

### Public landscapes



The next time you go traveling, take note of the landscape when you enter a town or city. What attracts you or catches your eye? In some cases, it may be the boarded up windows or the trash on the curb or the fabulous signage or the exquisite landscape. Make a mental note of your first impression.

What do people say about your town? Do you know? Understanding how your town is viewed in the eyes of outside visitors goes a long way to the town's success.

You've read editorials and letters in the local paper exclaiming positive and negative comments about our local towns. No one likes to open the paper and read a letter to the editor about the overflowing trash cans in the city park in Holyoke.

Every part of a landscape shapes the experience of our visitors. What do you want a visitor to walk away with as an experience? Perhaps you have never thought about it.

Small towns do not usually have landscape codes. What does a landscape code include? These codes cover tree protection and preservation. There are codes for how business areas have landscapes installed. There are also codes for storm water management and emergency plans for a clean-up process after a tornado or another catastrophe.

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Holyoke Enterprise October 24, 2013