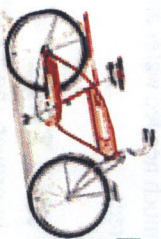


## BANNERS



To announce the opening of a new business, **multi-colored** flags are often tied to tree trunks or limbs. If removed from the trees within a short period of time, the banner will not harm the tree. Often, the flags are removed but the strip used to secure them to the tree is left in place. This thin strip of plastic can girdle the tree or limb and kill it. Always remove the entire banner within a few months.



## DELIVERY BICYCLES

Bikes and other delivery vehicles can damage the bark of the trunk and eventually kill the tree. Businesses are subject to high fines if their delivery vehicles are found chained to trees. Please call Trees New York for information on alternative types of bike racks.



## HOLIDAY LIGHTS

Decorative tree lights brighten the winter season. However, the lights can girdle the trunk and limbs of tree and eventually cause its death if not done properly.

- Obtain a permit from your borough's Forestry Office. **Permits are valid from November 15<sup>th</sup> to February 1<sup>st</sup>.**
- A licensed electrician should use a freestanding ladder or bucket truck. **Never** climb the tree or lean a ladder against it.
- Leave slack in the wire to accommodate branch movement.
- Remove all lights and wires when the permit expires on February 1<sup>st</sup>.

## REMOVE GUY WIRES

One year after a tree has been planted remove the guy wires. If left in place, the wires can girdle and eventually kill the tree. The wires and stakes can also look unsightly.

## KEYS TO BETTER BUSINESS

From 1996 to 1999, TNY and Trees New Jersey conducted a study to determine the economic impact of trees on retail districts. The study included a photographic image-based valuation survey to estimate the economic value of trees and landscaping at retail shopping centers and in Downtown NYC as viewed by consumers and potential customers of commercial sites.

### Conclusions:

- Customers "prefer greening" within commercial shopping areas.
- Customers are more likely to "choose" a greener shopping center, mall, or downtown shopping district.
- Customers are willing to "pay" for this preferred level of green in a shopping area by traveling further to shop there.

### Do's and Don't's:

- ✓ Do thoroughly water your tree, especially during the summer.
- ✓ Do remove any wires that **strangle** the tree.
- ✓ Do take care of your tree and pit by mulching the soil, installing pit guards, and planting flowers.
- ✓ Do contact your community board or the One Stop Tree Shop (212-360-TREE) if you have an empty tree pit in front of your store and would like to have a tree planted.

- ✓ **Don't** allow salt or chemicals into tree pits.
- ✓ **Don't** allow bikes or dogs to be chained to trees.
- ✓ Do contact TNY at (212) 227-1887 with questions or for additional information on street trees and tree care- **TAKING CARE OF YOUR TREES IS GREAT FOR BUSINESS!**

## TREES NEW YORK

Trees New York (TNY) is dedicated to improving the quality of life for all NYC communities through participatory tree related programs. Founded in 1976, it is the only organization in the region that focuses solely on trees and the urban forest.

TNY's programs include tree care training courses for youth and adults, direct community services, and educational publications in several languages.

TNY is a private, not-for-profit 501(c)(3) organization supported by foundations, corporations, federal/state programs and private individuals.

## CITIZEN PRUNER TREE CARE COURSE

TNY offers comprehensive tree care courses twice yearly that lead to certification by the NYC Department of Parks and Recreation.

TNY also offers specialized training courses for Business Improvement Districts, Merchant Associations, Community Development Corporations, Community Groups and Building Maintenance Personnel. Special group courses for a minimum of 10 persons can be arranged. For more information call Trees New York at 212-227-1887.



*Finally, A Study Investment That Will Make You Proud!*

Trees New York

51 Chambers Street, Suite 1412A

New York, NY 10007

Phone: (212) 227-1887

Fax: (212) 732-5325

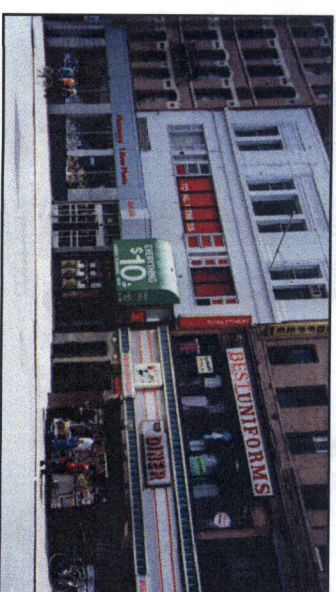
www.treesny.com • e-mail: treesny@treesny.com

*Funding for this brochure was generously provided by the Norcross Wildlife Foundation and the National Urban and Community Forestry Advisory Council of the USDA Forest Service*

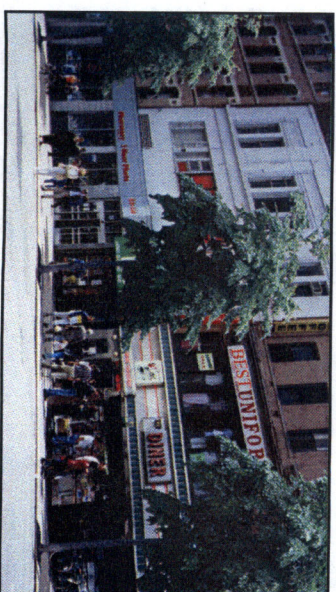
# Trees are Great for Business!

Trees Help Create a Positive and Attractive Environment for Shoppers

Where would you rather shop?



OR



Studies Show that Consumers Respond to the Positive Effects of a Healthy Urban Forest

## THE IMPORTANCE OF CITY TREES

Trees provide many benefits in urban areas.

- Trees release oxygen
- Trees remove dust & pollution from the air
- Trees muffle noise & reduce glare
- Trees soften & beautify the look of city streets
- Trees reduce energy costs

## BENEFITS OF TREES IN RETAIL SETTINGS

We are beginning to understand just how much trees contribute to a positive retail environment.

- The first impression that people have of a business is its exterior appearance. Leafy trees and tree pit plantings near your shop can provide an attractive extension of your space.
- Well tended, healthy trees and tree pits planted with flowers send a positive message about your shop.
- A tree canopy creates a cool and pleasant setting. Buildings and pavement absorb heat from the sun and create "heat islands."

A mature tree canopy can reduce the air temperature by 5-10 F, reducing air conditioning costs and making it more comfortable for shoppers. People are more likely to walk in the shade of trees on hot summer days.

- The cooler air temperatures created by leafy canopies reduce smog.
- Studies clearly indicate neighborhood residents are likely to support shopkeepers who beautify their streets.
- Trees can create a desirable, outdoor, park-like seating area for restaurants, coffee shops, ice-cream parlors, cafes, etc.

- Trees improve the image of an area in a relatively easy way. The NYC Department of Parks and Recreation can provide a tree outside your establishment if the location permits.

## STORE FRONT TREES HAVE SPECIAL PROBLEMS

Trees in front of retail establishments face greater danger than other street trees. Chemical waste, garbage, rock salt and other hazards all threaten the lives of storefront trees. Please remember that trees are alive, and special care must be taken to ensure their survival.

## CARING FOR YOUR TREE

Life is hard for a tree in the NYC urban forest. Trees can thrive in urban conditions only if they are nurtured by people. The following actions require very little time, minimal expense, and will maintain the health and beauty of the trees in front of your shop.

## WATER YOUR TREE



In hot, dry weather, a tree needs about 15-20 GALLONS OF WATER PER

**WEEK. All trees, especially newly planted trees, need thorough and deep watering during the spring and summer.** You can easily and effectively water your tree using a plastic trash receptacle. Punch two small holes near the bottom. Fill the pail with about 15 gallons of water and allow the water to flow into the tree pit. You can also place a hose at the base of the tree and water slowly for 15 to 20 minutes; when using a hose to clean the sidewalk in front of your business, also water your tree.



## AVOID CONTAMINATION

Bleach, cleaning agents, and motor and heating oils kill trees. Don't allow these substances to enter the tree pit. However, if they do, remove and dispose of the top ½ inch layer of soil with a shovel and then **FLUSH THE PIT WITH WATER** using the above methods.

## DE-ICE SIDEWALKS WITHOUT SALT

Rock salt (sodium chloride) kills tree roots and deteriorates concrete sidewalks. Try to use alternative materials such as calcium chloride or 46% granular urea (available at most hardware stores) to clear snow and ice. You can also use sand, cat litter, or ashes to dissolve ice. Promptly remove any salt laden snow from the tree pit. If the winter has been snowy, and salt has contaminated the pit, **FLUSH THE PIT WITH WATER IN THE SPRING.**

## KEEP PITS CLEAN

Garbage and litter are unsightly. They also block the movement of oxygen and water into the soil. Keep the pit free of debris and avoid placing garbage bags for collection in the tree pits.

## INSTALL TREE PIT GUARDS

Tree pit guards such as wire wickets, granite blocks, railroad ties, or a concrete lip can be aesthetically pleasing and prevent pedestrians from compacting the soil. Unique or uniform tree pit guards can beautify the area around your business.

## KEEP DOGS AWAY FROM TREES



Dog waste kills trees. Discourage canine visits to your trees by installing pit guards, planting flowers and using mulch. Dog owners tend to respect a well maintained pit.

## MULCH THE SOIL

An organic mulch conserves moisture, deters weeds, and moderates soil temperature. Mulch also mitigates damage from dogs, pedestrians, salt-laden snow, and cleaning agents. A 2-3



inch layer of coarse wood chips or recycled holiday tree branches put down in the late fall and removed before the March growing season is both beneficial to the tree and visually appealing.

## CULTIVATE SOIL & PLANT FLOWERS



Breaking up the surface soil allows water and oxygen to freely drain down to the roots. Loosen the soil gently with a spading fork or hand cultivator. Planting shade loving annual flowers, such as impatiens or sweet alyssum, will beautify the area in front of your shop and discourage dog owners and pedestrians from using the pit. Perennial plants, such as ivy, should be planted only around large, mature trees because they can deprive much needed water and nutrients from newly planted trees.

## PRUNE THE TREE



Selective pruning improves the health, appearance, safety, and longevity of a tree. You must be a **certified Citizen Pruner** to prune street trees. Call Trees New York at 212-227-1887 for details.

## DON'T RAISE LEVEL OF SOIL IN TREE PITS

Do not add more than ½" of soil to the tree pit. Extra soil or mulch mounded against the base of a tree can cause the bark to rot and provide an entry for pests and diseases. Rotten bark will destroy the growing layer (cambium) and the tree will eventually die. The extra weight will also cause compaction and squeeze out air spaces in the soil that provide roots with oxygen. Without oxygen the roots will die, ultimately causing the death of the entire tree.

## DELIVERY TRUCKS

Delivery trucks are necessary for retail businesses, however, these large trucks can damage trees.

- If a truck causes damage to a tree, call 1-800-201-PARK to have broken branches removed. If ignored, disease or pests can infest the tree through the wound.
- Install tree guards to protect the tree from truck damage.