



Trees Mean Business



Gorgeous Washington St area, downtown Binghamton

Did you know that customers are willing to spend up to 12% more for goods and services in a business district with trees? Studies have shown that not only do people feel more comfortable walking on a tree lined street (due to feelings of safety, reduced temperatures from shading, and improved aesthetic) but they are also willing to spend more time and money shopping in a well landscaped business district.¹

Landscaping distinguishes stores and business districts and shows patrons that the businesses care about the appearance of the community. In

addition, apartments rent more quickly, tenants stay longer, and space in an urban area with trees is more valuable to sell or rent.

Trees can do more than just drum up business—shading from trees can reduce heating and cooling costs. They can also cut costs for communities by reducing storm water runoff into the combined sewer system, which reduces treatment costs. In one study, 32 feet tall street trees intercepted rainfall capturing 327 gallons of water.

¹ Wolf, KL (2009). *Trees Mean Business: City Trees and the Retail Streetscape*. Main Street News 263: 1-9.

http://www.naturewithin.info/CityBiz/MainStreetNews_Aug09_Trees.pdf

Wolf, KL (2003). *Public responses to the urban forest in inner-city business districts*. *Journal of Arboriculture* 29(3): 117-126.

http://www.idl.idaho.gov/bureau/community_forestry/techtreetreeinfo/socialbene/w/publicresponse-uf.pdf

Understandably, businesses often have questions about tree selection, maintenance, and costs. We've provided answers to some frequently asked questions.

FAQs

Won't trees block my business sign and prevent people from finding my business?

Proper tree selection and careful pruning can lift a canopy, opening up views to shops and signs.

Will tree roots damage sidewalks or utilities?

All trees are not the same. Careful choices of tree species suited to the root and canopy space available and proper planting techniques can minimize damage to sidewalks and utilities.

Aren't trees messy?

Careful plant selection can reduce problems of falling flowers, fruit, and leaves (see next page for list of trees appropriate for landscaping).

Do I have the right to cut down a tree on my property?

Businesses should consult with the City Planning Department before removing trees, as they may have been required as a condition of a previous approval. Staff can also help businesses find alternatives to removing trees. Street trees may only be removed by the City Parks Department. Talk to staff first before removing a tree to avoid potential fines.

What does the City Code require for tree planting?

The City Zoning Code requires tree planting for certain developments depending on their size and scope. Speaking with Planning staff early in the process will help you get through the approval process in a timely fashion.

I want to add trees to my business but can't afford a landscape architect.

How do I know what to plant and where do I buy trees?

The trees listed on the next page have been selected by the City's Shade Tree Commission and will be successful in most urban environments. The Commission can provide additional advice for specific projects. Local plant nurseries are good locations to buy trees and to seek additional advice.

*"[Customers are] willing to travel farther and longer, visit more often and for longer periods of time, and pay more for parking when visiting retail places that have trees."
~ Wolf (2003)*



Acceptable Shade Trees for Landscape Planting in Binghamton

Small Trees (up to 25 ft.)

Amelanchier sp. – Serviceberry, Shadbush
Cercis canadensis – Redbud
Cornus florida – Flowering Dogwood
Cornus mas – Cornelian Cherry Dogwood
Crataegus crus-galli – Thornless Cockspur Hawthorn
Halesia carolina – Silverbell
Magnolia stellata – Star Magnolia
Magnolia x soulangia – Saucer Magnolia
Ostrya virginiana – Hop Hornbeam
Syringa reticulata – Japanese Tree-lilac
Zelkova serrata “Schmidtlow” – small variety of Japanese Zelkova

Medium Trees (25 to 40 ft.)

Aesculus carnea – Red Horse Chestnut
Carpinus betula – European Hornbeam *
Koelreutaria paniculata – Golden Rain Tree
Pyrus calleyrana – Callery Pear (do not use “Bradford” variety as early snow breaks branches. Choose Cleveland Select or Aristocrat varieties)
Quercus muehlenbergii – Chinkapin oak
Sophora japonica – Japanese Pagoda Tree
Sorbus alnifolia – Korean Mountain-ash
Ulmus carpinifolia x parvifolia – “Frontier” Elm

* = intolerant of salt, may not be suitable for parking lots

= produces litter which may be troublesome; tree not appropriate near sidewalks or other pedestrian pathways

Large Trees (up to 80 ft.)

Aesculus hippocastanum – Horse Chestnut #
Betula nigra – River Birch
Carya glabra – Pignut Hickory
Carya ovata – Shagbark Hickory
Catalpa speciosa – Northern Catalpa #
Celtis occidentalis – Hackberry
Cercidophyllum japonicum – Katsura Tree *
Ginkgo biloba – Ginkgo (plant males only; female trees have fetid fruits)
Gymnocladus dioica – Kentucky Coffeetree #
Liquidambar styraciflua – Sweetgum
Liriodendron tulipifera – Tulip Tree*
Magnolia acuminata – Cucumber Tree
Nyssa sylvatica – Black Gum
Platanus x acerifolia – London Planetree
Quercus alba – White Oak
Quercus acutissima – Sawtooth Oak
Quercus bicolor – Swamp White Oak
Quercus coccinea – Scarlet Oak
Quercus imbricaria – Shingle Oak
Quercus macrocarpa – Bur Oak
Quercus robur – English Oak
Quercus rubra – Red Oak
Tilia cordata – Littleleaf Linden
Ulmus x ‘Accolade’ – Accolade Elm
Ulmus parvifolia – Chinese elm
Zelkova serrata – Japanese Zelkova

Prohibited Trees

Aspen	Box Elder
Catalpa	Cottonwood
Ginkgo (females only)	Horse Chestnut
Silver Maple	Willow

These trees are prohibited either because their rapid growth and brittle branches constitute a serious long term hazard or they cause significant leaf and fruit litter which can cause hazards for pedestrians and clog storm water drains.

Not Recommended

Ash trees ¹	Maples ^{1,2}
Honey Locust ²	Flowering Cherries ²

¹ Susceptible to invasive insects which have caused significant damage in the U.S.

² Overplanted according to the City’s tree inventory and Urban Forest Management Plan