

Developers learning to save trees



A few months ago, we used this space to sound a clarion call to all landscapers. Educate the public on the value of landscaping was the message. Now comes word that you've got yet another education job.

"A lot of native plants being destroyed by developers are irreplaceable," says John Stewart, a landscape architect with Brickman Industries, Long Grove, Ill.

Some developers are interested only in getting to a site, levelling everything, erecting a building or two, and getting off the site as quickly as possible. Stewart and other architects are the people responsible for filling up the vast wastelands, and he notes that a lot of material is going to waste.

"Sometimes the material is damaged on purpose, and sometimes by accident," he says. "But certainly more is being damaged than needs be."

At this point in the conversation, an image comes to mind of a huge, plodding machine scraping away everything in its path—trees, shrubs, topsoil, turf—and leaving in its wake a naked moonscape.

As early as possible, Stewart says, a site needs to be protected with snow fences and stakes to the drip line of trees. Conscientious landscape contractors and architects continue to do what they can to save these mighty oaks (and other specimens) from being devastated, "but sometimes our recommendations fall on deaf ears," Stewart adds.

Stewart was quoted in a special feature article in the *Chicago Tribune* titled "Green power: Landscaping's appeal grows." In that article, reporter Elizabeth Hopp-Peters quotes Stewart as liking to specify trees 9 to 14 inches in diameter on new housing and commercial developments.

What Stewart and Hopp-Peters failed to say in that original article is that trees 9 to 14 inches in diameter ain't cheap.

One developer referred to in the *Tribune* article actually reroutes roads and builds houses in different directions as those originally planned, in order to save existing trees and shrubbery. But if developments in our area are any indication, this particular developer is the exception and not the norm.

The message, then, that the industry should be conveying to developers is: Save the Trees.

A handwritten signature in cursive script that reads "Jerry Roche".

Jerry Roche, editor

EDITORIAL STAFF

Jerry Roche, Editor
Will Perry, Managing Editor
Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100

MARKETING STAFF

Dick Gore, Publisher
Office: 455 E. Paces Ferry Rd.
Suite 324
Atlanta, GA 30305
(404) 233-1817

Jon Miducki, National Sales Manager
Marsha Dover, Midwest Sales Manager
Gloria Cosby, Eastern Sales Manager
Bob Earley, Group Vice President
Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100

Robert Mierow, W. Coast Representative
Office: 1515 NW 51st Street
Seattle, WA 98107
(206) 783-0549

Tom Greney, Senior Vice-President
Office: 111 East Wacker Drive
Chicago, IL 60601
(312) 938-2344

SUPPORT STAFF

Carol Peterson, Production Mgr.
Marilyn MacDonald, Prod. Supervisor
Deb Georges, Graphic Design
Becky Gotthner, Circulation Super.
Bonnie DeFoe, Directory Coordinator
Gail Parenteau, Reader Service Manager
Office: 120 West Second St.
Duluth, MN 55802
(218) 723-9200

David Komitau, Graphics Coordinator
Ted Matthews, Promotion Director
Office: 7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100

(HBJ) HARCOURT BRACE JOVANOVIH PUBLICATIONS

Robert L. Edgell, Chairman; Richard Moeller, President; Lars Fladmark, Executive Vice President; Arland Hirman, Vice President/Treasurer; Thomas Greney, Senior Vice President; Ezra PinCUS, Senior Vice President; Joe Bilderbach, Vice President; James Gherna, Vice President; George Glenn, Vice President; Harry Ramaley, Vice President.