

The Lakeview Neighborhood Alliance in partnership with POP's Passion is excited to announce Keep Lakeview Beautiful (KLB) initiative. The Keep Lakeview Beautiful was designed to promote goodwill and reward exemplary yard care in the community. Keep Lakeview Beautiful is to recognize neighbors who demonstrate extraordinary efforts to maintain their property. Through individual efforts we all will contribute positively to the overall appearance of the community at large.

For a 12 month period January through December, the Keep Lakeview Beautiful volunteers will choose a yard that best demonstrates the qualities of: appeal, uniqueness, and overall beauty. The recommended guidelines listed in this document will be used to evaluate the exterior of the house. KLB will mainly focus on "curb appeal", this is considered the front yard, side yard and exterior of the house. Each month the volunteer committee will select one residential yard during the first three days of each month. The winner will be provided a decorative yard sign for displaying and recognizing their winning yard. The winning yard will also have a posting on the community website and receive a gift card of \$100. To kick off the holiday season we will be doing \$200 for the month of December.

#### Yard of the Month Guidelines

- All participants must live within the Lakeview neighborhood.
- All award winners are selected based on criteria listed in document.
- Key criteria include manicured yard, beautification, originality and creativity.
- The yard upkeep can reflect the efforts of residents or professional landscaper.
- An award duration term lasts for a 30 day period. That means the award duration runs from the 10th day of the month to the 10<sup>th</sup> day of the next month.
- A residential property cannot receive more the award more than two times in a 12 month calendar period. At least 6 months must elapse between awards for the same yard.
- While a residential property is being recognized as "Yard of the Month," they are expected to maintain their yard in the same manner that allowed them to win the title.
- Seasonal themes are encouraged, if selected during this time an additional perk will be awarded.

#### Recommendations for Judging

**Lawn:** Grass should be healthy with little to no bare spots or excessive weeds. Grass should be mowed and trimmed, including foundations and fences. Debris (garbage and pet feces, etc.) shall be picked up and discarded of properly. A unified, simple, and neat landscape design with a natural appearance is preferred.

**Landscape and Flower Beds:** Beds shall be weeded and edged, flowers must be deadheaded and dead plants removed, trees and shrubs pruned, natural areas cleaned. Beautification efforts would include new flowers, new trees, and new shrubs, etc., with plantings in scale with the surroundings and limited to a few types of plants rather than a huge variety to create confusion.

**Walkways & Driveways:** Walkways and driveways shall be clean (including trash containers or yard products removed from view). The area in front of curb should be free of debris and dirt. The appearance after dusk including accent lighting, safety lighting, visible interior lighting, etc.

**Aesthetics:** Overall look of landscaping (formal versus informal, use of color and textures, garden art is important. The front entry way should be inviting, with original and creative touches to show personality (hanging baskets, pots, yard art, bird feeders, etc.)La

Keep Lakeview Beautiful is dedicated to improving the appearance and quality of living for the residents of Lakeview. Lakeview Neighborhood Alliance and POP's Passion encourage residents to take pride in their homes and the Lakeview neighborhood. This partnership is to celebrate those who do a superior job maintaining their yards in a way that enhances the overall curb appeal of the Lakeview community.

Yard of the Month nominations can be made by emailing  
[info@lnacharlotte.org](mailto:info@lnacharlotte.org)