invest from the ground up!  
**trees & retail districts**

East Hollywood Business Improvement Forum

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the image of the city

doom & gloom
the image of the city
the image of the city

vibrant & sustainability
Trees & Retail Environments Research
social science of consumer behavior

‘atmospherics’

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 – 9-12%
Trees & Shopper Environments Research

• Research Questions •
  trees and visual quality?
  trees and consumer behavior?
  trees and product pricing?

• Methods:
  mail out/in surveys
  national or local sample
  residents/nearby city residents

partners: U of Washington, NGOs, business organizations
funded by USDA Forest Service

Image Categories (sorted by ratings)

Pocket Parks
mean 3.72
(highest)

Full Canopy
mean 3.63

Scale: 1=not at all, 5=like very much,
26 images
Enclosed Sidewalk
3.32

Intermittent Trees
2.78

No Trees
mean 1.65 (lowest)
(high - 3.72)
freeway roadside
freeway roadside

strip malls

vegetation edited in shopper survey
“Companies stage an experience when they engage customers in a memorable way.”

digging deeper

- attribution theory
- neatness counts
- trees, accessory vegetation, sidewalk care = curb appeal
- tree planting or maintenance upgrade = signal of change
- use landscape character to identify the district
Nature and Consumer Environments

Shoppers are increasingly interested in the experience of shopping, as well as the goods and services they expect to purchase. Research has investigated associations between the urban forest and people’s response to shopping settings.

These studies show that providing for trees in the streetscape is an important investment for a business community. The presence of a functional urban forest positively influences shoppers’ perceptions, and probably, their behavior.

Information below includes research studies, tools, and datasets to help create and sustain beautiful streets.

Studies

Trees and Business - Growing Together
A National Research Program

Trees provide environmental benefits in cities, but also contribute to a city’s economic growth. A series of scientific studies has found that properly maintained trees increase property values, reduce crime, and improve air quality. These findings have been consistent across large, sm.

If you're interested in Trees and Transportation, check out the following resources:

- Trees and Transportation: Improving the Use of Urban Forests
- Trees and Transportation: The Economic Benefits of Urban Forests
- Trees and Transportation: The Social Benefits of Urban Forests
- Trees and Transportation: The Health Benefits of Urban Forests
- Trees and Transportation: The Environmental Benefits of Urban Forests

These resources provide comprehensive information on the economic, social, and environmental benefits of urban forests.

www.naturewithin.info