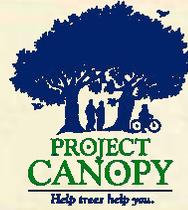


Trees on Maine Street

∞ *The Project Canopy Bulletin* ∞



July-August 2013

Abundance of Research Shows Trees are Good for Business

Seattle, WA — Kathleen L. Wolf, PhD, a research social scientist at the University of Washington, Seattle, recently summed up recent research on the human dimension of urban forests and the impact of trees in downtown business districts. The takeaway: Trees and greenspace affect the appeal of a business district and directly impact consumer buying behavior. It pays for businesses to invest in trees as the physical qualities of a shopping setting can directly affect sales.

While studies have focused on the shopping environment inside a store, consumers are influenced before they enter a store. First impressions about a business start at the curb and sidewalk. The character and quality of a streetscape can affect the appeal of a business district and visitors' buying behavior.

Recent studies assessed how trees influence shoppers' perceptions in various retail settings, from the central business districts within several large cities to smaller main street malls. The findings were remarkably consistent.

When comparing similar places, some having trees and some not, trees elicited positive reactions from customers. Researchers used surveys to test responses and were careful to present images of settings having the same level of building care and street tidiness.

Customers were also willing to pay more for products and services, by up to 9% in the smaller communities and up to 12% more in districts within larger cities. People even claimed that they'd pay more for parking.

Planning, planting, and the maintenance of trees are real costs. But, findings suggest that those expenses may be offset by the additional revenues they help bring in.

Surveys of business people showed that they generally rated the value of tree benefits lower than shoppers do, suggesting some merchants may be unaware of how trees affect consumer behavior.

Local businesspeople can and should be champions for trees. The effect trees have on the customer experience is just one more example of how trees tap into the deep appreciation that many people feel for nature and its numerous benefits.

[Read Dr. Wolf's full "Invest From the Ground Up" blog post on this and related research.](#)

Source: [ACTrees](#)



PROJECT CANOPY

assists communities and nonprofit, grassroots organizations in building self-sustaining urban and community forestry programs with strong local support.

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News and Updates

Hemlock Woolly Adelgid Quarantine Proposed Rule Changes

The Maine Department of Agriculture, Conservation and Forestry is in the process of amending the state's Hemlock Woolly Adelgid (HWA) Quarantine. This proposed rule modifies the existing HWA quarantine by adding 81 towns in Maine and additional counties in other states that have been found to be infested with this pest to the area under quarantine. It also removes logs from the list of regulated articles and simplifies some of the reporting requirements imposed on State Plant Regulatory Officials in states that are free of this pest.

A public hearing will be held on Wednesday, July 31, 2013 from 3 to 5 pm at the Maine Department of ACF, 319 Deering Building located at 90 Blossom Lane in Augusta.

The deadline for written comments is August 10, 2013. Comments can be emailed to ann.gibbs@maine.gov

Click [here](#) to access a copy of the proposed rule. If you would like a paper copy of the rule, send written comments or you have questions regarding this proposal please contact:

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<http://www.maine.gov/agriculture/horticulture/>



To read the latest Forests for Maine's Future Newsletter

<http://www.forestsformainesfuture.org/new-from-the-woods/>

Application of Forestry Best Management Practices for Water Quality Protection Webinar

Forestry Best Management Practices (BMPs) are techniques and practices used to minimize and prevent water quality problems associated with forest management activities. Typically, sediment is the primary pollutant of focus for forestry BMPs. This webinar provides legislative and policy background for forestry BMPs and applied research findings regarding the effectiveness of BMPs for reducing sediment from a variety of forest operational activities. Forest operational activities that will be discussed include preharvest planning, harvesting, haul roads, skid trails, decks, firelines, stream crossings, and SMZs. This webinar is designed to outline basic BMPs to persons not familiar with the general activities and to provide recent BMP research findings to practicing forestland managers. learn more [here](#).

Session Details:

Aug 6, 2013 12:00 pm US/Eastern Duration: 01:00

Presenters/Authors:

Dr. Michael Aust, Virginia Tech University
Education Credits from the following organizations continuing education programs have been approved or applied for:

Society of American Foresters - 1 hour Category 1 Credit [status: Approved]



The Arbor Day Foundation is pleased to announce that the first round of Strategic Tree Planting Initiative (STPI) grants is now open for applications.

Cities and nonprofits in the service areas of utilities that have committed to the [Energy Saving Trees program](#) in Fall 2013 are invited to apply online. Visit www.arborday.org/STPIgrants to learn more about the requirements.

We ask you to share this information with any local groups you feel could benefit.

Utilities and their community partners have until 7/15/2013 to become eligible for the fall grants program.

If you would like help engaging a utility in the Energy Saving Trees please contact Jared Carlson at jcarlson@arborday.org.

*"Nothing is more beautiful than the loveliness of the woods before sunrise."
- George Washington Carver*

Forest & Shade Tree - Insect & Disease Conditions for Maine (Excerpt) June 26, 2013

Insects

Asian Longhorned Beetle (*Anoplophora glabripennis*) – The Asian longhorned beetle (ALB) has not been detected in Maine, but many of its look-alikes have been spotted (and many have spots!). We get a high volume of calls and e-mails this time of year with false ALB sightings, and we really appreciate people are out there looking and care enough to contact us with concerns. The US Forest Service along with University of Vermont have a recent [publication](#) on ALB and its host trees, which includes a [page](#) with photos of some of the insects most commonly mistaken for ALB. We encourage you to use this and other resources to weed out the insects that are obviously not ALB, but if you have any doubt, please contact us!

Elongate Hemlock Scale (*Fiorinia externa*) – This invasive insect pest has been found on planted trees from Kittery to Mount Desert Island and in forest trees in Kittery. The most recent detection was on planted hemlock in the northern end of Mount Desert (Hancock County). The hemlocks have been in the ground for more than 15 years, and the scale insect was also found on native fir. The trees were being treated for hemlock woolly adelgid when the scale was found. Elongate hemlock scale is most visible when white flocculence from male scales is on the host needles, from late spring to early fall. Look for this scale on planted fir and hemlock and in the forest where hemlock woolly adelgid has been found. Please contact us if you suspect you have found this insect.

Hemlock Woolly Adelgid (*Adelges tsugae*) – The hemlock woolly adelgid (HWA) quarantine was last revised in August 2007. The process to revise the rules for the HWA quarantine has begun. A public comment period and public hearing are anticipated this summer. Details will be shared on the electronic mailing lists of the Maine Forest Service and will be published per state rules.

We had a recent report of declining adelgid-infested hemlock on Great Diamond Island (Portland, Cumberland County). The insect was originally detected on the island in 2010, but was well established by that time. Hemlocks growing on shallow soil in "warm" coastal areas are particularly prone to adelgid-related decline. HWA infested forest hemlocks have been found along the coast from Kittery (York County) to Bristol (Lincoln County).

Uglynest Caterpillar (*Archips cerasivorana*) – Uglynest caterpillars are around every year webbing up small cherry saplings along roadsides and hedgerows. But occasionally they go wild. This year there have been multiple reports of 'Uglynest Gone Wild'; from Orono to South Berwick.

The pale yellow larvae with paired black spots feed on cherry and other hardwood trees and shrubs. There is one generation a year but they can be around from May until September. Once they eat all the leaves off a tree they make webs across lawns, fields and objects in their way as they move to other trees. This may be a one-year phenomenon.

Winter Moth (*Operophtera brumata*) – Winter moth caterpillars have finished up feeding for the year. The oak and other hardwoods defoliation is dramatic in parts of Harpswell, Cape Elizabeth, Vinalhaven and Peaks Island. There is light damage in other coastal towns.

The larvae have spun down to the ground to form cocoons in the soil where they will stay until December. Do not move plants including tree saplings - or soil from winter moth infested areas as you will be moving the winter moth cocoons in the soil. They are small and look like small clumps of soil.

The Maine Forest Service has received word that the USDA -Forest Service plans to underwrite parasitic fly biocontrol efforts in 2014.

Diseases and Injuries

Oak Foliage Damage – There have been at least two problems (other than insects) affecting oaks throughout central and southern Maine this year. Sometimes both are to blame, but not always. The new, developing foliage of many oaks was moderately to heavily infected with oak anthracnose (*Apiognomonium quercuum*), a common, native disease. The outbreak was likely initiated during the extended rainy period of the weeks from about May 15 thru May 27.

A second problem has been frost damage. The frosts occurred on May 13th and 14th, with another episode about a week later, in many places. In general, the frosts were "light," (not a deep or extended freeze) and resulted in some marginal leaf damage, but did not freeze the entire leaf. Both problems have occurred right at the time of bud-break and leaf expansion for oaks – a critical time for leaf development, hence the "cupping" of leaves on many trees, and/or the premature defoliation on some.

With rare exception, the injury is not thought to be enough to cause any long-term or serious damage or mortality. The oak crowns will look "thin" this year, but will set bud and should appear normal (notwithstanding other subsequent problems) next spring. Some individuals that have received heavy frost damage (not many) may develop a second set of buds and new leaves later this spring/summer. While this is more serious to tree health (it uses twice the energy reserves in one season), some branch dieback may develop over time. But even for trees that "re-foliate," mortality is unlikely.

For the full report, visit: http://www.maine.gov/doc/mfs/Cond_2013_2.htm

"... the very process of the restoring the land to health is the process through which we become attuned to Nature and, through Nature, with ourselves. Restoration forestry, therefore, is both the means and the end, for as we learn how to restore the forest, we heal the forest, and as we heal the forest, we heal ourselves.

- Chris Maser, Forest Primeval

Find us on the web at projectcanopy.me, on Facebook at facebook.com/ProjectCanopy or on twitter [@ProjectCanopy](https://twitter.com/ProjectCanopy)

Community Wrap-up

"The cultivation of trees is the cultivation of the good, the beautiful and the ennobling in man."

- J. Sterling Morton

Lakeside tree removal proves costly

RAYMOND - The Town of Raymond delivered a strong message to companies doing tree removal in the Shoreland Zone. For the first time ever, the town fined the contractor as well as the property owner for a violation of the Shoreland Zoning Ordinance. According to the Raymond Code Enforcement Officer Chris Hanson, Marston's Tree Service, Inc. paid the \$15,000 fine in full on June 1. The property owners, Donald and Victoria "Vickie" Matthews, were fined \$10,000, which was also paid to the town earlier this month. In addition, the Matthews contractually agreed to complete \$17,000 worth of landscaping to mitigate the limb-cutting that occurred last summer. According to the consent agreement, at least 80% of the shrubbery and small trees that are planted must remain viable through June 2016.

"I don't know if the Matthews knew about the shoreland violation or not; but, they hired Marston's, which has certified licensed arborists who do know the rules," Hanson said. About 60 to 75 fully-mature white pines and red pines had been pruned to two-thirds of each tree's total height, he said. As stated in the ordinance, removing limbs is permissible up to one-third of the height of a tree in the Shoreland Zone. The Shoreland Zone is defined as 100 feet from the high water mark.

Additionally, the tree contractor had brought in a wood chipper and chipped the limbs onsite. The layer of wood chips smothered the smaller vegetation growing at the lake's edge. The ordinance prohibits disturbance of the undergrowth, except to make a foot-path to the water.

"This presents a challenge to the town because with this type of violation, you cannot fully abate. You cannot restore it easily," he said. "You cannot put the limbs back on the tree.

The excessive pruning, which is a violation of the Shoreland Zoning Ordinance, is an issue not as much for the health of the trees as for the health of the lake.

"Nobody feels that the trees will die. The lack of limbs may allow the wind to blow differently through there. They may have some blow downs. Only time will tell," Hanson said. "The reason they want to maintain the canopy is: It helps when it rains so you don't get a deluge," he said.

Calendar

July

11 Yankee Woodlot Tour, Wells Reserve. 646-1555.

12 Sears Island Walk, 548-0142

mramsdell4@roadrunner.com

20 "The Logging Industry" at Western Maine Storytelling Festival. First Congregational Church, Farmington

August

3-7 ISA Annual Conference, Toronto, Canada <http://www.isa-arbor.com/events/conference/futureSites.aspx>

September

18 DCR Preparing for Emerald Ash Borer Workshop
Dalton, MA

20-22 Common Ground Country Fair, Unity

24-25 Urban Forest Strike Team Training. Springfield, MA

The shrubbery also provided a buffer from storm water and phosphates.

"If everyone clear cuts to the lake, the quality of the lake would be degraded to point of algae blooms," Hanson said. You cannot plant more trees around the healthy pines," he said.

-excerpted from [The Bridgton News](#)

Newfield to make woods improvements

Hats off to Denise Carpenter for her persistence in getting the Town of Newfield to make some improvements in their town-owned woodlands.

In 1981, the town was given 16 acres of woods with the condition that it serve as a bird and wildlife sanctuary. The town erected a sign at the intersection of Chellis Road and Elm Street to advertise the Trafton Moore Bird and Wildlife Sanctuary and that was that. In the intervening 32 years, the sign has weathered badly and windstorms have toppled trees. Fewer and fewer people visited the sanctuary, which Carpenter says is understandable.

"We had some wind damage. There are some widow-makers in there. I'm just very cautious walking around with what's overhead," she said.

Over a year ago, Carpenter began talking about making some improvements, maybe build a nature trail, maybe hold a low-impact logging demonstration. Denise is one the town's movers and shakers. She serves on the Newfield Building Committee, the Planning Board and the Comprehensive Plan Committee. She's also active in the Newfield Farmers Market, the Route 11 Streakers snowmobile club and the Newfield Historical Society. And if that's not enough, she raises beef, pork and chickens on her 150-acre Chellis Brook Farm. "I find farming very relaxing for me," she said.

Two weeks ago, Carpenter persuaded the Selectmen to begin the improvement process by hiring a forester. Selectmen agreed to consult with Maine District Forester Ken Canfield and hire foresters Everett Towle and Jeff Williams to prepare a management plan for the acreage. The Building Committee will oversee the work.

Denise says the sanctuary could serve as an educational resource for the town. She knows the townsfolk put a high value on it from a survey conducted as part of updating the Comprehensive Plan.

"A lot of people are interested in forestry, conservation, farming, local things," she said. "This has great potential. It's a great opportunity to raise awareness."

-taken from the [Forest Works! blog](#)

"Acts of creation are ordinarily reserved for gods and poets. To plant a pine, one need only own a shovel."
- Aldo Leopold

MAINE DEPARTMENT OF AGRICULTURE,
CONSERVATION AND FORESTRY

Maine Forest Service

DOUG DENICO

DIRECTOR

Forest Policy and Management Unit

