

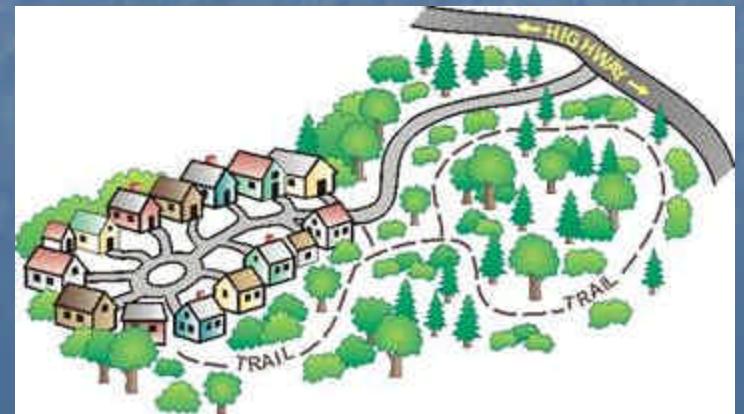
# Benefits to the Private Sector: Does Money Grow on Trees?

## Proximity to greenways, rivers, and trails can:

- Increase sales price
- Increase the marketability of adjacent properties
- Promote faster sales

## Practicing Green Development principles to conserve green infrastructure might also:

- Decrease overall development costs
- Result in greater profits for the developer



# Benefits to the Private Sector: Does Money Grow on Trees?

**“Soft-side” investments such as Green Infrastructure & Green Development can lead to concrete economic returns.**

- A vision of the green context of a development site at the Landscape-scale can act as a powerful marketing vehicle by providing a framework of benefits & selling points to new homeowners

**EXAMPLE:** A land developer from Front Royal, Virginia, donated a 50-foot wide, seven-mile easement for the Big Blue Trail in Northern Virginia. The developer advertised that the trail would cross approximately 50 parcels. All tracts were sold within four months.<sup>24</sup>

**EXAMPLE:** Developers of Shepherd’s Vineyard housing development in Apex, NC added \$5K to the price of 40 homes adjacent to the regional greenway. Those homes were still the first to sell.<sup>25</sup>

- Creating a recognizable brand/ marketing your green infrastructure assets can drive sustainable growth strategy & grow business and market share.

**EXAMPLE:** Chattanooga, TN created an 8-mile greenway from an old industrial district. Assessed property values have increase by 127.5% & the number of businesses and jobs has doubled.<sup>21</sup>

# The Role of Developers in Green Infrastructure Planning: Better Site Design

Better site design is one of the few conservation tools that simultaneously provides dividends for conservation groups, developers, and the community as a whole. <sup>9</sup>



## Goals of Better Site Design/ Green Development:

- Reduce the amount of impervious cover
- Increase natural lands set aside for conservation
- Use pervious areas, bio-swales and vegetated filter strips to manage stormwater run-off
- Shorter, narrower streets and driveways
- Fewer and smaller cul-de-sacs
- Use of Open space design
- Reduce frontages and side yard setbacks
- Increased vegetative buffers
- Enhanced native vegetation
- Limited clearing and grading
- Manage protected greenspace through Conservation Easements

# Green Infrastructure: Benefits to Property Values



## Annual Appreciation Rates

Location	Conventionally Designed Subdivision	Clustered Housing with Greenspace	Premium for Cluster Design Houses
Amherst, MA	19.5%	22%	\$17,000
Concord, MA	18.4%	21%	\$100,000

- Lots adjacent to the Mountain Bay Trail in Brown County, WI sold faster and for an average of **9% more** than similar property not located next to the trail <sup>1</sup>
- A San Diego County developer who reduced his development by 15% and added natural open space corridors was able to **increase sale price by 25%**. <sup>21</sup>