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# THE STATEWIDE PRESERVATION PLAN

MARYLAND SUSTAINABLE GROWTH COMMISSION

JULY 23, 2018

# Maryland Historical Trust

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*The Maryland Historical Trust is the state agency dedicated to preserving and interpreting the legacy of Maryland's past.*

- Governed by a 15-member Board of Trustees
- Part of the Maryland Department of Planning
- Headquarters in Crownsville
- Jefferson Patterson Park and Museum

# Statewide Preservation Plan

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Mandated in the **National Historic Preservation Act**

Regulations require State Historic Preservation Offices to develop a plan "that provides guidance for effective decision making about historic property preservation throughout the State" (not just MHT)

Typically every **five years**

National Park Service reviews to ensure:

- significant and meaningful **public participation** occurs
- the final plan identifies significant **issues** affecting historic resources, proposes realistic **solutions**, and sets **priorities** for preservation action

# Plan Partners

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## **Advisory Committee**

## **Statewide Organization Partners**

Preservation Maryland, Main Street Maryland, Maryland Association of Historic District Commissions, Coalition of Maryland Heritage Areas, Maryland Museums Association

## **Working with**

Archeological Society of Maryland, Council for Maryland Archeology, Maryland Commission on African American History and Culture – and many more!

Connect Improve Update Strengthen Collaborate



# PreserveMaryland

## Maryland Preservation Plan 2014



Maryland Historical Trust

# PreserveMaryland Goals

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PreserveMaryland calls upon public agencies, private organizations and individuals involved in preservation to:

- 1. Connect with Broader Audiences**
- 2. Improve the Framework for Preservation**
- 3. Expand and Update Documentation**
- 4. Build Capacity and Strengthen Networks**
- 5. Collaborate Toward Shared Objectives**

What We Need to Do to CONNECT	Who Leads	Updates
<b>Statewide</b>		
Share positive preservation stories and provide links via a Preservation Maryland web page and multiple social media outlets.	Web page/social media – Preservation Maryland Uploads – Local preservation organizations, Heritage Areas, MHT, Main Streets	<a href="#">Hide update</a>
<b>Both the Maryland Historical Trust, through a newly formed Communications Committee, and Preservation Maryland, through a newly created Director of Communications position, have dramatically increased the number, quality and consistency of online posts, particularly via social media. In 2015, Preservation Maryland launched a Facebook group, Maryland Preservation Forum, to allow preservationists to share information easily with each other.</b>		
Sponsor "Preservation Tuesdays" on MHT web site and social media outlets – Section 106 success stories, grant news etc.	MHT	<a href="#">See what we have done</a>
Reinforce a preservation component at events in all heritage areas.	Heritage Areas	
Develop a suite of model materials, including print and electronic media, to connect visitors and residents to local heritage and historic places.	MD Office of Tourism, MHAA, MAHM, MHT, Main Street Maryland	
<b>County And Local</b>		
Share positive preservation stories and provide links via a Preservation Maryland web page and multiple social media outlets.	Web page/social media – Preservation Maryland Uploads – Local preservation organizations, Heritage Areas, MHT	<a href="#">See what we have done</a>
Select advocacy projects with high public relations potential and	Local preservation organizations and commissions	

# Goal 1:

## *Connect with Broader Audiences*

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- Revamped Facebook, blogs, newsletters, websites - state and local
- MHT Roadshow, program outreach
- MAHDC new trainings for commissions: Communications
- Cross-promoting with affiliated groups
- Preservation Maryland partnership with Rural Maryland Council



## Goals 2 and 3:

### *Improve Framework/Update Documentation*

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- Fully online grants system
- Simplified small commercial tax credit
- MAHDC new trainings: Sustainability and Modernism
- Project Review log available online
- Return of Historic Preservation Capital and Non-Capital grants, Heritage Area grants doubled
- Medusa available online

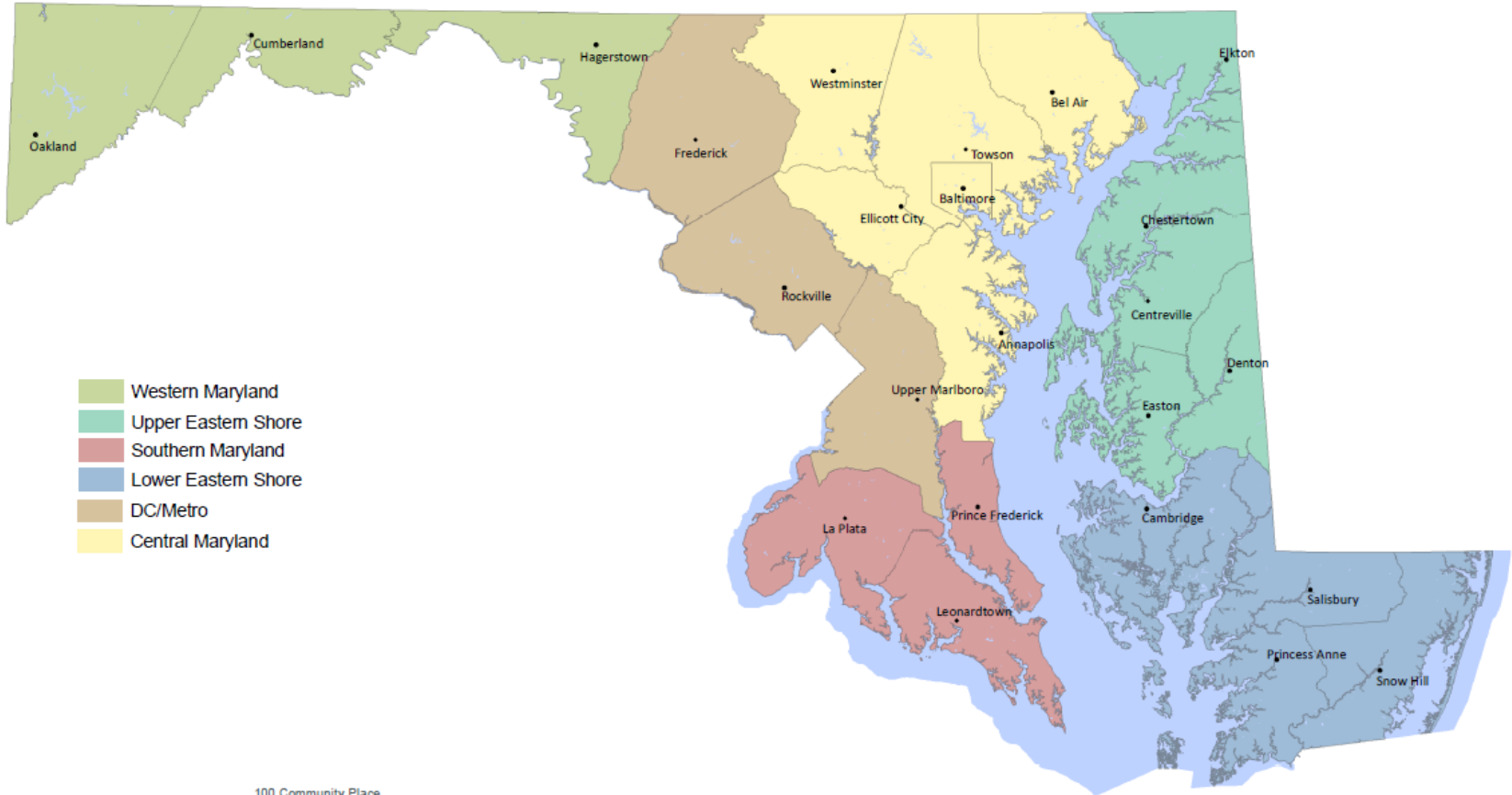
# Goals 4 and 5:

## *Build Capacity/Collaborate*

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- Partners offer regional networking meetings
- Coordinated advocacy led by Preservation Maryland
- Day-long training opportunities
- Weather It Together state-local programs
- Cemeteries
- Women's Suffrage

# MARYLAND PLANNING REGIONS



- Western Maryland
- Upper Eastern Shore
- Southern Maryland
- Lower Eastern Shore
- DC/Metro
- Central Maryland

100 Community Place  
 Crownsville, MD 21032-2023  
 Call: 410-514-7600  
 Or visit: <http://mht.maryland.gov>

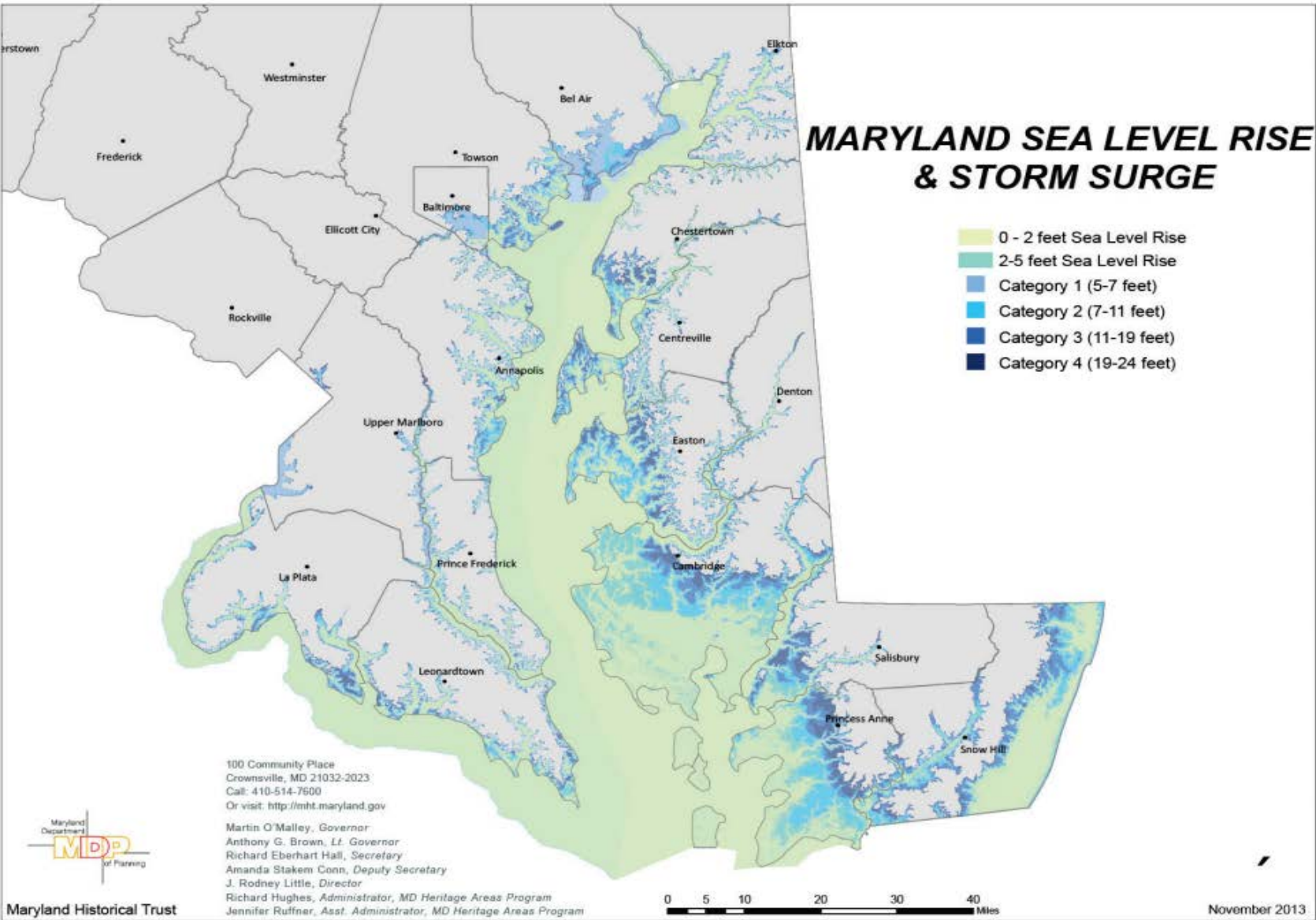
Martin O'Malley, *Governor*  
 Anthony G. Brown, *Lt. Governor*  
 Richard Eberhart Hall, *Secretary*  
 Amanda Stakem Conn, *Deputy Secretary*  
 J. Rodney Little, *Director*  
 Richard Hughes, *Administrator, MD Heritage Areas Program*  
 Jennifer Ruffner, *Asst. Administrator, MD Heritage Areas Program*



Maryland Historical Trust



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 November 2013



# Current Plan – Public Outreach

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Stakeholder **interviews** (12 stakeholders)

**Focus groups** – Preservation Planners, Architectural Research and Survey, Archeology, Advocacy, Main Street, Museums (~85 attendees)

Presented and collected feedback at **Preservation Maryland's annual Summit** and the **Maryland Association of Historic District Commissions' annual Symposium**

# Current Plan – Public Outreach

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Regional **public meetings** in Cumberland, Frederick, Salisbury, Chestertown, Havre de Grace, Hyattsville, Baltimore City, Prince Frederick (100 attendees)

Three regional meetings on **African American heritage** – one forthcoming (36 attendees)

**Surveys** – online and at meetings – general, by profession, by topic (141 survey responses)

# Next Steps

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Finish **interviews** and **focus groups**

Compile **data** into spreadsheet

Prepare **preliminary recommendations**, meet with **partners and stakeholders**

Cross-check recommendations with **other agency plans** – MDP, DNR, MDOT, Tourism

Follow up on **missing information**, clarify feedback

# PreserveMaryland 2.0 Goals

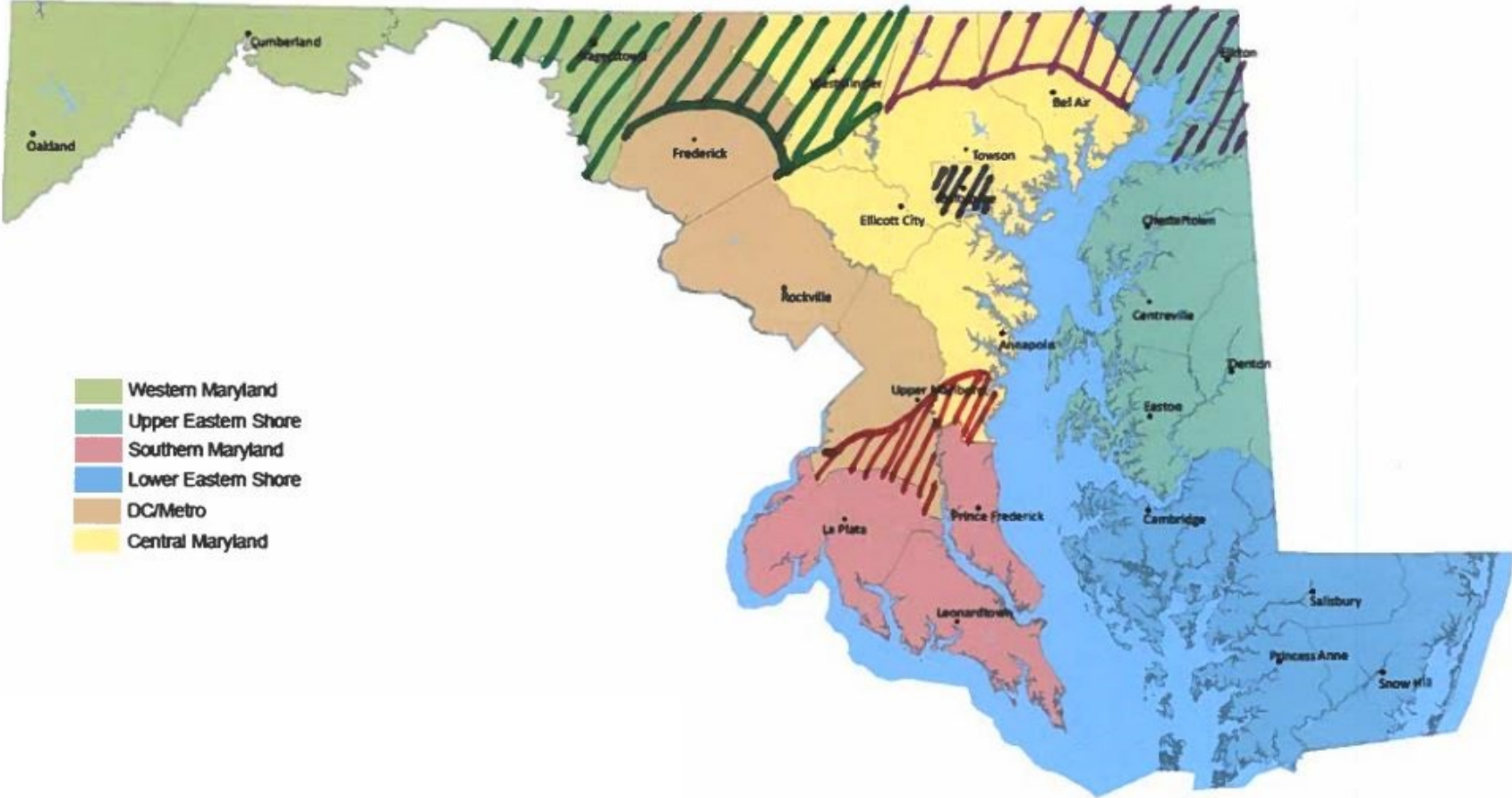
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# MARYLAND PLANNING REGIONS



- Western Maryland
- Upper Eastern Shore
- Southern Maryland
- Lower Eastern Shore
- DC/Metro
- Central Maryland

# Next Steps

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**Draft plan** for public comment in Fall 2018

Complete our survey!

[mht.maryland.gov/plan.shtml](https://mht.maryland.gov/plan.shtml)

# Questions?

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**Nell Ziehl**

Chief, Office of Planning, Education and Outreach

[nell.ziehl@maryland.gov](mailto:nell.ziehl@maryland.gov) or (410) 697-9592