



# Main Street! Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

MAY 2012 • COMMUNITY HERITAGE DEVELOPMENT DIVISION • P.O. BOX 12276, AUSTIN, TX 78711 • 512.463.6092

## Spotlight on Clarksville

(Population approx. 3,285)

Founded by James Clark in 1833, Clarksville is older than the Republic of Texas and boasts a rich and colorful history. Sam Houston signed Clarksville's charter, and many other famous early settlers passed through the area including David Crockett.

Clarksville's downtown features a classic turn-of-the-century square with Victorian-style buildings and is home to numerous historical markers, including one commemorating the five signers of the Texas Declaration of Independence from Red

River County.

### A Main Street City

Clarksville became a Main Street City in 2003. By 2004 the city had received several grants to make needed enhancements and improvements, including new sidewalks and curbs, period lighting and street furniture, and the enlarging and landscaping of the monument area on the square.



Downtown Clarksville is a gathering place for social events and festivals.



The restored Red River County Courthouse, circa 1885, located a few blocks from the square, contributed to the revitalization of downtown.

The Martha, David and Bagby Lennox Foundation provided a very generous grant to assist in efforts to revitalize the downtown square and improve the economic climate of the area. The city also received two separate Texas Capital Fund Main Street grants and a grant from Texas Depart-

ment of Transportation. Investment in the infrastructure of the commercial Main Street district since becoming a Texas Main Street city totals more than \$1.2 million. As a result, the downtown square is once more a gathering place for social events and festivals. Partnerships between the Friends of Clarksville Main Street, City of Clarksville, PRIDE, Red River County Historical Society, Tourism Committee, and Historic Red River County Chamber of Commerce work to promote and coordinate these events. The downtown events include Clarksville's premier Fine Arts Festival, the Gateway to Texas Get-a-Way Tour, the Tandum Bike Ride, Red River County Historical Society's Annual Fall Bazaar, Music on Main, National Day of Prayer,



The Red River County Chamber/Main Street office is in the heart of downtown.

Relay for Life, Farmer's Market, and more.

**Bringing Business Back**

As in many small rural cities, whether from neglect, economic hardship, or the coming of the big box stores, the condition of the historic buildings had declined and many had closed. The designation of becoming a Main Street city and the renovation projects on the town square brought needed change. People started investing in the downtown once again.

Historic buildings on the south side of the square are getting needed renovations and improvements. The owner of 8 Deer Company received consultation from Wayne Bell, former architect with the Texas Main Street design staff, for a number of years. A recent plan of action from Fenner Consulting engineers has now enabled the owner to proceed with these necessary renovations. The investment on the south side of the square will be hundreds of thousands of dollars.

Several buildings on the north and east sides of the square have new owners and businesses. Renovations are ongoing and the investment in these historic structures will be sizeable. The square now hosts antique shops, art galleries, excellent dining opportunities, gifts, quilting, and other active businesses. The historic Red River Chamber

of Commerce, also located on the square, houses the Hall of Fame and is Main Street headquarters. A significant online presence is being developed to further promote Main Street and our community.

**Pedestrian Friendly**

Within walking distance of the square are numerous historic sites. The Red River County Courthouse (located a few blocks from the square), circa 1885, was renovated through the Texas Historical Commission's Courthouse Preservation Program and was rededicated in 2002. It houses records that date from the beginning of the Republic. Across the street is the award winning Red River County Public Library. Formed in 1962, it serves the entire populous of the county free of charge.

The Red River County Historical Society was organized in 1961 and offers many attractions near the square. The Col. Charles DeMorse Home was built in 1833 and is the first home built in Clarksville. Known as the Father of Texas Journalism, Col. DeMorse's historic home is a favorite for tour groups. The Christ Episcopal Church, known as the Old Church Theater, was built in 1920. The Lennox House, a beautifully restored Queen Anne Victorian home, was built in 1897. The Lennox family was a prominent Red River County pioneer family. Miss Belle's house, which also houses The Cowboy Hall of Fame, and the Old Jail Museum are also within walking distance of the square.

Adjacent from the Old Jail Museum is PRIDE's historic creek walk. This scenic walk links historic sites of interest along the embankment of Delaware Creek. The creek serves as a reminder of early set-

tlement of the Indian tribes. Historic sites along the walk include the First Presbyterian Church, which was founded in 1833 and is the oldest protestant congregation in continuous service in Texas.

**Visit Historic Downtown**

Other aspects contributing to Clarksville's heritage tourism include the Courthouse Inn Bed and Breakfast and the Walnut Eatery, located in the first building renovated after becoming a Main Street City. Also in downtown are art and shopping opportunities as well as the Italian Bistro, which was recently recognized in *Texas Monthly*



Clarksville's historic Lennox House (top), jail museum (middle), and DeMorse house (bottom) are but a few of the reasons heritage tourists come to downtown Clarksville.



and *Texas Highways*. The Clarksville Antique Association is downtown as well and recently hosted the first Main Street mixer.

For those that love the outdoors, nearby attractions include the Martha Lennox Nature Preserve, Langford Lake Community Park, Clarksville Country Club, and numerous opportunities to hunt and fish.

Historic downtown Clarksville can be experienced by car, on foot, via website, or by bicycle during our Gateway to Texas Get-a-way Tour in June. Clarksville, an Art Region of Texas City, a 2003 Main Street City, and a Preserve America Community, strives through partnerships and preservation to achieve the Four-Point™ approach of Main Street. We aim to preserve the integrity and history of the area while improving the pedestrian experience.

If walls could talk, we would hear voices. Buildings that were once theaters, mercantile stores, churches, doctor and dentist offices, and hardware stores, all come to life when you take the initiative to restore or save a building and occupy a space. The Main Street concept is working in Clarksville, Texas.

*Thanks to Diane Peek, Clarksville Main Street Manager; Ann Rushing, Clarksville Mayor; and Daniel Meyer for providing this article.*

## FOCUS ON MAIN STREET DESIGN

### Crime Prevention through Environmental Design

Crime Prevention through Environmental Design (CPTED) is a crime-deterrent strategy that focus-

es on the design of buildings and urban spaces and the ways that people interact with them. CPTED aims to reduce crime through design choices that discourage criminal activity but reassure the everyday citizen. Many CPTED techniques are simple and inexpensive to implement, and can be applied to individual objects, buildings, blocks, or entire cities. They are also applicable to both existing places and new developments.

The CPTED approach to planning and design includes three main objectives: natural surveillance, natural access control, and natural territorial reinforcement. Two related objectives are maintenance and activity support, which are not physical design techniques but do contribute to CPTED success. The objectives are especially effective when combined into a multilayered approach.

**Natural surveillance** increases visibility into and out of sites and buildings. Greater visibility discourages potential offenders and gives legitimate users a greater sense of security. Natural surveillance strategies can include:



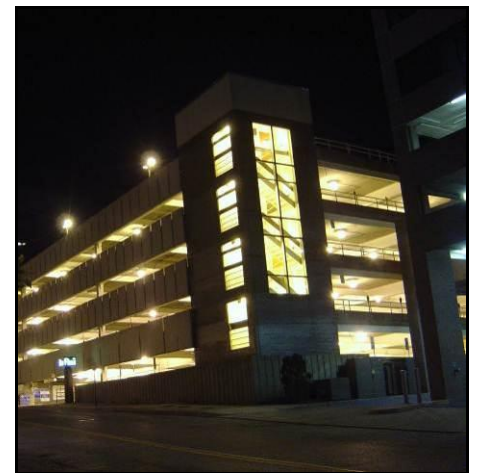
Build playgrounds near populated areas or within view of nearby windows.

- Providing “eyes on the street” by positioning windows to allow for maximum view of streets, playgrounds, or parking areas



Avoid blind spots. Parking areas and other spaces should have windows opening onto them.

- Trimming trees and bushes to increase visibility into and out of parks and other sites
- Eliminating berms, walls, planters, columns, or sunken landscape features that can hide criminal activity
- Mixing theaters and restaurants into downtown business zones to create longer periods of pedestrian activity; encouraging shared parking among daytime and nighttime businesses
- Designing transparent stairwells, vestibules, elevators, and other commonly hidden elements



Design glazed or open staircases to eliminate hiding places

- Designing lighting to reach dark corners, illuminate pedestrian faces, and reduce glare
- Choosing low, open fencing instead of solid privacy fencing



Plazas, bus stops, and building entrances should be well lit, with no obstructing bushes or other elements.

- Placement of sensitive sites such as bus stops, ATMs, and phone booths on busy street corners near pedestrian traffic
- Creating pedestrian overpasses instead of pedestrian tunnels
- Clearing windows for easy view into and of convenience stores—removing excess window posters and high shelves near windows



(top) Avoid pedestrian tunnels; where possible, build pedestrian overpasses instead.

(bottom) Remove obstructions from windows to increase visibility into and out of stores.

**Natural access control** delineates public, semi-public, and private spaces by creating transition zones

that give users cues about who may use the space and what activities are allowed while there. It also guides movement through a space and limits movement into certain zones. Strategies may include:

- Differentiating zones by cohesive design elements such as pavers, paint colors, street furniture, or landscaping
- Defining entrances to semi-public or private zones with arches, sculpture, or landscaping
- Using hedges or other landscape features to guide pedestrian movement
- Planting thorny vines or bushes under windows or next to fences to discourage climbing
- Designing labyrinth entrances to restrooms or other secluded spaces so that the sounds of criminal activity are not muffled by doors
- Removing intentional or unintentional access points to roofs, balconies, alleys, and rear yards
- Limiting through-streets and entrance points to neighbor-



Close off alleys and restrict access to rear yards.

hoods, which hampers criminal movement

- Closing selected streets permanently or at certain times

**Natural territorial reinforcement** also delineates space, but does so in a way that promotes proprietary attitudes among residents. When private or semi-public spaces are properly defined, residents feel a sense of ownership and pride that can result in improved maintenance and surveillance. Strategies include:

- Carefully maintaining streets, sidewalks, buildings, and landscaping to show active occupancy and a sense of care and pride



Trim overgrown bushes that could conceal criminal activity.

- Restoring historic buildings that provide a sense of place
- Installing amenities such as seating areas, food carts, chess tables, or flowers
- Using community-wide design standards for street signs, benches, light fixtures, or other elements
- Encouraging residents to personalize environment by planting community gardens or painting murals
- Highlighting the neighborhood's history with curated displays at information kiosks or in store windows

**Maintenance** is a related objective that can also deter criminal activity. Well-maintained buildings and sites



indicate that someone cares about the area and thus may be monitoring it for criminal activity. Maintenance strategies include repairing broken windows, replacing light bulbs, removing graffiti, and fixing potholes immediately, and using graffiti-resistant coatings on frequently targeted surfaces. Grant programs can be created to assist low-income homeowners with the repair and maintenance of their houses, and regulations can be established that require maintenance of businesses.

**Activity support** is a related objective that aims to increase the use of an area, thereby increasing its natural surveillance. Activity support strategies can include zoning for mixed use to ensure pedestrian activity at all times of day, and creating shared parking lots so that office parking lots may be used by restaurants in the evening. Legitimate use of spaces can be encouraged by placing safe activities such as farmer's markets in previously unsafe parks or parking lots, extending the hours of skate parks and basketball courts, or scheduling regular events such as summer concert series.



Farmer's markets, art festivals, and concerts in the park can reintroduce legitimate users to streets and parks.

*Thanks to Kristen Brown, THC historic resources survey coordinator, for providing this article.*

## Celebrate Preservation Month and See the Texas Historic Sites for Free

The Texas Historical Commission and Texas Parks and Wildlife Department have joined forces to celebrate Preservation Month by offering free admission at all state historic sites on **Sunday, May 13**.

Preservation Month, sponsored by the National Trust for Historic Preservation, encourages community members to celebrate and become involved in local preservation projects and historic sites. This year's theme is Discover America's Hidden Gems.

Commemorate your local history and visit a state historic site for free. From military strongholds to house museums, plantations and Native American settlements, these historic sites offer visitors the opportunity to truly experience the real places of Texas and the stories they preserve.

See [www.thc.state.tx.us/hsites/hs\\_free\\_day.shtml](http://www.thc.state.tx.us/hsites/hs_free_day.shtml) for the list of state historic sites. Contact the individual site for details and special event activities.

See what you can do and what other communities are doing across the nation for Preservation Month: [www.preservationnation.org/take-action/preservation-month/](http://www.preservationnation.org/take-action/preservation-month/)

## AROUND THE STATE

### Vernon

KAUZ Channel 6 News in Wichita Falls recently invited several Vernon Main Street and community members to participate in a panel discussion about the projects and successes of Vernon Main Street. Listen to this Inside Texoma broadcast at:

Part 1

[www.youtube.com/watch?v=D4IQ5W-9Vfv](http://www.youtube.com/watch?v=D4IQ5W-9Vfv)

Part 2

[www.youtube.com/watch?v=vRb69xPRF8U](http://www.youtube.com/watch?v=vRb69xPRF8U)

## Congratulations to Victoria, 2012 Main Street City, Celebrating its Very Successful First Lady's Event April 10!



Victoria First Lady's Event

## **Congratulations to San Angelo, winner of the 2012 First Lady's Texas Treasures award.**

First Lady's Texas Treasures award-winning communities are places that are recognized for ongoing preservation successes saving the structures, settings and stories that serve as a source of pride to residents and become enjoyable destinations for visitors. Congratulations to the Texas Main Street city of San Angelo for receiving the 2012 First Lady's Texas Treasures award. See more about the celebratory event at [www.gosanangelo.com/news/2012/apr/10/texas-first-lady-confers-award-on-san-angelo-in/](http://www.gosanangelo.com/news/2012/apr/10/texas-first-lady-confers-award-on-san-angelo-in/)

### **Levelland**

Downtown Levelland will feature its first interactive walking tour during May which is Preservation Month. This tour is available all month long, anytime of day. Posters will be placed in the windows of some of the buildings downtown with a picture and brief history of the building. A QR code will allow anyone who has a smart phone device to also see additional historical pictures and hear an audio of the history of the particular building they are viewing.

### **EVENTS**

If you would like one of your Main Street events posted here, email [jill.robinson@thc.state.tx.us](mailto:jill.robinson@thc.state.tx.us) at least three weeks ahead of the month in which you want the posting.

### **May 4–5, Brenham**

The 122nd annual Maifest is one of the oldest German festivals in Texas. This event includes a colorful parade, coronation ceremony, food, crafts, and exhibits. There will be polkas, waltzes, and country music celebrating Brenham's rich German

heritage. Historic downtown Brenham. See [www.maifest.org](http://www.maifest.org)

### **May 5, New Braunfels**

The 9th Annual Wein & Saengerfest will be held beginning at noon in historic downtown. Along with wine and beer tasting, this event offers a host of entertainment and activities that include continuous live music, a grape stomp, art market, food seminars, a chef's showdown, and activities for the kids, culminating with a street dance at Main Plaza. See [www.weinandsaengerfest.com/index.htm](http://www.weinandsaengerfest.com/index.htm)

### **May 5, Taylor**

The Zest Fest, Taylor Main Street Program's annual fundraiser, will be held in historic downtown between Second and Fifth Streets from 10 a.m. to 5 p.m. There will be good food, great shopping, unique Kids' Fest, and live music and entertainment. Cultural and heritage music and song will be showcased throughout the day and into the early evening. See [www.ci.taylor.tx.us/index.aspx?NID=321](http://www.ci.taylor.tx.us/index.aspx?NID=321)

### **May 18–20, Grapevine**

The 28th annual Main Street Days outdoor exhibition features demonstrations, education, and interactive activities in historic downtown Grapevine. The wine tastings will include vintages from Grapevine and Texas, for those who want to sample homegrown wines, as well as wines from the West Coast, Italy, and points beyond. Children will enjoy the carnival and the Grapevine vintage railroad excursions. There will be non-stop entertainment on four stages, a grilling competition, winery tours, and more. For more information, see [www.grapevinetexasusa.com](http://www.grapevinetexasusa.com)

### **May 19, Elgin**

A Market to Menu chef event will take place at the River Valley Farmers Market to learn the culinary art of cooking with fresh, locally grown vegetables from a local chef from 10 a.m.–2 p.m. at Veteran's Memorial Park in downtown.

Elgin Art Tours will also be held on May 19 and will feature a wide spectrum of artists from Elgin and the surrounding area. Several studios in Elgin will participate in this tour. Visitors can go to a studio and watch an artist demonstrate their craft. Artwork will be available for purchase. The tour will be held from 10 a.m.–6 p.m.

### **May 26, Elgin**

Opera has come to downtown Elgin. The Franco-American Vocal Academy will perform *La Perichole* by Jacques Offenbach at 6 p.m. at Depot Square in historic downtown. This is a lilted musical about two impoverished Peruvian street-singers who become involved in petty politics and political misadventures. See [www.favaopera.org](http://www.favaopera.org)

### **June 1–2, Denton**

This year, dogs and their best friends can start their weekend fun in the evening shade at the Dog Days of Denton Celebration "yappy" hour on Friday, June 1 and again on Saturday morning and afternoon June 2. Festival hours will be Friday, June 1, from 5 p.m.–8:30 p.m. and Saturday, June 2, from 8:30 a.m.–2 p.m. Festivities take place in the north end of Quakertown Park at 321 E. McKinney, just a few blocks northeast of the Denton County historic courthouse square. Attendees can enjoy a canine couture fashion show, live entertainment, demos and performances by canines and their trainers, glamfur photos, canine contests, arts and craft vendors, pet care information, pet res-

cue groups, and festival foods. There will be a cool zone by Invisible Fence of Greater Dallas—expanded for more comfort this year. See

<http://dentondogdays.com/main>

## **SEMINARS/WORKSHOPS/ WEBINARS**

### **Reclaiming Vacant Properties Conference**

Problem or asset? Blight or benefit? Explore the strategies and tools that neighborhoods, cities, and states are using to turn the challenge of vacant land and buildings into a foundation on which to build the future at Remaking America for the 21st Century—Reclaiming Vacant Properties, June 20–22 in New Orleans.

From “rethinking” the competitive 21st century city to hands-on techniques for everything from code enforcement to acquisition of property, the Center for Community Progress’ June conference will reflect the broadest thinking and experience of those engaged in repairing and rebuilding their communities. More than 100 speakers and presenters will be offering their insights, including two of the nation’s leading social commentators, Clarence Page and Bob Edwards.

Who will be there? Everyone from government and community leaders to funders, lenders, and engaged residents; from those building their way out of crime to those building or rebuilding the next American city. See

[www.communityprogress.net/2012-reclaiming-vacant-properties-conference-pages-167.php](http://www.communityprogress.net/2012-reclaiming-vacant-properties-conference-pages-167.php)

### **Texas Main Street Summer Workshop**

New manager training will be held June 12–13 and the official summer

workshop for all managers will be from June 13–15 in Brenham. On Thursday, June 14 we will have a special day-long presentation on downtown loft living entitled “Upstairs Downtown” sponsored by Preserve America—this Thursday seminar will be open and free to the public. Details and registration forms for all of these have been sent out on the Main Street managers list serv, so please mark your calendars, make your reservations and forward the information to anyone who might be interested.

## **GRANTS**

### **Farmers Market Grants**

Approximately \$10 million is available for marketing operations such as farmers markets, community-supported agriculture, and roadside stands. The grants, which are administered by USDA's Agricultural Marketing Service (AMS), are available through a competitive application process on [www.grants.gov](http://www.grants.gov). The grants aim to increase the availability of local agricultural products in communities throughout the county. They will also help strengthen farmer-to-consumer marketing efforts.

“These grants will put resources into rural and urban economies, and help strengthen efforts to provide access to nutritious and affordable foods,” said Agriculture Deputy Secretary Kathleen Merrigan. “This program not only supports the health and well-being of local communities but also the economic health of their farms and businesses.”

Projects that expand healthy food choices in food deserts or low-income areas (where the percentage of the population living in poverty is 20 percent or above) will receive

additional consideration. The USDA, in coordination with the Departments of the Treasury and Health and Human Services, seeks to increase access to fresh, healthy and affordable food choices for all Americans, while expanding market opportunities for farmers and ranchers. Applications are due May 21. See

[www.grants.gov/search/search.do;jsessionid=j52PQTMVJTQ2bFRdMgBNkqLXx1nkpXtQ1cBwMg86SYGIRyLpxRG!1869518295?oppId=163013&mode=VIEW](http://www.grants.gov/search/search.do;jsessionid=j52PQTMVJTQ2bFRdMgBNkqLXx1nkpXtQ1cBwMg86SYGIRyLpxRG!1869518295?oppId=163013&mode=VIEW)

### **Lowe's Community Improvement Grants**

The Lowe's Charitable and Educational Foundation offers Community Grants ranging from \$5,000–\$25,000 for community improvement initiatives and K-12 public education projects. Funding priorities for community improvement initiatives include park, neighborhood, and community facility enhancements; outdoor learning programs; and community clean-ups. Apply online at [www.lowes.com](http://www.lowes.com).

### **Meadows Foundation**

Arts and Culture Grants and Civic and Public Affairs Grants are available with the Meadows Foundation. Applications are accepted at any time, see

[www.mfi.org/display.asp?link=QW61QZ](http://www.mfi.org/display.asp?link=QW61QZ)



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## 2012 Calendar of Events

- **June 12–13, Brenham**  
Main Street Summer Training for new managers (afternoon of June 12 and morning of June 13)
  - **June 13–15, Brenham**  
Main Street Summer Workshop and Preserve America Seminar (Thursday) for all managers (begins afternoon of June 13 through noon on June 15)
  - **Nov. 6–9, Wichita Falls**  
Texas Main Street/Texas Downtown Association annual conference
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## Websites of Interest

Advisory Council on Historic Preservation: [www.achp.gov](http://www.achp.gov)  
African American Heritage Preservation Foundation: [www.aahpfdn.org](http://www.aahpfdn.org)  
(The) Alliance for Historic Landscape Preservation: [www.ahlp.org](http://www.ahlp.org)  
(The) American Institute of Architects: [www.aia.org](http://www.aia.org)  
American Planning Association: [www.planning.org](http://www.planning.org)  
American Society of Landscape Architects: [www.asla.org](http://www.asla.org)  
(The) Cultural Landscape Foundation: [www.tclf.org](http://www.tclf.org)  
(The) Handbook of Texas Online: [www.tshaonline.org/handbook/online](http://www.tshaonline.org/handbook/online)  
Keep Texas Beautiful: [www.ktb.org](http://www.ktb.org)  
League of Historic American Theatres: [www.lhat.org](http://www.lhat.org)  
National Main Street Center: [www.preservationnation.org/main-street](http://www.preservationnation.org/main-street)  
National Park Service: [www.nps.gov](http://www.nps.gov)  
National Trust for Historic Preservation: [www.preservationnation.org](http://www.preservationnation.org)  
Texas Department of Rural Affairs: [www.tda.state.tx.us](http://www.tda.state.tx.us) (TDRA has now become the Office of Rural Affairs within the Texas Department of Agriculture)  
Partners for Sacred Places: [www.sacredplaces.org](http://www.sacredplaces.org)  
Preservation Easement Trust: [www.preservationeasement.org](http://www.preservationeasement.org)  
PreservationDirectory.com: [www.preservationdirectory.com](http://www.preservationdirectory.com)  
Preservation Texas: [www.preservationtexas.org](http://www.preservationtexas.org)  
Project for Public Spaces: [www.pps.org](http://www.pps.org)  
Rails-to-Trails Conservancy: [www.railstotrails.org](http://www.railstotrails.org)  
Scenic America: [www.scenic.org](http://www.scenic.org)  
Texas Commission on the Arts: [www.arts.state.tx.us](http://www.arts.state.tx.us)  
Texas Downtown Association: [www.texasdowntown.org](http://www.texasdowntown.org)  
Texas Folklife Resources: [www.texasfolklife.org](http://www.texasfolklife.org)  
Texas Historical Commission: [www.thc.state.tx.us](http://www.thc.state.tx.us)  
Texas Parks and Wildlife Department: [www.tpwd.state.tx.us](http://www.tpwd.state.tx.us)  
Texas Rural Leadership Program: [www.trlp.org](http://www.trlp.org)  
Texas State Preservation Board: [www.tspb.state.tx.us](http://www.tspb.state.tx.us)  
Urban Land Institute: [www.uli.org](http://www.uli.org)

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Texas Main Street Program  
Texas Historical Commission  
P. O. Box 12276  
Austin, TX 78711-2276  
512.463.6092, Fax 512.463.5862



**TEXAS HISTORICAL COMMISSION**  
*real places telling real stories*