



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/wolf/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* – Cornellian 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

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|---------------------------|---------------------------------|
| 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