

Tree Talk

Do You Enjoy Trees?

New studies show that people prefer living in communities with tree lined streets and shaded neighborhoods. The study focused on communities with populations under 20,000 finding that most shoppers prefer downtowns that had trees and natural streetscaping. People may not think about it, but having tree lined streets cools and shades the sidewalks and makes public and private areas more pleasant.



Pocket parks received high marks and were found very useful for relaxing and rest during downtown activity. Pocket parks are small green space parks in the downtown area that help people remove themselves from the busyness of the street and sidewalk. There is one main reason why people like trees, and it's not because they give us oxygen, or because they give us building materials, it's because they look nice and they relax us in ways we are not aware of.

What this means for merchants is that consumers enjoy large shade trees in shopping districts, and are willing to spend more where trees are present. Trees greet shoppers with a message of welcome even before entering a store's door. What this means for consumers is if you need to go pick up supplies or go shopping, why not do it in the relaxing setting of trees!

*Aaron Kiesz is the
Urban Forestry Specialist
For the S.D. Div. of Resource
Conservation and Forestry,
523 E. Capitol
Pierre, SD 57501 or
Phone at (605) 773-3594 or 1-800-228-5254 (SD Only)
Or visit our website: www.state.sd.us/doa/forestry/index2.htm*