

March 03, 2011

News Release

For Immediate Release

Sign Program Can Foster Identity for Neighborhood Groups

The City of Springfield will begin installing 12 neighborhood identification signs in the Bradford Park Neighborhood this week. The sign program is available only to Registered Neighborhood Organizations in the City of Springfield, and is facilitated through the Planning and Development Department, Office of Neighborhoods and Planning.

The installations were originally scheduled for early February, but were postponed due to the Feb. 1 blizzard.

The cost of fabricating and installing the signs is entirely paid by the neighborhood organization. The Public Works Department coordinates fabrication and installation of the signs, some of which are installed on the backs of stop signs and other existing signs and poles. The signs are placed around the perimeter of the neighborhood and at other prominent locations to help identify the area and raise awareness for the neighborhood.

The Bradford Park Neighborhood Association applied for the sign program in late 2010 and paid in advance for the signs. The first signs will be installed in the area bordered by Primrose Street, Battlefield Road, National Avenue and Delaware Avenue during the first week of February.

"The Bradford Park Neighborhood Association is the first neighborhood group to participate in this program. The program allows the promotion of the neighborhood and helps to create a sense of place within the city," said Randall Whitman, Senior City Planner. "We have some great neighborhood groups in Springfield and we believe this can be a useful tool for them to increase awareness and boost membership in their organizations."

Note to media: Exact time and location of sign installations will be available for those wanting video or photo opportunities.

For more information about the sign program, contact: Randall Whitman, Senior City Planner, (417) 864-2027.



Department of Planning and Development

840 Boonville Avenue • P.O. Box 8368 • Springfield, MO 65801
417-864-1031 • Fax: 417-864-1030