

#READYFORPRESERVATION: TOOLS & TIPS TO SUPPORT YOUR DOWNTOWN'S RECOVERY & REVITALIZATION

PA SHPO & PDC WEBINAR
MAY 28, 2020



Pennsylvania State Historic Preservation Office
PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION



PENNSYLVANIA
Downtown Center
• Since 1987 •

Welcome!

- This webinar is being recorded, including all chat conversations
- Attendees are automatically muted
- Please enter questions in the chat box please; we will do our best to answer at the end
- 1 AIA Continuing Education Credit available
- Look for follow-up email with links, supplemental materials, and AIA credit information

Today's Speakers

Mary Tate

Field Services Coordinator
Pennsylvania Downtown Center (PDC)

Cory Kegerise

Community Preservation Coordinator, Eastern Region
PA SHPO

Bill Callahan

Community Preservation Coordinator, Western Region
PA SHPO

Bryan Van Sweden

Community Preservation Coordinator, Central Region
PA SHPO

Today's Agenda

- Introductions
- Why does this matter?
- Reaction to COVID-19 & Economic Impacts
- Response to Economic Fallout & Planning for Recovery
- Recovery & Looking Forward



Learning Objectives

- Explain how historic preservation is a legitimate and integral part of COVID-19 economic recovery.
- Identify at least two things you or your community can do to include historic preservation in community planning and economic development conversations.
- List at least three things you can do to lower barriers to including historic preservation in recovery conversations and planning.
- Communicate the importance of maintaining the community's pre-COVID-19 vision for preservation and downtown design ethic amidst change.



Pennsylvania Downtown Center

- ✓ The mission of Pennsylvania Downtown Center (PDC) is to build and support the capacity of local non-profit organizations, municipalities and individuals to enhance the overall well-being and sustainability of Pennsylvania's "core" communities
- ✓ Education & technical assistance provider with DCED to support the Keystone Communities, Main Street & Elm Street programs
- ✓ PA State Coordinator for the National Main Street Center – Main Street America, subsidiary of the National Trust for Historic Preservation



PA State Historic Preservation Office

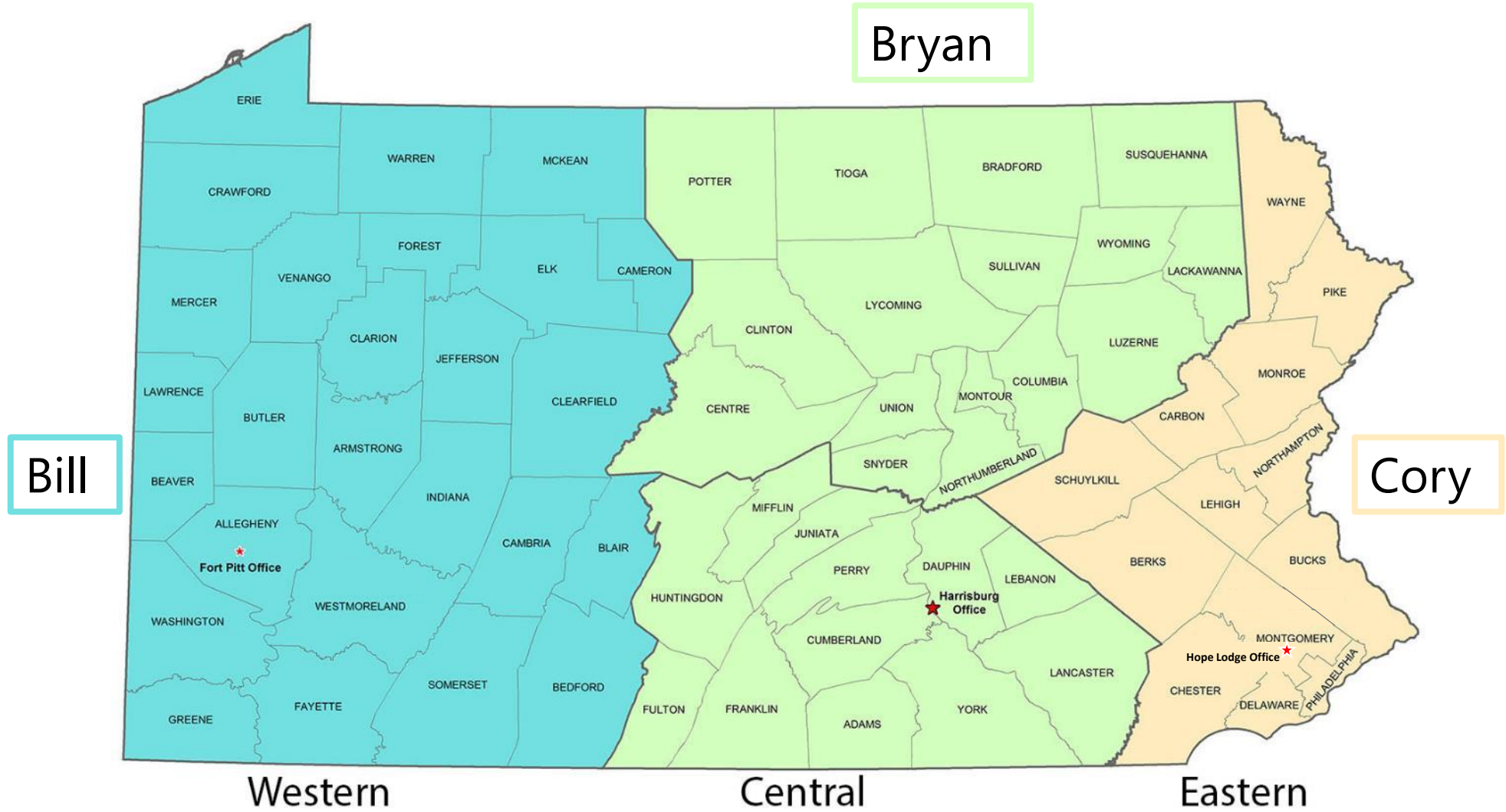
THE PENNSYLVANIA STATE
HISTORIC PRESERVATION
OFFICE (PA SHPO) IS THE
OFFICIAL HISTORIC
PRESERVATION AGENCY FOR
THE COMMONWEALTH OF
PENNSYLVANIA.

Bureau of the Pennsylvania Historical
& Museum Commission (PHMC)

Manages federal & state historic
preservation programs in PA:

- National Register of Historic Places
- Historic Tax Credits
- Certified Local Government (CLG)
- Keystone Historic Preservation Grants
- Historical Markers
- Statewide & Community Planning
- Section 106/History Code Reviews

PA SHPO Regions



Reaction to COVID-19 & Economic Impacts



Cory Kegerise
PA SHPO Community
Preservation Coordinator –
Eastern Region



Reaction

What do we do in the near term to allow our communities to resume activity safely and quickly?

Response

How do we manage the changes in our communities that will result from the pandemic?

How does historic preservation fit into these conversations?

Recovery

How do we position our communities to recover and adapt?

A few things to keep in mind:

- Communities will face many urgent and competing needs and priorities in the coming months and years, likely with fewer resources
 - Near-term action (or inaction) may have long term impact
 - Retaining vitality is easier (and cheaper) than creating it
 - Using available resources efficiently and effectively will be critical
 - Buildings need occupants and uses
 - The future will be different



Survival
Uncertainty
Change
Anxiety



Safe
Vibrant
Desirable
Familiar

Preservation-friendly approaches

Reaction

Navigating the next few months will require communities to:

- Manage change in real time
- Get comfortable with trial and error
- Message effectively
- Collaborate
- Be innovative
- Be responsive
- Lower barriers



Reaction

Why our near-term reaction matters:

- Pent up demand and sense of urgency
- Pressure for things to happen quickly and easily
- Perception is reality
- Control your own destiny
- Be part of the solution



So where do we start?

Reaction

Messaging



Things to keep in mind

- ✓ Be sensitive to the realities of our shared circumstances
- ✓ People are experiencing a combination of grief, trauma, loss, anger, anxiety, and fear
- ✓ We are all experiencing this pandemic in uniquely personal ways
- ✓ Instinct is toward survival and adaptation
- ✓ Optimism for future is the goal, but may be difficult for some in near term

- Identify the important individuals and organizations that will play a part in short- and long-term community and economic development efforts
- Remind **yourselves** of what's important and why you do what you do
- Remind **others** of what's important and why you do what you do
- Connect the big picture to individual goals and interests

These Historic District regulations are intended to serve the following purposes:

1. To protect the cultural, economic, social and political and architectural history of Mercersburg and the surrounding region.
2. To promote the use, preservation and restoration of historic buildings to enhance the quality of life and to encourage interest in the area's history.
3. To strengthen the economy of Mercersburg by improving property values and promoting tourism.
4. To provide for new buildings and alterations in ways that are harmonious with the existing historically and architecturally significant buildings.

Reaction

Lowering Barriers

- Activating our communities will require numerous behavioral changes and modifications to buildings and streets
- Community leaders will feel pressure to reduce or eliminate anything that is perceived as slowing recovery
- Identify ways to PROACTIVELY improve efficiency and contribute to recovery

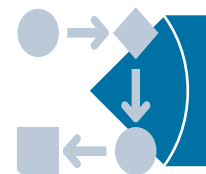
Like what?



Physical



Policy



Procedures



Communication

Reaction

Lowering Barriers

Physical

Talk to business owners, law enforcement, code officials, HARB, and Planning Commission to identify physical changes necessary to implement social distancing measures

Policy

What do existing codes and guidelines already allow for each of these measures? What measures require new or revised policies, ordinances, or guidelines?

Procedures

How can your community improve the speed, ease, and experience of getting these measures approved (without ditching the review process altogether?)

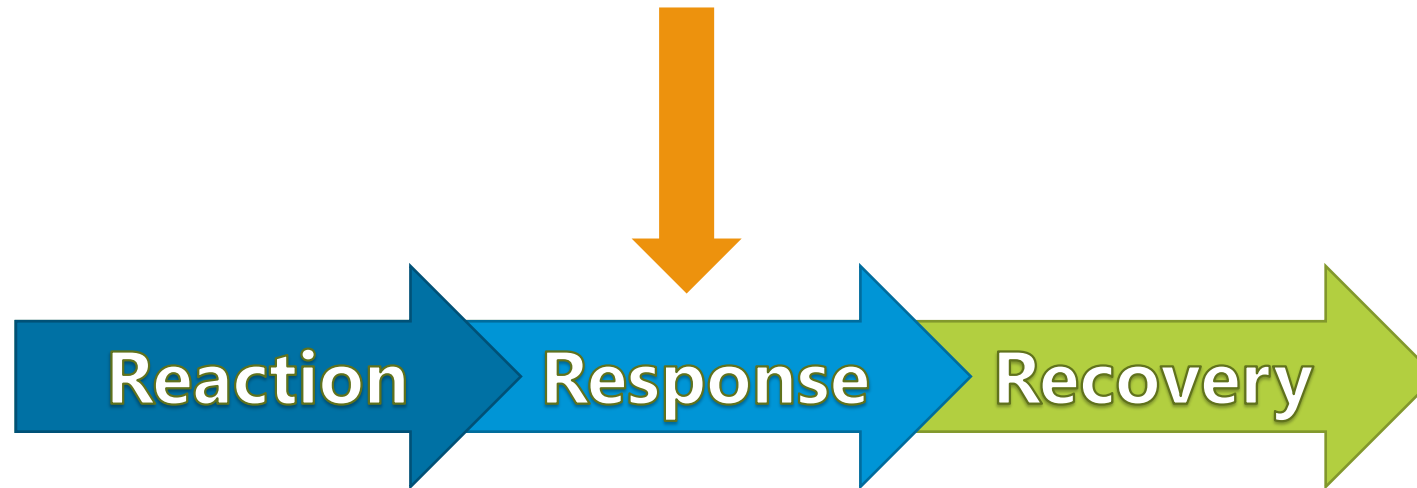
Communication

How can your community ensure everyone is on the same page?

Response to Economic Fallout & Planning for Recovery



Bill Callahan
PA SHPO Community
Preservation Coordinator –
Western Region



You do not see people flocking to see modern buildings...they flock to see historic buildings and streets. Historic buildings attract retail in downtown and Main Street areas.

Arthur Ziegler, Pittsburgh History & Landmarks Foundation
Historic Preservation: Part of the DNA of Pittsburgh PlaceEconomics, 2015

The New (old) Reality of Economic Vitality and Design on Main Street:

- What was once "just" data we now know at an emotional level. Many communities have implemented grass-root extremes to support—save—their local businesses.
- More than ever, design principles that maintain a sense of place created by your older business district must be integral to short-term and ongoing economic recovery strategies.
- What the data has always told us we now know through hard experience: the economic vitality of our downtown businesses depend in part on a design ethic based on traditional principles—what we call historic preservation.

→ Challenges

- Urgency to accommodate recovery may mean pressure to desert long-established design principles and economic vitality priorities.
- Crisis will result in accelerated vacancy rates
- May result in significant use changes

HOW DOES \$1,000,000 SPENT ON HISTORIC REHABILITATION COMPARE WITH \$1,000,000 IN OUTPUT FROM OTHER INDUSTRIES?*

	HISTORIC REHAB	FOOD PROCESSING	NATURAL GAS INDUSTRIES	FABRICATED METALS	MEDICAL DEVICES	CHEMICAL MANUFACTURE	DRUGS/ PHARMACEUTICALS
DIRECT JOBS	6.4	1.9	3.1	2.1	2.2	0.8	1.6
INDIRECT INDUCED JOBS	5.6	4.0	3.9	3.6	4.1	2.6	4.2
TOTAL JOBS	12.0	5.9	7.0	5.7	6.3	3.4	5.8
DIRECT INCOME	\$391,766	\$109,462	\$322,833	\$153,144	\$216,104	\$104,363	\$215,874
INDIRECT/ INDUCED INCOME	\$290,283	\$226,587	\$243,521	\$220,161	\$246,901	\$164,194	\$275,289
TOTAL INCOME	\$682,049	\$336,049	\$566,354	\$373,305	\$463,005	\$268,557	\$491,163

*Source: IMPLAN Group, LLC. IMPLAN (Data and Software) Huntersville, NC. IMPLAN.com.

From: *The Missing Key-A study of the Impact and Potential of the Pennsylvania State Historic Tax Credit* April 2019

→ HARBs, Historic Review & Planning Commissions

- Create and maintain new paths for cooperation with Main Street organizations, and/or CDCs.
- Develop stronger ties to municipal staff and administration.
- Get familiar with economic development tools your community is using
- Participate in the bigger zoning/ development conversations beyond narrow technical/architectural review



→ As Partners

- Engage the public to emphasize efforts to preserve local businesses
- Use social and traditional media and newly accepted virtual platforms to emphasize ongoing efforts to preserve businesses and the buildings they occupy



→ Review ordinances, policies, codes, zoning

- **Purpose:** Is it relevant today?
- **Recitals:** Do they clearly establish processes?
- **Design guidance and principles:** Are they up-to-date and relevant?
- **Procedures:** Are they efficient and clear?



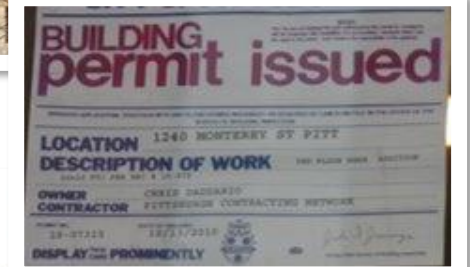
→ Ordinances, policies, codes, zoning

- Manage vacancies that do occur
 - ✓ What tools exist to help with maintenance & improvements?
- Thoughtful vacant building ordinance based upon market
 - ✓ Ensure you have good baseline data
 - ✓ Track your vacancies
 - ✓ Monitor building condition
- Review property maintenance ordinance
 - ✓ Do you have one?
 - ✓ Are you enforcing it?



→ Ordinances, policies, codes, zoning

- Ensure new uses are appropriate for design ethic
 - ✓ Ensure appropriate use mix to protect vitality
 - ✓ First-floor zoning to maintain vitality
 - ✓ Flexibility in upper-floor and side-street uses
- Assess code-enforcement priorities and procedures
 - ✓ Holistic code enforcement
 - ✓ Third-party code enforcement



Waynesburg, Greene County

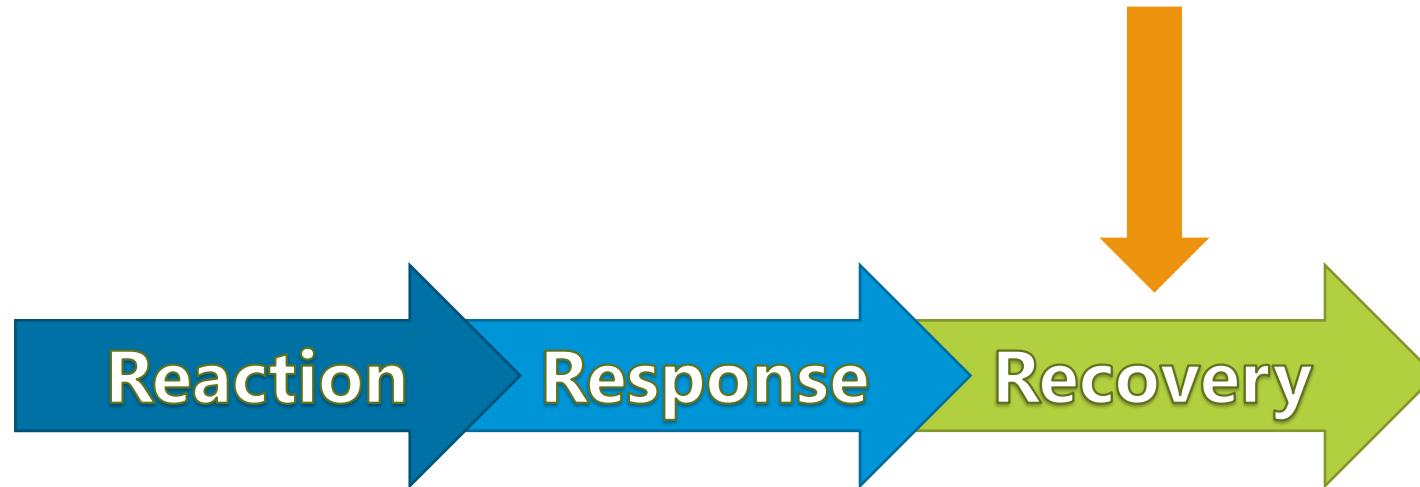
Recovery & Looking Forward



Before & After

Bryan Van Sweden
PA SHPO Community
Preservation Coordinator –
Central Region

Recovery



Don't wait to plan for the future

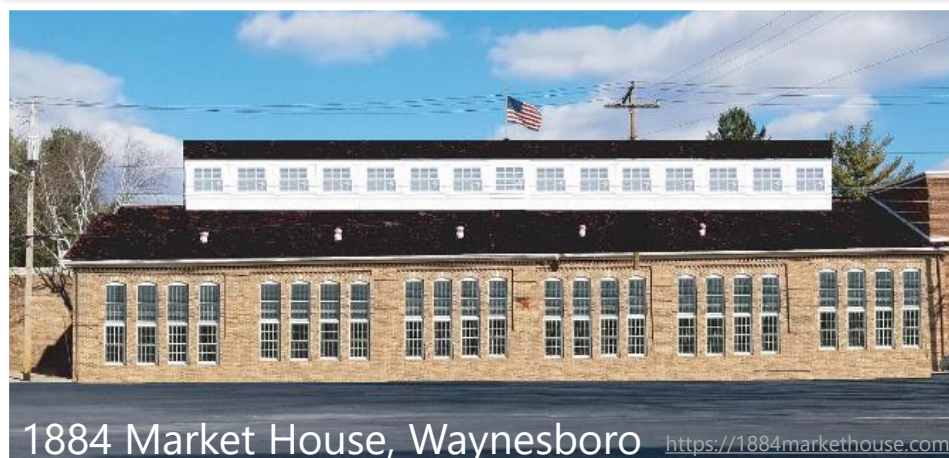
Set the stage for recovery

- Commercial district as a whole
- Key properties

Planning and feasibility

- This is not your standard planning process
- What do you want? And where do you want it?
- Zoning and infrastructure
- Designation: Protection & tax credits
- Funding and incentives

Deane Center for the Performing Arts, Wellsboro



Recovery

Zoning & Infrastructure



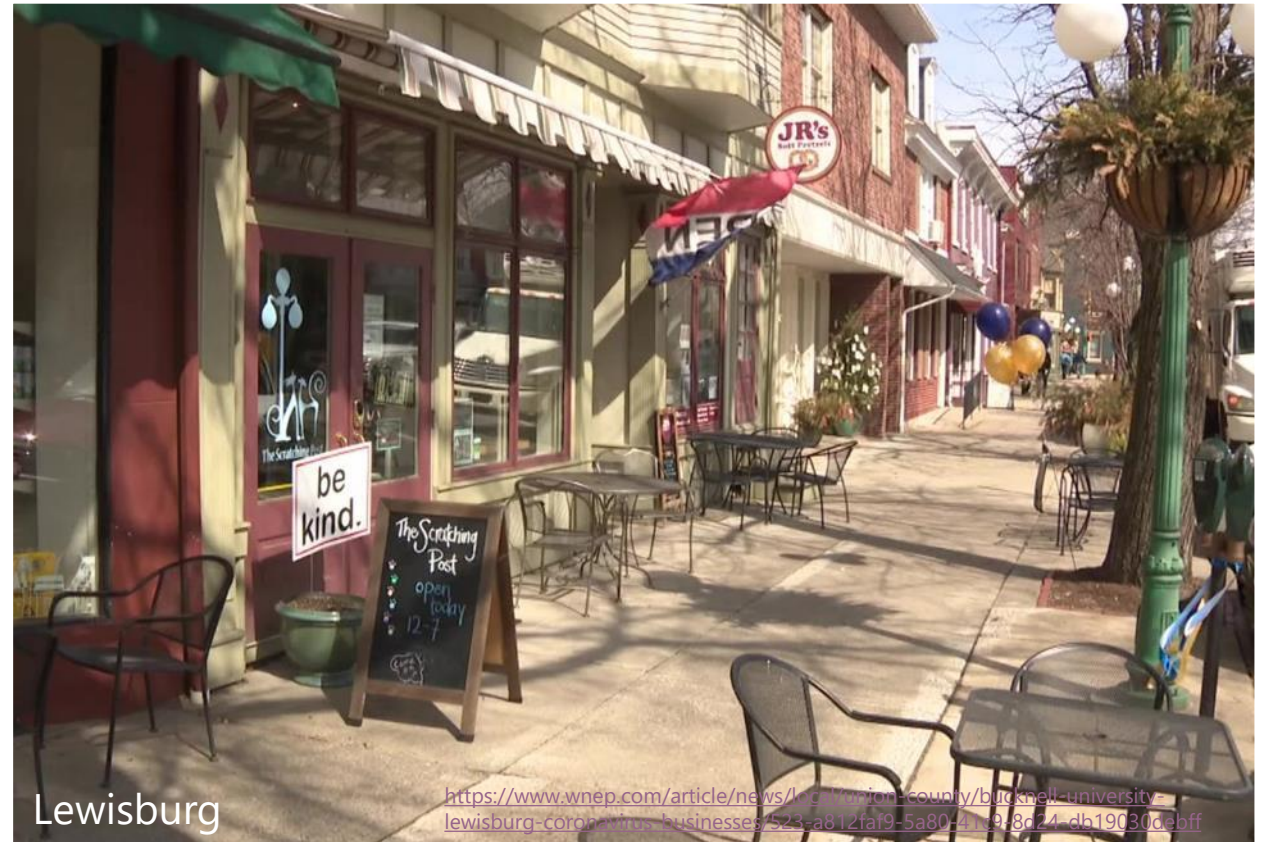
The Candy Factory, Lancaster

→ Are your preferred uses allowed?



→ What are the development requirements?

- Off-street spaces
- Public or shared parking
- Is your broadband and network capacity ready?
- Are outdoor dining spaces an option?



Recovery

Designation

- Is the area or building covered by design review?
- Demolition may become a challenge
 - New construction
 - How can you preserve your downtown's architectural character?



Recovery

Designation

- Is there an opportunity for using rehab tax credits?
- Verify your district's National Register status
 - Part 1 application to certify status
 - Evaluating National Register eligibility

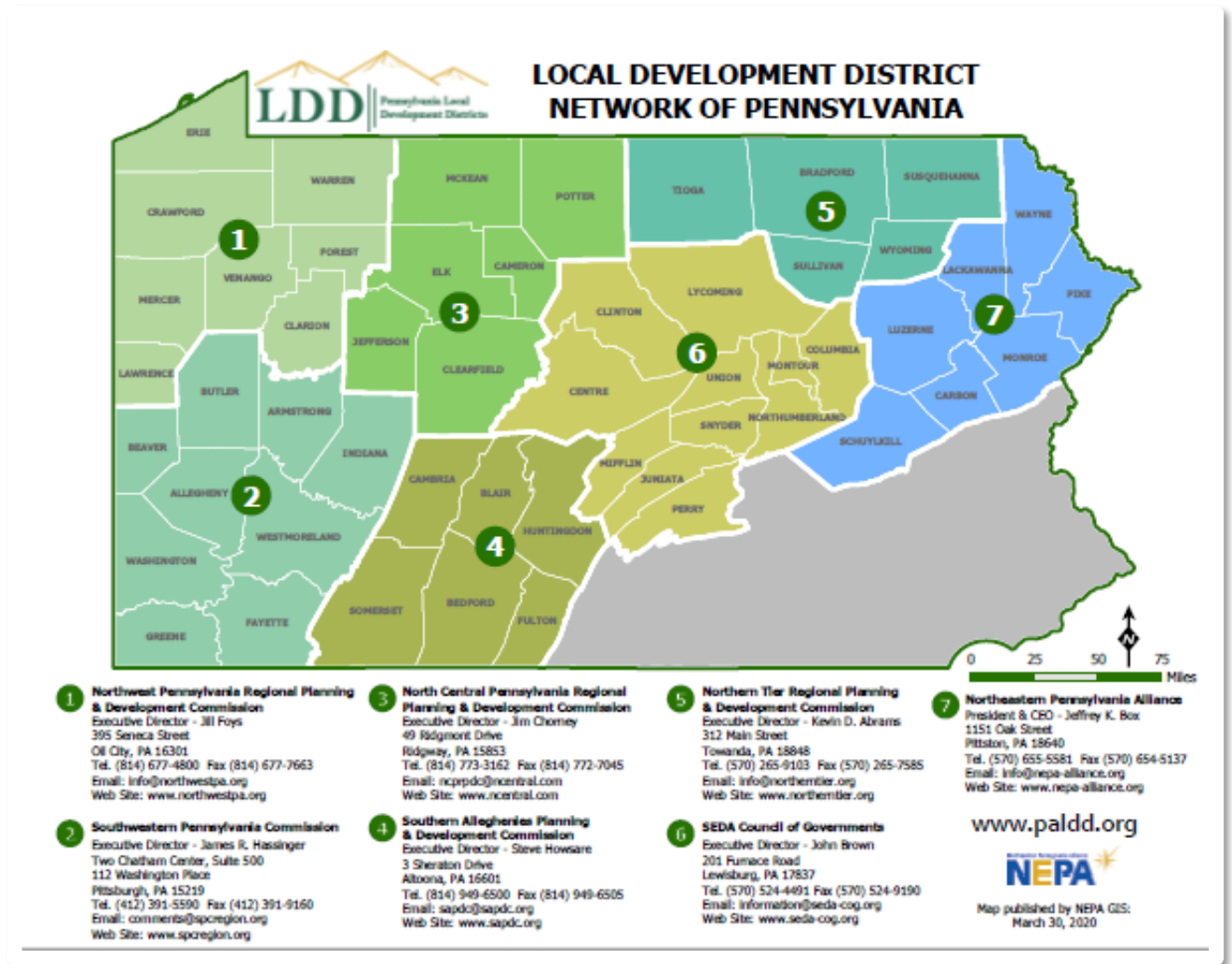


Royal Square Development, York

Recovery

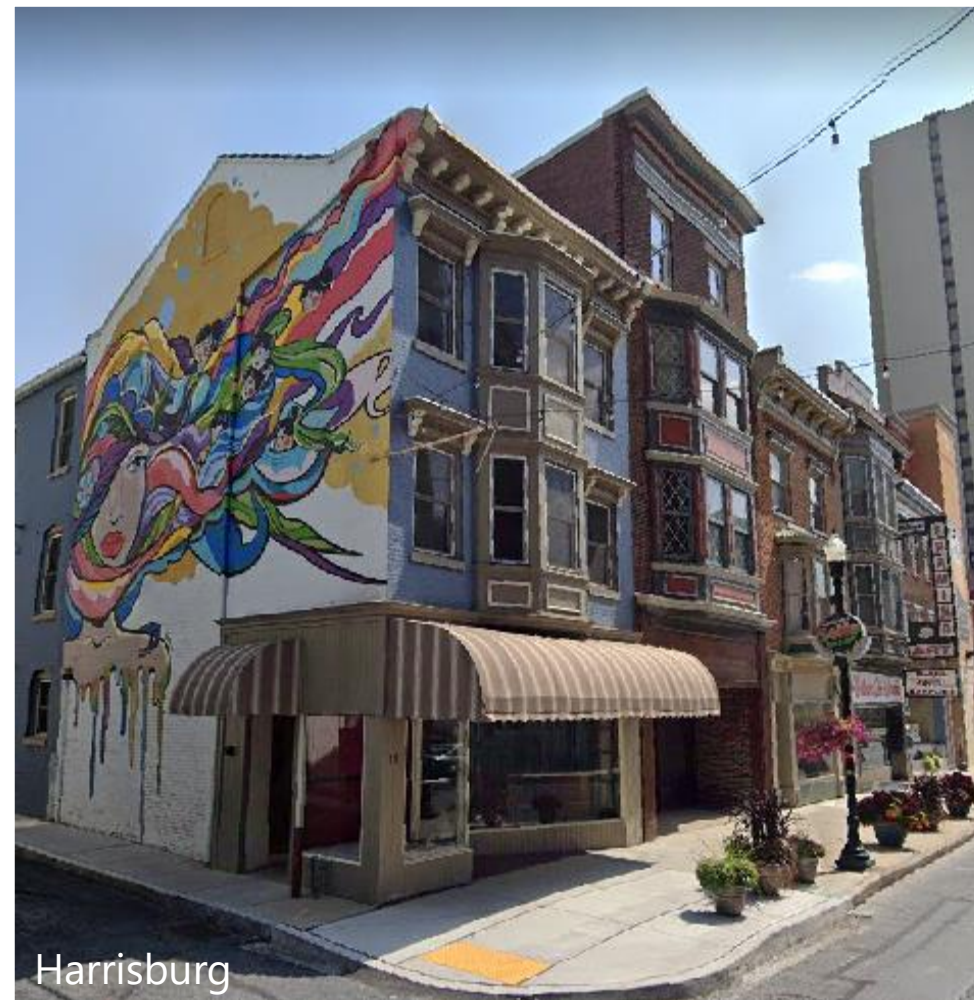
Funding & Incentives

- Economic development programs
 - Dept. of Community and Economic Development (DCED)
 - Grants, low-interest loans, loan guarantees
 - USDA Rural Development Program
 - Local Development Districts



→ Tax Incentives

- Federal
 - Rehab Investment Tax Credits
 - HTC – Growth & Opportunity
- Opportunity Zones
- New Market Tax Credits
- PA Historic Preservation Tax Incentive
- Local Economic Revitalization Tax Assistance (LERTA) - Property tax abatement



Harrisburg



Questions?

THANK YOU!



Mary Tate, PDC

Field Services
Coordinator

717-233-4675 ext. 114
[marytate@
padowntown.org](mailto:marytate@padowntown.org)



Cory Kegerise, PA
SHPO

Eastern PA
Coordinator

(215) 219-3824
ckegerise@pa.gov



Bill Callahan, PA SHPO

Western PA
Coordinator

(412) 565-3575
wcallahan@pa.gov



Bryan Van Sweden, PA
SHPO

Central PA
Coordinator

(717) 772-5071
bvansweden@pa.gov