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FOR IMMEDIATE RELEASE

January 4, 2013

Ribbon Cut for South Main Street

Newark, DE (January 4, 2013) – City of Newark held a ribbon cutting today to officially recognize the renaming of Elkton Road to South Main Street. 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. City officials believe changing the name of the stretch of Elkton Road to South Main Street will add to the success of downtown by associating it more closely with the City’s 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 DeIDOT’s 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.”

(Attached photos: pictured left to right – City Council Member Doug Tuttle, City Manager Carol Houck, Mayor Vance Funk, and DeIDOT Deputy Secretary Nicole Majeski.)

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Welcome To
**SOUTH
MAIN STREET**



SOUTH MAIN STREET
Newark Partnership

AMSTERDAM
SQUARE

CLAYTON
STEAK



Welcome To
**SOUTH
MAIN STR**



DOWNTOWN
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AMSTERDAM
SQUARE