

Deconstruction Past, Present & Future

Prepared for
The Bay Area Deconstruction Work Group

January 15, 2020



TRP
Salvaging the built environment™

The Good Old Days



TRP
Salvaging the built environment™

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



TRP
Salvaging the built environment™

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



TRP
Salvaging the built environment™

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



TRP
Salvaging the built environment™

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

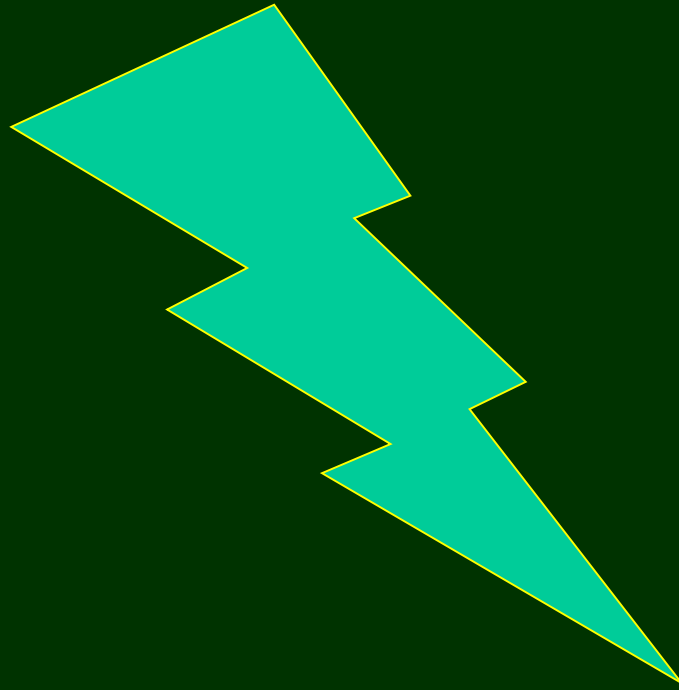
- Better logistics means more capital will need to be invested
- Larger warehouses
- Enter larger for profit corporations
- What I do not see but need are local, state and federal governments leading by example



Improves the Environment

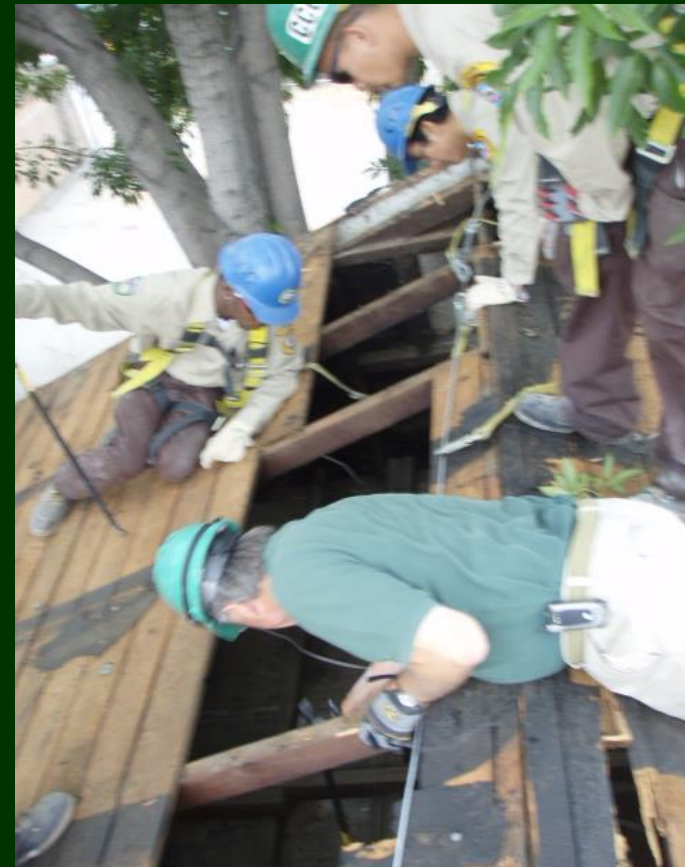


Saves Embodied Energy



TRP
Salvaging the built environment™

Provides Green Jobs Training



TRP
Salvaging the built environment™

Improves the Standard of Living



Adaptive Reuse & Historic Preservation



TRP

Salvaging the built environment™

19



Salvaging the built environment™

Historic Luhrs Tower



San Francisco City College





TRP
Salvaging the built environment™

Thank You



TRP
Salvaging the built environment™