



# MONITOR

## TECHNICAL BRIEF

Winter 2003

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Workshops  
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The Virginia Department of Housing and Community Development's Main Street Program provides downtown revitalization technical assistance to Virginia communities, using the National Main Street Center's Four Point Approach™ (Organization, Promotion, Design & Economic Restructuring) to comprehensive preservation-based revitalization of historic commercial districts.



Department of Housing and  
Community Development

## Introduce Crime Prevention Through Environmental Design to Your Downtown

By Kim Vann and B. Jeffrey Eaton

The following article is based on a presentation given at the Virginia Main Street Program Quarterly Training in August 2003 by Kim Vann, with the Henrico County Division of Police, and Jeff Eaton, with the Virginia Beach Police Department.

How safe do you perceive your downtown, neighborhood, or community to be? Do you feel comfortable as you undertake your day-to-day activities of going to and from work, shopping, school, etc? Many localities in Virginia have been thinking about these issues as they relate to development, redevelopment and their direct influence on quality of life.

### What is CPTED?

Crime Prevention Through Environmental Design (CPTED), pronounced *sep'-ted*, is based on a theory that proper design and effective use of the built environment can lead to a reduction in the incidence and fear of crime and an improvement in the quality of life. In other words, if a site is well planned, and used properly, the like-

lihood of it being targeted for a crime may be reduced.

Crime prevention is defined as the anticipation, recognition and appraisal of a crime risk and the initiation of some action

to remove or reduce it. CPTED takes crime prevention one step further by studying the site design and working with the development community and public development organizations, such as Main Street programs, in an attempt to create safer designs in new and existing areas.



Benches, planters, light fixtures, signs and other amenities provide territoriality, access control and surveillance opportunities along this street in Abingdon, Virginia.

### CPTED Origins

In order to fully understand CPTED concepts, it's important to look at its origins. As early as the 1960's, Jane Jacobs discussed the interaction of the physical environment with its inhabitants and how important this is in the life and vitality of a street or neighborhood in *The Death and Life of Great American Cities*.

In 1969, architect and urban planner Oscar Newman coined the expression "defensible space" when he began his study on public housing and its layout, in

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**CPTED**

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association with residents' perception of safety and their victimization. His focus was on a person's feeling of ownership or lack thereof (territoriality), and this relationship with criminal activity. Some of his work since then has related to the design, layout and use of residential streets as a deterrent to crime.

In the 1970s, C. Ray Jeffery, a criminologist from Florida State University, coined the term "CPTED" and studied the relationship between the physical environment and incidence of crime. In 1971, he authored *Crime Prevention Through Environmental Design*. Studies were undertaken where inmates were interviewed as to why they chose a certain location for the crime that was committed, and what the influencing factors, if any, were to that environment.

In 1982, James Wilson and George Kelling wrote *Broken Windows*. The concept of broken windows is that if a building is left with a broken window, graffiti, trash, etc., long enough, disorder and decline of the building or area surrounding will spread, no matter what type of neighborhood.

**Reading Your Environment for Safety**

The key to understanding and using CPTED is learning to read what you see in your environment. The first step in this process is to understand the three major concepts that CPTED applies, all of which are interrelated:

- **Natural surveillance:** Natural surveillance is the placement of physical features, activities and people in such a way as to maximize visibility. A potential criminal is less likely to attempt a crime if he or she is at risk of being observed. At the same time, we are likely to feel safer when we can see others and be seen.

- **Natural access control:** Natural access control is the physical guidance of people coming and going from a space by the judicious placement of entrances, exits, fencing, landscaping and lighting. Access control works by denying a criminal's access to potential victims. It creates a perception of risk for would-be offenders.
- **Territoriality:** Territoriality is the use of physical attributes that express ownership, such as fencing, signage, landscaping and pavement treatments. A well maintained home, building or community creates a sense of ownership, which helps deter criminals.



*This downtown Bristol, Virginia's business provides surveillance opportunities in the cafe's outdoor dining area. Territoriality is also present through the planters and brick pavers along the sidewalk. The pedestrian crosswalk supports traffic calming measures, while giving pedestrians a designated crossing point.*

One way to involve CPTED principles in community development or renovation projects is by using the three-D process. The process and examples of the type of questions that could be asked include:

1. **Designation:** What is the intended use of the area? What behavior is allowed?
2. **Definition:** Are there physical limits to the area? Are borders between the area and public spaces defined? Is it clear which activities are allowed where?
3. **Design:** Does the physical environment safely and efficiently support the intended use?

Other issues that can be addressed when considering a site design or use in an area include:

**Design Conflict:** Occurs when two incompatible activities are located next to one another and are forced to compete for the same space. Example: Sidewalks for elderly housing that take residents past teenage recreation areas may cause elderly residents to feel intimidated by the rough play they see, even though no direct threat is intended.

**Unassigned Space:** Occurs when a site is built with spaces that have no assigned purpose and no one to exercise control over them. Such space lacks environmental cues that suggest how the space is to be used or who should control it. Example: A vacant lot in a downtown area may become the territory for local youth and be used in an undesired way.

**Crime Generators:** Locations that have a propensity to generate crime in the surrounding area. Example: Establishments that serve alcohol can be crime and public disorder generators if they lack strict controls for the sale and use of alcohol.

**Target Hardening:** A basic tool for providing safety and security. It involves making targets resistant to criminal attack through the installation of locks, alarms or lighting.

**CPTED at Work in Virginia**

The Commonwealth of Virginia, the Virginia Crime Prevention Association and many localities have recognized for years the efficacy of the CPTED approach to crime prevention as an inclusive and proactive strategy. Thirteen localities in Virginia (Amherst, Chesterfield, Hanover, Henrico and Prince William Counties; Cities of Virginia Beach, Chesapeake, Roanoke, Norfolk, Lynchburg, Bristol, Williamsburg and Alexandria) implement CPTED concepts in their site plan review process for new and existing devel-

opment. All 13 localities utilize trained crime prevention staff from the police department to apply these concepts. The site plan review process is different in every locality; however, the application of CPTED concepts and strategies in development is similar, regardless of the type, size of locality and use. The City of Chesapeake and the counties of Chesterfield and Henrico have full-time civilian positions, focusing solely on CPTED. In these

- Downtown Safety Checklist**
- How well is an area maintained? Is it clean?
  - Can you tell that people care about the area?
  - Can you see into businesses, onto a property? Can they see you?
  - Do you feel safe walking by yourself?
  - What makes you feel safe or unsafe about the area?
  - Is there lighting in the area? Are you able to see someone from 50 feet?

Police, to deliver programs and services. Services include training, technical assistance, program development, advocacy and resource material.

In 2001, VCPA created the Virginia CPTED Committee (VCC), made up of CPTED practitioners and other members of the organization. The committee now consists of seven core practitioners and a list of resource professionals that has grown to include a landscape architect and an associate professor of biology. The goal of the Virginia CPTED Committee is to present the concepts of CPTED and the efforts being made across the state to design professionals throughout the Commonwealth of Virginia. For communities interested in applying CPTED concepts, a member of the Virginia CPTED Committee can also visit your downtown and make recommendations on how to make it a safer place. VCPA offers this service for a small fee to cover the costs of the consultation. To make the most out of your CPTED consultation visit, invite local planners, police officers and building and zoning officials to join the meeting. For more information on introducing CPTED to your downtown, contact the Virginia Crime Prevention Association at 804/231-3800 or visit them at [www.vcpa.org/vacpted.htm](http://www.vcpa.org/vacpted.htm). ■

**Creating a CPTED Task Force**

(adapted from "Crime Prevention Through Environmental Design," *Main Street News*, October, 1992.)

1. Create a small group of persons who are knowledgeable and enthused about their respective fields. Include design committee members, planning, zoning, building and crime prevention officers. (Some rank is necessary for credibility, make sure, however, that you find people who can devote sufficient time to the task.)
2. Educate your decision makers and politicians. CPTED is a win-win program that makes everyone look good. Request that all governmental capital improvements receive a CPTED review.
3. Provide CPTED training from the Virginia Crime Prevention Association and invite local planners, police officers, building and zoning officials, merchants and property owners.
4. Work with developers and business owners early in the design process to incorporate CPTED principles.
5. Seek creative input from design professionals for specific solutions.

programs, the practitioners are involved in the review of various application processes such as rezonings, site plans, landscape and lighting plans, area studies, and city or county projects such as schools, parks, administrative offices, etc.

**Bring CPTED to Your Downtown**

If your community does not have a formal CPTED program in place, it can still tap into the CPTED network of practitioners by contacting the Virginia Crime Prevention Association (VCPA), a nonprofit organization that was established in 1978. The mission of the VCPA is to develop and implement programs that prevent crime by focusing on reducing opportunities for crime. The VCPA partners with a variety of organizations and agencies, such as law enforcement, community groups, businesses and the Virginia State



*Surveillance opportunities are present in downtown Clifton Forge from the buildings that face the plaza area.*

# Crime Prevention for Small Businesses

Reprinted with permission from the Lexington Police Department

At the Virginia Main Street Quarterly Training in August 2003, Sgt. Torben Pedersen of the Lexington Police Department gave a presentation on crime prevention for small businesses. The Lexington Police Department, working with the Lexington Downtown Development Association, provides training to local business owners on how to prevent crime. The Police Department also distributes informational brochures, reprinted below, on crime prevention strategies. As demonstrated in Lexington, establishing a partnership with your local police department can result in training opportunities for merchants on making your downtown a safe place to shop, eat and do business.

## Shop Lifting

Businesses lose billions of dollars each year to shoplifting, and then must often pass this loss onto the customers through higher prices. Below are some tactics your business can employ to prevent shoplifting:

- ⇨ Train employees in how to reduce opportunities for shoplifting and how to apprehend shoplifters. Work with law enforcement to teach employees what actions may signal shoplifting.
- ⇨ Keep the store neat and orderly. Use mirrors to eliminate "blind spots" in corners that might hide shoplifters. Merchandise should be kept away from store exits to prevent grab-and-run situations.
- ⇨ Keep displays full and orderly, so employees can see at a glance if something is missing. Keep expensive merchandise in locked cases. Limit the number of items employees remove at any one time for customers to examine.
- ⇨ Design the exits of the business so all persons must pass by security personnel or store employees. You may want to use an electronic article surveillance system or other inventory control devices.
- ⇨ The cash register should be inaccessible to customers, locked and monitored at all times. Place it near the front of the store, so employees can also monitor customers coming and going.
- ⇨ Dressing rooms and rest rooms should be watched at all times. Keep dressing rooms locked and limit the number of items taken in.

## Employee Theft

Employee theft accounts for a large amount of business losses. Here are ways to prevent employees from stealing:

- ⇨ Establish a written policy that outlines employee responsibilities, standards of honesty, and general security procedures and consequences for not following them. Make sure new employees read it, and sign it as a condition of employment.



A Martinsville merchant keeps more expensive items in a locked case. Clothing displays in this store are neat and orderly, so employees can see at a glance if something is missing.

## Virginia Main Street new e-mail and Web addresses

[mainstreet@dhcd.virginia.gov](mailto:mainstreet@dhcd.virginia.gov)  
[www.dhcd.virginia.gov/mainstreet](http://www.dhcd.virginia.gov/mainstreet)  
[amy.yarcich@dhcd.virginia.gov](mailto:amy.yarcich@dhcd.virginia.gov)  
[courtney.anderson@dhcd.virginia.gov](mailto:courtney.anderson@dhcd.virginia.gov)  
[sarah.pope@dhcd.virginia.gov](mailto:sarah.pope@dhcd.virginia.gov)

- ⇒ Follow strict hiring practices. Verify all information and contact all references listed on an application. Consider running a credit check.
  - ⇒ Keep accurate records on cash flow, inventory, equipment, and supplies. Have it checked regularly by someone other than the person responsible for maintaining it.
  - ⇒ Limit access to keys, the safe, computerized records, and alarm codes, and engrave "Do Not Duplicate" on store keys. Change locks and access codes when an employee is terminated.
  - ⇒ If internal theft is discovered, take action quickly. Contact your local law enforcement agency and be sure to send a message to your employees that theft will not be tolerated.
  - ⇒ Reward employees for uncovering security problems and for doing a good job.
- ⇒ Compare signatures. Regardless of the type of identification you require, it is important that you compare the signature on the check with that of the signature on the identification. Be wary of individuals who take extreme care and much time in signing their names. Also be wary if they try to distract you while they are signing the check or while you are examining it.

### Credit Card Fraud

The Department of the Treasury offers this advice on providing against credit card fraud:

- ⇒ Train employees to follow each credit card company's authorization procedures.
  - ⇒ Be skeptical of a customer with only one credit card and one piece of identification.
  - ⇒ Be aware of the customer who makes several small purchases by check or credit card that are under the amount for the manager approval.
- ⇒ Is the item being purchased one that could be easily fenced for cash? (Examples include televisions, stereos, cameras, and other portable items)
  - ⇒ If you are suspicious of the purchaser, make a note of appearance, companions, any vehicle used, and identification presented. Call your local police department.
  - ⇒ Look for "ghost" numbers or letters. Many times criminals will change the numbers and/or name on a stolen credit card. To do this they either melt the original name and numbers off or file them off. Both of these processes can leave faint imprints of the original characters.
  - ⇒ Examine the signature strip on the credit card. A criminal may cover the real card owner's name with "white-out" and sign it on the new strip.
  - ⇒ Check to see if the signature on the card compares favorably with the signature on the sales slip. ■

### Check Fraud

Check fraud is one of the largest challenges facing businesses today. A significant amount of check fraud is due to counterfeiting through desktop publishing and chemical alteration, which consists of removing some or all of the information and manipulating it to benefit the criminal. To protect your business, the Better Business Bureau offers the following tips:

- ⇒ Set guidelines regarding the types of checks your business will accept—personal, two-party, payroll, government, or traveler's checks. Make sure signs are posted in your establishment so customers know your check cashing policy.
- ⇒ Examine the checks very carefully. The extra effort involved in scrutinizing every check can pay off. When a personal check is presented, always insist on proper identification. But keep in mind, if a check is stolen or forged, then the identification presented may be as well.

## Virginia Main Street "How to Apply" Workshops

**January 13, 2004: Lynchburg, Virginia, 10:00 am to 4:00 pm**  
**January 14, 2004: Staunton, Virginia, 10:00 am to 4:00 pm**

Virginia Main Street is pleased to announce that we will be taking on up to four new designated communities in 2004. We will be distributing an electronic version of the application in December and conducting two "How to Apply" workshops—January 13th in Lynchburg and January 14th in Staunton—for communities interested in completing the Main Street Designation Application. At each session Virginia Main Street staff will review the application in detail and answer questions. There will also be an opportunity to hear about Main Street from the local community's perspective. Attendance is not required for a community to apply for Virginia Main Street designation, but it is highly recommended. Applications will be due April 16, 2004 and newly designated communities should be announced in June 2004.

**The deadline for registering for either of the workshops is Monday, January 5th.** You can register by e-mailing or calling Sarah Pope at sarah.pope@dhcd.virginia.gov, 804/371-7121. Please specify whether you will be attending the workshop in Lynchburg or Staunton. Information on the workshop location and agenda will then be e-mailed or faxed to you.

## Seed Program Offers Funding and Technical Assistance to Designated Main Street Communities and Affiliates

The Seed Program, administered through the Virginia Department of Housing and Community Development's Office of Community Capacity Building, is a one-year capacity building and operating support program for organizations engaged in community development activities throughout the Commonwealth. Eligible civic or community-based organizations must be tax-exempt and conduct their activities in non-entitlement areas (a list of these areas can be found at [www.dhcd.virginia.gov/CD/CDBG/](http://www.dhcd.virginia.gov/CD/CDBG/)). The organization must have a desire to be a partner in receiving intensive technical assistance to strengthen and improve the operating performance of the organization. In addition, the organization should be eligible to seek funding and/or services from the Department of Housing and Community Development.

The emphasis of the program is on increasing sustainability through defining organizational development issues and goals. The Seed Fund is targeted to existing nonprofits that have identified a gap in their capacity to develop community projects or activities. Waynesboro, a designated Main Street Community, and Boynton, a DHCD Commercial District Affiliate, received Seed Grant awards in 2003. In addition to financial support, the organizations received an assessment to determine the types of capacity building services needed. The program also offers opportunities to network with peer organizations during workshops and trainings.

The funding allocation for the 2004 grants has not yet been determined, however in 2003, the Office of Community Capacity Building awarded five grants ranging from \$5,000 to \$35,000. Applications will be due in the spring of 2004 and grants announced in the early summer. For more information about the 2004 round of Seed Grants, contact Desi Wynter at [desi.wynter@dhcd.virginia.gov](mailto:desi.wynter@dhcd.virginia.gov), 804/786-1150. ✍

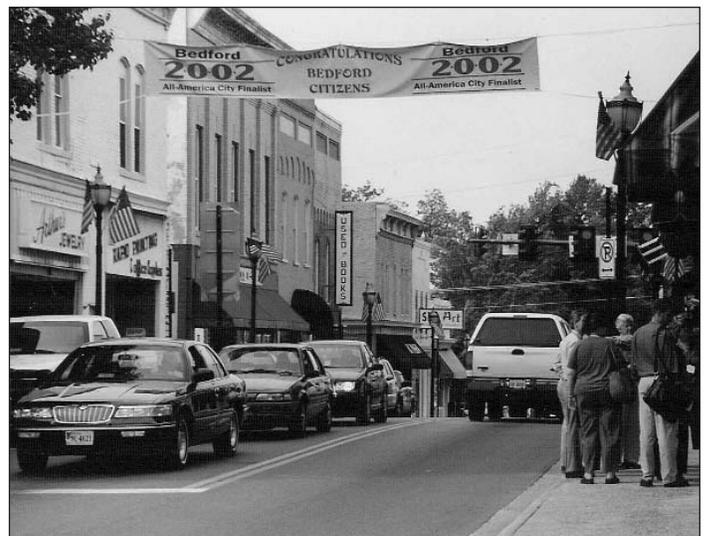
## All America City Award Applications

For more than 53 years the All-America City Award has encouraged and recognized civic excellence, honoring communities of all sizes (cities, towns, counties, neighborhoods and regions) in which community members, government, businesses and non-profit organizations work together to address critical local issues.

**People, Places  
& Happenings**  
resources & news  
you can use ✍

Applications for the 2004 awards are due **March 11, 2004**. A free, one-hour application briefing will be provided over the Internet to interested communities on **January 13, 2004**. At the briefing, the National Civic League will provide an overview and suggestions for the application process. The only equipment necessary to

participate in the briefing is an Internet accessible computer and monitor, and a separate telephone line for the audio hook-up. For more information, visit [www.ncl.org/aac](http://www.ncl.org/aac). ✍



*Bedford celebrated with a banner across Main Street when the community was selected as an All America City Finalist in 2002.*

## Holiday Retail Forecast 2003

The signs are that this holiday season will trump last year's with some room to spare, for the following major reasons:

1. Disposable income growth has been kick-started by tax cuts and although some of the impact of the fiscal stimulus is already waning, there is enough left to generate extra sales impetus in November and December.
2. The housing market is still on a roll and although mortgage refinancings have ebbed, the sheer volume of housing turnover should support home goods and home improvement spending into the new year.
3. Consumers showed during the fall that they will respond to heightened marketing campaigns. As retailers intensified their marketing efforts in recent months, sales growth benefitted.

4. Although the women's market is still the principal driver of apparel specialty and department store sales, men have been coming back. The luxury market is also experiencing a revival.

Reasons for caution remain—energy prices are higher, the job market has yet to prove it is on the mend, and sales growth during the back-to-school season may have been excessively reliant on one-off factors such as the child tax credit checks. The bottom line is—it's going to be better than last year—although it is prudent at this stage to bet on moderate growth rather than a repeat of 1999. (Source: International Council of Shopping Centers, *The 2003 ICSC Holiday Preview*, October 2003, pp. 6-7.)

### Danville Wins Economic Development Grant

HUD Secretary Mel Martinez and Congressman Virgil Goode recently announced that the City of Danville is one of just 21 communities nationwide to win a 2003 HUD Brownfields Economic Development Initiative grant (BEDI). Danville's \$500,000 BEDI grant, when combined with a \$2 million Section 108 loan, will be used to transform the old, five-story flour mill at the Long Mill on the banks of the Dan River in downtown into a restaurant and office complex, creating 80 new jobs. "Six years ago, a demolition crane stood on the site preparing to remove the beautiful brick structure," developer Ben Davenport told the *Danville Register-Bee*. Davenport predicts that the HUD-funded project will serve as the "catalyst [that will] spur new development throughout downtown." This is the third time Danville has used Section 108 loans for economic development.

### Tree City USA Applications

Tree City USA, sponsored by The National Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters, provides direction, technical assistance, public attention, and national recognition for urban and community forestry programs in thousands of towns and cities. Applications for the 2004 Tree City USA designations are due **December 31, 2003**. For more information, visit [www.arboday.org/programs/TreeCityUSA.html](http://www.arboday.org/programs/TreeCityUSA.html).

### New Affiliates

Welcome to the following new DHCD Commercial District Affiliate communities who have joined the fold in recent months:

- Town of Altavista
- Town of Parksley

To find out how your community can become an Affiliate and have access to Main Street trainings, check out our website at [www.dhcd.virginia.gov/MainStreet/](http://www.dhcd.virginia.gov/MainStreet/).

### People

**Jerry Robertson** joined **Rocky Mount's** Community Revitalization Partnership in October. He was formerly with the Franklin County Parks and Recreation department. **Jeff Sadler** will be enjoying a new post as a special events coordinator in Richmond. **Dorothy Nesbitt** has left her position as Executive Director of the Downtown Danville Association, returning to her native California. **Liz Sater**, the organization's administrative assistant, is acting Executive Director.

## Danville Main Street Executive Director Job Announcement

The Danville Main Street Program is seeking a full-time Executive Director to coordinate downtown revitalization activities. The energetic, creative and self-motivated individual must be capable of functioning effectively in an independent environment while working with public and private interests to achieve a common goal.

Requirements include experience in economic and real estate development, planning, historic preservation, urban design, business management, marketing or related fields as well as a demonstrated ability to direct and manage a 501(c)(3) nonprofit organization. Excellent verbal and written communication skills essential. Five years of related experience is desirable along with familiarity of local, state, and federal programs related to downtown revitalization. Salary commensurate with experience. Position open until filled.

Send resume and salary requirements to: Susan Escue, Danville Regional Health System, 142 S Main Street, Danville, VA 24541.

### Virginia Main Street Monitor

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**VIRGINIA DEPARTMENT  
OF HOUSING AND  
COMMUNITY DEVELOPMENT**

501 North Second Street  
Richmond, Virginia 23219

## Downtown Development Calendar

### January '04

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- 5-7 Virginia Bed & Breakfast Annual Meeting, Charlottesville, VA (888/660-BBAV or [www.bbav.org/conferences.html](http://www.bbav.org/conferences.html))
- 11-14 Everything Retail: 93rd Annual Convention & Expo, New York, NY (National Retail Federation, [www.nrf.com](http://www.nrf.com))
- 13 All-American City Award: How to Apply Internet briefing (National Civic League, [www.ncl.org/aac/](http://www.ncl.org/aac/))
- 13 Virginia Main Street Community Designation 2004: How To Apply Workshop, Lynchburg, VA**
- 14 Virginia Main Street Community Designation 2004: How To Apply Workshop, Staunton, VA**
- 21 PAV Preservation Day (Preservation Alliance of Virginia, [www.vapreservation.org](http://www.vapreservation.org))
- 24-26 Leadership Forum, Washington, DC (International Downtown Association 202/393-6801 or [question@ida-downtown.org](mailto:question@ida-downtown.org))
- 28-30 North Carolina Main Street Conference, Morganton, NC (NC Main Street, [mainstreet@ncdca.org](mailto:mainstreet@ncdca.org))

### February '04

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- 12 Virginia Municipal League/Virginia Association of Counties Legislative Day, Richmond, VA (Virginia Municipal League, 804/649-8471 or Virginia Association of Counties, 804/788-6652)

### March '04

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- 11 All American City Award application deadline (National Civic League, [www.ncl.org/aac/](http://www.ncl.org/aac/))
- 12 Hospitality & Tourism Award application deadline (Virginia Hospitality & Tourism Association/Virginia Tourism Corporation, [www.vatc.org/GovConf/nomform.org](http://www.vatc.org/GovConf/nomform.org))
- 31-Apr 1 Mid-Atlantic Idea Exchange, Washington, DC (International Council of Shopping Centers, [www.icsc.org](http://www.icsc.org))

### April '04

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- 16 Virginia Main Street Community Designation application deadline**
- 24-28 American Planning Association's National Conference, Washington, DC (American Planning Association, 312/786-6705, [www.planning.org](http://www.planning.org))
- 25-27 2004 Virginia Governor's Conference on Travel & Tourism, Roanoke, VA (Virginia Tourism Corporation, [www.vatc.org](http://www.vatc.org))