

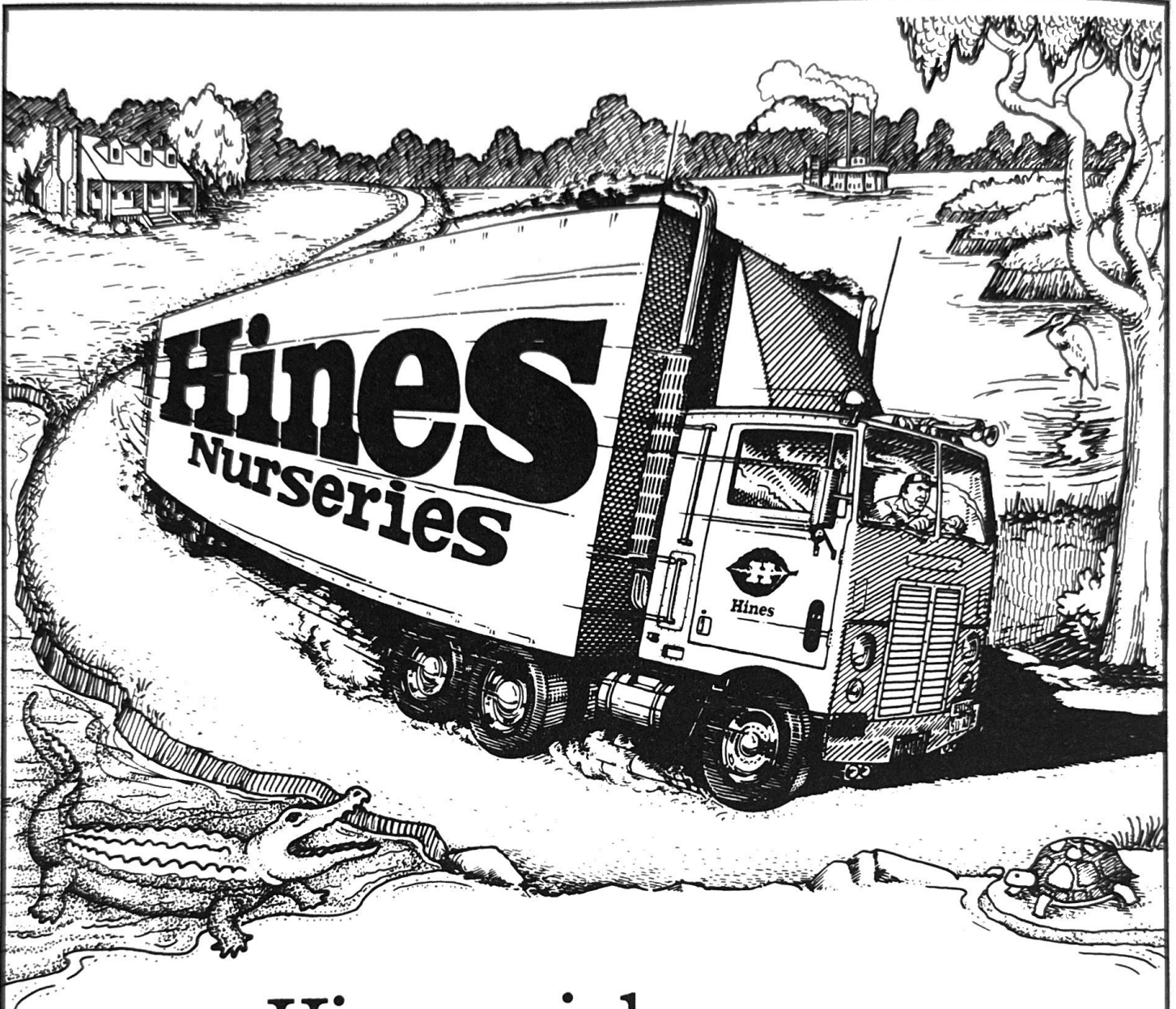
Louisiana's **NURSERYMEN**

Green Laws

Mandeville Keeps Nature in the City



Inside: Green Law Directory • Myrtle Dahoon • Frossards Landscapers



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Scions of the times

TDA quarantines Florida palms

Texas is enforcing a quarantine on 16 varieties of Florida-grown palms. According to a June 30 news release from the Texas Department of Agriculture, "The trees are carriers or potential carriers of the Lethal Yellowing Disease which attacks and kills palm trees."

TDA inspectors burned a shipment of 4,000 Florida-grown palm seedlings earlier this year. A graphic and disheartening portrayal of the effects of Lethal Yellowing Disease appears in the July 1988 *National Geographic*.

Another by-line for Doughty

Dr. Severn Doughty, LAN board member and a Cooperative Extension Service agent for New Orleans, has assumed the role of garden editor for the New Orleans *Times-Picayune*. Doughty's

features on native plants can be seen regularly in this magazine. One of his readers comments, "In his (*Picayune*) column, he has improved the amount of pertinent seasonal information, and gives more public service announcements of meetings and events, to engage the gardener even more in horticulture."

Blackwell Retires

Long-time Folsom nurseryman H. D. Blackwell has retired and will turn over much of the management of Blackwell's Nursery to his son Tim.

Another title for Meadows

LAN secretary Dr. Warren Meadows has been named head of the LSU horticulture department. He had been serving as acting director, as well as head of the Burden Research Plantation.

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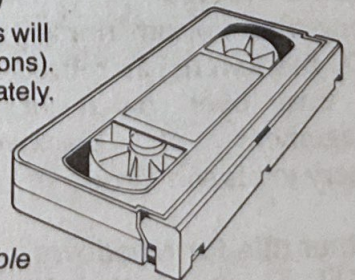
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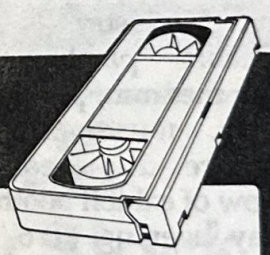
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TAN-MISSLARK Meets Aug. 12-15

The nation's largest nursery and garden supply show returns to the Houston Astrodome Aug. 12-15. The 51st annual TAN-MISSLARK show will contain 1,738 booths and will attract more than \$80 million in bookings, according to the Texas Association of Nurserymen.

Exhibitors can set up their booths from 8:30 a.m. to 5:30 p.m. Aug. 10 and 11.

On Aug. 11 at 3 p.m. management and marketing expert Richard Weylman will discuss "Power and Polish—The Art of Selling Solutions." Weylman's discussion will be in room 100 of the Astrohall, and is open to all exhibitors.

The show opens to the public at 10 a.m. Friday, Aug. 12. For those who have never been to TAN-MISSLARK, their first visit is an instant revelation of the breadth and diversity of the nursery industry. Every imaginable plant, chemical, growing medium, pot, landscape accessory, nursery supply and service are displayed in row upon row of exhibit booths.

Friday evening at 6 p.m. all registrants are invited to a Welcome to Houston reception with drinks, hors d'oeuvres and entertainment. Wear your registration name badge to The Meeting Place, Astro Village Hotel Ballroom.

The show reopens Saturday morning at 9 a.m. A ladies luncheon will be held at noon in The Meeting Place II in the Astro Village Hotel, featuring motivational speaker Suzie Humphrey. Her talk is titled, "Life is What Happens to You While You're Making Other Plans." Tickets for the luncheon are available for \$30 through pre-registration and up to 5 p.m. Friday at the registration booth.

There is no planned activity for Saturday evening.

Sunday morning events begin with the AAN Region V breakfast and business meeting in room 109 of the Astrohall. Incoming AAN president William Scarff will be the guest speaker. Tickets are available at the registration desk through 5 p.m. Saturday.

The show opens at 9 a.m. Sunday and Monday, and closes at 1 p.m. Monday.

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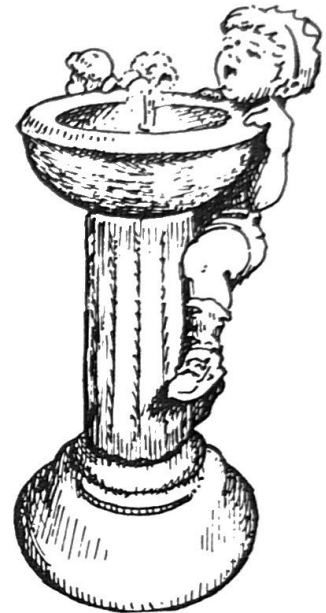


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Green laws: Mandeville keeps nature in the city

Driving north across Lake Ponchartrain on the world's longest bridge, 10 minutes after the concrete and glass of New Orleans has faded from your rear view mirror you see the skyline of Mandeville looming ahead: a skyline of trees.

Since the early 1970s, the natural beauty of the north shore has attracted thousands of city folk, many of them young professionals.

Between 1970 and 1980 Mandeville almost doubled, and greater Mandeville grew by 142 percent. Even during the economic slowdown years of 1980-1987, Mandeville continued to grow by another 44 percent.

The woods and suburbs of Mandeville became stage for an unusual drama. The cast included thousands of long-time residents who loved their rural landscape, thousands of educated immigrants from the south who wanted to have trees about them, and the usual component of developers who saw nothing particularly rapacious about bulldozing every last tree in preparing a site for construction.

Mandeville became one of those rare battlegrounds between people and developers in which the people won. The resulting peace treaty was one of the earliest and most progressive set of green laws in Louisiana.

You don't need to read those laws to realize something is different about Mandeville. Driving along the causeway approaches, you notice something unusual between you and the local Winn-Dixie and Burger King: trees.

And in the parking lots you see something other than concrete and light poles: trees.

Also notable are the things



Mandeville green laws require a buffer of preserved or planted trees to screen commercial development from roadways.

you don't see: no highway billboards, no trash dumpsters.

For commercial and multi-family construction, Mandeville's green laws require a buffer zone along the roadway at least 10 feet wide, with at least one Class A tree every 10 lineal feet.

Class A trees are those that normally grow at least 50 feet tall.

The green laws also require that the buffer zone have a screen of plant material at least four feet in height at installation, and at least 70 percent opaque within 12 months of installation. Builders can opt for a non-living buffer (e.g., a wall), but even these buffers must have shrubs and turf or ground cover on the surrounding land.

In addition to the 10-foot-wide buffer, the city requires a utilities corridor that often extends the actual green area by

another 10 or 15 feet.

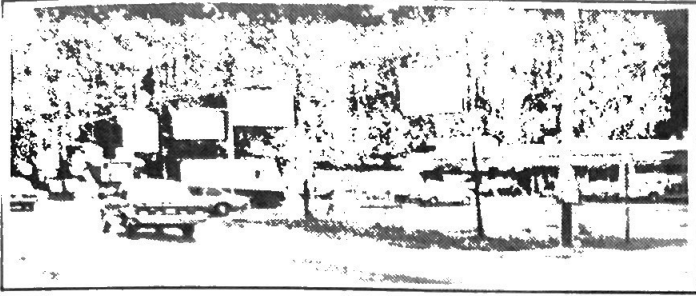
Parking lots must have at least one Class B tree (growing to 30 feet) for every eight parking spaces.

Mandeville's green laws also require the preservation of live oaks. To cut any live oak of greater than 18 inches in circumference (measured one foot from the ground), a developer must submit a written application for a tree removal permit. To get the permit, he must state in writing and offer evidence that the removal will enhance the health, safety and welfare of the public, or otherwise benefit the public interest.

Cut live oaks without a permit and pay \$500 a tree in fines, and replace the tree, and have your building permit suspended until all restoration and fines are resolved.

All trees 30 inches in diameter or more must be preserved.

With the support of the



These two commercial developments are almost immediately across the street from each other. That street serves as the border for Mandeville's green law jurisdiction.

chamber of commerce, the Mandeville Board of Aldermen unanimously enacted these green laws Jan. 10, 1985. And they did more than enact the laws, they enforced them.

Mandeville hired Ginger Fortson, a registered landscape architect, as planning director. The building permits office was put under her administration, and to get a permit, you have to see Ginger.

"Builders must submit a site plan that must include landscaping," she says. "The landscape plan must stipulate specifically what will be planted, and where."

A St. Tammany Parish ordinance requires that 20 percent of the trees on any new construction site must be preserved. Mandeville strengthened this to require additional plantings, varying according to the type of development.

All these green laws apply only to new construction; existing buildings and parking lots are

not affected, unless they change through additional construction.

"When I first came here three years ago, I found a lot of resistance from local developers. The out-of-state builders were perfectly happy with the green laws. But the developers who've done work in Kenner and Metairie were outraged.

"Now, those developers who were initially angriest at me come to me because they know I'll work with them. In most cases they're builders, not designers. I'll tell them, 'There's more than one way to design a site.' That's where my background in landscape architecture comes in handy."

In enforcing green laws, Mandeville has created more work for nurserymen and landscapers. "We've done more work because developers had to put in trees," acknowledges Covington landscaper Steve Rusbar. Thus far we haven't seen the attitude, 'We want to put in trees.' There's not a commitment to the

community...yet."

Attitude notwithstanding, no one can quibble with the results of the green laws in Mandeville. The community has absorbed tens of thousands of new residents in less than two decades, but has retained its rural look.

Excerpts from the "Character of Mandeville" statement in City Codes

"Mandeville historically and today is a place to live in retreat from the stress, congestion and pollution of the Metropolitan City...Mandeville is a human-scale place to live in harmony with the environment. Industrial and commercial development in Mandeville is a necessary and welcome addition, serving the needs of the community. Industrial and commercial development, however, does not dominate, but serves the highly valued human-scale naturalistic environment of this community, which originally attracted and still attracts residents to the area."



Planning director Ginger Fortson enforces Mandeville's green laws. Her office issues building permits and to get one, developers must submit a site plan with detailed landscape provisions.

Green laws directory and database available

An LAN-supported study of green laws in Louisiana has produced an analysis of landscape ordinances in the state, as well as a directory and database of green laws.

Graduate students under the direction of Prof. Buck Abbey at the LSU School of Landscape Architecture have completed a year-long study of green laws, both in Louisiana and in other parts of the country. The LAN board approved \$7,750 in funding for the project.

Green laws are ordinances, codes, regulations, standards, building requirements and other statutes that require the preservation or use of plants.

According to the study, green laws preserve existing vegetation and the natural landscape character of an area. They also add beauty to urban areas.

Green laws have been used to maintain air and water quality, to control erosion and drainage, and to preserve sensitive environmental areas. They can control development by directing urban growth away from areas of hazard or natural beauty.

The study indicates that a well-written green law enhances land use, stabilizes land values and adds significantly to the quality of life.

Examples of green laws include requirements for parking lot plantings, buffers, screens and street shade trees.

LSU has established a database of green laws that is available to anyone interested in the status or potential for green laws in Louisiana. Additionally, two publications are available from LSU for the cost of reproduction and postage:

• *Landscape Ordinances in Louisiana* analyzes all green

laws in effect in the state. It describes laws in 13 cities and five parishes. The paper contains recommendations to help promote the establishment of green laws in other communities.

• A *Directory to Landscape Ordinances in Louisiana* guides the reader to administering

agencies. It lists names, addresses and telephone numbers so that any community interested in developing a green law can immediately contact knowledgeable individuals.

For further information contact Buck Abbey, School of Landscape Architecture, LSU, Baton Rouge, LA 70803-7020.

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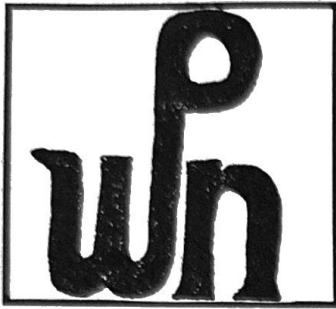
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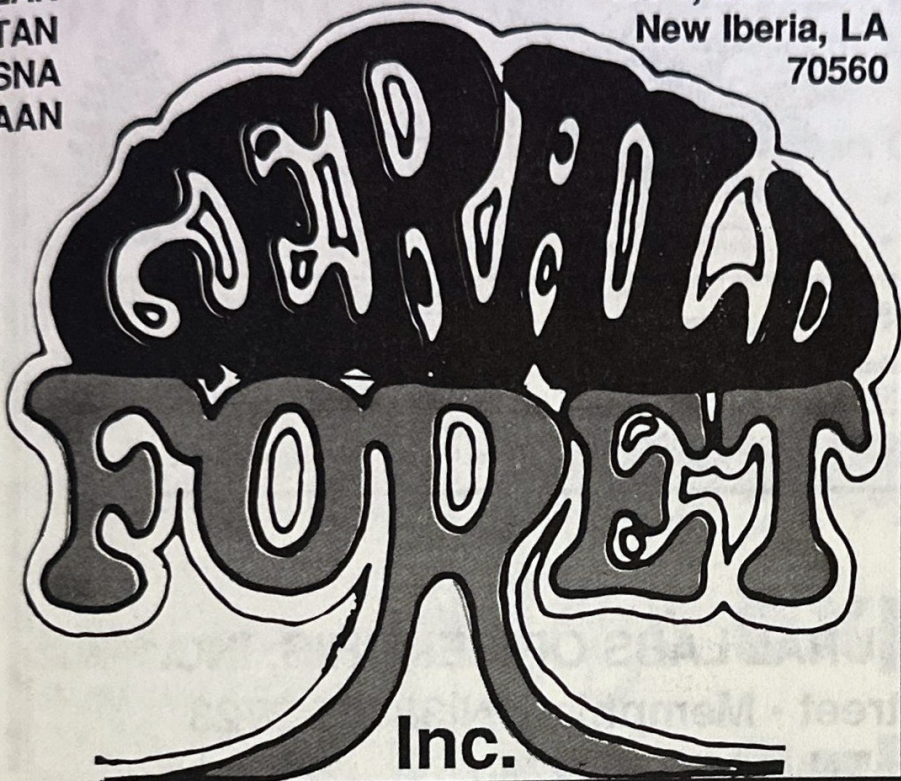


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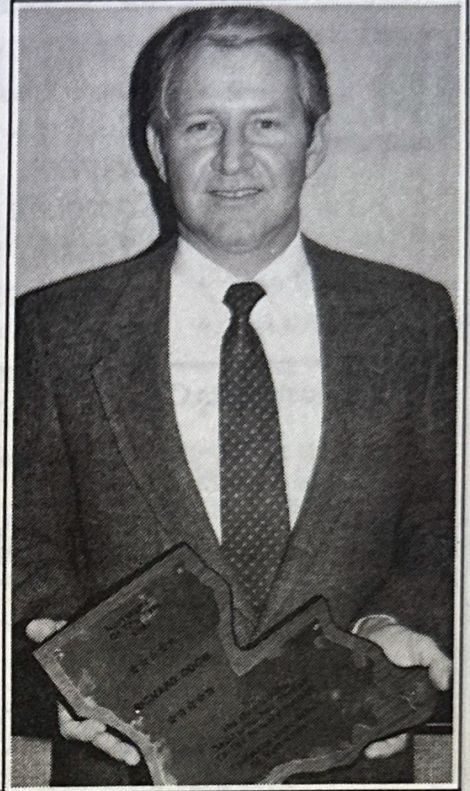
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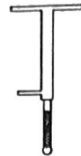


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New Orleans Horticultural Symposium Oct. 12

The Sixth New Orleans Horticultural Symposium will be held Wednesday, Oct. 12, in the New Orleans Museum of Art and in the New Orleans Botanical Garden.

Registration begins at 8 a.m., costs \$30 and includes lunch.

Following introductory remarks at 8:45, symposium topics will begin at 9 a.m. They are:

"Update on Turfgrass Management Practices." Dr. Jack Fry, LSU.

10 a.m. "A Look at Small Garden Design—Plant Selection." Dr. Neil Odenwald, Head, LSU School of Landscape Architecture.

11 a.m. Lunch and Trade Show

1 p.m. "Nutritional Health Maintenance of Landscape, Interiorscape and Nursery Plants," Dr. James Knauss, head of research, Peter's Fertilizers.

2 p.m. "Growth Retardants, Large Container Production and other Research," Dr. Sam Laiche Jr., South Mississippi Branch Research Station.

3 p.m. "Nematodes in Ornamental Landscapes," Dr. Edward C. McGawley, LSU.

4-6 p.m. Trade Show.

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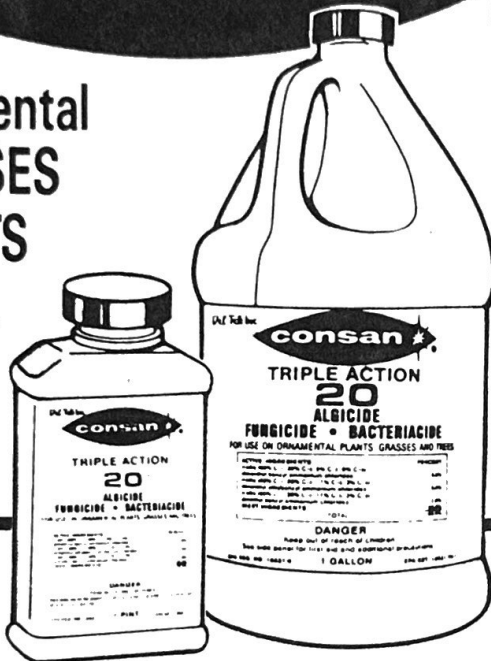
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Harmonize your landscape with Myrtle Dahoon

By Dr. Severn Doughty

A scantily known or used plant with wonderful potential is Myrtle Dahoon. It looks similar to yaupon, but displays certain subtle differences.

It is called by various common names, including Small-Leaf Dahoon, Myrtle Holly, Cypress Holly, Myrtle Dahoon Holly or simply Myrtle Dahoon. It belongs to the holly family and is known as *Ilex cassine* var. *myrtifolia* (Walt.).

Myrtle Holly thrives in full sun to partial shade and prefers wet, sandy to clay, acid soils near cypress ponds and swamps.

I've had one growing in Sharkey Clay soil with a pH around 7.0 for four years and it's doing fine.



Hume (1953) mentioned that the location for hollies should drain properly except for *Ilex*

cassine and *I. cassine* var. *myrtifolia*, as they naturally grow in poorly drained sites.

E.P.

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As you can see, site selection is not that important with Myrtle Dahoon. It just isn't that fussy.

This plant will transplant as easily as yaupon during the winter months. Even larger plants can be easily transplanted if root pruning has been provided.

For container production I suggest ordering a copy of "Container Production of Holly in Florida," (1985), by Thomas Yeager and Dewayne Ingram (Florida Cooperative Extension Service circular 589). Write to them at the Department of Ornamental Horticulture, University of Florida, Gainesville, FL 32611.

Myrtle Holly provides an evergreen, upright, sympodial, fine-textured form that may reach 15 to 18 feet, but which more generally stays in the 8 to 10 foot range and spreads to about 6 to 8 feet.

The interesting feature about Myrtle Dahoon is its crooked,

rigid stems or trunk. The bark is very pale, not cracked but often thickly set with small warts (Cocker and Totten 1937, Vines 1978).

Myrtle Dahoon is ideal in a natural setting where fine textures are desired and needed to soften a location or to allow the fiew to recede or fade away. If placed at the rear of your design, it will allow the space to actually appear larger, thus allowing for greater depth. It can even be used as a specimen plant, especially considering a mature plant with a crooked trunk and sympodial branching. It could be just perfect.

Myrtle Dahoon leaves are narrow, $\frac{3}{8}$ to $1\frac{1}{2}$ inches in length and about $\frac{3}{16}$ to $\frac{3}{8}$ of an inch in width, especially if it is grown in nutritionally poor soils. In rich soils the leaves may reach $2\frac{3}{4}$ inches long and $\frac{1}{2}$ to more than an inch broad.

The leaves are darker green than its close relative *i.*

Cassine, and both are evergreen. The leaves are crowded together, giving the plant a medium density—about as dense as yaupon.

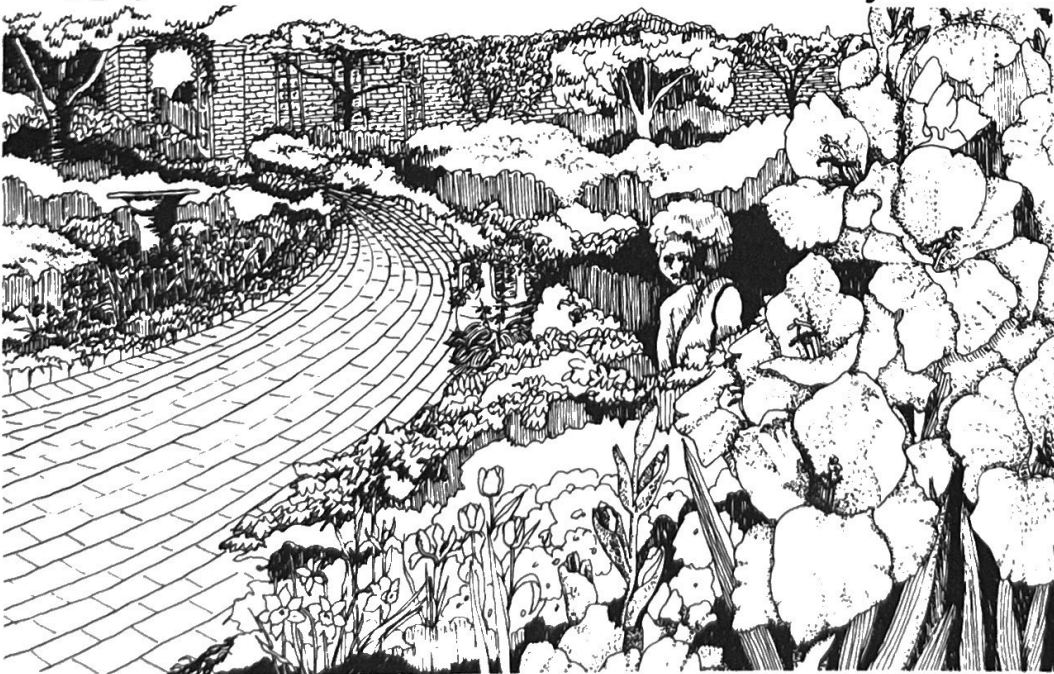
Myrtle Dahoon flowers in May. Flowers are borne on new growth, but the inconspicuous white- to cream-colored flowers are of no real landscape value. Bees like them, though. My plant is simply covered with honeybees when in flower.

Myrtle Holly fruit usually matures in late fall and persists throughout winter. Fruit are globose, about $\frac{3}{16}$ to $\frac{1}{4}$ inch in diameter. They may be red, orange-red, orange or even yellow. *Hortus III* (1978) describes a yellow-fruited form, *I. cassine* var. *myrtifolia* cv. "Loweii."

Many species of wildlife eat the fruit, but humans should not, as it induces both vomiting and diahorea.

Myrtle Dahoon can be (continues on next page)

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propagated rather easily from seed.

According to Hume (1953), freshly gathered and cleaned seeds can be sown in a mixture of sand, soil and peat, and placed in a greenhouse in early January. They will germinate in early February.

Hume also stated that evergreen hollies can be grown from cuttings. He had success using Hormodin #3 and, as a rooting medium, one part peat to three parts sharp sand.

Hume further suggested collecting three- to five-inch shoots of terminal, current season's growth any time from late July through December. They should be sufficiently hardened any time after late July.

Dirr (1987) reported that *I. cassine* cuttings should be handled just like English Holly cuttings. He described a California grower who used four-inch long terminal cuttings with all but two upper leaves stripped, collected from September through early March and treated with 7000 ppm IBA-10 second dip.

They should then be placed into one part sand, one part peat or one part peat to two parts perlite in flats, under mist, in the greenhouse with 65° F bottom heat. Rooting should occur within 10 to 15 weeks.

Both Myrtle Dahoon and Cassine Holly are profuse sprouters. This might be a good way to create multi-trunked specimen plants.

Insects and diseases are not a real problem with Dahoon Holly.

Myrtle Dahoon is not that commonly available. However, Casadaban Nurseries (Rt. 5, Box 160, Covington, LA 70433) and Natives Nurseries (P.O. Box 2355, Covington, LA 70434) both grow it.

I hope that as this plant becomes better known, it will be more widely used.

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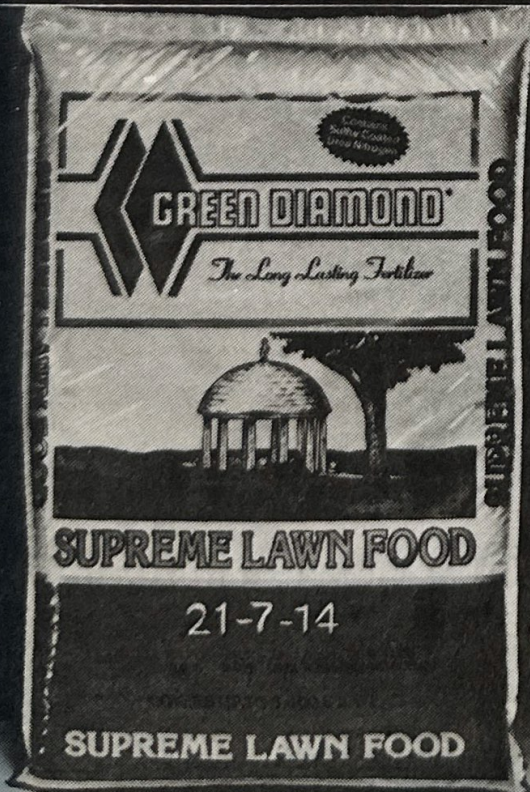
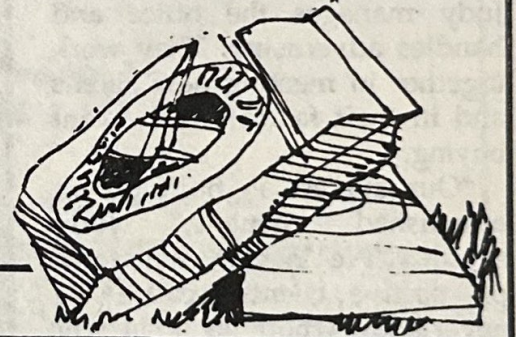
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LAN profile

Lake-hopping landscapers

Like thousands of attorneys, accountants and bankers, David and Judy Frossard live on the north shore of Lake Ponchartrain and work in New Orleans

They've been in business for 15 years. David handles selling, scheduling and installing jobs; Judy manages the office and handles advertising. They work together in meeting new clients and in their favorite task, plant buying.

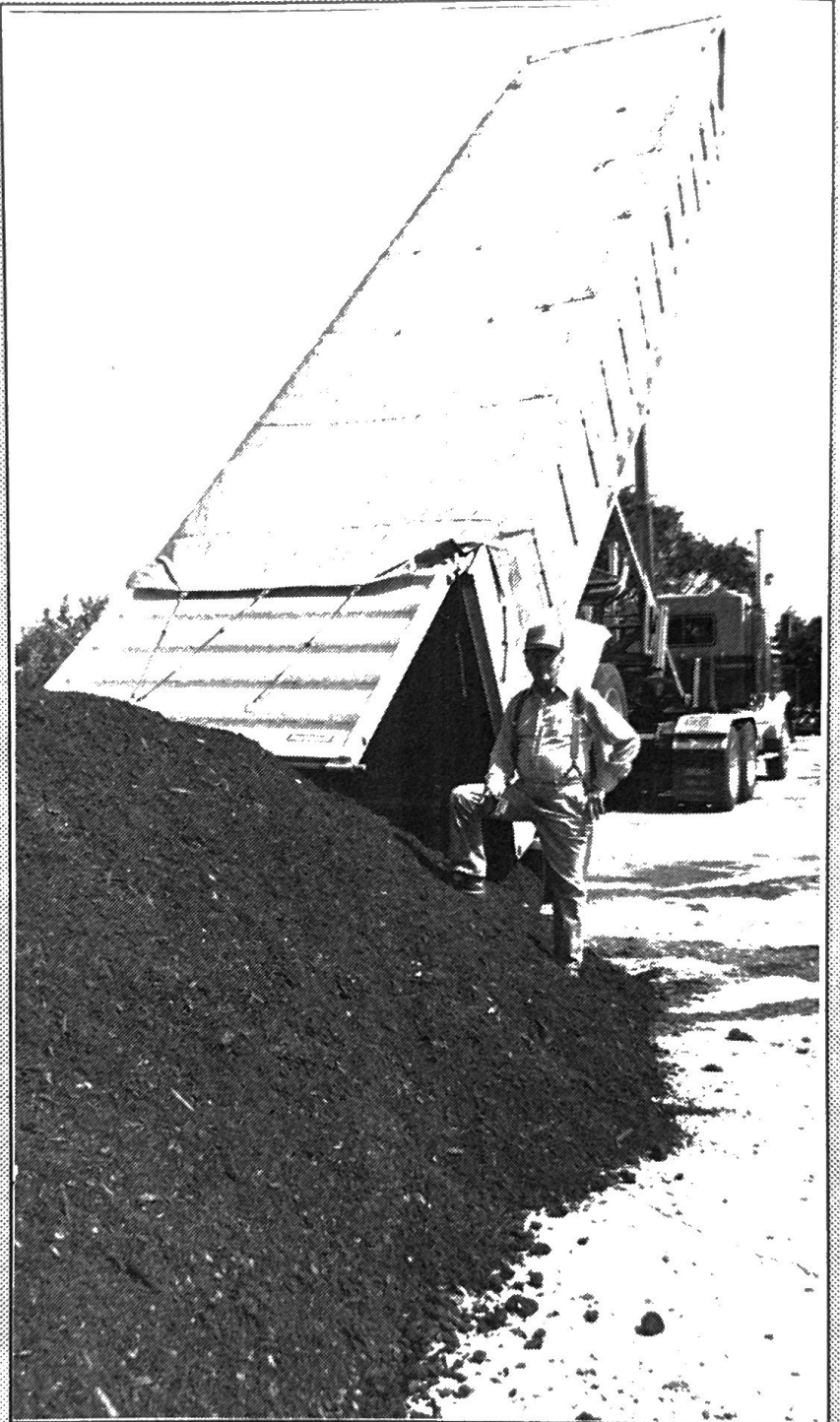
"Our success is built on an established clientele," Judy says. "We never alienate a prospective client because we never know whom he or she will refer to us next. We meet with clients many times, sometimes planning landscape work that they may not be able to afford at the time, but working with them over the years to achieve the plan stages."

The Frossards guaranty plant material for one year. They send out seasonal newsletters to clients, and find that their best marketing tools are brochures, referrals and their work itself. A big market is elderly people.

"Keep the customer base talking about you in a positive way. It's been our best advertising besides the visibility of our jobs and trucks."

The Frossards see the nationwide trend of "cocooning" or "nesting" beginning in New Orleans. The trend places great emphasis on home and family, and expresses itself in a return to such traditional architectural styles as Acadian, Victorian and Garden District.

(continues on page 23)



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"Nesting is wonderful for the landscape business, since so many finish off the homes or businesses with plants, decks, lattice structures and lighting."

The Frossards coordinated the landscaping of the Folsom post office, and last winter completed a beautification project on Veterans Boulevard near the Metairie-New Orleans border.

"One of our favorite renovation projects has been Southern Baptist Hospital on Napoleon Avenue. It has been such a facelift for the hospital and great advertising for us."

David and Judy say they have trouble finding plant material in the seven- to ten-gallon range. "We want to make an instant impact with big plant materials, but can't find it, particularly in Louisiana."

David and Judy Frossard can be reached at P.O. Box 645, Folsom, La. 70437; or by telephone at (504) 464-1888.



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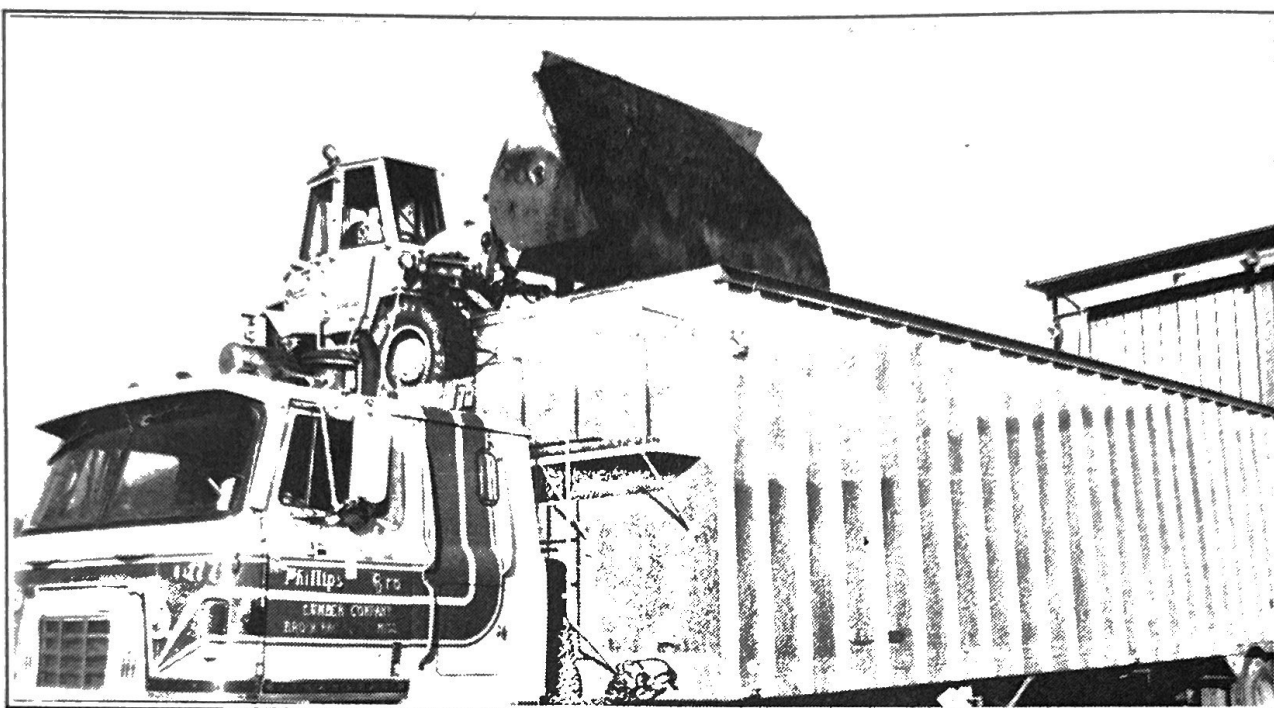
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