



CITY OF NEWARK PARKS & RECREATION
TRAFFIC ISLAND
BEAUTIFICATION PROGRAM

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.



**BEAUTIFICATION PROGRAM
GUIDELINES**

- Annual cycle: January - December
- Annual Contributions:
\$625 - 1st sign, \$500 each additional 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 \$155 (separate from 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 below.
- For more information please stop by the Parks and Recreation office or visit our website at newarkde.gov/play

PLEASE RETURN THIS FORM WITH PAYMENT
Please make checks payable to **City of Newark.**

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

Mailing Address: _____

Contact Person: _____ Phone #: _____

Email: _____ Amount Due: \$ _____

For future reference, how would you like to be contacted? Mail Email

**220 South Main Street
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Phone (302) 366-7000
www.newarkde.gov/play
E-mail parksrec@newark.de.us**