

Creating Curb Appeal by Applying Design Fundamentals

In our May newsletter, I spent some time discussing how landscaping can aid greatly in the creation of "curb appeal". Curb Appeal is that which creates a compelling invitation from the street, "Come inside, come inside". The allure builds curiosity, which leads to the natural tendency to want to get inside. "If



that home is as nice on the inside as it is on the outside, I'd love to take a peek"! (Realtors know that such a home is half-sold before a prospect crosses the threshold).

Let's examine two elements in more detail - creating "Focal Points" and creating "Movement". While some of the examples I'll show have a polished look, often we will work through many renditions before becoming content with a particular design. Don't get discouraged if it doesn't come out right the first time.

Creating focal points can be challenging yet understanding this first principal can lead to great satisfaction. What draws your eye into the spaces around your home? Do you have a great opportunity to create something that is eye catching? This can be as simple as a couple of dwarf conifers with a concrete statue, or more complex - a water feature, an alcove with a park bench, or some unique perennials that beg for attention. Japanese Maples or dwarf conifers come to mind.

Experts remind us not to hide the focal point in chaos. For sure, we must guard against chaos. Of course, beauty is in the eyes of the beholder, but suffice it to say that sometimes less is more. One focal point per garden bed should be plenty. If you add a gazing ball, don't add a hummingbird feeder

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Watch

Future Neighborhood Events

July 1 & 8 - Friday Nights

- Public Lecture's - Drake Observatory
9:00 PM - Take the kids!

July 2 - Saturday

- WPNA - Jazz in July - 5:30 PM
Roosevelt West Lawn

July 6,13,20,27 - Wednesdays

- DNA/1stCC - Farmer's Market
4:00-7:00 PM - Eats & Treats!

July 8 - Friday

- DNA - Jazz in July - 7:00PM
New Shops of Roosevelt Boardwalk!

July 13 - Wednesday

- WPNA Board Meeting -CACC - 7:00PM
- DNA Board Meeting -1st CC - 7:00PM

Sept 17

- WPNA --Neighborhood Dumpster Day

More DNA info available at <http://www.drakeneighborhood.org/>

More WPNA info available at <http://www.neighborhoodlink.com>

Schedule Reminder:

**All Wednesdays in July --
"Stop at DNA/1stCC Farmer's
Market 25th & Univ. -- pick up
dinner!"**

Here are six basic principles we are examining.

- Emphasis - or Focal Point
- Movement - or Sequence or Line
- Repetition - or Duplication
- Variety - or Contrast
- Balance - Asymmetrical and Symmetrical
- Scale - or Unity

In subsequent issues, we will examine these further. Should you like to influence content, email AndrewL@IowaRealty.com. TIA!



Principles of Landscape Design

(...continued)

and a sculpture in the same bed. If you have a park bench with a couple of plants in containers nearby, trying to add your favorite birdhouse on a stick *plus* a birdbath may be too much. The eye can comfortably absorb only so much stimuli at one moment. The example given on the first page illustrates a good use of focal point, in my opinion.

The second fundamental we want to examine is movement or "line". Here the idea is to consider shapes of borders, form and height of various hardscape elements, and the positioning of plants throughout the design. There are no straight lines in nature so for a natural look, try to avoid these. Curves create the pulling effect that draws our eye around the bend.

The "bones" of the landscape should be dominated by curves to achieve a professionally designed look. The photo above shows the use of movement/line in something as simple as a sidewalk. Of course, the rest of the landscape can be awesome, but it is the simple curved lines of the sidewalk framed by dark green grass that beckons you, "come hither".

My hat is off to both of these homeowners!

(Photo credits: Pg. 1 - Doug and Sherri Sievers - 1246 - 40th St.
Pg 2 - Martha E. Kennedy - 1428 Germania Dr.)

RE Listings Sold in My #1 Service Area

Year	Units Sold	Median SP	% Increase
2000	184	98,000	
2001	212	104,000	6.1%
2002	199	112,000	7.7%
2003	177	118,000	5.3%
2004	170	124,900	5.8%

Considering painting this summer? Need scaffolding? **FOR RENT** -- enough scaffolding and platforms to reach 2-Story heights. \$75/wk (plus \$25 delivery), or save with 4 wks for the price of 3, delivery and pick up included!

Call Andrew L. at 710-1955 for more info.

Trees Rock!



Ready to plant a tree? The city of Des Moines Forestry Department can help at 283-4950.

Trees to avoid? Ash (except Mountain) because of the emerald ash borer. Good alternative? Autumn Blaze Red Maple (1997 Tree of the Year - Iowa Nursery and Landscape Association).