

Benefits of Trees in Commercial/Business Districts

Trees provide an outstanding number of benefits in urban areas. This is especially true in business districts. However, trees can also cause problems if they are not appropriate for the site. For trees to provide maximum benefits we must plant the right tree in the right place, and prune them properly as needed. This would not be possible without a well managed urban forestry program. The following are benefits that trees provide to urban business districts:

- **Increase** property values by more than 20%. This “Curb Appeal” can be especially important when trying to attract real estate investors.
- **Screen** unsightly areas, reduce high winds from open areas or highways, and reduce noise from traffic or other loud sources, can be done by planting hedges/rows of trees.
- **Decrease** cooling costs in the summer by as much as 50% through shading, making the environment around businesses cooler and more inviting to customers.
- **Reduce** the resurfacing time of streets by 6-13 years through shading, therefore reducing maintenance by 50%.
- **Reduce** storm water accumulation along city streets and business district parking areas by intercepting rainfall.
- **Reduce** pollutants in air and water by taking up carbon dioxide and particles through natural gas and liquid exchanges. This is especially important in commercial areas where green space is scarce and vehicular traffic is high.
- **Improve** the overall psychological well being of people. Trees make people healthier psychologically by promoting relaxation, relieving mental fatigue, and reducing aggressions, thereby helping to increase social interactions and lowering crime rates. This increases the overall appeal of a business district to tourists and visitors.

If you were a consumer, which one of these districts would you rather shop in?



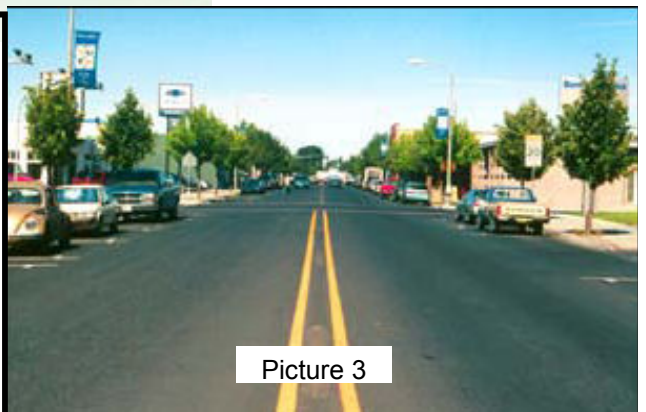
Picture 1

Studies have shown that consumer's willingness to spend can increase as much as 12% in commercial areas that are more attractive due to tree plantings.



Picture 2

In a study of consumer preferences, Picture 1 was a more attractive shopping area, where Picture 2 was the least desired. Picture 3 was moderately attractive.



Picture 3