



*When You're Serious About*

**CHESLEY BROWN**

A Newsletter provided to clients and friends of Chesley Brown International  
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## ***Securing Lifestyle Centers***

### ***A New Kind of Program for a New Kind of Property***

Lifestyle centers are unique properties where many different activities are together to create the perfect living, working, and playing environment. Lifestyle centers are the latest development in the evolution of retail, residential and property. Lifestyle center managers are the forerunners of the latest trend development.

Lifestyle centers are generally open-air properties. This type of architecture challenges unlike those typical of enclosed shopping centers. Outdoor centers often cover more square footage than traditional malls, and t

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## ***Bicycles: Modern Day Mounted Patrols***

### ***Taking Advantage of a Very Effective Method of Securi***

An important security advantage that Chesley Brown offers our clients is th of an expertly trained Bike Patrol. Security officers on bike can res incidents in any area of your property faster and more efficiently than fo officers. They are highly visible and indicate to patrons and tenants alike t company is serious about security and their safety.

In comparison to patrol vehicles, bicycles represent a much lower f

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## ***Summer Security Threat***

### ***Recently Uncovered al-Queda Plans***

Senior Bush administration officials have said that credible evidence exists to that Osama bin Laden and al Queda are planning attacks on American so the November elections. Counterterrorism officials within the administrati been concerned for some time now about intelligence suggesting such a but it was not clear until last week that bin Laden and his top deputi responsible for the plans. While the intelligence gathered thus far does no

importance. and instilling a property with any situation

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style centers an expertly on bike can oportunity faster icers. They and tenants security and roperty that a

many thousands more than a bicycle, and then the cost of fuel and maintenance further the expense. Many of Chesley Brown's bike patrol officers are trained in bicycle maintenance, and can make minor repairs and perform general upkeep on the bikes themselves. This drastically reduces the price of maintenance in comparison to a patrol vehicle. This also gives the officers a sense of pride in their duty and strengthens their personal commitment to protecting your property, tenants and patrons. In addition to this, potential liability costs are dramatically lower for bicycle patrols as compared to standard vehicle patrols.

In addition to the obvious fiscal advantages of implementing a bike patrol, there is the additional advantage of increased mobility. An officer on a bike can go nearly anywhere a person can, such as inside buildings and elevators. With the ability to maneuver between vehicles and avoid traffic congestion, the officer can respond much faster than a vehicle in most cases.

Another benefit of bike patrol officers is that they are more approachable to the public. Tenants and patrons generally feel more comfortable approaching an officer on a bicycle than one in a vehicle. Therefore, bike officers facilitate more effective customer relations.

Bike patrol officers also give another distinct benefit over foot patrol officers in many cases. While bicycles have a clear advantage in speed and maneuverability, they are also more visible. This increased visibility creates an environment in which customers and tenants feel more at ease shopping and conducting business.

Compared to bike patrols, the mounted or equine patrols of yesterday have many disadvantages. For example, a great deal of time is required to properly care for the animal. These are valuable hours that the officer is not on patrol securing the clients property. In addition to the loss of patrol hours, there are the substantial expenses of stable facilities, veterinary visits,

throughout the year. This creates a need for special event security. Customized patrol patterns and adjustment of officer scheduling is often required in order to provide the optimum security plan for each of your special events. In addition, the officer protecting your property must show skill in providing personal security for high profile individuals and celebrities.

Overseeing the construction of a new lifestyle center is often a stressful, seemingly endless job. There are so many decisions to make, and innumerable details with which to be concerned. Proper security at the property site can make the construction process of your new lifestyle center easier for you. These security professionals must be experienced in liability management and asset protection. The perimeter of a construction site needs to be secured, and access to the area must be restricted. Therefore, your liability in public safety issues will not be on your mind when you are making all of those important decisions.

Construction sites can also be attractive targets to vandals and those looking to gain by illegal means. By restricting access to your site and instituting aggressive patrol patterns throughout your property, you can protect valuable assets such as construction materials, tools and equipment. Vandals will also be deterred from destroying and defacing your costly investment.

Your lifestyle center needs security professionals who take a personal interest in the safety of your tenants and patrons and the protection of your assets. By creating that sense of ownership in the property, the officers protecting it will work harder and do more to ensure the safety of your employees, tenants and visitors. ■

***Officer Spotlight - Walker Trussell, Director, National Press Building***

Walker Trussell joined Chesley Brown International in 2001 as the Director of Security for the National Press Building, a combination media office tower and retail mall complex two blocks from The White House.

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