



THE Atlanta Treebune

"Improving and Beautifying our Urban Environment by Planting and Conserving Trees"

Vol. I No. 1

A Publication of Trees Atlanta, Inc.

Special Edition

A Year Ago:

THE CHALLENGE

Trees Atlanta's mission is to improve our urban environment by planting and conserving trees along streets and in other public areas. Since the mid-60's, there had been no concerted effort city-wide to plant trees in downtown Atlanta. Therefore, as a new non-profit organization, the challenge Trees Atlanta faced was a large one. It called for creativity, imagination and a lot of hard work. It meant building the Board of Directors by including more business leaders and government officials, identifying the most barren areas of greatest need, having professional plans designed, working closely with utility companies, raising funds, and educating the public about our goals. And, of course, getting the trees properly planted and maintained.

What Was Accomplished TREES ATLANTA IS ON THE MOVE

Visitors are invariably impressed by how green Atlanta appears from the air. But each year Atlanta loses approximately 4,000 trees from its public parks and along city streets. Although city government is able to replace half that number, the net loss — 2,000 trees per year — will have drastic effects.

We take pride that, with wonderful public support, in 1986 Trees Atlanta:

- Planted 46 large shade trees in downtown.
- Planted 5 large treed planters downtown.
- Rescued 7 mature pear trees from a street widening project by moving them to Agnes Scott College's campus.
- Obtained donations of trees worth \$7,000 from the Southeastern Nurseryman's Association for planting in city parks.
- Co-sponsored seminar for builders/developers on tree preservation on construction sites.
- Transformed the Peachtree Street MARTA station from drab gray plywood to a radiant landscape surrounded with trees.
- Designing Master Tree Planting Plan for downtown and midtown Atlanta in cooperation with the Central Area Study II.
- Distributed 3,600 seedling trees — at the Festival of Trees, Dogwood Festival, and at the Historical Society's May Day.
- Gave trees to create "The Grove of Champions" in Piedmont Park to honor Peachtree Road Race Winners.
- Received national media coverage, including United Press International countrywide.
- Invited to speak at National Conference on Urban Forestry given by American Forestry Association.
- Starting a program to recognize champion trees.
- Produced 2 Public Service Announcements shown on Atlanta's TV channels.
- Involved over 460 volunteers in the project.

The Greening of Downtown Has Begun



Bob Wagner, President of Trees Atlanta, Chester J. Funnyé, Commissioner of Public Works, Betsy C. Baker, Commissioner of Parks, Recreation, and Cultural Affairs, and Dan Sweat, President of Central Atlanta Progress, Inc., demonstrate the effectiveness of the public/private partnership at Trees Atlanta's planting of the first of 46 new trees for downtown Atlanta. The greening of downtown has begun!

by greenery. As one civic leader has said, "It is an embarrassment to the city." We have added new trees, but much remains to be done.

- Continue to Plant Trees in the barren areas of downtown such as Houston, Ellis, Spring, and Williams Streets and Central Avenue and raise funds for their planting, watering and maintenance.
- Encourage Corporate Sponsorship to Beautify Entire Streets. An attractive Atlanta means economic activity. Tree plantings prove a corporation's long term commitment to the city while generating citizens' gratitude.
- Work to Upgrade the Attractiveness of Parking Lots. Other cities have parking lots surrounded by green - why not Atlanta?
- Set up City Block Beautification Districts with groups of individual property owners working toward a common goal.
- Produce Public Service Announcements for Television - Creatively educate the public on tree preservation and planting.
- Continue to distribute seedlings.
- Educate Everyone About the Value of Trees - Continue to speak at schools,

civic groups, women's clubs, industry seminars and other public forums.

- Sponsor seminars for developers on tree preservation practices.

WHAT IS THE VALUE OF A DOWNTOWN TREE?

Trees literally give life to the city. Aesthetically, tree lined streets will encourage Atlanta's vital convention business and make life more pleasant for workers. Their colorful displays in the Springtime and the Fall visually announce the change of seasons and elicit emotional responses from city dwellers. Trees are vital in a more basic way. They provide the oxygen we breathe. They also improve air quality by trapping harmful gases and dust on their leaves and branches.

HOW YOU CAN HELP

Trees Atlanta, Inc. has lots of ways you can be involved.

VOLUNTEER YOUR TIME. Help in the office or with any of Trees Atlanta's programs.

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YES I want to invest in Atlanta and help plant a city tree.

- Sponsor \$1,000 Patron \$500 Supporter \$250
 Donor \$100 Contributor \$50 Family \$35 Individual \$20

Name _____ Telephone _____

Address _____

City _____ State _____ Zip _____

WHAT LIES AHEAD

Atlanta has had a glaring aesthetic problem: asphalt and concrete unrelieved

Please make checks payable to Trees Atlanta, Inc.,
96 Poplar St., NW, Atlanta, GA 30303

Contributions are Tax Deductible.