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keystonemarkerttrust.org

March 3, 2011

The Honorable C. Alan Walker, Secretary
Mr. Rick Guinan, Director, Center for Operations
Department of Community and Economic Development
400 North Street, 4th Floor Commonwealth Keystone Building
Harrisburg, Pennsylvania 17120

RE: SINGLE APPLICATION #201103075457

Dear Mr. Walker and Mr. Guinan,

On behalf of the Keystone Marker Trust, please accept my thanks for the opportunity to present to the Department of Community and Economic Development our plan to enhance fabric of our Commonwealth through a **program of community re-investment** focused on the classic keystone markers.

This document describes our project, expounding on our online application. The enclosed budget outlines project costs determined through consulting contractors and via several maker test cases undertaken across the Commonwealth. The budget also indicates the sources of our matching funds to date. Lastly included are a number of letters of support. Our effort has been publicized on television and in print by a variety of organizations, including PennDOT, the Pennsylvania Historical and Museum Commission, Preservation Pennsylvania, the Pennsylvania Association of Boroughs and Pennsylvania State Association of Township Supervisors. Additionally, our project endorsers include:

- Senator Andrew Dinniman (D-19th District)
- Representative Jim Cox (R-129th District)
- Representative Tom Murt (R-152nd District)
- Representative Mark Keller (R-86th District)
- Representative William Adolph (R-165 District and House Appropriations Chairman)

Letters of Support have also been received from:

- PennDOT
- Pennsylvania Historical and Museum Commission
- National Trust for Historic Preservation
- Preservation Pennsylvania
- Pittsburgh History and Landmarks Foundation
- Urban Land Institute
- A host of municipalities and historical societies across Pennsylvania (see <http://www.keystonemarkerttrust.org/default.aspx?pg=124>).

As I hope this application demonstrates, though we are a small and relatively young organization, we have a dedicated, well-connected and capable membership that has made great strides while maximizing financial resources. We have put the steppingstones in place and are ready to engage our project statewide if funding is secured. I will serve as project manager, assisted by other members of the KMT board. If I can provide any additional information, please do not hesitate to contact me using the information provided in the masthead.

ABOUT THE MARKERS

Installed at the start of the previous century by the nation's second oldest public roads organization, the Pennsylvania Department of Highways, the proud blue and gold keystone marker was once the guardian of the gateway to nearly every Pennsylvania community, as well as a marker for trails, rivers, creeks, etc. The Pennsylvania Department of Highways' work put Pennsylvania at the vanguard of the Good Roads Movement during the era when our Commonwealth earned its title as the keystone in the arch of American progress. The keystone markers were both part and parcel of that achievement. The last of what is estimated to have been several thousand markers statewide was installed just before World War II. With the patterns lost to history and PennDOT unable to sustain the program, the markers are an endangered resource from a brighter time. Most surviving markers are abandoned and in need of repair. The re-institution of a marker program is a low-cost, high-return way of brightening the future by encouraging Pennsylvanians and others to re-invest—re-invest in the multiple senses of that term—in the Keystone State.

THE PROGRAM: ADDRESSING A NEED

The Pennsylvania Department of Conservation of Natural Resources' seminal report *Better Models for Development in Pennsylvania* recently decried the Commonwealth's gateways as lacking in ways that ultimately deter outside investment, tourism, and civic pride. Central to this deficiency is our communities' ongoing loss of their keystone markers, which for many communities was their *most recognizable, first seen, and most distinctly Pennsylvania feature*. Understandably, then, many towns and civic organizations have long-sought help in repairing existing or replacing missing markers. PennDOT has asked the KMT to assume responsibility in providing this assistance. The KMT has responded with a program that will re-establish the marker program as a symbol of Pennsylvania pride-of-place, market Pennsylvania's unique towns, and strengthen universal dedication to sound, sustainable development principles. Additionally, this program will provide jobs in patternmaking, casting, paint and repair work, etc.

The components of the KMT's plan are:

1. The re-creation of patterns to allow keystone marker repair and re-installation into perpetuity. Patterns and castings will be produced only in Pennsylvania.
2. Building a network of organizations and municipalities who, in adopting markers, concurrently affirm principles of smart growth and development that are in keeping with the county's comprehensive plan, as well as regional and state goals as set out by DCNR and PennDOT. The KMT website will strengthen this network, marketing marker-adopting towns and their activities and tying the markers into electronic navigation devices.
3. Restoration and re-installation of markers in visible locations either in partnership with the aforementioned adopting entities or, where no such entity exists, through KMT auspices only. Marker care guidelines and financial support for adoption activities are part of this effort.

As the attached documents discuss, the KMT has made significant progress in each of these component areas and we are looking for Transportation Enhancement support in taking the next critical steps.

A CRITICAL MASS

Just as with the original marker program instituted by the Pennsylvania Department of Highways, a critical mass of markers in highly visible locations is necessary to establish program recognition. Though no two markers (even those for the same town) were identical, the standardized taxonomy of the marker form both united Pennsylvania places and distinguished them from localities in other states. This value must be re-captured. To this end, the KMT has and will continue to build a network of partners to adopt, repair, or re-install markers across the state.

RESONATING WITH THE PLANNING GOALS

The Keystone Marker Trust Principles

The KMT's proposed plan forwards goals common to most comprehensive plans found throughout the state, as those goals generally resonate closely with those inhering to the Keystone Marker Trust

Principles (see <http://www.keystonemarkerttrust.org/default.aspx?pg=114>), including *agricultural and open space preservation, rural conservation, re-investment in already developed areas, and designated areas for future development*. Organizations and municipalities adopting markers will be encouraged to affirm the Principles and those accepting funding to re-install or repair markers will be required to adopt them. The Principles are based on the state's Keystone Principles for Growth, Investment, and Resource Conservation and recommendations made in DCNR's *Better Models for Development in Pennsylvania*.

Enhancing Transportation Networks

Pennsylvania's highways continue to provide the foundation upon which the state's transportation network and its economy are based. It is central to all transportation systems since it provides for the movement of personal, commercial and transit vehicles and the linkages to aviation and rail facilities. Moreover, most visitors arrive in the commonwealth via its highways. A strong marker presence along these highways re-enforces the visitor's sense of arrival in someplace special and the citizen's sense of a shared pride of place. Additionally, markers located at trailheads, creek and river crossings, lakes, and reservoirs give definitive presence to those networks where they interconnect with the highway network.

Complimenting Existing Projects and Activities

The KMT's project will *compliment other projects and activities in the commonwealth*, namely those involved with improving Pennsylvania's image and attractiveness and health and welfare. Marker restoration locations and probable new installation locations will enhance a variety of sites with natural and heritage resources important to Pennsylvania as well as locations of high traffic count and tourism interest. The markers historically have been located not just at town and borough entrances but also on river and trail crossings. A review of the location of DCNR-funded conservation and enhancement projects in the state from 2003 to 2009 closely matches the proposed new marker locations. As is historically appropriate, the markers for these locations will be placed in highly-visible spots, adding value to DCNR's investment by raising interest in and recognition of the sites. Recognizing their broad appeal and easily-identifiable association with Pennsylvania history and craftsmanship, preservation groups have suggested that installing/renovating keystone markers could also be used as mitigation for transportation projects affecting natural or heritage resources.

Fostering Economic Development Through Outside Investment and Value Re-Affirmation

The KMT's work fosters *economic development*. As gateways to our towns, the markers play an important role in defining our image for visitors and re-affirming core values for ourselves. A community's image and its underlying values are fundamentally important to its economic well being. Gateways can provide information to tourists by directing them to areas of interest and by providing clues to the historical, cultural, and economic foundation of an area. How we plan and build along highway corridors is critically important to the character of Pennsylvania communities and the image and economic health of our state.

Tourism Promotion

The preservation and re-use of our heritage as exemplified by the keystone markers is essential to growing—and thereby sustaining—the Commonwealth's heritage tourism industry. Tourism is Pennsylvania's second-largest industry, and with about 117 million visitors annually, Pennsylvania is the fourth most visited state in the country, tied with New York. The total impact of travelers' spending on Pennsylvania's economy is about \$34 billion a year, and tourism is responsible for more than 563,000 jobs. Heritage tourism is the fastest growing sector of Pennsylvania's tourism industry.

As former Governor Rendell recently stated, "When communities understand their heritage, they can celebrate it and harness it to increase tourism, create jobs and create wealth. Tourism can then grow in a spirit that is faithful to a community's people, their history and their cultures, and improve their quality of life."

It should also be noted that the keystone markers have become popular with wayfinders and geocachers, a small but growing subset of the tourist population.

Enhancing Quality of Life to Create Distinction and Encourage Outside Investment

In addition to tourism and the jobs it creates, there is another equally important reason to forward the restoration of the markers and the Principles we have associated with them. Unless our current system of land use decisions changes dramatically, sprawl will continue to cover our area with vast tracts of “sameness.” To be economically competitive in a globalizing world, a community must position itself to compete with an increasingly-expansive pool of similarly situated places across the world. A large measure of that competitiveness will be based on the *quality of life* the local community provides. The built environment of a community is a major component in creating quality of life. In short, what makes a community unique even in small but positive ways will give it a more significant advantage than that same bit of uniqueness would have had in a pre-globalized time.

Finally, economic development also requires an educated workforce dedicated to community improvement. Most regional plans sets as a goal the promotion of local educational opportunities to help to upgrade the existing work force and properly train younger persons before they join the work force. These goals are forwarded by the marker program, as the markers can be used to teach state and local history and to foster volunteerism in service to the community.

THE NEXT STEPS:

NEW PATTERNS, EXISTING MARKER REPAIR, NEW MARKER INSTALLATION

Essential steps to implementing a comprehensive program around a critical mass of keystone markers are the re-creation of marker patterns and the gathering of resources for marker repair and replacement. Patterns are required for marker poles and signs to replace them when they are missing or damaged beyond repair. Perhaps most importantly, once the patterns are made, they will be available *in perpetuity*. In some instances, existing markers will need to be relocated or placed on breakaway mounts to meet federal highway safety standards. These costs have been included in our estimates.

Additional funds for program administration activities, which include travel to marker sites to facilitate repair and adoption, promotion and marketing of the program, and auditing, are included in the attached budget.

If the funding request herein contained is not funded in full, the KMT will scale back the scope of its project and use the provided funds to meet project goals to the fullest extent possible. Because of the perpetual benefit of the patterns created, funds will be allocated to that purpose first.

PROGRESS TO DATE

To date, the KMT has:

- negotiated an agreement with PennDOT to assume responsibility for the markers across the state, grandfathering in existing markers, facilitating their adoption, and providing for the installation of new markers
- Identified and evaluated existing markers and locations where markers are missing (on going)
- secured patternmakers and foundries to produce and repair markers
- begun an analysis of historic paint colors
- contracted with Pennsylvania-based Pittsburgh Paints to produce all necessary primer and finish coats
- identified qualified repair facilities across the state
- drafted contracts for adopting organizations to commit to the Keystone Marker Trust Principles based on the state’s Keystone Principles & Criteria for Growth, Investment & Resource Conservation and recommendations made in the aforementioned DCNR report
- established Keystonemarkerttrust.org, tied into Google Earth & Droid/iPod devices, to market adopting towns.

- begun drafting spec sheets for new patterns and marker care protocols to be incorporated into PennDOT manuals.
- re-designed markers to meet current Federal Highway safety standards
- worked with preservationists to create marker care guidelines for adopting organizations
- developed and will continue to grow a statewide network of adopting partners and to develop an educational tool kit that employs the markers to teach civic responsibility and Pennsylvania history

Again, I and the other members of the Keystone Marker Trust and our affiliate organizations and friends across Pennsylvania thank you for the opportunity to present today. Please contact me if I can provide additional information.

Sincerely,

A handwritten signature in black ink, reading "Nathaniel C. Guest". The signature is written in a cursive style with a long horizontal flourish at the end.

Nathaniel C. Guest, Esq.
President
Keystone Marker Trust



Community and Economic Development

Single Application for Assistance

Single Application #: 201103075457

Please Read and Sign this page, ATTACH All supporting documentation, and MAIL to:

Pennsylvania Department Of Community and Economic Development
Commonwealth Keystone Building
Attn: Customer Service Center
400 North Street, 4th Floor
Harrisburg, PA 17120-0225

I hereby certify that all information contained in the single application and supporting materials submitted to DCED via the internet, Single Application # 201103075457 and its attachments are true and correct and accurately represent the status and economic condition of the Applicant. If I knowingly make a false statement or overvalue a security to obtain a grant and/or loan from Commonwealth of Pennsylvania, I may be subject to criminal prosecution.

Signature: Nathaniel C. Guest Date: 7 March 2011

Print Name: NATHANIEL C GUEST Title: President, Keystone Marker Trust

Representing: Keystone Marker Trust and Preservation Pennsylvania

Address: 4020 PROSPECT HILL LANE, POTTSTOWN, PA 19469

The Department of Community and Economic Development reserves the right to accept or reject any or all applications submitted on the Single Application for Assistance contingent upon available funding sources and respective applicant eligibility.

THIS APPLICATION IS SUBMITTED ON BEHALF OF
THE KEYSTONE MARKER TRUST and
PRESERVATION PENNSYLVANIA,
PARTNERS IN THIS GRANT REQUEST

THE KEYSTONE MARKER TRUST

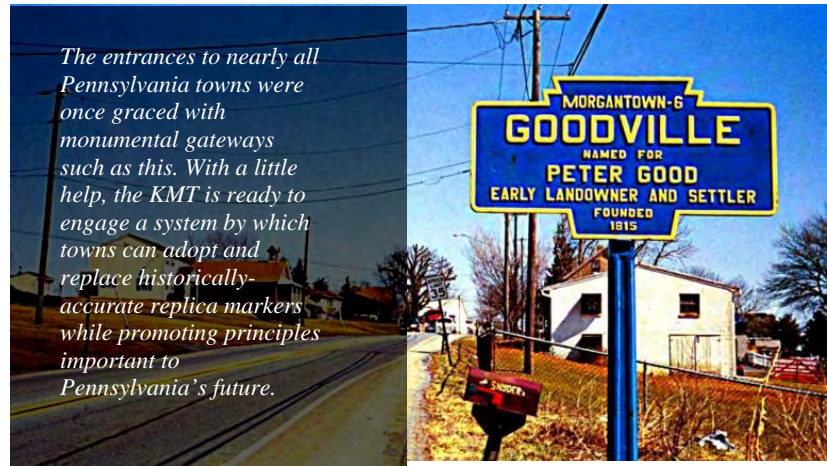
Re-Inventing the Perfectly Pennsylvania Keystone Marker

The Emblem of a New Commitment to Citizenship

WWW.KEYSTONEMARKERTRUST.ORG 610.724.9611 4020 PROSPECT HILL LANE POTTSTOWN, PENNSYLVANIA 19464

The nearly-century old Keystone Marker, with its ornate pole and brilliant blue and gold keystone, once graced the entrance to Pennsylvania's towns, villages, creeks, rivers, and trails. In the few places where they survive, they define and reflect a character that is purely local, but perfectly Pennsylvania.

Essential elements in that all-important first impression for visitors and reminders for Pennsylvanian's of their own place in the world, the markers are exclamation points for our work to protect and enhance the places we care about.



The Keystone Marker Trust's mission is to establish a program around the markers that:

- (1) celebrates Pennsylvania's identity—its people and places, its heritage and its future—by *restoring and re-introducing* these proud symbols unique to our state; and
- (2) creates a network of Pennsylvania communities and organizations dedicated to sound, sustainable growth that encourages tourism and responsible citizenship. Entities supporting the Keystone Marker Trust Principles will be able to apply for grant funding to replace and restore their Keystone Markers.

Preservation Pennsylvania, the state-wide voice for safeguarding and promoting the treasures of Pennsylvania's past for the future, is our partner in this grant application.

Encouraged by the KMT, people and organizations across the Commonwealth have been adopting and restoring these symbols of Pennsylvania pride. At right, a selection of markers the KMT has recently restored through its own efforts and through marker-adopting partners we have brought together. Creating a network of Pennsylvania marker-adopting communities dedicated to sound development principles is a hallmark of the KMT.



CELEBRATING PENNSYLVANIA





Most of the Commonwealth's markers are in sorry shape and the KMT is increasingly being asked for technical and financial assistance in restoring them. Some, such as Wright's View, need only refinishing. Most others, such as Robesonia and Sherman's Creek, need significantly more work requiring new patterns and castings. Other towns have asked for financial help in replacing their missing markers. Our two-phased grant request looks for some assistance so that we may help these communities into the future. Though our ask is relatively modest, it will have long term benefits, with most markers capable of lasting well over a century.

II. PURPOSES FOR WHICH FUNDS ARE SOUGHT

The last Keystone Marker was installed just before World War II and the earliest known marker is now over ninety years old. Though the markers were designed and constructed in Pennsylvania by Pennsylvania foundries, the patterns have long since passed into history. This leaves us with the unfortunate and all-too-common situation that when a marker is damaged, a town will lose it forever.

Many, many communities and civic groups from across the Commonwealth have written to the Keystone Marker Trust requesting our help in restoring and replacing their multiple markers (most towns had four unique markers, one at each entrance to the town).

To these ends, we have been working with PennDOT and other parties to:

- Identify and assume responsibility for the remaining markers and work with towns and civic groups across the state to adopt them. This includes purchasing an insurance policy to cover activities relating to their adoption and restoration.
- Establish a protocol both for PennDOT and existing organizations for protecting, restoring, and enhancing the markers, including marker care guidelines for PennDOT and adopting organizations.
- Develop the Keystone Marker Trust Principles for sound growth and economic development. Marker adopting organizations will be encouraged to affirm these principles.
- Develop an innovative website that ties the markers into Google Maps, Ipod/Droid mobile devices. The website markets marker-adopting organizations and their activities.
- Build a downloadable kit to use the markers as educational tools.
- Establish historically-accurate marker paint colors and marketed them through Pittsburgh Paints.
- Restore over 35 markers
- Facilitate an agreement with PennDOT both to grandfather existing markers into federal highway safety standards and to design an acceptable breakaway system for replica markers.

All of this progress has been made through volunteer labor and donations. However, we are asking for your support to make the next critical step toward a comprehensive marker program that is a community development tool and tourism generator. We plan a multi-pronged approach. One prong involves the creation of new patterns that will allow us to restore the most damaged markers and install new ones. Another prong will provide funds to re-install long-missing markers and encourage municipalities to adopt the Keystone Marker Trust Principles. A third prong will provide funds to restore existing markers and build Keystone Marker Trust Principle-adopting communities of interest around them.

The creation of patterns will enable us to meet the growing requests for replacement markers and marker parts.

We have secured Pennsylvania patternmakers and foundries that are prepared to do the work. We anticipate 20-30 towns across Pennsylvania will install new markers in the next few years. Equally importantly, these patterns will enable us to fulfill the repair/re-installation responsibilities we assumed from PennDOT *into perpetuity.*

We are also seeking funding to restore markers in places where there is no adopting organization. While the primary mechanism for marker care is through a system of KMT-approved adopting partners, certain markers exist where no group is capable of their repair. The KMT will assume responsibility for those markers. We anticipate

restoring approximately 200 markers statewide and have completed 35 so far. Preference will be given to municipalities and organizations demonstrating a dedication to the Keystone Principles adopted by the Commonwealth to guide community development, encourage smart growth, promote tourism, and protect the environment. An easy-to-read version of the Keystone Principles have been incorporated into the Keystone Marker Trust Principles included on our website. Marker adopting organizations will be asked to commit to the Keystone Principles.

III. THE MANY BENEFITS OF A KEYSTONE MARKER PROGRAM

A recurring criticism of Pennsylvania places is the absence of a strong identity in the face of disinvestment, sprawl, or a generalized disengagement of citizens with their communities. By restoring existing and replacing missing markers, we make a confident statement about who we once were and we wish to be. We also can inspire our young people about how where they are from can inform who they might become. Numerous communities have already recognized this potential and have written to us to support our efforts to create new patterns for the markers and build a community development program around them. They affirm the value of using a keystone marker program to:

Promote Positive Development

The markers are products of a forward-looking and progressive era. Every adoption by a town or group the KMT facilitates is an act of civic re-engagement. This engagement is then carried further through the marker's connection to the Keystone Principles. Through these principles, the KMT seeks to build a network of Pennsylvania communities and organizations dedicated to development that is economically sound, environmentally responsible, and socially equitable while promoting tourism and good citizenship. Entities dedicating themselves to these Principles will be able to apply for grant funding to replace and restore their Keystone Markers. The Commonwealth adopted the Keystone Principles in 2005. They are viewable at <http://www.newpa.com/find-and-apply-for-funding/keystone-principles/index.aspx>

Strengthen Community Gateways

The Keystone Markers not only denote the entrances to many Pennsylvania places, they are themselves the gateway to those places. They are the first impression visitors have of that Pennsylvania place. As



The Keystone Markers were guardians of the gateway for Pennsylvania towns during the Commonwealth's golden era. Notice the difference in presentation. Given the modest cost of re-installing markers, which entrance would you prefer?

distinguished planner, scholar, and senior resident fellow at the Urban Land Institute Edward McMahon has said, "The gateway into a community is like its 'front door.' It provides the introduction to a community. It can either express a community's pride and sense of place or it can give a community a poor public image." According to Mr. McMahon's work in *Better Models for Development in Pennsylvania*, a community's image is fundamentally important to its economic well being. Gateways can provide information to tourists by directing them to areas of interest and by providing clues to the historical, cultural, and economic foundation of an area. How we plan and build along highway corridors is critically important to the character of Pennsylvania communities and the image and economic health of our state. Please see Mr. McMahon's letter of recommendation for our program at the end of this document.



Pennsylvania is famous for its place names. The markers celebrate those place names in a way that is appealing to tourists and natives alike.

Teach Citizenship and Pride in Home

Thanks to the Keystone Marker Trust's work, communities and school groups have begun adopting markers. Adopting a marker is a very visible, low-cost, high-return means for schools, historical societies, and local governments to teach not only local and state history, but also larger concepts of responsibility, volunteerism, and stewardship. By re-affirming the identity of "home," the markers encourage young people to appreciate their towns and special places and prepare them to re-invest in them in the multiple senses of that word later in life.

Promote Tourism

As famous Pennsylvania promoter Henry Shoemaker asserted, tourists have long celebrated Pennsylvania's unique place names. The markers memorialize and honor these places, creating not only photo opportunities themselves but also a sense of character and pride of place that fosters tourist interest. The KMT has been working to promote this sort of interest, and has built relationships with waymarking groups who, in seeking out the markers, discover magical and hidden places across the Commonwealth.

Establish the Pennsylvania Identity Among Pennsylvanians

The Keystone Markers are essential in defining a sense of place individually for each community, but also establishing an identity of individual communities as an important part of the greater collective that is Pennsylvania. Further, we see the markers as powerful reminders to Pennsylvanians about their own role as citizens of their community, of Pennsylvania, and the nation.

Each time a traveler crosses the threshold into a Pennsylvania town, the very visible image of the Keystone Marker reminds them that not only the town itself but also they, in their everyday role in it, be it as parents, taxpayers, educators, civil servants, volunteers, etc., hold a keystone place in the great arch of American life. As powerful if subtle affirmations of the place Pennsylvanians have, do, and can hold in the world, the markers remind us of our responsibilities as custodians for the future rather than mere consumers in the present.

During the bright noontide of that long period in which Pennsylvania led the growing nation in all aspects of technological and social progress to which American power may well be ascribed, a uniquely spectacular blue-and-gold marker could be found at the gateway to nearly all Pennsylvania towns, principal roads and trail, creeks, and rivers. Its shape—the keystone—reminded all that crossed its threshold of Pennsylvania's pre-eminent place in the life of the nation.

The Keystone Markers speak what it means to be from Pennsylvania—everything from their color, shape, and material to their text, placement, and history speak to who we are as Pennsylvanians:

Shape: The marker's distinctive shape reflects our once-revered status as the keystone of the American states. Pennsylvania once led the growing nation in all aspects of technological and social progressivism to which American ascendancy may well be ascribed. Road building was no exception, and Pennsylvania was a pioneer in both road construction and the promotion of highways as courses of tourism as well as commerce.

Color: The signs are painted in our state's official colors, Pennsylvania Blue and Gold. We have special paint formulas developed to match the historic marker colors.

Location: The markers were placed at each of the principle entrances to our towns and cities. They also marked other places of interest, including rivers, creeks, trails, etc. The markers always served as much to spark interest in the Pennsylvania places they represented as much as they were useful for wayfinding. Many towns had multiple markers along each of their principle thoroughfares.

Text: The markers indicate not just where you are but also the name of the next town and the distance to it. They also included a bit about how the town got its name. They were oriented, then, not just for helping travellers find their way but also toward sparking interest in the place they denoted.

Design: Markers consist of a sign and a pole. Close inspection of the markers reveals the level of sophistication in design that was common to the ferrous industries upon which Pennsylvania was built. The historic poles dovetail perfectly with the signs. That so many markers have stood for over 60 years with no maintenance is a testament to the quality of their design.

Construction: The markers were constructed right here in Pennsylvania. Our replicas and replacement parts will be as well.

Material: Constructed of cast iron, the keystone signs and their specially-designed ornate pole were products of Pennsylvania's proud iron industry and worked together to make a strongly positive and memorable statement of place. Pennsylvania was the earliest iron maker in the colonies and its iron and steel literally built the nation. Everything from locomotives to the Golden Gate Bridge and Panama Canal lock gates were built in Pennsylvania.

History: Created by PennDOT's predecessor, the Pennsylvania Department of Highways, just after the First World War, the markers were produced during the height of the "good roads" movement sweeping the nation. Founded in 1903, the Pennsylvania Department of Highways was one of the earliest of such departments of any state in the nation and its markers were literally signs of Pennsylvania pride.

One of the earliest turnpikes in the nation between Philadelphia and Lancaster was begun in 1793, and proved the financial advantages of a well-manicured highway. The first federally-funded interstate highway, the National Road, was constructed through the Commonwealth in 1811. In 1913, the Lincoln Highway Association was formed to build one of the first modern transcontinental roads, and its route would cross the length of Pennsylvania. The Pennsylvania Turnpike, opened October 1, 1940, was considered to be the embodiment of the future of modern travel and set design precedents copied around the world.

The Keystone Markers are tangible reminders of this great heritage and serve as inspiration for the future.



THE KEYSTONE MARKER TRUST PRINCIPLES: SOME BACKGROUND

The KMT's mission is to establish a program around the markers that (1) celebrates Pennsylvania's people and places, its heritage and its future, by restoring and re-introducing these proud symbols unique to our state; and (2) creates a network of Pennsylvania communities and organizations dedicated to positive development that is economically sound, environmentally responsible, and socially equitable.

Establishing Identity: As we hope this website conveys, we hope to use the markers to influence both policy and perception to reflect a renewed interest in the things that make Pennsylvania special. We see them as useful elements in tourism and community development, defining a sense of place individually for each community, but also establishing an identity of individual communities as an important part of the greater collective that is Pennsylvania. Further, we see the markers as powerful reminders to Pennsylvanians about their own role as citizens of their community, of Pennsylvania, and the nation. Each time a traveler crosses the threshold into a Pennsylvania town, the very visible image of the keystone town marker reminds them that not only the town itself but also they, in their everyday role in it, be it as parents, taxpayers, educators, civil servants, volunteers, etc., hold a keystone place in the great arch of American life. As powerful if subtle affirmations of the place Pennsylvanians have, do, and can hold in the world, the markers remind us of our responsibilities as custodians for the future rather than mere consumers in the present.

A Foundation to Build On: The KMT has built relationships with way marking groups who, in seeking out the markers, discover and share magical and hidden places across the Commonwealth. We are working with educators to use the markers to engage young people both in adopting markers as a foray into volunteerism and caring for the community generally but also in considering critical questions that go to the heart of being a citizen in Pennsylvania, such as "Why are the markers keystone shaped?;" "Why is Pennsylvania the keystone state?;" and "Why was cast iron the material of choice for the historical markers and how was iron making important to Pennsylvania?"

Combating the Anti-Community: The close of the period when Pennsylvania was at the zenith of American industrial and agricultural output brought with it for many Pennsylvania communities a crisis of identity and a questioning of faith in their capacity to adapt and to prosper. Over the past thirty years, the beauty and vibrancy of many Pennsylvania places has devolved into decayed downtowns and countryside paved over for tract housing and shopping malls. From a planning perspective, the result was sprawl. From a *people* perspective, the result was the isolation and segregation of people from each other---in essence, the rise of an "ant-community." The effect, by every measure we know how to take, is a higher cost of living, greater commute times, less time spent with family, less involvement with volunteer activities, a disassociation with community and civic affairs, and a greater per capita use of natural resources than any society in the history of civilization. While change is inevitable and should be embraced, the destruction of community character, the waste of natural resources, and the loss of life quality is not acceptable.

To some extent, these changes are a national problem. However, as offered by the DCNR report [Better Models for Development in Pennsylvania](#), a 2003 report by the Brookings Institution, *Back to Prosperity*, stated Pennsylvania is undergoing "one of the nation's most radical patterns of sprawl and abandonment." According to [Better Models for Development](#), Pennsylvania's rural areas are growing much faster than the cities, which

indicates a high degree of sprawl. Development consumes 350 acres of Pennsylvania's open space every day. In addition, much of the new development in the Commonwealth is ill-planned and unattractive. Pennsylvania's traffic congestion continues to worsen even in small towns and rural areas, and haphazard new development, combined with a lagging economy, is rapidly eroding the very qualities that make Pennsylvania unique.

It is no wonder that national organizations have recognized parts of Pennsylvania as "endangered." The American Farmland Trust has ranked part of Pennsylvania—including Adams, Bucks, Chester, Delaware, Lancaster, Montgomery, and York Counties—as the nation's second most threatened agricultural area. In 1999 the National Trust for Historic Preservation listed Lancaster County as one of America's 11 Most Endangered Historic Places; in 2000, it listed the Valley Forge National Historical Park. And Scenic America named Cooks Creek Watershed in Bucks County one of its Last Chance Landscapes in 2000.

The groundbreaking work in [*Save Our Lands, Save Our Towns*](#), by Pennsylvania native Thomas Hylton proposes solutions aimed at re-capturing the ethic of community once so strong in Pennsylvania. Through cooperative, smart development principles, experts like Mr. Hylton have devised comprehensive, long- and short-term strategies to lower our cost of living, preserve our farms and forests, revive our cities, protect our environment, provide more secure, neighborly communities, and provide equal opportunities for all our children. The Keystone Marker Trust Principles are based in part on the policies Mr. Hylton and his peers have shown to work in other areas across the nation. The Keystone Marker Trust Principles very closely track the recommendations of the DCNR Report [*Better Models for Development in Pennsylvania*](#) and the [*Keystone Principles & Criteria for Growth, Investment & Resource Conservation*](#). The Keystone Principles were adopted by the Pennsylvania Economic Development Cabinet and intend to foster sustainable economic development and conservation of resources through the state's investments in Pennsylvania's diverse communities.

Entities that adhere to the following principles will be eligible to apply for grant funding to replace their Keystone Markers. While it is not necessary to demonstrate capacity in all areas, the strongest applications will speak to past achievements in some areas and propose a commitment to future work in other areas.

THE KEYSTONE MARKER TRUST PRINCIPLES

PREAMBLE: For all of Pennsylvania communities, success in the future will be about maintaining and enhancing quality of life. Even at the local level—or, perhaps, especially at the local level—a culture that recognizes and respects all of Pennsylvania's people and places as unique and valued within the great American tapestry is a threshold requirement for any of many kinds of positive re-investment needed by our communities and their citizens. The Keystone Markers are symbols of our common commitment to recognize and respect Pennsylvania's people and places and our own investment in a better future. They are based on the Commonwealth's [*Keystone Principles & Criteria for Growth, Investment & Resource Conservation*](#).

1. A Commitment to Historic Preservation as Part of Responsible Planning

Preference for marker grants will be given to entities that have either: (a) adopted a historic preservation ordinance as authorized by the 1961 Historic District Act (Act 167) and Pennsylvania Municipalities Planning Code (Act 67 & 68, Article 6, Section 603-8-7-G-2 and Section 604), which authorizes municipalities to use zoning for protection and preservation purposes. Preservation ordinances must be certified by the Pennsylvania Historical and Museum Commission (PHMC); or (b) qualified as a Certified Local Government through the PHMC. While preference will be given to entities meeting

either or both criteria (a) or (b), consideration will also be given to entities that can demonstrate a strong commitment to historic preservation through past projects.

2. A Commitment to COMBAT SPRAWL and RE-INVEST in Urban, Suburban, and Rural Areas

Preference for marker grants will be given to entities that have demonstrated a commitment to safeguarding the character of their communities by maintaining a clear edge between cities, towns, and countryside. This can be done by protecting agricultural land and open space while encouraging more compact building design and walkable communities. It also means encouraging infill development in our older communities, on vacant, underused or overlooked land near transit and on reclaimed former industrial sites (brownfields). New “greenfield” development should be compact, conserve land, and be integrated with existing or planned transportation, water and sewer services, and schools. Keystone Marker communities should foster the creation of well-designed developments and walkable, bikeable neighborhoods that offer healthy lifestyle opportunities for Pennsylvania residents. Successful economic development projects benefitting people across a demographic spectrum or particularly at risk within a community is key to positive re-investment and any activities to this end should be highlighted.

3. A Commitment to RESTORE AND ENHANCE NATURAL AND HISTORIC CHARACTER

Preference for marker grants will be given to entities that have taken steps to maintain and implement and expand land, air and water protection and conservation programs. Conserve and restore environmentally sensitive lands and natural areas for ecological health, biodiversity and wildlife habitat. Promote development that respects and enhances the state’s natural lands and resources. Preference will be given to entities that maintain and improve recreational and heritage assets and infrastructure, including parks and forests, greenways and trails, heritage parks, historic sites and resources, fishing and boating areas and game lands offering recreational and cultural opportunities to Pennsylvanians and visitors. Part of maintaining historic character includes community input in the design and placement of new construction. Pennsylvania communities should do more to ensure that new construction—particularly chain stores, shopping centers, and franchises— respects local character. Pennsylvania’s natural setting, historical development pattern, and architectural traditions make this a distinctive place. By identifying what makes each community unique, and what harms that uniqueness, localities can develop standards that foster distinctive, attractive communities with economic vitality and a strong sense of place.

4. A Commitment to REGIONAL PLANNING AND COOPERATION BETWEEN MUNICIPALITIES

Preference for marker grants will be given to entities that have adopted a comprehensive plan through a process of engaging with multi-municipal, county and local government entities.

5. A Commitment to fostering an INCLUSIVE COMMUNITY OF TOLERANCE AND RESPECT

The Commonwealth of Pennsylvania, alone and exemplary among the various states, was founded on revolutionary principles of compassion and understanding, tolerance and peace. The Pennsylvania Constitution declares that among the Inherent and Indefeasible Rights of Mankind is the right of all people to be born equally free and independent, to enjoy life and liberty, and to pursue happiness. These Rights and Principles have not been afforded with equal force or effect to all persons equally throughout our history. Therefore, preference for marker grants will be given to entities that have worked to build alliances between traditionally disenfranchised populations or have generally worked to connect citizens with the resources they need to live healthy, productive lives. Education, civic engagement, and volunteerism have been modalities of outreach used by communities to build positive environments where peoples of all faiths, colors, age, economic status, national origins, gender, and sexual orientation are respected as valued, contributing members of society.

4020 Prospect Hill Ln.
Pottstown, PA 19464



610.724.9611
keystonemarkertrust.org

PROJECT AND BUDGET OVERVIEW

THE PROGRAM

The seminal report *Better Models for Development in Pennsylvania* published by the Department of Conservation of Natural Resources recently decried the Commonwealth's gateways are lacking in ways that negatively impact outside investment, tourism, & civic pride. Central to this deficiency is our communities' ongoing loss of their most recognizable and distinctly Pennsylvania feature: the much-photographed, century-old keystone markers once guarding all of their entrances. Recognizing this, many towns and civic organizations have long-sought help in repairing existing or replacing missing markers. PennDOT has asked the KMT to assume responsibility in providing this assistance. The KMT has responded with a program that will to re-establish the marker program as a symbol of Pennsylvania pride-of-place, market Pennsylvania's unique towns, and strengthen universal dedication to sound, sustainable development principles. Additionally, this program will provide jobs in patternmaking, casting, paint, repair work, etc.

THE TWO NEXT STEPS

Two essential steps to implementing a program around the historic markers are the re-creation of marker patterns and the gathering of resources for marker repair. Patterns are required for marker poles and signs to replace them when they are missing or damaged beyond repair. We anticipate 20-30 communities will re-install entirely new markers in the first few years of the program based on initial interest. Additionally, an equal number of communities will use the new patterns to repair damaged markers. Perhaps most importantly, once the patterns are made, they will be available *in perpetuity* and an unlimited number of markers can be restored or created from them. The costs of new patterns and sample castings are outlined in the following pages in section I.

A program to repair existing markers is the second prong of the KMT's initiatives. Nearly each of the remaining 500 markers spread out across the state (an estimate, as abandoned markers are continually being discovered) require some work, ranging from mere painting to relocation and the installation of breakaway mounts. The KMT is continuing its successful efforts to identify and assist marker-adopting partners across the state. Funds are sought to assist those partners and to care for markers where no adopting partner is available. The costs of marker relocation and breakaway mount application testing are outlined in the following pages in sections II and III.

Additional funds for program administration activities, which include travel to marker sites to facilitate repair and adoption, promotion and marketing of the program, and auditing, are included in section IV.

If the funding request herein contained is not funded in full, the KMT will scale back the scope of its project and use the provided funds to meet project goals to the fullest extent possible. Because of the perpetual benefit of the patterns created, funds will be allocated to that purpose first.

PROGRESS TO DATE

To date, the KMT has secured patternmakers, foundries, contracted with Pittsburgh Paints to produce all necessary primer and finish coats in Pennsylvania, and has identified qualified repair facilities across the state. The KMT has drafted contracts for adopting organizations to commit to the Keystone Principles & Criteria for Growth, Investment & Resource Conservation. Keystonemarkertrust.org, tied into Google Earth & Droid/iPod devices, markets adopting towns. With support from PennDOT and the Pennsylvania Historical and Museum Commission, the KMT laid groundwork for the program, the KMT is working to create spec sheets for new patterns and insert marker-care guidelines into PennDOT highway manuals. The KMT worked to re-designed markers to meet current Federal Highway safety standards. We continue to work with preservationists to create marker care guidelines for adopting organizations. We also continue to work to develop a statewide network of adopting partners and to develop an educational tool kit that employs the markers to teach civic responsibility and Pennsylvania history.

I. MARKER PARTS AND PATTERN CREATION

PATTERN CREATION:

\$26,600

Patterns used for the existing Keystone Markers have been lost to time. Without them, there is no ability to *repair severely damaged or missing elements of existing markers*. Even among the markers worked on by the Trust and its affiliates thus far, there is a significant amount of restoration that cannot happen without patterns for replacement parts and we have every reason to believe the same will hold true among the approximately 30 Berks County markers (500 markers state-wide) yet to be restored. Also without patterns, there is no ability to meet the need expressed by many communities who wish to *re-install long-gone markers*. We anticipate 20-30 communities will re-install markers in the first few years of the program based on initial interest. Once the patterns are made, they will be available *in perpetuity* and an unlimited number of markers can be restored or created from them.

Estimate/Quote provided by Jacob Pattern Works, Pottstown, PA

Front-Mount Pole	\$6300.00
Top-Mount Pole	\$6300.00
Standard Town Sign	\$4000.00
Top-Mount Sign	\$4000.00
Keystone Variant Sign	\$4000.00
Finial	\$2000.00

SAMPLE CASTING:

\$4,728

BREAKAWAY MOUNTS TO INSTALL SAMPLES

\$1,000 (See also Section III for more information on this cost)

A sample casting is required from each pattern to test the integrity of the castings produced from the patterns. The sample castings will be used to test the approved breakaway mount system. Sample castings will be installed in locations where the municipality has expressed an interest in providing a highly-visible location.

Estimate/Quote provided by Jacob Pattern Works, Pottstown, PA

Front-Mount Pole	\$899.00
Top-Mount Pole	\$899.00
Standard Town Sign	\$765.00 plus \$200.00 lettering
Top-Mount Sign	\$765.00 plus \$200.00 lettering
Keystone Variant Sign	\$765.00 plus \$200.00 lettering
Finial	\$35.00

III. MARKER RESTORATION/REPAIR:

\$53,000

Funds to Support Marker Restoration where no Adopting Org. Exists:

\$50,000.

Marker Restoration and Repair estimates are based upon an informal Pilot Program carried out by KMT over that last 2 years, restoring several markers in varying states of deterioration, ranging from basic maintenance (paint coatings) to structural repairs and off site paint removal and recoating. (A cost of \$30/Man Hour has been used as a “base” rate to calculate labor costs for the Project estimate below, as labor rates will vary across the Commonwealth).

INSURANCE (5 years): Quote provided by J.G Ingram, Caparo Insurance Agency: \$3000

MATERIALS AND LABOR (approximately 500 markers will need repair. Of these, approximately 200 will be restored by the Trust itself in time, with the remainder being adopted and restored by Trust-designated marker adopting entities. We are seeking funds to restore 50 markers only).

Estimates are per Marker

“BASE” COST ITEMS	LABOR	MTR’L	NOTES
Sign Removal	\$ 60 (2.0 man hrs)	\$ 0	
Paint Removal, pole and sign	\$ 180 (6.0 man hrs)	\$ 10	Paint Removal by Approved Contractor
Coatings (Primer Paint, <i>Rustoleum</i>) sign and pole	\$ 90 (3 man hr)	\$ 10	Including 1 coat
Coatings (Finish Paint, <i>Dupont</i> , 2 colors), sign/pole	\$ 120 (4 man hrs)	\$ 35	Including 2 coats
Replacement Parts (“Set Screws” x2)	\$ 60 (2.0 man hrs)	\$ 10	Including Removal of existing Set Screws
Reinstallation of Sign on Pole	\$ 30 (3.0 man hr)	\$ 0	Including Straightening of Sign and Pole
<i>SUBTOTALS:</i>	<i>\$600 (20 man hr)</i>	<i>\$ 65</i>	
“ALTERNATE” COST ITEMS (not required by all markers; some will require certain of the following treatments, depending on condition)			
Replacement Parts (“Finial”, See “Recreation”)	\$ 15 (0.5 man hr)	\$ 60	Pre-Painted Part
Replacement Parts (“Collars”, See “Recreation”)	\$ 90 (3.0 man hrs)	\$100	Unpainted Part plus Prep and Welding
Breakaway mounts for markers in danger zone	\$ 240 (8.0 man hrs)	\$400	Incl. Transpo breakaway mount and concrete pad
<i>SUBTOTALS:</i>	<i>\$345 (11.5 man hr)</i>	<i>\$560</i>	
TOTALS (RANGE OF COST):	\$600-\$945/KM	\$65-\$625/KM	x 50KMs = \$33,250-\$78,500

III. MARKER RELOCATION/REMOUNTING:

\$1000

Federal highway safety standards require that markers meet break away standards and/or be located outside of a zone of travel. We have identified a breakaway mounting system that will work on existing markers and new installations. We will use the sample castings to test the break away mounting system. Pole-Safe Break Away Mounts for Sample Markers (includes cost to purchase mounts to test as well as installation) Estimate provided by Rich Brown Transpo Industries, Inc.

IV. PROGRAM ADMINISTRATION

\$25,000

We anticipate minimal administrative work to facilitate the adoption of markers by both the Trust and adopting entities, the restoration of markers, and the installation of new markers. We anticipate work to market the marker program and to raise funds for program continuance. Emails, phone calls/conference calls are primary anticipated expenses.

TOTALS:

New Patterns:	\$26,600
Sample Castings	\$4,728
Marker Repair	\$53,000
Marker Relocation/Remounting	\$1000
Program Administration	\$25,000
	\$110,328

V. TENTATIVE SCHEDULE:

Funds Received:	June 2012
Patternmaking Begins:	June 2012
Patterns Completed:	June 2013
Sample Casting Begins:	June 2013
Sample Casting Completed:	August 2013
Castings paired with Breakaway Mounts:	September 2013
New Markers Available for Installation:	October 2013
Marker Repair	On going and commencing as soon as funds received

VI. DONATED SERVICES

\$35,890

Thus far, the following have been already been donated to the Trust and its efforts:

Labor and Materials to Repaint 35 Markers

(see page 2 for itemized breakdown) \$600/marker x 35 = \$21,000

Paint Analysis;

Chris Frey of Keystone Preservation Group, Inc

(12 samples; 4 from 3 markers) \$60/sample \$720

Incorporation

Labor \$150/hour \$450

Filing Fees (Initial filing and amendment) \$220

Publication of Incorporation \$300

Tax Exempt IRS 501(c)3 Status

Labor \$150/hour \$1800

Filing Fees \$800

Coordination of grant applications

Labor \$50/hour \$5000

Materials (printing) \$100

Program promotion/negotiation with PennDOT

Labor \$50/hour \$5000

Material \$300

Travel \$200

02/11/10 08



pennsylvania
DEPARTMENT OF TRANSPORTATION
COMMONWEALTH OF PENNSYLVANIA

December 23, 2010

Mr. Rick Guinan
Director for the Center for Operations
Pennsylvania Department of Community and Economic Development
400 North Street
4th Floor
Harrisburg, PA 17120

Re: Keystone Marker Trust

Dear Mr. Guinan:

I am writing to express the Department's support for the goals and initiatives of the Keystone Marker Trust and their effort to secure funding through the Department of Community and Economic Development to advance their objectives. Many of the Trust's programs are closely aligned with our own "Smart Transportation" themes, particularly the emphasis on strong communities that promote towns over sprawl and the preservation of historic community values as reflected in the markers. The Trust has actively sought to partner with the Department in the maintenance and repair of Keystone Markers, helping to stretch scarce maintenance dollars and greatly enhancing the historic context of community gateways throughout the Commonwealth.

The Department strongly endorses the Keystone Marker Trust's grant application and believes that an investment in the Trust's initiatives will benefit many Pennsylvania communities for a long time to come. Please give their request for funding every possible consideration.

Sincerely,

A handwritten signature in black ink that reads "R. W. Thompson".

FOR Brian G. Thompson, P.E., Director
Bureau of Project Delivery



COMMONWEALTH OF PENNSYLVANIA
PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION
300 NORTH STREET
HARRISBURG, PENNSYLVANIA 17120-0024
www.phmc.state.pa.us

EXECUTIVE DIRECTOR

To Whom It May Concern:

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

The Pennsylvania Historical and Museum Commission (PHMC) is the official state history organization for Pennsylvania and is specifically charged with reviewing all signage that is historical in nature.

We understand that history is one of the state's most valuable assets as it faces considerable challenges in the years ahead to attract and retain industries, enhance tourism by marketing unique places, and rebuilding civic pride.

The program being established by the Keystone Marker Trust is an economical, long-lasting way to address these needs while creating employment opportunities across the state and reducing the state's infrastructure burden for years to come.

The keystone markers were once 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:

- Use the markers to market Pennsylvania towns and attractions using an interactive website that is tied into Google Earth and mobile Ipod/Droid features.
- 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.
- 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. We strongly encourage your support of their program.

Sincerely,

A handwritten signature in black ink, appearing to read 'Barbara Franco', written over a horizontal line.

Barbara Franco
Executive Director

December 15, 2010



To Whom It May Concern,

Please accept this letter in support of the Keystone Marker Trust's (KMT) application for funding. The National Trust for Historic Preservation has a great interest in Pennsylvania's future and recognizes this opportunity to enhance the state's tourism by marketing its unique places.

The keystone markers were once a character-defining feature for all of Pennsylvania's towns, river crossings, and trails. In the places where they remain, they are cherished elements of local fabric. Though many towns and civic groups have long sought to restore, refurbish, or replace their markers over time, 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 will provide an economical, long-lasting way to address tourism, history, and create civic pride and a sense of place, while at the same time enhancing employment across the state and reducing the Pennsylvania's own infrastructure burden for years to come.

We strongly encourage your support of their program.

Sincerely,

A handwritten signature in black ink that reads "Walter W. Gallas".

Walter W. Gallas, AICP
Director, Northeast Field Office



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 boarders.

- 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:

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F. Yuri Zaslavsky, Dallas, TX
John H. Zeman, Jacksonville, North Carolina

- 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



PITTSBURGH HISTORY & LANDMARKS FOUNDATION

100 West Station Square Drive, Suite 450
Pittsburgh, PA 15219-1134
412-471-5808 • FAX 412-471-1633 • www.phlf.org

January 10, 2011

Mr. Rick Gynan
Director, Center for Operations
Department of Community Economic Development
400 North Street – 4th Floor
Harrisburg, PA 17120

Dear Mr. Gynan:

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

Our organization has as its mission to identify and save historically significant places; revitalize historic neighborhoods, towns and urban areas; preserve historic farms and historic designated landscapes; and educate people about the Pittsburgh region's rich architectural heritage.

With this mission, we have a deep interest in Pennsylvania's future. 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. We see the program being established by the Keystone Marker Trust as an economical, long-lasting way to address this need while at the same time creating employment across the state.

A recent DCNR report written by renowned Urban Land Institute Senior Fellow Ed McMahon 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:

- 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

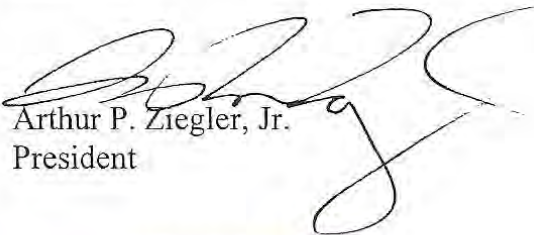
travelers will be able to find the markers closest to them at any given moment and click on an icon that will tell them about special events and attractions in that marker's town. Municipalities will be given access to update the information associated with their marker; and

- 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, among other things.

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. We encourage your support of their program.

Sincerely,



Arthur P. Ziegler, Jr.
President

Paul Daniel Marriott + Associates

Historic and Scenic Road Preservation Planners

3140 Wisconsin Avenue, NW, Suite 804
Washington, DC 20016 USA
202.686.2860

20 January 2011

To Whom it May Concern:

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.

Paul Daniel Marriott + Associates (PDM+A) is a nationally and internationally recognized leader in the field of historic roads. The firm has been an advocate for responsible and sustainable planning for historic road resources working for local, state, tribal and national governments. Dan Marriott, Principal, earned his BS in Landscape Architecture from the Pennsylvania State University and is both familiar with and aware of the important contribution the Keystone Markers provide to roadside Pennsylvania, community gateways and natural resource identification across the state. Collectively, the markers form an important collection that unifies and distinguishes the state.

PDM+A supports the goals outlined by the Keystone Marker Trust:

- 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.

A recent DCNR report by the Urban Land Institute decried Pennsylvania's gateways as lacking in ways that negatively impact outside investment, tourism, and civic pride. PDM+A has long used Pennsylvania gateways as an example of state and local transportation and tourism policy that diminishes the historic richness and desirable destinations in the Keystone State through negative first impressions. Preserving, protecting and restoring the historic Keystone Markers would be an important effort in correcting Pennsylvania's gateway inequality with neighboring states.

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

PAGE TWO

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:

- 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. PDM+A strongly encourages your support of their program.

Sincerely,



Paul Daniel Marriott
Principal

ANDREW E. DINNIMAN

State Senator
19TH District

Senate Box 203019
183 Main Capitol Building
Harrisburg, PA 17120-3019
717-787-5709
Fax: 717-787-4384

One North Church Street
West Chester, PA 19380-3006
610-692-2112
Fax: 610-436-1721

Email: andy@pasenate.com
Website: www.senatordinniman.com



Senate of Pennsylvania

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Agriculture and Rural Affairs
Communications and Technology
Consumer Protection / Professional Licensure
Environmental Resources and Energy
Local Government
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State Government
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Ben Franklin Technology Development Authority
Education Commission of the States
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Pennsylvania Charitable Nonprofit Caucus, Co-Chair
Pennsylvania Emergency Management Council
State Board of Education

West Chester

February 11, 2011

Mr. Rick Guinan, Director
Center of Operations
PA Department of Community
and Economic Development
400 North Street
Harrisburg, PA 17120

Dear Mr. Guinan,

I am writing to support Keystone Marker Trust and their application to be awarded funding through the Department of Community and Economic Development.

The Keystone Marker Trust's mission is to establish a program around markers that celebrates Pennsylvania's identity and creates a network of Pennsylvania communities and organizations dedicated to sound sustainable growth that encourages tourism and responsible citizenship. It is my understanding that the Keystone Marker Trust will use department funding for a two phase project dedicated to producing and re-installing replica markers. Phase one involves the creation of new patters that will allow for the Keystone Marker Trust to restore the most damaged markers and install new ones. Phase two will provide funds to towns to re-install long-missing markers and encourage them to adopt the Keystone Marker Trust principles.

I support Keystone Marker Trusts application and I believe that the Pennsylvania Department of Community and Economic Development will find that Keystone Marker Trusts efforts meet the letter and spirit of the program an respectfully urge the Department to award the full amount of their request.

Sincerely,

A handwritten signature in blue ink that reads "Andy E. Dinniman".

Andrew E. Dinniman
State Senator – 19th District

AED:dcv

JIM COX, MEMBER
129TH LEGISLATIVE DISTRICT

HARRISBURG OFFICE:

155A EAST WING
P.O. BOX 202129
HARRISBURG, PA 17120-2129
PHONE: (717) 772-2435
FAX: (717) 260-6516

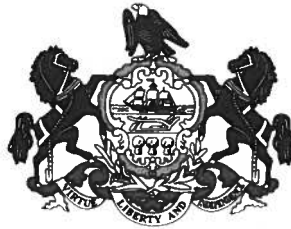
DISTRICT OFFICE:

2909 WINDMILL ROAD, SUITE 7
SINKING SPRING, PA 19608-1681
PHONE: (610) 670-0139
FAX: (610) 927-3584

TOLL FREE: (866) 538-2938

E-MAIL: JIMCOX@REPJIMCOX.COM

WEBSITE: WWW.REPJIMCOX.COM



HOUSE OF REPRESENTATIVES

COMMONWEALTH OF PENNSYLVANIA
HARRISBURG

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February 16, 2011

Rick Guinan, Director, Center of Operations
Department of Community & Economic Development
4th Floor, Keystone Bldg
Harrisburg, PA 17120

Dear Mr. Guinan:

A *Single Application for Assistance* completed by the Keystone Marker Trust and Preservation Pennsylvania has been submitted to your department for consideration. I understand Preservation Pennsylvania is the KMT's partner in this grant request.

Keystone markers once marked the entrance to almost every Pennsylvania town and are a true piece of state history. The funding requested would allow the restoration and replacement of the once-common keystone highway markers. In addition to restoring and replacing the markers, KMT has also accepted the responsibility of maintaining the markers thus removing that burden from the Department of Transportation.

I can assure you that the Keystone Marker Trust is a worthy competitor in the grant program and that this particular venture will provide a benefit for the entire state of Pennsylvania. Additionally, all who travel our roadways will benefit from their dedication and hard work.

The application has my full support. I urge you and the Department to strongly consider and approve this application should the request meet all of the eligibility requirements for the grant program. Should you need any additional information, or if I can be of assistance in any way, please feel free to contact me.

Sincerely,

A handwritten signature in black ink that reads 'Jim Cox'.

Jim Cox
State Representative
129th District

JAC/jes

cc: Nathaniel Guest

January 31, 2011

Rick Guinan, Director
Center of Operations
PA Dept. of Community and Economic Development
400 North Street
Harrisburg, PA 17120

Dear Mr. Guinan:

I am pleased to learn that the Keystone Marker Trust has completed a grant request to DCED to restore cast iron town name signs. I wish to express my full support for this project.

I realize that the Keystone Markers which once graced the entrance to Pennsylvania towns, rivers, creeks, etc., were an important characteristic of our state's identity using the brilliant blue and gold keystone on each marker. In order to continue this recognition of Pennsylvania's identity it is important that these markers be restored and re-introduced as proud symbols unique to our state. I agree with the Trust that restoration of these markers creates a network of Pennsylvania communities dedicated to sound, sustainable growth that encourages tourism and responsible citizenship.

So that this project can move forward and provide an important impression for visitors and reminders for citizens of our Pennsylvania communities of their own place in society for future generations any monies you can provide through a grant will be gratefully appreciated. Therefore, I urge favorable review of the grant request for funding to restore the many cast iron name town name signs throughout the commonwealth. Thank you for allowing me the opportunity to express my support for a project that will be valuable to so many of our citizens of all age groups.

Sincerely,

MARK K. KELLER
State Representative
86th Legislative District

WILLIAM F. ADOLPH, JR., MEMBER
ROOM 245, MAIN CAPITOL BUILDING
PO BOX 202165
HARRISBURG PA 17120-2165
PHONE: (717) 787-1248
FAX: (717) 705-1851

DISTRICT OFFICE:
920 WEST SPROUL ROAD
SPRINGFIELD PA 19064
PHONE: (610) 544-9878
FAX: (610) 338-2294



HOUSE OF REPRESENTATIVES
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ASSISTANCE AGENCY
CHAIRMAN

RULES COMMITTEE

WEBSITE: williamadolph.com
E-MAIL: wadolph@pahousegop.com

March 2, 2011

The Honorable C. Alan Walker
Secretary
Department of Community and
Economic Development
4th Floor, Commonwealth Keystone Building
Harrisburg, PA 17120

Dear Secretary Walker:

A Single Application for Assistance completed by the Keystone Marker Trust and Preservation Pennsylvania is being submitted to your department for consideration via on-line through the Department's website. Their application number is 8015912. I support their efforts in this valuable project.

The purpose of this grant request is to promote community development and tourism in Pennsylvania through restoration and replacement of the beautiful keystone highway markers. This project would provide a favorable first impression for visitors and reminders for citizens of our Pennsylvania communities of their own place in society for future generations to come. As you can see by the project description, the funding requested is important to the Keystone Marker Trust and Preservation Pennsylvania to allow them to continue the project successfully.

The Keystone Marker Trust and Preservation Pennsylvania is a worthy competitor in the grant program and plays a vital role in the community.

This application has my support. I urge you and your Department to strongly consider and approve this application should the request meet all of the eligibility requirements for the grant program.

Sincerely,

William F. Adolph, Jr., Member
165th Legislative District

WFAjr/vrh



P.O. BOX 582 • LIGONIER, PA 15658 • PHONE: 724.238.9030 • FAX: 724.238.9310

August 27, 2010

John T. Graham
365 Peach Ridge Road
Elliottsburg, PA 17024

Dear John,

Sorry I could not respond soon after I received your May letter. A few weeks after that I began responding, but remembered you and your wife were waiting to be assigned at a lighthouse for the summer. With the summer winding down, I thought I'd give it another try.

I do remember the May presentation that you and Nathaniel made at the Preservation PA Conference. Our paths also crossed in the lobby of the Commonwealth building when I was manning a table with Alan Chace, formerly of DCNR.

I think your project is amazing; you are to be commended for tackling this enormous project. Road signage is a tough one; they are constantly at risk – vandalism, snowplows, road widenings, neglect, etc. I know we 'lose' about 4-5 of our Lincoln Highway road signs in our 200-mile Corridor each year. It is a strain on our resources and manpower to replace them.

Again, I wish you luck, John.

Sincerely,

Olga A. Herbert
Executive Director

**COUNTY COMMISSIONERS
JUNIATA COUNTY**



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DALE S. SHELLEY
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Administrator/Chief Clerk
G. SHERLYN MOSEBEY

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26 NORTH MAIN STREET • P.O. BOX 68
MIFFLINTOWN, PENNSYLVANIA 17059
PHONE 717-436-7704 • FAX NO. 717-436-7766

September 8, 2010

John T. Graham
Keystone Marker Trust Fund
365 Peach Ridge Road
Ellitsburg, PA 17024

Dear Jack,


Some months ago you contacted me re Mifflintown's town marker located along old route 322 as you enter the borough traveling eastbound. It had been neglected for years and was in sad but restorable condition.

Through your efforts and the cooperation of the Mifflintown Borough Council and the borough maintenance staff the sign has been restored and welcomes travelers to my hometown. There is an adage that says you have only one chance to make a good first impression. The restored Mifflintown Marker and the recent renovation/restoration of the Juniata County Courthouse do just that, make a good first impression!

It is important to preserve the remaining town markers, not only in Juniata County but throughout the Commonwealth. Hopefully other communities will recognize the opportunity they have to "make a good first impression" and have their town marker restored to its original condition.

Thanks for your continued efforts in this endeavor.

Sincerely,



Jeffrey M. Zimmerman
Chairman
Juniata County Commissioners



BOROUGH OF JONESTOWN

295 South Mill Street, PO Box 446 Jonestown, PA 17038

Phone: (717)861-5414 Fax: (717) 865-0154

www.jonestownpa.org

May 4, 2010

Mr. Jack Graham
365 Peach Ridge Road
Elliottsburg, PA 17024

Dear Mr. Graham:

The Borough of Jonestown was founded in 1761. All of us take great pride in our Historical Community. Many structures of historical significance can be found throughout the town. There are four roads that access the Borough and at each entrance we have placed 'Welcome to Jonestown' signs to assure that everyone entering town feels at home. The welcome signs have been placed in concert with our historical markers in the hope that all who come to visit or pass through will realize the historical significance of our town. We continue to maintain the markers to assure that the importance of the history of Jonestown is not forgotten.

Sincerely,

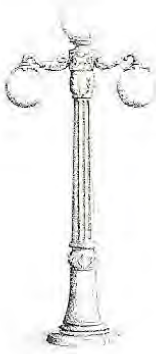
Tyler Longenecker, Mayor

George Kaufman, Former Mayor

Tyler Longenecker, Mayor
Dennis Houser, President
Oriana Spittle, Vice President

Paul Bird, Council Member
Lynn Kleinfelter, Council Member
Ronald Gue, Council Member

Jason Kern, Council Member
Joel Lehman, Council Member



Borough of Lewisburg

55 S. Fifth Street, Suite 1 • Lewisburg, Pennsylvania 17837-1867
Telephone 570-523-3614 • Fax 570-524-2270

May 12, 2010

John T. Graham
365 Peach Ridge Road
Elliottsburg, PA 17024

Reference: Repainting of Historic Lewisburg Sign

Dear Mr. Graham:

Thank you for bringing the condition of our historic cast iron sign to our attention. Although we are the smallest municipality in Union County, it is still very difficult to be "everywhere" so your expression of concern was certainly welcomed.

The Borough crew immediately took the sign down, hand painted it, and put it back up. I am sure the next time you visit us, you will be pleased with this sign.

Thank you again.

Sincerely,



Chad N. Smith
Borough Manager



**FRANKLIN
COUNTY
HISTORICAL
SOCIETY**
KITTOCHTINNY

175 East King Street
Chambersburg, PA 17201
717-264-1667
Email: history@pa.net

March 3, 2010

Jack Graham
365 Peach Ridge Road
Elliottsburg, PA 17024

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- Anna Rotz
- Beate Schiwiek
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- Connie Strunk
- Robert Windemuth - Vice President

Dear Mr. Graham,

Franklin County Historical Society-Kittochtinny and St. Thomas Historical Society support the initiative to locate, restore and replace the cast iron city markers installed by the Pennsylvania Highway Department in the 1920's. Franklin County is fortunate to still display a large number of these markers throughout the county, but at the same time many are missing and unaccounted for. These cast iron city markers loan great credibility to the local landscape of Pennsylvania.

Sincerely,

Kris Greenawalt
Board of Directors



THE
HIGHSPIRE HISTORICAL
SOCIETY
HIGHSPIRE, PENNSYLVANIA 17034

RESEARCH

COLLECTION

PRESERVATION
OF
LOCAL
HISTORY

Debbie Whittle
1681 Landvater Rd.
Hummelstown, Pa.
August 23, 2010
sdwhit@comcast.net

Nathaniel,

*The Highspire Historical Society is currently trying to
Possibly get 2 blue and gold Keystone Markers for our
town.*

*Mr. Tom Herald, a former president and long time resident
is currently handling the task of researching the Keystone
Markers. He would write the correct historical information
for the marker/s. His goal is to have the marker/s for our
2014 Bicentennial Celebration. Please accept this letter as a
form of support in your project on creating patterns for
replica signs.*

To contact or for questions:

Mr Tom Herald
169 Market St.
Highspire, Pa. 17034 717-939-0887

Regards,

Debbie Whittle

Debbie Whittle, President of the Highspire Historical Society

GUILFORD TOWNSHIP SUPERVISORS

115 Spring Valley Road
Chambersburg, Pennsylvania 17202
Phone (717) 264-6626 (Supervisors)
(717) 264-0077 (Zoning)
e-mail: gtsups@guilfordtwp.us (Supervisors)
wstatler@guilfordtwp.us (Zoning)

February 8, 2011

**Mr. Nathaniel Guest
The Keystone Marker Trust
4020 Prospect Hill Lane
Pottstown, PA 19464**

To Whom It May Concern:

The Guilford Township Supervisors, Chambersburg, Pennsylvania, located in Franklin County, hope that The Keystone Marker Trust will secure grant money from the Department of Community and Economic Development (DCED) and/or from the Pennsylvania Department of Transportation (PennDOT) Transportation Enhancement Program.

Said grant to be used for creating "patterns" for casting replicas of the town markers and posts that were initially installed by the Pennsylvania Department of Highway in the 1920's and 1930's.

These signs are very historic. Currently, PennDOT does not acknowledge ownership or maintenance responsibility on these signs.

This endeavor by The Keystone Marker Trust is admirable and will fill a void in towns and local governments trying to replace signs that are now missing.

**Sincerely,
GUILFORD TOWNSHIP SUPERVISORS**



**Gregory L. Cook
Chairman**