

Environmental Performance

Current and Past Projects

1. In previous subdivision and condominium projects our company has set as a goal to pay special attention to both regulated and unregulated activities, including preserving and utilizing native plants in landscaping, adding trees on each lot line to enhance the physical environment, construction water ways to improve flows and creating sediment basins to clean the surface water prior to release from our projects. We have constructed ponds as a way to expand wildlife habitat. A great example of our commitment can be found at the Condominiums at Warner Creek which featured recycling of all construction materials, utilizing on-site grinding of all wood waste, recycling of cardboard waste, off site grinding of sheetrock, requests for reduced packaging from our suppliers and training of on-site contractors for proper storage of materials and recycling. We have enhanced our soil erosion controls with the use of additional fencing, seeding and erosion control mats. We have even worked with not-for-profit organizations who worked with us as a resource for recycling materials from buildings that were demolished on sites we were developing. All of the furnace/air conditioning systems used in the project are the highest efficiency available, thus ensuring energy savings and a reduction in the use of fossil fuels for years to come.
2. Our parade home for 2006 was located in Appleton, WI. This is also our family's home. It includes 3 working rain gardens designed to filter and infiltrate all surface water from drives, walks and roofs. They have worked very well and have proved that we can use rain gardens effectively, with proper construction techniques, in the heavy clay soils in our area. Our home also features "double wall construction," a technique we learned on our trip to Germany with the DNR back in 2005 which is designed to reduce heat loss and energy consumption by as much as 20%. We anticipate that we will realize savings as compared to the increased cost of this style of construction within the first few years. In all of our subdivisions in the past 4 years, we have incorporated larger, deeper ponds to build better habitat and sediment control into the projects.

Future Projects

Future projects will continue the same detail to on-site control. The future community in Neenah where we will be implementing our EMS will attempt to eliminate storm sewers by directing the water into ponds. All roof water, water from impervious surfaces, and sheet flow water over the lawns will be directed into the ground through the use of rain gardens and infiltration beds. We are also trying to incorporate the use of pervious surfaces along roadways to allow more direct infiltration of the storm water into the ground. All of these features are being designed to go beyond current DNR rules for both sediment retention and infiltration. This project will be the first in the area to use rain gardens extensively and is being looked at by other developers who are unfamiliar with the use of rain gardens and other innovative technologies for handling stormwater.

We will continue our commitment to enhancing the wetland areas in our planned project. We have found that through the proper systematic planning our EMS will formalize, we will be able to maintain and enhance the buffer area surrounding the wetlands that are part of this project, pre-treating water before it flows to the wetlands, and enhancing this essential habitat area. We will be expanding the recycling activity on site and have found additional technology with increased capacity that we will offer as a service to other builders in the area.

Our development teams now include employees of the municipality and our on-site contractors to reduce the area of disturbance during infrastructure construction. We are also recycling wood scraps by turning them into mulch and incorporating them into our landscape designs. We have the approval from one of our lenders to fund development of a consumer brochure to teach the residents how to live in an environmentally sensitive subdivision and how to treat the natural plants and grasses. It is our hope to positively influence aspects on a site from “undisturbed to undisturbed” by working with everyone from our initial acquisition of land through the time when people move into the homes in our community.

Our company will work cooperatively with ECCo-DEV, Inc. to train the contractors and others who are doing work on our site to comply with the terms of our proposed EMS and the terms of the Charter agreement between DNR and ECCo-DEV. We will encourage these contractors to consider creating and implementing their own EMS and will consider implementing incentive programs for those contractors who are Green Tier participants.