



## Why do we say Beauty is good for Business?

***A community's scenic resources can provide a wide range of economic development opportunities, as well as enhanced health and quality of life, for those who live and work in that community.***

Here are just some examples of how beauty is good for business, and good for communities:

- A recent study demonstrated a clear connection between urban beauty and economic growth. [More](#)
- Regulating billboards and sign proliferation not only increases the aesthetic beauty of a community, it preserves property values – and is safer for drivers. [More](#)
- Preservation of the authentic and distinctive appearance of business and residential neighborhoods, and their historic character, is a winning economic strategy and promotes tourism. [More](#)
- Cleaning up vacant lots promptly, whether to convert them to greenspace or to other uses, reduces crime and associated costs for communities, and increases property values. [More](#)
- Trees and greenspace offer a huge range of benefits to communities – like better physical and mental health for residents and those who work there, reduced stormwater runoff, reduced “heat island” effect, and increased ability to act as windbreaks (which means lower cooling and heating costs for residents), reduced noise, and better air quality. Trees and greenspace can dramatically increase property values for homes and buildings nearby. And unlike other infrastructure, they appreciate as they get older rather than depreciate.

Trees and Greenspace Sources:

- <https://www.fs.fed.us/pnw/science/scifi158.pdf>
- <https://www.epa.gov/water-research/urban-street-trees-and-green-infrastructure>
- [https://www.news-gazette.com/living/in-the-garden-the-benefits-of-urban-trees/article\\_f21e4f6e-96f3-5f8f-b670-2791e7faa449.html](https://www.news-gazette.com/living/in-the-garden-the-benefits-of-urban-trees/article_f21e4f6e-96f3-5f8f-b670-2791e7faa449.html)
- <https://www.naturewithin.info/Policy/Hedonics.pdf>
- <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1282&context=usdafsfacpub>