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Historic and Scenic Road Preservation Planners

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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

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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