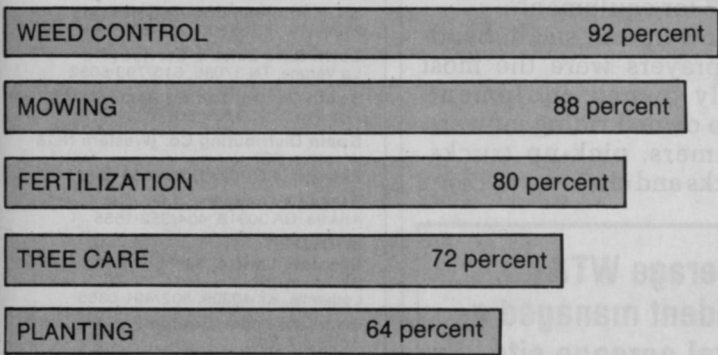


Industrial Park Management

Managers see need for finding qualified personnel, keeping quality up and expenses down and increased emphasis on weed control.

What types of services do you manage for the industrial or office park?



Dealing with shriveling budgets, controlling weeds and finding qualified personnel and contractors are three of the major areas where industrial/office park landscape managers are finding their greatest challenges.

Most purchasing decisions for equipment are made in February and March and in the spring and fall for chemicals.

These are the findings of an informal WEEDS TREES & TURF survey done among industrial/office park landscape managers across the country.

"We're finding it increasingly hard, due to lack of money, to provide proper care and attention to our labor force, equipment and

chemical supplies," said one respondent.

"Finding conscientious employees - both skilled and unskilled - is our biggest headache," said another.

The average WT&T respondent managed a 144 total acreage site, with eight companies comprising it. Landscape firms employed seven full-time employees, two part-time and six seasonal. The companies in the park paid a monthly maintenance fee or annual fee. The landscape contractor's biggest headache is weed

control. The greatest number of respondents came from firms which contract landscape maintenance and planting to industrial/office parks, followed closely by industrial/office park management firms. The majority of parks had yet to be fully developed.

Weed control tops the list of services provided with mowing, fertilization, treecare, planting, irrigation and interior building

"We have to try to get management to recognize grounds management as a profession . . ."

maintenance following. A few also included sweeping parking lots and snow removal. Average area irrigated is 31 percent.

Ninety eight percent of the respondents made purchasing decisions for the landscape products they use, with most purchasing decisions being made for equipment in February and March and in the spring and fall for chemicals.

Industrial/Office Park Managers' Greatest Concerns:

- Finding Qualified Personnel
- Quality Control
- Weed Control





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Most frequently-owned equipment:

1. push mowers, small sprayers
2. riding mowers, line trimmers, pick-up trucks
3. spray trucks, chain saws

Approximate budgets this year for herbicides is \$3,686; \$3,913 for fertilizer; \$1,510 for insecticides, and \$7,407 for equipment.

Push mowers and small, hand-carried sprayers were the most frequently owned equipment. Firms also owned riding mowers, line trimmers, pick-up trucks, spray trucks and chain saws. Least

The average WT&T respondent managed a 144-total acreage site . . .

owned equipment were trenchers, wood chippers, motorized spray units, dump trucks and turf aerifiers.

Some managers are finding they would like more management support.

"We have to try to get management to recognize grounds management as a profession," said one manager. "When this is done, it is realizing the importance of maintaining a landscape investment."

Another respondent said he, too, noticed a "decreased interest in grounds maintenance."

Others, however, are having "problems" others would envy.

"Our biggest problem now is deciding on whether to get bigger and do a larger volume or just stay our current size," said one. "Being a smaller company enables us to better serve our customers, but we are at a point where we can't do anymore jobs than what we have now." **WTT**

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RANSOMES
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A Family Affair

New York landscape contractor Ed DeLaurentis combines Japanese esthetics with Western efficiency in industrial and office park designs.

By Maureen Hrehocik, managing editor

Ed DeLaurentis knows "land shaping" is the heart and soul of effective landscaping.

The Mamaroneck, NY, landscape contractor, along with his brother, Joe, have seen the growth of DeLaurentis Construction Co., Inc., a lawn care and landscape contracting company they started in 1963, evolve into one of the more innovative site development contracting businesses in the country. With strong artistic overtones, the company's credo includes totally reshaping the site so that buildings will sit better, and using what other contractors frequently discard, such as rocks, as the focal point of the design. Many of the projects include stone sculptures.

Their contracts have included the Citicorp Executive Conference Center, Crossing at Blind Brook, Purchase Park, New York City's Trump Tower, the majority of landscaping done along a heavily industrial strip along I-287 in Westchester County dubbed the "Platinum Mile," and numerous municipal contracts. The company expects to do close to \$5 million in business this year.

Building solid relationships with successful builders over the years has been one reason for the company's steady growth. DeLaurentis especially credits Lowell Schulman, owner and president of the Schulman Realty Group, with giving him the room to realize his creative potential.

"I'm very grateful to Lowell for allowing me to do this," he said.

Ed, as president of the company, is the "leg operation," selling business to clients and doing the design work. Joe, as vice presi-



A well sculptured look enhances corporate park entranceways.

dent, supervises the on-site operations. Ed's wife and three sons are also involved in the business. It is Ed DeLaurentis' creative eye and artistic sensibilities, though, that put the distinctive DeLauren-

Building relationships with successful builders...has been one reason for the company's growth.

tis touch on the company's projects.

DeLaurentis Construction has been one of the first landscape companies to take on a project from start to finish -- from design to grading, drainage, paving and landscaping. It is DeLaurentis' "Westernized Japanese effect"

combining esthetics with efficiency, that he is especially proud of. His introduction to Japanese landscape architect Kaneji Domoto as one of the company's first customers lead to a 10-year working relationship between the two men. Domoto now refers to DeLaurentis as his protege.

It was mainly the work the two brothers got from Domoto (who was impressed with their expertise as well as ability to complete a job on-time), during the company's infancy that was one of the things, along with the economy, that convinced the brothers it was time to diversify and incorporate and expand their business. Domoto also gave them something more tangible -- a style of design that has become the company's trademark.

DeLaurentis incorporates waste



244 Westchester Avenue is a focal point along the Platinum Mile.



Initial stages of a Platinum Mile site.

excavation to reshape the land. He stockpiles debris. Rock, especially, has become a low maintenance focal point of his very natural, flowing designs using rock sculptures and different colored gravels with plant material.

In order to hone this rock use technique, Joe DeLaurentis got his blasting license. Ed has been self-educated in his profession, rely-

ing on his own creative sense, art and sculpture courses and an over 400-book library on landscape design. He is also a participating member of the Metropolitan Museum of Art. DeLaurentis said private sector work provides the greatest challenge.

In one office complex with sub-grade office space, DeLaurentis designed a moat with rock gardens so that office personnel

would have something other than the brick wall on the opposite side of the complex to look at.

A company spokesperson said DeLaurentis has a knack for solving troublesome problems that his working associates utilize frequently. Joe, besides blasting, has become a knowledgeable horticulturist and specifically hand-picks plant material for each project.

The company prides itself on having the right equipment to do the job. Equipment includes a hydro-seeder, rake tractor, paving equipment, tractors, loaders, backhoes, rollers, mulchers and hydraulic excavators.

Because of the tenacity and foresight of two brothers, DeLaurentis Construction Co., Inc. has realized many of its goals. The challenges, however, still exist; one in particular to Ed DeLaurentis.

"I think one of the greatest challenges is the social commitment we have made to enhance and beautify any project we're involved in." **WTT**

Union Carbide

Unique landscaping stresses native plant material in North Carolina's Research Triangle Park

By Sandra Ladendorf



The Union Carbide building sits nestled in a natural setting in Research Triangle Park, NC.

Companies located in the Research Triangle Park of North Carolina have chosen uniquely different styles of landscaping.

One building sits stark and barren in a desert-like setting; another is landscaped formally. Union Carbide has taken yet another approach in designing the new headquarters for its agricultural division. The division is involved in research, development, engineering and marketing of agricultural products, including insecticides, herbicides and

Sandra Ladendorf is a journalist and freelance writer based in Chapel Hill, NC.

plant growth regulators.

Research Triangle Park contains research development and scientifically-oriented production facilities for 40 companies located on 5,200 acres in the triangle formed by Raleigh, Durham and Chapel Hill.

Union Carbide's agricultural division's management, its landscaping committee and architect Bruce Brodt were unanimously in favor of leaving the 51-acre site as untouched as possible.

"We wanted the building to look natural in the landscaping," said Brodt. The building sits in a woodland of loblolly pines, dogwoods, redbuds and other foliage

native to North Carolina.

General project manager Les Paulsen, the Carbider who supervised the construction of the new building, insisted that the destruction of trees be kept to a minimum. The building's contractor was liable up to \$250 for any trees injured or destroyed in the roped off woodland area Paulsen had designated. Paulsen did, however, have to destroy the majority of a colony of redbuds in order to construct the new driveway directly opposite IBM's entrance on T.W. Alexander Drive.

The architects conceded only one markedly formal piece at the

site -- the entrance driveway. Brodt felt strongly that the driveway should be a straight dual carriageway with a line of native willow oaks up the center dividing strip. The slopes on each side of the roadway are turf-covered. The design then returns to the informal, natural woodland setting with irregular drifts of sweet gum, dogwood, redbud, fringe tree, magnolia, sourwood and other native trees.

In designing the driveway entrance and the rest of the grounds, the landscaping committee began with an initial plan from the architect's office. That plan evolved and changed.

Bowing to budgetary pressures, the committee reduced the size specifications of all plantings. Union Carbide declined commenting on the cost of the entire landscaping project. A.B. Rose Co. of Rocky Mount, NC, was chosen as the landscape contractor.

Barbara Emerson, a senior product specialist for Carbide and a member of that landscaping committee, put her Cornell degree in landscape design to good use as she coordinated and expedited the landscaping efforts at the new site.

"Using small trees and shrubs is a blessing in disguise," she said. "Younger plant material adapts more quickly."

The North Carolina Botanical Garden, which specializes in native plants and the North Carolina State University Horticultural Science faculty were consulted before Emerson selected the plant varieties.

A sharp cut between the entrance parking lot and the greenhouse wing presented the greatest challenge to the landscaping team. Native trees and shrubs were literally left "high and dry" atop the 12 by 200-foot peninsula.

The steep bank facing the building is now planted with *Pinus virginiana*, *Juniperus Wiltoni* 'Blue Rug', *J. Sargentii* and *J. chinensis*, 'Sea Foam' to provide varying textures and color while retaining

the slope. Some pyracanthas and wax myrtles have been added for height and color.

Boulders left by the excavation have been judiciously grouped into the slope to look as though they had merely been uncovered.

"They add an informal architectural element and a sense of

seeding with Kentucky 31 fescue. For trees and shrubs, planting high and mulching heavily is generally the rule in the Piedmont. Despite careful planting in the fall of 1981, a number of shrubs drowned during the unusually wet summer that followed. More drainage in several locations and



A stand of native foliage on the Carbide grounds.



Barbara Emerson and Ed Levy of Union Carbide confer with John Walters of A.B. Rose Co., Rocky Mount, NC, who handles maintenance of the grounds.

reason," says Emerson, "They help connect the cultivated plants with the native woodland."

The Carbide site is located in the Piedmont section of North Carolina where the soil is a heavy red clay with low fertility and containing almost no organic matter.

To modify this soil in the lawn areas, A.B. Rose rototilled lime and fertilizer into the top six inches of the clay. Two inches of topsoil was then added before

more irrigation were two corrections Ed Levy, Carbide's maintenance supervisor provided after working at the new location for a year.

"Today, areas of too much or too little water have been eliminated," Levy said.

Levy maintains he is very satisfied with the maintenance of the grounds, which is still handled by A.B. Rose Co. Mowing is done on a weekly basis at a three-inch height during the growing season, using hand mowers and a Toro Groundsmaster 72 diesel. Weed control around mulched trees and shrubs is handled by spot applications of contact herbicides.

Levy and Emerson continue to cooperate on additions to the landscaping. While they have planted hundreds of bulbs and annuals for color near the building's entrance, the emphasis this year remains on the insect-resistant, drought-resistant, adaptable native North Carolina trees and shrubs.

WTT