



*Natural Capitalism- Green Partnerships with Business*

## A Resource List

---

### BROWN BAG LUNCH SERIES

The Brown Bag Lunch Series is a monthly webcast held at the lunch hour and made possible through support from The Home Depot Foundation. The goal is to provide training opportunities for local urban and community forestry practitioners. The trainings highlight successful programs and practices that you may want to adapt in your communities. Webcasts are open to all.

### TOPIC

Natural capitalism is about planned development. It takes into account the SmartGrowth model that development can be good, when it is well planned. By creating vibrant street life and a strong sense of community, green partnerships are part of the equation to creating healthier, safer, and more livable neighborhoods. Together, community leaders, homebuilders, developers, and businesses can promote this new way of thinking by ensuring that trees are a component of well-planned development. Through the open sharing of urban & community forestry, recorded information is available at:

[http://actrees.org/site/resources/events/natural\\_capitalism\\_green\\_partnerships\\_with\\_bu.php](http://actrees.org/site/resources/events/natural_capitalism_green_partnerships_with_bu.php)

### TRAINERS

#### **Greg Levine**

Operations Director  
Trees Atlanta  
225 Chester Avenue  
Atlanta, GA 30316  
404-522-4097  
[greg@treesatlanta.org](mailto:greg@treesatlanta.org)  
[www.treesatlanta.org](http://www.treesatlanta.org)

#### **Prescott Gaylord**

Managing Director  
Baltimore Green Construction  
814 W. 36th Street  
Baltimore, MD 21211  
410-889-3193  
[pgaylord@baltimorelandmark.com](mailto:pgaylord@baltimorelandmark.com)  
[www.baltimoregreenconstruction.com](http://www.baltimoregreenconstruction.com)

#### **Greg Levine**

Greg is the Operations Director for Trees Atlanta.

#### **Prescott Gaylord**

Prescott is Managing Director of Baltimore Green Construction.





*Natural Capitalism- Green Partnerships with Business*

## A Resource List

---

### AWARDS & CERTIFICATIONS

#### **Preserving Today, Trees for Tomorrow Building Award (St. Paul, MN)**

Tree Trust offers an education and outreach program with the Builders Association of Minnesota that provides technical assistance, workshops, and continuing education credits for best management practices in preserving, protecting, and replanting trees during land development and construction. Tree Trust presents Preserving Today, Trees for Tomorrow Awards to builders and developers who best carry out these practices. This program facilitates the ability of Tree Trust to communicate best practices to critical players in the land use and development field. Winning builders and developers enjoy increased visibility and credibility that enhances their ability to market their properties. More information at: [http://actrees.org/site/stories/preserving\\_today\\_trees\\_for\\_tom.php](http://actrees.org/site/stories/preserving_today_trees_for_tom.php)

#### **Building with Trees**

The National Arbor Day Foundation, in cooperation with The National Association of Home Builders, launched the Building With Trees recognition program in 1998 to recognize and honor builders and developers who save trees during construction. Today the program is helping shape the way builders, developers, clients, and homeowners think about construction. Preserving and adding trees to a landscape provides beauty, privacy, and a sense of relaxation- not to mention land value appreciation and lower energy costs. Building With Trees takes a forward-looking perspective. The award seeks to inspire forerunners in the industry to preserve natural environments for community members and future generations.

#### **Urban and Community Forest Certification (Jackson, MS)**

The Mississippi Urban Forestry Council (MUFC) certifies Urban and Community Forests throughout the state of Mississippi. General requirements for three-year certification include:

1. The site for certification must be two or more acres of land inside the city boundaries or located in areas where people live, work or play. The site must contain a diverse variety of native tree species. The number of species is based on land mass within the site and conservation of area natives.
2. Sound planting practices must be demonstrated. (Guidance on proper planting is provided by MS State Extension Service and the Mississippi Forestry Commission).
3. A long-term maintenance plan must accompany the site.
4. Policy on replacement and protection of trees on site must be established.
5. Canopy and green space percentages must be a minimum of 25% of area.





*Natural Capitalism- Green Partnerships with Business*

## A Resource List

---

### SUCCESS STORIES (Nonprofit Organizations)

#### **Trees Atlanta (Atlanta, GA)**

The BeltLine is a 22-mile loop of historic railroad that encircles downtown and midtown Atlanta. The development concept for this loop is to increase greenspace, improve transit, enhance mobility, connect 45 neighborhoods, spur economic development, and foster livable communities. Trees Atlanta's neighborhood arboreta concept fits this vision well, and, with support from homebuilders, they are extending the concept to communities along the BeltLine.

More information at: [www.beltline.org](http://www.beltline.org)

#### **TreeMendous Maryland (Annapolis, MD)**

TreeMendous Maryland and Winchester Homes have been partnering together for fifteen years. Aside from a green building philosophy, they support TreeMendous Maryland through donations, and promote the benefits of trees for healthy communities by organizing employees and their families on tree planting projects each year.

More information at: [www.dnr.state.md.us/forests/tremendous/](http://www.dnr.state.md.us/forests/tremendous/)

#### **Tree New Mexico (Albuquerque, NM)**

Tree New Mexico works with a mortgage broker who provides a donation to the organization at each home closing. In return for the donation, Tree New Mexico provides a small tree to the new homeowner. The mortgage broker is so pleased with the partnership, that he has taken it upon himself to introduce the concept to the green builders, developers, and real estate people he works with.

More information at: [www.treenm.com](http://www.treenm.com)

#### **Sacramento Tree Foundation (Sacramento, CA)**

One of Sacramento local developers serves as president on Sacramento Tree Foundation's board. The developer is Lennar Communities, and, among other ways in which they are an advocate for the urban forest, recently they developed a 1,500 acre residential community starting with urban forest planning.

More information at: [www.sactree.com](http://www.sactree.com)

#### **Savannah Tree Foundation (Savannah, GA)**

Through a series of best practices and sustainability concepts built into its corporate philosophy, Melaver, Inc.- a commercial property owner in Savannah, Georgia- looks to conserve trees whenever and wherever it can, even implementing tree-saving design into their buildings. In one case, in partnership with the Savannah Tree Foundation, Melaver worked the standing trees into the design of a new nursing school at AASU, highlighting the connection between trees and health. In addition, Melaver donates a percentage of certain projects to Savannah Tree Foundation.

More information at: [www.savannahtreefoundation.com](http://www.savannahtreefoundation.com)

#### **Southface (Sacramento, CA)**

In addition to running residential energy code workshops, homebuilding schools, and LEED training events, Southface has a program called EarthCraft Certified Homes, which involves preserving existing trees as much as possible. It is a green building program that serves as a blueprint for healthy, comfortable homes to reduce utility bills and protect the environment. EarthCraft House is a partnership between the Greater Atlanta Home Builders Association, Southface, government, and industry partners. More information at: [www.southface.org](http://www.southface.org)

#### **Casey Trees (Washington, DC)**

Casey Trees is working to develop partnerships with Business Improvement Districts (BIDs) and Main Street programs. They currently train downtown maintenance workers and property managers in tree monitoring and care.

More information at: [www.caseytrees.org](http://www.caseytrees.org)





*Natural Capitalism- Green Partnerships with Business*

## A Resource List

---

### SUCCESS STORIES (Businesses)

#### **Baltimore Landmark Homes (Baltimore, MD)**

Baltimore Landmark Homes is a family of companies which all focus on green building strategies. Their construction firm, Baltimore Green Construction, specializes in environmentally sensitive residential and commercial construction, including LEED-certified projects. One of those projects is the silver LEED renovation of the Herring Run Watershed Association's office (a former bakery). In addition, their development firm, Baltimore Landmark Homes, focuses on green building as a crucial strategy for reclaiming older neighborhoods (which, of course, have existing structures and infrastructure, and which don't consume any more farms or forests). Even at their real estate brokerage, City Life Realty, a large number of their agents are certified "EcoBrokers," trained to help buyers understand important issues like energy efficiency, indoor air quality, and the use of natural/recycled homebuilding materials.

More information at: [http://actrees.org/site/resources/events/natural\\_capitalism\\_green\\_partnerships\\_with\\_bu.php](http://actrees.org/site/resources/events/natural_capitalism_green_partnerships_with_bu.php)

#### **Opportunity Center- Community Working Group (Palo Alto, CA)**

The Opportunity Center, which provides housing and services for homeless men, women, and children of the mid-peninsula, is not only cooled, calmed, and shaded by the trees, but also incorporates trees into many design elements. An outdoor courtyard, a popular gathering area, was created by curving the building walls around the drip line of two Coast Live Oaks. The interior recreation room has a large, concave wall of glass that brings the tree "inside." A redwood tree gives residents on the NE corner of all four floors the feel of living in a tree house. The project is a result of many complex competing goals coming together- including saving two mature Coast Live Oaks, a mature Coast Redwood, and an old Sequoia- and produced an outcome that is rare.

More information at: [www.opportunitycenter.org/cwg.shtml](http://www.opportunitycenter.org/cwg.shtml)

#### **Eastbrook Homes (Kentwood, MI)**

Eastbrook Homes Builders created a neighborhood haven in Bailey's Grove by recognizing the importance of maintaining a beautiful outdoor view. Combining homes, condominiums, apartments and wooded open space, Bailey's Grove is a development that incorporates a variety of practices to save trees and reduce the impact of construction. Narrow streets, islands placed in the middle of cul-de-sacs, preservation of drainage and wetland areas, and clustering of buildings and new tree plantings led to Bailey's Grove being called "one of the best examples of how development should be done in Michigan" by the state Department of Environmental Quality. "My staff and I knew since we purchased the land for Bailey's Grove that we wanted to develop the community in such a way as to preserve the natural sight lines, trees and vistas," says Mick McGraw, CEO of Eastbrook Homes. "It is our duty as responsible developers to preserve as much of the land's natural beauty as possible when we create our communities." Throughout the building process, the team was able to preserve and transplant thousands of trees and several species of shrubs. Their effort resulted in a community filled with mature trees and natural areas that provide buffers between individual neighborhoods within the community and serve as beautiful areas for residents to enjoy. Their effort also earned them the Building With Trees Excellence Award in 2003.

More information at: [www.eastbrookhomes.com](http://www.eastbrookhomes.com)

#### **Steiner House (Palo Alto, CA)**

The overriding design consideration for the demolition and new construction of the Steiners' home near Gamble Garden was to preserve the 60 foot Valley Oak that stands near the center of their lot. At every step of the process they kept the long-term health of their oak as a priority. Architect Jerome Buttrick designed the center of the home around the drip line of the oak. The extensive use of glass walls extends the interior living spaces outdoors to the oak tree. Their project is a perfect example of how community goals and reality can come together. The end product is a new home built around an ancient tree.

More information at: [www.buttrickwong.com](http://www.buttrickwong.com)





*Natural Capitalism- Green Partnerships with Business*

## A Resource List

---

SUCCESS STORIES (Businesses cont.)

### **Kirksey and Partners (Houston, TX)**

Kirksey and Partners is an architectural firm that designs LEED certified buildings. Their partnership with ACT member Trees for Houston extends even further than being a conscious community member, though. The principal is also a board member at Trees for Houston, and leads his employees in tree plantings every Christmas season as a gift to the community.

More information at: [www.kirksey.com](http://www.kirksey.com)

### **Briarcliff Development Company (Kansas City, MO)**

Briarcliff Development Co. has built streets around trees in order to preserve them, and frequently consults with arborists to ensure trees aren't damaged during construction. "It challenges you to keep everything green, but we're dedicated to it," CEO Charles Garney said. Garney said he favors ordinances that make developers pay more attention to trees, and feels that a balance can be found that does not hinder growth.

More information at: [www.briarcliffkc.com](http://www.briarcliffkc.com)

### **W.C. Bradley Company (Savannah, GA)**

W.C. Bradley Company has many projects that are examples of tree preservation and wise use of the natural landscape. In addition, the company is a strong supporter of the Georgia Urban Forestry Commission.

More information at: [www.wcbradley.com](http://www.wcbradley.com)

### **Gale Properties (Ann Arbor, MI)**

Gale Properties is environmentally conscientious in many of their developments, including installing walking trails and butterfly gardens. One example is Winterset Park, a 5 neighborhood/1200 acres development. Thanks to design guidelines, the community has acres of parks and miles of walking trails. They also help fund Global ReLeaf's Garden Club and tree sales every year.

### **Wolff Properties (Houston, TX)**

Wolff Properties is a developer who chose to establish a conservation easement through Trees for Houston to preserve 83 one-hundred-year-old native Texas trees on their properties. Their conservation easement is now the focus of a neighborhood development.

More information at: [www.wolffcompanies.com](http://www.wolffcompanies.com)





*Natural Capitalism- Green Partnerships with Business*

## A Resource List

---

### SUCCESS STORIES (Municipalities)

#### **Kansas City, MO**

Kansas City codes are being updated to make the policies greener. For example, the city is drafting an ordinance that will require planting one tree along every 30 feet of street frontage and a variable number of trees in parking lots in new developments. The planning department also has proposed an ordinance that would make it difficult for trees near streams to be cut down for development.

More information at: [www.kcmo.org](http://www.kcmo.org)

#### **Olathe, MO**

The City of Olathe is a growing suburb of Kansas City. They provide incentives to developers to preserve trees, and require developers to plant one tree every 20 to 40 feet along the street, as well as in landscaped areas in parking lots. In residential developments, at least three trees are required for every single-family dwelling

#### **Pinellas Park, FL**

The Tree Bank is Pinellas Park's attempt to help developers who can't meet landscaping requirements while ensuring that the city is not shortchanged on trees and shrubs. The concept is simple: Sometimes developers are unable to plant all the trees or shrubs required by the city's code. The Tree Bank is funded by landscape donations, waiver fees, and tree assessments. The city's volunteer citizens' Community Projects Advisory Board oversees procedures for applying for Tree Bank funds, and also decides who gets the money.

More information at: [www.pinellas-park.com](http://www.pinellas-park.com)

### OTHER LINKS

Green Building Links (<http://www.buildinggreen.com/>)

Environmental Building News (<http://www.baltimoregreenconstruction.com/>)

Green Building Institute (<http://www.greenbuildinginstitute.org/>)

Rocky Mountain Institute (<http://www.rmi.org/>)

USGBC (<http://www.usgbc.org/>)

EcoBroker (<http://www.ecobroker.com>)

