

Corporate 'campuses' reshaping suburbs

■ Corporate business parks are radically altering the appearance of many suburbs. With low-rise buildings surrounded by rolling expanses of lawn, clusters of plants, attractive water features and recreational amenities, these business parks are taking on the appearance of college campuses. Much more so than the stereotypical image of a single office building surrounded by an asphalt parking lot.

"Whether created for an individual corporation, a multi-company site or even an industrial park, this 'total environment' approach to development has as its primary goal improved quality of life in the workplace," observes Mark Hunner, vice president of The Brickman Group.

Among the reasons Hunner cites for this growing emphasis are increased competition for tenants, a growing awareness by developers of the benefits of aesthetics, and a desire to create a strong, memorable identity.

"Owners and developers believe, too," notes Hunner, "that if they create a more enjoyable work environment, employee satisfaction and productivity will improve."

"Companies are finding that a lower profile in a more natural setting is a good way to keep neighbors—especially residential property owners—happy."

Telephone problems

■ According to a recent update by the American Association of Nurserymen, there have been recent reports of problems emerging from telephone sales of herbicides. The problems include: general sale of products not registered in most states, over-pricing, watered-down products, and false claims concerning efficacy.

"Products are delivered collect, and when true nature of herbicide is determined, refund is virtually impossible to obtain," says the update.

The AAN suggests that herbicide purchasers deal with known distributors and avoid buying from unknown telephone vendors.

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