



How to Sell Zoned Trees

By H. W. GILBERT

Extension Horticulturist, Landscape Architect
Purdue University, Lafayette, Indiana

SELL TREES in locations that fit problems of the owner of a new home that needs trees. The purpose is to use a few trees that are fundamental to a good landscape plan. Such a plan can be completed after three or four trees are properly chosen, located and planted. These I have chosen to call "primary trees." The majority of new homes are built on lots without trees. Every homeowner desires trees. However, most trees do not have enough shade to enjoy for about ten years after planting.

Homeowners develop their grounds in many ways. For example; a small percentage complete a landscape design for their place in one planting season. Of this group some do it all with young plants. A larger number use some small and some sizeable shrubs.

No doubt the largest number do a little at a time over a five-to-ten-year period.

However, it appears that the percentage of homeowners in the low and medium income levels that plant trees of 3" caliber or larger is very small.

From experience and observation trees 6'-8' tall or smaller have a growth rate that makes them competitive with a 2"-3" caliber tree.

Any of these approaches may

be taken to sell. Each family and each landscape opportunity is different.

In landscape design, trees are the largest and most important woody plant element. In addition to shade they provide some protection. Artistically trees are used to frame and give background for the dwelling. They provide interesting shadows and appeal to the human senses of sight, sound, touch, and sometimes taste.

One always enjoys seeing a completely landscaped home grounds that is not overdone. The average homeowner would like to have this kind of environment.

Too many times one sees shrubs about the house that are overgrown or artistically out of scale. In the same yard the trees may be too small to be in scale; to provide shade, background, and framing for the dwelling.

Professionally we should help the owner select the kind and size of tree; perhaps more important the minimum number that will do the job.

Tree "Zoning"

We are familiar with the term "zoning" as it relates to urban problems. I suggest that home grounds can be zoned into areas for trees. Some points that can

be used to determine "tree zones" on the home grounds are:

1. Estimate that half or less of average home lots need more than one large type tree.

2. Shade on the dwelling is desirable in summer.

3. Shade outside the dwelling is desirable for comfort and beauty.

4. The view of the dwelling should be framed.

5. Sewage, water, and utility lines should not have interference from trees.

6. Shade is desirable immediately.

7. The cost to the homeowner must be compatible with other expenses he must meet in the early stages of home and home grounds development.

The Selling Approach

The selling approach is simple and direct: A total landscape is more desirable than over-expenditure for shrubs across the front of the dwelling. It might include one large tree, not less than 3" or 4" caliber at 6" above the ground, or 5", 6", 7", or 8" caliber at 1 ft. above ground, and two small trees 6'-8' tall, single stem or multiple stem. If the house faces south or west, two large trees may be required (See diagram).

Examples of large trees are sugar maple, pin oak. Examples

ZONES FOR 3 OR 4 PRIMARY TREES

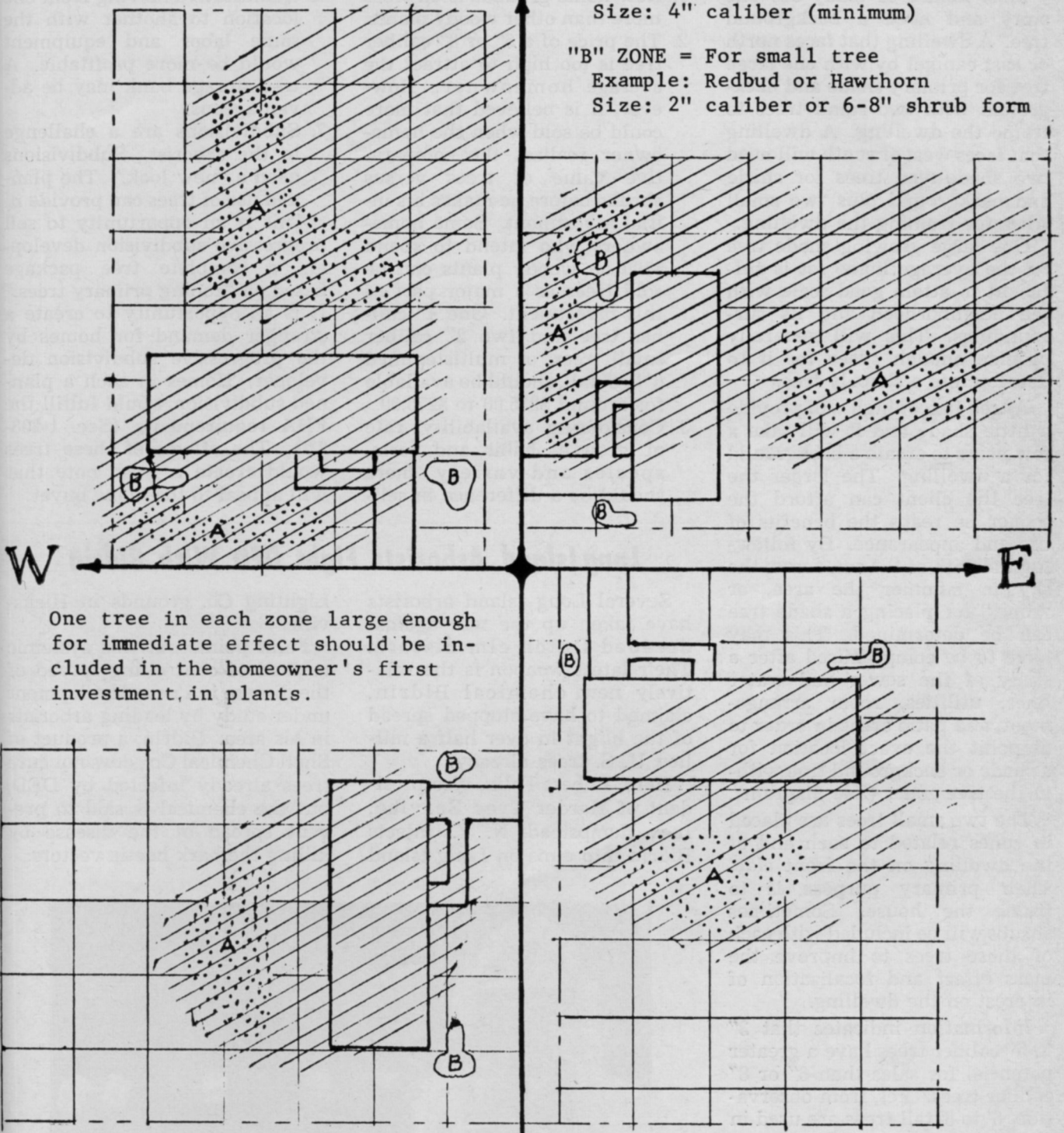
For Bar-Lot 100' x 150.' One Story House.

Plant for shade, protection, background, framing, and family outdoor living.

Crosshatch denotes shade pattern



- "A" ZONE = For shade tree
Example: Maple or Oak
Size: 4" caliber (minimum)
- "B" ZONE = For small tree
Example: Redbud or Hawthorn
Size: 2" caliber or 6-8" shrub form



One tree in each zone large enough for immediate effect should be included in the homeowner's first investment, in plants.

Scale: 1 inch = 40 feet

H.W. Gilbert, Purdue Coop. Extension

The exact tree location in a zone to be determined by kind of tree in relation to total physical situation on the lot and the adjoining property, and family living needs.

of small trees are redbud, hawthorn, crabapple and dogwood.

If there are insufficient funds to do both tree and shrub plantings, the trees should be preferred as more valuable to the homeowner. Every year lost in planting a tree is more realistically a two-year loss. Shrubs are effective soon after planting.

Most homes of today are one story and need a background tree. A dwelling that faces north or east can get by with one large tree for primary shade and background with two small trees to frame the dwelling. A dwelling that faces west or south will need two shade-type trees for shade and background plus two small trees for framing the dwelling.

One large growing shade tree on the average home lot is sufficient to attain good scale with the neighborhood and its surroundings. This will generally provide enough space for it to develop into a shapely tree.

A tree 15 feet high will provide a little shade and it will take a few years to create a background for a dwelling. The larger the tree the client can afford the sooner he reaps the benefits of use and appearance. By following the path of the sun across the sky in summer the area, or "zone," for placing a shade tree can be determined. This may have to be compromised after a study of the sewer and water lines, utilities, room arrangement, and patio areas in order to pinpoint the exact location for a shade or background tree within the tree zone, (See diagram).

The two small trees are placed in zones related to each end of the dwelling on the front side. Their primary purpose is to frame the house. Sometimes shrubs will be included with each of these trees to improve the mass effect and focalization of interest on the dwelling.

Information indicates that 3" to 5" caliber trees have a greater potential for sales than 6" or 8" caliber trees. Yet, from observation, 6' to 8' tall trees are used in greatest quantity. Where trees are needed why not see if one or two trees of 3, 4, 5, 6, 7, 8 inch caliber can be planted for the primary shade tree zones (Zone

A) on the home grounds? Along with this, two small trees (Zone B) to frame the house will be a big step toward good design of the home grounds (See diagram).

The following conclusions have been made from experience and observation in educational work with homeowners in Indiana.

1. New home grounds need trees more than other woody plants.
2. The price of a 6" or 8" caliber tree is too high to attract the average homeowner. However, it is believed that more could be sold when the homeowner realizes the comparative value of trees versus shrubs before he makes his initial investment. Some homeowners who intend to spend \$500 on woody plants can be sold trees as a major part of this investment. One 4" caliber tree and two 2" caliber small trees, or multistemmed 6' to 8' tall, should be available for around \$235.00 to \$275.00.
3. Considering availability, rate of growth, habit and form, species and variety, there should be a difference in sell-

ing price for the same caliber of tree.

4. The many variations in conditions and contingencies that must be met make it impossible to set a uniform price for a given tree that would be acceptable to all arborists.
5. Equipment rental may be feasible in some localities.
6. Quantitative moving from one location to another with the same labor and equipment would be more profitable. A tree storage bank may be advantageous.
7. Subdivisions are a challenge to the arborist. Subdivisions need a "new look." The planned use of trees can provide it. This is an opportunity to sell progressive subdivision developers a complete tree package based on "zoning primary trees." It is an opportunity to create a stronger demand for homes by the progressive subdivision developer. Homes in such a planned subdivision would fulfill the FHA requirements (Sec. 1-208-2.2). The effects of these trees would create a fresh note that will appeal to the home buyer.

Long Island Arborists Fight DED With Bidrin

Several Long Island arborists have taken up the war against dreaded Dutch elm disease. Their latest weapon is the relatively new chemical Bidrin, claimed to have stopped spread of the blight in over half a million U. S. trees already.

Here, Robert Felix, vice president of Harder Tree Service, Inc., Hempstead, N. Y., injects Bidrin into elms on Long Island

Lighting Co. grounds in Hicksville.

Felix points out this systemic method of controlling spread of the disease is a new development under study by leading arborists in his area. Bidrin, a product of Shell Chemical Co., does not cure trees already infected by DED, but the chemical is said to prevent spread of the disease by killing the bark beetle vectors.

