

NEW HOPE, PENNSYLVANIA, AND LAMBERTVILLE, NEW JERSEY:  
TWO APPROACHES TO CULTURAL TOURISM

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I would like to dedicate this thesis to:

my wonderful husband, Dave Celeslo-thank you for your love and support. You make my life wonderful. I love you with all my heart.

my parents, Guy and Elizabeth Montgomery-I could not have made it without you. You've been the best parents I could ever ask for. I love you.

my siblings, Amy, Anne, Tim, and Nora Montgomery-thank you for always being there for me.

my grandmother, Elizabeth Simon-thank you for inspiring me to love historic places.

my grandparents, Edwin and Ovaleta Montgomery, and Frank Simon-I miss you.

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## **New Hope, Pennsylvania, and Lambertville, New Jersey: Two Approaches to Cultural Tourism**

### **I. Chapter One-Introduction**

Cultural tourism is one of the fastest growing industries in the United States, and plays an important role in both economic revitalization and historic preservation. The tourism industry is recognized as a “large-scale, capitalist industry central to the world economy and national and urban economies.”<sup>1</sup> In the year 2002, a study from the Travel Industry Association of America and *Smithsonian Magazine* indicated that tourism generated 528.5 billion dollars in revenue for the United States, and that 81% of American adult travelers were considered “historic/cultural travelers.”<sup>2</sup> Cultural tourism, also known as heritage tourism, is an alternative form of tourism that is more sustainable and environmentally conscious.<sup>3</sup> The White House Conference on Travel and Tourism defines cultural tourism as “travel directed toward experiencing the arts, heritage, and special character of a place.”<sup>4</sup>

Cultural tourism is an industry that can promote the exchange of culture as well as improve the economy. More and more Americans want to escape “the monotony and homogeneity of the shopping mall” and thus gravitate toward quaint historic districts and scenic landscapes that provide unique charm and character.<sup>5</sup> Many cultural tourists are nostalgic for an idealized past, and seek enrichment and enlightenment, as well as relief

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<sup>1</sup> Susan S. Fainstein and Dennis R. Judd, “Cities as Places to Play,” in *The Tourist City*, p.271.

<sup>2</sup> Cultural Heritage Tourism Fact Sheet, [www.nationaltrust.org/heritage\\_tourism](http://www.nationaltrust.org/heritage_tourism)

<sup>3</sup> Robert W. Wyllie, *Tourism and Society* (State College: Venture Publishing, Inc., 2000).

<sup>4</sup> Cultural Tourism Fact Sheet, [www.nea.gov/about/Facts/Cultourism.html](http://www.nea.gov/about/Facts/Cultourism.html)

<sup>5</sup> Steven Lagerfeld, “What Main Street Can Learn From the Mall,” 112

from the urban environment, through visiting historic and cultural sites. Cultural tourism is a means chosen by many to relate the past to the present and future.

Used as an economic tool, cultural tourism can provide much needed revenue for a city or small town. Throughout the course of the twentieth century, many cities and towns throughout the United States struggled as industrial and agricultural jobs decreased, and their commercial main streets declined as a result.<sup>6</sup> Tourism development has in many cases been a successful way to stimulate downtown revitalization, and over the last three decades, many community leaders have come to recognize the importance of tourism. Studies indicate that tourism is a significant means of generating revenue for local governments, as well as the state and federal government.<sup>7</sup> Most often, a community develops cultural tourism based on the historic character of the downtown and surrounding landscape.

Cultural tourism also typically promotes the conservation and use of historic buildings, districts, and landscapes, even if sometimes necessitating changes to their historic use. Since the 1960s, American society has become more aware of the value of the historic built environment and historic landscapes. Economic pressures can place stress on, and even threaten, historic resources. Many communities with historic resources are searching for ways to strengthen their economy in a manner that does not conflict with their preservation objectives. Cultural tourism provides economic justification for conservation, and seems to be an attractive solution. Studies conducted

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<sup>6</sup> Susan S. Fainstein and Dennis R. Judd, "Global Forces, Local Strategies, and Urban Tourism," in *The Tourist City*, p.2

<sup>7</sup> Travel Industry Association of America

Borough of New Hope, *New Hope Comprehensive Plan*, (1997),

Also, Advisory Council on Historic Preservation, (paper presented at the Heritage Tourism and the Federal Government Federal Heritage Tourism Summit II, Washington, DC, 2003).

Also, the states of Pennsylvania and New Jersey have in-depth economic figures for the tourism industry.

throughout the United States indicate the economic benefits of historic preservation, and suggest cultural tourism as one of the major methods to revitalize the economy through historic preservation.<sup>8</sup>

However, cultural tourism can affect a community and change its future in negative ways as well. It is difficult to balance community revitalization, historic preservation, and tourism.<sup>9</sup> Often, community leaders undertake the development of cultural tourism without completely examining all of the possible, and unintended, consequences that such tourism may bring. A historic main street may become a market strictly for tourists, not a center for culture and community. Local governments struggle to manage cultural tourism in a way that balances the use of a downtown between the needs of residents and visitors. It is important for a community to recognize that cultural tourism can be both a positive and negative factor in its cultural, economic, and social life.

As the cultural tourism industry continues to grow, professionals in a variety of fields, such as preservation, architecture, city planning, sociology, anthropology, real estate development, and retail, have begun to examine its impact on communities in both urban centers and small towns. The result is a large and growing volume of academic literature examining the potential effects of cultural tourism. Although cultural tourism has a long history, the industry became a popular trend in the 1990s, when tourists began

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<sup>8</sup> There are several studies throughout the United States that confirm the importance of cultural tourism as a preservation-based way to improve the economy. Studies such as “Assessing the Values of Cultural Heritage” (2002), “The Contributions of Historic Preservation to Housing and Economic Development” (1998), and “Values and Heritage Conservation” (2000) can be found at the website for the Advisory Council on Historic Preservation, <http://www.achp.gov>.

<sup>9</sup> M. Christine Boyer, “Cities for sale,” in *The Tourist City*, p. 198



to seek enrichment through travel.<sup>10</sup> *The Tourist*, written by Dean MacCannell, was first published in the 1960s, and is one of the first important works discussing the relationship between tourism and culture.<sup>11</sup> Throughout the last decade, G.J.Ashworth has conducted research on cultural tourism and written several articles and books focused on the subject. His most recent publication *The Tourist-Historic City*, which he co-wrote with J.E. Tunbridge, focuses on the impact of cultural tourism on historic, urban communities.<sup>12</sup> Aylin Orbasli's *Tourists in Historic Towns* is another useful resource on the subject of cultural tourism.<sup>13</sup> Also, in the nineties, two collections of essays regarding cultural tourism were published: *Variations on a Theme Park* and *The Tourist City*.<sup>14</sup> Both collections feature essays written by a variety of authors are relevant to the study of cultural tourism. These publications are only a small sample of a large volume of research and literature written on the topic of cultural tourism, and have been consulted throughout the writing of this text.

Meanwhile, away from academia, more and more communities are beginning to market cultural tourism, and it thus becomes increasingly important to determine the ways in which cultural tourism improves and/or undermines historic preservation initiatives. In order to maximize the positive aspects of cultural tourism and minimize its possible negative impact, a variety of stakeholders must work together to develop and manage it. These stakeholders may include national, state, county, and local governments, advocacy groups, private businesses and organizations, and individual

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<sup>10</sup> G.J. Ashworth and J.E. Tunbridge, *The Tourist-Historic City* (Oxford: Pergamon, 2000). 54

<sup>11</sup> Dean MacCannell, *The Tourist*

<sup>12</sup> J.G. Ashworth and J.E. Tunbridge, *The Tourist-Historic City*

<sup>13</sup> Aylin Orbasli, *Tourists in Historic Towns*

<sup>14</sup> *Variations on a Theme Park*, ed. Michael Sorkin.

See also *The Tourist City*, ed. Fainstein and Judd.

members of the community. Each stakeholder may play a role in developing and implementing policy, providing funding, and/or actively promoting and managing cultural tourism.

For the purpose of this thesis, I have chosen to study the continuing development of cultural tourism in two historic communities: New Hope, Pennsylvania, and Lambertville, New Jersey. These two communities are located on opposite banks of the Delaware River, and their historic downtowns are connected by a bridge. Tourists are drawn to the distinct character and interesting cultural life of each community. New Hope has been a destination for cultural tourism throughout the twentieth century, and by now, the cultural tourism industry is in and of itself a part of the community's character and history. On the other hand, Lambertville has only become a cultural tourism destination in the last two decades. Although tourism developed separately in each town, their cultural, economic, and social lives are closely connected. However, cultural tourism plays a very different role in each community. These two towns thus provide an interesting comparison and contrast for the study of cultural tourism.

In this thesis, I examine the manner in which New Hope and Lambertville manage cultural tourism, and analyze whether each town is successful in striking the balance between cultural tourism and historic preservation. Chapter Two provides an overview of the ways cultural tourism and historic preservation influence one another. Chapter Three summarizes the various regional, state, and county policies and organizations that shape cultural tourism and historic preservation in the Delaware River Valley. In Chapter Four, I examine cultural tourism and historic preservation policy in the communities of New Hope, Pennsylvania, and Lambertville, New Jersey. I also discuss the organizations

and agencies that affect cultural tourism and historic preservation in both towns. In Chapter Five, I analyze the positive and negative impacts cultural tourism has had on these two communities, and the factors that affect how each community manages cultural tourism in response to such impacts. Finally, in the last chapter, I briefly discuss strategies to manage cultural tourism in such a way that it does not have a negative impact on historic preservation, and will also suggest areas where future research is needed.

## II. Chapter Two-Issues Concerning Cultural Tourism

Cultural tourism is a dynamic force that may affect a historic community in both positive and negative ways. In chapter one, cultural tourism is defined as “travel directed toward experiencing the arts, heritage, and special character of a place.”<sup>15</sup> Cultural tourism is a form of tourism that at its best provides insight into a community’s culture and heritage.

In order to understand cultural tourism, it is necessary to define heritage. There are several definitions of heritage. As discussed in the International Cultural Tourism Charter,

[heritage] encompasses landscapes, historic places, sites and built environments, as well as biodiversity, collections, past and continuing cultural practices, knowledge, and living experiences. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities, and is an integral part of modern life.<sup>16</sup>

The European Commission partially describes heritage as a sense of belonging and association to the history or geography of a place.<sup>17</sup> Heritage can also be defined as the cultural identity of a place. This sense of identity connects a community to its past, reflects its present culture, and guides its future development. Cultural tourism is an important means of conveying a community’s heritage to both the residents of the community, as well as visitors. Although cultural tourism can have a positive impact on a community, if poorly managed, cultural tourism may also have adverse effects on a community. These negative effects can be minimized through cultural tourism policy and guidelines, careful planning, and on-going management. It is important that all

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<sup>15</sup> Cultural Tourism Fact Sheet, [www.nea.gov/about/Facts/Cultourism.html](http://www.nea.gov/about/Facts/Cultourism.html)

<sup>16</sup> ICOMOS International Cultural Tourism Charter, 1999, p.1

<sup>17</sup> European Commission, *Using National and Cultural Heritage to Develop Sustainable Tourism in Non-Traditional Tourist Destinations*, p.15

relevant stakeholders play an active role, especially the local community. These stakeholders must coordinate strategies to protect the cultural resources of the community, as well as ensure long-term sustainability for the cultural tourism industry. In this chapter, I examine possible effects that cultural tourism may have on preservation, in terms of the cultural identity, economic viability, and quality of life of historic communities.

### **Cultural Tourism and Cultural Identity**

Cultural identity, or heritage, is the essential core of a community. As previously mentioned, heritage is comprised of many factors, one of which is “historic places, sites, and built environments.” A community’s historic architecture and cultural landscapes are the most visible reflections of its cultural identity.<sup>18</sup> Historic architecture and cultural landscapes are two tangible resources that connect a community’s present culture and lifestyle with its cultural past. Other aspects of a community’s heritage, such as its industry, arts, natural environment, and place names, connect the present to the past, and illustrate how the community and its built environment developed. This sense of continuity is a valuable asset to a community. In *The Experience of Place*, author Tony Hiss discusses the importance of the sense of continuity, and how many of today’s communities lack it.<sup>19</sup> In communities that do not have coherent historic districts and cultural landscapes, it is more difficult for residents and visitors to understand and relate to their heritage.

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<sup>18</sup> Cara Aitchison, Nicola E. MacLeod, and Stephen J. Shaw, *Leisure and Tourism Landscapes*, p.94

<sup>19</sup> Tony Hiss, *The Experience of Place*, pp.xii, 178

Cultural tourism plays an integral role in making residents aware of the significance of their heritage.<sup>20</sup> Often, visitors recognize the desirability of a community's unique character before its residents do. Tourists are attracted to a community that has a strong connection between its cultural identity and its buildings, districts, and landscapes, and enjoy the sense of belonging and connection of the community. The interest of visitors reveals a community's significance to its members. Once residents recognize the importance of their heritage, a sense of pride for their community is fostered. This sense of pride and awareness extends to the historic built environment, which is a physical symbol of heritage. Residents increasingly view their historic resources as an important element of their cultural identity. A community's support for preservation initiatives is dependent on the residents' appreciation and pride for their historic built environment, and the heritage that built environment represents.

Cultural tourism further raises awareness of a community's cultural identity by developing a sense of history through historic site interpretation. Cultural tourism increases the interpretation of historic sites, making it possible for a community to convey its heritage through site interpretation to residents and visitors. Historic sites, and cultural tourism in general, have the ability to convey this sense of history to an individual in a personalized and meaningful way. The National Park Service develops a curriculum to help teachers educate students about historic resources in the National Historic Parks.<sup>21</sup> Historic sites can also offer a more complete education as their interpretation relays aspects of history not usually found in a textbook, such as the daily

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<sup>20</sup> Ashworth and Tunbridge, p.67  
European Commission, p. 27

<sup>21</sup> [www.nps.gov](http://www.nps.gov)

life of a historic time period. Finally, cultural tourism can illustrate an individual's place in the broader context of history. The manner in which cultural tourism presents history allows an individual to assimilate his heritage in a way that is personally relevant. If one of historic preservation's primary objectives is to educate the public about cultural heritage and its importance, then cultural tourism is an effective tool in promoting this goal.

Cultural tourism can also weaken a community's sense of history. Historic sites may interpret history in a way that distorts or glorifies real events. Such incomplete or selective interpretation cultivates a false sense of history. Many sites ignore or downplay negative aspects of history, such as the reality of slavery. Interpreters at such sites would rather present an idealized, nostalgic version of history to visitors, as opposed to the actual history of a place.<sup>22</sup> Most visitors do not realize that they have received incomplete information. Also, historic site interpretation has the potential to distance an individual from the more recent history of the site, and disrupt the sense of continuity within the community. An entire town has the potential to develop into a heritage museum.<sup>23</sup>

Cultural tourism may also potentially commodify history.<sup>24</sup> The cultural tourism industry markets history, and heritage becomes a product to be sold. Authentic cultural objects are often copied and mass-produced, and lose their unique cultural association.<sup>25</sup> Smaller workshops and crafts people cannot compete with the mass-production available

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<sup>22</sup> Fainstein and Judd, "Global," p.12

<sup>23</sup> Briavel Holcomb, "Marketing Cities for Tourism" in *The Tourist City*, p.65

<sup>24</sup> This is an important issue for literature on cultural tourism. All of the sources I used discussed the trend of selling heritage as a commodity. One example is Margaret Crawford, "The World in a Shopping Mall", p.11

<sup>25</sup> Wyllie, p.70

to larger companies.<sup>26</sup> One example is that some local festivals that once showcased local crafts people now consist of crafts vendors that travel from festival to festival across the United States. Through such processes, communities can experience the erosion of their distinctive character as cultural tourism and marketing alter and globalize their culture. As property owners restore their historic buildings to attract tourists, a standardized approach to rehabilitation can emerge, with buildings losing their individuality.<sup>27</sup> When such standardization occurs, there is the potential for an interesting, varied streetscape representing the evolution of the street throughout history to become a repetitive line of buildings that represent one idealized snapshot in time.<sup>28</sup> If improperly managed, the built environment can become a contrived stage-set rather than the vital expression of heritage and culture that it was formerly.<sup>29</sup> A town can market this perfect “Main Street,”<sup>30</sup> and present an inauthentic character and heritage for the community.<sup>31</sup> Modernizations to historic properties, some of which are made to accommodate tourists, further alter the integrity of the historic built environment. The architecture that represents a community now lacks authenticity, and residents as well as visitors may lose their connection to their physical surroundings.<sup>32</sup> Culture is dynamic,

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<sup>26</sup> Ashworth, p.65

<sup>27</sup> Ashworth, p.67

<sup>28</sup> Ashworth, pp.76, 131

<sup>29</sup> Boyer, p.190

<sup>30</sup> Ashworth, p.75

<sup>31</sup> Boissevain, p.12

Fainstein and Gladstone, “Evaluating Urban Tourism,” p.31 in *The Tourist City*

Wyllie, p.77

<sup>32</sup> Ashworth, p. 131

Sorkin, p.xii



not static,<sup>33</sup> and appropriate planning preserves the integrity of the historic built environment while accommodating and managing change.

### **Cultural Tourism and Economic Viability**

Cultural tourism can be an effective tool for the economic revitalization of a historic town or city. By providing employment, increasing revenue, and attracting new businesses, the cultural tourism industry can stabilize and diversify local economies so that long-term economic sustainability is viable.<sup>34</sup> A community attracts tourists to a restored commercial Main Street with traditional architecture, building on the specific characteristics of the downtown.<sup>35</sup>

The increased economic activity that cultural tourism stimulates can be of considerable benefit to historic preservation.<sup>36</sup> Tourism spending can be both a direct and indirect source of funding for preservation initiatives. Revenue generated on an individual historic site may be used for the rehabilitation and on-going maintenance of its physical fabric.<sup>37</sup> Cultural tourism can also provide the public with an economic rationale for conserving historic buildings.<sup>38</sup> Business owners and real estate developers recognize that historic properties are valuable resources in attracting tourism revenue, and

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<sup>33</sup> Wyllie, p.72

<sup>34</sup> European Commission, p.7, 27  
Fainstein and Judd, "Evaluating Urban Tourism," p.22  
Wyllie, p.52

<sup>35</sup> Boyer, p.189  
Lagerfeld, p.120

<sup>36</sup> Several national and state studies supporting this can be found at Advisory Council on Historic Preservation available from <http://www.achp.gov>. One example of a state report on the economic benefits of cultural tourism is *Partners in Prosperity: The Economic Benefits of Historic Preservation in New Jersey*, New Jersey Historic Trust (1998).

<sup>37</sup> New Jersey Historic Trust, *Partners in Prosperity: The Economic Impacts of Historic Preservation*, (New Jersey Historic Trust, 1998).

<sup>38</sup> Ashworth, p.66  
Boniface, *Managing Quality Cultural Tourism*, p.42

spend more private money on rehabilitation and maintenance.<sup>39</sup> Local government and private businesses also recognize that historic buildings are appropriate for a variety of new uses, such as museums, visitor centers, restaurants, shops, and small inns.<sup>40</sup> Cultural tourism attracts tourism-related businesses that want to rent or buy space in the center of a historic downtown. The increase in business results in fewer vacant storefronts, higher property values, and an overall appreciation for a community's historic downtown.<sup>41</sup> Real estate development has become the "edge of urban change."<sup>42</sup> However, it is necessary to ensure that the revenue generated from cultural tourism benefits the local community.<sup>43</sup>

Although the economic revitalization that cultural tourism stimulates can provide funding and support for historic preservation, increased numbers of tourists may also degrade the quality of the historic built environment. The existing historic built environment is finite, and may be too restrictive for new commercial activity.<sup>44</sup> The quality of historic rehabilitations may suffer as businesses quickly renovate their buildings without proper planning. Hasty renovations can potentially compromise the historic fabric of a building, and poor design choices can alter the significance of a building's architecture.<sup>45</sup> Also, economic pressure may lead to the inappropriate use of

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<sup>39</sup> Ashworth, p.67  
Wyllie, p.52

<sup>40</sup> Boniface, p.9  
European Commission, p.27  
Fainstein and Judd, "Evaluating Urban Tourism," p.23

<sup>41</sup> Ashworth, p.161

<sup>42</sup> Smith, p.65, in *Variations on A Theme Park*

<sup>43</sup> European Commission, p.30

<sup>44</sup> Ashworth, pp.66, 300  
Fainstein and Judd, "Evaluating Urban Tourism," p.34

<sup>45</sup> Ashworth, p.160  
Boniface, p.51

historic buildings and may irreparably damage the physical fabric as well. An example of this is when a row house is converted into a restaurant. The addition of a large kitchen alters and compromises the original design and materials of such a property. Other modifications to buildings, such as porch enclosures and incompatible replacements of windows, doors, and materials, also degrade the historic built environment. Demolition of significant properties and incompatible new construction are other factors that can damage or destroy the historic character and cohesiveness of a district.

Physical damage can also occur from a high volume of visitors to a historic site.<sup>46</sup> As more tourists visit a fragile site, their presence can cause physical deterioration of its historic fabric. Increased pollution from automobile traffic can also contribute to the physical degradation of historic fabric.<sup>47</sup> It may become increasingly expensive to protect the historic fabric of a building or site. As a consequence, economic pressure from cultural tourism may have a dangerous and adverse effect on historic preservation.

### **Cultural Tourism and Quality of Life**

The impact of cultural tourism on the cultural identity and economic vitality of a historic community can have a significant effect on the quality of life of individuals working or living in its historic downtown. Although it is difficult to measure the quality of life of residents, one may look at the residents' use of a downtown and the number of resident-oriented services in that downtown. Qualities such as good schools, churches, a walkable environment, accessible business and government services, safety, and reasonable taxes are all important qualities for residents of a community. Tourists to a

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<sup>46</sup> Ashworth, p.160  
Boniface, p.51

<sup>47</sup> Ashworth, p.60, 67  
Boniface, p.51

community expect a clean, safe environment with tourism-related services. Often, a local government will make improvements to infrastructure in order to accommodate and attract cultural tourism. Residents can benefit from these improved services, such as a better police force, road improvements, and downtown maintenance crews.<sup>48</sup> Also, new businesses attracted by cultural tourism may provide services to a community's residents that were not formerly available. These businesses may include gourmet restaurants, upscale boutiques, and other specialty stores.<sup>49</sup>

In a less tangible way, cultural tourism may improve a community resident's quality of life through the preservation of the historic built environment. Each individual interacts with his own physical surroundings. These physical surroundings, such as architecture and scale, affect an individual's experience and the quality of daily life. Cultural tourism may be used to protect important qualities of a historic streetscape that affect a resident in a positive manner, such as its human scale and visual interest. Also, another intangible effect of cultural tourism is the development of a renewed social dynamism in a historic downtown.<sup>50</sup> A downtown that was once deserted may regain new life as tourists recreate and business increases. This new vitality may attract residents back into the downtown, and may also promote social interaction within the community, as well as between residents and tourists.<sup>51</sup>

Cultural tourism may also have a negative impact on the quality of life in a community. One negative consequence of cultural tourism is gentrification. Cultural

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<sup>48</sup> European Commission, pp.27, 33  
Fainstein and Judd, "Global," p.12

<sup>49</sup> Ashworth, p.66

<sup>50</sup> European Commission, p.27

<sup>51</sup> European Commission, p.33

tourism encourages historic rehabilitations, and attracts new businesses. Studies have shown that property values escalate as historic buildings are rehabilitated.<sup>52</sup> When gentrification occurs, higher rents in the business district displace older local businesses, typically those that provide services for residents, such as food markets and drycleaners.<sup>53</sup> New tourism businesses that can afford higher rents replace these service-oriented businesses, and the price of goods rises to reflect the presence of tourists.<sup>54</sup> Residents are forced to pay inflated prices for basic goods or travel outside of their community to shop as their Main Street loses its resident-oriented businesses.

Also, when gentrification occurs and residential property values rise, long-term residents of a community can no longer afford the high property taxes, and must find more affordable housing.<sup>55</sup> Wealthy cultural tourists that visit a community may invest in residential properties for summer or retirement homes. Ultimately, the local population suffers, and is irrevocably altered by the influx of cultural tourists. Many communities have yet to learn to balance such conflicting objectives of attracting tourists and serving residents.<sup>56</sup>

Overwhelming numbers of tourists using a historic downtown is another potentially negative effect of cultural tourism. The presence of tourists can interrupt the daily rhythm and quality of life of a local resident,<sup>57</sup> and also place stress on a community's infrastructure. Historic streets may not be designed to accommodate a high

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<sup>52</sup>Advisory Council on Historic Preservation website @ <http://www.achp.gov> Smith, p.64

<sup>53</sup> Ashworth, p.66

Crawford, p.29, in *Variations on a Theme Park*

<sup>54</sup> Fainstein and Judd, "Evaluating Urban Tourism," p.23

<sup>55</sup> Ashworth, p.67, 160

Also, Boissevain, p.8

Fainstein and Judd, "Evaluating Urban Tourism," p.23

<sup>56</sup> Ashworth and Tunbridge, *The Tourist-Historic City..*

<sup>57</sup> Ibid., 58

volume of tourist automobile traffic, and traffic jams and a lack of parking becomes a hassle for residents.<sup>58</sup> Also, pedestrians shopping and sightseeing may clog up sidewalks and side streets, and residents find they are no longer able to move around freely.<sup>59</sup> Other inconveniences caused by tourists, such as noise pollution and an invasion of privacy, may also serve to frustrate residents.<sup>60</sup> As local residents' inconvenience and frustration grows, these residents often begin to resent the tourists that use their downtown.

Large numbers of tourists may also erode the sense of community in a town. As high numbers of tourists visit a community, residents no longer recognize the people who are using their downtown, and lose a sense of a local shared community. Instead, residents may feel a sense of anonymity and isolation, and their personal connection to the built environment diminishes or vanishes altogether.<sup>61</sup> After this sense of connection to the community and built environment is lost, it is unnecessary and even stressful for the resident to utilize the historic downtown. Although such negative social effects of cultural tourism are difficult to quantify, they can play an important role in evolving the community's attitude and approach to the preservation of its culture and lifestyle.

### **National Programs Concerning Cultural Tourism**

It is important for professionals to recognize and effectively manage the potential effects of cultural tourism on historic communities and the preservation of their culture and built environment. On the national level, a variety of organizations are involved in the development of cultural tourism guidelines that foster economic growth but also protect a community's historic and cultural resources.

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<sup>58</sup> Ibid., 60, 131

<sup>59</sup> Ibid., 58

<sup>60</sup> Jeremy Boissevain, ed., *Coping with Tourists* (Providence: Berghahn, 1996).

<sup>61</sup> Michael Sorkin, ed., *Variations on a Theme Park* (New York: Hill and Wang, 1992).

One of the most instrumental national programs that promotes collaboration between the tourism industry and historic preservation is the National Trust for Historic Preservation's Heritage Tourism Program. Established in 1990, the Heritage Tourism Program has developed guiding principles to manage cultural tourism development and management, as well as helped hundreds of individual communities develop and manage cultural tourism. The guidelines developed by the Heritage Tourism Program focus on these five main principles: 1) promote collaboration and compatible goals between groups, 2) find a good fit between each community and tourism, 3) make sites and programs come alive, 4) promote authenticity and accurate interpretations, and 5) preserve and protect the built environment, culture, and traditions of a community.<sup>62</sup> Through these guiding principles, the Heritage Tourism Program can encourage cultural tourism development in general, as well as create more specific plans appropriate for individual communities. The Heritage Tourism Program works closely with the Travel Industry Association of America and has been instrumental in encouraging collaboration between the tourism industry and historic preservation.

The National Trust for Historic Preservation's Main Street Program is another important tool that promotes both historic preservation and economic revitalization, although not cultural tourism specifically.<sup>63</sup> Administered on the state level, the Main Street Program was established in 1980, and offers technical assistance to communities involved in revitalization efforts. Main Street utilizes aspects of traditional downtowns

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<sup>62</sup> This information can be found at the website of the National Trust for Historic Preservation @[http://www.nationaltrust.org/heritage\\_tourism](http://www.nationaltrust.org/heritage_tourism) . Also, Carolyn Brackett, Senior Program Officer, Heritage Tourism Program, National Trust for Historic Preservation

<sup>63</sup> Steven Lagerfeld, "What Main Street Can Learn from the Mall," *Atlantic Monthly*, (1995).

such as architecture, personal service, and a sense of place to recruit businesses, stimulate rehabilitation, and improve both the economy and vitality of a community.

The national government also plays an important role in the promotion and management of cultural tourism. In 1995, the national government first introduced the subject of cultural tourism at the “White House Conference on Travel and Tourism.” More recently, President Bush signed the Preserve America Executive Order, an act establishing a collaborative effort with the Advisory Council on Historic Preservation (ACHP), the Department of the Interior, and the Department of Commerce to encourage heritage tourism.<sup>64</sup> Preserve America offers \$10 million of grants a year to “assist states, Indian tribes, and communities demonstrate sustainable uses of their historic and cultural sites, and the economic and educational opportunities related to heritage tourism.”<sup>65</sup> Chairman of the ACHP John Nau promotes heritage tourism for its economic and preservation benefits, and encourages coordination and partnerships between government agencies, municipalities, and advocacy groups.<sup>66</sup> As a result, the ACHP has since hosted “Heritage Tourism Summit I” and “II” to study heritage tourism in depth and suggest strategies to promote and manage heritage tourism.<sup>67</sup> In the first summit, Chairman Nau stated that “carefully planned heritage tourism can promote sustainable preservation.”<sup>68</sup>

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<sup>64</sup> Preserve America Executive Order, (2003).

<sup>65</sup> National Trust for Historic Preservation website @ [http://www.nationaltrust.org/heritage\\_tourism](http://www.nationaltrust.org/heritage_tourism)

<sup>66</sup> Advisory Council on Historic Preservation website @ <http://www.achp.gov>

<sup>67</sup> Advisory Council on Historic Preservation, "Advisory Council on Historic Preservation Report of Proceedings" (paper presented at the Heritage Tourism and the Federal Government Federal Heritage Tourism Summit I, Washington, DC, 2002).

<sup>68</sup> Advisory Council on Historic Preservation, "Advisory Council on Historic Preservation Report of Proceedings."



Another government program that promotes cultural tourism is the National Park Service's National Heritage Areas Program.<sup>69</sup> A National Heritage Area is a landscape with natural, cultural, historic, and recreational resources. The National Park Service, through partnerships with state and local governments, as well as the private sector, develops heritage through conservation and interpretation in the National Heritage Areas. One of the primary aspects of the National Heritage Areas Program is developing heritage tourism. The National Park Service offers both technical assistance as well as modest financial support to municipalities and National Heritage Area management entities.

The Certified Local Government Program, established by the National Historic Preservation Act of 1966, is yet another federal government program that promotes and supports historic preservation. A Certified Local Government (CLG) is a community that has been certified by the State Historic Preservation Officer and the National Park Service, which requires that it has, among other things, a historic preservation ordinance satisfying certain defined criteria. The Certified Local Government Program provides grants to CLGs for a variety of purposes, such as technical and planning assistance, and educational and interpretive programs. Although the CLG program does not directly promote cultural tourism, it enables communities to manage change affecting historic resources and interpret historic sites to encourage cultural tourism.<sup>70</sup>

There are several other federal government agencies and programs that indirectly affect historic preservation and cultural tourism, such as the Department of

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<sup>69</sup> *National Heritage Areas Program* website @<http://www.nps.gov>.

<sup>70</sup> Advisory Council on Historic Preservation website @<http://www.achp.gov>

Transportation and its Transportation Equity Act for the 21<sup>st</sup> Century, the National Endowment for the Arts, and the National Endowment for the Humanities.

Partners in America, founded in 1996, is a cultural tourism consortium that brings together federal agencies and national organizations that are involved with cultural tourism. This coalition promotes partnerships and collaboration between the tourism industry and historic preservation, and works to build “a common agenda for cultural tourism.”<sup>71</sup> Partners in America is comprised of representatives from organizations such as the National Trust for Historic Preservation and the Travel Industry Association of America as well as federal agencies such as the Advisory Council on Historic Preservation, the National Park Service and the National Endowment for the Arts.

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<sup>71</sup> National Assembly of State Arts Agencies website @ <http://www.nasaa-arts.org/artworks/Partners>

## Case Studies: Delaware River Valley Region

In the next three chapters, I look specifically at the effect of cultural tourism, and the overall management structure that addresses it, in two historic downtowns: New Hope, Pennsylvania, and Lambertville, New Jersey. Tourism is an important industry in each town, and cultural tourists make up the majority of visitors to New Hope and Lambertville. Although shopping and dining are the major attractions for tourists, tourists also visit New Hope and Lambertville for town atmosphere, country landscape, and historic homes.<sup>72</sup> Cultural tourism is also an important aspect for the entire Delaware River Valley, the larger cultural and geographical region in which New Hope and Lambertville are located.



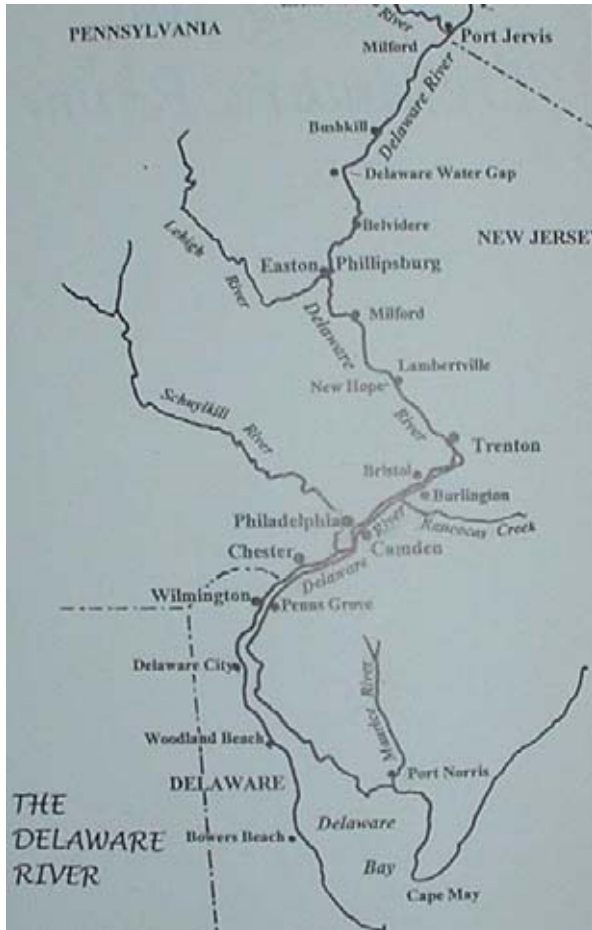
**Figure 1-View of the Delaware River looking south from the New Hope-Lambertville Free Bridge**

In order to fully understand cultural tourism in these two towns, it is important to look at the role of each town in the larger context of the region. The Delaware River originates in the state of New York, creates a border between Pennsylvania and New

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<sup>72</sup> New Hope Borough, *Tourist Intercept Survey*, (2001), p.6,7

Jersey, and empties into the Delaware Bay in the state of Delaware. The Delaware River Valley region as a whole is a cultural tourism destination composed of historic landscapes, districts, and towns. New Hope and Lambertville are two historic downtowns that function within this system. Both towns are influenced by nearby towns, surrounding counties, and the states in which they lie.



**Figure 2-Map of the Delaware Valley from  
Along the Delaware River**

In this thesis, I will look specifically at the small portion of the Delaware Valley Region relevant to New Hope and Lambertville. This area is comprised of the two counties in which the case studies are located: Bucks County, Pennsylvania, and Hunterdon County, New Jersey. Both state and county governments, as well as advocacy groups and private individuals in this region, affect how each town manages its historic resources and the effects of cultural tourism.

The Delaware River Valley has a long and rich history. The Lenni Lenape Indians were the first inhabitants of the region. The Lenni Lenape were friendly to the first Western European settlers who entered the region in the seventeenth century. Both Swedish and Dutch settlers

established early colonies along the Delaware River until the English, under Charles II, laid claim to the land in 1664. Charles II granted the land west of the river to William Penn in 1681.<sup>73</sup> Penn made peaceful treaties with the Lenni Lenape, Dutch, and Swedish to establish a successful colony that later became known as Pennsylvania. Penn divided the land into three counties: Bucks, Chester, and Philadelphia. Land on the east side of the Delaware, named New Jersey, passed through many English owners until it was split into East and West Jersey in 1676.<sup>74</sup> Landowners settled on large tracts of land in the area. In 1714, Hunterdon County was established in West Jersey.<sup>75</sup> Settlers continued to travel northward from the city of Philadelphia along the Delaware River. Towns were established along the river and immigrants settled on individual farms with rich land. The iron industry began in this region as early as 1727, when the Durham Iron Furnace was established in Bucks County.<sup>76</sup> The Delaware Valley was a great center for transportation. The Old York Road, connecting Philadelphia and New York, crossed through Bucks and Hunterdon County. The Lehigh River in Pennsylvania and the Raritan River in New Jersey both flowed into the Delaware River, creating a large transportation route that allowed products to be easily shipped from surrounding areas to Philadelphia and New York. Durham boats carried both iron ore and farm products of the region to the city.<sup>77</sup>

Population grew in Bucks and Hunterdon Counties through the eighteenth century leading up to the American Revolution. One of the most important battles of the

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<sup>73</sup> "New Jersey Register of Historic Places Act." (1970)

<sup>74</sup> *The First 275 Years of Hunterdon County*, (Hunterdon County: Hunterdon County Cultural and Heritage Commission, 1989).

<sup>75</sup> Ibid.

<sup>76</sup> George MacReynolds, *Place Names in Bucks County*, (Bucks County Historical Society, 1955).

<sup>77</sup> Inc. Mary Means and Associates, *Delaware and Lehigh Canal National Heritage Corridor and State Heritage Park Management Action Plan*, for the United States Department of the Interior, et al. (1993).

Revolution took place just south of New Hope and Lambertville, in which Durham boats ferried George Washington and his troops across the Delaware for the Battle of Trenton in 1776.<sup>78</sup> After the Revolutionary War, agriculture in the area declined and manufacturing thrived. Between 1827 and 1832, the Lehigh and Delaware Canals in Pennsylvania were built to transport coal and other manufactured goods into the Philadelphia and New York markets.<sup>79</sup> The Raritan and Delaware Canals were built by 1834 in New Jersey, providing a similarly valuable transportation link along the east side of the Delaware.<sup>80</sup>

Both canals remained important transportation routes up through the Civil War, even as the growing railroad system competed with the canal system. Both railroads and canals transported iron, steel, and textiles from the growing industries in the area. Eventually, the coal industry lagged and canals became less useful than the railroads. However, development in the area continued to grow as streetcars, commuter rail lines, and automobiles were introduced. At the end of the nineteenth century, a group of several prominent artists, known as the Bucks County or New Hope Impressionists, settled along the Delaware River.<sup>81</sup> The arts community, discussed at more length in the next chapter, continued to grow throughout the twentieth century, and the Delaware River Valley, especially in the New Hope/Lambertville area, became a retreat for writers, actors, musicians, and artists. The area remained prosperous throughout both world wars, although industry declined after World War II. Nonetheless, the populations of both

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<sup>78</sup> *The First 275 Years of Hunterdon County.*

<sup>79</sup> Mary Means and Associates, *Delaware and Lehigh Canal National Heritage Corridor and State Heritage Park Management Action Plan.*

<sup>80</sup> Delaware and Raritan Canal Commission, *Delaware and Raritan Canal State Park Master Plan*, New Jersey Department of Environmental Protection (1977).

<sup>81</sup> *50th Anniversary Retrospective Art Exhibition*, (New Hope: Phillips Mill Association, 1979).

Bucks County and Hunterdon County grew exponentially after the war was over. Many people moved out of the cities of Philadelphia and New York and into new suburbs built in more rural sections of the counties.<sup>82</sup>

Today, the scenic countryside along the Delaware River and the abundant historic and cultural resources in both counties draw a large number of cultural tourists. Along both banks of the river are scenic drives and a collection of small, historic towns that appeal to tourists. The area is easily accessible from Philadelphia as well as New York, and the mix of shopping, dining, entertainment, historic attractions, and recreation in the area draws visitors from several states in the region to the Delaware Valley. New Hope and Lambertville are tourist destinations within their respective counties and the region as a whole. The management of historic preservation and cultural tourism on the state and county level affects historic preservation and cultural tourism in these two towns.

## **State Influences on Historic Preservation and Cultural Tourism**

### **Pennsylvania**

There are a variety of government policies, agencies, non-profit organizations, and private businesses that protect, promote, and guide historic preservation and cultural tourism in the Delaware River Valley Region, and more specifically, New Hope and Lambertville. Each state, county, and local government has developed different levels of historic preservation policy and cultural tourism development. I selected New Hope and Lambertville as case studies in order to compare and contrast historic preservation and cultural tourism in two different states: Pennsylvania, and New Jersey. On the county

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<sup>82</sup> Mary Anne Adams, *Illusions of Rural Character: Hunterdon County, New Jersey* (Flemington: Hunterdon County Cultural and Heritage Commission, Broke Oak Press).

level, I also examine the similarities and differences between the approaches of Bucks County and Hunterdon County toward historic preservation and cultural tourism.

The National Historic Preservation Act of 1966 (NHPA) is the legislative basis for federal/state/local/private network of preservation in the United States.<sup>83</sup> The NHPA includes the establishment of a State Historic Preservation Officer, who reviews federally funded projects and administers the State Historic Preservation Program. NHPA also established the Advisory Council for Historic Preservation and the Certified Local Government Program.<sup>84</sup> State and local preservation laws and policies are based upon the legal and regulatory framework established in the NHPA.

Both Pennsylvania and New Jersey have state legislation that protects historic resources and promotes historic preservation. The Pennsylvania State Constitution, Article 1, Section 27 establishes the right to “the preservation of the natural, scenic, historic, and esthetic values of the environment,” and also states that the “Commonwealth shall conserve and maintain them [resources] for the benefit of all the people.”<sup>85</sup> Based on this constitutional right, Pennsylvania passed the Historic Preservation Act, Title 37 of the Pennsylvania History Code, which is the fundamental historic preservation law in Pennsylvania.<sup>86</sup> This Act establishes the Pennsylvania Historic and Museum Commission (PHMC), and outlines the duties of the commission with regards to historic preservation. The Bureau for Historic Preservation, part of PHMC, is responsible for review of projects funded by federal or state money, certification for tax credit projects

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<sup>83</sup> National Historic Preservation Act, (1966).

<sup>84</sup> Advisory Council on Historic Preservation website @ <http://www.achp.gov>

<sup>85</sup> Pennsylvania Constitution. (1874)

<sup>86</sup> Pennsylvania History Code.



and the Certified Local Government program, and developing a state historic preservation plan.<sup>87</sup> New Hope has been a PHMC-certified local historic district since 1970.<sup>88</sup>

The PHMC also has a large grant program, the Pennsylvania History and Museum Grant Program, which funds projects, exhibits, rehabilitations, and operating budget for museums, historic districts, and historic sites. The PHMC receives most of its funding through state tax revenue, but gets some additional support from Preservation Pennsylvania, a state-wide, private, non-profit organization established in 1982.<sup>89</sup> Preservation Pennsylvania, like the PHMC, works to promote public awareness of preservation, offers technical assistance, and encourages private investment in preservation. Preservation Pennsylvania offers workshops and conferences to the public, such as 2004's "History Makes Cents on Main Street." This conference focused on revitalization and using historic preservation as a tool for economic development.

The Pennsylvania State Historic Preservation Plan is an important guide for the future of preservation in the state.<sup>90</sup> The PHMC developed the plan in 1999 by first surveying the public to better understand their attitude toward preservation and what aspects of preservation they felt were important. The three main goals of the plan, based on the public response, are to educate the public about the value of the state's heritage, improve communities in the state through preservation, and to offer guidance at the state level. The plan proposes concrete strategies in order to achieve these goals. The plan promotes education, crucial to the support of historic preservation, through school curriculum, awareness campaigns, and better communication and partnerships with key

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<sup>87</sup> Pennsylvania Historical and Museum Commission website @ <http://www.phmc.state.pa.us>

<sup>88</sup> New Hope Borough, *New Hope Comprehensive Plan*, (1997)

<sup>89</sup> Preservation Pennsylvania website @ <http://www.preservationpa.org>.

<sup>90</sup> Bureau for Historic Preservation, *Pennsylvania Historic Preservation Plan*, (1999).

professionals in both the public and private sector. These strategies are used to promote the message that preservation can improve the quality of life in a community. Strategies for community improvement, such as better planning, improved technical assistance, and economic development strategies, are also suggested in the plan. The economic development strategies focus on downtown revitalization and heritage tourism, stating that heritage tourism produced \$5.85 billion of spending in 1999. Finally, the PHMC, along with Preservation Pennsylvania, wants to provide strong leadership through raising money, building partnerships, and setting an example for other state agencies and regional and local governments.

Another fundamental historic preservation law in Pennsylvania is the Historic District Act, which was enacted in 1961.<sup>91</sup> This Act establishes the designation of historic districts and allows for regulatory zoning to protect the historic character of a district. This law enables a district to pass a historic district ordinance, establish a Board of Historical Architectural Review, and regulate any construction, alteration, or demolition within the district.

Pennsylvania state planning law also affects historic preservation. The Pennsylvania Municipalities Planning Code, established in 1968, is an important legislative tool that enables cities and towns throughout the state to effectively plan development.<sup>92</sup> Through the Municipalities Planning Code, local governments may establish planning departments, develop comprehensive plans for development, and create zoning and planning ordinances to manage development. This law gives municipal governments the power to designate and regulate historic districts.

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<sup>91</sup> "Historic District Act," (1961).

<sup>92</sup> "Pennsylvania Municipal Planning Code," (1968).

At yet another level, the Pennsylvania Department of Conservation and Natural Resources (DCNR) is involved with historic preservation and cultural tourism issues. This department has developed the Pennsylvania Heritage Parks Program (PHPP) to guide heritage development in the state.<sup>93</sup> Heritage development is defined as “a sustainable approach to community and economic development and to conserving and restoring natural, historic, and cultural resources. Its purpose is to improve quality of life, instill a pride of place, and achieve a common purpose among regional networks.”<sup>94</sup> Heritage development is an important idea that encompasses both goals for historic preservation and cultural tourism, and the Heritage Parks Program embraces both ideas. Since its inception in 1989, PHPP has designated nine heritage parks within the state that contain cultural, historic, recreational, natural, and scenic resources of state and national significance, many focusing on the industrial past of Pennsylvania. There are five major goals of the PHPP: economic development, partnerships, cultural conservation, recreation and open space, and education and interpretation. Through the PHPP, heritage tourism is used as an economic tool to revitalize communities, create sustainable development, and improve the quality of life. The PHPP also builds partnerships between national, state, regional, and local governments, community organizations, business and civic leaders, planning and preservation professionals, and private citizens. Through the program, several state agencies work with the Department of Conservation and Natural Resources, including the Departments of Transportation, Education, Community and Economic

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<sup>93</sup> Bureau of Recreation and Conservation, Department of Conservation and Natural Resources, *Pennsylvania Heritage Parks Program Manual*, (2003).

<sup>94</sup> Bureau of Recreation and Conservation, Department of Conservation and Natural Resources, *Pennsylvania Heritage Parks Program Manual*, (2003).

Development, the PHMC, and the Council for the Arts. Cultural conservation is promoted through the restoration and adaptive re-use of the historic built environment, education and interpretation, and cultural festivals. The PHPP also manages recreational facilities and open space within the parks, both resources that attract a higher number of visitors. Finally, education and interpretation are important methods for promoting understanding and support for Pennsylvania's heritage.

The policies and goals of the PHPP are particularly relevant to New Hope because the Delaware and Lehigh Canal State Heritage Park runs directly through the town.<sup>95</sup>



**Figure 3-The Delaware Canal in New Hope**

The Delaware and Lehigh Canal State Heritage Park is unique in that it is also nationally designated as the Delaware and Lehigh Canal National Heritage Corridor. The Delaware and Lehigh Canals have been a state park since 1942, and a state heritage park since 1993. The park received its national heritage designation in 1988. The sixty-mile

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<sup>95</sup> Delaware and Lehigh National Heritage Corridor website @ <http://www.nps.gov>.

Delaware Canal section of the park runs through New Hope on its path from Easton and Bristol along the Delaware River.

*The Delaware and Lehigh Canal National Heritage Corridor and State Heritage Park Management Action Plan* was developed jointly by the Delaware and Lehigh Canal National Heritage Corridor Commission, a federal agency that oversees planning implementation for the canal, the Pennsylvania Heritage Parks Program, the State Heritage Parks Interagency Task Force, and the National Park Service in 1993.<sup>96</sup> The *Management Action Plan* is a comprehensive guide for the future development of the park, and focuses on protecting historic resources within the park that illustrate its industrial heritage. There are four major goals of the *Management Action Plan*: protect overused and overwhelmed resources, protect environmental, scenic, cultural, historic, and recreational resources from development, better manage tourist activity, and stimulate local appreciation of the canal through education, interpretation, and activities. Other goals within the *Management Action Plan* are to increase tourism to stimulate local economies, create links between regions and to New Jersey, and increase preservation planning. Much of the action suggested in the plan is dependent on partnerships with other state agencies, area non-profit organizations, and local governments.

Separate from the *Management Action Plan*, the National Corridor Commission also promotes the Corridor Market Towns Initiative, which is a downtown revitalization effort.<sup>97</sup> Revitalization efforts are focused on towns located along the Lehigh and Delaware Canals. This initiative is a cooperative effort by the Delaware and Lehigh

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<sup>96</sup> Mary Means and Associates, "Delaware and Lehigh Canal National Heritage Corridor and State Heritage Park Management Action Plan."

<sup>97</sup> Delaware and Lehigh National Heritage Corridor website @ <http://www.nps.gov>

National and State Heritage Corridor, the Pennsylvania Departments of Conservation and Natural Resources, and Community and Economic Development, and the Pennsylvania Downtown Center. The initiative promotes heritage development and tourism to stimulate local economies, improve quality of life for residents and visitors, and build sustainable communities.

Canal advocacy groups offer valuable assistance, financial support, and educational opportunities. The Friends of the Delaware Canal is a non-profit organization that helps preserve, restore, and improve the Delaware Canal.<sup>98</sup> Friends of the Delaware Canal also participates in fundraising and offers tours and exhibits on the history of the canal. The Historic Delaware Canal Improvement Corporation is another organization that helps improve and preserve the Delaware Canal. Also, the Delaware River Greenway is a non-profit organization that serves as an important link between the Delaware and Lehigh Canal Park in Pennsylvania and the Delaware and Raritan Canal Park in New Jersey.<sup>99</sup>

As noted above, the National Trust for Historic Preservation's National Main Street Program is an economic development program that combines historic preservation and downtown revitalization in order to build better communities. Its Pennsylvania Main Street Program is administered through the Pennsylvania Department of Community and Economic Development (DCED) and Pennsylvania Downtown Center.<sup>100</sup> The 4-point approach to Main Street development includes Organization, Promotion, Design, and Economic Re-structuring. By strengthening the economy of a community, the Main

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<sup>98</sup> The Friends of the Delaware Canal website @ <http://www.fodc.org>.

<sup>99</sup> Delaware and Lehigh National Heritage Corridor website @ <http://www.nps.gov>

<sup>100</sup> Pennsylvania Main Street Program website @ <http://www.inventpa.com>

Street program attempts to restore the vibrant social center of a community and improve the residents' quality of life. The Main Street Program focuses on retaining small businesses and improving residential neighborhoods in order to maintain a "small town" sense of place. Public/private partnerships and community involvement are imperative for a successful Main Street Program. The Pennsylvania Downtown Center, a non-profit organization established in 1987, provides communities with techniques and strategies that are successful in achieving downtown revitalization.<sup>101</sup> The DCED funds the Downtown Center and Main Street projects through private funds and matching public grants.

Heritage tourism is a tool that can be used to stimulate the economy as well as protect historic resources. The Department of Community and Economic Development manages tourism, the second largest industry in Pennsylvania.<sup>102</sup> The state of Pennsylvania is a destination for heritage tourists throughout the world. In the year 2000, heritage tourists spent \$5.6 billion on travel in Pennsylvania.<sup>103</sup> During Governor Rendell's term in office, heritage tourism development has become a priority for the Pennsylvania state government.

Two agencies at the state level are involved with tourism development and management: the Governor's Council for Tourism and the Pennsylvania Center for Travel, Tourism, and Film. The Governor's Council for Tourism develops the vision and policy for tourism in the state, and the Center for Travel, Tourism, and Film offers technical assistance in areas such as promotion, training, quality control, and product

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<sup>101</sup> Pennsylvania Downtown Center website @ <http://www.padowntowncenter.org>.

<sup>102</sup> Pennsylvania Department of Community and Economic Development website @ <http://www.inventpa.com>.

<sup>103</sup> Ibid

development. In order to promote heritage tourism, the DCED offers Heritage Tourism Cooperative Marketing Grants.<sup>104</sup> Non-profit organizations are eligible for these funds in order to market heritage tourism in the state.

There are two other important state tourism organizations that work closely with the state government and with each other: the Pennsylvania Association of Convention and Visitors Bureaus (PACVB)<sup>105</sup> and the Pennsylvania Tourism and Lodging Association (PTLA).<sup>106</sup> The PACVB is a non-profit association for the tourism promotion agencies throughout the state. The PACVB encourages professionalism amongst its members and promotes the tourism industry. The PTLA is a trade organization that promotes and protects the interests of the tourism industry. The PTLA is involved with lobbying for effective state policy, and works closely with the state government. PTLA also offers educational programs and technical expertise.

Governor Rendell promotes heritage tourism, although mostly large projects. In 2003, the Governor formed a task force of various members of the state government and tourism industry to develop *Heritage Tourism Development: A Policy Framework for Pennsylvania*.<sup>107</sup> The vision of this document is to effectively combine heritage tourism with economic development, creating better communities for residents and visitors. In order to achieve this goal, *Heritage Tourism Development* outlines four objectives for heritage tourism in Pennsylvania: secure sustainable funding, upgrade heritage experiences, market heritage strategically, and increase leadership capacity. Through the

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<sup>104</sup> Ibid.

<sup>105</sup> Pennsylvania Association of Convention and Visitors Bureaus website @ <http://www.pacvb.org>.

<sup>106</sup> Pennsylvania Tourism and Lodging Association website @ <http://www.patourism.org>.

<sup>107</sup> Pennsylvania Heritage Tourism Oversight Committee and Project Task Force, *Heritage Tourism Development: A Policy Framework for Pennsylvania*, (Harrisburg: Governor's Council for Tourism, 2003).



development of *Heritage Tourism Development*, the state established the Pennsylvania Travel and Tourism Partnership, a 35-member public-private partnership to advise the state government on heritage tourism issues. This document is an important guideline for the future of heritage tourism development in the state.

## **New Jersey**

New Jersey historic preservation is based on two state laws: the New Jersey Register of Historic Places Act,<sup>108</sup> and the New Jersey Municipal Land Use Law.<sup>109</sup> The Register of Historic Places Act enables the state to designate historic properties or districts to the state register, and provides protection for these historic resources. The Municipal Land Use Law, much like the Pennsylvania Municipalities Code, gives local governments the power to establish planning departments and historic commissions. Since 1986, this law also has also provided municipalities with the authority to designate and regulate historic properties and districts. Municipalities with historic preservation ordinances must develop a *Historic Preservation Plan Element* consistent with the State *Comprehensive Plan*. The *Historic Preservation Plan Element* guides future action regarding the historic resources in a municipality.

The New Jersey Office of Historic Preservation is a part of the Department of Environmental Protection, Division of Parks and Forestry.<sup>110</sup> Much like the Pennsylvania Bureau of Historic Preservation, the New Jersey Office of Historic Preservation works to identify and designate historic resources for the state register, offer technical assistance, raise awareness, and manage funds for historic preservation. The New Jersey State

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<sup>108</sup> New Jersey Register of Historic Places Act, (1970).

<sup>109</sup> New Jersey Municipal Land Use Law, (1975).

<sup>110</sup> New Jersey Historic Preservation Office website @ <http://www.nj.gov>

Historic Preservation Officer also works with Section 106 Review, State Review, tax credit projects, and Certified Local Governments. The Office of Historic Preservation also develops a comprehensive *Historic Preservation Plan* for the state.

Historic preservation is one of eight main goals outlined in the New Jersey State Plan.<sup>111</sup> The *New Jersey Historic Preservation Plan* is an in-depth guideline for historic preservation in the state for five years, based on the goals established in the state comprehensive plan and public surveys. The *Preservation Plan* reported that the public recognized preservation's importance in maintaining character, human scale, and a sense of place, strengthening the economy, and educating the public. Incorporating these ideas, the *Historic Preservation Plan* lists five major goals: to make preservation an integral part of local and regional planning, use preservation to strengthen the economy, educate the public about the state's history, make New Jersey a national leader in the preservation of publicly-owned properties, and stimulate financial support for preservation. The plan then suggests specific actions to further these goals.

The Office of Historic Preservation also conducted a study between 1993 and 1995 exploring the economic impacts of historic preservation.<sup>112</sup> The report found direct economic benefits through historic rehabilitation, heritage tourism, and spending by historic sites and organizations. The study states that heritage tourism alone produced on average \$432 million annually for the state between 1993 and 1995. The study also reports a higher number of jobs, increased income, and increased property valuation from historic preservation. The Office of Historic Preservation continues educating the public

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<sup>111</sup> Ibid.

<sup>112</sup> New Jersey Historic Trust, *Partners in Prosperity: The Economic Impacts of Historic Preservation*, (New Jersey Historic Trust, 1998).

through workshops and conferences. The conference “Historic Preservation: A Catalyst for Growth,” held in April 2003, discussed issues relevant to historic preservation and economic revitalization in the state.<sup>113</sup>

An important tool for historic preservation is New Jersey’s Rehabilitation Subcode.<sup>114</sup> The Rehabilitation Subcode is a part of the Uniform Construction Code. In most states, strict construction codes make it difficult to rehabilitate older buildings. The Rehabilitation Subcode, developed by the New Jersey Department of Community Affairs and adopted in 1998, is the nation’s first comprehensive code of requirements appropriate for existing building stock. Divided into three types of construction, rehabilitation, change of use, and additions, the Subcode has relaxed and flexible requirements that allow for novel approaches to preserve the value and integrity of historic properties. The Rehabilitation Subcode has been extremely successful in New Jersey and has promoted historic rehabilitations, thus supporting revitalization efforts.

In New Jersey, there are several other agencies that support the Office of Historic Preservation. The New Jersey Historic Trust and the New Jersey Historical Commission both provide financial assistance in the form of grants and loans. The New Jersey Historic Trust administers the Garden State Historic Preservation Trust Fund, which provides \$60 million in matching grants for the next ten years. The New Jersey Historic Trust also administered the progressive Historic Preservation Bond Fund between 1987 and 1997, which was established by the 1987 Green Acres, Cultural Centers, and Historic Preservation Bond Act established the Bond Fund, one of the first of its kind in the United States. The Bond Fund helped restore many significant historic properties that

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<sup>113</sup> New Jersey Historic Preservation Office website @ <http://www.nj.gov>

<sup>114</sup> New Jersey Rehabilitation Subcode, (1997).

reflected New Jersey's heritage.<sup>115</sup> Preservation New Jersey, established in 1978, is a private, statewide, non-profit organization that supports preservation through raising awareness, advocating strong public policy, providing education, and offering technical assistance.<sup>116</sup> Also, a recent Preservation New Jersey conference's topic was "Building History and Travel/Tourism Alliances." The New Jersey Office of Historic Sites, also within the Division of Parks and Forestry, manages 57 state-owned historic sites and districts that are open to the public.

The New Jersey State Park Service is an important state agency which works with the Office of Historic Preservation.<sup>117</sup> The State Park Service is responsible for state-owned historic structures and landscapes that are located within their boundaries. One such state park is the Delaware and Raritan Canal State Park, which runs through Lambertville, and park policies and guidelines have a direct affect on the preservation of the canal and other historic resources in the town. The Delaware and Raritan Canal was placed on the National Register of Historic Places in 1973, and established as a State Park in 1974. The same year, the Delaware and Raritan Canal Commission was created to oversee the protection, maintenance and development of the 60-mile canal park.

The Canal Commission adopted the *Development Plan for the Delaware and Raritan Canal: 2003-2013* in 2003.<sup>118</sup> This master plan outlines thirty specific improvement projects to further the more general goals of the park. Some of these include: the repair and maintenance of the canal structure, the restoration of historic

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<sup>115</sup> *New Jersey Historic Trust* website @ <http://www.njht.org>.

<sup>116</sup> *Preservation New Jersey* website @ <http://www.preservationnj.org>.

<sup>117</sup> *New Jersey Park Service* website @ <http://www.nj.gov>

<sup>118</sup> Delaware and Raritan Canal Commission, *Development Plan for the Delaware and Raritan Canal State Park 2003-2013*, ed. New Jersey Department of Environmental Protection (2003).

structures within the park, easier access, an improved canal path, development of the park in Trenton, and links to other natural and historic sites. In order to complete these projects, the Canal Commission relies on partnerships with local and regional governments, non-profit organizations, and private businesses and corporations to raise funds and awareness. Advocacy groups, such as the Canal Society of New Jersey and the Delaware and Raritan Canal Watch, offer support and assistance in achieving these goals.<sup>119</sup>



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<sup>119</sup> Ibid.

New Jersey, like Pennsylvania, also uses historic preservation as an economic tool to help revitalize economically depressed communities. The New Jersey Planning Commission and the Office of Smart Growth, both within the Department of Community Affairs, Division of Housing and Community Resources, promote well-planned, sustainable development and the revitalization of older communities.<sup>120</sup> Main Street New Jersey, established in 1989, has been successful in stimulating new business growth and private reinvestment in building improvements.<sup>121</sup> Also, the program's design guidelines help retain the traditional character of a historic downtown. The Downtown Revitalization Institute works closely with Main Street New Jersey to provide technical

**Figure 4-The Delaware and Raritan Canal in Lambertville**

assistance and education through public workshops.<sup>122</sup>

Tourism is an important industry in New Jersey as well as Pennsylvania, although New Jersey has not yet developed heritage tourism to the extent of Pennsylvania. The New Jersey Division of Tourism and Travel (DTT) is located within the Department of Commerce, and is the primary agency responsible for the promotion of tourism in the state. DTT has divided New Jersey into six tourism regions, and each region has a volunteer regional tourism council. Lambertville is located within the Skylands Region.<sup>123</sup> In a 1997 report, the *New Jersey Tourism Master Plan*, historic and cultural

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<sup>120</sup> New Jersey Office of Smart Growth available from <http://www.nj.gov/dca>. Also, New Jersey State Planning Commission available from <http://www.nj.gov/dca>.

<sup>121</sup> Main Street New Jersey available from <http://www.state.nj.us/dca>.

<sup>122</sup> Downtown Revitalization Institute available from <http://www.state.nj.us/dca>.

<sup>123</sup> Skylands Tourism Council available from <http://www.state.nj.us/travel>.

sites are recognized as tourism products.<sup>124</sup> However, there is not a cohesive plan to utilize these resources. Although New Jersey has an abundance of scenic landscapes and historical and cultural sites, the travel and tourism industry lacks organization and purpose compared to Pennsylvania.

Prosperity New Jersey is a public-private partnership in the state designed to boost the state's economy and link state government and private businesses. Prosperity New Jersey's Development Council works to revitalize older communities by promoting private development. In 1997, Prosperity New Jersey also formed the Tourism Industry Advisory Committee to promote growth in the tourism industry and improve the quality of life for residents and visitors to the state.<sup>125</sup>

### **Summary**

Both the Pennsylvania and New Jersey government, as well as various statewide organizations, play a role in promoting historic preservation and cultural tourism. It is difficult to judge if these agencies and organizations coordinate with each other, and if they do, in what ways. Although both the Pennsylvania Bureau for Historic Preservation and the New Jersey Historic Preservation Office are based on the National Historic Preservation Act, each agency has different review processes and grant programs. Both states have developed in-depth historic preservation plans. Pennsylvania emphasizes heritage as one of the state's primary assets more so than does New Jersey. Both Preservation Pennsylvania and Preservation New Jersey are strong supporting statewide organizations. In New Jersey, the Historical Commission and the Historic Trust are also major advocates for historic preservation. New Jersey is not as large as Pennsylvania, but

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<sup>124</sup> New Jersey Division of Travel and Tourism, *New Jersey Tourism Master Plan*, (1997).

<sup>125</sup> New Jersey Division of Travel and Tourism website @[www.nj.gov](http://www.nj.gov)

has developed some of the most progressive historic preservation policies and programs. Both the Rehabilitation Subcode and Historic Preservation Bond Fund are examples of the progressive nature of New Jersey's historic preservation program. Both states, however, are national leaders in support for historic preservation.

In Pennsylvania, the Pennsylvania Heritage Parks Program and the Pennsylvania Department of Conservation and Natural Resources (DCNR) have made heritage development and tourism a priority, and the policy for the Delaware and Lehigh Canal State Heritage Park is well planned and successful. Although the New Jersey State Park Service also influences historic preservation and cultural tourism in New Jersey, the Park Service has not developed planning and policy to the same level as the Pennsylvania DCNR. Conversely, the New Jersey State Planning Commission and Office of Smart Growth are much more developed than any planning efforts of the Pennsylvania government. Both states' Main Street Programs are very similar, and both states have auxiliary groups, the Pennsylvania Downtown Center and the Downtown Revitalization Institute in New Jersey, that offer technical assistance to the Main Street Programs.

Tourism is a much more developed industry in Pennsylvania than New Jersey. The Pennsylvania Governor's Council for Tourism and the Office of Travel, Tourism, and Film seem much more advanced and organized than tourism efforts of the New Jersey government. In general, the state of Pennsylvania has a more developed tourism industry than New Jersey. Also, cultural tourism is a much larger part of Pennsylvania's tourism industry than New Jersey's tourism industry. Whereas tourists in Pennsylvania are primarily cultural tourists, in New Jersey, tourists are more likely to go to the beach



or gambling. The importance of heritage tourism to the state of Pennsylvania is reflected in the development of the Heritage Tourism Development document.

## **County Influences on Historic Preservation and Cultural Tourism**

### **Bucks County, Pennsylvania**

On the county level, there are also many policies, agencies, organizations, and private businesses that affect historic preservation and cultural tourism in New Hope and Lambertville. In Bucks County, Pennsylvania, the Bucks County Planning Commission plays an integral role in developing comprehensive plans for the county and guiding future development.<sup>126</sup> The Bucks County Planning Commission works to protect the character of the county, as well as the quality of life of the residents. Established in 1951, the Bucks County Planning Commission has been a leader in the state, and developed the first comprehensive county plan in the state in 1961. The county comprehensive plan guides economic development and land use regulation in municipalities throughout the county. Bucks County has an abundance of historic resources, and historic preservation is an important aspect of the comprehensive plan.

The most recent *Bucks County Comprehensive Plan*, from 1993, discusses several goals for historic preservation in the county.<sup>127</sup> The *Comprehensive Plan* states clearly that one of the county's goals is to "preserve significant historic, archaeological, and cultural resources throughout Bucks County." Many of the *Comprehensive Plan*'s historic preservation policies affect preservation only indirectly, through increased support for private advocacy organizations and strategies for partnerships between private

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<sup>126</sup> Bucks County Planning Commission available from <http://www.buckscounty.org>.

<sup>127</sup> Bucks County Planning Commission, *Bucks County Comprehensive Plan* (1993).

interests, municipal, and county government. The *Comprehensive Plan* also advocates more comprehensive preservation planning in the county's municipalities.

Bucks County also developed the *Village Planning Handbook*, an educational publication to raise awareness of the county's historic villages, and promote more sensitive planning and development.<sup>128</sup> The *Handbook* offers planning strategies and technical assistance to help retain the character of the historic village and protect historic resources. Its design guidelines are easy-to-use, and the *Village Planning Handbook* has been a successful planning tool for the county. Although the *Handbook* is directed toward small villages, much of the information and many of the principles in the book can be applied on a larger scale. Professionals in Bucks County feel that the *Village Planning Handbook* has been an important tool for sensitive planning.

On the county level, advocacy groups play a large role in supporting and promoting historic preservation. The Heritage Conservancy is a particularly important non-profit organization established to protect natural and historical resources in the county.<sup>129</sup> The Heritage Conservancy offers services such as historic sites surveys, technical assistance in planning and design for adaptive re-use projects, and pre-renovation consultations. The Heritage Conservancy also raises public awareness about historic preservation. The Heritage Conservancy is the primary historic preservation agency in the county and guides several preservation and conservation projects.

Due to the large number of historic resources and scenic landscapes in Bucks County, tourism is a large industry. The Bucks County Convention and Visitors Bureau (BCCVB) is a well-developed tourism agency that promotes travel and tourism within the

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<sup>128</sup> Bucks County Planning Commission, *Village Planning Handbook*, (1989)

<sup>129</sup> Heritage Conservancy available from <http://www.heritageconservancy.org>.

county.<sup>130</sup> Much of the tourism in Bucks County is heritage tourism, and the Bucks County Tourism Commission capitalizes on the attraction of historic resources in the area. The Bucks County Historic Society runs both the Mercer Museum and the Fonthill Museum.<sup>131</sup> Tourism in Bucks County is also promoted through the Central Bucks County Chamber of Commerce (CBCC).<sup>132</sup> However, the main goal of the CBCC is to strengthen the local economy and improve the quality of life. Therefore, the promotion of tourism is not their main objective. There are also several small tourism promotion agencies in the county that encourage tourism in the area. Many of these agencies advertise accommodations, restaurants, and interesting cultural sites.

### **Hunterdon County, New Jersey**

Like Bucks County, Hunterdon County, New Jersey has a planning department that guides development throughout the county. Since its inception in 1957, in response to growing development in the county after World War II, the Hunterdon County Planning Board has been concerned with sensitive development, preservation of rural areas and open space, and retaining the unique character of the county.<sup>133</sup> The 1986 *Hunterdon County Comprehensive Plan* emphasized important issues such as urban revitalization, environmental protection, and the danger of urban sprawl. Throughout the 1990s, natural, cultural, and historic preservation had been one of the most important issues in Hunterdon County, and the Planning Board is involved in several historic preservation projects. Hunterdon County also recently established the Open Space

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<sup>130</sup> Bucks County Conference and Visitors Bureau available from <http://www.experiencebuckscounty.com>.

<sup>131</sup> Bucks County Historical Society available from <http://www.mercermuseum.org>.

<sup>132</sup> Central Bucks County Chamber of Commerce available from <http://www.centralbuckschamber.com>.

<sup>133</sup> Hunterdon County Planning Board available from <http://www.co.hunterdon.nj.us>.

Preservation Trust to fund open space, farmland preservation, and historic preservation projects.<sup>134</sup>

The Hunterdon County Planning Board has also published *Preserving Community Character in Hunterdon County-A Community Design Handbook*.<sup>135</sup> This publication guides development in Hunterdon County and offers a coherent vision for the future growth of the county. *Preserving Community Character* is primarily a guide for municipalities to promote good planning and design choices. However, *Preserving Community Character* also discusses what are considered good planning and design choices. For example, *Preserving Community Character* discusses design principles such as character, legibility, diversity, people-oriented design, and protection of the natural environment. *Preserving Community Character* also encourages collaborative efforts between the community, landowners, and local officials, municipal design guidelines, comprehensive planning, and design tailored to the specific needs of a community. Managed development and protection of unique resources are the fundamental principles of *Preserving Community Character*.

The Hunterdon County Cultural and Heritage Commission also plays an important role in historic preservation within the county.<sup>136</sup> The Cultural and Heritage Commission was established in 1971 for the purpose of the “development of programs to promote interest and participation in and understanding of local history, arts, cultural values and goals of the community and state.” The Commission works directly with a variety of organizations, such as arts councils, historical societies, schools, and municipal

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<sup>134</sup> Ibid

<sup>135</sup> Hunterdon County Planning Board, *Preserving Community Character in Hunterdon County, NJ*, (1999).

<sup>136</sup> Hunterdon County Cultural and Heritage Commission available from <http://www.co.hunterdon.nj.us>.

governments to encourage participation and increase knowledge. The Commission supports local historical societies and historic preservation commissions by offering advice, political support, and financial support in the form of grants. The Commission also administers historical and cultural programs, and is involved in a number of relevant historical projects.

Hunterdon County does not have a county tourism promotion agency. The Hunterdon County Chamber of Commerce, a partnership of 500 businesses, does not focus on tourism promotion.<sup>137</sup> The regional Skylands Tourism Council organizes most of the tourism in the area.<sup>138</sup> There are also a few small tourism promotion organizations, such as New Jersey Skylands, that promotes cultural destinations in the region.<sup>139</sup> Morris County, an adjacent county, has developed a visitor's bureau. However, Hunterdon County lacks a central tourism organization and a cohesive vision for attracting visitors.

### **Summary**

There are many similarities between Bucks County and Hunterdon County in terms of their influences on and approaches to historic preservation and cultural tourism. Neither county has much power over the policies and regulations of individual municipalities, but each county tries to guide development and design in the community. Both the Bucks County and Hunterdon County Planning Boards develop countywide planning strategies, and offer support and guidance to municipalities. However, it is difficult for the county to coordinate the various municipalities and their differing goals.

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<sup>137</sup> Hunterdon County Chamber of Commerce available from <http://www.hunterdon-chamber.org>.

<sup>138</sup> Skylands Tourism Council website @ [www.nj.gov](http://www.nj.gov)

<sup>139</sup> *New Jersey Skylands Organization* website @ <http://www.njskylands.com>.

In order to better guide planning and compatible design choices, both Bucks County and Hunterdon County developed design handbooks. Although neither set of design guidelines has any regulatory power, each handbook is an important resource for good planning and design. Both the Bucks County *Village Planning Handbook* and *Preserving Community Character* in Hunterdon County offer step-by-step guidance to municipalities on how to develop good comprehensive plans, create policy, and preserve the character of a place. The *Village Planning Handbook* offers specific guidance for land use and zoning ordinances, and outlines sign and architectural design considerations. Some of the design considerations include materials, proportion and scale, massing, and rhythm of openings. The *Village Planning Handbook* also discusses adaptive re-use projects. Various methods to implement design standards are also discussed in the *Village Planning Handbook*. The *Village Planning Handbook* is focused mainly on preserving the character of the existing building stock.

*Preserving Community Character* does not go into the same depth as the *Village Planning Handbook*, but does discuss many of the same issues. *Preserving Community Character* suggests a three-step program to implement design standards in municipalities: define community character, create a community design plan, and write an ordinance to enforce good community design. Much of *Preserving Community Character*'s focus is on new development. Traditional vernacular detail, natural building materials, and appropriate spacing are two examples of good design that *Preserving Community Character* suggests. *Preserving Community Character* emphasizes maintaining open space and the rural character of the county.

Both counties are also struggling with new development and open space issues. Bucks County has an Agricultural Land Preservation Program and an Open Space Program to preserve farms and open space, and regulate development. Hunterdon County recently established the Hunterdon County Open Space, Farmland, and Historic Preservation Trust Fund Plan, which also protects open space and farms, as well as historic sites. In Bucks County, the Heritage Conservancy is a strong, regional advocacy group that supports and promotes historic preservation and open space conservation. The Heritage Conservancy also funds preservation projects and offers technical assistance in historic rehabilitations. Hunterdon County does not have a regional non-profit organization that fulfills the same function as the Heritage Conservancy. However, the Hunterdon County Cultural and Heritage Commission administers educational programs and helps with historic projects.

Bucks County has a longer history as a tourist destination than Hunterdon County, and accordingly, its tourism industry is much more developed than that of Hunterdon County. The Bucks County Convention and Visitors Bureau (BCCVB) is a large, regional tourism promotion agency that offers information on the region to tourists. The BCCVB markets the historic resources, strong arts community, and rural qualities of Bucks County. Hunterdon County does not have a county tourism organization. However, the regional Skylands Tourism Council promotes tourism throughout the region. Hunterdon County's historic resources and rural charm are also the primary qualities that the Skylands Tourism Council markets.

## **Case Studies-New Hope and Lambertville**

### **Description**

New Hope, Pennsylvania, and Lambertville, New Jersey are two towns of similar population located on opposite banks of the Delaware River. Both towns possess a multitude of historic resources and retain much of their historic character. Both towns are also well-known tourist destinations within the Delaware River Valley Region. Connected by a bridge across the Delaware River, New Hope and Lambertville are thriving downtowns that offer a variety of entertainment, tourist attractions, restaurants, inns, and boutiques. The majority of tourists that visit both New Hope and Lambertville can be considered cultural tourists, because they are attracted to the area's arts and crafts, live theater, historic architecture, small-town character, scenic vistas, country appeal, and historic landscapes.

### **New Hope**

New Hope lies on the western side of the river, an area characterized by narrow wooded valleys and steep hills. The town is laid out on a flat, narrow strip of land along the river. Steep hills border the town on the west. Ingham Creek runs into the Delaware from the West, bisecting the town. Four main roads comprise New Hope. New Hope's Main Street, also known as River Road or Route 32, runs north/south, parallel to the river. Buildings located along Main Street are primarily commercial in nature. There are three other major streets running east/west through town: Ferry Street, part of the old York Road, Bridge Street, and Mechanic Street. There are commercial as well as residential buildings along these three streets.



The borough of New Hope, located within Bucks County, is a small community with a population of 2,252.<sup>140</sup> Although the borough is surrounded by Solebury Township, New Hope broke away from the township in 1837, and has an independent government.

New Hope has a long and rich history, and the built environment of the town reflects its history. Within the borough, there is a large variety of architectural styles and



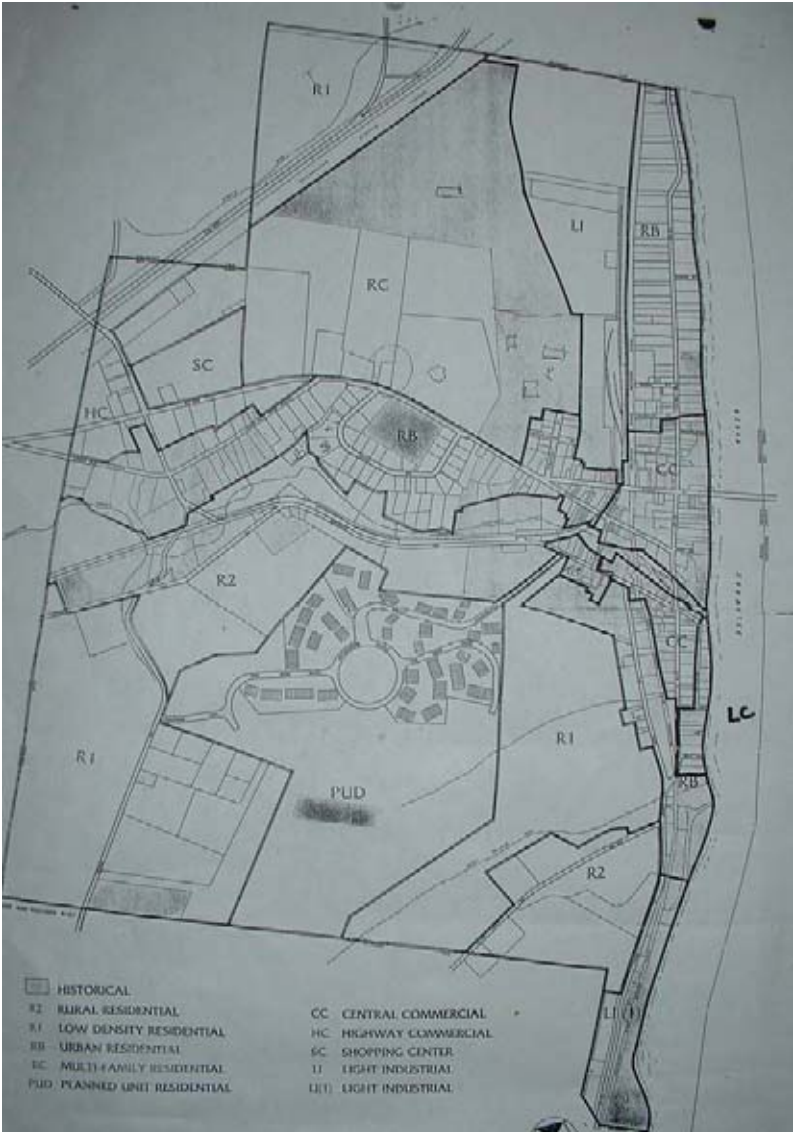
**Figure 5-Downtown New Hope-Bridge Street**

forms that span three hundred years. The diverse and intact historic built environment gives New Hope a distinctive character and charm. There are two historic districts in New Hope designated on both the national and local level: the New Hope Village Historic District, and the Springdale Historic District. The New Hope Village district is comprised of the main downtown section of New Hope located along Main Street, whereas the Springdale district is located west of the downtown. The New Hope Village

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<sup>140</sup> *New Hope Chamber of Commerce* (2004 [cited]); available from <http://www.newhopepa.com>.

District encompasses 232 structures, and 202 of these structures are considered historic, with buildings from colonial and revolutionary times.<sup>141</sup> The rest of the building stock reflects both the industrial history of New Hope as well as the long-term presence of tourism. The historic Delaware Canal, as described above, is part of both a national and state heritage park and runs through New Hope.



**Figure 6-New Hope Zoning Map**

New Hope’s economy is supported by its flourishing tourism industry. The town draws tourists from several states in the region, including Pennsylvania, New Jersey, New York, and Delaware. New Hope’s location between New York City and Philadelphia makes the town easily accessible for visitors from both cities. The historic and rural character of the

<sup>141</sup> "New Hope Comprehensive Plan."

borough is an important draw for tourists from larger urban areas. The New Hope Convention and Visitors Bureau serves as an information center for visiting tourists. There are several small inns and bed-and-breakfasts that offer country getaways in New Hope. Many restaurants and shops in the rough cater to cosmopolitan clientele from larger cities. The town has also developed tourist attractions that utilize the area's rich historic resources, such as ferry rides, mule-drawn canal boat rides, and a steam railroad ride. The New Hope Historic Society opens the historic Benjamin Parry house to the public.<sup>142</sup> The Delaware Canal Park and the Delaware River attract a variety of recreational tourists from surrounding counties in Pennsylvania and New Jersey. Tourism-related services dominate New Hope's historic downtown. Resident services such as grocery and drug stores are located on the edge of the borough. Most residents of New Hope work in tourism-related businesses such as the hospitality industry, retail and food service.

New Hope has a diverse and vibrant cultural life. The Bucks County Playhouse, founded in 1939, continues to offer live theater to both area residents and visiting tourists.<sup>143</sup> The Playhouse has stimulated performing arts in the community and drawn a variety of well-known actors to perform in New Hope. The borough also possesses a significant population of musicians, who contribute to the diverse nature of the thriving cultural life in New Hope. New Hope is also known as a center for the visual arts, and over the last century, a large number of artists and artisans have settled in the area. A school of landscape artists in the late nineteenth century even became known as the New Hope School. Today, New Hope features an art museum and many galleries and artists'

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<sup>142</sup> New Hope Historical Society available from <http://www.parrymansion.org>.

<sup>143</sup> Bucks County Playhouse available from <http://www.buckscountyplayhouse.com>.

studios. The cultural life in New Hope is an important aspect of the town's character, and plays a significant role in attracting tourism.

### **History**<sup>144</sup>

Lenni Lenape Indians were the early inhabitants of the land that now comprises New Hope. The Lenni Lenape revered the Great Spring, the source of Ingham Creek. The Native American tribe roamed over land along the Delaware River, and one of their main routes ran along Ingham Creek. It was at this site that the Lenni Lenape crossed the river.

In 1681, King Charles II granted a large parcel of land to William Penn, and in 1682, Penn negotiated with the Lenni Lenape to peacefully purchase this land. The land named Pennsylvania was divided into three counties: Philadelphia, Chester, and Bucks. Solebury Township was laid out in Bucks County along the Delaware River between the years of 1699 and 1703, and property parcels were granted to several farmers. In 1700, Penn deeded Robert Heath 1000 acres of land that included the future site of New Hope. After he received this grant, Robert Heath built a grist mill on Ingham Creek to serve the needs of the agricultural community. In 1710, Old York Road was laid out along the Lenni Lenape trail to the river.

John Wells purchased half of Robert Heath's original 1000-acre grant in 1717, and by 1722, had received a grant to operate a ferry across the Delaware River. With the advent of the ferry, Old York Road became an important transportation route between

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<sup>144</sup> The history of New Hope was taken from the following sources:  
New Hope Historical Society  
*New Hope Comprehensive Plan*.  
Eastburn Reeder, *Early Settlers of Solebury Township, Bucks County, Pa* (Doylestown: Bucks County Historic Commission, 1971).

Philadelphia, New Jersey, and New York. In 1727, Wells built the Ferry Tavern to accommodate travelers along the Old York Road.

The settlement at Well's Ferry grew as industry along Ingham Creek flourished. Several different types of mills were built along the spring, producing manufactured goods such as lumber, linseed oil, and textiles. Several iron forges were also built after iron was discovered on the Delaware River north of Well's Ferry. Durham boats transported iron and mill products down the Delaware River to Philadelphia.

Benjamin Canby, who established the first iron forge in Well's Ferry, later bought the ferry from Wells, and the village was known as Canby's Ferry until 1765, when John Coryell, who owned the ferry on the New Jersey side of the river, purchased the ferry. The town name changed to Coryell's Ferry, and John Coryell ran both the ferry and tavern along Old York Road. Traffic on Old York Road only increased after 1769 when the Swift-Sure line ran the first stagecoach from Philadelphia to New York City.

Coryell's Ferry was an often-used river crossing for American soldiers during the Revolutionary War. Many soldiers stayed in buildings at Coryell's Ferry, and hid munitions in the area. Troops observed the British forces in New Jersey from posts in the hills above the settlement. Before the Battle of Trenton in 1776, George Washington hid Durham boats at Malta Island, just below the ferry crossing.

After the revolutionary war, Benjamin Parry, a wealthy man from Philadelphia, began buying mill properties in Coryell's Ferry. One of these properties was Dr. Joseph Todd's Prime Hope Mills at the confluence of Ingham Creek and the Delaware River. Parry renovated and expanded Todd's mills, and eventually produced flaxseed oil, flour and grist, and lumber. Parry and his family built a number of buildings in Coryell's

Ferry, including a large stone mansion on Main Street for Parry's home. Most of these structures were plain and utilitarian in style, although Parry's Mansion was built in the Federal style.

In 1790, the Prime Hope Mills burned down, and Parry rebuilt new mills which he named the New Hope Mills. After 1790, Coryell's Ferry slowly became known as New Hope. Industry continued to thrive in New Hope, through varied industries such as fishing, paper mills, and silk textiles.

In 1811, leading citizens Benjamin Parry and Samuel Ingham formed a company to build a bridge across the Delaware River, connecting New Hope and Lambertville. Both men and several others invested in a bridge venture, and by 1814, a 1050-foot covered toll bridge spanned the Delaware River. The bridge marked the end of the ferry era. The company also formed a bank with a branch in both New Hope and Lambertville. However, the bank and company went bankrupt in 1826, and the toll bridge was sold to private investors from Philadelphia.

Benjamin Parry was also behind plans to build the Delaware Canal along the Pennsylvania side of the river in order to connect the Lehigh Canal at Easton to Bristol, south of New Hope. Construction on the Delaware Canal began in 1828, and the section of the canal from Bristol to New Hope was in use by 1831. The remaining portion of the canal to Easton was completed the following year. The canal was an instrumental transportation route that carried lumber and coal from the Lehigh Valley to the Philadelphia market. There were four locks and a toll station in New Hope, making the town an important stop on the canal route.

As a result of the new canal and existing mills, New Hope was considered the industrial center of Bucks County by the 1830s. William Maris, another wealthy resident of New Hope, built the large Union Mills just south of New Hope. Buildings in New Hope reflected the prosperity of the era. Wealthy businessmen built elaborate mansions in the popular Italianate style, and more modest housing was erected for mill and factory workers. The growth in New Hope experienced due to the industrial boom caused the town to separate from Solebury Township in 1837.

Through the end of the Civil War, New Hope remained the center of an extensive transportation network. The canal experienced its highest volume of use during the 1850s and 1860s. However, the new Belvidere-Delaware Railroad, established in 1851 and running from Trenton to Lambertville, gave the older canal system competition. As a result, industry in Lambertville grew while industry in New Hope faltered.

The Lahaska-New Hope Turnpike Company opened a toll road connecting New Hope to central Bucks County in 1854, increasing traffic through the town. The Pennsylvania and Reading Railroad finally built a railroad to New Hope after several earlier failed attempts. Also, the Trenton, New Hope, and Lambertville Traction Company began trolley service in 1904 along the Delaware River between the three locations. The covered bridge connecting New Hope and Lambertville was destroyed by a flood in 1903, and a new steel bridge was completed in 1904. By the turn of the twentieth century, however, industry in New Hope was declining as mills closed and the Delaware Canal lost its importance as a transportation route. The railroad system was a faster and less expensive alternative to canal transport, and the Delaware Canal closed in 1931.

As the industrial age of New Hope drew to a close at the end of the nineteenth century, a new arts culture began to emerge in the community. Samuel Moon, an area native, was a notable landscape and portrait painter in the early nineteenth century. Many years later, a group of landscape painters and other artists settled in the vicinity of New Hope, and established an arts colony. William Lathrop bought Philips Mill, located just north of New Hope, and invited other artists to live and study with him. Soon other prominent artists such as Edward Redfield and Daniel Garber settled in the area. The rural setting of New Hope and its close proximity to larger arts communities such as New York, Philadelphia, and Washington, DC, made the town an ideal site for an artist's colony.



**Figure 7-Bucks County Playhouse-early adaptive use (1939) in New Hope, and a reflection of the community's arts community**

New Hope slowly gained renown as an arts destination, attracting a larger variety of artists to the community, such as sculptors and stained glass artist Valentine D'Ogries. Writers and people involved in theater soon followed the artists to New Hope. Prominent



literary characters such as Dorothy Parker and Pearl S. Buck, as well as theater people such as Moss Hart, Kitty Carlisle Hart, Oscar Hammerstein, and George Kaufman flocked to the area. In 1939, St. John Terrell, a producer, and Kenyon Nicholson, a playwright, opened the Bucks County Playhouse for a summer theater season. The Bucks County Playhouse drew famous actors throughout the twentieth century, contributing to New Hope's reputation as an art and cultural center.

Although several people relocated to New Hope throughout the first half of the century, the town did not become a tourist destination until the 1940s. As a result of its thriving cultural life, New Hope was a well-established tourist destination by the end of the 1940s. In 1941, the Delaware Canal was converted into a state park. Businesses such as restaurants, inns, and shops developed around tourism. During the 1960s, New Hope also developed a counter-culture identity, and bikers, hippies, homosexuals, and other



**Figure 8-Village II development in New Hope**

liberal personalities flocked to New Hope.

In 1970, Village 2, a large residential community, was built in New Hope. This development created a large amount of available housing, and attracted people to the area. The population of New Hope grew as a result of the additional housing. Additional residential development still occurs today. Between 1990 and 2000, the population of New Hope has increased by almost fifty percent. However, the main downtown section of New Hope remains mostly commercial in nature. New Hope today retains a mix of artists, counter-culture individuals, and upscale tourists.

### **Historic Preservation and Cultural Tourism Influences in New Hope**

The borough of New Hope has an independent government run by an elected mayor and 7-member Borough Council. New Hope also has a separate Planning Commission. One member of the Borough Council serves as the chair of the Planning Commission. In 1997, the New Hope Planning Commission prepared a *Comprehensive Plan* for the borough.<sup>145</sup> The *Comprehensive Plan* focuses on several main issues that affect the borough. Some of the key goals are: protecting the unique character of New Hope, guiding future development, diversifying the economy, and improving services and safety for both residents and tourists. The *Comprehensive Plan* places emphasis on encouraging the diverse and vibrant nature of a “living” town. Historic preservation and tourism are defining elements of life in New Hope. In order to accommodate the often conflicting objectives of preservation and tourism, the *Comprehensive Plan* suggests building some flexibility into land use regulations by offering more than one way to meet planning and zoning requirements. The *Comprehensive Plan* also supports consistent

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<sup>145</sup> New Hope Borough, *New Hope Comprehensive Plan*, (1997)

enforcement of planning and zoning ordinances. The preservation of the borough's historic resources is an important aspect of the *Comprehensive Plan*. The *Comprehensive Plan* seeks to promote awareness and appreciation for New Hope's historic built environment. Effective management of tourism, the number one industry of the town, is also a vital aspect of the *Comprehensive Plan*. Finally, the *Comprehensive Plan* stresses the needs of the residents in New Hope as well as those of the tourists.

In order to protect the historic resources of the borough, the New Hope government passed Ordinance No. 183, passed in 1970, which designated three local historic districts within the borough and established the Historic Architectural Review Board (HARB).<sup>146</sup> However, New Hope is not a Certified Local Government. In 2004, the New Hope Borough passed Ordinance 2004-8, which more clearly stated the purpose and duties of the HARB.<sup>147</sup> The HARB is a volunteer advisory board consisting of at least one of each of the following: an architect, real estate broker, and building inspector. The HARB may have one member of the planning commission, and the remaining members must show interest in and knowledge of historic preservation. The HARB reviews applications for zoning variances and building permits for properties within the historic districts, and decides if the action is appropriate. Within the ordinance, there is a list of design criteria that is consistent with the Secretary of the Interior's Standards.<sup>148</sup> Using these guidelines, the HARB then makes a recommendation to the borough council by issuing or denying a certificate of appropriateness. If the HARB denies the certificate of appropriateness, the applicant must revise the construction plans.

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<sup>146</sup> New Hope Historic District Ordinance, (1970).

<sup>147</sup> New Hope Historic District Ordinance, (2004).

<sup>148</sup> Secretary for the Interior's Standards available from <http://www.doi.gov>

New Hope has two other ordinances that may affect historic preservation in the borough. The Subdivision and Land Development Ordinance concerns the character of new developments within the borough.<sup>149</sup> The Zoning Ordinance controls land use and design issues.<sup>150</sup> Historic districts in the borough are special overlay districts within the zoning code.

The New Hope HARB developed a set of design guidelines to demonstrate appropriate and inappropriate modifications to historic buildings.<sup>151</sup> The guidelines outline the process for applying for a certificate of appropriateness. Smaller sections focused on specific design issues follow the application process. These design guidelines are easy to read, very specific, and have useful illustrations. The HARB guidelines state that a structure may be restored to its original or an earlier design, and encourages compatible use of historic buildings.<sup>152</sup> The guidelines also prohibit changing the original qualities or character of a building. The HARB also allows contemporary design for alterations and additions if the design is compatible with the district in scale, size, color, material, and character. Later suggestions in the design guidelines for appropriate materials and methods only cover a few options, not a comprehensive list of appropriate solutions. The New Hope design guidelines provide the basic principles for sensitive modifications, but an in-depth guide with more solutions would be useful. A home- or business-owner would need to consult a professional for technical advice if undertaking a complete restoration.

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<sup>149</sup> New Hope Subdivision and Land Development Ordinance, (1986).

<sup>150</sup> Lambertville Land Zoning Ordinance, (2001).

<sup>151</sup> New Hope Borough, *Guidelines for Applicants to the New Hope Historic and Architectural Review Board*, (2004).

<sup>152</sup> New Hope Borough, *Guidelines for Applicants to the New Hope Historic and Architectural Review Board*, (2004).

The New Hope borough contracted another land use study in 1998: *Creating the Magic of New Hope: A Park and Open Space Study*.<sup>153</sup> In this report, the main goal is to develop and protect open space within the borough. Open space can protect important views, affect the overall layout and design of a property, and stimulate social interaction. The objectives and suggested actions in this plan are compatible with the overall goals stated in the *New Hope Comprehensive Plan*.

Sensitive development of key properties in New Hope and the residual effect of such development is an important issue facing New Hope. Development company George Michael, Inc., has played a decisive role in the future of New Hope.<sup>154</sup> Large-scale projects such as Union Square, which I will discuss in more depth in the next chapter, affect both the character of the built environment and the economic life of New Hope.

The New Hope Historical Society plays an important role in historic preservation in New Hope.<sup>155</sup> The Historical Society owns the Benjamin Parry Mansion and Barn, and opens both properties to the public. The Historical Society is also involved in various preservation projects, such as the rehabilitation of the Delaware Canal. Finally, the Historical Society educates the public about the value of New Hope's history, and the structures that reflect this history.

There are several groups that are involved with tourism in New Hope. The New Hope Visitors Center offers guides, information, and advice on the region to tourists. The New Hope Chamber of Commerce also plays an active role in the community,

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<sup>153</sup> Borough of New Hope, *Creating the Magic of New Hope: A Park and Open Space Study*, (1998).

<sup>154</sup> George Michael, Inc. available from <http://www.georgemichaelinc.com>.

<sup>155</sup> New Hope Historical Society

promoting “the economic, civic, commercial, cultural, artistic, historical, and educational interests in the area.”<sup>156</sup> The Chamber of Commerce actively promotes tourism in New Hope. In 2001, the Chamber of Commerce worked with a Main Street consultant, and considered establishing the borough as a Business Improvement District (BID) in order to qualify for grants and loans. The Independent Merchants group formed in reaction to this initiative, and ultimately, the Chamber of Commerce voted against a BID.<sup>157</sup> Presently, the Chamber of Commerce works with Independent Merchants to promote the business community. Independent Merchants is also active in advertising the borough to tourists.

Many of New Hope’s tourist-related attractions are heritage-based attractions. The Michener Art Museum in New Hope attracts cultural tourists. The Friends of the



**Figure 9-Locktender's House Museum on the Delaware Canal in New Hope**

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<sup>156</sup> New Hope Chamber of Commerce

<sup>157</sup> Independents Merchants of New Hope available from <http://www.enjoynewhope.com>.

Delaware Canal operates a canal museum in the locktender's house on the canal. The New Hope Mule Barge and the New Hope Canal Company both offer mule-drawn rides along the canal to tourists. There are two boat ride attractions on the Delaware River: Captain Bob Gerenser's trip on a stern paddle wheeler, and the Wells Ferry historic tour. The New Hope and Ivyland Railroad takes a passenger on pleasure trips in a historic train along the 1891 Reading Railroad route to Lahaska. Finally, the Bucks County Playhouse,



Figure 10-Lambertville Zoning Map

part of a restored historic mill, has been a major tourist attraction since 1939. All of these businesses are major tourist attractions based on the history of New Hope. Each business plays an important role in shaping and promoting cultural tourism in the borough.

### Lambertville

Lambertville is situated on the east bank of the Delaware

River across from New Hope. The land bordering the river is slightly flatter and wider on the New Jersey bank, although the hills of Hunterdon County frame the small town. Bridge Street, which connects the bridge to New Hope to Route 29, is the major east/west commercial street in Lambertville. The majority of the town lies north of Bridge Street along North Union and North Main Streets. Route 29 borders the downtown on the East at the foot of the rising hills. Swan Creek flows into the Delaware River on the southern side of town.

Lambertville lies in the southeast corner of Hunterdon County, which is generally a rural and agricultural region. The portion of the county bordering the Delaware River,



**Figure 11-Lambertville's N. Union Street**

however, was once an industrial zone. Today, Lambertville is a small community with



3,868 residents.<sup>158</sup> Although there has been commercial development in the town's central business district along Bridge and Union Streets, Lambertville remains quiet and residential in character.

As a result of its close connection to New Hope, Lambertville developed in a similar manner. Lambertville's location at the ferry crossing and along the Old York Road generated a small settlement dating to the early eighteenth century. The downtown's preserved historic built environment reflects Lambertville's early history as well as the industrial boom of the city in the nineteenth century. The town's diverse architectural styles span two hundred years of development. Like New Hope, Lambertville has a small-town residential and commercial charm, although the character of each town is unique and independent. The Lambertville Central Business District was designated as a local historic district in 2002, and is now protected by municipal zoning law.<sup>159</sup> Like New Hope, Lambertville is not a Certified Local Government. The historic district reflects the commercial nature of the downtown in the nineteenth century. A large portion of the building stock is either residential or industrial. Like the Delaware Canal in New Hope, the historic Delaware and Raritan Feeder Canal is an important element of Lambertville's historic character.

Lambertville is quickly gaining recognition as a tourist destination, and the town's economy is supported by the tourism industry. Lambertville experienced an economic slump in the 1950s and 1960s when industry in the area declined. Unlike New Hope, where tourism has been an important industry for most of the twentieth century, Lambertville has only recently become a tourist destination. In New York and

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<sup>158</sup> New Hope Chamber of Commerce website @ <http://www.newhopepa.com>

<sup>159</sup> Lambertville Historic District Ordinance, (2002).

Philadelphia, Lambertville is advertised as a great community to visit or live, and many visitors to Lambertville are from these cities. Lambertville's recent tourist success is also tied to the flourishing tourism industry in New Hope. Over the past three decades, Lambertville has boasted a large number of antique stores, becoming known as the "antique capital of New Jersey." Also, a number of home furnishing stores and art galleries have located in Lambertville. The retail in Lambertville generally caters to a sophisticated, middle to upper-middle class traveler. Lambertville is full of upscale restaurants and quaint bed-and-breakfast inns. Many older industrial buildings have been converted into tourism-related uses, such as mixed, residential and retail uses. The Delaware and Raritan Canal State Park attracts recreational visitors, and many tourists visit Lambertville from across the river in New Hope. Lambertville is also known for its large Shad Festival in the spring, when the town celebrates the return of shad to the area. This festival is an event that draws a large number of tourists to the area.

Although the amount of tourists visiting Lambertville is increasing, New Hope is still perceived as a larger tourist destination. Lambertville still retains resident-oriented services and organizations, such as schools, churches, fire companies, and drug stores. Therefore, Lambertville has been able to retain a residential character and sense of community that New Hope lacks.

### **History**<sup>160</sup>

Although New Hope and Lambertville's histories are connected by their proximity and connection through the ferry crossing, Lambertville developed somewhat

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<sup>160</sup> The history of Lambertville is compiled from the following sources: Edward Cohen, *Lambertville's Legacy* (Lambertville: Edward Cohen, 1999), Yvonne Warren and Lou Toboz, *Lambertville* (Somerville: Aesthetic Press, Inc, 1998). Lambertville Planning Board, *Lambertville Master Plan Element*, (2001).

independently of New Hope. The Lenni Lenape Indians crossed the river near the site of Lambertville, using the Naraticong Trail on the east side of the river. In the early 1703, the Council of West New Jersey purchased a 150,000-acre tract of land from the Lenni Lenape along the Delaware River north of Trenton. Over the next several years, this tract of land was subdivided into smaller parcels and sold to individual settlers. The site of Lambertville was comprised of two lots. John Holcombe purchased a lot, north of the Bull Survey Line, in 1705 and in 1724, built a stone house. Holcombe continued to buy parcels of land in the area to add to his original plot, and lobbied to get the York Road to run through Lambertville.

The parcel of land below the Bull Line and bordered by Swan Creek on the south was purchased by Emanuel Coryell in 1732. Coryell also purchased the rights to operate a ferry across the Delaware River, and the small settlement became known as Coryell's Ferry. Coryell also continued to buy land, and established an inn and tavern along the Old York Road. By the time the Swift-Sure stagecoach line connected Philadelphia and New York, Lambertville was a logical stop midway through the two-day journey.

During the American Revolution, the American army crossed the Delaware River at Coryell's ferry several times, and often camped in Lambertville. At this time, there were only four houses in Lambertville. However, by 1800, several more structures had been built in the area. Most of these buildings were taverns that catered to travelers along the stagecoach line, and mills. Sawmill owners utilized the water power of Swan Creek, and Benjamin Smith established a grist mill. In response to the new growth, John Coryell laid out the first road other than the Old York Road in Lambertville, Coryell Street.

Senator John Lambert, whose family owned land north of the Holcombe farm, established a post office in the early nineteenth century.

Between 1812 and 1814, a new bridge connecting Lambertville and New Hope was constructed. The bridge provided easier access to the town and stimulated development. New homes and commercial buildings were constructed along the new Bridge Street. One such building was the stone tavern and inn at the corner of Bridge Street and Union Street, constructed by Captain John Lambert, Senator Lambert's nephew. The town became known by two names: Georgetown, named after George Coryell, on the north, and Lambert's Ville on the south. The town was eventually called Lambertville.

The building of the Delaware and Raritan Feeder Canal in Lambertville was an important event for Lambertville. Coal and lumber products were transported from the Pennsylvania Lehigh Region to New Hope on the Delaware Canal, then across the Delaware River from New Hope to Lambertville, then down the feeder canal to the main canal that connected the Delaware and Raritan Rivers. The products were then transported up to New York. As the canal began operating, industry continued to increase in Lambertville. Water power from the Delaware River and smaller creeks made the area a good location for mills. The majority of mills in Lambertville were sawmills, but there was also a large flour and flax mill, and the Coryell Grain store and mill. Lambertville also boasted carriage makers, a brewery, a pottery factory, and drug store by 1850. The telegraph and first newspaper arrived in Lambertville in 1845. With the growth of industry, Lambertville was incorporated as a town in 1849.

Although industry was growing steadily in Lambertville throughout the first half of the nineteenth century, it did not boom until 1851, when the Belvidere-Delaware Railroad was built along the Delaware and Raritan Canal. Part of the Pennsylvania Railroad system, the railroad connected to the Lehigh Valley in northeast Pennsylvania, Trenton, Philadelphia and New York. The railroad brought raw materials into Lambertville, and Lambertville shipped milled products out to the regions. The railroad also ran scenic passenger lines. The railroad soon became the most preferred mode of transportation. Railroad shops and maintenance hubs were built in Lambertville, and several new industries located in Lambertville. Some of these factories included a wheel and spoke factory, a tomato cannery, and two large rubber factories.

Due to the increase in industry, the population in Lambertville almost doubled between 1863 and 1872. Wealthy factory owners built large homes along North Union Street in Italianate, Second Empire, and Queen Anne styles. Land that was once part of the large Holcombe farm was subdivided and developed for housing needs. Mill and factory workers lived in smaller quarters. Lambertville developed a variety of housing that spanned all income levels. The central business district developed into a commercial center. By the end of the century, Lambertville had utilities such as telephone and electricity.

After 1900, industry in Lambertville began to decline. Several factories closed in the first half of the century due to several different reasons. The 1903 flood destroyed or damaged several factories. In 1909, the railroad moved all of its maintenance shops to Trenton. Lambertville could no longer support large-scale industry, and smaller scale production replaced large factories. The canal was thus almost completely obsolete after

the turn of the century. The Trenton, New Hope, and Lambertville Traction Company established trolley service in 1904, but cars replaced trolleys and railroads by the 1920s. Finally, the stock market crash of 1929 and the Great Depression ended industry in Lambertville.

Lambertville remained in an economic slump through the Second World War. The town did not enjoy the artistic success of New Hope, although St. John Terrell, founder of the Bucks County Playhouse, established the Music Circus, a summer theater company that performed on a hill above Lambertville. Although the Music Circus was popular, New Hope remained the cultural center of the region. During the 1950s and 1960s, Lambertville's downtown contained some antique stores, specialty shops, and resident services, but was not thriving. Lambertville did not experience new growth until the 1970s, when many people began to relocate out of cities to the suburbs. Hunterdon County's rural nature appealed to former city residents, and new suburban developments were constructed. Also in the 1960s and 1970s, there was a renewed interest in natural and historic resources. The city conducted a Historic Sites Survey in 1980 and Lambertville was listed on the National Register of Historic Places in 1983. Environmentalists made an effort to clean up the Delaware River, and the shad population, absent from Lambertville for several decades due to pollution, returned to Lambertville in 1980. Lambertville celebrated the return of the shad with the first Shad Festival in 1982.

Lambertville began to gain attention for its historic charm. Lambertville's historic charm and location between New York City, Trenton, and Philadelphia made it an ideal location for antique shops and galleries. Many antique dealers renovated

dilapidated buildings in Lambertville's commercial district and opened stores. Lambertville became an important antique market, and also began to attract tourists from nearby New Hope. As tourism increased, Lambertville's downtown underwent revitalization. Industrial properties were renovated and now house new businesses. One of the first adaptive re-use projects was the renovation of the railroad station and its conversion into a restaurant. As tourism increases and revitalization continues, property prices in Lambertville continue to increase.

### **Historic Preservation and Cultural Tourism Influences in Lambertville**

The City of Lambertville is governed by an elected mayor and a four-person city council. Lambertville also has a city planning board, which developed the city's 1989 comprehensive plan. The *Lambertville Master Plan* discusses the vision of the town and general planning issues.<sup>161</sup> Key preservation objectives in the *Master Plan* include preserving existing neighborhoods, rehabilitating historic structures, creating a local historic district, promoting cooperation between regional planning agencies, and planning for a cohesive central business district. The *Lambertville Master Plan* was re-examined in both 1995 and 2001.

One of two elements of the *Master Plan* is the *Land Use Plan Element*.<sup>162</sup> This plan outlines specific goals and land-use issues. The *Land Use Plan Element* recognizes the importance of tourism as an economic tool as well as a preservation tool. The element suggests promoting heritage tourism in Lambertville, as long as tourism does not negatively impact the integrity and historic character of the town. This plan also supports a local historic district ordinance to ensure protection of historic resources in the central

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<sup>161</sup> City of Lambertville, *Lambertville Master Plan*, (1989).

<sup>162</sup> City of Lambertville, *Lambertville Land Use Plan Element*, (2001).

business district. Finally, the *Land Use Plan Element* recommends that a *Historic Preservation Element* be developed.

Accordingly, the Lambertville Planning Board prepared the *Historic Preservation Master Plan Element* in 2001.<sup>163</sup> The purpose of this study was to recommend the establishment of a local historic district ordinance and a historic preservation commission to identify and preserve the integrity of Lambertville's historic resources. The *Historic Preservation Element* discusses the benefits of a historic preservation ordinance and includes a historical and architectural overview of the city. This *Element* also clearly explains the zoning and design review process and identifies the historic resources within in the proposed district. Finally, the plan offers recommendations for the historic preservation commission, public awareness programs, and future land use planning.

As a result of the recommendations of the *Historic Preservation Master Plan Element*, the city of Lambertville passed three historic preservation ordinances in 2002.<sup>164</sup> Although the Lambertville Zoning Ordinance of 2001 already protected the character of the downtown, the city wanted more specific regulations regarding the historic built environment.<sup>165</sup> The historic preservation ordinances designated the Central Business District as a historic district and established a Historic Preservation Commission. The intent of the Historic Preservation Commission is to encourage appropriate alterations and additions, discourage demolition of significant buildings, and ensure appropriate new development. Like the New Hope HARB, the Lambertville Historic Commission reviews projects, and either grants or denies a certificate of appropriateness. The

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<sup>163</sup> *Lambertville Historic Preservation Master Plan Element, 2001.*

<sup>164</sup> Lambertville Historic District Ordinance, 2001.

<sup>165</sup> Lambertville Land Zoning Ordinance, 2001.



Lambertville Historic Commission is also a volunteer board, and consists of individuals falling into three categories: professionals in building design and construction or architectural history, persons knowledgeable or interested in local history, and residents of the municipality with no other municipal position other than a seat on the Planning Commission or Board of Adjustment. Ordinance 2002-14 establishes the design guidelines for the Historic Commission to follow when reviewing a project. These guidelines follow the criteria of the Secretary of the Interior's Standards for Rehabilitation to ensure visual compatibility and authenticity.<sup>166</sup>

The Lambertville Historical Society is a valuable resource for historic preservation in Lambertville.<sup>167</sup> The historical society is located in the historic James Marshall House, home of the man who started the California Gold Rush. The historical society opens the Marshall house to the public and creates historical exhibits in the house museum to educate the public about different aspects of Lambertville's history.

Tourism in Lambertville is promoted and managed by the City Council and the Lambertville Chamber of Commerce.<sup>168</sup> The Chamber of Commerce offers tourism information packets and sponsors civic events such as the Shad Festival and holiday tree-lighting. Like the New Hope Chamber of Commerce, the Lambertville Chamber of Commerce considered becoming a Business Improvement District, but voted against the BID in 2004. Like New Hope, tourists are drawn to Lambertville because of its historical and architectural charm. However, aside from history walks and the Marshall Museum,

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<sup>166</sup> Secretary of the Interior's Standards available from <http://www.doi.gov>

<sup>167</sup> Lambertville Historic Society available from <http://www.lambertvillehistoricalsociety.org>.

<sup>168</sup> Lambertville Chamber of Commerce available from <http://www.lambertville.org>.

Lambertville has yet to develop heritage tourism attractions based on its historical and cultural resources.

### **Summary**

New Hope and Lambertville are small towns of comparable size that benefit from a close visual and cultural connection and a shared history. The two communities developed in a similar manner, and each contains a diverse architectural mix that spans three centuries. The similarity between the two communities is seen in the organization of each government. Both New Hope and Lambertville have a mayor, city council, planning board, zoning board, and historic architecture review board. Portions of each town are designated as national and local historic districts, and both governments have developed policies to protect and preserve the built environment, cultural landscapes, and the character of the historic districts as a whole. The Chamber of Commerce is a strong local organization in each town, although New Hope also has its Independent Merchants Association.

Despite so many similarities, both communities still possess an independent character. New Hope has been an artist community and tourist destination for the majority of the twentieth century. Accordingly, businesses in the historic downtown reflect the strong and longstanding influence of artists and tourists. There are several attractions in the town for visitors, and the community markets its businesses and attractions in magazines and on television. With the downtown so tourist-oriented, most residents of the area live in the Village II suburban development or the surrounding Solebury Township. Businesses that are resident-oriented, such as the grocery store and

drugstore, are also located outside the downtown, on the border of New Hope Borough and Solebury Township.

Lambertville has much less of a tourist atmosphere and more of a residential character. There is a much larger variety of building stock spanning all income levels, and a stronger sense of community. As a result, the small city has more resident-oriented organizations such as churches, schools, fire companies, and non-tourism related businesses. However, Lambertville's historic downtown contains a growing number of tourism-related businesses, such as antique stores, art galleries, home décor boutiques, upscale restaurants, and quaint bed-and-breakfast inns, but to much less of an extent than New Hope.

As a result of the impact of tourism, New Hope enacted historic preservation policy early. New Hope has also conducted a number of studies to identify problems and issues related to tourism, and used the results to develop comprehensive plans to address these issues. The built environment in New Hope reflects the long history of tourism in the community, and much of the town's historic resources have been significantly altered. In contrast, Lambertville only recently passed a historic preservation ordinance, and has yet to really study the effects of tourism in the community. Lambertville's built environment has not been threatened by economic pressure from tourism until recently, and the city's existing building stock is mostly intact and authentic. Lambertville does not develop tourist attractions and market itself to tourists to the extent that New Hope does. The impact of tourism can be perceived through the different degrees of government policy, resident-oriented services, original architecture, and marketing in

each community. The next chapter is an in-depth discussion of the impact of tourism on both towns.

## **V. Discussion: Comparison and Contrast of Cultural Tourism in New Hope and Lambertville**

As the previous chapter reveals, cultural tourism has evolved separately in New Hope and Lambertville, although the two historic towns share many similar characteristics and a close relationship. Earlier in this paper, I discussed in broad terms various interactions between cultural tourism and historic preservation. I also outlined factors in both New Hope and Lambertville that affect cultural tourism and historic preservation. In this chapter, I will discuss how cultural tourism specifically affects the cultural identity, physical character, economic vitality, and quality of life in New Hope and Lambertville, as well as what policies and people effectively manage cultural tourism in both towns.

### **Cultural Tourism and Cultural Identity**

Cultural identity is one the primary attractions for visitors in both New Hope and Lambertville. As a result, cultural tourism has been an integral force in building community appreciation for heritage in each community. Visitors to each town recognized the potential charm and character of these communities long before most residents did, and through visitors' positive perception of the area, the residents soon became aware of the heritage of their town.

In New Hope, after industry declined in the late nineteenth century, it was the artists and writers that flocked to the community that recognized the small-town appeal of New Hope and the bucolic charm of the surrounding countryside. Many prominent individuals, looking for a country escape from New York City, came to New Hope searching for inspiration and rejuvenation. As a result, the residents of New Hope came

to appreciate aspects of their heritage, such as the history, built environment, and cultural landscapes of the area. Today, New Hope's residents still appreciate the distinctive character of the town, and are proud of their history and culture. The municipal government and community members work hard to protect significant historic resources they feel reflect New Hope's heritage. The community recognizes that its heritage is an asset, as well as an essential element of cultural identity. Community members support efforts to protect cultural attributes of the community, such as traditions, artistic life, and the built and natural environment. Cultural tourism has been an impetus for New Hope residents to understand and celebrate the significance of their cultural identity.

Although Lambertville has been a tourist community for a much shorter period of time, cultural tourism has also helped residents appreciate their heritage in a new way. Lambertville's vitality and economy declined in the mid-twentieth century after much of the industry in the city left, causing neglect and vacancies in the central business district. Although Lambertville had specialty shops and antique stores as early as the 1950s, the city did not undergo a major revitalization until later. In the 1980s, more antique dealers recognized the potential charm of the city, rehabilitated historic buildings, and opened businesses. The new businesses, and the increasing numbers of visitors that these businesses attracted, initiated revitalization in Lambertville. Now, tourists flock to Lambertville for the town's historic character and small-town charm. The advent of cultural tourism in Lambertville has encouraged the residents to learn more about their historic resources. Today, the community has increased awareness and appreciation for their culture, community life, and historic and natural environment. The community was careful to preserve their historic resources even without the regulations of a local historic

district ordinance. Like New Hope, Lambertville's community members have worked hard to preserve and maintain their community's resources. Each community's awareness and appreciation of their heritage is continually reinforced by tourist appreciation.

Consequently, New Hope and Lambertville are cognizant that their heritage functions as a primary attraction for visitors. Therefore, both communities use heritage as marketing tool. The marketing of heritage is both a positive influence and a threat to the cultural identity of each town. In order to promote its heritage, a community must first learn about its heritage. In that regard, organizations and individuals in New Hope and Lambertville have come to a deeper understanding of their culture and history. Both the New Hope and Lambertville Chamber of Commerce have developed websites and brochures that emphasize the history and culture of the two towns. The majority of guidebooks that include New Hope and Lambertville also emphasize the history and cultural life of the communities. For example, both the *Area Guide Book* and *Hunter Travel Guides* sections on New Hope and Lambertville devote much of their text to the development of each community, cultural facts, and historic attractions. Even the sections on shopping and dining relate the history of the buildings in which these businesses are located. The majority of seasonal events that each town hosts are related to the history and culture of the two communities. Both the New Hope and Lambertville Historic Society organize annual historic house tours. The Phillips' Mill Community Association, located just north of New Hope, arranges an annual art exhibit for local artists. The Lambertville Shad Festival celebrates the history of shad fishing in the Delaware River, and features

local arts and crafts. Through the marketing of these events, the organizing parties learn about the heritage of the community, and relate the heritage to others. Individual business owners involved in the tourism industry also learn about the history and culture of the town to market their businesses. For example, owners of the multitude of bed-and-breakfasts inns located in historic buildings use the history of the site to attract guests. Literature about the Lambertville House in Lambertville emphasizes that the building served as a stopping places to presidents and other famous people in the 1900s. Also,



**Figure 11-Lambertville House—adaptive re-use by development company George Michael, Inc.**

individual property owners, may learn about the history of their property through the process of rehabilitation, and use this knowledge to create a decorative theme for their business.



Although the marketing of heritage and culture in New Hope and Lambertville can serve as a tool to educate the community, it may also be a threat to the cultural identity of the two towns. The community of New Hope markets its heritage to a much greater extent than Lambertville. Marketing New Hope's heritage makes that heritage a commodity, and, as a result, the heritage may lose its authenticity and significance. Community members in both towns may only learn about the history and culture of the place because of its appeal to tourists, not to gain a deeper understanding of their heritage. The heritage and historic character of each community may only be appreciated as a scenic backdrop for shopping and dining, not a way for individuals to learn about history and culture.

Marketing heritage also has different consequences for each town. Tourism has become a part of New Hope's heritage. Since New Hope has been an arts community and tourism destination for over a century, cultural tourism is an important part of the community's history. Marketing tourism may not be a negative aspect of the community, but a vital part of the history and culture of the town. Conversely, Lambertville has not been a tourist destination throughout the last century, and marketing heritage may be a greater threat to its cultural identity. It is important for the community of Lambertville to retain its cultural identity, and not exploit its heritage for economic gain.

Lambertville has yet to be taken over completely by commercial interests to the extent of New Hope. Downtown Lambertville features a variety of antique stores and art galleries that sell upscale merchandise. The Lambertville City Council has made a concerted effort to attract small businesses that sell upscale goods. However, there are an increasing number of stores opening in Lambertville that sell mass-produced home

furnishings that cater to new residents and tourists. Also, some stores in Lambertville sell reproductions of antiques. The majority of tourists can't tell the difference between an authentic antique and a reproduction. Stores such as these damage the authentic antique and art gallery market that once characterized Lambertville's commercial core. It is important that Lambertville, as well as New Hope, retain a diverse mix of retail stores that sell products reflecting their culture.

One of the most important aspects of New Hope and Lambertville is each town's ability to convey both the heritage of the region as well as the nation through its historic buildings, districts and landscapes. Visitors can begin to recognize and understand their own cultural heritage through their experience and perception of New Hope and Lambertville. This is especially true for Americans who visit the region. The Delaware River Valley Region, including New Hope and Lambertville, is the site of significant events in the history of the nation. The region was part of one of the earliest colonies in America, and in this colony, William Penn promoted peace and equality amongst all men, including the Native Americans. The region played an integral role in key Revolutionary War battles, such as the Battle of Trenton. Later, the canals and railroads signified western expansion and the industrial age. The creative and performing arts defined New Hope in the late nineteenth and early twentieth century. The change from the rural countryside to planned suburban developments was illustrated in the region. Finally, examples of the late twentieth-century transformation of abandoned and derelict downtown centers to revitalized tourist destinations are located throughout the region. The towns of New Hope and Lambertville illustrate these various and important pieces and trends of American cultural history through their built environment and landscapes.

The tourist that visits the Delaware River Valley Region, as well as New Hope and Lambertville, can experience several time periods of history through the architecture and landscape, and assimilate his own heritage and experience within the broader context of history. The ability to lead people to a better understanding is one of the most important qualities that New Hope and Lambertville share.

Educational programs and site interpretation are specific methods of conveying

**Figure 13-Parry Mansion in New Hope-Heritage site, tourist attraction, or just good preservation?**



local and national heritage in both New Hope and Lambertville. Both the Heritage Conservancy in Bucks County, and the Hunterdon County Heritage and Cultural Commission support and fund educational programs in New Hope and Lambertville respectively. On the local level, interpretive historic sites are the primary educational resource for the community and its visitors. New Hope has developed a wealth of historic sites that illustrate history and culture. Tourist attractions such as the mule barge, ferry, and railroad rides, and the Parry Mansion allow visitors to learn about history in an interactive way through specific properties. The Delaware Canal is a significant historic

resource, and the Delaware and Lehigh Canal National and State Park Commission, as well as the Friends of the Delaware Canal, have worked to interpret this site through signage and The Locktender's House Museum in New Hope. The New Hope Historical Society also plays a significant role in educating the public through the Parry Mansion Museum and community preservation projects.

Lambertville has not developed as many tourist attractions at historic sites as New Hope. Lambertville's tourist attraction is focused more on shopping and dining. However, Lambertville does have a few historic sites that are interpreted for the public. The Delaware and Raritan Canal State Park is an important historic resource, and the State Park Commission is working to create better signage along the canal to inform park users. Also, the Park Commission offers guided canal tours twice a month. The Lambertville Historical Society operates the James Marshall House Museum, and often has themed exhibits in the museum. The Historical Society also developed a self-guided walking tour focused on the historic architecture of the town, and an annual house tour. The Holcombe-Jimison Farm is another historic site in Lambertville that is open to the public. The Howell Living Farm, located south of Lambertville, offers tours of a historic working farm. Over time, Lambertville could choose to develop other historic sites, such as a historic mill tour or regular scenic railroad trip. However, Lambertville may also limit tourism in the town by choosing not to develop more tourist attractions.

However, it is difficult to judge if tourists really learn about heritage when they visit New Hope and Lambertville. First, with some of historic attractions, it is hard to gauge whether the primary purpose of the attraction is to educate the public, or entertain tourists. In New Hope, the New Hope-Ivyland Railroad, the mule barge rides, and the

ferry rides are all historic attractions. However, all of these companies are businesses that are trying to encourage tourism and promote a rich mix of attractions. On the other hand, the Parry Mansion and the Delaware and Lehigh Canal are valid sites that attempt to convey history through interpretation. Logically, sites administered by the federal and state government and non-profit advocacy groups are based on public education, whereas business-owned attractions' primary purpose is to attract tourists. In Lambertville, the major historic sites, the Delaware and Raritan Canal State Park, the Marshall House, and the Holcombe-Jimison Farm, are educational sites run by the New Jersey State Government and the Lambertville Historical Society.

There is also a question of whether tourists actually visit historic sites, and if site interpretations are conveying the entire history of the site. The majority of tourists to New Hope and Lambertville will only visit a historic site or attraction once, if at all, and many tourists in New Hope and Lambertville are repeat visitors. Also, as with all communities that have a rich past, the factual history can be distorted. Tourists enjoy hearing interesting facts and anecdotes, and there are a lot of stories passed down through the generations. However, not all of these stories are accurate, and they can give the tourist a false sense of history. The earlier histories of each town tend to be more anecdotal, and the recent history more based in fact. For example, the reality of the character of each town during the industrial age is sanitized and idealized. Also, some of the literature about New Hope and Lambertville has small discrepancies, such as dates of early development. The National Register applications for both New Hope and Lambertville seem to have the most complete and factual history. Unfortunately, there is no entity to supervise the content of tourism literature and tours in either town.

Cultural tourism is a threat to the cultural identity of New Hope and Lambertville, as well as each community's ability to convey its heritage, when it leads to the alteration of the built and natural environment. There is the danger that overzealous or poorly managed historic preservation policies may cause a town to be restored to one former time period, and a building may be transformed into an idealized version of itself that never existed. For example, later additions might be removed from a building to restore it to its original form from the colonial time period. Fortunately, both New Hope and Lambertville have a variety of architectural forms and styles that comprise their built environment, and the composition of many of these structures has evolved over time. The New Hope Planning Commission specifically states in its Comprehensive Plan that historic preservation in New Hope is not meant to return the town to one specific time period. The changes and additions made to the built environment in New Hope should reflect the fact that New Hope is a vital and evolving town. Lambertville has a larger historic residential building stock, and much of the original architecture is unchanged and intact. As more wealthy people relocate to Lambertville, individual property owners may restore their buildings to a pristine condition. As well as the built environment, natural and historic landscapes are defining features of both New Hope and Lambertville. New development on open space threatens the character of a community. Also, both towns possess large tracts of land that were once factory and mill complexes. The redevelopment of such properties, especially if executed in an inauthentic, idealized manner, may present an image of history that never existed.

Modifications to buildings may also change the character of the built environment. Many structures in New Hope have been altered for different purposes and

time periods. For example, one structure has vinyl siding encompassing the entire building. New businesses still modify their buildings to attract tourists, not residents. Sometimes these changes can lead to a disconnection between the residents of the community and the built environment. However, most of commercial properties in New Hope have been commercial properties for decades, and the alterations and modifications have become part of their character. Lambertville's downtown has a much more authentic, historical building stock which is only now being changed and modernized. It is important for Lambertville to carefully manage redevelopment in order to preserve the character of its built environment, an important feature of its cultural identity. Each town's Zoning Ordinance regulates alterations, additions, and new development. Also, each community's Design Guidelines outline measures to ensure appropriate construction in keeping with the character of the district.



**Figure 14-Bed and Breakfast-Good preservation and adaptive use in New Hope**

## **Cultural Tourism and Economic Viability**

Cultural tourism has been an important factor in the economic life of both New Hope and Lambertville. The economy of each town depends almost solely on tourism. Business fluctuates depending on season, weather, and day of the week. New Hope and Lambertville often have year-round tourism business, although the winter after Christmas is the slowest time. The economies of the two towns are intrinsically linked, and visitors who visit one town often visit the other. The temporary closing of the New Hope-Lambertville Free Bridge in the spring of 2004 was a serious detriment to tourism in both towns.

In New Hope, the tourism industry provides the majority of jobs and revenue for the community. The majority of businesses in New Hope are tourism-related. Although New Hope's 1997 Comprehensive Plan suggested that residents were worried about the lack of diversity in the town's economy, the character of the economy has not changed. Today, the dependence on tourism is still a chief concern of New Hope's merchants and residents. However, tourism has supported New Hope's economy for over fifty years. Location is an important aspect of attracting new businesses, and New Hope's downtown is considered one of the prime locations in the area. There are rarely any vacancies in the downtown, properties sell quickly, and new businesses are continually moving into the downtown. Restaurants and bars do the strongest business, as well as bed-and-breakfast inns.





**Figure 15-Bed and Breakfast-tourism-based adaptive re-use in Lambertville**

Lambertville is not as dependent on the tourism industry as New Hope is, although tourism was an integral force in the revitalization of Lambertville's downtown. However, tourism plays an important role in Lambertville's economy, and the town is gaining more and more tourism-oriented businesses. Tourists can choose from a large selection of upscale restaurants and quaint bed-and-breakfast inns.

Both cities gain tax revenue from a healthy tourism industry, and tourism also provides an economic rationale for investing in historic properties in the two towns. Both the local government and private individuals support historic preservation because the historic character of each town is one of the main attractions for tourists. The support stimulated by tourism helps groups like the Friends of the Delaware Canal, the Heritage Conservancy, the New Hope Historical Society, and the Lambertville Historical Society to raise more money for preservation projects from both public and private sources. Also, cultural tourism encourages private investment in historic properties. In both New

Hope and Lambertville, development company George Michael, Inc. has rehabilitated a variety of historic properties. One of the most recent and major projects is the Union Square Development in New Hope. Lambertville Station Restaurant, a train station



**Figure 16-Union Square Development-Adaptive re-use project by George Michael Inc. preserved some older buildings but demolished most.**

rehabilitated by Dan Whitaker and opened as a restaurant in 1980, was one of the first major rehabilitation projects in Lambertville. Rehabilitation projects on income-producing historic buildings within the National Register Historic Districts are eligible for federal and state tax credits, and these tax credits provide a considerable incentive for private investment.

Adaptive re-use projects are the most common investments in historic properties in New Hope and Lambertville. Both the government and private investors like George Michael are able to utilize the historic charm of an older building, but also upgrade the buildings for a more modern use. There are numerous examples of adaptive re-use



**Figure 17-Laceworks in Lambertville-adaptive re-use project that now houses retail and services**

projects in New Hope throughout the last century. One of the most notable adaptive re-use projects is the Bucks County Playhouse, a gristmill converted into a theater in the 1930s. Also, the New Hope Historical Society recently converted the Parry Barn into an art gallery. Some of the residential historic properties in New Hope have been converted into small inns. Also, large mill complexes have found various new uses, such as a condominium development. There are also many adaptive re-use projects in Lambertville, such as the Lambertville House. An old industrial building called the Laceworks is now retail space. Also in Lambertville, abandoned mills and factories have been converted into a variety of uses, such as antique galleries.

Nonetheless, some adaptive re-use projects have had a negative impact on New Hope and Lambertville as well. The built environment of the town is affected by poorly designed additions or alterations, incompatible re-use projects, demolitions, and incompatible new construction. New Hope has had a preservation ordinance to protect

historic properties and ensure proper planning since 1970, and Lambertville just established a preservation ordinance in 2002. Historic Architectural Review Boards and design guidelines in both communities help guide rehabilitations and alterations. In the past, both cities have witnessed poorly designed construction projects that mar the physical character of the town.



**Figure 18-Logan Inn in New Hope-Tent additions on the front of building detract from its historic appearance**

There are several examples of inappropriate additions in New Hope and Lambertville. For example, the Logan Inn in New Hope added this porch to the front of the Inn in the last two years. There are several examples of inappropriate alteration in New Hope. However, most of these buildings were converted before the preservation ordinance was passed, and there is justification or incentive to restore these buildings to a former time. Lambertville's buildings are far more intact due to the town's lagging economy during the mid-twentieth century. Since most of the rehabilitation projects are

recent, individuals have better knowledge of historic preservation and sensitive planning, and more government policy controls new construction.

Large numbers of tourists, attracted by the revitalization of the community, create additional stress on historic properties in both New Hope and Lambertville. Traffic in New Hope wears down roads and the Delaware Canal towpath. Crowds visiting restaurants situated in historic buildings wear down the physical fabric of the building. Pollution from automobile traffic erodes historic buildings and structures, as well as damages the natural environment. Garbage from tourists also pollutes the town. Parking problems are another side effect of high numbers of tourists. Residents are concerned about the stress on their environment from large numbers of tourists.



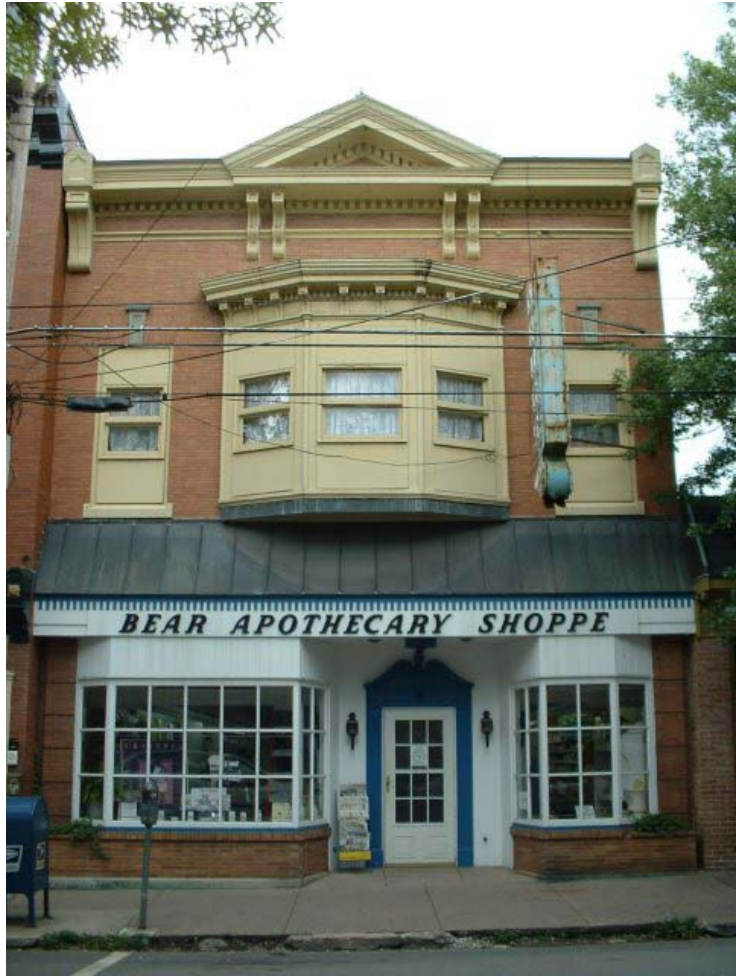
**Figure 19-Starbucks Coffee located in the old Solebury Bank on Bridge Street in New Hope**

## **Cultural Tourism and Quality of Life**

There are several ways in which tourism impacts the quality of life of residents in New Hope and Lambertville. The three main issues that affect the residents are the types of services offered, rising property prices, and overcrowding. In New Hope, there is often conflict between the residents and visitors, who prefer different qualities of the community. Residents would like businesses that serve basic needs, such as a grocery store or a drug store, as well as community organizations like schools and churches. New Hope's historic downtown only offers tourism-oriented services, and therefore, the residents hardly use the downtown. All of the resident-oriented services in New Hope are located on the border of the borough in large shopping centers. Residents usually drive to these stores. Although there are a couple of older businesses left on New Hope's Main Street, such as the bar John and Peters, many businesses that used to serve the community have been replaced by businesses that serve tourists or by national chains, such as Starbucks Coffee. Residents can't afford to buy goods at specialty stores located on Main Street, and instead, must travel in the car for their basic needs. One of the New Hope Comprehensive Plan's specific goals is to "strengthen the local market by providing for uses that service the needs of local residents and businesses." The New Hope Planning Commission obviously recognizes the importance of the problem, but it appears that the composition of businesses in the downtown has not changed significantly in the past seven years.

The Lambertville Central Business District is also slowly losing resident-related services and gaining tourist-oriented businesses. However, Lambertville's downtown has not been monopolized by tourist businesses to the extent of New Hope's downtown.

Although more and more upscale home-décor boutiques and restaurants are locating on Bridge and Union Streets, Lambertville still retains its much of its community character and services. Main Street in Lambertville carries some of the resident-oriented services, such as a laundromat and a small grocery. There is also a small drugstore downtown on Union Street. However, the larger CVS drugstore is located on the



**Figure 20-Drug store in Lambertville on N. Union Street**

outskirts of town, and there is no large supermarket in Lambertville. Most residents in Lambertville drive to same grocery as New Hope residents. The residents are forced to use their cars to reach basic services. Residents of Lambertville can not afford the upscale boutiques and restaurants that are easily accessible on foot in the Central Business District. Lambertville's Master Plan does not emphasize any problems with tourists, which suggests that there is not as big a lack of resident-oriented services in Lambertville as there is in New Hope.

A much larger problem in Lambertville is gentrification. Property prices have been high in New Hope throughout the course of the last century. However, prices in Lambertville are only now beginning to rise as wealthy individuals buy weekend retreats



**Figure 21-A new store in Lambertville on Bridge Street**

and upscale shops move into the Central Business District. Lambertville is advertised as a great community in which to live in New York papers and magazines. Although the city of Lambertville has not done a study to see if gentrification is occurring, older residents of the town perceive the rising costs.<sup>169</sup> Several merchants have been forced to move as absentee landlords raise the rents on commercial buildings.

Large numbers of tourists using the historic downtowns of New Hope and Lambertville is another impact of tourism that negatively affects the residents' quality of life. A high volume of visitors affects New Hope more than Lambertville, although the

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<sup>169</sup> I discovered this through conducting surveys with merchants and residents of Lambertville.



numbers of tourists in Lambertville are slowly increasing. The pedestrian traffic is so bad in New Hope that people walk in the street and residents avoid the downtown as much as possible on weekends. When residents do use the downtown, they often use back routes to travel. Lambertville has wider sidewalks and streets, and is able to accommodate tourist crowds more easily. Also, there are not bars and restaurants in Lambertville set directly on the sidewalk as there are in New Hope. Lambertville also has many more streets and back routes that the residents can use to avoid crowds. The pedestrian section of the New Hope-Lambertville Free Bridge was just widened to alleviate congestion along the Free Bridge. Automobile traffic can also be a large problem in New Hope, and traffic moves very slowly or not at all along New Hope's Main Street. Heavy traffic on the Free Bridge affects not only New Hope, but Lambertville as well.

The overcrowding of the historic downtown alienates residents from their own town, and severs the connection that residents feel toward the built environment. Residents do not want to socialize in the center of town, and this contributes to a loss of a sense of community. Although New Hope residents do not use their downtown during high traffic times, the residents of Lambertville are better able to congregate and socialize with other residents without the stress of crowds. New Hope has been a tourist destination for so long, perhaps residents don't miss the loss of the downtown as a social center. However, in Lambertville where the downtown can still function as a meeting place, the residents must be careful to manage tourism in a way that preserves their sense of community.

Protective legislation, strong policy and good management are the most important ways to protect the cultural identity and quality of life of a community while developing the economy through tourism. Legislation gives the federal, state, and local governments the power to protect natural, cultural, and historic resources and control development. Legislation also provides the basis for preservation policy. Federal, state, and local agencies develop policy based on existing or recommended legislation. Policy provides the vision for an agency or community, identifies important issues and problems, and suggests strategies. Good management is necessary to enforce laws and regulations and to further the goals set forth in policy.

### **Legislation and Policy Effectiveness**

Legislation and policy on the federal, state, and local level affect historic preservation and cultural tourism in New Hope and Lambertville. Strong protective legislation and good preservation policy are important tools to protect each community's cultural resources and guide development. On the federal level, the National Historic Preservation Act (NHPA) establishes the basis for state and local historic preservation law. The Section 106 review of the NHPA is the aspect of the NHPA that affects New Hope and Lambertville the most. Under Section 106, all projects that are funded by the federal government must be reviewed by the State Historic Preservation Office of the state the project affects. In the case of New Hope and Lambertville, federal and state funds were used for the renovation and repair of the New Hope-Lambertville Free Bridge in 2004. Both state governments were also involved with the project. Both the Pennsylvania Bureau for Historic Preservation and the New Jersey Historic Preservation Office reviewed the bridge project. The project also involved the Department of

Transportation, the TEA-21, and the Delaware River Joint Toll Bridge Commission, which manages the Free Bridge. Although both states reviewed the proposed bridge project, there was still concern that the project might negatively affect historic resources in each town. For example, there were concerns that the bridge project might potentially change the character of the 1904 bridge, or damage archaeological resources on the banks of the Delaware River. During construction, the most major impact of the bridge project was its negative effect on the economy of both towns. This project demonstrates how the actions of the federal and state government can affect small municipalities.

Federal and state policy concerning the Delaware and Lehigh Canal National Heritage Corridor and State Heritage Park also affects New Hope. Policy in the Management Action Plan for the Delaware Canal identifies goals for the park and suggests strategies. The specific actions of the Management Action Plan are coordinated with efforts by state and local government and local non-profit organizations, and businesses, and many goals have or are in the process of being realized. Lock 11 in New Hope is currently undergoing restoration. Redevelopment of the Union Camp complex, a goal for enriching the park, has been completed and is now the Union Square shopping complex. The policy of the Delaware and Lehigh Canal National Heritage Area and State Heritage Park is strong and focused, and has been an effective tool in protecting natural and historic resources, promoting cultural tourism, coordinating the efforts of various government agencies and non-profit organizations, and improving the municipality of New Hope in general.

Similarly, the policy of the Delaware and Raritan Canal State Park plays an important role in historic preservation and cultural tourism in Lambertville. The

Development Plan for the Delaware and Raritan Canal also relies on the coordination of efforts between county and local governments, non-profit organizations, and businesses and corporations. Many of the Development Plan goals specifically affect historic preservation and cultural tourism in Lambertville. One specific goal of the Development Plan is to restore the lock and outlook in Lambertville. Also, plans for increased parking, additional interpretive signs, and linkages to other historic sites along the canal also affect the City of Lambertville. Although the Development Plan has only been in existence since 2003, the Delaware and Raritan Canal Commission realized almost all of the goals of their 1977 Master Plan. The policy and actions of the Canal Commission are important for protecting historic resources and promoting cultural tourism in Lambertville.

Although federal and state legislation and policy affects New Hope and Lambertville, local regulations and policies are the most effective way for each community to protect historic resources and manage cultural tourism. New Hope has legislation to guide zoning and land use. However, it is the Historic District Ordinance that is the most important for managing new construction and retaining the character of the town. New Hope created legislation to protect historic resources in 1970. Although the 1970 Historic District Ordinance established a Historic Architecture Review Board (HARB), New Hope Borough passed another ordinance in 2004 that clearly states the power, duties, and review process of the HARB. The new Ordinance was passed due to community concerns that the former ordinance did not consistently protect historic buildings. However, the HARB in New Hope only advises the City Council on the granting of a Certificate of Appropriateness for additions, alterations, demolitions, and

new construction. There is some question as to the effectiveness of the HARB. For example, the community had concerns over the development of the Union Camp complex. Although a couple of historic factory buildings were rehabilitated, the new development also caused the demolition of several buildings and the erection of new buildings. However, the HARB has also been successful in assisting with historic rehabilitations. For example, the Diana Michaels store project on Main Street was approved by the HARB. This rehabilitation of this building follows design guidelines such as compatible scale, openings, materials, and colors. The new ordinance appears to have strengthened the role of the HARB, and several proposed projects that were recently reviewed by the HARB were rejected.

The New Hope Comprehensive Plan sets forth a clear vision and important goals consistent with the borough's zoning and subdivision and land use ordinances. The Comprehensive Plan supports stronger regulation of the historic preservation ordinance, and the town has made strides to strengthen regulation through the establishment of the new HARB ordinance. Yet flexible land use regulations are another important issue discussed briefly in the comprehensive plan that may negatively impact historic preservation. More relaxed regulations can be helpful in promoting new development, but may also harm the integrity of the built environment and the landscape of the town. Finally, although the comprehensive plan addresses the needs of the residents, there is also support for new development to attract more tourists in a town that is already consumed by tourism.

The conflicting goals of the comprehensive plan reflect the conflicting views within the community. There are many business owners in New Hope who promote

tourism for its economic benefits, but also many residents who resent the intrusion of tourism on their daily life. At this point, the community believes business interests are a stronger force than the government. The New Hope government may not have the tools and financial strength to carry out preservation policy, although the planning board is very competent.

Lambertville established local historic preservation policy in 2002 through the enactment of Ordinances 2004-12, 2004-13, and 2004-14. Even without preservation policy, the residents and business owners in Lambertville were conscious of protecting the city's historic resources. The new local historic district protects the central business district, but not the majority of residential properties in the city. Lambertville preservation policy also established a Historic Commission, much like New Hope's Historic Architecture Review Board. Because the property owners in New Hope are so conscious of historic preservation, there have been no instances of incompatible construction in the Central Business District. The Historic Commission mostly assists property owners in restorations. However, only a very small portion of Lambertville is designated as a historic district. Therefore, the Historic Preservation Ordinance does not apply to most of the residential and industrial properties in the city, many of which do not have the intact historical resources of the Central Business District. The majority of the incompatible additions, alterations, demolitions, and new construction in Lambertville has occurred within these areas. In the Historic Preservation Master Plan Element, the Lambertville Planning Board stated that the city was not interested in designating these areas as historic districts.

There does not appear to be as large a conflict between the business community and the residents in Lambertville as there is in New Hope. Revitalization in Lambertville has occurred during a trend in the nation when historic preservation and sensitive planning are key issues. The Lambertville Master Plan Element encourages heritage tourism only if the integrity and character of the city is protected. The integrity of the historic resources and the smaller tourist presence has allowed Lambertville to develop the historic downtown in a sensitive manner. Lambertville has a variety of factory and mill complexes that are less historic and suitable to adaptive re-use projects. Also, because the historic district zoning does not encompass much of the city, there is more opportunity for development and new construction outside the historic Central Business District. Therefore, there is less inappropriate use of the downtown's historic buildings. Both the business owners and the residents of Lambertville are aware of the value of protecting the character of the downtown.

### **Management**

Preservation policy establishes the legislative basis for preservation, but management is also an important factor in both preservation and cultural tourism. The local government plays the most integral role in management. In New Hope, the Borough Council, Planning Commission, Zoning Board, and the HARB are the agencies that create and enforce policy . Therefore, the policies are only as strong as the management. All of the members of these agencies are volunteer members. The community has concerns that the Borough Council does not consistently enforce zoning land use regulations. The New Hope Comprehensive Plan also addresses the lack of consistency in terms of enforcement of regulations. Although the HARB was created to

make recommendations to the Borough Council on proposed projects to preserve the character and integrity of the historic downtown, it is ultimately the decision of the Borough Council to grant or deny a Certificate of Appropriateness for a project. The Borough Council needs to be held accountable for projects that undermine the historic integrity of the community. It is the actions of the local government that decide the future of historic preservation and cultural tourism in New Hope.

Lambertville's local government also plays a key role in the management of historic preservation and cultural tourism. Like New Hope, the City Council, Planning Board, and Historic Commission administer preservation policy. The members of these agencies are also volunteer members. The strength of the Historic Commission has not been tested because there have been no projects that conflict with the historic character of the Central Business District since the establishment of the Historic Commission.

The canal parks in both New Hope and Lambertville also affect management in the communities. The national and Pennsylvania state government also play a role in the management of preservation and cultural tourism in New Hope through the Delaware and Lehigh Canal National Corridor and State Heritage Park. The park's management action plan supports local government and non-profit organizations in the management of the Canal's resources in New Hope. However, both the state and national government management encompasses a broad region, and there is less focus on New Hope specifically. There is no locally based management on the part of the state or national government. Much like the Delaware and Lehigh Canal State Park in Pennsylvania, the Delaware and Raritan Canal State Park Commission supports the local government and non-profit organizations that manage the Delaware and Lehigh Canal in Lambertville.



Although some of the goals relate specifically to the section of the canal park that runs through Lambertville, the focus of the plan is regional and there is no local management. However, the goals and strategies of each park are focused and strong, and provide leadership to both communities.

Both the national and state governments rely on local government and non-profit organizations to realize local preservation goals for the Delaware and Lehigh Canal Park in Pennsylvania and the Delaware and Raritan Canal Park in New Jersey. The Friends of the Delaware Canal and the Heritage Conservancy are strong organizations that help manage preservation and cultural tourism in New Hope. Both organizations educate the public and raise funds. The Friends of the Delaware Canal furthers state goals related to the canal. The Heritage Conservancy assists the entire community with preservation projects. Non-profit support in Lambertville is less developed, but groups such as the Canal Society of New Jersey offer financial support to the canal park. Both the New Hope and Lambertville Historical Societies are also involved in preservation projects related to the canals and throughout each community.

In New Hope, cultural tourism is managed by the local government and the New Hope Visitors Center, as well as the New Hope Chamber of Commerce and Independent Merchants. The New Hope Visitors Center is an information center for visitors to New Hope. The Chamber of Commerce has brochures and a website that encourages tourism and offers services for visiting tourists. Independent Merchants actively advertises the town's businesses, including historic tourist attractions, and seeks to attract larger numbers of tourists. Both the Chamber of Commerce and Independent Merchants sponsor events such as the New Hope Arts and Crafts Festival that attract large numbers

of tourists. The Bucks County Convention and Visitors Bureau markets tourism for the region as a whole and their publications include New Hope as a major destination. In Lambertville, the Chamber of Commerce is the sole group that promotes tourism in the city. Like the New Hope Chamber of Commerce, the Lambertville Chamber of Commerce advertises the town's historical resources and businesses through brochures and a website. The Lambertville Chamber of Commerce also sponsors festivals in the city. The New Jersey state-supported Skylands Tourism Council does not seem to be an effective tourism organization, but New Jersey Skylands, Inc. publishes an area guide and runs a website.

Private businesses and individuals are important factors in the management of both preservation and tourism. Private businesses have the money and power to control development in New Hope. Developers are responsible for much of the growth and rehabilitation of the town. Developers and business owners have also guided revitalization in Lambertville. Private efforts to promote tourism also seem more organized and effective than the local government's efforts. Independent Merchants was organized to better promote New Hope as a place to visit, and the group's efforts have been successful. The Lambertville Chamber of Commerce seems to lead tourism promotion in Lambertville. Therefore, it is important that the goals of the private sector are consistent with the goals of the local government.

## **VI. Chapter Six-Conclusion**

New Hope and Lambertville are two small towns struggling to balance historic preservation and cultural tourism. Despite similarities between the two communities, each community has an independent and distinct heritage. As a result, each community has developed a somewhat different approach to managing historic preservation and cultural tourism.

New Hope has been a tourist destination for the majority of the twentieth century, and tourism has become a part of New Hope's heritage. Although New Hope's original historic built environment was altered, the existing built environment accurately reflects the evolution of the town and the presence of tourism. It would not be appropriate for New Hope to dismiss its more recent history, and return historic resources to their original form. The modifications made to New Hope's built environment reflect the vitality of the town and creates a connection between the present and the past.

In contrast, Lambertville is a community whose cultural identity developed independently of the tourism in New Hope. Lambertville is only now becoming a tourist destination. The advent of tourism has had a positive effect on Lambertville's economy, but it has not yet overshadowed the community living in Lambertville. Accordingly, Lambertville's architecture reflects its residential community and the vestiges of its former industry. The cohesiveness of the built environment in Lambertville's Central Business District also creates a connection between the present and the past.

Neither New Hope nor Lambertville are frozen in time and preserved to an ideal era. Instead, the built environment and cultural landscapes of each town create a sense of continuity and change that is essential for a vital community. Cultural tourism has played

an integral role in keeping heritage alive in both New Hope and Lambertville, even though it also has the potential to threaten the heritage of each community.

Cultural tourism has the ability to unite the past and the present for the future, thus establishing a sense of continuity, a sense of understanding, and a sense of belonging. The most important function of cultural tourism is to foster the exchange of culture in order for individuals to gain knowledge and a deeper understanding of the world as a whole. The built environment and cultural landscapes are often a reflection of cultural identity and are an important mode of exchanging culture. An individual's visual perception is one of the most common ways that a person assimilates information. Therefore, tourists are able to learn about the culture of a community through seeing and experiencing the character of the built environment and cultural landscapes.

Cultural tourism is also an economic tool. Cultural tourism combines economic marketing with the protection and promotion of cultural resources. Cultural tourism may be a valuable way of gaining economic support for historic preservation. However, a community's culture can be marginalized or destroyed if economic factors are the force behind the development of heritage. The historic character of a place such as New Hope or Lambertville may just become the backdrop for a shopping expedition. It is important that cultural tourism promotes heritage in a way that educates the public and fosters the exchange of culture.

Cultural tourism is an industry that actively changes and grows. Therefore, it may be difficult for local communities to fully understand and appropriately manage cultural tourism. Cultural tourism can affect many qualities of a community, in both negative and positive ways. Some of these qualities are tangible, such as a resident's quality of life

and physical stress on historic buildings. Other qualities are harder to quantify, such as a community's cultural identity and a resident's experience of place. It is important that various stakeholders in a community work together to ensure that cultural tourism is a positive force in the community, and that significant cultural and historical resources are adequately protected. In New Hope, the borough government must work with non-profit organizations such as the Friends of the Delaware Canal and the New Hope Historical Society, as well as the New Hope Chamber of Commerce, Independent Merchants, and private developers to preserve the character of New Hope. Similarly, the Lambertville city government must coordinate efforts with the Lambertville Historical Society, the Lambertville Chamber of Commerce, and private developers.

As discussed in this paper on the micro-level, there are several strategies to develop and manage cultural tourism in a way that makes certain its positive effects are maximized and its negative effects are minimized. Policies and management strategies are most effective when they are customized to suit the unique qualities of a particular community. However, there are general strategies that can apply to cultural tourism on a regional, national, and even international scale.

Professionals need to be made aware of the increasingly considerable impact cultural tourism has on both the tourism industry as well as in the field of historic preservation. In the United States, awareness of cultural tourism has been growing gradually over the last fifteen years. Community leaders seeking economic growth first recognized the potential benefits of cultural tourism. As the cultural tourism industry develops, many professionals have begun to recognize the importance of understanding cultural tourism's complex nature and controlling its effects. Although awareness about

cultural tourism is slowly growing, it is important for professionals to continue studying cultural tourism and its effects, as well as to educate the public about cultural tourism. Public workshops, educational publications, and training seminars are all tools that are useful in educating both professionals and the public about cultural tourism. On-going research and education is an important key for appropriate planning and successful management of cultural tourism in the future. Local governments must be aware of cultural tourism and attempt to manage cultural tourism through carefully developed management plans. The federal government has begun to examine the potential of cultural tourism. However, the state can take a leading role in developing cultural tourism policy to guide heritage development and the promotion of tourism throughout the state. Pennsylvania is a leading state in developing cultural tourism policy. New Jersey's government needs to further develop cultural tourism.

Communication and cooperation between the tourism industry and historic preservation is the next essential element in the successful management of cultural tourism. Open communication between tourism and historic preservation professionals promotes a greater understanding of each party's objectives, and is key in merging these sometimes conflicting objectives into one common agenda. It is also necessary for governments, advocacy groups, private businesses, and community leaders to continue to cooperate and coordinate their individual efforts of promoting cultural tourism and historic preservation. An effective way to bring together all the relevant parties is to form a commission with representatives from a variety of backgrounds. This forum may open dialogue between the local community, the tourism industry, and historic preservation professionals, and stimulate innovative planning that promotes mutually beneficial goals.

If individuals from all relevant parties work together, there is a greater chance to achieve both long-term sustainability for the cultural tourism industry and ensure the protection of valuable cultural and historical resources. The federal government is already promoting communication between tourism and historic preservation professionals. States need to do a better job at merging their tourism industries with historic preservation programs. However, Pennsylvania's publication *Heritage Tourism Development* is a first step for the Commonwealth.<sup>170</sup>

Effective policy is another important tool for successfully managing cultural tourism. Collaboration between different parties is necessary not only for building a common agenda, but also for promoting this agenda. One way to do this is for individuals representing a variety of groups to work on developing policy that encompasses both economic and historic preservation objectives. States should develop an over-arching cultural tourism policy that local governments can consult and alter to fit their individual needs. Also, states within a region should work together in developing complimentary policies that promote similar cultural tourism goals for the region. At the local level, municipal governments should work with county government, advocacy groups, local business interests, and neighboring municipalities to develop cultural tourism policy. Local policy should reflect the broader goals of state and regional policy, but also lay out more specific guidelines for cultural tourism development. Within this policy, the interests of both tourism and historic preservation must be protected and promoted. In order for local policy to be effective, goals, guidelines, and restrictions must be outlined in a strong and clear language. Community members should be able to

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<sup>170</sup> Pennsylvania Heritage Tourism Oversight Committee and Project Task Force, *Heritage Tourism Development: A Policy Framework for Pennsylvania*, (Harrisburg: Governor's Council for Tourism, 2003).

understand and use the policy easily. Also, because the nature of cultural tourism is dynamic and constantly changing, modifications to cultural tourism policy are necessary to maintain its effectiveness. However, a local community should not lose sight of their original cultural tourism and historic preservation objectives.

The most important factor in the successful development and management of cultural tourism is the level of involvement of local communities. All the members of a host community should receive benefits from the development of cultural tourism. In order to maximize these benefits, community members must play a significant role in managing cultural tourism. Community members are best able to decide what aspects of cultural tourism are positive contributions to their community, and what aspects may cause the most damage to the valued character of the community. Community leaders should collaborate with tourism and historic preservation professionals on the regional and state level, but ultimately, it is the responsibility of the local government to define the role of cultural tourism in its community and manage its future. As the International Cultural Tourism Charter states, local communities “should be involved in establishing goals, strategies, policies and protocols for the identification, conservation, management, presentation and interpretation of their heritage resources, cultural practices and contemporary cultural expressions, in the tourism context.” Local government can achieve these goals through the regulation of business, tourism, and preservation. Also, community leaders should encourage resident participation in cultural tourism development and management. Cultural tourism has a major impact on a resident’s quality of life, and residents should be aware of the community’s objectives and actions regarding cultural tourism. Public meetings and written bulletins keep the residents



informed about the future of cultural tourism in their community. Although it may be difficult to promote resident involvement, it is important to gain widespread public support for cultural tourism initiatives. Public support for cultural tourism is a crucial element of effective cultural tourism management and supports long-term sustainability. Residents in New Hope and Lambertville support historic preservation and cultural tourism, but they still need to be better informed about what the local government is doing to manage the impact of cultural tourism on historic preservation. Cultural tourism is, and will remain to be, an integral key to combining economic revitalization efforts with the protection and preservation of cultural resources.

## **VII. Recommendations**

There are several aspects of cultural tourism, heritage development, and historic preservation not addressed in this thesis that would be appropriate for future study.

These subjects include the following: specific cultural tourism policy in regions and states throughout the United States, international policy regarding cultural tourism, and an in-depth discussion of the definition of heritage and cultural tourism.

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