

# Landscaping can attract buyers, tenants

Attractive landscape design surrounding new buildings can be an effective sales aid, members of the Builders Association of Southeastern Michigan learned at a seminar. "Builders and developers," says Herbert Lawson, president of the Farmington Hills-based association, "are beginning to realize that the money they spend on landscaping their properties realizes a quick return in speedier sales or rentals."

Landscaping architect David Jackson of Village Green Management, a subsidiary of Holtzman and Silverman, showed BASM members slides of landscaping at their developments. Says Jackson, "Regardless of how small a budget may be, a builder is shortchanging his efforts if he does not pay attention to the surrounding environment." By starting with a landscape plan, money will be saved in the long run and a property becomes much more saleable. The bottom line, he says, is image and marketing, whether the facility is institutional, commercial

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yearly. Another cost-cutting device is to plant beds of perennials such as daffodils, crocuses and daylilies which come up yearly, then filling in with annuals. TO ATTRACT attention to the potential building buyer, the designer must consider whether property is viewed quickly, such as by vehicular traffic, or more slowly. When a property is viewed primarily from a passing car, such as the facing street of an apartment, for example, landscaping must focus on

a more gentle rhythm in the curves, always leading the eye to the primary focus of attention, which is the signage. At this point, a more pronounced area is developed to literally stop the eye. The landscape architect deals with more elements than just trees, shrubs and flowers. Important design elements such as ornamental lighting, special paving, use of water in fountains or ponds, furnishings, all play an important role in creating "rooms" within the exterior space.

According to Jackson, there are also important functional aspects for choosing to work with a landscape architect. Expert guidance on drainage, grading and irrigation can prevent ongoing future problems for the builder. "Look at the total picture," Jackson said. "Pay as much attention to the land as you do to the building design. By adding beauty and functional design outside, you'll attract the buyer or tenant you want to the inside."

## Farmington-area kids receive scholarships

Summer camp is a recreational experience shared by many youngsters but for the asthmatic child, going to camp is not always possible. Asthmatics need special medical supervision and facilities, elements that are not always available at camp.

The American Lung Association of Southeast Michigan (ALASEM) sponsors a free camp designed to meet the needs of asthmatic children, while it offers the camper a chance to be like normal boys and girls.

Stacy Fuller, daughter of John and Nancy Fuller, and Alycia Matthews, daughter of Lauriant and Joyce Matthews, both of Farmington Hills, were two of the more than 60 asthmatic children chosen statewide to receive the free trip to camp, from June 27 through July 1, compliments of ALASEM. Through the generosity of Christmas Seals, Camp Sun Deer is made possible and asthmatic children such as Stacy and Alycia can have a fun-filled summer.

At Camp Sun Deer, near Battle Creek, the campers are encouraged to participate in "traditional" camp activities. Trained medical professionals constantly supervise the wide variety of activities that let campers enjoy a summer full of exciting adventures that they normally wouldn't have.

The camp program is co-sponsored by the Michigan Society of Respiratory Care, the Center for Asthma, Emphysema and Allergic Disorders and the Borgess Medical Center. For more information on the lung association's many free community activities, call 559-5100.

or residential. "Recognizing this, builders and developers are realizing that excellent site design and landscaping gives them an edge over the competition," Jackson said.

If a firm wants to create a dramatic landscaping impact but is conscious of budgetary restrictions, Jackson recommends using evergreens and deciduous shrubs for primary color and adding beds of annuals for a brighter note. Using all annuals would add considerably to the cost since they must be replaced

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