



shades
of green

Nevada Division of Forestry
702.486.5123

TREES CLEAN, "EVERY BREATH YOU TAKE"

POWERFUL URBAN TREE BEST MANAGEMENT PRACTICES

For Builders & Developers

SIMPLE STRATEGIES

CONVENIENT & EFFECTIVE

CHAPTER 2: PLANTING FOR A SUSTAINABLE CITY

"Makes for good business and more value" – design and species selection guidelines for:

- Parking lots
- Public facilities and commercial areas
- Large landscape areas and open space
- Transportation corridors
- Utility corridors

SMART GROWTH FOR SOUTHERN NEVADA

These BMPs are endorsed and recommended by:

- Mountain States Wholesale Nursery
- Nevada Shade Tree Council
- City of Henderson
- The Conservation Fund
- Clark County Department of Comprehensive Planning
- Davey Tree Surgery Company

THESE POWERFUL URBAN TREE BMP'S ARE DESIGNED SPECIFICALLY FOR BUILDERS AND DEVELOPERS:

- Provide award-winning sustainable landscapes for homeowners & businesses
- Handy resource best species selection and landscape design for sustainable trees
- Encourages consistent and professional standards for tree care
- Up-to-date information for promotion and media relations

Trees Deliver Big Value!

- Streetscape makes the first impression for homebuyers.
- Consumer preference ratings increase with the presence of trees in commercial streetscapes.
- Consumers are willing to pay more for goods and services in well-landscaped business districts.
- People are willing to pay 3-7% more for properties with ample trees versus few or no trees.

Know the benefits of trees everyday!

- Provide water conservation benefits
- Improved air quality
- Provide increased shade and decreased air temperatures

Commitment to Tree's Provide Marketing Benefits:

- Expanded PR and promotional opportunities
- Increased media coverage related to environmental value
- Specific tie-ins to consumer

Shades of Green - This resource was made possible through the support and funding by The USDA Forest Service and the Nevada Division of Forestry.

- Tools for site assessments and "best practices" for sustainable urban trees
- Keys to cooler sites
- Guide to a natural sun block for kids

