

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



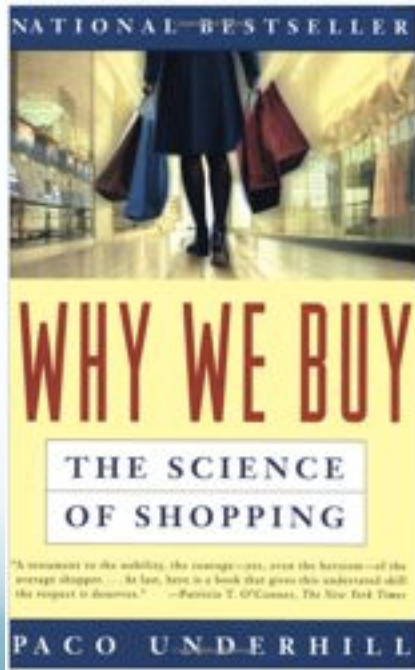
vibrant & sustainability





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%



Place Marketing

Relationship
Marketing

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)



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

Full Canopy
mean 3.63

Enclosed
Sidewalk
3.32



Intermittent
Trees
2.78



No Trees
mean 1.65
(lowest)

(high - 3.72)



freeway roadside



100



freeway roadside



100



freeway roadside



Shopping Area Two

Refer
survey



View "A"



View "B"



View "C"

Shopping Area One

Use the
survey



View "A"



View "B"



View "C"

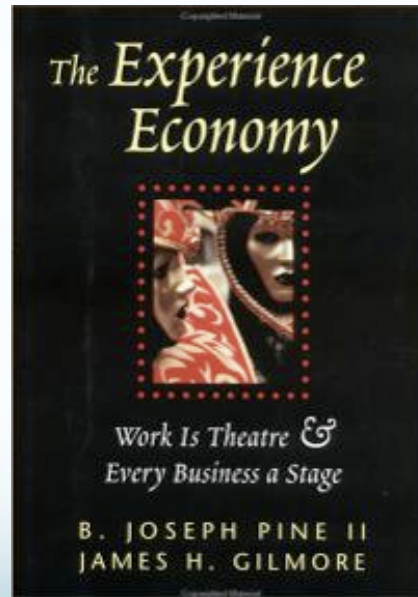
strip malls

vegetation
edited in

shopper
survey

**retail & place
marketing**

**“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. A series of studies 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 quality urban forest positively influences shoppers' perceptions, and probably their behavior. Information below includes research studies, a booklet to help create and sustain beautiful streets.

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- List of all
- Presentations
 - Products
 - Fact Sheet
 - Professional Publication
 - Scholarly Publication

Studies

Trees and Business - Growing Together A National Research Program

Trees provide environmental benefits in cities, but also contribute to the economic vitality of cities. A national program of scientific studies has found that shoppers respond positively to trees. These findings have been consistent across large, inner city districts. The most positive consumer response is associated with urban forests where overarching tree canopy helps create a "sense of place." The results across several research studies. Details of research found in sections below.

College of the Environment | University of Washington

Human Dimensions of Urban Forestry and Urban Greening

What's New?

- Nature and Consumer Environments**
Research about how the urban forest influences business district visitors.
- Trees and Transportation**
Studies on the value of having quality landscapes in urban roadways.
- Civic Ecology**
Studies of human behaviors and benefits when people are active in the environment.
- Policy and Planning**
Integrating urban greening science with community change.
- Urban Forestry and Human Benefits**
More resources, studies and links.

Green Cities and Fresh Air
Human health & well-being research

Project Director
Kathleen L. Wolf, Ph.D.

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www.naturewithin.info