

garden



By **Roger Myers**
American Beauty Landscaping

Roger Myers is the President and Founder of American Beauty Landscaping. Established in 1979, ABL is the Valley's industry leader with over 90 National, State and Local awards to its landscape design and build credit.

LIGHTING THE LANDSCAPE... *what a bright idea*

Last month I focused on water features and the importance that water plays in today's landscape environment. Of equal or perhaps even greater importance is the addition of lighting to your landscape – your garden, your residence and/or your water features, sporting areas, etc.

You may have noticed as you drive through the newer sections of Poland, Boardman, Canfield, Austintown or Howland for example, more and more folks are lighting up their properties in a big way.

Unfortunately, many are doing it the wrong way, professionally speaking. There are a lot of do-it-yourself products on the market, and a lot of do-it-yourself ideas that really don't accomplish what the homeowner truly desires – security, beauty, ambiance, and enhancement of the property – its not about the light bulb!

We are very familiar with the wide variety of beautiful light fixtures that enhance the interior of our homes. Many styles, sizes, materials, and installation options all to achieve and create different moods, and/or different functions.

Kitchen lights are bright and functional, as are reading lamps. Chandeliers are large and dramatic with beauty, on or off. Bathroom vanities have bright lights. You get the idea.

Landscape lighting must be approached in the same way. A good presentation has a variety of fixtures, focused on a variety of objects, with a variety of light intensity.

All bulbs are not the same. All fixtures are not the same. Cardinal rule. It's not about the light – it's about the lighting effect.

How many times have you seen the driveway and/or walkway lined with Malibu lights every 10' on both sides? Is this a runway at Cleveland Hopkins, or can you really not find your drive at night? That just does not do anything for the residence; does not create ambiance, does not accent the landscaping, it simply calls

attention to 10 to 20 bright spots scattered about.

A good lighting job can enhance a landscape and extend its beauty beyond the daylight hours, long after the sun goes down.

The beauty and functionality of a lighted landscape offers the additional bonus of safety to the property. It does offer deterrence for a potential thief, unless of course he's there to steal the lights!

It is a wise investment that increases your property value, but more importantly, increases your curb appeal after dark. Your residence will take on a whole new look, and in some cases look even better at night!

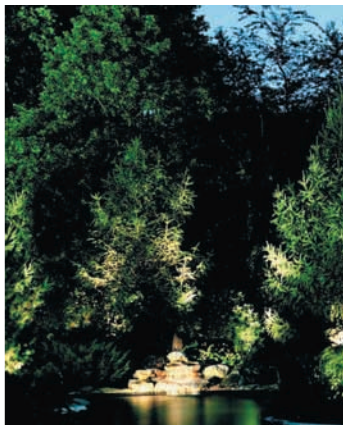
Take time to research the importance and art of good lighting techniques, before you attempt it yourself. A professionally installed low-voltage system can average approximately \$100 per fixture over all. That includes all labor, materials, fixtures, wiring, and professional design.

Choose a reputable experienced installer; one with many references that you can go see for yourself.

If it looks like a runway – then run-away, and call me.

Roger Myers
American Beauty Landscaping

"Landscaping For Life"



"We would like to commend the crew that worked on our home. They were professional and courteous. What impressed us most was their attitude. Despite the heat, they were focused and worked very hard."

B. Monico -New Castle

"The yard looks great; the young men are doing a fine job. They are courteous, friendly and fast. Keep up the good work."

M. DiCarlo

"When your landscaper is proud of the work he has done and brings people to see it, you know you've made the right decision."

E. Anderson -Austintown

"We are thrilled with the results and eager to show off our new look. Our neighbors have been complimentary."

D. Hazen -Salem



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