Deconstruction
Past, Present & Future

Prepared for
The Bay Area Deconstruction Work Group

January 15, 2020
The Good Old Days
Early Pioneers

• Loading Dock - Baltimore
• BMX and Urban Ore – Berkeley
• Recycle Town – Petaluma
• Rebuilding Center – Portland
• Building Resources – San Francisco
• The ReUse People – San Diego
  (Formerly Building Materials Recycling)
Recycling – Yuck!
The Story of Misguided Messages

• Those were the days of recycling.
• Birkenstockers ruled the industry.
• What! You used a gas guzzling generator and an electric saw? Where’s the hand one?
• You truck materials thousands of miles?
• And unload our junk on poor countries.
• Tax deductions – you must be a scam!
The Present
Today’s Leaders

• Cars, clothing & furniture – why not building materials?

• The confusion with recycling still lingers.

• If you believe like I do that “Waste is an asset in the wrong location,” then...

• What are the two main challenge we all face?
Marketing

Product or service, price, promotion AND Place
Place = Logistics

The management of the flow of things between the point of origin and the point of consumption to meet requirements of customers.
Our Concept

- We believed we had the product and service
- We knew we could price it right with a tax-deductible donation
- Presentations, training of contractors, retailers & workers, consulting on adaptive reuse and historic preservation
- We envisioned interchanging materials with others in different locations
Positioning

We aggressively positioned ourselves to accept a full range and age of materials consequently focusing on salvaging

Embodied Energy

Putting deconstruction on top of the waste pyramid!
Mistakes – You Bet

- High growth
- Poor selection of personnel
- Training of competitors – unfortunately the wrong ones
- Not following the plan
The Future
Prognostications

• Continued growth in privately owned residential structures
• Rapidly growing commercial sector
• Increased interest from preservationist and adaptive reuse – selected deconstruction
• Higher skilled labor
• Most importantly a focus on logistics

continued
Continued

• Better logistics means more capital will need to be invested
• Larger warehouses
• Enter larger for profit corporations
• What I do not see but need are local, state and federal governments leading by example
Improves the Environment
Saves Embodied Energy
Provides Green Jobs Training

TRP
Salvaging the built environment™
Adaptive Reuse & Historic Preservation

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Historic Luhrs Tower
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Thank You

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