

Create Appealing and Attractive Landscapes, Where People Want to be, and do Business!

Stormwater is rainwater that flows over pavement and other impervious surfaces, such as **roofs and parking lots**, picking up **pesticides and other toxins**. In many parts of Eugene, this pollution ends up in Amazon Creek.

Participation in the **Amazon Creek Initiative** can help businesses to realize economic and environmental benefits through simple and visible solutions. Stormwater treatment and thoughtful landscaping function together to yield cleaner water in Amazon Creek, while enhancing the **visual appeal** of your business, and **attracting customers**.

How does stormwater treatment work?

1. Redirect run-off from roofs, parking lots, and driveways to landscaped areas before entering stormdrains
2. **Rain Gardens, Bioswales, and Planter Boxes** filter pollutants from stormwater. Plants take up some of the water, and less polluted stormwater enters Amazon Creek.
3. Plants beautify the area, and attract hummingbirds and butterflies.

An industrial facility in Tacoma, WA removed impervious surface and replaced it with a rain garden. What was previously unused space is now an attractive landscape feature, and it filters pollutants from stormwater before entering the Puget Sound.

Photos courtesy of Rain Dog Designs

The Bottom Line: Economic Benefits

- ◆ **Lower** landscaping costs and services fees.
- ◆ **More** attractive storefront proven to increase business
- ◆ **Increase** property values, and **retain** tenants due to curb appeal.
- ◆ **Reduce** monthly stormwater fees paid to the city, if you do a 20% reduction in problem areas.



What natural landscape elements can be used?

- ◆ Planting areas of bare soil or bark mulch with native plants.
- ◆ Implement the use of rain gardens or bioswales to capture and treat stormwater.
- ◆ Planter boxes can be easily added to existing buildings



Existing landscaped areas can be easily modified to treat stormwater, and provide habitat for native plants and wildlife.

Photos courtesy of Tri-CAP.org





Why native plants?

- ◆ Native vegetation has low maintenance costs, since fewer chemicals and less water are needed to keep them vibrant.
- ◆ Native plants support and attract local wildlife, particularly birds and butterflies.
- ◆ Natives provide attractive, natural surroundings year-round.
- ◆ Native plants help prevent erosion.

Some Suggested Plants for a Rain Garden

- Sitka alder *Alnus viridis ssp. Sinuate*
- Baldhip rose *Rosa gymnocarpa*
- Red osier dogwood *Cornus sericea*
- Rosemary *Rosemarinus officianalis*
- Dagger-leaf rush *Juncus ensifolius*
- Taper-tipped rush *Juncus acuminatus*
- Western fescue *Festuca occidentalis*
- Vine maple *Acer circinatum*
- Dull Oregon grape *Mahonia nervosa*
- Snowberry *Symphoricarpus alba*
- Dense sedge *Carex densa*
- Small-fruited bulrush *Scirpus microcarpus*



For more information about how your business can incorporate native landscaping and stormwater management on site, contact:

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Action Through Understanding!