



Why do we say Beauty is good for Business?

Studies show that community's scenic resources can provide a wide range of economic development opportunities, as well as improving the environment and providing enhanced health and quality of life for those who live and work in that community.

Economic Growth:

A recent study demonstrated a clear connection between urban beauty and economic growth.

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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](#)

Public Health and Crime Reduction:

Study showing that a green view – even a single tree – improves the health outcomes of hospital patients. [More](#)

Study showing repairs on blighted properties and land reduce crime. [More](#)

From HUD on how greening vacant lots reduces violent crime 2022 [More](#)

Environmental Benefits:

Study from Philadelphia on the huge impact of tree cover on mortality. [More](#)

Municipal street trees are trees in the public right-of-way and are a key part of public green infrastructure in many cities. [More](#)

Research has emerged showing street trees offer even greater benefits than previously understood. [More](#)