Taking care of business!

Trees in Business Districts of Small Towns & Citys

taking care of business!

Research Review

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first trip - ride from the airport
people & trees - deep connections!

Savannah GA urban forest canopy
recreational tree climbing - Japan
- Inner City Business Districts
- Small Town Business Districts
- Freeway & Roadside Communities
- Athens GA Case Study
- Strip Malls & Roadside

5 studies

Sponsors:
National Urban and Community Forestry Advisory Council - USDA Forest Service
National Main Street Program
National Scenic Byways Research Center
many local partners!

www.cfr.washington.edu/research.envmind
Message to shoppers?

Visibility = customer appeal?
• Research Questions:
  - trees and visual quality?
  - trees and consumer behavior?
  - trees and product pricing?

• Methods:
  - mail out/in surveys
  - national sample - 17 cities (6 in PNW)
  - residents/nearby city residents
costs/benefits? tree hate crimes!

Image Categories (sorted by ratings)

Pocket Parks
mean 3.72
(highest)

Scale: 1=not at all,
5=like very much,
26 images

Full Canopy
mean 3.63
Intermittent Trees 2.78

Enclosed Sidewalk 3.32

No Trees mean 1.65 (lowest)
(high - 3.72)
Survey Scenarios

Streetscape and Canopy Differences

Small City Business Districts

- district character
- respondent sees one
- architecture constant
1. Place Perceptions

Place Character
Products & Merchants

higher ratings for scenario with tree canopy
2. Patronage Behavior

- travel time, travel distance
- duration of visits
- frequency of visits
- willingness to pay for parking

*increased market range & potential*

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**Visit Length**

![Graph showing visit length with and without trees. The graph plots the percent of respondents against time in minutes, with two lines: one for 'no trees' and another for 'with trees.' The data shows a peak between 1 to 2 hours for 'with trees' and a peak between 30 to 60 minutes for 'no trees.' The line for 'with trees' decreases sharply after 1 to 2 hours, while the line for 'no trees' decreases more gradually.]
3. Product Pricing

- higher willingness to pay for all classes of goods
- 9.2% higher in districts with trees (12% in large cities)
Strip Malls
Preferences and Scenarios

Image Categories (sorted by ratings)

Mixed Screen
mean 3.18
(highest)

Ordered Trees
mean 3.09

Scale: 1=not at all,
5=like very much,
26 images
Survey Scenarios

Streetscape and Canopy Differences
1. Place Perceptions

higher ratings for scenario with road edge landscape
2. Product Pricing

- higher willingness to pay for all classes of goods
- 8.8% higher for strip malls having edge plantings

*trees & consumer spending*
1. Place Perceptions
   - Place Character
   - Interaction with Merchants
   - Quality of Products

2. Patronage Behavior
   - travel time, travel distance
   - duration & frequency of visits
   - willingness to pay for parking

3. Product Pricing
   - higher willingness to pay for all types of goods
   - higher in districts with trees - 9%

Place Marketing
Relationship Marketing

anthropology of consumer behavior
retail & place marketing

“Companies stage an experience when they engage customers in a memorable way.”

Results Discussion

- Trees make a retail “experience”
- Place Marketing
  - More expensive to recruit new customer than to retain established customer
  - Trust, quality, loyalty
- Trees & District Image
  - Product and business quality
  - Higher price willingness-to-pay
Design Details

Trees in Retail Business Districts

Bell Town District, Seattle, WA
Double row trees, Conifer plantings

Edmonds, Washington
Edmonds in Bloom

Seaside, Oregon
Planning Guidelines for Trees and Retail Business

Pacific Northwest Chapter
International Society of Arboriculture

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Human Dimensions of Urban Forestry and Urban Greening

Nature and Governance Environments
Research about how the urban forest influences business, cultural values.

Trees and Transportation
Studies on the value of improving landscapes in urban environments.

Civic Ecology
Studies of civic behavior and benefits when people are active in the environment.

Policy and Planning
Integrated urban greening science and community change.

Urban Forestry and Natural Benefits
More resources, studies, and tools.

Research Director
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