

# GBA Curb Appeal Program 2011

As you may know, the Govanstowne Business Association has always supported streetscape, façade improvement and beautification efforts along York Road. GBA currently coordinates and finances the Bellona Triangle Garden at York and Woodbourne, as well as the Curran Memorial Clock Tower and Garden at York and Woodbourne. For the past few years, GBA has hired Ira Burks, a Mid-Govans neighbor who owns Grass Roots Landscaping, to keep those garden areas beautiful for the community.

## ***GBA has initiated a new program to provide and install a planter (or two) in front of our businesses – for added Curb Appeal!***

To maintain a sense of continuity along the corridor, we have selected a strong, durable plastic planter material in two shapes and two colors. The Planterware polyethylene material is resistant to impact, frost, ultraviolet light and temperature extremes, and it's easily cleaned and 100% recyclable. Plantings will include an evergreen boxwood in the center, around which annuals will be planted for color and interest. Exact annual plantings will be determined based upon your business entry's sun exposure. For instance, a sunny or part sun/part shade location may include wave petunias, sweet potato vine and coleus, and a full shade location may include impatiens, caladiums, coleus and fern. Grass Roots Landscaping will professionally prepare and deliver your planter(s), which will be filled with enriched soil and mulched. As an added benefit, GBA will coordinate replanting your planter with pansies in the Fall, and next Spring GBA will again coordinate replanting the annuals.

## ***Top Ten Reasons to participate:***

10. Beautify the York Road business corridor with a consistent look
9. Attract more customers to your business
8. Attract more businesses to the Govanstowne Business District
7. Increase pride in our community
6. Increase our property values
5. Overcome perceived image that 'businesses do not care'
4. Be a Good Neighbor
3. Good marketing opportunity, as your Good Neighbor efforts are acknowledged
2. Show Baltimore that we BELIEVE
1. **Your cost is only \$75.00 each!**  
(The cost per planter is approximately \$250.00; GBA will sponsor most of the cost)

Please consider participating in this important program. Together, we can work towards bringing Govanstowne to its fullest potential! Your efforts will be greatly appreciated by the residential and business communities – your customers!

## ***What do you need to do to participate, you ask?***

1. Fill out the simple form on the back of this flyer
2. Send form and a check to GBA
3. We'll coordinate the rest!

# GBA Curb Appeal Program 2011 - Order Form

*Please follow these simple steps for ordering your planter(s):*

Business Name \_\_\_\_\_

Name of Contact \_\_\_\_\_

Phone \_\_\_\_\_ e-mail \_\_\_\_\_

**Agreement:** I agree to have GBA provide and install planter(s) in front of my business. In return, I will pay only a small portion of the cost and take responsibility for maintaining the planter and plantings, by keeping it watered and clear of dead foliage and trash, per the care instructions that will be provided. If plantings need to be replaced, GBA will coordinate replacement, however, I understand that if plants are not surviving due to lack of proper maintenance, GBA retains the right to remove the planter. I also understand that GBA cannot be held responsible for theft or damage.

Business Contact Signature \_\_\_\_\_

1. Circle your preferred planter style/ color (we can help you choose, if you like)



Sandstone  
Square Planter  
20.5" W (ID) x 26" H

Dark Granite

Sandstone  
Round Planter  
29" W (ID) x 25" H

Dark Granite

2. Check Number of Planters: One Planter \_\_\_\_\_ Two Planters \_\_\_\_\_ Other Quantity \_\_\_\_\_

3. Any comments or questions? \_\_\_\_\_

4. Send this form and a check for \$75.00 (one planter) or \$125.00 (two planters) to  
GBA, PO Box 39278, Baltimore, MD 21212

5. When your planter is ready, Ira Burks will contact you to coordinate a good time to deliver and install your planter(s). We will try to schedule delivery within two weeks, but that may depend upon your selected planter style/ color availability, since we must order those in bulk.

***Thanks for participating in the beautification efforts along York Road!***

For more information, contact Laura Penza, [lpENZA@penzabailey.com](mailto:lpENZA@penzabailey.com) or 410-435-6677