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Ecological and Economic Revitalization Through Historic Preservation of the Northwest Lancaster County River Trail in the National Historic District of Marietta, Pennsylvania

Kyle Cappucci

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Summer Scholarship, Creative Arts and Research Project Summer 2021 Elizabethtown College

Kyle Cappucci, Honors, Class of 2022

Accounting Major, Accounting & Finance Club Treasurer, Student Senate Executive Treasurer, Blue Jay Ambassador Student-Supervisor, Honors First Year Seminar Peer Mentor, Club Soccer President.

Mentor Name: Benowitz, Jean-Paul

SCARP Title:

“Ecological and Economic Revitalization Through Historic Preservation of the Northwest Lancaster County River Trail in the National Historic District of Marietta, Pennsylvania”

Since the spring semester 2019 and every semester since, including two SCARP projects 2019 and 2020 (and now a third 2021); I have been working with Marietta Borough on their asset-based planning process to bring economic development to the local community. I have been collaborating with the grass roots local community action task force called “Our Marietta.” I am launching a “This Place Matters” national campaign for Marietta, created by the National Historic Preservation Trust, to promote the objectives of the “Our Marietta” task force. In my work I have employed the active learning pedagogy from the (NCHC) National Collegiate Honors Council’s City as Text.™ My scholarship has contributed to “Our Marietta’s” asset-based planning process in identifying and mobilizing existing as well as unrecognized resources such as physical, human, social, financial, environmental, political, cultural, and historical assets. This is rooted in the Community Based Learning Component (CBL) of Professor Benowitz’s course Honors/Public Heritage Studies 201: Elizabethtown History: Campus and Community.” Currently, this is the third time I have taken the course. This SCARP project will demonstrate how I have worked with Marietta Borough to cultivate a viable working relationships among local government and business leaders, residents, community based organizations, and regional agencies enacting a plan benefiting the community and economic development future of Marietta Borough.

The Maryland-based Chesapeake Bay Trust has awarded Marietta Borough a \$237,515 grant. The funding is being used to improve a section of the Northwest Lancaster County River Trail running through Marietta. A now-gravel section of trail will be replaced with porous pavement and lined with water-capturing rain gardens. The project also will make the trail complainant with the Americans with Disabilities Act. Marietta Borough secured the grant, in part, through my scholarship published online with ArcGIS maps (SCARP 2019 and 2020).

A local township engineer and historian commented on how the Elizabethtown College Honors Program’s Community Based Learning/Civic Engagement ArcGIS maps have been a “very compelling way of engaging a broader audience with the beauty of built history and importance of preservation.”

This spring past spring semester 2021, I was enrolled in Jean-Paul Benowitz's course: Honors/Public Heritage Studies 201: Elizabethtown History: Campus and Community." This semester I was working on a research project entitled, "Marietta, Pennsylvania's Historic Homes On Front Street: Transportation, Trade, Triumph, and Tragedy Along the Susquehanna River and the Pennsylvania Canal."

For this summer 2021 SCARP project, I plotted my findings about the relationship of historic properties to the history of transportation and trade along the Susquehanna River and the Pennsylvania Canal. This project relates to the Mellon Grant: "Confronting Challenges with Confidence: Humanities for Our World Today," specifically regarding "Regional Heritage Studies" component of the grant.

This is a Community Based Learning (CBL) project, a collaboration between the Elizabethtown College Honors Program and Marietta Borough's Our Marietta initiative. For SCARP 2019 and SCARP 2020 Cappucci worked with Marietta Borough utilizing an asset-based planning process through the grass roots local community action task force called "Our Marietta."

My scholarship has cultivated a viable working relationships among local government and business leaders, residents, community based organizations, and regional agencies enacting a plan benefiting the community and economic development future of Marietta Borough in collaboration with The Lancaster Economic Development Company, The Lancaster County Planning Department, The Lancaster County Redevelopment Authority, The National Main Street Center, The Pennsylvania Downtown Center, The National Trust for Historic Preservation, Preservation Pennsylvania, The Marietta Restoration Associates, Our Marietta, RiverStewards, Susquehanna Riverlands, Marietta Area Business Association, and the Marietta Borough.

In this project I have employed the active learning pedagogy from the National Collegiate Honors Council's City as Text™.¹ In this project I drew heavily on research methods taught in the course HON 201 - HNR Elizabethtown History: Campus and Community (PHS 201) and the ArcGIS maps created by students in this class illustrating the history and economic development of Marietta, Pennsylvania.

The major objective of this project is to contribute to Our Marietta's asset-based planning process to identify and mobilize existing as well as unrecognized resources such as physical, human, social, financial, environmental, political, cultural, and historical assets. To this end, the "This Place Matters" campaign will be introduced and implemented in Marietta.

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

¹ This project is based, in part, on the National Collegiate Honors Council's Signature Program "The City As Text" where students immerse themselves in the local community exploring the culture and geography of the local neighborhood. Students are challenged to be sensitive and reflect about the human experience in the local built environment. Through City As Text Honors students explore the architectural landscape of the neighborhood, conduct research in repositories of the public record i.e. libraries or archives. Books read, images acquired, sounds heard, tastes and smells ingested, and observations all become materials contributing to the students' experience about not only how much is normally missed in an ordinary day of one's life but also how much might be seen and heard. City As Text is an active learning approach helping students regard the world as a book to be read and to see their journey through it as a cartographer's task of charting the personal paths they take to uncover and discover the local environment around them.

themselves and their favorite places on social media using the hashtag #ThisPlaceMatters. The National Historic Preservation Trust provides a toolkit for communities to launch their own This Place Matters campaign! People around the world are sharing photos of places of historical significance. 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.

I gave a presentation entitled: “Putting Historic Marietta on The Map: This Place Matters!” presented: Scholarship and Creative Arts Day (SCAD) at Elizabethtown College on Tuesday 16 April 2019. Members of the Marietta Borough Council attended the presentation and invited Cappucci to give his presentation at the Marietta Borough Council meeting on Tuesday 9 July 2019. The Mayor of Marietta extended this same invitation to me, when he heard my presentation at Marietta Day on Saturday 11 May 2019. I also presented at the Landmark Conference Landmark Research Symposium for SCARP at Elizabethtown College on Thursday 11 July 2019. I accepted an invitation to speak at a Marietta town hall forum hosted by “Our Marietta” regarding historic preservation and economic development on Wednesday 17 July 2019.

This project relates directly to the Mellon Grant: “Confronting Challenges with Confidence: Humanities for Our World Today.” Given the fact, Marietta, a National Historic District, is located in a county of historic communities drawing millions of visitors who contributed \$2.91 billion in tourism in 2018, an important component of the grant is called “Regional Heritage Studies.” My SCARP projects 2019 and 2020 contributed to a broader campaign of counties along the Susquehanna River working with the U. S. Congress for the designation of a National Heritage Area. This designation is sought to develop economic development, through tourism, for communities such as Marietta. Northwest Lancaster County River Trail running through Marietta and this Maryland-based Chesapeake Bay Trust grant for improving Front Street and the River Trail, contributes to these efforts.

For seven decades, the local tourism industry has been a major contributor to the economy of Lancaster County, Pennsylvania. The number of tourism industry direct jobs makes tourism Lancaster County’s sixth largest private sector, non-farm category in the local economy. In 2018, some 8.85 million visitors came to Lancaster County, up 2.5% from the previous year. My SCARP project for 2021 will play a significant role in the campaign of counties along the Susquehanna River working with the U. S. Congress for the designation of a National Heritage Area.

Here are the links to the ArcGIS maps for this project:

Historic Walking Tour of Marietta: Irishtown, Waterford, New Haven (Map 1 of 3): <https://arcg.is/Oz4bzt>

Historic Walking Tour of Marietta: Moravian Town and Watts Station (Map 2 of 3):
<https://arcg.is/OTGL1q>

Historic Walking Tour of Marietta: Front Street and the Pennsylvania Canal (Map 3 of 3):
<https://arcg.is/OyjHKm>

Ecological and Economic Revitalization Through Historic Preservation of the Northwest Lancaster County River Trail in the National Historic District of Marietta, Pennsylvania
 Elizabethtown College Summer Scholarship Creative Arts & Research Projects (SCARP) 2021
 12th Annual Landmark Summer Research Symposium (Goucher College) Remote Presentation Thursday 22 July 2021
 Kyle C. Cappucci, Class of 2022, Accounting, Honors Program

Every semester since spring 2019, I have been taking Honors community based learning courses about public heritage studies, including two Summer Scholarship Creative Arts and Research Projects 2019 and 2020 (and now a third 2021); I have been working with Marietta Borough (listed as a National Historic District) on asset-based planning regarding local economic development particularly along the Lancaster County River Trail. I have been collaborating with a grass roots community action task force called "Our Marietta." I am launching a "This Place Matters" campaign for Marietta, created by the National Historic Preservation Trust, promoting the objectives of the "Our Marietta" task force. I have been employing the active learning pedagogy City as Text™ from the National Collegiate Honors Council. My scholarship has contributed to "Our Marietta's" asset-based planning process in identifying and mobilizing existing as well as unrecognized resources such as physical, human, social, financial, environmental, political, cultural, and historical assets. My SCARP project demonstrates how I have worked with Marietta Borough through documenting historic preservation efforts to cultivate a viable working relationships among local government and business leaders, residents, community based organizations, and regional agencies enacting a plan benefiting the community and economic development future of Marietta Borough.

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THE HONORS PROGRAM
ELIZABETHTOWN COLLEGE

I am an Honors Accounting major at Elizabethtown College and pursuing a Certificate in Public Heritage Studies. For the past three years I have been taking community based learning Honors courses about local history, historic preservation, economic development, and regional studies. This is my third year conducting research for SCARP the Summer Scholarship, Creative Arts, and Research program.

I have been working with Marietta Borough, listed as a National Historic District, on asset-based planning regarding local economic development particularly along the Lancaster County River Trail. I have been collaborating with a grass roots community action task force called "Our Marietta." I am launching a "This Place Matters" campaign for Marietta, created by the National Historic Preservation Trust, promoting the objectives of the "Our Marietta" task force. I have been employing the active learning pedagogy City as Text™ from the National Collegiate Honors Council. My scholarship has contributed to "Our Marietta's" asset-based planning process in identifying and mobilizing existing as well as unrecognized resources such as physical, human, social, financial, environmental, political, cultural, and historical assets. My SCARP project demonstrates how I have worked with Marietta Borough through documenting historic preservation efforts to cultivate a viable working relationships among local government and

business leaders, residents, community based organizations, and regional agencies enacting a plan benefiting the community and economic development future of Marietta Borough.

On my poster, in the top row, the first photo on the far left, illustrates how the local economy of Marietta was first developed with the lumber industry along the Susquehanna River. Logs from the Northern Tier of Pennsylvania were floated down the Susquehanna River to be processed in Marietta in lumber mills and transported to Baltimore's Inner Harbor and then sent across the nation and around the world.

The next photo, to the right, illustrates the advancement of Marietta's local economy as a major player in national and international transportation through the Pennsylvania Canal and later the Pennsylvania Rail Road.

The next photo, to the right, illustrates the transformation of Marietta's economy from lumber production to iron production and later steel production and continuing as a major industrial and military supply transportation hub.

The next two photos, to the right, illustrates the current intersection of the industrial rail road and the former Pennsylvania Canal which is now the Lancaster County River Trail for recreation and ecological preservation.

The last photo, in the top row, illustrates Marietta Borough's public advocacy mindfulness of the environment regarding the Susquehanna River and its ecological relationship with the Chesapeake Bay.

The photo directly below, on the second row, to the far right, is of me giving a presentation at a town hall meeting in Marietta to stakeholders collaborating on the environmental, ecological, and nature conservation along the Lancaster County River Trail and the intersection of conservation, historic preservation, and economic development.

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. To this end I have been coordinating 12 community partners: The Lancaster Economic Development Company, The Lancaster County Planning Department, The Lancaster County Redevelopment Authority, The National Main Street Center, The Pennsylvania Downtown Center, The National Trust for Historic Preservation, Preservation Pennsylvania, The Marietta Restoration Associates, Our Marietta, RiverStewards, Susquehanna Riverlands, Marietta Area Business Association, and the Marietta Borough working together to identify, conserve, and preserve the Marietta's heritage resources as a basis for retaining and enhancing strong community character and sense of place. Integrating the conservation and preservation of heritage resources in the economic development and revitalization of Marietta. Ensuring new economic development respects and complements the patterns, character, and scale of Marietta's traditional communities and rural landscapes. Promoting strong leadership, collaboration, awareness, and responsibility in the conservation of Marietta's heritage resources among the public, private, and non-profit sectors. Celebrating and promoting Marietta's heritage resources. Ensuring adequate financial resources and incentives are available to implement the Marietta's heritage preservation goals.

The next photo, to the left, in the center row, is a snapshot of one of three ArcGIS maps I have designed for Marietta's historic preservation, environmental/ecological conservation, and economic development. For three years I have been creating an inventory of historically significant properties charted on an ArcGIS map. Each red tag represents a historically significant property and a local business/industry. Clicking on the tag brings the reader to a photo and report abstract with a link to the full National Historic Preservation Section 106 Review which has been used by borough, county, state, and federal agencies for government funded public works projects regarding historic preservation, environmental/ecological conservation, and economic development.

The next photo, the last photo, all the way to the left, in the second row, is me conducting research about historic preservation in Marietta which is listed as a National Historic District. In 1966 President Lyndon B. Johnson passed the National Historic Preservation Act establishing the National Register of Historic Places, the List of National Historic Landmarks, and the State Historic Preservation Offices. In 1966 the State Historic Preservation Office for the Commonwealth of Pennsylvania was established. In 1978 Marietta was designated a National Historic District with a boundary increase in 1984 and the neighboring Chickies National Historic District added in 2005.

The photo below, far left, in the last row, is me standing in front of the Canal House later called the Rail Road House listed on the National Register of Historic Places in addition to being listed within the National Historic District. Standing to my right is Carl H. Doan, Elizabethtown College Class of 1973, who conducted the first NHPS Section 106 Review of this property as a college student intern working with Edward F. LaFond, Jr. the first Field Curator of the Pennsylvania Bureau of Historic Sites and Properties in Harrisburg and the State Preservation Officer for the Pennsylvania Register of Historic Sites and Properties. Over 50 years later, Carl Doan is collaborating with me on these historic preservation and economic development initiatives. I am building on the foundation of his scholarship as I contribute my own scholarship in this field.

The current proprietor of the Rail Road House, Freddy States, is a local entrepreneur serving on the Marietta Borough Council who has a vision for economic development in Marietta in conjunction with the Lancaster County River Trail. Freddy States has made Marietta a destination for tourists. Marietta is located in Lancaster County drawing millions of visitors who contributed \$2.91 billion in tourism in 2018. For seven decades, the local tourism industry has been a major contributor to the economy of Lancaster County. The number of tourism industry direct jobs makes tourism Lancaster County's sixth largest private sector, non-farm category in the local economy. In 2018, some 8.85 million visitors came to Lancaster County, up 2.5% from the previous year.

The next photo, to the right, is the former Pennsylvania Rail Road Depot, owned by Freddy States, who is launching a project re-fitting this property to serve tourism associated with the Lancaster County River Trail while focusing on historic preservation, environmental/ecological conservation, and economic development.

The next photo, to the right, is another Freddy States business, McCleary's Public House, the place where States began this vision for historic preservation, environmental/ecological conservation, and economic development.

The next photo, to the right is of Bob Shank, proprietor of Shank's Tavern which has been in his family since the 1930s and has served as a public house/tavern since it was built in 1807. Freddy States' vision for historic preservation, environmental/ecological conservation, and economic development has had a positive influence on several neighboring historic businesses joining him in responding to the tourism brought to Marietta's Historic District by the Lancaster County River Trail.

The last photo, on the far right, in the last row, is an example of the window clings I have created for 33 historic properties and businesses to be displayed in the windows by the property owners to launch a This Place Matters Campaign for Marietta. This part of my SCARP project is partially funded by the Mellon Grant for Development and Delivery of Global and Regional Heritage Studies Courses/Experience. I have been employing a strategy developed by The National Trust for Historic Preservation called "This Place Matters."

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 playing a role in their lives. 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.

This summer, I have been creating signs, 8.5x11 printed as a window cling to be displayed inside a window pane 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, in future years, with new students working on this project, 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 designing a plan for how we will launch a social media campaign for Marietta. In addition to the social media aspect of the campaign, I am planning an event for next summer to feature a This Place Matters campaign for Marietta.

The Borough of Marietta has a Heritage Plan which is the basis of my Honors in the Discipline Senior Thesis where I am addressing the following on-going plans: "Integrate the conservation and preservation of heritage resources in the economic development and revitalization of the Marietta 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 both sustainable and asset-based."

The motto for Elizabethtown College is Educate for Service and our advising/mentoring model is focuses on discerning purposeful life work, vocation, and calling. Historic preservation, environmental/ecological conservation, and economic development has been strategically integrated into my professional and personal goals. I have already begun work on a post graduate project, similar to my work in Marietta, in my hometown of Baltimore and like Carl Doan Class of 1973, fifty years from now, I hope to be collaborating with an Elizabethtown College student engaged in Historic preservation, environmental/ecological conservation, and economic development in Marietta's Historic District.