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FOR IMMEDIATE RELEASE

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ADDRESS CHANGE FOR BUSINESSES AND RESIDENCES ON ELKTON ROAD
Elkton Road Renamed South Main Street

Newark, DE (December 20, 2012) – At its meeting held June 25, 2012, Newark City Council voted to change the name of Elkton Road, between West Main Street and West Park Place, to South Main Street effective January 1, 2013. **An event to recognize the designation of South Main Street will be held on Friday, January 4, 2013 at 11 a.m. at the Buffalo Wild Wings north parking lot located at 100 South Main Street.**

With Main Street traditionally seen as the downtown center, Elkton Road was often seen as where downtown ended. In actuality, Elkton Road has been part of downtown since City Council expanded the boundaries of downtown Newark in May of 2007 to include both sides of Elkton Road from West Main Street to Apple Road and more recently to West Park Place. As a result, properties along Elkton Road began to develop as an extension of Main Street.

Newark City Council believes that changing the name of Elkton Road for this section of downtown will add to the success by associating it more closely with our national award-winning Main Street and will foster additional growth. “Renaming Elkton Road to South Main Street reaffirms our belief that this will become the next phase of our downtown redevelopment,” says Newark Mayor Vance Funk. “Newark has become a very popular destination, which has been enhanced by DeIDOT’s excellent redevelopment of South Main Street.”

“There is a lot of excitement about the extension of Main Street within our business community,” says City Manager Carol Houck. “Like many people I have spoken with, I am looking forward to opportunities for additional beautification and investment along this gateway into our city.”

With the name change at the beginning of the year and the near completion of Delaware Department of Transportation’s (DeIDOT) multi-year project to widen and repave Elkton Road, South Main Street offers visitors a brand new road to drive on with beautifully landscaped medians, wide bike lanes, and sidewalks paved with red brick accents to signify you are walking in the downtown district. “The Elkton Road project involved collaboration between DeIDOT, elected officials, City of Newark, University of Delaware, business leaders, and residents to improve pedestrian, bicycle, and transit facilities as part of the pavement reconstruction and safety improvements,” DeIDOT Secretary Shailen Bhatt. “This project has addressed the multi-modal transportation needs while creating a more welcoming environment that will stimulate downtown business and tourism.”

Businesses and residents residing on the stretch of Elkton Road to be renamed were notified of their new addresses in September 2012. While the name has changed, building numbers remain the same. Newark, with the assistance of DeIDOT, began replacing road signs in mid-December in order to complete the change out before the holidays.

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