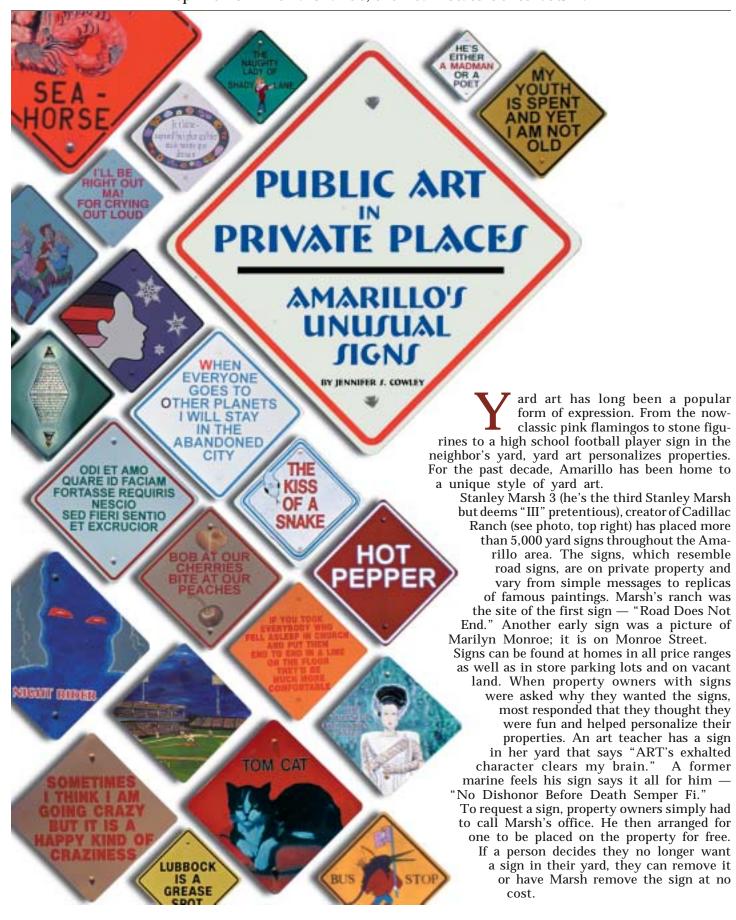
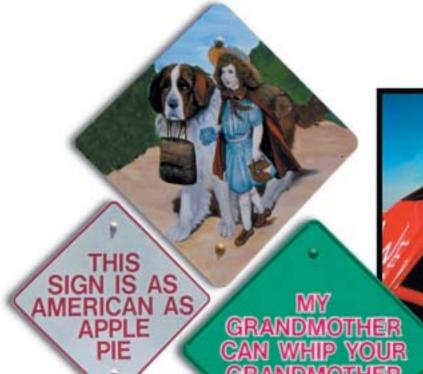
A Reprint from *Tierra Grande*, the Real Estate Center Journal





When asked how the sign idea got started, Marsh responded, "I'm an artist; I like to make things . . . it was just fun to make them.'

Marsh promotes noncommercial, nonadvertising art. He created the Dynamite Museum, a group of artists who came up with the sign content. These artists pulled ideas from books, television and

their own imaginations. Reaction to the signs has been varied. One resident who has a sign commented, "Ours is a conservative Republican city

that tends toward color.

Another resident said, "the money that has been spent should have gone for something to benefit the community, like an activity center for underprivileged children."

eyesore.

being overly conventional, consumption-oriented and alas, lacking in local Stanley's signs contribute just the right touch of amusing eccentricity to the place."

While some residents say the signs are fun and entertaining to read, others call them an

MONEY DOESN'T MATTER. levels. (Top) Stanley Marsh 3 at Cadillac Ranch.



The Real Estate Center at Texas A&M University surveyed 210 local real estate licensees to determine their opinions

about the signs. Responses numbered 108. Two survey respondents said that they have signs in their yards; one said his 13year-old son called Marsh to request the sign.

Fifty-seven percent of responding licensees believe the signs decrease the value of property. One appraiser said he had not seen any change in the value of property as a result of a sign.

The sales price of homes with signs may be unaffected because the owner can remove them. However, signs can impact the sales of nearby homes, according to one licensee. If buyers do not like a sign on adjacent property, there is little they can do. One licensee found the sign next door to her home so distasteful that she purchased the house to get rid of the

Eighteen percent of respondents said they had sold a property with a sign on it in the past year. Twenty-four percent said it can be more difficult to sell a property with a sign on it. However, only two licensees reported having lowered the price of a property because of a sign. Overall, licensees said clients from out of town considered the signs a curiosity.

A second survey was sent to 350 Amarillo residents who have signs in their yards or who live adjacent to property with

a sign. One hundred fifty responded. Seventy percent of respondents who have a sign believe the signs have no effect on property values in their neighborhood. Of those respondents who live next door to or across the street from a sign, 42 percent believe the signs have a negative impact on property values in their neighborhood.

Marsh has stopped putting up signs. He explains that as an artist he intuitively knew when this work of art



was finished. When people inquire about getting signs, he refers them to a company that manufactures custom signs. One survey respondent reported he had one made for \$70.

Marsh's signs have begun to migrate. As people move, some have taken the signs with them. Signs have been sighted in Lubbock, Austin and in Despair, Texas, near the New Mexico border.

Public art frequently draws a mixed response. In the case of Amarillo, the art has been brought a little closer to home than usual.

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Tierra Grande (ISSN 1070-0234), formerly Real Estate Center Journal, is published quarterly by the Real Estate Center at Texas A&M University, College Station, Texas 77843-2115. Subscriptions are free to Texas real estate licensees. Other subscribers, \$20 per year.

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