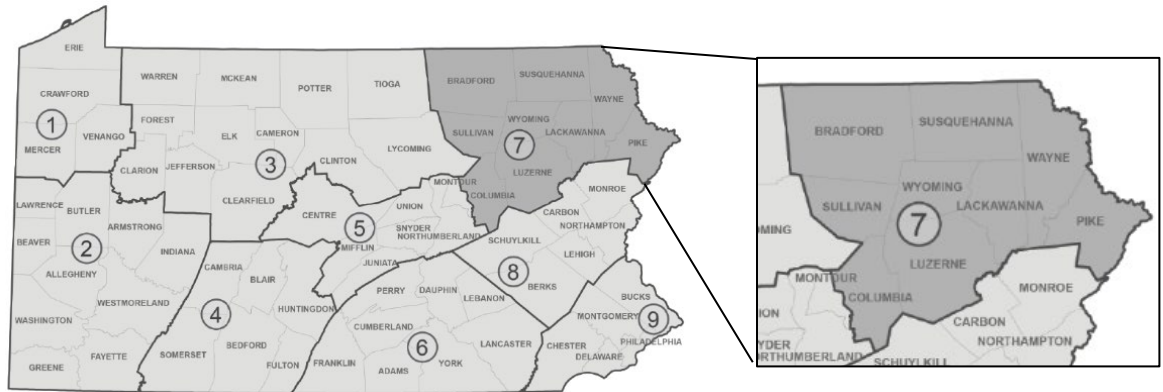




## Focus Area 7

Bradford  
Columbia  
Lackawanna  
Luzerne  
Pike  
Sullivan  
Susquehanna  
Wayne  
Wyoming



## Demographic Profile

### Key Findings and Conclusions

- There are 317 municipalities including 6 cities in the focus area: Carbondale, Scranton, Hazleton, Nanticoke, Pittston, and Wilkes-Barre.
- This region experienced only modest growth between 1960 and 2014, gaining approximately 63,000 people, an increase of 8% over the 1960 population.
- The majority of municipalities (231) have populations of less than 2,500.
- The region is aging rapidly, with the over 65 population increasing by 2% in just 6 years, for a proportion of 20.5% of the population.
- The region's 2021 population is predominantly White/Caucasian, with White Alone (Non-Hispanic or Latino) representing 84% of the region's total. Luzerne and Pike counties are the most racially and ethnically diverse in the focus area. Over 10% of each of these counties identifies as Hispanic or Latino. Luzerne County also has the highest Black population by total number.
- The distribution of non-white residents amongst the various types of municipalities in the region is not equal or in relation to the overall population trends. Non-white communities are overwhelmingly located in cities, especially Hazelton, Wilkes-Barre, and Scranton. Across cities, minority populations make up 37% of the total population.
- Poverty is an issue among municipalities in the focus area, however the prevalence is not evenly distributed. There is much higher poverty in cities at 21%.
- Homeownership rates are mixed throughout the region. Historically, most of the region's municipalities have had homeownership rates comparable to the statewide average. This trend has continued, though homeownership statewide has had a net decrease since 2000.

### Potential Implications for Historic and Cultural Resources

- Growth in traditionally rural townships is likely being fueled by new commercial and residential construction, which may impact open space, vistas, agricultural landscapes, villages, and archaeological resources.
- Higher numbers of ethnic groups other than those that are historically associated with the region may suggest that the established narratives of historical significance of communities and buildings may not carry the same meaning with these groups. It may also suggest that there are places that these groups consider significant and worthy of preservation that may not have been documented or considered previously.



- An aging population could have several implications for historic resources. The first is the impact of fixed incomes on the ability to maintain historic properties. Second is the mobility and access needs of individuals who wish to age-in-place and the changes that might necessitate to historic buildings and communities.
- The poverty rate is higher than the state average, particularly in cities and boroughs. This may present economic challenges to property maintenance, investment, and revitalization efforts.
- The relatively small size of the municipalities in the region may present challenges with matching funds, leadership and administrative capacity for preservation programs and projects.

**Current Population**

- The 2020 population of the 9-county region was 846,217, or 6.5% of the total population of Pennsylvania.
- There are 6 cities within the region, Carbondale, Scranton, Hazleton, Nanticoke, Pittston, and Wilkes-Barre. Carbondale and Scranton are in Lackawanna County, while the rest are in Luzerne County.
- Luzerne County, which contains Wilkes-Barre, has the highest population in the focus area, while Sullivan has the smallest, the 2<sup>nd</sup> lowest population in Pennsylvania. At 5,840, Sullivan County’s population is just 2% the size of Luzerne County.

*Total Population:*

|                 | Bradford      | Columbia      | Lackawanna     | Luzerne        | Pike          | Sullivan     | Susquehanna   | Wayne         | Wyoming       |
|-----------------|---------------|---------------|----------------|----------------|---------------|--------------|---------------|---------------|---------------|
| <b>City</b>     | n/a           | n/a           | 85,156         | 92,510         | n/a           | n/a          | n/a           | n/a           | n/a           |
| <b>Borough</b>  | 18,090        | 14,942        | 83,349         | 97,135         | 3,465         | 1,024        | 9,250         | 7,631         | 4,315         |
| <b>Township</b> | 41,877        | 49,785        | 47,391         | 135,949        | 55,070        | 4,816        | 29,184        | 43,524        | 21,754        |
| <b>TOTAL</b>    | <b>59,967</b> | <b>64,727</b> | <b>215,896</b> | <b>325,594</b> | <b>58,535</b> | <b>5,840</b> | <b>38,434</b> | <b>51,155</b> | <b>26,069</b> |

- Most of the focus area’s municipalities have small populations, with 278 (88%) having populations of 5,000 or less. Just 12 municipalities have populations over 10,000. In descending order these are Scranton, Wilkes-Barre, Hazleton, Dunmore, Kingston, Bloomsburg, Dingman, Hanover, Lehman, Nanticoke, Berwick, and Hazle.
- Scranton is the single largest municipality with a population of 76,328.

*Number of Municipalities by Population:*

|                | Focus Area 7 | Bradford  | Columbia  | Lackawanna | Luzerne   | Pike      | Sullivan  | Susquehanna | Wayne     | Wyoming   |
|----------------|--------------|-----------|-----------|------------|-----------|-----------|-----------|-------------|-----------|-----------|
| <2,500         | 231          | 47        | 29        | 22         | 33        | 4         | 13        | 39          | 22        | 22        |
| 2,500 to 4,999 | 47           | 2         | 1         | 6          | 26        | 4         | 0         | 1           | 6         | 1         |
| 5,000 to 9,999 | 27           | 2         | 1         | 10         | 11        | 3         | 0         | 0           | 0         | 0         |
| >10,000        | 12           | 0         | 2         | 2          | 6         | 2         | 0         | 0           | 0         | 0         |
| <b>TOTAL</b>   | <b>317</b>   | <b>51</b> | <b>33</b> | <b>40</b>  | <b>76</b> | <b>13</b> | <b>13</b> | <b>40</b>   | <b>28</b> | <b>23</b> |

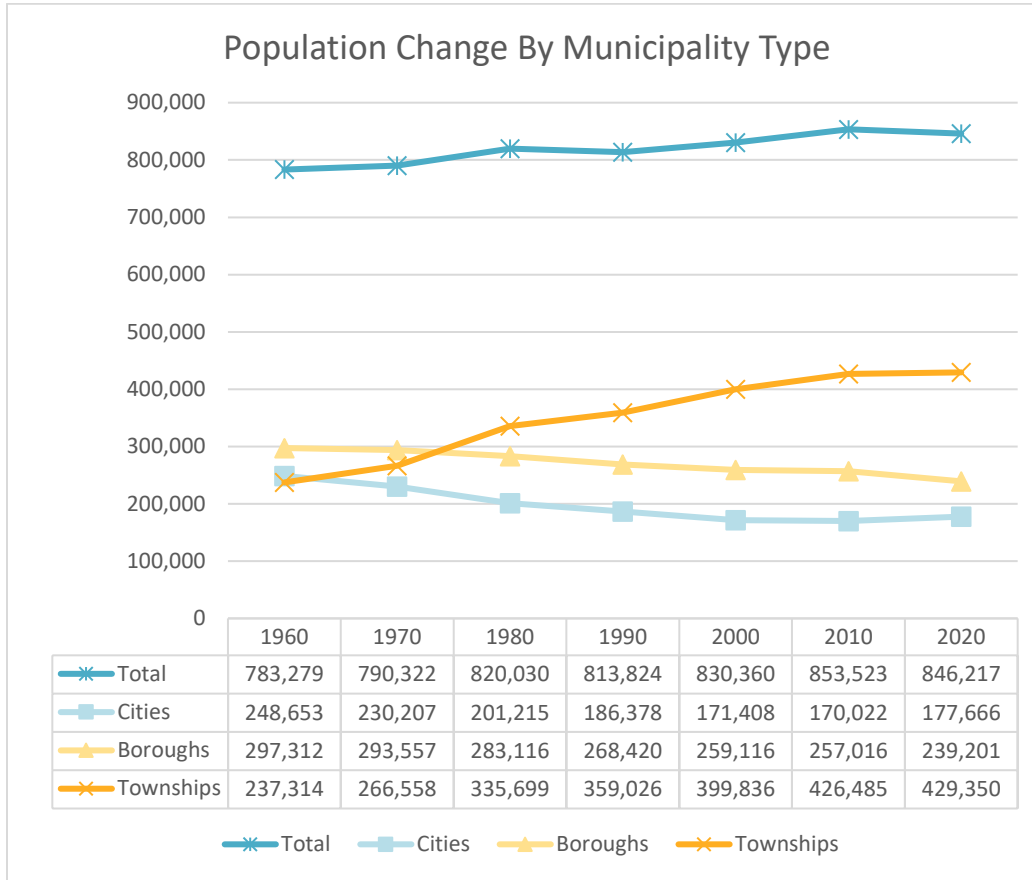
**Population Trends 1960-2020**

- The focus area’s population increased from 1960 to 2010, but slightly decreased between 2010 and 2020. This has led to a net growth of 62,938 from the 1960 population, an 8% net increase.
- Population in the focus area’s cities and boroughs shrank from 1960 to 2010, and have net decreased. Though borough populations continued to decrease between 2010 and 2020, the populations of cities increased slightly. Most



of this growth comes from Hazleton and Wilkes-Barre. Hazleton’s population increased by almost 5,000, and Wilkes-Barre’s population increased by almost 3,000.

- Townships, previously the smallest municipality type in the region, have grown dramatically since 1960, from 237,314 to 429,350, an increase of 81%. Though this growth has slowed, they are now the largest municipality type in the focus area.



### Homeownership

- Overall, the region’s homeownership rate (70.4%) is slightly higher than the statewide average (69.2%).
- However, this varies by municipality. The homeownership rate is lower in the focus area’s cities, having an average homeownership rate of 50%. It is higher in the boroughs at 65%, and much higher in the region’s townships, where it is 82%.
- Sullivan and Pike Counties have the highest homeownership rates at 85% and 83%, while Lackawanna County has the lowest at 65%. This is a wide range and demonstrates the different needs across the focus area despite a shared history.

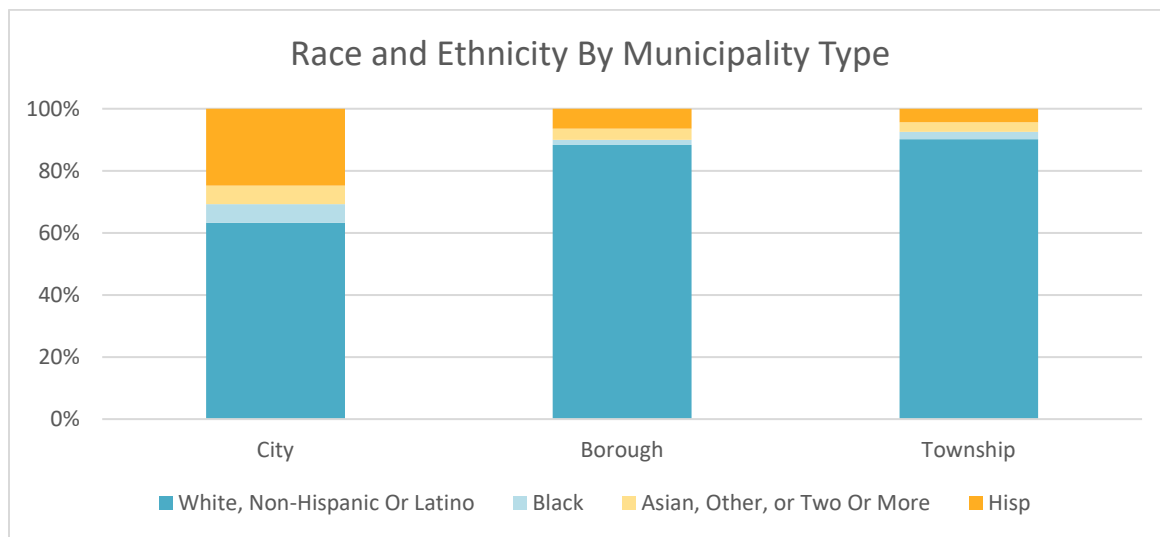
|                           | Focus Area 7 | Bradford | Columbia | Lackawanna | Luzerne | Pike  | Sullivan | Susquehanna | Wayne | Wyoming |
|---------------------------|--------------|----------|----------|------------|---------|-------|----------|-------------|-------|---------|
| <b>Homeownership Rate</b> | <b>70.4%</b> | 73.1%    | 70.3%    | 65.3%      | 67.6%   | 84.6% | 83.4%    | 78.5%       | 80.7% | 77.4%   |



**Race and Ethnicity**

- The focus area’s population is predominantly White/Caucasian, with White Alone (Non-Hispanic or Latino) representing 84% of the total. This is above the state average of 75% White Alone (Non-Hispanic or Latino).
- Luzerne and Pike counties are the most racially and ethnically diverse in the focus area. In both counties, White Alone (Non-Hispanic or Latino) made up 78.7% of the population. Over 10% of each of these counties identifies as Hispanic or Latino. Luzerne County also has the highest Black population by total number.
- Bradford and Susquehanna counties are the least diverse, both with over 95% White Alone (Non-Hispanic or Latino), under 1% Black Alone, and the lowest proportions of Hispanic and Latino residents.
- As is similar across Pennsylvania, cities in this focus area are much more diverse than boroughs and townships. Townships are the least diverse in the focus area.

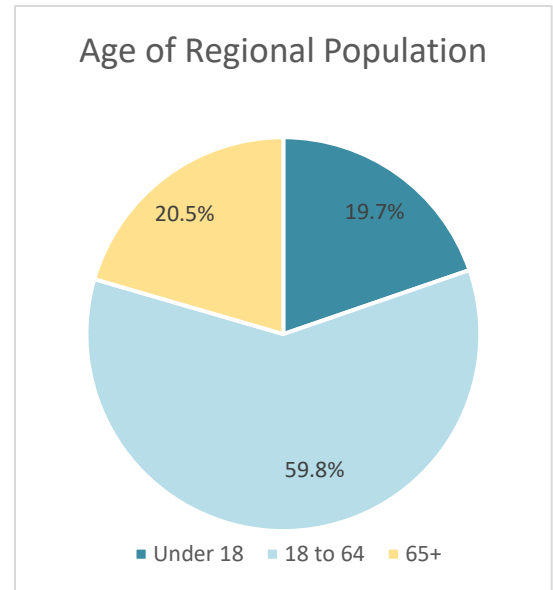
|  | Focus Area 7   | Bradford      | Columbia      | Lackawanna     | Luzerne        | Pike          | Sullivan     | Susquehanna   | Wayne         | Wyoming       |
|--|----------------|---------------|---------------|----------------|----------------|---------------|--------------|---------------|---------------|---------------|
| <i>White, Non-Hispanic Or Latino</i>     | <b>84.0%</b>   | 95.2%         | 92.4%         | 83.1%          | 78.7%          | 78.7%         | 92.8%        | 95.7%         | 89.2%         | 94.6%         |
| <i>Black</i>                             | <b>3.0%</b>    | 0.7%          | 1.6%          | 2.6%           | 3.9%           | 5.3%          | 3.4%         | 0.6%          | 3.0%          | 0.9%          |
| <i>Hispanic Or Latino</i>                | <b>3.4%</b>    | 1.5%          | 3.2%          | 8.6%           | 14.0%          | 11.6%         | 2.1%         | 1.8%          | 4.8%          | 2.1%          |
| <i>Asian, Other Race, or Two or More</i> | 3.8%           | 2.6%          | 2.9%          | 5.8%           | 3.4%           | 4.4%          | 1.8%         | 1.9%          | 2.9%          | 2.5%          |
| <b>TOTAL</b>                             | <b>846,217</b> | <b>59,967</b> | <b>64,727</b> | <b>215,896</b> | <b>325,594</b> | <b>58,535</b> | <b>5,840</b> | <b>38,434</b> | <b>51,155</b> | <b>26,069</b> |





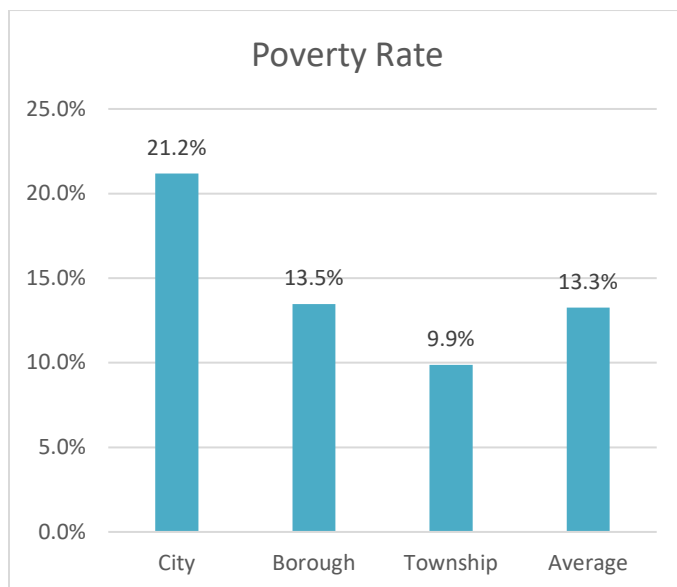
### Age

- As of 2021, 60% of the focus area’s population was between 18-65; 20% was under 18, and 20% was over 65. The statewide averages are Under 18 (20%), 18-64 (61%) and over 65 (18%), so this focus area matches Pennsylvania averages closely, though it has a slightly higher over 65 population.
- Cities within the focus area had a smaller percentage of residents over 65 (17%), and a higher proportion of residents under 18 (22%).
- Townships within the focus area skewed older, with a smaller proportion of residents under 18 (18%), and a higher proportion of residents over 65 (22%).
- The focus area’s population over 65 has grown from 18% of the population in 2014 to 20% in 2021. This follows trends in the statewide population over 65.
- The median age has been increasing since 2010 across all counties apart from Luzerne County, where it has stayed the same. Pike County has increased the most dramatically, from 41.9 to 48.6. All counties are above the statewide median age of 40.7.



### Poverty

- Poverty within this focus area (13.3%) is higher than the statewide average (11.8%). However, this poverty is not evenly distributed. Cities in the focus area have a high poverty rate of 21.2%, boroughs are comparable to the county average, while townships have a lower rate of 9.9%.
- Poverty rates also vary widely across the counties. Poverty is high in Columbia and Luzerne counties, both above 14%. Pike, Susquehanna, Wayne, and Wyoming counties are below the statewide average, Pike County being the lowest at 9.4%.





## Survey Results

The following findings and survey results are from PA SHPO’s unscientific online public survey developed to inform the 2024-2034 statewide plan. It was available to the public, partners, stakeholders, and others from September 2023 through May 2024.

### Key Findings

- Focus area respondents, when asked which of the following are the most important contributions that historic places make, selected most often that historic places protect Pennsylvania’s unique stories, and particularly that they help teach and remind us about the past.
- When asked what types of historic places should be prioritized, focus area respondents selected similar answers to statewide respondents, most often selecting cemeteries and historic archaeological sites.
- When asked which places are most threatened, focus area respondents most often selected local/regional history and culture, like statewide respondents. However, focus area respondents were much less likely to select places with underrepresented histories. They were much more likely to select cemeteries and burial places.
- Focus area respondents most often selected that changes in community demographics such a population loss and an aging population were threatening historic places. Statewide, the most often selected threat was development pressures. While still selected 48% of the time by focus area respondents, this was selected 65% of the time by statewide respondents.
- When asked about things that would assist historic preservation efforts in their region, 72% focus area respondents selected increasing public awareness, the most chosen response by focus area residents along with increased funding.
- Respondents were also asked about the most effective avenues for funding. Focus area respondents often selected funding history/preservation organizations and municipalities for construction projects, and grants to preserve specific places, similar to statewide respondents. Uniquely, focus area respondents were much more likely to select funding for municipalities to start historic preservation programs.
- Focus area respondents were less likely than statewide respondents to be aware of the state historic preservation office.

### Focus Area Highlights

For this section, comparisons were drawn between statewide responses to survey question in contrast to focus area responses. Cells below are highlighted to show which responses are over or underrepresented by the focus area’s respondents. In total, this region had 98 respondents out of the 2,238 statewide respondents.

*Legend:*

|   |
|---|
| Response rate 10%+ higher than statewide  |
| Response rate 3%-9% higher than statewide |
| Response rate within 2% of statewide      |
| Response rate 3%-9% lower than statewide  |
| Response rate 10%+ lower than statewide   |



| <b>Q5. Which of the following are the most important contributions you think historic places make to your community or region? Select up to 2.</b> | <b>Focus Area Responses</b> | <b>Statewide Responses</b> |
|--|-----------------------------|----------------------------|
| They help sustain my community through heritage tourism.   | 18%                         | 15%                        |
| They provide unique economic development opportunities.  | 13%                         | 12%                        |
| They help teach and remind us about the past.  | 49%                         | 40%                        |
| They protect Pennsylvania’s unique stories and heritage for future generations.  | 60%                         | 64%                        |
| They encourage sustainable, walkable, ‘green’ communities.   | 4%                          | 10%                        |
| They improve the beauty and quality of life of my community.   | 19%                         | 25%                        |
| They are a big part of our community/regional identity.  | 30%                         | 28%                        |
| Not sure / I haven't really thought about it before.   | 0%                          | 0%                         |
| None of these / I don’t think they make valuable contributions.  | 1%                          | 0%                         |
| Other (please specify)   | 2%                          | 3%                         |

| <b>Q6. Which of the following types of older and historic places would you prioritize for preservation in your community? Select up to 3.</b> | <b>Focus Area Responses</b> | <b>Statewide Responses</b> |
|---|-----------------------------|----------------------------|
| Cemeteries/burial places  | 40%                         | 35%                        |
| Pre-historic archaeological sites   | 17%                         | 18%                        |
| Historic archaeological sites   | 37%                         | 36%                        |
| Sacred spaces/religious properties  | 13%                         | 18%                        |
| Transportation infrastructure   | 11%                         | 7%                         |
| Residential neighborhoods   | 30%                         | 30%                        |
| Downtown commercial districts   | 29%                         | 31%                        |
| Public buildings  | 20%                         | 21%                        |
| Institutional buildings   | 6%                          | 6%                         |
| Educational buildings   | 9%                          | 7%                         |
| Agricultural properties   | 13%                         | 18%                        |
| Industrial areas  | 4%                          | 5%                         |
| Landscapes  | 19%                         | 27%                        |
| Recreational places   | 17%                         | 13%                        |
| None of these should be preserved   | 1%                          | 0%                         |
| Other (please specify)  | 10%                         | 9%                         |



| <b>Q7. What types of places do you think are most threatened in your community?<br/>Select no more than 3.</b>                | <b>Focus Area Responses</b> | <b>Statewide Responses</b> |
|---|-----------------------------|----------------------------|
| Places that reflect local/regional history and culture  | 51%                         | 43%                        |
| Buildings constructed from 1960 through the early 1980s   | 11%                         | 10%                        |
| Archaeological sites  | 10%                         | 14%                        |
| Places associated with underrepresented histories (for example, African American, LGBTQ+, specific ethnic/racial communities) | 10%                         | 24%                        |
| Recreational places (for example, amusement parks, swimming pools, etc.)  | 16%                         | 11%                        |
| Older industrial areas  | 10%                         | 15%                        |
| Traditional downtown shopping/commercial areas  | 30%                         | 33%                        |
| Residential areas built before 1950   | 21%                         | 24%                        |
| Planned suburban housing developments/neighborhoods built after 1950  | 2%                          | 2%                         |
| Religious buildings/sacred spaces   | 16%                         | 14%                        |
| Agricultural buildings/landscapes   | 26%                         | 27%                        |
| Unusual and/or landmark buildings   | 28%                         | 28%                        |
| Cemeteries/burial places  | 24%                         | 14%                        |
| Other (please specify)  | 4%                          | 6%                         |

| <b>Q8. Thinking about your response to the above question, what do you think is threatening those places? Select all that apply.</b> | <b>Focus Area Responses</b> | <b>Statewide Responses</b> |
|--|-----------------------------|----------------------------|
| Development pressures (rural, suburban, urban, etc.)   | 48%                         | 65%                        |
| Gentrification   | 13%                         | 19%                        |
| Changes in community demographics (aging populations, loss of population, etc.)  | 52%                         | 39%                        |
| Vacancy/disinvestment/deferred maintenance   | 47%                         | 50%                        |
| Lack of local protection/regulation  | 34%                         | 43%                        |
| Local zoning practices   | 18%                         | 24%                        |
| Little or no interest in historic preservation   | 48%                         | 46%                        |
| Few or no preservation advocate(s)   | 30%                         | 27%                        |
| Misguided or misinformed development (parking lots, housing density, widescale demolition)   | 32%                         | 39%                        |
| Interest in preservation but don't know where to start   | 20%                         | 14%                        |
| Other (please specify)   | 7%                          | 11%                        |





| <b>Q10. Choose up to 5 things that you think would encourage and/or assist historic preservation efforts where you live.</b> | <b>Focus Area Responses</b> | <b>Statewide Responses</b> |
|--|-----------------------------|----------------------------|
| Increased public funding for historic preservation.  | 69%                         | 72%                        |
| Municipal employees with greater knowledge of local, state, and/or federal preservation programs.                            | 39%                         | 41%                        |
| Access to knowledgeable technical experts.   | 24%                         | 18%                        |
| Access to qualified contractors and tradespeople.  | 17%                         | 21%                        |
| Access to reputable and easy-to-understand online resources.   | 19%                         | 23%                        |
| Local ordinances/regulation to protect older and historic places.  | 40%                         | 48%                        |
| Informed elected officials knowledgeable about historic preservation.  | 35%                         | 46%                        |
| Increased public awareness of the older and historic places in the community.  | 72%                         | 59%                        |
| Adding more properties to the National Register of Historic Places.  | 23%                         | 15%                        |
| Gathering and maintaining up-to-date information about older and historic places, including archaeological sites.            | 36%                         | 28%                        |
| Identification and preservation of places associated with underrepresented history.  | 20%                         | 25%                        |
| Connecting preservation with sustainability, economic development, and planning.   | 45%                         | 52%                        |
| Other (please specify)   | 2%                          | 4%                         |

| <b>Q11. When you think about needing more funding/money for historic preservation, what 3 specific things would you like to have?</b> | <b>Focus Area Responses</b> | <b>Statewide Responses</b> |
|---|-----------------------------|----------------------------|
| Financial support for private residential property owners.  | 34%                         | 30%                        |
| More money to history/preservation organizations and municipalities for construction projects.  | 51%                         | 45%                        |
| Expand access the Pennsylvania Historic Preservation Tax Credit for income-producing properties.                                      | 19%                         | 28%                        |
| Funding for preservation plans to help manage change in communities.  | 20%                         | 31%                        |
| Money for surveys to identify historic places in a community.   | 20%                         | 18%                        |
| Funding to support or restart local preservation networks and advocates.  | 22%                         | 26%                        |
| Financial support for municipalities interested in starting a historic preservation program.  | 39%                         | 28%                        |
| Grant or other incentive to preserve specific threatened resources.   | 49%                         | 52%                        |
| Funding for local training programs for municipal employees, tradespeople, contractors, etc.  | 19%                         | 21%                        |
| Other (please specify)  | 4%                          | 5%                         |



| Q12. If you think education about and greater awareness of historic preservation is important, what 3 tools do you think would be most useful? | Focus Area Responses | Statewide Responses |
|--|----------------------|---------------------|
| Specific and replicable examples of successful preservation construction projects.   | 39%                  | 47%                 |
| Specific and replicable examples about community archaeology projects.   | 10%                  | 12%                 |
| Case studies of successful preservation planning efforts or save a threatened resource.  | 36%                  | 38%                 |
| User and resource guides for finding information, researching a historic property, using state or federal preservation programs, etc.          | 54%                  | 58%                 |
| Toolkits for preserving specific types of historic places, like agricultural buildings or cemeteries.  | 46%                  | 40%                 |
| Toolkit for talking about historic preservation and the importance of historic places.   | 37%                  | 35%                 |
| 101-type information about historic preservation, including vocabulary, state and federal laws, etc.   | 37%                  | 34%                 |
| 101-type information about archaeology, including vocabulary, types of sites, etc.   | 13%                  | 9%                  |
| I don't think education/awareness is important.  | 0%                   | 0%                  |
| Other (please specify)   | 0%                   | 6%                  |

| Q14. Did you know that Pennsylvania has a state preservation agency, the Pennsylvania State Historic Preservation Office (PA SHPO)? | Focus Area Responses | Statewide Responses |
|---|----------------------|---------------------|
| Yes   | 59%                  | 70%                 |
| I think so, but I'm not sure  | 13%                  | 12%                 |
| No  | 28%                  | 18%                 |
| Other (please specify)  | 0%                   | 1%                  |

## Themes & Issues Summary

Analysis of the data compiled through the statewide planning process:

- The three top historic preservation themes for Region 7 are: community, education, and economics.
- The three top historic preservation issues for Region 7 are: reuse, access, and funding.
- Residents in this focus area shared the vision of building the local and regional economy via historic preservation around their shared built environment.
- Preservation should be coupled with recreation and tourism to promote the area.
- The area can grow and strengthen community by joining history with economic revitalization projects.
- Residents are proud of their shared history and want to ensure new development also preserves or reuses the historic character of the community.
- Funding and preservation education initiatives are needed to assist residents in utilizing preservation as a basis for community building.
- A directory of skilled preservation tradespeople will facilitate a coordinated effort for preservation in the region.