



FEATURED PHOTO OF THE MONTH IS OF ROUGE VALLEY MANOR IN MEDFORD, OR

NEWSLETTERS ARE SENT ON THE 15TH OF EACH MONTH. FOR INQUIRIES, CONTACT JUSTINEM@ECOWDS.COM

BIRD GLASS

Collision hazards for a bird in a city are plenty. From vehicles, bridges, transmission towers, power lines, and turbines, all these create deadly obstacles for birds in flight. The most dangerous obstacle with the highest death and injury rate, however, is none other than our buildings' windows. Avian deaths can occur when a bird flies near transparent or reflective type glass.

A red-tailed hawk, for example, may see it's reflection as a territorial rival. The hawk would then fly closer to the glass, thinking it would drive the rival away only to collide into the window (Standards for Bird-Safe Buildings, San Francisco Planning Commission 2011).

Green architectural design should bare in mind the responsibility to decrease the collision risk for birds that are native to the area. By adding natural landscapes and biological systems into new buildings, humans are inviting animals into city spaces. The confusing maze of reflective glass and flora imagery that birds detect can get them in trouble when they then attempt to migrate into one of these spaces that was merely a reflection of a rooftop garden across the way or of an encased indoor greenery.

Keeping our wildlife safe while still being able to create stunning new buildings is a challenge ECO Windows hopes takes on mainstream interest in the future of architectural design. Call or contact us for a quote of our specialty bird safe glass for your next urban project!



"The wide variety of native birds that thrive in urban areas underscores the importance of these artificial habitats to the survival of many bird populations. Creating greenspace in urban environments, landscaping with native plants in backyards and parks, adopting architecture and lighting systems that reduce collisions, and keeping pets indoors will provide the greatest benefit to breeding birds and migrants seeking safe places to rest and find food during their spectacular journeys."