals to pause and think twice before breaking the law—often, all the convincing they need before moving on to easier targets. In other words, it is a proactive solution to crime reduction.

Successful CPTED implementation in a community requires a collaborative approach between designers, engineers, city planners, law enforcement, code enforcers, and other stakeholders. The overall goal is to foster positive social interactions within an area and, in the process, deter criminal behavior.

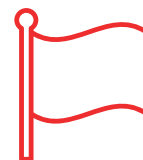
The 5 Core Pillars of CPTED



Natural Surveillance
Increasing visibility and eliminating hiding spots



Natural Access Control
Drawing clear boundaries around properties



Territorial Reinforcement
Signaling property ownership



Activity Support
Encouraging desirable legitimate use



Maintenance
Keeping everything functional and attractive

You can apply each of these “pillars” at your business to improve security.



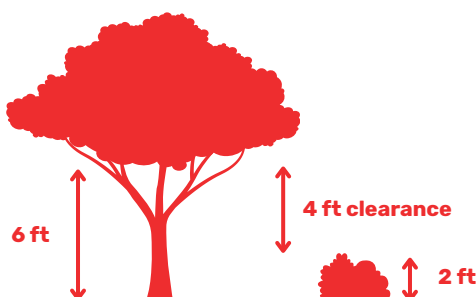
Natural Surveillance

With Natural Surveillance, your primary goal is to make sure that crimes are in plain sight. Layout, lighting, building materials, and even landscaping are useful design tools for enhancing visibility.

First, consider your property's sightlines. Put checkout counters near the front. Shelves and displays should be five feet tall or shorter. Limit posters, signage, and clings on exterior windows. Use security mirrors to overcome unavoidable blind spots. Locate restrooms so they're visible to both customers and employees. Consider using doorless baffle-type restroom entrances. A smart layout allows employees to see what's going on at all times—and increases the likelihood that a passerby will see criminals inside after hours.

Next, think about lighting. It's impossible to see without illumination. You can enhance natural surveillance with lighting that runs all day, every day. The increased protection is worth the extra power costs. Don't forget to light exterior doors, loading docks, and parking lots. Doing so also prevents accidents from tripping and slipping.

With landscaping, follow the **"two-foot, six-foot"** rule. For low-lying plants like shrubs or bushes, trim foliage to two feet high or less. For anything taller, such as trees, trim hanging branches at six feet. This leaves a four-foot gap that employees inside can see through from any ground-floor windows. It also eliminates the temptation for criminals to hide in overgrown foliage.



And always use business security cameras with a live surveillance service. A reputable provider like Deep Sentinel ensures that someone is always watching.



Natural Access Control

Boundaries send a message: Someone belongs here, and others do not.

While your first inclination for powerful Natural Access Control may be a tall barbed wire fence, this sets a tone for the business and the neighborhood—and it's not a positive one. Instead, tap into the wide variety of safeguards that are easily incorporated into the typical aesthetics of a business setting.

Reduce the number of public entry points. Make sure each is under constant observation. You have plenty of options for who is doing the “watching,” including receptionists, guards, greeters, or live security monitoring.

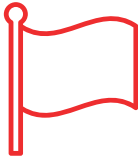
Invest in solid commercial-grade locks. Periodically change locks and key codes, particularly after any staffing changes. Minimize who has access to keys or codes by keeping these on a “need to know” basis. Lock away expensive supplies and equipment when not in use.

Decorative fencing reinforces your property's boundaries in an aesthetically pleasing way. Of course, make sure you still have clear sightlines. If your business requires loading zones, separate these zones from public parking.

Use clear signage to guide people toward wherever they're supposed to go. This includes marking employee-only areas and making them difficult to enter. Draw attention to public entrances with landscaping, architecture, and signs.

Also, remind employees to never prop open exits, even for a short time. This is more of an operational tip than a CPTED design tip, but it bears repeating.





Territorial Reinforcement

This property belongs to your business. Make sure everyone knows that.

Territorial Reinforcement works because people generally respect clear claims of ownership. When everyone in the area knows who belongs on a property, they are naturally mistrustful of strangers lurking around after hours.

Fortunately, this pillar is easy for most businesses to follow, as it's also good for marketing. However, don't forget to visibly "claim" *everything* that's part of your business, including parking lots, loading docks, and other less obvious areas.

Mark property boundaries with hedges, gates, or low fences. Identify your business with signage on both the front and back of the building. Guide visitors into your business with a well-defined entrance. Also, consider separating visitor parking from employee parking.

Have someone physically present at the property whenever possible, or at least try to make it *look* like someone is present. This is another good reason to use continuous 24-hour lighting.

Another aspect of Territorial Reinforcement is ensuring your property looks like someone cares for it and will defend it. This concept comes up again in the "Maintenance" pillar—in fact, most CPTED tactics support multiple pillars.

In short, take care of your property and make sure the surrounding community knows which areas belong to you versus which are public spaces.



Activity Support

The heart of the Activity Support pillar of CPTED is encouraging the people who are using the property appropriately to continue doing so. In turn, this also means discouraging activities you don't want on your property.

Your typical business operations enact this pillar effectively. As a result, the tactics you'll use will depend on your industry or style of business. For example, if you have big picture windows that reveal shoppers inside, it's clear that the building is a store and that more shoppers are welcome to enter.

Create a welcoming environment for visitors. Provide signs to explain anything that's unclear, such as the location of a waiting area or how to place an order. Reinforce the idea that this is a business by encouraging employees to be friendly and easy to find. Give them name tags and neat, recognizable uniforms.

Some "outside of the box" strategies could also help. Need ideas? Try hosting a community event. Work with local vendors to hold a food truck festival. Offer up your parking lot as a spot for a farmer's market. Or open your doors to the public for a "behind the scenes" tour. Anything that generates positive foot traffic is good for marketing and good for security.

It's not enough to encourage desirable behavior. You also have to discourage unwanted behavior. But how?

Hang signs about loitering, soliciting, smoking, or anything else that poses an issue. Take action when these activities occur by confronting the people involved or calling the police as necessary.

If you like, Deep Sentinel can take care of this task for you. The system's security cameras come equipped with two-way audio and sirens that live guards use to send unwanted "visitors" scurrying.



Maintenance

If a property looks shabby, it stands to reason that no one will notice a broken window or a few missing items. But if a property looks loved and cared for, someone is bound to notice when trouble is afoot.

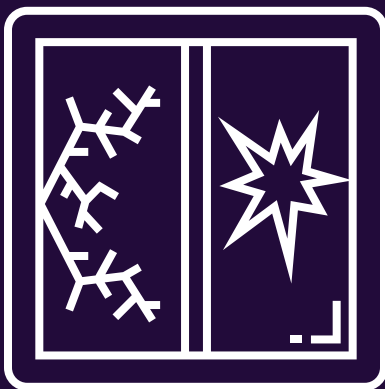
This is the basic idea behind the Maintenance pillar of CPTED.

Assert your ownership of your commercial property by fastidiously keeping up its appearance inside and out. Instill this same pride of ownership in your management team and employees.

Remove or cover up any graffiti. Clean up the sidewalks around the building. Give the landscaping the attention it needs. Replace burned-out light bulbs. Repair anything that's visibly broken as soon as you notice it.

Maintenance may be annoying to keep up with, but it can quickly get out of hand if you don't give issues the attention they need right away.

The Broken Window Theory



Social scientists James Wilson and George Kelling introduced their Broken Window Theory in 1982.

The theory suggests that visible signs of disorder, vandalism, and misbehavior—such as unrepaired broken windows—lead to an increase in both property and violent crime.

It gained a lot of popular support, although the supporting evidence is hit-or-miss.

Getting Started with CPTED

Every business is unique. The best approach is to evaluate your operations and location to create the ideal design for your business. Designers that specialize in CPTED for businesses can help you create a custom security-first design.

If that's not in the cards, start small. Every little CPTED-oriented change you make to your property is a step in the right direction.

How Deep Sentinel Helps

CPTED and Deep Sentinel share a common goal: **preventing crime.**

Deep Sentinel is here to protect your business with an innovative surveillance solution like you've none you've ever seen. Security cameras, AI, and live guards combine to give you unbeatable protection.

Unlike alarm systems and traditional security cameras, Deep Sentinel is proactive—stopping criminals before they cause any damage. That's what makes the solution such an excellent complement to your CPTED efforts.

Here are just a few examples of how Deep Sentinel supports CPTED principles:

- Surveillance cameras provide extra "eyes" on the scene
- Placing a camera at each entrance assists with access control
- Visible security equipment shows an owner cares about the property
- Deep Sentinel's guards deter loitering and other undesirable behavior

Secure Your Business with Deep Sentinel

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