



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

