

Integrating environmental features into the infrastructure of a community creates a more pleasant place to live, work, and enjoy leisure time. Bringing this green approach to the planning and management of Midland's growth also provides economic value. When trees and other natural features are part of the planning process, everyone wins. It is good for business, good for the environment and good for the community.

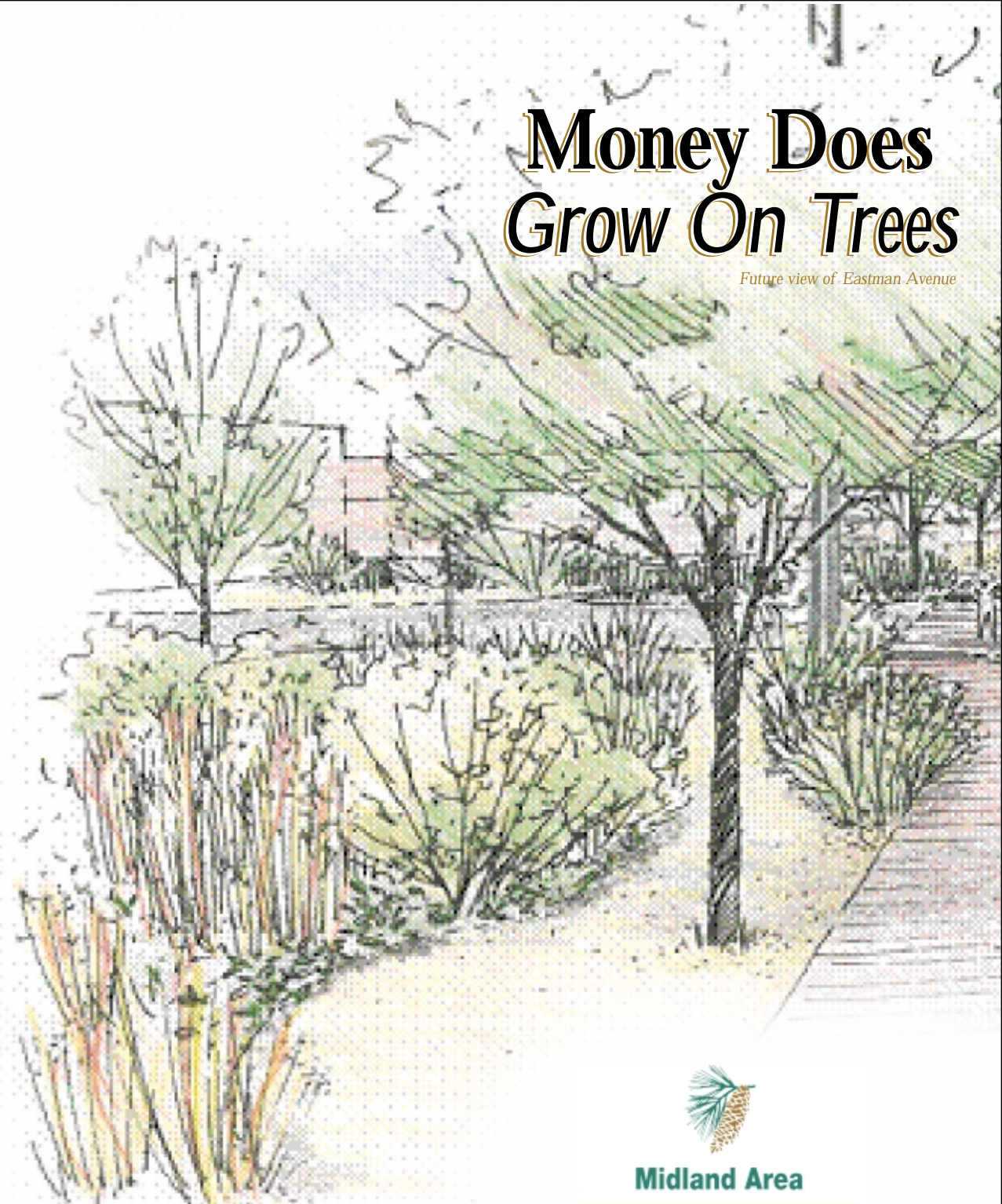
How a building looks, the impression it makes from the road, has a direct impact on the economic viability of the business. Public opinion polls indicate the majority of people would rather shop, dine, live or do business where "green" is part of the design. In other words, *the better the view, the higher the economic value.*

*Newly Improved – IBM*



# Money Does Grow On Trees

*Future view of Eastman Avenue*



**Midland Area**

community foundation

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## First Impressions, Lasting Value

The Urban Land Institute, a national non-profit organization, states:  
*“Trees and landscaping positively affect the economic bottom line for both commercial and residential developers. At a minimum, they add 15% to the sales and rental premiums. They increase the rate of project absorption and contribute substantially to employee productivity.”* In addition, trees and other plants can reduce soil erosion and help lower utilities.

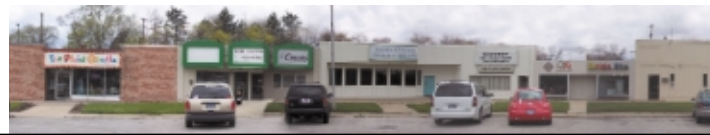
## Let’s grow!

We hope we have inspired you to take action and initiate a green mindset for your next development.

We want to help you plan an exterior that will create a natural, inviting environment. For questions or help, please contact:

City Planning Department  
989-837-3374  
cityhall@midland-mi.org

Midland Economic  
Development Council  
www.midlandedc.org



## Consider these plants in your design.

The following list represents a sampling of the trees, shrubs and evergreens you might choose. For a more complete list, or questions regarding planting please visit the The Dow Gardens website at [www.dowgardens.org](http://www.dowgardens.org) or call 989-631-2677.

### LARGE DECIDUOUS TREES

Oaks – White Oak, Red Oak • Maples – Sugar Maples, Red Maple • Birch – River Birch (southern half of lower peninsula) White Birch (northern half of lower peninsula) • Beech • Ginkgo (male) • Hickory

### ORNAMENTAL DECIDUOUS TREES

Redbud • Dogwood • Hawthorn • Flowering Crabapple • Flowering Plum • Flowering Pear • Magnolia

### EVERGREEN TREES

Hemlock • Spruce • Pine – White Pine, Red Pine, Swiss Stone Pine • Douglas Fir • Cedar – Red Cedar, White Cedar

### SHRUBS

Dogwood – Red Stem Dogwood, Gray Dogwood • Cotoneaster • Forsythia • Mock-Orange • Sumac • Lilac • Viburnum – Arrowwood, Black Haw, Wayfarington • Witchhazel • Euonymus • Juniper – Hetz, Pfitzer, Savin • Yew – Pyramidal, Japanese • Quince • Boxwood (southern half of lower peninsula) • Hydrangea • Holly