



**A Welcoming Storefront:  
Making Your Business More Accessible to Customers with Disabilities**

**Will begin at 12:00 noon Eastern Time**

- Audio and visuals are provided through the online webinar platform
- Access to presentation handouts was included in the email reminder you received for this session
- This session will be open-captioned



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## Technical Assistance

- If you experience technical difficulties
  - Select the Chat icon and then type your message in the box that appears
  - Call 301-217-0124



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## Audio

- Access audio for the webinar via computer speakers or phone
- Open the Audio Settings window to change audio settings



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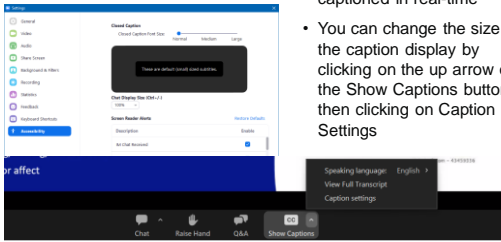
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## Captions

- This webinar is being captioned in real-time
- You can change the size of the caption display by clicking on the up arrow on the Show Captions button, then clicking on Caption Settings



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## Questions and Comments

- Select the Chat icon
- Send your question to [adatrain@transcen.org](mailto:adatrain@transcen.org)



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## Archive

- This webinar is being recorded
- You will receive an email with information on how to access the archive

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## Certificates of Attendance

- Only those who purchased certificates when registering for the session are eligible to receive one
- Certificates are available only for attending the live session; attendance will be verified
- The code to submit for a certificate will be announced later in the session

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## Presentation Accessibility

- For the benefit of participants who are not able to see the presentation slides on the webinar platform, speakers will
  - Announce slide numbers
  - Describe images that are meaningful to the content of the session

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## About Your Hosts...

### TransCen, Inc.

- Improving the lives of people with disabilities through meaningful work and community inclusion

**Mid-Atlantic ADA Center**, a project of TransCen

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## ADA National Network

- Ten regional centers provide guidance, training, and materials on the ADA
- 1-800-949-4232
- [ADAta.org](http://ADAta.org)



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## Acknowledgment and Disclaimer



- The Mid-Atlantic ADA Center provides information, guidance, and training the Americans with Disabilities Act (ADA). The information and/or materials provided are intended solely as informal guidance and should not be construed as legal advice. The Mid-Atlantic ADA Center is funded by the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR) (grant #90DPAD0008). NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). These contents do not necessarily represent the policy of NIDILRR, ACL, or HHS, and you should not assume endorsement by the federal government.



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### A Welcoming Storefront:

Making Your Business More Accessible to Customers with Disabilities

Your Presenter:

Bill Botten, Accessibility Consultant



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- Basics of accessibility and how structural barriers limit customers
- Tips and resources to help improve access

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### Americans with Disabilities Act of 1990 (ADA)



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### What Standards Apply to Existing Facilities?

- Title III: Places of public accommodation
- Readily achievable barrier removal



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## Tax Incentives for Improving Accessibility



- Section 44 of IRS Code
- Tax credit
  - maximum credit \$5,000
- Tax deduction
  - maximum \$15,000

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## Designing for Children

- Importance of independence
- Automated/power assisted doors or doorways
- Ramp slope
- Reach over an obstruction
- Participation in design (e.g., therapeutic recreation teachers)



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## Alterations

- Alteration definition
- **What you touch you fix**
- Remodeling, renovation, reconstruction, and could include maintenance actions
- Exceptions
- Additions
- Historic facilities



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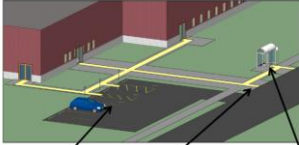
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## Accessible Routes

At least one accessible route to building entrances from site arrival points provided



- parking & passenger loading zones
- streets & sidewalks
- transportation stops

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## Entrances

- 60% of entrances
- At least one to each room or space
- 32 inches minimum
- Operable door hardware
- Doors in series
- Power assisted or automatic



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## Accessible Parking

- When provided
- Number of accessible spaces required based on number of parking spaces provided
- Van accessible
- Signage
- EV charging



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## Toilet and Bathing Facilities

In new construction, all toilet and bathing facilities must be accessible, except:

- Portable units (5% min)
- Clustered single user toilet rooms (50% min)



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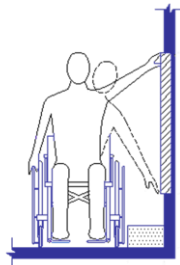
## Reach Ranges

Max. reach – 48"

Min. reach – 15"

(forward & side)

Includes children's advisory



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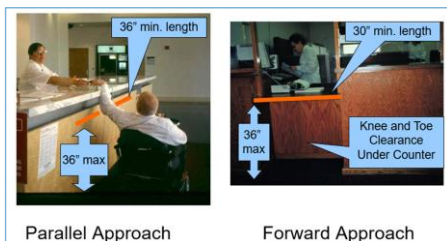
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## Sales and Service Counters



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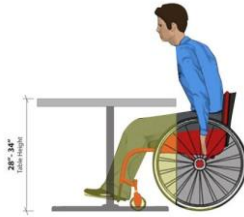
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## Dining and Work Surfaces

- Access to at least 5%, not fewer than 1
- Knee and toe space
- 27 minimum to underside
- 34 inches to the top maximum



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## Signage

### Tactile and Visual

- "Room 123"
- "Restroom"
- "Mechanical Room"
- "Exit"
- "Floor B"
- "Ballroom A"
- "C. Smith Room"

### Visual Only

- "Exit →"
- "Accounting Department"
- "Visitors must sign in"

### Exempt

- Building directories
- "Mr. C. Smith, Accountant"

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## Temporary Facilities



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## On-Line Guide and Animations

### 2010 ADA Standards for Accessible Design

[www.access-board.gov/ada/guides/](http://www.access-board.gov/ada/guides/)

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## Questions



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## Certificates of Attendance: Code

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- If you paid for a certificate of participation, check the reminder email you received about this session for instructions
- Please email the code above to [ADAtesting@transcen.org](mailto:ADAtesting@transcen.org) by **5 PM E.T. on September 30, 2024**
- Certificates are emailed 1 – 2 weeks after the session

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Thanks for Joining Us!

❖ **ADA Questions? Contact us ...**

- 800-949-4232 (DC, DE, MD, PA, VA, WV)  
Local: 301-217-0124  
[www.ADAinfo.org](http://www.ADAinfo.org)

❖ **ADAcon 2024: Inclusive Hospitality and Tourism**

- October 15 – 17, 2024; Hotel Du Pont, Wilmington, DE  
Unlock a lucrative market by improving access and disability inclusion!

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