GROWING TREES AS CITY ASSETS

Money may not grow on trees, but local governments can still benefit from the presence of trees. One of the best investments we can make in our communities is rooted in the tree-lined streets, parks and green spaces that help give character to where we live, shop and play.

INCREASE SALES
Businesses on treescaped streets show 12% higher income streams, which is often the essential competitive edge needed for main street store success, versus competition from plaza discount store prices. Trees also add value to adjacent homes, businesses and the tax base.

CREATE DESIRABLE RETAIL DESTINATIONS
In a study of city streets and the retail streetscape by the University of Washington, potential shoppers claimed they were willing to travel more often, longer, and over greater distances. Having arrived, they would spend more time in a retail district that has trees, providing businesses with an opportunity to increase sales and profits.

GROWING ASSETS
New trees have a planting and three-year maintenance cost of $250 to $600. Over the course of this tree’s lifetime, it will return more than $90,000 of direct benefits, not even including the aesthetic, social and natural benefits provided during the tree’s lifetime. A well-planted and cared-for tree can thrive for 60 years or more.

CREATE CIVIC SAVINGS
Trees help local governments save by reducing costs associated with public spaces and infrastructure maintenance. Trees planted close to public buildings reduce energy consumption for heating and cooling, reducing energy costs.

A study by University of California Davis found that 20% shade on a street improves pavement conditions by 11%, which provides a 60% resurfacing savings over 30 years. When streets have no shade, the pavement is effected more by heating and shrinking, which wears it out. Shade increases pavement life by up to 60%, far offsetting the cost of tree maintenance.

MORE GREEN, LESS GRAY INFRASTRUCTURE
When rain falls in many cities, it falls onto nonporous surfaces; roads, pavements, carparks, or roofs, and the water never soaks through to groundwater aquifers. It becomes runoff and puts greater stress on drainage systems. As trees grow in porous soils they help by both re-charging groundwater supplies and absorbing water through their roots and leaves.

The first 30% of most precipitation is absorbed by the leaves and never hits the ground. Up to another 30% of rain is taken in by the root structure. Trees therefore help reduce the need for ever bigger concrete pipes.

INVEST FROM THE GROUND UP
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