



PRETTY TREES LEAD TO SHOPPING SPREES !

Sustainable JC Trees & Trash Action Campaign for Jersey City

Trees provide many environmental benefits — they clean the air we breathe, help prevent flooding, help cool our streets, reduce energy costs, slow down cars, and even absorb traffic noise.

But did you know that Trees can make your business more successful too? Tree-lined, shaded streets create a pleasing aesthetic that attracts customers to storefronts, and promote positive shopping experiences. They can even lower vandalism and crime rates.

Recent studies show that shopping districts with well-maintained Tree canopies enhance store appeal, encourage visitors to spend more time around, and pay on average, 11% more for goods and services.



BUSINESS DISTRICT TREE CARE GUIDE



KEEP TREE PITS FREE OF DEBRIS AND GARBAGE

Garbage bags compact the soil around your Tree, blocking oxygen and water from reaching the roots. Leaked chemicals from cleaning supplies, bleaches, and oils can harm, and even kill your Tree.



HELP KEEP DOGS AWAY FROM TREES

Dogs are wonderful, but their waste burns your Tree's trunk, and throws soil nutrients off balance. Use signage and borders to keep dogs and their waste out of Tree pits and don't forget to pick up after yours.



DO NOT CHAIN BIKES TO TREES

Bikes and bike riders cause significant soil compaction, and bike chains can damage your Tree's trunk, and hamper its growth.



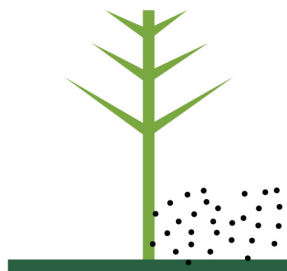
REMOVE WEEDS AND GRASS REGULARLY

Weeds and grass absorb water and nutrients meant for your Tree's roots, which can really stress your tree. Removing weeds regularly will keep your Tree healthy and looking neat.



AVOID PILING SNOW INTO PITS

Shoveling snow into your Tree's pit can apply a lot of pressure on its roots and harm it. Keep your bed free from heaps of snow to ensure its health through the winter.



USE SALT ALTERNATIVES IN THE WINTER

Rock salt (sodium chloride) can kill your Tree's roots and corrode sidewalks. Consider using Tree-safe alternatives like calcium chloride and magnesium chloride to de-ice your sidewalk.



MAINTAIN SOIL HEALTH

Compost and soil amendments like **biochar** will reinvigorate the soil and allow more nutrients and water to reach your Tree's roots, while **mulch** will keep it from drying out too quickly. Be sure to add compost and mulch to your Tree bed annually.



KEEP IT HYDRATED

Water is important for all Trees, and particularly for new Trees in the first 2-3 years. Please remember to water your Tree periodically, and especially during dry spells or heat waves.