



December 14, 2010

Please accept this letter in support of the Keystone Marker Trust's (KMT) application for funding. I understand Preservation Pennsylvania is the KMT's partner in this grant request.

As the co-author of the book, *Better Models for Development in Pennsylvania*, I have a deep interest in Pennsylvania's future. I recognize Pennsylvania's need for new investment in the multiple senses of that word both from within and outside state borders.

- Pennsylvania needs to attract new industry and retain and grow existing industry by setting itself apart from other investment-hungry states.
- Pennsylvania needs to enhance tourism by marketing its unique places in an equally-unique way accessible to technology-savvy visitors, most of whom arrive by car.
- Pennsylvania needs a rebirth of civic pride and a re-commitment of its citizens to responsibility for the place they call home. As state resources to care for its infrastructure become increasingly stretched, a citizenry cognizant of the cumulative value of even small acts of stewardship becomes increasingly necessary.

I see the program being established by the Keystone Marker Trust as an economical, long-lasting way to address all of these needs while at the same time creating employment across the state and reducing the state's own infrastructure burden for years to come.

A recent DCNR report decried Pennsylvania's gateways as lacking in ways that negatively impact outside investment, tourism, and civic pride. Emblematic of this deficiency is our communities' ongoing loss of their most recognizable and distinctly Pennsylvania feature: the much-photographed, century-old keystone markers that once guarded all of their entrances.

The keystone markers were once the character-defining features of all of Pennsylvania's towns, river crossings, trails, etc. In the places where they remain, they are cherished elements of local fabric. Sadly, though many towns and civic groups have long sought to restore, refurbish, or replace their markers, the ability to do so has not existed for nearly 50 years. At PennDOT's request, the Keystone Marker Trust has assumed responsibility for the marker program and has worked diligently to create a program that will:

Board of Trustees

**Members of the
Executive Committee**

Jeremy Newsum, London, United Kingdom
Chairman
Randall Stone, Aspen, CO
Vice Chairman
Joseph E. Brown, San Francisco, CA
Vice Chairman, Policy and Practice
Darryl J. Carter, Irvine, CA
Vice Chairman
James J. Curlee III, San Francisco, CA
Vice Chairman, Coauthors
Michael D. Fascioli, New York, NY
Vice Chairman
Patricia R. Healy, Raleigh, NC
Vice Chairman, District Coauthors
Keith G. Kerr, Hong Kong
Vice Chairman
Scott D. Malkin, London, United Kingdom
Vice Chairman
Alexander Otto, Hamburg, Germany
Vice Chairman
Peter S. Rummel, Jacksonville, FL
Vice Chairman
Lynn Thurber, Chicago, IL
Vice Chairman and Treasurer
Daniel C. Van Epp, Las Vegas, NV
Vice Chairman
Bret R. Wilkerson, Austin, TX
Vice Chairman and Secretary
Todd W. Mansfield, Charlotte, NC
Immediate Past Chairman
Marilyn Jordan Taylor, Philadelphia, PA
Past Chairman
James D. Klingbeil, San Francisco, CA
ULI Foundation Chairman
Patrick L. Phillips, Washington, DC
Chief Executive Officer

Douglas D. Abbey, San Francisco, CA
Dorothy L. Algeri, New York, NY
Joseph F. Azrack, New York, NY
Peter E. Bazelle, New York, NY
Claude M. Ballard, Little Rock, AR
Byrne Blair, Alexandria, VA
John Bucksbaum, Chicago, IL
Preston Butcher, Foster City, CA
James H. Callard, Annapolis, MD
Joseph C. Cantano, New Orleans, LA
John A. Carratelli, London, United Kingdom
James J. Chaffin, Jr., Okaloosa, FL
Raymond Chaw, Hong Kong
Simon H. T. Clark, London, United Kingdom
Alice M. Connell, Brooklyn, NY
John C. Costanzo III, Los Angeles, CA
Jan A. De Kreijl, Wassenaar, The Netherlands
Richard J. Dishner, Point Richmond, CA
Charles H. Fedalen, Jr., Irvine, CA
Harry H. Frampton III, New York, NY
Theresa D. Frankiewicz, Naperville, IL
Stephen J. Farnary, New York, NY
Lizanne Galbraith, Norwalk, CT
William A. Gilchrist, Atlanta, GA
 Eugene J. Goodfield, Chicago, IL
Rosalind E. Gorin, Boston, MA
Greenlaw Grube, Jr., Stockton, CA
Joseph Gyorko, Philadelphia, PA
 Ian D. Hanksworth, London, United Kingdom
John J. Healy, Jr., Raleigh, NC
Tara Carter Hernandez, New Orleans, LA
John W. Higgins, Chicago, IL
Renath W. Hubbard, New York, NY
Susan Hudson-Whelan, Christchurch Island, NZ
Gregory W. Hummel, Chicago, IL
Wayne S. Hyatt, Atlanta, GA
George Jantze, The Hague, The Netherlands
Harold S. Jensen, Lake Forest, IL
Gregory K. Johnston, Seattle, WA
Heison D. Kardin, Miami, FL
Gadi Kaufmann, Bethesda, MD
Michael F. Kelly, Edina, MN
Bernd Knobloch, Frankfurt, Germany
Hakan Kodak, Istanbul, Turkey
A. Eugene Kohn, New York, NY
Cheong Koon Hean, Singapore
Christopher W. Kurz, Baltimore, MD
Charles A. Leitner, New York, NY
C. Y. Leung, Hong Kong
Randall W. Lewis, Oakland, CA
James W. Light, Basalt, CO
Peter D. Linneman, Philadelphia, PA
Vincent H. S. Lo, Hong Kong
Robert J. Lowe, Sr., Los Angeles, CA
Victor B. MacFarlane, San Francisco, CA
Jay Maniz, New York, NY
Roy Hilto March, Santa Monica, CA
George M. Marcus, Palo Alto, CA
Paul Marcase, London, United Kingdom
Lauralee E. Martin, Chicago, IL
John E. McNettis, Palo Alto, CA
Santiago Mercade, Barcelona, Spain
Bruce E. Mosler, New York, NY
Barry D. Neess, New York, NY
Yoshiko Nagashima, Tokyo, Japan
Stephen P. Navarro, Greenville, SC
Daniel M. Heidich, New York, NY
Joseph W. O'Connor, North Palm Beach, FL
Genald N. Parks, London, United Kingdom
Olivier Piant, Munich, Germany
Alvaro Portela, Maia Portugal
Richard H. Powers, New York, NY
Stephen R. Quatro, Chicago, IL
J. Rocco Rausan, Montreal, Canada
Dale Anne Reiss, New York, NY
Kim A. Richards, Santa Monica, CA
Jonathan F.P. Ruse, New York, NY
Nemesh T. Rosen, Berkeley, CA
Randall K. Rowe, Lake Forest, IL
Hiroshi Saito, Tokyo, Japan
Richard D. Saltzman, New York, NY
P. Sheridan Schechner, New York, NY
Robert M. Sharpe, Tucson, AZ
Jennifer Short, London, United Kingdom
Katley J. Smith, Chicago, IL
Martin E. Stein, Jr., Jacksonville, FL
Ron D. Stutzenegger, San Francisco, CA
Robert S. Tebbin, Bloomfield Hills, MI
J. Ronald Terravilliga, Atlanta, GA
Owen D. Thomas, New York, NY
Anthony J. Trelia, Deerfield Beach, FL
Marilee A. Uller, Denver, CO
Greg J. Vogel, Scottsdale, AZ
John H. Walsh III, Dallas, TX
Carl Weisbrod, New York, NY
Kazuhiko Yamamoto, Tokyo, Japan
Smudes York, Raleigh, NC
F. Karl Zavitkovsky, Dallas, TX
Joe H. Zinner, Johannesburg, South Africa

- Use the markers to market Pennsylvania towns and attractions using an interactive website that is tied into Google Earth and mobile Ipod/Droid features. On-the-road travelers will be able to find the markers closest to them at any given moment and click on an icon that will tell them about special events and attractions in that marker's town. Municipalities will be given access to update the information associated with their marker.
- Encourage adoption of the state's sustainable growth policy codified in the Keystone Principles & Criteria for Growth, Investment & Resource Conservation. Marker-adopting organizations will pledge to adopt the Keystone Principles. The Principles are the state's own blueprint to attract investment with a high return and minimal drain on state resources and infrastructure. The Principles guide towns to think and act collectively in ways that protect our open space and heritage resources while re-invigorating our under-utilized commercial and industrial assets.
- Promote community stewardship and civic pride through marker adoption. The KMT is developing an educational tool kit to use the markers to teach state and community history.

Production and installation of new markers, as well as repair of existing markers will be undertaken by Pennsylvania workers. Paints provided by Pittsburgh Paints and preservation and restoration services by Pennsylvania firms will generate employment in the near and long term.

The Keystone Marker Trust is seeking only modest support to augment the donations and volunteer labor they have marshaled from across the Commonwealth. I strongly encourage your support of their program.

Sincerely,



Edward T. McMahon
Senior Resident Fellow