

March 27, 2007

Dear Cheshire Business or Service Club:

You are cordially invited to participate in a new and exciting initiative of the Town Beautification Committee (TBC). This year, we are looking for sponsors to beautify and maintain five prime and visible locations along Route 10. We feel that this **Adopt-A-Spot** Program will enhance the appearance of our attractive community. Our hope is that you'll take the time to review the attached information about the program, and submit an application.

If you decide to participate, please complete and submit the application for your business or service club by April 20, 2007. We will select the organizations and assign their Adopt-A-Spot locations by April 27. The organizations and areas selected will be recognized by a professionally made sign provided by the TBC.

Needless to say, we are excited by the Adopt-A-Spot Program, and we look forward to hearing and working with you. If you have any questions, feel free to call us at: 271-6670.

Sincerely,

Pauline Cacace
TBC Adopt-A-Spot Committee

Jeffrey Rapoport
TBC Adopt-A-Spot Committee

Town of Cheshire 2007 – Adopt-A-Spot Program Conditions for Planting and Maintaining Areas

The Adopt-A-Spot program is a new program instituted by the Town of Cheshire and the Town Beautification Committee (TBC) to beautify and enhance the main thoroughfares throughout Cheshire. We ask that all participants in the program agree to plant and maintain their designated area in compliance with the following conditions:

1. Area plantings shall be completed by Saturday, May 26 (Memorial Day weekend), and shall be maintained and watered through the first hard frost in October (usually by the end of the month.) The areas shall be cleaned up for the winter.
2. Design of the area shall use only natural plant material (shrubs, flowers, etc.).
3. The height of the plants should be in scale with the pre-existing signage, and kept low in front of the sign.
4. Areas shall be well defined, mulched (no red mulch), and kept free of weeds.
5. Plants which die during the course of the summer shall be replaced immediately.
6. Signage in the area shall be limited to the sponsor sign provided by the town in addition to the existing sign in the area (if applicable). The sponsor sign is the property of the town and shall be removed by the town at the end of the season. No other signage is allowed in the area.

As stated above, the intent of the Adopt-A-Spot program is to beautify Cheshire. Please be advised, therefore, the town reserves the right to assign areas that are not maintained to another sponsor. During various times of the summer, the areas will be judged and rated. The highest rated project will be recognized at a time and location to be announced.

Thank you for your interest in the Adopt-A-Spot program. Please keep these conditions and refer to them as necessary during the planting of your assigned area.

Please mail or fax your completed application by April 20, 2007 to:

Jerry Sitko
Economic Development Coordinator
c/o Planning & Development Office
84 South Main St, Cheshire, CT 06410
Telephone: (203) 271-6670 Fax: (203) 271-6688

Confirmation of your sponsorship will be sent to you upon receipt and acceptance of your application by the Town Beautification Committee.

KEEP THIS PAGE FOR REFERENCE



Town of Cheshire Adopt-A-Spot Program Application

Application Type:

New

Renewal

Name of Sponsor: _____

Contact Person: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

The Town of Cheshire will provide appropriate signage recognizing the sponsor.

Signature of Sponsor: _____ Date: _____

Please submit application to:

Jerry Sitko
Economic Development Coordinator
c/o Planning & Development Office
84 South Main St, Cheshire, CT 06410
Telephone: (203) 271-6670 Fax: (203) 271-6688



Adopt-A-Spot

Area Dimensions

#	Location	Sign Width/Height	Suggested Layout
1.	I-691 West, Exit 3	Existing large oval	Large oval
2.	Country Club/Rte. 10 Safety Sign Note: Large piece of property.	80 in. wide 72 in. high	3 ft. each sign of sign, 4 ft. in front and back of sign
3.	Bartlem Recreation Area Sign, Rte. 10 across from Cheshire H/S	9 ft. wide 78 in. high	5 ft. each side of sign 4 ft. in front of sign nothing in back of sign
4.	The Yellow House Sign, Rte. 10	6 in. wide 57 in. high	2 ft. each side of sign 3 in. in front and back of sign
5.	South End Fire House Safety Sign	8 in. wide 7 in. high	3 in. each sign of sign, 4 ft. in front and back of sign