



# ROXBOROUGH

A PLACE WITH ROOTS



# 2020

ROOTS ON THE RIDGE  
STREETSCAPE SPONSORSHIP



## ABOUT ROOTS ON RIDGE

The Roots On Ridge program envisions a Ridge Avenue alive with color year-round, through seasonal flower displays, extensive tree cover and placemaking initiatives. Ridge Avenue can always be sparkling as a result of regular sweeping, cleaning, pressure washing as well as graffiti removal. Through consistent and visible policing and private security services we assure that our corridor is safe and secure.

The Roxborough Development Corporation takes responsibility for enhancing streetscape and placemaking assets. The organization is responsible for landscaping and managing two public parking lots, a pocket park, five miles of sidewalks and over 200 street trees and plantings. Through continued investments in the public realm we see increased property values, increased curb appeal and contribute to the economic stability of the neighborhood. At the same time our nature-based systems require substantial investment to establish and maintain.

Contributions to the Roots On Ridge program will result in direct and meaningful impact leveraging over \$100,000 invested annually by the organization to maintain and enhance Ridge Avenue. Building off of our previous accomplishments will position the district to achieve a successful return on investment.

## SAMPLE SUCCESS SINCE 2015



**200+**

**Trees, shrubs, and perennials planted**

**140,000+**

**Gallons of trash and debris removed**

**12.5+**

**Miles of sidewalk treated for weeds**

**65+**

**Lighting poles relamped or upgraded**

**250+**

**Pieces of graffiti and bandit signs removed**





# SUPPORTING ROOTS ON RIDGE

The Roxborough Development Corporation invests over \$100,000 each year in landscaping, street trees, lighting, cleaning, and graffiti removal to keep Ridge Avenue clean, green, and welcoming. Our strong streetscape management plan needs your investment to leverage and go above and beyond the organization's capacity to advance Ridge Avenue. Sponsorship price is for all listed benefits, if you don't see an item that fits your interests, let us know and we'll be happy to customize your package. For more information, contact us at [marketing@roxboroughpa.com](mailto:marketing@roxboroughpa.com).



## ReTree Ridge- \$10,000

Plants (10) 2.5" caliper street trees within the district per Philadelphia Parks and Recreation recommendation. Cost includes maintenance and watering for a guaranteed two year establishment period. Individual street trees can be installed for a cost of **\$1,250 per tree**.



## Plant Ridge- \$7,500

Plants (50) shrubs and flowers within the district's sidewalk planters, Costs includes maintenance and watering for one year. Individual shrubs and flowers can be installed for a cost of **\$185 per planter**.



## Brand Ridge- \$6,500

Includes the design, production, printing and installation of artistic printing wraps for (10) Big Belly trash/recycling containers or related streetscape furniture. Individual printing wraps can be installed for a cost of **\$800 per Big Belly** or piece of street furniture.



## Clean Ridge- \$5,000

Cleans and removes (10) blocks of graffiti, debris, bandit signage and stickers from all pedestrian poles, transit signs, pedestrian lighting, street furniture and bus shelters. Individual blocks can be cleaned for a cost of **\$625 per block**.



## Pocket Park Refresh- \$3,500

Refreshes the Roxborough Pocket Park for the season including all pruning/trimming, plant material, weeding/cleanup of existing beds and rain garden, fertilizing and mulching planting beds as well as replace dead shrubs and perennials as needed. Individual shrubs and flowers can be installed for a cost of **\$185 per install**.



## Ridge Vegetation Control- \$2,500

Ridge Avenue weed control includes the treatment of all Ridge Avenue sidewalks and curb lines from Main Street to Domino Lane as well as intersecting streets to prevent the growth and establishment of unwanted vegetation.