

WHAT BUILDING OWNERS CAN DO



FOR BUILDING OWNERS

GET AHEAD OF THE NEXT EARTHQUAKE

Take action today to help protect your buildings, businesses, homes and communities.

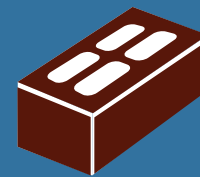
DO YOU OWN A URM?

UnReinforced Masonry

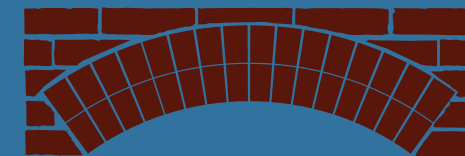
WHAT'S A URM?

A URM (Unreinforced Masonry) is a brick building where the floors and roofs are not structurally connected to the walls.

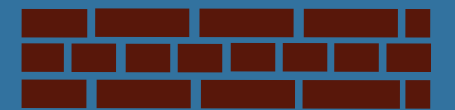
SIGNS INCLUDE



CLASSIC RED BRICK



ARCHED WINDOWS



ROW OF BRICK ENDS



There are approximately **1000** URM_s in Seattle

1

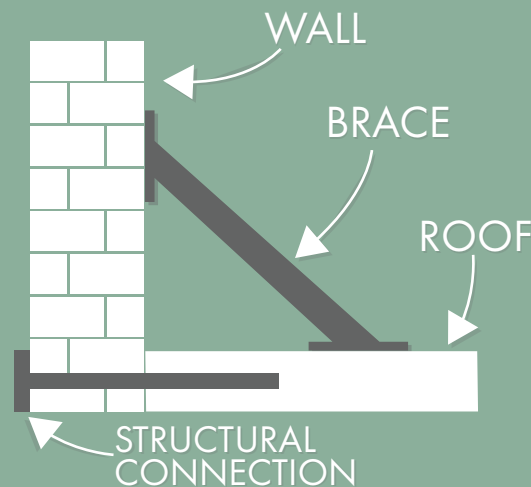
GET YOUR BUILDING ASSESSED. RETROFIT YOUR BUILDING TODAY.

URM RETROFITS ENTAIL ADDING STEEL STRENGTHENING TO A BRICK BUILDING

2

TRAIN TENANTS ON WHAT THEY SHOULD DO DURING & IMMEDIATELY FOLLOWING A DISASTER.

BRACE WALL ABOVE ROOF (PARAPET) AND CONNECT WALLS TO FLOORS/ROOFS.



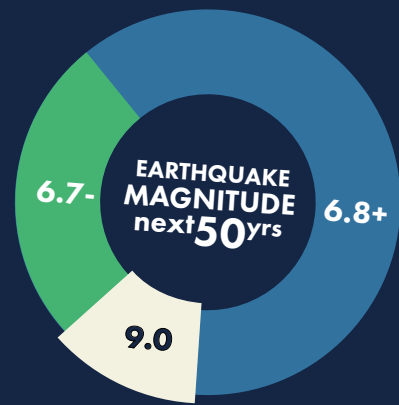
3

ENCOURAGE TENANTS TO HAVE ADEQUATE INSURANCE, INCLUDING BUSINESS INTERRUPTION INSURANCE.

MORE EXTENSIVE RETROFITS MAY ALSO INCLUDE ADDITIONAL BRACING AT WALLS

SEATTLE IS AT RISK FOR THE BIG ONE

In the next 50 years our region has an **84% chance** of an earthquake of magnitude **6.8 OR GREATER!**



URM MYTHS

MYTH: I CAN'T AFFORD THE COST OF RETROFITTING

TRUTH: A major earthquake could destroy your building, impacting your income for years to come. You can't afford not to protect your investment.

MYTH: IT SURVIVED THE LAST EARTHQUAKE, IT'S FINE!

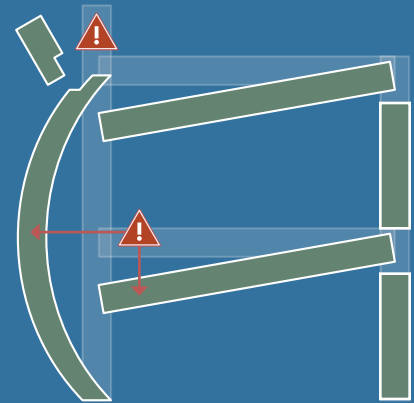
TRUTH: Unseen damage from past earthquakes is compounded by the next one, which could be stronger.

MYTH: GOVERNMENT MUST SOLVE THE PROBLEM

TRUTH: The government can help answer questions but it is up to the owner to protect their buildings and tenants.

MYTH: RETROFITTING WILL SAVE THE BUILDING

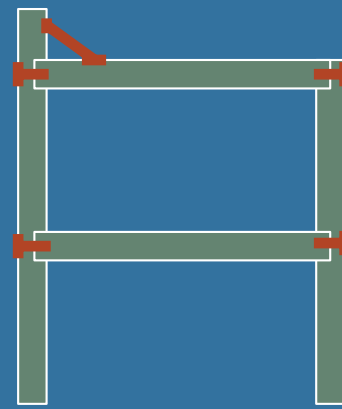
TRUTH: Retrofitting does not prevent all damage but it may save lives. It may also get your building open again faster. It's worth the investment.



Unreinforced Building

WHAT HAPPENS TO A URM DURING AN EARTHQUAKE?

Walls pull away from floors and roofs.
Walls partly or fully collapse, resulting in falling brick.
A building can collapse and cause injury and destroy the building and its contents.



Reinforced Building

IMPACTS

Beyond the visible loss of community character, quakes can have serious impacts on URMs.



INJURY



DAILY LIVING/BUSINESS DISRUPTION



DAMAGE TO INTERIOR PROPERTY



DAMAGE TO BUILDING INVESTMENT

75% OF BUSINESSES CLOSE IF NOT REOPENED WITHIN A WEEK OF AN EARTHQUAKE



WITHOUT RETROFIT, IT COULD BE YOUR HOME, YOUR BUSINESS, YOUR NEIGHBORHOOD, CHANGED FOREVER BY THE NEXT EARTHQUAKE

SEE HOW YOU CAN PREPARE ON THE NEXT PAGE

