

PRESERVATION TRENDS, CHALLENGES AND OPPORTUNITIES

We know that if you can't identify the problem, you can't find the solution. Addressing the current preservation trends and challenges in Pennsylvania may seem daunting, and it can be difficult to see the opportunity hiding behind a problem. Changing the mindset to look at these challenges as opportunities is at the heart of this plan and is the basis for the Action Agenda.

THEMES

Identifying the problems that this plan should address over the next five years began with an understanding of the predominant themes at the root of the challenges facing the commonwealth's historic and archaeological resources. These themes also reflect the current state of historic preservation in Pennsylvania.

Here are the trends Pennsylvanians identified through the public participation and outreach process:

Education

- Broad educational campaigns geared toward nontraditional audiences are needed to promote awareness and the benefits of preservation.
- Integrating knowledge of and appreciation for local history and older and historic places into elementary and secondary school curriculums is critical to change the conversation about historic preservation.
- The preservation toolbox is lacking consistent, credible, practical and accessible resources to educate audiences and a marketing strategy to combat misperceptions.

Local/Municipal Issues

- Local and municipal issues related to historic preservation are complex and complicated. It is within local communities that the day-to-day intersection of economics, demographics, historic resources, community interests and private property rights play out.
- The burden of following existing regulations related to historic preservation and the built environment is more at issue than the presence of regulations themselves. Changing perceptions and/or processes about regulations is needed.
- Financial and human resources are needed to assist municipalities with planning and enforcement, particularly related to identifying community priorities for revitalization and consistent application of codes and ordinances.

Attitudes and Perceptions

- Misperceptions exist around preservation protections (regulation), the financial implications of preservation planning/activities, and what has value and is worthy of preservation investment.
- In general people may not object to historic preservation per se but rather to broad categorizations of "historic" (as the benchmark for important) when places are perceived as being only "old." If cause exists to save/preserve a place, it is important that the "old" place contribute to the community and has demonstrated it is truly "historic." Negative reaction comes from the perception that preservationists are attempting to save everything and not the places that are truly worthy of the emotional and financial investment.
- Overall, preservation activities/ethics were seen as having value and benefit, primarily in the intangible, qualitative realm of sense of place, connections to the past, beauty and culture.

Planning

- Preservation is not prioritized in the list of community needs for most small towns and rural areas and is viewed as a luxury that can't be a priority when faced with poverty and a declining tax base.
- There is a strong need for greater collaboration at the state level between agencies whose policies and programs touch archaeology and the built environment, as well as better enforcement of existing laws and regulations like the Municipalities Planning Code and the Pennsylvania State History Code.
- Pennsylvanians believe that historic places are taken for granted and advocacy for preservation occurs too late, if at all. The public assumes that protections for older/historic places already exist and is not a critical issue.

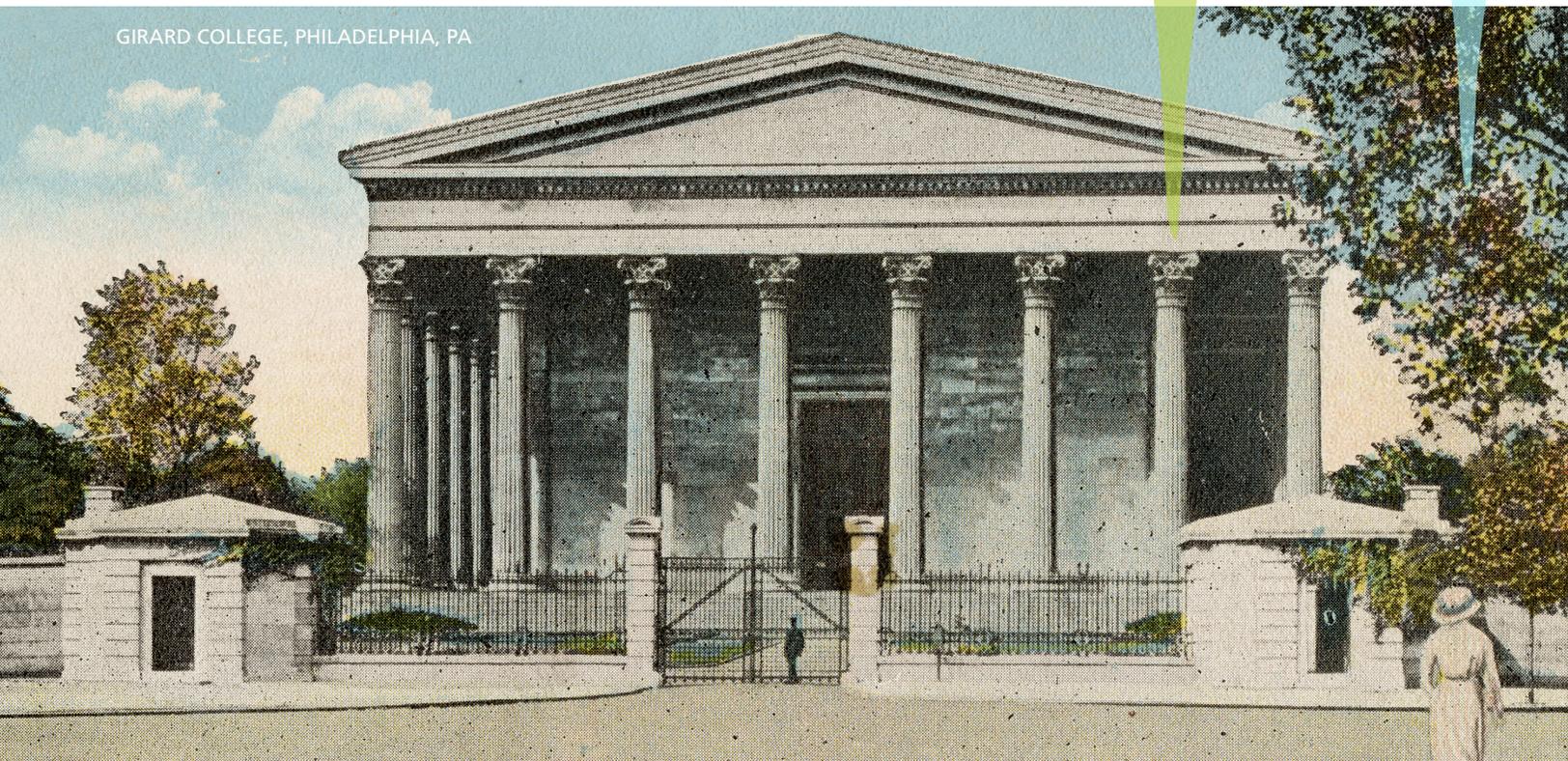
Incentives

- Specific areas for funding and financial support include survey, advocacy and awareness activities, façade easements, physical repairs, appropriate commercial/residential use, preservation plans, barns/agricultural properties, and low-income communities.
- More education and information about available incentives for preservation needs to be promoted through smaller communities, as well as how funding and incentives not identified specifically for preservation can be used to support preservation work.
- Improvements to the state tax credit, creation of a revolving loan fund, and façade improvement grants were cited most often as ways to increase preservation activities.

Demographics

- Population shifts, which in this context includes aging, negative growth and zero growth, impede preservation by undermining historic neighborhoods. Aging populations move out or cannot maintain existing homes. Zero or negative growth in historic communities is impacted by availability of economic opportunities and new construction.
- Poverty and lack of economic resources threatens historic small towns and rural areas. Preservation is not prioritized in the list of community needs.
- Lifestyle trends of Baby Boomers and Millennials provide opportunities for preservation through perceived interest in quality-of-life indicators like walkability, unique experiences, and access to arts and culture.

GIRARD COLLEGE, PHILADELPHIA, PA





Economics

- Economic health of a community directly influences preservation activities like property maintenance and property ownership, which influence community character and sources of revenue through efforts like heritage tourism.
- The economic reality is that changing demographics (principally poverty and aging) negatively affect historic buildings and communities because of the lack of financial resources to upgrade and maintain properties. Property owners need tools and education to understand the importance of cyclical maintenance for older buildings.
- Development/developers are not viewed as antipreservation but rather as a partner for preservation. It is critical to encourage development and investment and create an atmosphere where creative reuse of older and historic properties that is feasible and sustainable.

Leadership

- Leaders/leadership in advocacy is key and is currently insufficient. Effective leadership is needed to combat apathy, guide the evolution of historic sites and organizations, identify partners, and educate local audiences about preservation.
- Partnerships and advocacy are needed to further preservation education at the local and state level, and this needs to be achieved by pairing with like-minded constituencies and establishing a network.
- Organizational sustainability for preservation organizations and historic house museums is a problem, meaning resources and organizations do not have sufficient legacy planning to be viable now and in the future.

Resource-Specific Concerns

- Particularly threatened historic and archaeological resources include churches, cemeteries/burial grounds, landscapes and open space, agricultural resources, industrial buildings, and landscapes.
- There is little diversity in the historic and archaeological resources that reflect Pennsylvania's diverse ethnic and cultural history. In particular, African American resources in Pennsylvania are greatly underrepresented in National Register of Historic Places listings, by Pennsylvania Historical Markers, and in the CRGIS database of identified historic properties maintained by PA SHPO.
- Archaeology has historically been underrepresented in statewide plans and needs to be more visible and included in this plan.

CHALLENGES

Using information gathered during our public engagement process and data analysis, PA SHPO and the plan consultant Gannet Fleming identified ten preservation issues that face Pennsylvania. The issues below are summaries of our findings.

For an in-depth understanding of the ten issues, please see the supporting tools section.

ISSUE: Pennsylvania does not have a strong local planning culture or policies that thoughtfully incorporate historic resources into municipal or county planning efforts.

- Historic and archaeological resources are unidentified and undervalued, individually and collectively, as elements of the community fabric and opportunities for economic revitalization.
- Review of a single development proposal for its site-specific change often lacks perspective on systemic impacts (or impacts to the community fabric); transportation/traffic is perhaps the exception.
- Poor planning leads to reactive decision-making wherein historic resources are unidentified, inadequately considered, or even ignored.

ISSUE: The financial realities facing Pennsylvanians and their municipalities hinder preservation efforts that have the potential to bring economic benefits and rally pride in communities.

- The economic health of a community directly influences preservation activities like property maintenance and property ownership, which in turn influence community character and sources of revenue through efforts like heritage tourism.
- Changing demographics of property owners (principally poverty and aging) negatively affect historic buildings and communities because of the lack of financial resources to upgrade and maintain properties. Conversely, the rising popularity of home makeover shows often results in maintenance-free exterior “upgrades,” alteration of original floor plans for open kitchens and living spaces, and loss of original features and materials in kitchens and bathrooms as they are remodeled for current taste—all of which impact integrity and long-term value.
- Limited access to qualified contractors and appropriate building materials drives up the cost of restoration or rehabilitation work.

ISSUE: Pennsylvanians want practical, accessible and relevant information that will enable them to communicate the values of historic places, care for and maintain older and historic buildings, and acquire the legal and financial tools to protect and enhance these resources.

- The integrity of single structures and neighborhoods is at risk as properties are lost because of deterioration, deferred or inadequate maintenance, and poor planning. This may also affect the character of many modern structures that could one day be “historic.”
- Property values may be affected by low quality “improvements.”
- Inconsistent enforcement of building, zoning and other codes is perceived to stifle rehabilitation, which in turn can lead to blight and demolition. It makes it difficult for owners of historic properties, HARBS/ Commissions, and preservation advocates to understand and work with municipal priorities.

ISSUE: Pennsylvania’s state-level programs are not aligned or administered to support preservation through collaborative funding, streamlined processes, and strategic program coordination.

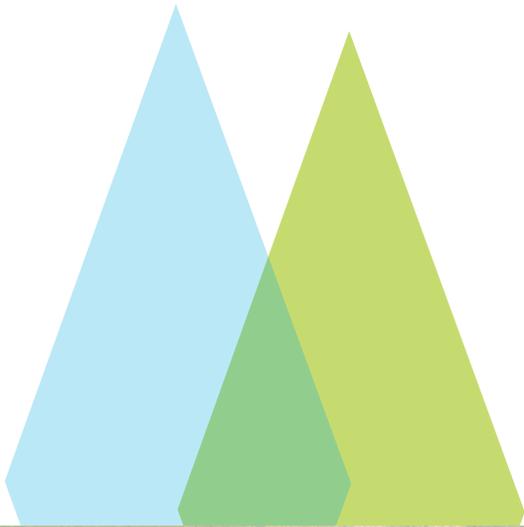
- As public funding for many agencies and their community and place-based programs is reduced, fewer projects can be realized.
- If coordination of programs does not occur, agencies may promote programs with unintended consequences relating to historic preservation and landscape conservation.
- Environmental programs and cultural landscape conservation could benefit from more thoughtful and coordinated consideration so that historic landscapes and agricultural properties are not lost through reforestation and habitats.

ISSUE: Pennsylvania has an incomplete network of historic preservation leaders, advocates and allies.

- Historic preservation has lost capacity and momentum as the preservation network has declined at the local and regional levels.
- Historic resources that have “come of age” since the 2000s are at greater risk of loss and impact from modern development.
- The public finds it difficult to understand the historic significance and importance of historic resources that were built during their lifetimes, threatening the preservation of historic resources built after World War II.

ISSUE: Rural landscapes and agricultural properties across Pennsylvania face varied preservation challenges from sprawl and speculative development to demographic factors and access to financial resources.

- Preservation challenges are different in a rural area where the natural elements are just as valuable as the buildings themselves and require a different approach to encouraging their preservation.
- Farm succession is a challenge in many areas of Pennsylvania and is both a demographic problem and a land preservation one. Without new generations to assume ownership, maintenance and farming operations, generational farms are at risk for abandonment or demolition.
- As new industrial parks are developed in farmland or very rural areas, dollars are invested in new infrastructure and roadways, which may result in a further loss of historic properties and landscapes.



Old Fort Mifflin, Philadelphia, Pa.



ISSUE: Pennsylvania's historic communities are increasingly vulnerable to flooding, which threatens resources and community character.

- Preservation activities can protect resources and sustain community character postdisaster, making communities more resilient. Pilot planning in Milton, Northumberland County, and statewide post-Hurricane Sandy has identified best/successful practices for integrating historic preservation with hazard mitigation planning.
- There are 849 boroughs and 56 cities in Pennsylvania that participate in the National Flood Insurance Program. Therefore, more than 900 communities in Pennsylvania will experience impacts related to the Biggert-Waters legislation. Increased insurance rates mean flood insurance may no longer be affordable to those living in—or identified as living in—a floodplain.
- Most notable impacts include the increased cost of flood insurance for individual property owners. When aggregated, however, these increased costs associated with living in historically affordable locations will change the dynamics of living and doing business in many communities throughout the country. Much of the northeastern United States has its roots and economies built around towns that are located along waterways. Each of Pennsylvania's major waterways supports dozens of population centers, all of which were established long before the National Flood Insurance Program was enacted.
- Integrating preservation planning and disaster planning can play a significant role in community resilience. Preservationists and disaster planners can improve prospects for collaboration by improving the quality of data on at-risk historic resources.

ISSUE: Historic sacred places throughout Pennsylvania are generally viewed as significant community assets but are increasingly vulnerable to loss as a result of disuse, development pressure, and deferred maintenance.

- Fewer members and dwindling financial support leads to the closing and/or abandonment of buildings of worship. An example would be Catholic dioceses closing local parish churches and consolidating services.
- Faith-based institutions and centers of worship are/were anchor buildings in communities and neighborhoods. As these buildings are abandoned or sold, the surrounding area can also decline or the buildings are developed in ways that are

not preservation sensitive or supported by the community.

- Churches and other sacred places were designed with strong, visual religious symbolism. Many were also built by immigrant craftsmen skilled in masonry, carpentry, roofing and stained glass, using both native/local and imported materials. These details are not well documented. Changes to these structures can distort or remove the evidence of local history.

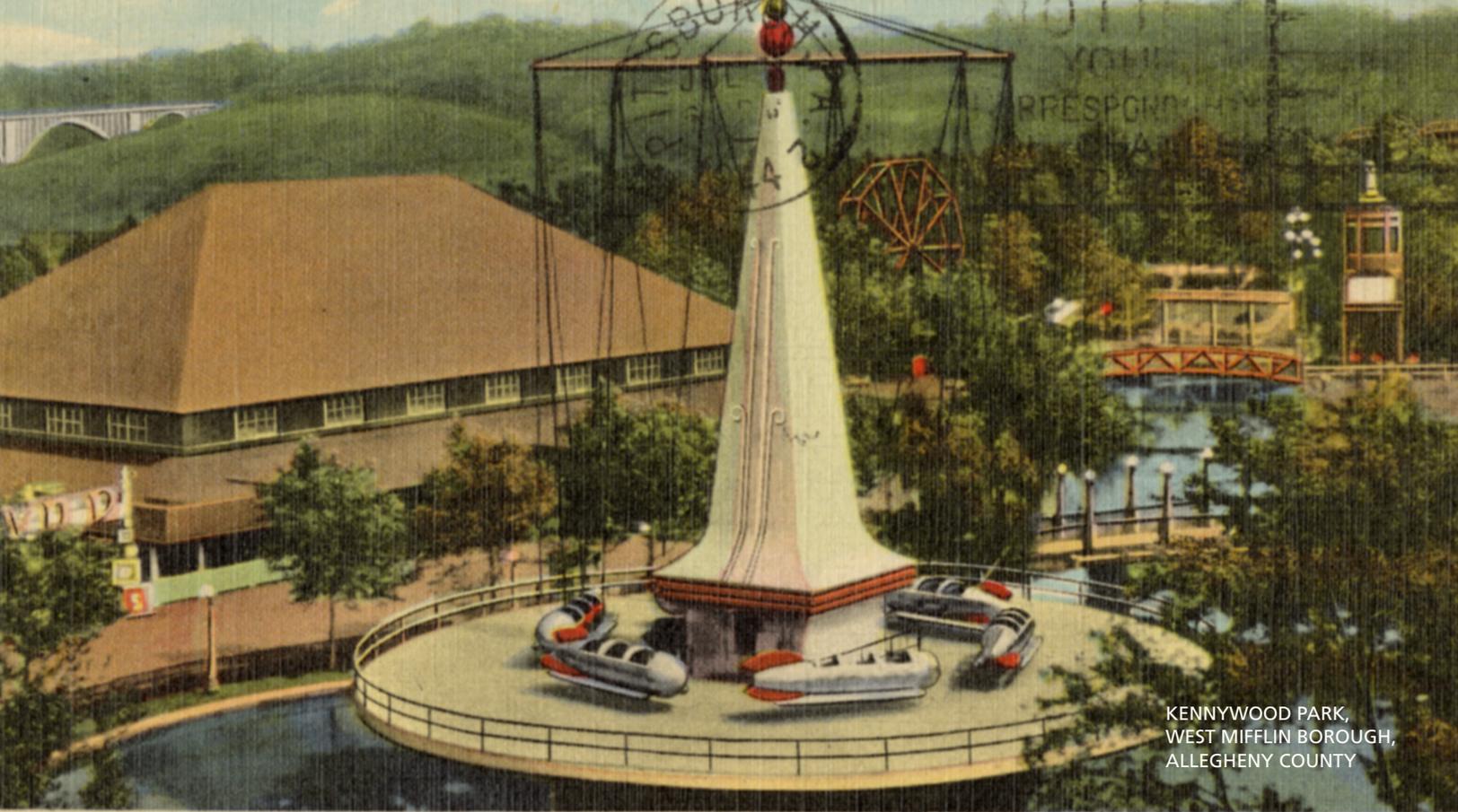
ISSUE: Historic cemeteries and burial places in Pennsylvania face significant threats from development, neglect, abandonment and deferred maintenance.

- People who unearth human remains are uncertain how to respectfully handle, relocate and rebury them. Historic period cemeteries and burial places should not be treated as archaeological sites for fear that they would be disturbed and disrespected by caretakers, the public and families.
- Development projects, particularly in urban environments, may continue to unearth former burial places and cemeteries. Property owners pushing for projects to stay on schedule and on budget may ignore, or be resistant to, calls to delay or stop work for adequate study and reburial.
- Public projects may also reveal the location of unmarked graves, burial places and cemeteries. When this occurs, both the resource and the project are at risk. The loss of burial places and cemeteries disconnects descendant communities from their past and our collective past. They can be one of the places that reflect a community's culture and history.

OPPORTUNITIES

Pennsylvanians acknowledge the challenges in preserving and celebrating the commonwealth's historic and archaeological resources and, at the same time, see opportunities for change and improvement.

The trends and challenges helped identify Pennsylvania's problems. The opportunities to address them over the next five years are outlined in the Action Agenda.



KENNYWOOD PARK,
WEST MIFFLIN BOROUGH,
ALLEGHENY COUNTY

2018-2023 ACTION AGENDA

The action agenda is the heart of the statewide historic preservation plan. It is based on the outreach and research the PA SHPO has done to date, which were synthesized into issue briefs that outline the top challenges for historic preservation in Pennsylvania today and over the next five years.

The action agenda outlines a set of guiding principles and four goals for historic preservation activities in Pennsylvania over the next five years, from May 2018 through December 2023. Each goal includes three approaches, or objectives, that provide further explanation of the overall goal. Each goal also includes a set of actions and specific strategies that Pennsylvanians can take to implement the plan.

THE FOUR GOALS ARE:

Implement the statewide historic preservation plan as a resource that provides solution-oriented steps for preservation outcomes.

Use the power of planning to transform Pennsylvania's historic places into vibrant and diverse communities.

Position Pennsylvania to better respond to new preservation challenges and opportunities in the 21st century with proactive planning and education.

Invest in the future of Pennsylvania through the commonwealth's historic places and the people and programs that protect and celebrate them.

GUIDING PRINCIPLES

These guiding principles provide an anchor or reference point to consider when making decisions, deciding on a course of action, or when confronted with complex or complicated challenges that may not end with a preservation outcome.

These statements capture common ideas based on what was learned during the Community Connections outreach phase of this planning process. They reflect real-world observations from Pennsylvanians of all walks of life about historic preservation, preservation in the commonwealth, and the future of preservation that provide the foundation for goals and actions.

- Historic preservation is holistic; it is broadly defined to encompass buildings, archaeological sites, structures, objects, historic districts, landscapes and communities.
- Archaeology tells the story of the people and diverse cultures who have lived in the lands of Pennsylvania for the past 15,000 years. In some cases, it is the only record we have of these diverse cultures and peoples and in others it is an important complement to the oral and written historic record.
- Change to Pennsylvania's communities, historic and archaeological resources, and landscape, physical or otherwise, is necessary and inevitable.
- Historic places and archaeological sites cannot be replaced if destroyed, and some, for reasons outside of anyone's control, will be lost.
- Not all older places are historic, and for those that are, prioritize those that are considered important.
- Historic preservation is a public interest, with economic, social, health, cultural and other benefits.
- Preservation is most effective when it is proactive and not reactive.
- Older and historic buildings need to be used, reused and changed to be viable. Conversely, significant archaeological sites and cemeteries should be avoided and left unchanged, managed as open space, or adapted for outdoor recreation.
- There are people, stories, cultures and places that are underrepresented in Pennsylvania's historical narrative.
- Not every preservation approach will work on every historic property.

GOAL 1

Implement the statewide historic preservation plan as a resource that provides solution-oriented steps for preservation outcomes.

A well-functioning statewide historic preservation plan is effective when it is beneficial to all users because it is educational, forward-thinking, and developed with input from all types of audiences. It also includes realistic tools, achievable activities, and practical ways to show preservation successes.

Pennsylvania's demographic, economic, and geographic diversity, combined with the unique circumstances and needs of rural, suburban, urban, and small town communities, gives us preservation challenges and opportunities. Implementing this plan over the next five years can help overcome those challenges and embrace more opportunities.



Approach: Use it.

Let's be realistic. Lots of plans sit on the shelf and collect dust, despite the best of intentions. Researching and writing a plan is only half the battle. Progress is made, change is realized, and partnerships get stronger when plans are put into practice. Plans should be living documents that are read, debated, updated, and used.



Approach: Lead the charge.

The PA SHPO has a central role in developing this statewide historic preservation plan and a responsibility for creating a network of historic preservation leaders, advocates, and allies to help implement the Plan. But it's not the PA SHPO's plan, it's Pennsylvania's plan. The PA SHPO leads the charge but everyone can use this plan to make them a preservation leader, too.

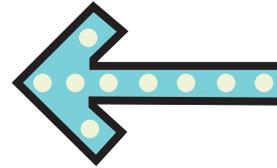


Approach: Always show and tell.

There is no need to be humble when it comes to preservation successes. The question "why does historic preservation matter?" will never go away if we never tell people the answer. Whether it's sharing a photo on social media or changing state-level policies, users of this plan can be the best champions for preservation by sharing their stories with others.

How do we do this?

These actions provide direction about how to make progress under this goal.



Use, revisit, then update.

Periodically revisit and update the Plan to keep it current and address evolving needs. Pennsylvania will evolve and this Plan must respond to changing conditions, directives, trends, and be informed by an ongoing dialogue with the public, stakeholders, and other partners.

Be opportunistic.

Consider preservation opportunities for their potential not only to further your own interests but also to further preservation in the commonwealth. Many different actions, strategies, and activities – beyond those presented in this plan – can work toward achieving the Plan’s goals.

Demonstrate leadership.

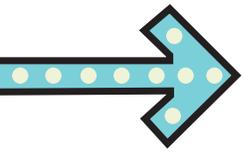
It is critical to demonstrate leadership in promoting historic preservation in some way. Leadership based on pragmatic thinking, aspirational visions, and reasonable expectations is critical to realizing the success of this Plan and for preservation in Pennsylvania over time.

Collaborate and participate.

Participate in the implementation of this plan by attending or contributing to meetings, initiatives, and success stories. Align the Plan’s goals and approaches by adopting the relevant goals and actions in this plan as part of municipal, agency, or organization plans.

Show continual progress.

Compile accomplishments and share through a variety of information channels. Track preservation outcomes and success stories and progress toward the Plan’ goals.



What can we do?

These ten crowdsourced examples show the different types of activities that can be undertaken to implement the actions in this goal.

There are other ways to implement this goal that may not be included in this list. For more activities, see the “Supporting Tools and Information” section.

1. Develop annual workplans for the PA SHPO and each of its divisions and sections that will implement the goals of this plan and expands on the information gathered through the public process. Use these workplans to determine how PA SHPO services can best meet the needs of communities and other service organizations.
2. Annually engage the Planning Partners to ensure the Plan is being administered and implemented in a manner that supports the efforts of government entities, statewide organizations and regional and local partners.
3. Provide learning opportunities to encourage counties and municipalities to use the statewide historic preservation plan goals and guiding principles to guide decision-making, identify priorities, and optimize financial and human resources.
4. Prepare audience-specific “User Guides” for the plan that provide a more focused explanation of how to use and implement the plan.
5. Identify ways to measure the success of the plan and communicate progress through things like success thermometers.
6. Use Facebook LIVE for pre-publicized “meetings/updates” online and allow the public to weigh in via the comments.
7. Identify the goals and actions that you feel you or your agency/organization are already doing (or could do) and commit to completing them before the plan expires. Communicate this commitment through meetings, by resolution, via social media, and in strategic or work plans.
8. Annually add to the PA SHPO’s library of video testimonials which attest to the benefits of historic preservation programs and activities.
9. Add an award category in an annual awards ceremony for people, groups, and projects that implement the goals of this plan.
10. Establish a collaboration between PA SHPO, PEMA, and FEMA, to prioritize cross-training and education on hazard mitigation and historic preservation to historic preservation and emergency management professionals, agencies, and organizations.



GOAL 2

Use the power of planning to transform Pennsylvania's historic places into vibrant and diverse communities.

Historic preservation plays a key role in community health and vitality and is recognized as one of many planning tools needed for community, comprehensive, and strategic planning in the 21st century.

Preservation, when incorporated thoughtfully into planning activities, can help create strong and robust local economies, fair and effective policies, and opportunities for all citizens to participate. Change is inevitable, and preservation, when integrated into planning, can help manage that change.



Approach: Take stock of what you have

It is difficult, at best, to plan for the future when you don't have all the information. Whether it is information about a city's housing stock or a region's predicted growth, it is critical—and a best practice—to gather the information you need to integrate historic preservation into informed decision-making about the future.



Approach: Actively Plan.

We can't save everything; it isn't always possible or practical. To create an environment favorable to preservation, it is critical to engage your audiences and understand what places are important to them and where the challenges lie. Communities need practical, reasonable, and helpful planning tools to maintain the historic and archaeological resources that matter.

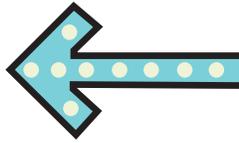


Approach: Engage, engage, engage.

Engagement is one of the pillars of good planning. Engagement can create opportunities for diverse voices and audiences to participate in the conversation about place, for education and networking, and for defining a community's preservation ethic. Engagement should not end once the plan is written.

How do we do this?

These actions provide direction about how to make progress under this goal.



Conduct a survey.

A survey is the basic building block of preservation planning. It helps identify what historic and archaeological resources exist in a specific area(s) and documents information about them. Surveys can be narrow or broad in scope, large or small in scale, and customizable to your needs ... and capabilities. Surveys can also help inform heritage tourism initiatives, real estate marketing, policy development, affordable housing programs, and many other things.

Create a plan.

This could be a brief strategic plan to solve a specific problem or a comprehensive plan 20 years in the making. No matter what its form, a plan is important to move preservation forward and integrate it into the broader planning culture. Identify goals, define specific outcomes, and begin implementing the plan. Plans can help solve problems, identify opportunities, and provide a framework for the future of historic places.

Plan for preservation.

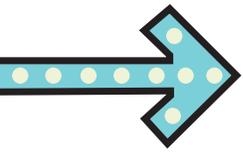
For specific historic and archaeological resources (like a single building or site) or a group of resources (like a downtown Main Street or an agricultural landscape), identify and employ planning tools and methods that respond to their needs and challenges.

Use the resources.

Chances are, someone has experience in the very thing that you are looking for help with. Any type of plan or planning activity, preservation included, can be challenging. Many factors influence the plan's development, focus, and effectiveness. Finding technical and financial support and best practices examples are some of the most effective ways to get a plan off on the right foot.

Create opportunities

Engagement for and with all audience is the foundation of good planning. Learn about this history and culture of the community, people, or places to understand why things are the way they are today. Included in this action is to make access and inclusion a priority. These may be buzzwords, but that doesn't make them any less valid or important.



What can we do?

These ten crowdsourced examples show the different types of activities that can be undertaken to implement the actions in this goal.

There are other ways to implement this goal that may not be included in this list. For more activities, see the “Supporting Tools and Information” section.

1. Reach out to denominational leadership organizations in the state to churches, synagogues, and their associated buildings and cemeteries.
2. Develop a management plan for state agencies to identify significant historic and archaeological resources under their ownership to ensure better preservation outcomes.
3. Coordinate with local, state and heritage organizations to develop management and improvement plans for recreation areas that incorporate strategies for managing historic and archaeological resources
4. Direct funding to Keystone Historic Preservation Grant applications that further the implementation of long-range historic preservation plans in communities across the Commonwealth.
5. Encourage local preservation advocacy and planning groups to consider hazard planning as a natural and integral part of preservation.
6. Develop a survey that is compatible with CRGIS, Pennsylvania’s statewide inventory of historic and archaeological properties. Seek assistance from the PA SHPO to use the Survey123 data collection app.
7. Find people where they are in places they are already likely to be, like coffee shops, dog parks, spin classes, farmers’ markets, food truck festivals, wine tastings, gallery openings, movie theaters or wherever else people go because *they want to be there*. Don’t make it a chore for people to participate by limiting outreach activities to traditional venues.
8. Work with the PA SHPO to explore ways in which the information and research about a property found in a Historic Resource Survey Form or National Register nomination could be easily used by local governments and agencies for local designations, which may offer more legal protections for properties and make the process seem less daunting.
9. Support the preparation and use of local design guidelines/standards for rehabilitation (consistent with the Secretary of the Interior’s Standards) allowing for new, innovative design that is contextually sympathetic to the surrounding historic districts.
10. Develop a stand-alone Historic Preservation Disaster Response Plan with specific guidelines and procedures to support the State Emergency Operations Plan that could serve as a model for local jurisdictions and local/county emergency operations plans.



GOAL 3

Position Pennsylvania to better respond to new preservation challenges and opportunities in the 21st century.

Too often, preservationists, archaeologists, private citizens, and others find themselves being “reactivists” rather than “proactivists” when it comes to historic preservation. It’s time to change the conversation and invest in identifying problems and solutions before challenges become crises.

Pennsylvania’s achievements, historically as well as today, demonstrate leadership and tenacity. We should include historic preservation as a proven approach in which the commonwealth’s policies, principles, and creativity stands out.



Approach: Listen, learn, and teach.

One of the cornerstones of being proactive when it comes to historic preservation is education, whether it’s about the best way to repair wood windows or why it’s important not to disturb an archaeological site. Be the student and the teacher by listening to people first and then talking to them about historic preservation.



Approach: Be forward thinking.

The preservation partners, tools, and problems haven’t changed much in the last 50 years. And it is still a struggle to get out in front of persistent issues like stereotypes, misinformation, and short-sighted development. To change this, preservation networks, techniques, and strategies should be proactive and innovative – and changed when they aren’t working.

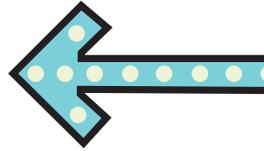


Approach: Be creative and flexible.

Partners can take many shapes and sizes, and should include traditional, non-traditional, and diverse ones. Whether a small local history group or a large state agency, seek partnerships to invest collectively, develop new models for preservation, fill gaps in project funding, build capacity, and attract multiple audiences.

How do we do this?

These actions provide direction about how to make progress under this goal.



Broaden the definitions of historic preservation.

Expand preservation to encompass the following: open space, historic and archaeological resources, working lands, environmental quality, viewshed aesthetics, trails, recreational opportunities, public health (walkability), and community character protection. Replace the narrow definition of historic preservation as working with older and historic buildings with the “whole place” preservation approach that emphasizes the understanding and value of a place’s collective tangible and intangible characteristics. Enable communities to define what is important to them and worthy of preservation.

Address gaps in financial and human resources by building capacity.

Identify and understand gaps in financial and historic resources and seek unusual funding sources and unique partners. Not all funding is dedicated specifically to historic preservation efforts, but that does not exclude a preservation outcome. Identifying funding that is not used typically can help integrate preservation efforts into other activities. Combine funding sources not only to help maximize the preservation outcome from fiscal sense, but to also engage multiple partners in the same work effort. Capacity can be increased through smart allocation of resources for the future of historic places.

Create tomorrow’s leaders today.

Establish and support a formal network of preservation-oriented organizations who will work to implement a mutual, coordinated agenda to further preservation in Pennsylvania through education, best practices, policies, and legislation. Use the network to build preservation awareness, advocate for historic and archaeological resources and preservation-friendly policies, and quickly mobilize to tackle challenges and take advantage of opportunities.

Use education as a catalyst for change.

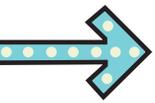
Coordinate preservation and place-based education and outreach programs to provide relevant and accurate information to multiple audiences in a variety of ways. Understand the unique needs and circumstances of each audience – from local elected officials to you to agency policy managers – and develop model content and materials that speak to them. Continue to find and participate in preservation education and training opportunities to be accurate and current.

Build resilient communities through historic preservation.

Empower communities to consider risks posed by natural hazards and to become more proactive and less reactive when considering historic and archaeological resources within the emergency management cycle. Work to ensure that historic resources are prioritized for risk reduction and sensitive post-disaster treatment due to their cultural significance and the contributions that they make to Pennsylvania communities.

Assess, Review and (maybe) Change.

Review existing laws, policies, and programs affecting historic and archaeological resources in Pennsylvania and change, or modernize, them as needed to better align with current practices and future trends and to improve effectiveness and efficiency.

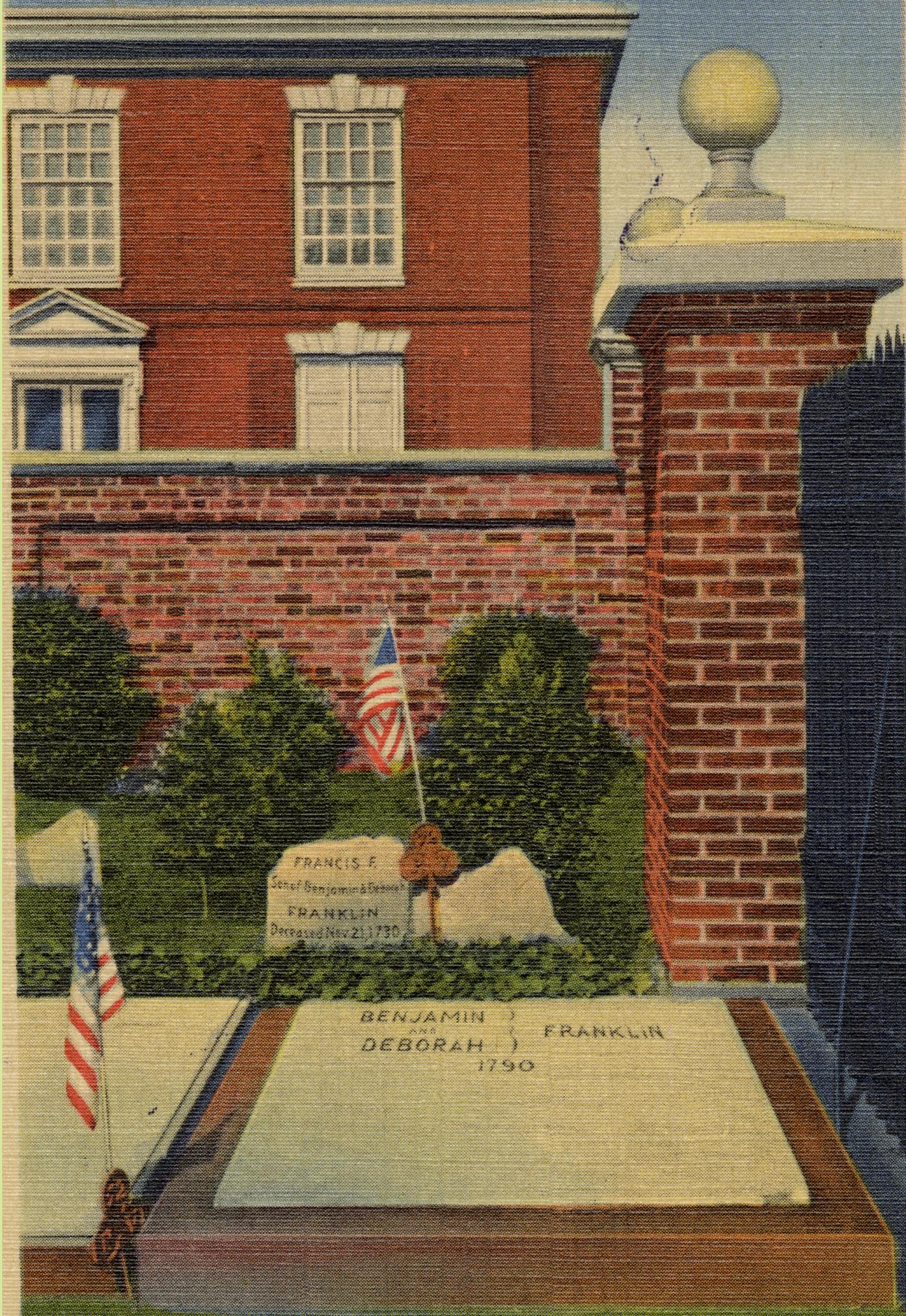


What can we do?

These ten crowdsourced examples show the different types of activities that can be undertaken to implement the actions in this goal.

There are other ways to implement this goal that may not be included in this list. For more activities, see the “Supporting Tools and Information” section.

1. Pursue reauthorization of the Pennsylvania Historic Preservation Tax Credit as well as policy changes to improve the program’s role as a revitalization tool, particularly for cities and boroughs.
2. Reinforce common goals shared by cultural conservation and environmental conservation groups that develop the relationship between century farm preservation, natural landscape conservation, and traditional historic preservation programs.
3. Modernize of enabling laws for local preservation programs, including the Historic Districts Act and Municipalities Planning Code to better meet local capacity and needs.
4. Create an inventory of partners (local, regional, etc.) who want to see success by using the power of place to generate social capital and a high quality of life. Not all partners are going to be equally invested in outcomes or have the capacity to be equal partners. Identify critical partners.
5. Explore dedicating a percentage of annual grants or other funding to fund hazard mitigation projects that will enable communities to sensitively retrofit historic resources or develop hazard mitigation plans for their historic resources.
6. Work with agencies to create implementing regulations for the History Code that provide predictability and structure for state agencies to follow.
7. Reach out to all the Federally Recognized Tribes who have an interest in Pennsylvania, even if they are not currently living in Pennsylvania. This can enrich the discussion over place in two key aspects. For the historic period, going back to the early 17th century, the “whole place” means tribal lands, hunting and gathering territories, agricultural fields and villages sometimes side-by-side with Euroamerican settlements. Historic places should not be just frontier forts and expansion in the form of cabins and “white” settlements, but also the Native American refugee settlements, the abandoned villages, in other words the more rounded story instead of the one-sided march of frontier expansion. Our heritage celebrates too much the valiant settlers and too little the displaced populations. The second aspect is in terms of pre-contact archaeological sites and places, for which a Native ethnological perspective would greatly add to the current archaeological story.
8. Encourage and recruit interns and young volunteers from all educational discipline backgrounds (including trades and other non-college individuals). Allow/enable them to use the pre-existing modes of communication in their social circles to communicate with peers and next-gen colleagues to help spread the ethos of preservation and how many millennials are themselves in fact preservationists too.
9. Encourage, foster, mentor a “Young Friends of Pennsylvania Preservation” to identify, retain, and work with the next generations in a concerted effort versus various organizations here, there, and every where – could lead/intertwine with all goals – from schools, youth organizations, on up.
10. Using the newly created Pennsylvania Cultural Resilience Network (PaCRN) and regional Pennsylvania Cultural Response Team (PaCRTs) as a framework, recruit and train qualified preservation professionals to serve on local Damage Assessment Teams to ensure that historic properties are flagged and properly evaluated in the hours, days, and weeks following a disaster to prevent unnecessary demolition or inappropriate repairs/alteration during the recovery stage, as well as coordinate any necessary triaging to stabilize damaged historic resources.



FRANCIS F.
Genl Benjamin & Deborah
FRANKLIN
Deceased Nov 21, 1730

BENJAMIN)
AND) FRANKLIN
DEBORAH)
1790

GOAL 4

Invest in the future of Pennsylvania through the commonwealth's historic places and the people and programs that protect and celebrate them.

Pennsylvania is defined by its history and culture, which is embodied in its diverse historic and archaeological resources. The places that reflect the commonwealth's stories connect Pennsylvanians to their roots, instill pride in their communities, and draw visitors from all over the world. Successfully preserving these places for the next generation requires investment not just in the places themselves, but also in the people and programs that make preservation possible.



Approach: Invest in places.

One of the cornerstones of being proactive when it comes to historic preservation is education, whether it's about the best way to repair wood windows or why it's important not to disturb an archaeological site. Be the student and the teacher by listening to people first and then talking to them about historic preservation.



Approach: Invest in people.

The preservation partners, tools, and problems haven't changed much in the last 50 years. And it is still a struggle to get out in front of persistent issues like stereotypes, misinformation, and short-sighted development. To change this, preservation networks, techniques, and strategies should be proactive and innovative – and changed when they aren't working.

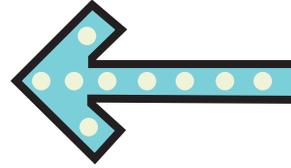


Approach: Invest in programs & incentives.

Incentives and programs that encourage historic preservation outcomes are proven tools that policymakers use to stimulate local economies and inform decision-making. Whether traditional or non-traditional, programs and incentives that assist owners of historic properties are key to good stewardship, community pride, and rising property values.

How do we do this?

These actions provide direction about how to make progress under this goal.



Encourage good stewardship.

Encourage good stewardship for the care and maintenance of Pennsylvania's historic and archaeological resources, regardless of owner, type, or location through programs, incentives, and education about new and historic building materials, maintenance, and the Secretary of the Interior's Standards. Support programs and initiatives aimed at property maintenance, appropriate treatments, and responsible changes, additions, and demolitions.

Foster and mentor the next generation.

Foster and mentor the next generation of Pennsylvanians about the importance of historic preservation, history, sense of place, and collective experiences by integrating historic preservation principles and local and state history into k-12 STEM curriculums, school-sponsored field trips, after-school programs, youth-based organizations, physical activities, family trips, and more. Provide opportunities for students from diverse backgrounds to become involved in preservation, preservation-related fields, and the traditional trades.

Educate all Pennsylvanians.

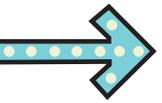
Educate all Pennsylvanians about historic preservation and its importance in economic development, sustainable communities, "green" buildings, community identity, and our collective past through relevant and engaging interpretation at historic sites or in the community, higher education programs, traditional trades training, on-demand virtual learning, presentations and conferences, and meaningful publications for all audiences.

Capitalize and collaborate on existing place- and heritage-based programs.

Build relationships with place- and heritage-based organizations and public agencies, such as the state and federal heritage areas, Conservation Landscape Initiative (CLIs) regions or the Pennsylvania Downtown Center, to capitalize on place-based and heritage-based programs and collaborate on these programs to build capacity, expand opportunities, and provide a 'whole place' experience. Invest in activities like placemaking, infrastructure development, outdoor recreation programming, and more to engage larger and more diverse audiences.

Find financial support for historic and archaeological resources and programs.

Find support for threatened historic and archaeological resources by identifying gaps in existing preservation-focused funding streams, ensuring the stability and permanence of existing state and federal funding sources, and identifying new revenue sources. Seek opportunities to increase access to business development resources and incentives for preservation projects.

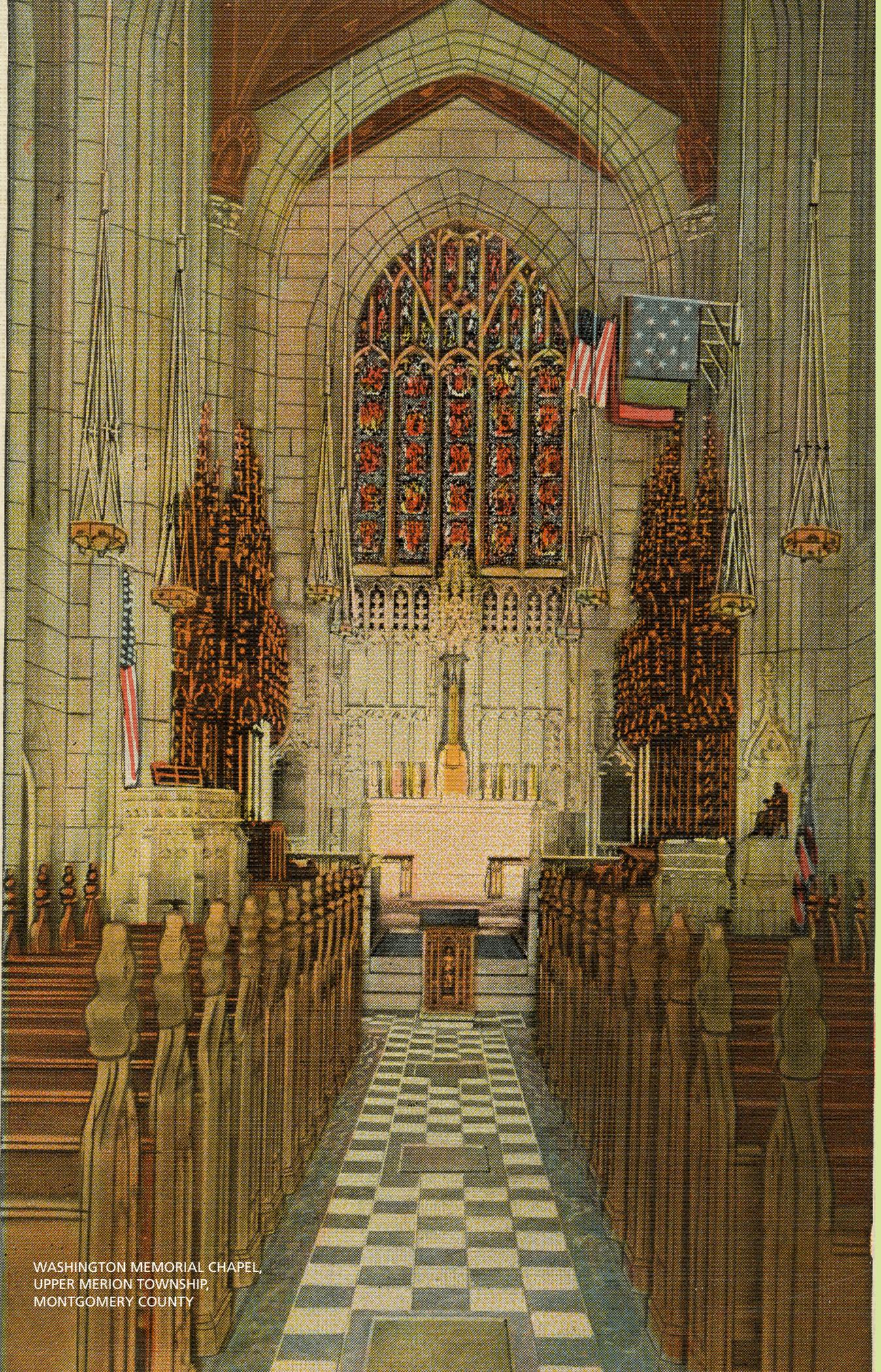


What can we do?

These ten crowdsourced examples show the different types of activities that can be undertaken to implement the actions in this goal.

There are other ways to implement this goal that may not be included in this list. For more activities, see the “Supporting Tools and Information” section.

1. Provide owners of buildings individually listed in National Register of Historic Places with information packets and technical assistance on maintenance and restoration best practices. Conduct local/regional/state awards programs recognizing exemplary examples.
2. Provide templates to state and local agencies and organizations for them to list amenities, resources, and educational materials so schools and youth-based organizations can more easily incorporate local/regional historic and archaeological resources into curricula.
3. Encourage grant funded projects that develop youth-based local heritage education programs in a variety of settings (museums, libraries, parks, historic sites, environmental centers, historical marker locations, etc.).
4. Establish a network of county and regional contacts to offer technical guidance to municipalities, churches, and businesses to help them maintain, repair, and rehabilitate their historic properties.
5. Seek funding through creative and non-traditional sources, like art grants for place-making Find creative grant funding opportunities for history, like PA Org. for Watersheds and Rivers (POWR) and their annual PA River Sojourns grants for single and multi-day paddling events on Pennsylvania Rivers. Sojourns must incorporate significant educational programming, and be open to all participants. Also consider using ‘preservation adjacent’ funds that may fund street beautification, rail trails (historic resource), and other similar projects that could also take place in and effect historic communities and landscapes.
6. ‘Placemaking’ is a deliberate action aimed at reinventing key properties by capitalizing on existing “pluses”, inspiration, and potential and strengthens capacity to achieve broader development goals in a community. Follow best practices such as the National Endowment for the Arts *Creative Placemaking* model by connecting local talent and artists with historic assets to create a distinct sense of place and vibrant local economy.
7. Identify and engage in “Lighter, Quicker, Cheaper” projects to show immediate solutions and impacts. Use these projects to support arguments for increased funding. Inspiration and practical steps can be at the Project for Public Spaces.
8. Encourage state, local, and non-profit preservation organizations to create robust internship programs for the next generation of public historians, public archaeologists, and preservationists. Encourage these organizations to share information so interns who would fit well somewhere else are given that option.
9. Provide PHMC staff opportunities to work or volunteer with at-risk or underserved youth organizations to directly contribute to specific communities in a way that also has the potential to spread preservation awareness.
10. Encourage public/non-profit property owners through incentives like grants or recognition to have preservation plans or historic structures report prepared for their properties. These plans should address all historic and archaeological resources on the property, including archaeological sites, landscapes, and viewsheds.



WASHINGTON MEMORIAL CHAPEL,
UPPER MERION TOWNSHIP,
MONTGOMERY COUNTY

How the 2018-2023 Action Agenda Meets SHPO Responsibility

Section 101 of the National Historic Preservation Act, as amended sets forth the responsibilities of the Pennsylvania State Historic Preservation Office. PA SHPO meets its federal obligations through this plan in the following ways:

In cooperation with federal and state agencies, local governments, and private organizations and individuals, direct and conduct a comprehensive statewide survey of historic properties and maintain inventories of such properties;

- *Goal 2, Action A*

Identify and nominate eligible properties to the National Register and otherwise administer applications for listing historic properties in the National Register;

- *Goal 2, Action 1; Goal 2, Action C; Goal 3, Action A; Goal 4, Action A; Goal 4, Action D*

Prepare and implement a comprehensive statewide historic preservation plan;

- *Goal 1, Actions A, B, C, D, E*

Administer the state program of federal assistance for historic preservation within the state;

- *Goal 1, Actions A; Goal 2, Actions A, C, E; Goal 3, Actions A, D, F; Goal 4, Actions A, B, C, E*

Advise and assist, as appropriate, federal and state agencies and local governments in carrying out their historic preservation responsibilities;

- *Goal 1, Actions A, B, D; Goal 2, Actions A, B, C, D, E; Goal 3, Actions A, B, C, D, E, F; Goal 4, Actions A, D, E*

Cooperate with the secretary of the Advisory Council on Historic Preservation and other federal and state agencies, local governments, and organizations and individuals to ensure that historic properties are taken into consideration at all levels of planning and development;

- *Goal 1, Action D; Goal 2, Actions A, B, C, D; Goal 3, Actions E, F; Goal 4, Action D*

Provide public information, education and training, and technical assistance in historic preservation;

- *Goal 1, Actions C, D, E; Goal 2, Actions D, E; Goal 3, Actions C, D; Goal 4, Actions A, B, C, D*

Cooperate with local governments in the development of local historic preservation programs and assist local governments in becoming certified pursuant to subsection C;

- *Goal 2, Actions A, B, C, D, E; Goal 3, Actions B, D, E, F; Goal 4, Actions A, D, E*

Consult with the appropriate federal agencies in accordance with this act on federal undertakings that may affect historic properties and the content and sufficiency of any plans developed to protect, manage, or reduce or mitigate harm to such properties

- *Goal 2, Actions A, B, E; Goal 3, Actions A, E, F; Goal 4, Actions A, E*

Advise and assist in the evaluation of proposals for rehabilitation projects that may qualify for federal assistance.

- *Goal 4, Action A, C, D*

Supporting Tools and Information

A. Glossary

B. Online Public Survey: Questions and Summary Responses

C. Planning Partners

D. Issue Briefs

E. What You Can Do!

F. Preservation Contacts

