

# “Green.”

## “Sustainability.”

## “Ecological sensitivity.”

## “Environmental protection.”

**Words and phrases often seen and heard.** But do they hold meaning for each of us, and, if so, is it a shared vision accompanied by a true desire for realistic action? And can we wait any longer to unite on their meaning and take action?

According to the International Sustainability Council (ISC), we are on the brink: Either we will face a series of global disasters that will alter life, or we are at a critical juncture where we will take actions that can literally affect all living things on this planet.

To create and implement truly sustainable solutions, the plan of action must be based in reality and must produce lasting results that are socially desirable, ecologically viable and economically feasible. This is the unifying objective of Audubon Lifestyles and LandDesign in a partnership that is committed to change and helping others achieve true sustainability with far-reaching benefits.

### **What are we doing?**

Together, Audubon Lifestyles and LandDesign are united for change, based on embracing the ISC's Principles for Sustainability. These principles promote sustainable solutions for life and business that are reliable, practical, efficient and economically viable.

Audubon Lifestyles is an organization founded to benefit society by offering professional services, products and programs that promote and establish sustainability. It accom-

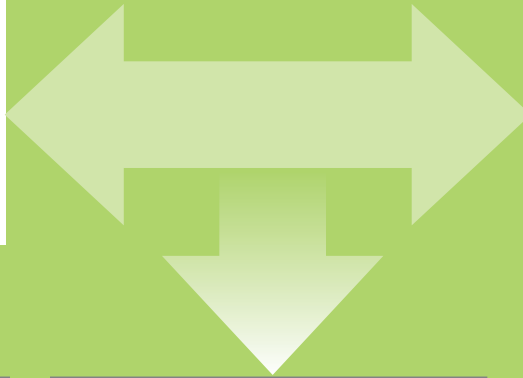
plishes its goals by developing partnerships, and linking together individuals, businesses, universities, communities, governmental agencies and non-profit organizations to create unified team approaches to developing and implementing realistic solutions.

LandDesign has throughout its 30-year history been an advocate and practitioner of environmentally sensitive designs and approaches in its urban design, land planning, landscape architecture, civil engineering and branding services. In projects around the world, the LandDesign team has demonstrated that sustainable solutions can be designed and implemented without compromising quality or economic results.

Now, through an unique and innovative partnership, the two firms are offering a comprehensive sustainable development program of proven services that empower local governments and communities, development firms and individuals, enabling them to plan and apply sustainable approaches that deliver social, environmental and economic benefits. The ultimate objective is to foster lifestyle choices based on informed decisions that make social, economical and environmental sense. →



LandDesign



### Audubon Lifestyles

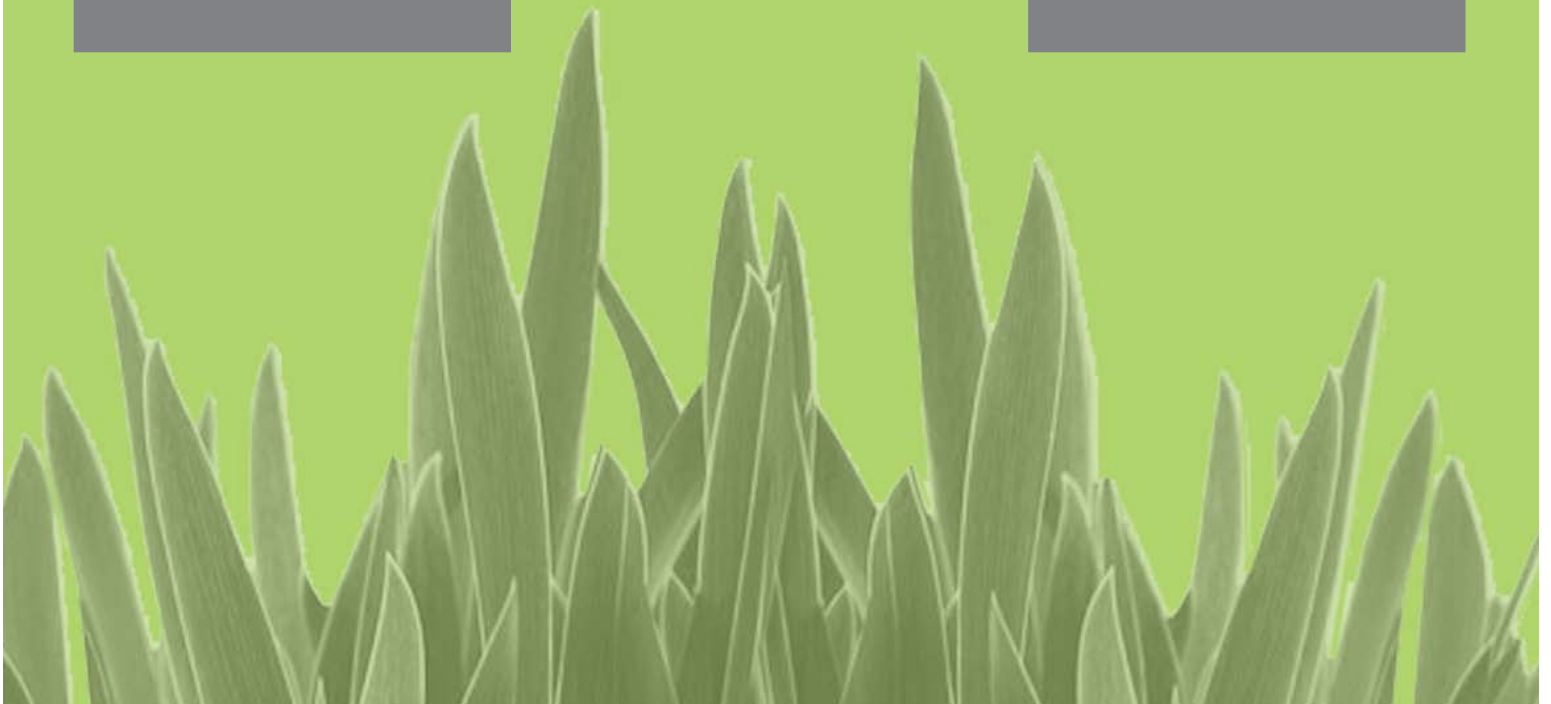
- Sustainable Development Programming
  - International Sustainability Council Seal of Sustainability
  - Audubon International Signature Program Certification
- Audubon Lifestyles Program Assistance (Specifically SDP)
- Site Classifications
- Natural Resources Inventories
- Natural Resource Management Plans
- Strategic Planning for the Environment through Sustainable Design
- Sustainability Education & Outreach
  - Sustainability Coaching
  - Sustainability Policy Development & Chartering
- Real Estate Sales Support

### Cobranded Services

- Sustainability Handbook Development
- Comprehensive Planning & Design
- Certification Consultation

### LandDesign

- Land Planning
- Landscape Architecture
- Civil / Environmental Engineering
- Community Master Planning
- Architectural Design
- Urban Design
- Infrastructure Planning & Design
- Sediment & Erosion Planning
- Roadway / Highway Design
- Hardscape & Streetscape Design
- Amenity Planning & Design
- Brand Development
- Environmental Signage & Graphics Development
- Surveying/GIS



### What is sustainability?

By definition, sustainability is a characteristic of a process or state that can be maintained at a certain level indefinitely. When related to the environment, the term refers to the potential longevity of vital ecological systems that support life on the planet and human communities. This means meeting the needs of today without compromising the ability of future generations to thrive. While technological advances have exerted positive influence, they also have added stresses to critical social, economic and environmental systems, which increase the immediate need for programs that lead to fiscally attainable and truly sustainable operations.

### What are the ISC Principles of Sustainability?

The ISC principles are based on the expansive Millennium Ecosystem Assessment initiated by the United Nations in 2001 and involving work by over 1,300 experts worldwide. As synthesized from this huge study, the ISC principles promote the following:

- Recognition of interdependency as it applies to issues and effects of sustainability
- Management of the economy, environment and social well-being for the equal benefit of present and future generations
- Good decision-making by government on all four scales: global, national, regional and local
- Community building to create a society that persists and thrives
- Planning that improves the quality of life for present and future generations
- Providing opportunities that encourage viable local economies
- Co-existence within the physical environment and natural ecosystems



### Putting the principles into practice

The Audubon Lifestyles/LandDesign team works closely with clients to understand and assess each project, and then develop tailored approaches that achieve project objectives while ensuring environmental sensitivity. This multilevel process can involve:

- Input on site selection that evaluates natural inventory to provide a basis for balancing environmental protection with land uses
- Natural resource management focused on protection and management of the environment
- Development of a comprehensive master plan that meets project requirements while considering the best possible approaches to sustainability
- Providing a full range of civil engineering and landscape architecture services →



- Education, outreach, branding and marketing that builds awareness of a project and its elements among target audiences and the community at large
- Counseling and assistance with selection of appropriate certification programs and taking the steps necessary to achieve them
- Assistance in utilizing sustainable building practices and materials to minimize impacts on human health and the environment
- Sustainability coaching that provides individuals and organizations with a clear understanding of what sustainability is, and motivating them to take actions that demonstrate that commitment

#### **Who can benefit from putting these principles into practice?**

One of the absolute keys to a sustainable future is the acknowledgement by each individual and organization that we are responsible for the future of our planet. Based on this acceptance, any individual, organization or company involved in land use, development, preservation and management can benefit from the broad range of services offered by the Audubon Lifestyles and LandDesign team. This team approach provides

the knowledge, expertise, resources and proven services required to craft a successful project. This is an intensely collaborative process that is tailored to meet the individual needs of each project, while never losing sight of the overriding objective of achieving results that are socially desirable, ecologically viable and economically feasible.

#### **What are the results?**

First and foremost should be completion of a successful project that meets its overall objectives while employing a sound strategy of sustainability that provides long-term benefits. Achieving these goals also can mean that a project qualifies for selected certifications that demonstrate a commitment to sustainable practices and products. Key among these is the ISC Seal of Sustainability as well as the right to use the Audubon Lifestyles brand.

The ultimate goal is to make a contribution to the needed efforts to foster a sustainable approach to development that protects and enhances the environment, while supporting a vibrant economy that provides equitable opportunities for current and future generations.

**LandDesign**<sup>™</sup>

**AUDUBON**  
 **Lifestyles**

**WASHINGTON DC**  
 200 South Peyton Street  
 Alexandria, VA 22314  
 703.549.7784

**NASHVILLE TN**  
 631 Second Avenue South, Suite  
 100  
 Nashville, TN 37210  
 615.591.7164

**PALM HARBOR FL**  
 2294 Grovecrest Ave  
 Palm Harbor, Florida 346383  
 727.733.0762

**CHARLOTTE NC**  
 223 North Graham Street  
 Charlotte, NC 28202  
 704.333.0325

**BEIJING PRC**  
 530 Capital Times Square  
 88 West Chang'an Street  
 Beijing 100031, PRC  
 86.10.8391.5251

Contact Ron Dodson at:  
[info@audubonlifestyles.com](mailto:info@audubonlifestyles.com)

[www.audubonlifestyles.com](http://www.audubonlifestyles.com)

**PINEHURST NC**  
 164 Northwest Broad Street  
 Southern Pines, NC 28387  
 910.692.2788

**ASHEVILLE NC**  
 Grove Arcade Building  
 One Page Avenue, Suite 220  
 Asheville, NC 28801  
 828.281.1447

**TAMPA FL**  
 615 Channelside Drive, Suite 201  
 Tampa, FL 33602  
 813.275.9276

LandDesign offers award winning urban design, planning, branding, civil engineering and landscape architecture solutions to public and private sector clients across the globe. With seven offices in the United States and Beijing China, the LandDesign team effectively brings innovative, buildable, sustainable and ecologically responsible projects to life worldwide.

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