



PLEASE RETURN THIS FORM WITH YOUR PAYMENT

Amount due: \$ _____

Checks made payable to City of Newark.

Contact Person: _____

Phone #: _____

Fax #: _____

Mailing Address: _____

List your business or company name **exactly** as you wish it to appear on the sign (please type or print):

TRAFFIC ISLAND BEAUTIFICATION APPLICATION

City of Newark
 Parks and Recreation
 Department



**TRAFFIC ISLAND
 BEAUTIFICATION
 PROGRAM**



220 Elkton Rd. Newark, DE 19711
 302-366-7060 or 7033 ext. 200

BEAUTIFICATION PROGRAM GUIDELINES

The City of Newark created its Traffic Island Beautification Program in 1978. Currently, more than 20 traffic island sites are planted with a variety of trees, shrubs, and flowers offering seasonal and year round beauty.

A key element in the success of this program has been the opportunity for local businesses, organizations and individuals to support the program by partially funding the City's island maintenance efforts. In recognition of their donations, a sign is placed at a beautification site listing the contributor.



- Annual cycle January-December
- Annual Contributions: \$525-1st sign \$400-2nd sign
- Returning sponsors have first rights of refusal on their sign location
- The Parks and Recreation Department reserves the right to place more than one sign in a landscaped area and to place signs giving consideration to visibility and safety.
- Any stolen, vandalized or aged signs must be replaced by the sponsor at a cost of \$120 (separate from the annual donations). Any changes to the sponsor sign that requires repainting must be paid for by the sponsor (separate from the annual donation).
- Company logos will not be placed on signs
- Sponsor Application on back page.

For more information please stop by the Parks and Recreation office or visit our website: <http://newark.de.us>.



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Parks and Recreation
Department**

220 Elkton Road
Newark, DE 19711

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Fax: 366-7067

Email: parksrec@newark.de.us