



Keep Stamford Beautiful, Inc.  
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### Keep Stamford Beautiful, Inc.



A program of the City of Stamford  
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### What is Street Spam?

"Street Spam" is any advertisement posted illegally in any public place. Most of these advertisements are signs printed on "Coroplast" (which looks like corrugated cardboard, but are made from non-recyclable plastic). Other forms may include plastic-laminated paper signs or "pocket spam" (business-card size advertisements in paper pockets).

Public places where Street Spam is commonly found include:

- Utility poles (attached by nails, staples, or tape)
- Highway rights-of-way (stuck into the ground on wooden or metal stakes)
- Telephone booths (the target of most "pocket spam")

Many Federal and State laws and local ordinances declare these signs illegal for the following reasons:

- The term "Public property" does not mean that the property can be used by anyone at will for personal gain. Highway rights-of-way belong to the various States. Utility poles belong to the utility companies. It is against the law to use property that does not belong to you without permission from the owner!
- The signs create a traffic hazard because they block drivers' vision at intersections.
- Americans put a great amount of civic and volunteer effort into keeping their cities and towns clean and attractive, and these ugly signs are eyesores.
- The signs, and the nails and staples used to attach them, are dangerous to utility company workers when they have to climb the poles.

Help fight this blight! Most laws and ordinances classify these signs as either common litter or abandonment property. As such, they are fair game for removal by anyone, despite the sign spammers' arguments to the contrary.

Just be careful! Don't block traffic when removing signs, and dispose of the signs properly. Your neighbors will thank you. You'll get a bit of exercise and fresh air. And, you'll feel the pride of having contributed to keeping your community clean and free of traffic hazards.



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# DOWN -TO- EARTH

## And The Winners Are...



"Beautification Day" on Saturday, June 1, kicked off the second annual "Stamford In Bloom" garden competition.

Keep Stamford Beautiful received 30 entries for the contest, and each entry was judged on criteria established by local gardening experts and by the Keep Stamford Beautiful Committee. Congratulations to our winners, David Winston, Paula Eytel and Lou Sapone, and Zacharias Aloupis.



1st Prize: \$1000 – David Winston, 1128 Cove Road



2nd Prize: \$500 – Paula Eytel and Lou Sapone, 14 River Ridge Court



3rd Prize: \$250 – Zacharias Aloupis, 98 Scofield Avenue

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## American Express Helps Keep Stamford Beautiful

Brooms and garbage bags replaced briefcases and coffee mugs when American Express employees arrived at the Stamford train station on Monday, June 17 as part of the Keep Stamford Beautiful project.

Forty employee volunteers from the local American Express office donated elbow grease and good will to clean up all the sidewalks and airway areas next to the station's platforms.

"The community welcomed us with open arms when we moved our office here after September 11th," said Ellen Lasch, vice president, American Express Global Brand Management. "This is a way for us to give back to the community and help to keep Stamford a nice place to live and work."

American Express temporarily relocated to Stamford after evacuating the American Express tower located at The World Financial Center across from ground zero. This group of employees is responsible for the company's marketplace and competitive research, global advertising and brand management, and recently launched American Express' new national advertising campaign with the tagline, "Make Life Rewarding."

American Express Company is a diversified worldwide travel and financial services company



founded in 1850. It is a leader in charge and credit cards, Travelers Cheques, travel, financial planning, investment products, insurance and international and online banking.



## Beautification Day 2002



Saturday, June 1, was Keep Stamford Beautiful's "Beautification Day 2002" project in the City of Stamford. Volunteers from GE Capital, W&M Properties, the Springdale Neighborhood Association, and the Glenbrook Neighborhood Association planted more than 2,000

annuals in planters located in Springdale, Glenbrook, Belltown, the West Side, Waterside, and the South End.



## "Pitch In" Ads Roll On

Keep Stamford Beautiful continues their anti-littering campaign by featuring the "Pitch In" advertisement on ten city buses. The ad is estimated to be viewed more than 2.5 million times during the months of June, July, and August.



## In the Garden

### Focus On Ferns

Ferns are a wonderful addition to any shady area. They combine wonderfully in perennial beds, naturalized woodland areas, or even tucked in between trees and shrubs. They provide textures and colors that are unavailable in conventional flowering plants. Ferns often have outstanding fall foliage color, adding rusty yellow hues to our native forests and also our gardens. Ferns can form single rosettes or spread into large colonies. Typically, ferns prefer a cool, shady environment with moist, slightly acidic soil. Some ferns are quite sun tolerant, and many will take a variety of soil conditions – some even grow happily in standing water.

Fall is a great time for planting ferns. Here are a few favorites just to give you a taste of what ferns can offer.

#### *Polystichum acrostichoides* (Christmas Fern)

This native beauty forms a dense mound of evergreen foliage. Its dark shiny green fronds look great with other ferns or with silvery foliage of plants such as *Dicentra eximia*. This fern is extremely hardy withstanding extremely cold winters into zone 3. It is easily grown in most conditions in Connecticut, tolerating most shade to full sun. It is also extremely drought-tolerant. I have even seen it growing out of rock on a sunny slope.

#### *Thelypteris decursive-pinnata* (Japanese Beech Fern)

This fern gained its common name because it is often seen growing under beech trees in its native Japan. Anyone who has beech trees in their yard knows that this is no small feat. This is an extremely hardy and beautiful fern. The fronds are light green and are extremely erect giving the fern an extremely neat overall appearance. Short runners from the crown make this a colonizing fern, although it is not overly aggressive.

#### *Athyrium niponicum* (Painted Ferns and Hybrids)

Many people are familiar with the Japanese painted fern *Athyrium niponicum* 'Pictum' which has foliage in shades of silver



and purple. Painted fern is a wonderful addition to woodland gardens and combines well with darker foliage plants such as *Heuchera* or *Ajuga* cultivars. Unfortunately, the painted fern is rather slow growing. There are a number of new introductions from its parentage. Come check out 'Rita's Rambler,' or 'Ghost,' or 'Branford Rambler,' all of which offer many attributes that can add great character and texture to your shady spaces.

#### *Athyrium filix-femina* 'Victoriae' (Victorian Lady Fern)

This fern always draws attention. It has the graceful habit and the fresh green fronds of the regular native lady fern, but with a twist. It has a double set of fronds set back to back against each other which give it a criss-cross effect. Fascinating and sturdy, this fern is a great addition for collectors or anyone who wants to add some interesting texture to their shade gardens.

#### *Adiantum pedatum* (Maidenhair Fern)

The most graceful of all, its foliage is lacy and arranged in a horseshoe shape pattern. Beautiful from the moment it begins to unfurl in the spring till frost, this is one of our true native treasures. It is tolerant of wet sites or will perform beautifully in regular garden soil. Full to part shade is best. Every shady garden should have at least one of these beauties.

## Beacon Corcoran Jennison Management Adoption Underway



Beacon Corcoran Jennison Management has recently adopted the traffic island directly across the street from their entrance to Southwood Square on Baxter Avenue. We look forward to the development of this site.

## Goodbye Graffiti

Bert Crook, pictured at right, volunteered this summer to assist Keep Stamford Beautiful with graffiti abatement projects. This location is the rear of 103 Atlantic Street in downtown. KSB has abated more than 25 sites throughout the city this season.

