Hudson Square is putting down roots

The Hudson Square Standard
We set the platinum standard for urban forestry.

The Hudson Square Connection (HSC) partnered with the Department of Parks & Recreation (DPR) and the New York Tree Trust (NYTT) to plant and retrofit 250 trees using the *Hudson Square Standard* over a three-year period.
This is the Hudson Square Standard.

The Hudson Square Standard is a ground-breaking, neighborhood-level approach to planting trees. Small changes to the design and structure of the sidewalks have big environmental and health impacts.

Much of the ingenuity of the Hudson Square Standard is not visible and happens below the ground.

What’s the difference?

The City Standard for tree planting is just a tree and small tree pit.

The Hudson Square Standard has an expanded tree pit, permeable paving, structural soil, and distinctive tree guards to create a cohesive neighborhood identity.

In both cases, more soil volume and larger tree pits yield healthier trees that live longer, are less susceptible to strong winds, absorb more water, and provide more shade.

New trees are planted in expanded pits and where there are existing trees the pits are enlarged to give roots more room to grow.

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When fully matured, the 250 trees using the Hudson Square Standard will have significant annual environmental and health benefits, including:

- reducing 130,000 lbs of carbon dioxide from the atmosphere
- producing 12,750 lbs of oxygen
- reducing temperatures in the summer by 5 degrees
- Improving air quality by reducing pollutants that cause asthma and other respiratory illnesses
- capturing nearly all of the rain in a two-inch storm (this is equivalent of six Olympic size swimming pools)

How else does this benefit Hudson Square?

It will strengthen retail:
more frequent visits, more time spent shopping, and more spending by customers
(source: Journal of Forestry, 2005)

It will produce big benefits:
$52,250 generated in aesthetic, social, economic, and health benefits annually ($209/tree)
(source: DRP study: milliontreesnyc.org/html/about/urban_forest_benefits.shtml)

It will yield investment returns:
$5.60 in benefits for every $1 spent on tree planting and care
(source: DRP study: milliontreesnyc.org/html/about/urban_forest_benefits.shtml)

Every possible block in the Hudson Square Business Improvement District will benefit from the Hudson Square Standard.

After 10 years, the total carbon dioxide reduced will be equivalent to:
- a car driving 196,969 miles equivalent to driving almost eight times around the world.
- Or, 71 one way trips to LA from NYC.
- And, in year 10, the total oxygen produced by the new vegetation is equivalent to the total oxygen consumed by 31.8 people per year.

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In year 10, the total oxygen produced by the new vegetation is equivalent to the total oxygen consumed by 31.8 people per year.
Hudson Square is full of new trees

Our trees won awards!
- 2015 Municipal Art Society Best New Urban Amenity Award
- 2015 IDA Merit Award for Planning
- 2014 American Society of Landscape Architects Merit Award
- 2013 Norman Buchbinder Placemaking Award

Also:
The Hudson Square Standard was included as the preferred tree treatment in Laying the Groundwork, the design guidelines for affordable housing projects issued by the Design Trust for Public Space.

Moving forward:
While this program has concluded, HSC will continue to identify opportunities to use the Hudson Square Standard:
- Work with property owners as new developments arise
- Plant and retrofit trees as part of the renovation of the park at Spring Street and 6th Avenue
- Incorporate the Hudson Square Standard as part of the redesign of Hudson Street between Houston and Canal Streets
- Explore new phases of the program in the future

Key
- New trees
- Retro-fitted trees

New species added to Hudson Square include:
- Eastern Redbud (Cercis canadensis)
- Kentucky Coffeetree (Gymnocladus dioicus)
- Burr Oak (Quercus macrocarpa)

New species:
- Existing species count in HS before tree planting program: 8 different species. New species added during tree planting program: 10 for a total of 18 different species.

Our first tree
Located offset from the curb this stretch of common hackberry (Celtis occidentalis) is located above the 1 train.

Our most recent tree
We found a vault!
You never know what you will find under the sidewalks. An old unused vault was found in front of 304 Hudson. Many vaults were used as coal bins, and as coal became less and less used, building companies sealed off or filled in the vaults to avoid having to pay taxes on them.

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Since July 2009, the Hudson Square Connection has overseen the transformation of Manhattan’s former Printing District into a creative hub that is home to more than 50,000 people working in advertising, design, media, communications, technology and other creative businesses.

Our signature programs include our Pedestrian Traffic Managers, the award-winning *Hudson Square Standard*, and our nationally recognized streetscape program *Hudson Square is Now*, a $27 million public-private partnership with the City of New York. Our goal is to foster the physical, social, and economic connections that give rise to a community where the spirit of innovation can flourish inside and out.

HudsonSquareBid.com