



GOAL 3

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

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.

Address gaps in financial and human resources by building capacity

Create tomorrow's leaders today.

Use education as a catalyst for change.

Build resilient communities through historic preservation.

Assess, review and (maybe) change.

What can we do?

These five 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 our statewide preservation plan website at <https://phmc.info/PresPlan>.

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 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.

What can you do?

