

# The Faces of Urban Forestry



**Jason Worley**  
Technology manager  
Deutsche Bank



## Trees Transform Mixed-Use Commercial Property

An un-used air field in Jacksonville, Florida is being converted to a mixed-use commercial area, but thanks to Greenscapes of Jacksonville and its partners, part of the barren area is being restored to native habitat. With the help of Deutsche Bank, the Florida Forest Service and the city forestry department, 6,000 longleaf pines are being planted.

As a participant in the project, Jason Worley says, “I want to build a generation of stewards who can see how important it is to restore areas to their natural state.” He notes early success of the project saying, “When we checked back we already saw mammals and reptiles back in the space.” Jason believes this project will benefit not only the area’s wildlife, but also his family and future generations.

Jason says there was a role for everyone in the project, including local residents. The project required site preparation, fundraising, managing a volunteer work force, equipment logistics, and professional forestry advice. The result is an area converted to a sustainable, natural forest that will benefit wildlife and local residents of all ages while at the same time enhancing nearby commercial property.

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A joint project of U.S. Forest Service Urban and Community Forestry, the National Association of State Foresters, and the Arbor Day Foundation. For more information visit [arborday.org/faces](http://arborday.org/faces)