

# Verona-Cedar Grove Times

THURSDAY, MARCH 20, 1997

## Banners Spruce Up Verona Business District

**VERONA** — As a result of the efforts of Verona's Commercial Revitalization Committee, snappy banners now line Bloomfield Avenue from Montclair to the North Caldwell-Caldwell border.

Last spring the committee recommended to the Verona Council the creation of a banner program to visually improve and promote the Bloomfield Avenue Commercial District. Modeled after other successful banner programs in Madison, Cranford, and Union, the effort was designed to foster community pride, commercial district recognition, and visual cohesiveness.

The Revitalization Committee obtained a sponsor, Brunner Dodge, to fund the majority of the expense of the first banner system at no cost to the Verona taxpayers. The 100 banners, their poles and mounting brackets initially cost \$12,500. Replacement banners cost \$9,400.

The Committee consists of local business and property owners and township residents. Committee members, meeting monthly with Township Manager Doug Huber and Council Liaison Bob Detore, have identified three areas in the central business district which can be improved: parking, maintenance and appearance.

The committee in its first six months of operation received donations of \$20,000 from business and property owners and residents. Among the major contributors is Comcast, the township's cable television supplier.

The second banner system, with its crisp snowflakes on a bright blue background, was the result of joint funding with the Township splitting the cost of the new banners with the Revitalization Committee.

The Committee hopes to continue the banner program



**NEW LOOK.** Blue and white banners align Bloomfield Avenue in Verona's business district as part of a revitalization effort.

*(Staff photo—Paul Vigna)*

with both generic and seasonal banners and to secure as much private funding as possible for its cost.

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The Community Advocates assisted the  
Verona Commercial Revitalization  
Committee in creating and implementing  
several successful development programs  
to enhance the commercial district.

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