

# A Guide to Effective Tree Preservation Planning



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arboriculture + environmental consulting

# WHY DOES TREE PRESERVATION PLANNING MATTER?

Trees typically represent 20% of the value of a property value<sup>1</sup>.

At the expense of many projects bottom line, TREE PROTECTION is too often ignored, disorganized, or uninformed.

Comprehensive tree plan is one of the most overlooked portions of the design and construction process.



# The Risks to the Trees Are:

## 1. Hidden

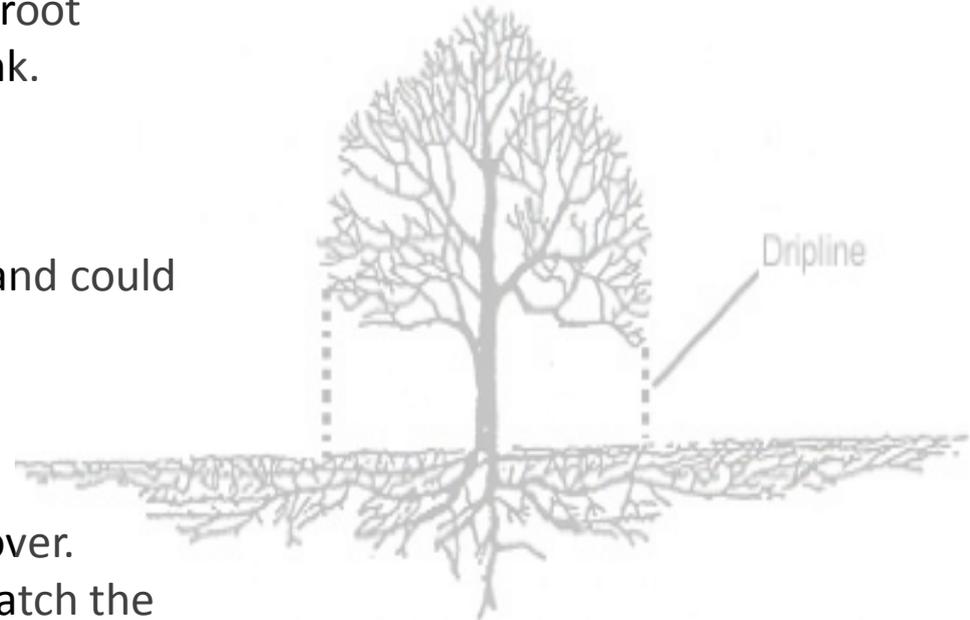
Damage is often done to underground root systems which spread far from the trunk.

## 2. High Cost

A single mature tree is valued at \$20k and could cost nearly \$10k to remove

## 3. Irreversible

Once damaged many trees cannot recover.  
Replanted trees will take decades to match the existing tree's size and value



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“As one of the most qualified consulting arborists in the area, Keith Pitchford, of Pitchford Associates has provided a variety of services to Go Ape Treetop Adventure... it is imperative that all trees are appropriately monitored and identified as appropriate for use. Go Ape trusts and looks to Pitchford Associates for this council as part of our ongoing business management.

***D. D’Agostino, Director, US Operations, GoApe Treetop Adventure***

# LET'S PUT TREES ON YOUR PROJECT IN PERSPECTIVE



You wouldn't install plumbing, wiring, lighting, or HVAC without detailed plans, drawings, and contractual responsibility.

Yet in total project value the trees are worth **TWICE** as much the cost of the plumbing, wiring, lighting and HVAC [COMBINED](#).<sup>1</sup>

SO, make sure you have a plan and program to take care of the largest single value item on your construction project.



"I've been working with Pitchford and Associates for nearly 10 years and the experience has been first class. Keith and his team have been professional, responsive and thoughtful. They have helped me navigate the challenges associated with a large scale, environmentally sensitive project with intense public scrutiny. They have worked collaboratively with our landscape architect and government officials to do help us implement an environmentally appropriate and financially sensible plan. I can definitely recommend using Pitchford and Associates."

**Matt Valentini, Vice President, The JBG Companies, Bethesda, MD**

1. National Association of Home Builders(NAHB) New Construction Cost Breakdown. Estimated Construction Costs.

# Our Tree Protection Program has two goals:



1. Preserving the maximum value of the trees on site
2. Controlling tree preservation costs for the development project.

**The Result: On average we save 75-95% of the designated trees.**



"Streetscape Partners is involved Pitchford Associates, on two of our large-scale development projects in the Washington, DC region. There are tree conflicts on both sites. We rely on Keith's input to chose the best tree preservation candidates, and to assist us in developing design strategies and tree care programs for their survival. It is reassuring to know that the trees, which add so much value to our projects, are in such good hands." *H. Katz, Dir. Acquisitions and Development, Streetscape Partners, Rockville, MD*



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# Plan Early, Monitor, and Collaborate

Our approach focuses on early planning and regular monitoring throughout the project.

We collaborate with the entire development team to create a framework that prevents damage before it occurs.



“Keith Pitchford perfectly combines a deep working knowledge of trees with an understanding of how their preservation can be core to success of a construction project in their vicinity. The implementation of his tree preservation strategies will ensure that mature trees have a high chance of survival which adds immediate stature and value to any completed project. He is a great communicator and a critical team member on projects within the urban forest.”

**A. Barnes,**  
**Barnes Vanze Architects,**  
**Washington, D.C. and Middleburg, VA**



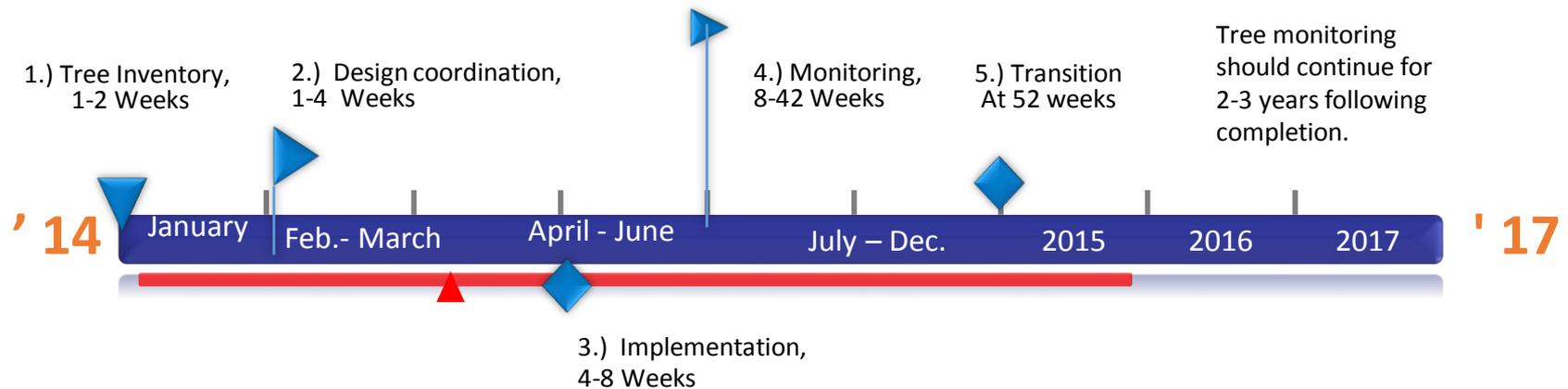
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# The 5 Steps of Our Tree Protection Program:

- 1. Inventory** - Determines which trees are the best candidates to save
- 2. Design** - Work with multiple parties to incorporate tree preservation into the design and build plan
- 3. Implementation** - Install tree protection elements and access corridors to prevent damage to trees and root systems
- 4. Monitor** - Regular visits during construction to assure plans are being followed
- 5. Transition** - Project review and develop plan for post construction care



# Pitchford Associates – 5-Step plan



Based upon a hypothetical residential re-development project that began in January 2014.

# DO THE MATH!

An effective tree Tree Preservation program can be one of the best investments you can make.

With 1-3% of overall project cost protects an asset that is worth upwards of 20% of the property value.

## Example Project: Re-development of single family house in Bethesda with 3 oak trees

Pitchford Tree Plan	Disorganized Effort
<b>Cost:</b> \$1500-\$3500	<b>Cost:</b> \$30k-\$40k in removal costs and fines
<b>Services:</b> Evaluation, implementation, and monitoring	<b>Services:</b> Late stage treatment attempts and eventual tree removal
<b>Result:</b> \$60k-\$75K in value protected	<b>Result:</b> Dead trees, a major hit to bottom line and an upset customer.

"Keith Pitchford has been the consulting arborist to the Washington National Cathedral horticultural staff since 2000. He has served a number of directors in this role providing annual tree inspections, risk assessments and tree protection efforts for the church's many projects. We have been fortunate to have his expertise, professionalism and guidance over these past 14 years. I would happily endorse his services to any other property manager, or individuals interested in successful tree preservation and assessments."

**J. Luebke, Dir. Of Grounds, Washington National Cathedral, Washington, D.C.**



## About Us:



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Pitchford Associates provides arboricultural and environmental consulting from offices in Washington, D.C. and Charlottesville, VA. Established in 1997 to provide consulting services to both residential and commercial clients. Services range from tree protection strategies for master plan communities, to individual tree risk assessments, valuations and appraisals for the builder, homeowner or engineer.

Featured clients include the White House grounds, U.S. Capitol grounds, the Washington National Cathedral, Dumbarton Oaks, Tudor Place Historic Home and Garden, and many other important landscapes in the Washington metropolitan area. Residential tree protection projects include Phillips Park and 1801 Foxhall Road in the Wesley Heights area of Washington, and large-scale residential development projects that are on-going in Bethesda and Annapolis, Maryland.

