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Putting Historic Marietta on The Map: This Place Matters! The National Trust for Historic Preservation and Economic Revitalization

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Putting Historic Marietta on The Map: This Place Matters!
The National Trust for Historic Preservation and Economic Revitalization

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Summer Scholarship, Creative Arts and Research Projects (SCARP) 2020

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ABSTRACT

In the spring semester 2019, Honors students enrolled in Professor Jean-Paul Benowitz's course, Honors History 201 Elizabethtown History: Campus and Community, engaged in a Community Based Learning project, a collaboration between Elizabethtown College and RiverStewards, Inc., conducting research to contribute to the Susquehanna Heritage, Inc.'s nomination of the Susquehanna Riverlands as a National Heritage Area. A National Heritage Area designation will give the Susquehanna State Heritage Area access to federal funding and assistance from the National Park Service. The students conducted NHPA Section 106 Reviews of historically significant properties in the Marietta Historic District and the Chickies Historic District. The students published their findings online through an ArcGIS map. The students presented their findings at Scholarship and Creative Arts Day (SCAD) at Elizabethtown College on Tuesday 16 April 2019 and at Marietta Day on Saturday 11 May 2019 in Marietta. One of the students in the class, Kyle C. Cappucci, expanded the project for Summer Scholarship, Creative Arts, and Research Projects (SCARP) in the summer of 2019. Cappucci broadened the Community Based Learning project to include Marietta Restoration Associates, Inc.; RiverStewards, Inc.; Rivertownes PA USA, Inc.; and Susquehanna Heritage, Inc. Cappucci expanded the scope of the map beyond historical significance to illustrate the contemporary significance of Marietta. Cappucci presented his scholarship to the Marietta Borough Council meeting on Tuesday 9 July 2019 and to the general public at the Marietta Community House on Wednesday 17 July 2019. His presentations entitled: "Putting Historic Marietta on The Map: This Place Matters!" illustrated how the scholarship by the Honors students at Elizabethtown College can bring positive attention to the Marietta Historic District, the Chickies Historic District, and the Northwest Lancaster County River Trail. To this end, Cappucci suggested the Marietta Restoration Associates, Inc. take the lead in launching a historic preservation awareness campaign created by the National Trust for Historic Preservation, called "This Place Matters!"

In the spring semester 2020, Honors students again enrolled in Professor Jean-Paul Benowitz's course, Honors History 201 Elizabethtown History: Campus and Community, to continue their research and contributing to the Susquehanna Heritage, Inc.'s nomination of the Susquehanna Riverlands as a National Heritage Area. The students conducted NHPA Section 106 Reviews of historically significant properties in the Marietta Historic District and the Chickies Historic District. Cappucci published their findings online through two different ArcGIS maps. The students presented their findings at Scholarship and Creative Arts Day (SCAD) via Zoom on Tuesday April 21, 2020. Kyle Cappucci expanded the project for Summer Scholarship, Creative Arts, and Research Projects (SCARP) in the summer of 2020, continuing his research from the summer of 2019. The overall goal of this Summer Scholarship, Creative Arts, and Research Project for 2020 was to get the "This Place Matters: Marietta" Campaign up and running.

THIS PLACE MATTERS BY NHPT

"This Place Matters is a national campaign, created by the National Historic Preservation Trust, "encouraging people to celebrate places meaningful to them and to their communities. Since 2015, participants have shared more than 10,000 photographs of themselves and their favorite places on social media using the hashtag #ThisPlaceMatters. 'This Place Matters' started in 2008 as a way for people to shine a spotlight on the historic places that played a role in their lives. Basically, it's like crowdsourcing people's personal connections to the built environment," says Jason Clement, director of community outreach at the National Trust. "And the best part -- there are zero rules. These can be places that are large or small, nationally significant, or personally priceless, historic, or maybe just old. They just have to mean something to you." The project is simple: Visit the Saving Places website to download the tool kit and print a sign. Take photos with the sign at the places that matter most to you and share the photos with others on social media with the hashtag #ThisPlaceMatters. The virtual preservation project offers people opportunities to add their personal narratives to the history of places that are meaningful to them, whether those places are community churches, elementary schools, a barn on an old family

farm, or the old corner store where kids would gather after school to buy sticks of gum. The project has a very DIY feel to it and has no long-term political or high-cost agenda, yet it encourages people to reignite those connections to places that have and continue to be important to them. Every person out there has a place that means a lot to them, and “This Place Matters” provides a platform -- adapted to our changing world of social media and selfie sticks -- to preserve, remember, and share that love of these places. This campaign is not just public awareness through photography and social media. It is about telling the stories of why these places hold historical significance. Through This Place Matters, the National Historic Preservation Trust, encourages and inspires an ongoing dialogue about the importance of place and preservation.”¹

THIS PLACE MATTERS: MARIETTA, PENNSYLVANIA

Why does this place: Marietta matter? Marietta, Pennsylvania is a small community in Lancaster County, along the Susquehanna River, across from York County. In 1812, several small towns incorporated into the Borough of Marietta. Lumber, iron, and steel production dominated the economy along with related manufactures. A key point for river, canal, and rail transportation, Marietta played an important role regarding supplying the military from the War of 1812 through post-Cold War era. Currently pharmaceutical laboratories and insurance companies make up the local economy with mixed forms of manufacturing. The Northwest Lancaster County River Trail brings tourists to patronize local microbreweries and farm to table slow food restaurants. Annual house and garden tours highlight Marietta as a leader in the historic preservation movement. Marietta is a National Historic District, several homes list on the National Register of Historic Places.

In May 2019, I began my research project titled “Putting Historic Marietta on The Map: This Place Matters!” in which I designed and published two ArcGIS maps, expanding the scope of the maps beyond the historical significance of properties to illustrate the contemporary relevance of Marietta. This project is also considered a Community Based Learning project, in which I have collaborated with Marietta Restoration Associates, Inc.; RiverStewards, Inc.; Rivertownes PA USA, Inc.; and Susquehanna Heritage, Inc. I wanted to reach out to you to let you know that I continued my research again this summer, but in a slightly modified approach. This summer of 2020, I made additional strides in the process of establishing the “Marietta: This Place Matters Campaign” and getting off the ground.

This summer, I have been creating signs, 8.5x11 printed as a window cling to be displayed inside a windowpane of each of the houses and properties on my inventory of historically significant properties in Marietta. These signs contain information about the history and the families with direct ties to the property. Ideally my list of properties is going to include: every house/building in Marietta listed on the: National Historic Register (NRHP), Historic Preservation Trust of Lancaster County (HPTLC), Historic Preservation Trust of Lancaster County Watch List, Marietta Historic District (MHD), Chickies Historic District (CHD)

Using the toolkit provided by the National Historic Preservation Trust, I am in the process of design a plan for how we will launch a social media campaign for Marietta. In addition to the social media aspect of the campaign, I was hoping to plan an event for this summer/fall to feature a This Place Matters campaign for Marietta, but unfortunately due to COVID-19 this was very unlikely due to the continued spread of the virus. I have decided that instead of planning a remote event, I will be postponing this potential "Marietta: This Place Matters Campaign" gathering until the Spring/Summer of 2021.

EDUCATE FOR SERVICE & COMMUNITY BASED LEARNING

As a student of Business, as an Accounting Major, I have been integrating my academic expertise and directing the focus of my research toward historic preservation and economic development. Professor Benowitz’s Honors

¹ “This Place Matters” https://nthp-savingplaces.s3.amazonaws.com/2016/04/21/12/40/44/946/NTHP_TPM_Toolkit.pdf

course and my SCARP projects illustrate Elizabethtown College's commitment to Community Based Learning, consistent with our motto; "Educate for Service." To this end we have been collaborating with 12 community partners, who collectively have been working together to identify, conserve, and preserve Marietta's heritage resources as a basis for retaining and enhancing strong community character and a sense of place. We are working on integrating the conservation and preservation of heritage resources in the economic development and revitalization of Marietta. We are committed to ensuring new economic development respects and complements the patterns, character, and scale of Marietta's traditional communities and rural landscapes. We are promoting strong leadership, collaboration, awareness, and responsibility in the conservation of Marietta's heritage resources among the public, private, and non-profit sectors. We are celebrating and promoting Marietta's heritage resources. We are ensuring adequate financial resources and incentives are available to implement the Marietta's heritage preservation goals.

This Place Matters: Marietta Campaign is the perfect example of both Educate for Service and Community Based Learning. This project is based on the participation of the community of the Borough of Marietta. The Campaign is being constructed by myself in collaboration with twelve organizations both on a community scale as well as on a county and state level. Without the support of the generous leaders in their respective organizations this campaign would not be possible. This Campaign is designed to bring attention to the borough itself along with the specific historic properties that will be highlighted.

MARIETTA BOROUGH HERITAGE PLAN

The Marietta Borough Heritage Plan, my course work in HON 201, and my research through SCARP the past two summers have the consistent goal of promoting and protecting Marietta's historical, recreational, environmental and arts and cultural resources; to make it a destination location; and to spur economic development. As for the On-going plans, I am directly addressing the plan to : "Create and maintain a comprehensive, GIS-based inventory of the borough's tangible heritage resources such as buildings, structures, and objects" My current inventory of Marietta remains on the same ARCGIS maps I crafted last summer and has been the basis for my research this summer as well.

This summer, I addressed the following On-going plans, "Integrate the conservation and preservation of heritage resources in the economic development and revitalization of the borough's varied resources.–Promote historic and cultural resource conservation and preservation as an economic tool in the revitalization of Marietta and its neighborhoods.–Develop additional heritage tourism opportunities as a form of economic development that is both sustainable and asset-based." The This Place Matters campaign allows us to tie in facets of each of these on-going plans and tie them all into one large promotion of Marietta.

MISSIONS OF OUR COMMUNITY PARTNERS

RiverStewards

"RiverStewards is a consortium of educational institutions, private sector companies, non-profit organizations, communities, government agencies and individuals working convening the institutional, scientific, and economic resources necessary to solve specific problems affecting the health of the Susquehanna River."² "RiverStewards will use the social change model as an essential component of our business model, linking to our mission and vision. The social change model differentiates us as a social enterprise rather than a commercial business."³

² River Stewards. "The Susquehanna: About" <https://riverstewards.info/> (accessed October 8, 2020).

³ Ibid.

Susquehanna Riverlands: Susquehanna National Heritage Area

“Susquehanna National Heritage Area is a regional non-profit organization and Congressionally designated coordinating entity for America’s 55th National Heritage Area. We collaborate with local, state, and national partners to connect people to the nationally important places and stories of Lancaster and York Counties in South Central Pennsylvania. Our work focuses on the cultural and natural resources of the Susquehanna River and the ribbon of scenic and historic landscapes and communities along its shores.”⁴ Susquehanna Heritage mission is to “work to enhance quality of life and economic vitality by promoting the preservation, conservation and interpretation of the river’s cultural and natural heritage.”⁵

The Pennsylvania Downtown Center

Pennsylvania Downtown Center “through utilization of the National Main Street Center, provides outreach, technical assistance, and educational services in order to assist communities in revitalizing their central business districts and surrounding residential neighborhoods. Over the years, we have formed a variety of strategic partnerships with local and statewide organizations in order to further our mission of promoting community revitalization and reinvestment. Additionally, our centralized Harrisburg location allows us to interact regularly with members of the PA Legislature in order to advocate on behalf of downtown and neighborhood initiatives in the commonwealth.”⁶

“As a Main Street America Coordinating Program, the Pennsylvania Downtown Center, is part of a powerful, grassroots network consisting of 45 Coordinating Programs and over 1600 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.”⁷

National Main Street Center

National Main Street Center, a grassroots network “made up of small towns, mid-sized communities, and urban commercial districts. In an era when the commercial and cultural viability of downtown was compromised by suburbs, shopping malls, and big box retailers, for 40 years the Main Street movement has offered a roadmap for locally owned, locally-driven prosperity. Across the country, thousands of communities have used the Main Street Approach to transform their economies, leverage local leadership, and improve overall quality of life.”⁸

Preservation Pennsylvania

“Preservation Pennsylvania is the Commonwealth's only private statewide nonprofit organization dedicated to helping people protect and preserve the historic places that matter to them. Preservation Pennsylvania was established by the Commonwealth's General Assembly in 1982 as the Preservation Fund of Pennsylvania, a statewide revolving fund to assist in the acquisition and rehabilitation of historic properties. Since then, Preservation Pennsylvania has grown into its role as a private, nonprofit membership organization with a statewide mission to protect and preserve Pennsylvania's irreplaceable historic places.”⁹

⁴ Susquehanna Heritage. “About Us” <http://www.susquehannaheritage.org/about-us/mission-vision/> (accessed October 8, 2020).

⁵ Ibid.

⁶ Pennsylvania Downtown Center. “About Us” <https://padowntown.org/about-us> (accessed October 8, 2020).

⁷ Ibid.

⁸ National Main Street Center. “The Main Street Movement” <https://www.mainstreet.org/mainstreetamerica/themovement> (October 8, 2020).

⁹ Preservation Pennsylvania. “About Preservation Pennsylvania” <https://www.preservationpa.org/about-us/> (October 8, 2020).

Preservation Pennsylvania “assists individuals, organizations, corporations, and governmental agencies from across the Commonwealth (and sometimes the nation) in their own preservation-related efforts, through a dynamic scope of activities and services. Whether as a leader, partner, or advisor, Preservation Pennsylvania works to secure the future of the past through educational outreach workshops and events, legislative advocacy, advisory and technical assistance in the field, and other special initiatives.”¹⁰

Lancaster County Planning Department

“The cultural heritage element of the Lancaster County Comprehensive Plan calls on the public, private, and nonprofit sectors to work cooperatively to discover, interpret, protect, and celebrate the county’s historic and cultural resources. The plan focuses not only on the tangible aspects of the county’s heritage, such as historic buildings, communities, and landscapes, but also on its intangible resources, its cultural traditions. In part, this element was adopted to meet the Pennsylvania Municipalities Planning Code (MPC) requirement that all comprehensive plans (municipal, multi-municipal, or county) include a plan for the protection of historic resources.”¹¹

“Tourism, the strategic tourism development element of the Lancaster County Comprehensive Plan, is focused on increasing the economic, social, and environmental benefits of tourism in Lancaster County. The plan urges stakeholders to build on the area’s historic commitment to tourism, enhance existing tourism products, and develop new tourism products that are both sustainable and authentic. These products should not only appeal to visitors but enhance residents’ quality of life.”¹²

Lancaster County Economic Development Company

“Economic Development Company of Lancaster County, founded in 1960, is the leading local organization dedicated to promoting business development and expansion throughout Lancaster County, Pennsylvania. Whether you are starting up your business, expanding your presence here or considering a corporate relocation, EDC can assist you with everything from site location to financing.”¹³

EDC’s Boroughs Collaborative “brings economic development resources and public attention to opportunities in Lancaster’s Boroughs through working with community leaders in creating strategies to promote development in boroughs, focusing on key re-development opportunities and education.”¹⁴

The main strategies of the Boroughs Initiative include building economic development knowledge and capacity among borough leaders, promoting clean, safe and walkable downtown project, attracting people to boroughs, strategically increasing businesses in boroughs, and encouraging borough redevelopment.”¹⁵

The Lancaster County Redevelopment Authority

Through their Borough Revitalization Program, the Redevelopment Authority “assists boroughs and other jurisdictions. Many borough plans are drafted but are slow to be implemented because the municipalities lack the

¹⁰ Preservation Pennsylvania. “About Preservation Pennsylvania” <https://www.preservationpa.org/about-us/> (October 8, 2020).

¹¹ Lancaster County Planning Commission. “Heritage” <https://lancastercountyplanning.org/135/Heritage> (October 8, 2020).

¹² Lancaster County Planning Commission. “Tourism” <https://lancastercountyplanning.org/136/Tourism> (October 8, 2020).

¹³ Lancaster County Economic Development Company. “Lancaster County” <http://edclancaster.com/> (October 8, 2020).

¹⁴ Lancaster County Economic Development Company. “Boroughs Initiative” <http://edclancaster.com/boroughs-initiative/> (October 8, 2020).

¹⁵ Ibid.

specific redevelopment and economic development skills necessary to advance the projects. It is the goal of the Authority to provide these skills within the context of state redevelopment statutes.”¹⁶

“Typical tasks to be contracted out include, but are not limited to, the following: 1. Conduct building evaluations to assess structural condition and condition of major building systems; prepare as-built plans, 2. Prepare GIS evaluations of sites considered for redevelopment, 3. Conduct environmental assessments (both Phase I and Phase II) and prepare remediation plans, 4. Evaluate site constraints including, but not limited to, air quality, flood plains, wetlands, and historical resources; prepare recommendations for addressing issues identified, 5. Prepare assessments of utilities, water and wastewater capacity, storm water management, noise analysis and street infrastructure capacity in relation to proposed redevelopment projects, 6. Provide standard redevelopment planning and site engineering services including, but not limited to, preparation of schematic redevelopment plans for individual buildings and redevelopment sites.”¹⁷

Our Marietta

“Our Marietta’ started with a grant initiative that was underway by 2016. Marietta received a Lancaster Conservancy/Riverlands planning grant to determine how best to leverage the new Northwest River Trail for community and economic development. This involved considerable outreach to and communication with community stakeholders including extensive data gathering through surveys of citizens, businesses, and trail users. The initiative was called ‘Our Marietta’ and this term was used to identify the various outreach activities undertaken by a steering committee and its consultants.”¹⁸

“An Action Plan based on stated community needs and goals was developed from all the outreach activities. Now it is up to the community to carry out this plan. A first step is improving communication between individuals and organizations – hence this website. It is hoped that the site becomes interactive and thereby identifies volunteer needs, events, and activities where there are chances of collaboration. The original Our Marietta steering committee has reached out to town and organization leaders and there have been gatherings where town priorities have been discussed.”¹⁹

Marietta Restoration Associates

The Marietta Restoration Associates, Inc. is a non-profit corporation which has been “preserving the cultural and architectural heritage of Marietta since 1965.”²⁰ The mission of the Marietta Restoration Associates is “to promote, encourage, and conduct the restoration, development, and preservation of the historical, cultural, aesthetic aspects of the Borough of Marietta.”²¹

Marietta Area Business Association

“The Marietta Area Business Association is comprised of merchants in the surrounding areas of Marietta, PA and is located in the heart of Lancaster County. Our mission is to form a coalition of interested parties to pool their resources to sponsor projects and programs that promote the economic, physical, and social prosperity of the Marietta Area in Pennsylvania.”²²

¹⁶ Lancaster County Housing & Redevelopment Authorities. “Program Background” <http://www.lchra.com/engineering-design-and-environmental-firms/> (accessed October 8, 2020).

¹⁷ Ibid.

¹⁸ Our Marietta. “Background” <https://ourmarietta.com/> (accessed October 8, 2020).

¹⁹ Ibid.

²⁰ Marietta Restoration Associates. “About MRA” <http://www.mariettarestoration.org/about-mra.html> (accessed October 8, 2020).

²¹ Landis, John C., *Candlelight Tours of Marietta 1966 to 2015* (Landisville, PA: Yurchak Printing, Inc, 2015).

²² Marietta Area Business Association. “Our Mission Statement” <https://www.mariettapabusiness.com/> (October 8, 2020).

The Business Association sponsors Marietta Day, which is “an annual tradition in the town of Marietta. Market Street becomes closed to traffic for the day as thousands of visitors shop for "attic to cellar" bargains, hunt for antique and craft gems, eat delicious food, listen to music, and say hi to friends from last year.”²³

HISTORIC PRESERVATION AND ECONOMIC DEVELOPMENT

The scope of this project has reached new heights as time has progressed. Originally during the summer of 2019, the sole focus of this project was centered around the Preservation of Historic Marietta. The project was community based and as we continued to make progress in identifying the significance of properties throughout Marietta. The result was the development of the This Place Matters Campaign for Marietta, to bring awareness to Historic Preservation and unify the community of Marietta through working with partners from the community. The summer of 2020 was a time of uncertainty for many of us. Unfortunately, I had planned to live on campus at Elizabethtown to conduct my research in-person and be in Marietta each week conducting meetings with our community partners and businesses in the borough. Due to the pandemic, I was forced to conduct my research remotely which greatly limited my ability to be present in Marietta. Working in the remote was quite an adjustment, but Professor Jean- Paul Benowitz suggested I begin to think about different ways these research projects could contribute to my Honors in the Discipline senior thesis project. We concluded, as an Accounting major, it would be appropriate to implement my academic expertise to the project. We decided the best course of action would be to develop an economic development aspect into the research I have already conducted. Historic Preservation and Economic Development are two objectives which complement each other very nicely for the purposes of the This Place Matters Campaign for Marietta. Economic development of the borough benefits the local community, preserving not only historically significant properties, to learn from the past, but to be inspired to build this legacy and grow the local economy, thus preserving architecture, the historic record, but also people’s lives.

BACKGROUND AND FUTURE PLANS

Unfortunately, my summer grant for continuing this project has now come to an end. I am back on campus at Elizabethtown and enrolled in eighteen credits this semester. Therefore, I will be putting a hold on the planning of the "Marietta: This Place Matters Campaign" until the Spring of 2021. This research project has already come a very long way from the Summer of 2019 and as of right now I am planning on expanding this project to new horizons all way through until May of 2022 (when I graduate). I am hoping to use all of the valuable knowledge I have gained about Marietta over the last two years as a steppingstone to completing my Honors in the Discipline senior thesis about historic preservation and economic development in Marietta. I greatly appreciate your time and I want to thank you in advance for any assistance you provide in my research efforts! If you have any questions or suggestions for me, please do not hesitate to shoot me an email! I am really looking forward to working with each and every one of you in the Spring to continue this amazing research project.

²³ Marietta Area Business Association. “Marietta Day” <https://www.mariettapabusiness.com> (October 8, 2020).