One of the most crucial aspects of Alberta St.'s revitalization is its ability to draw people into the businesses that line the street. The businesses have been able to do this by having strong, aesthetically pleasing entrances. In order to keep up this beautiful street facade, there are strict unwritten guidelines that every building should adhere to. Most of the buildings do follow the guidelines.

Before the Alberta St. Art Movement there was a lot of crime in the area. Because of this many of the local business owners had bars on the windows and doors. Needless to say the bars had to go. Now, there are very few businesses that still have bars on the windows. Perhaps the most influential person in taking the bars down is Roslyn Hill, who refuses to allow any of her tenants to cover their windows with bars. One characteristic that almost all of the buildings on Alberta St. share is a recessed entrance. The recessions announce a strong entrance. But the recessions do more than just announce the entrance to the store. They also, provide rain shelter in the wet Portland climate. This trend is very popular.