



# green SIDE UP

OFFICIAL NEWSLETTER OF COASTAL GREENERY LANDSCAPING

Serving Beaufort, Bryan, Bulloch, Camden, Chatham, Effingham, Glynn, Jasper, Liberty, McIntosh, Nassau, & Wayne Counties



## Palm Trees on Commercial Properties

Palm trees, with their unmistakable silhouettes and lush foliage, have become more than just an emblem of tropical vacations—they are a strategic choice for commercial property landscapes across the globe. Whether framing the entrance to a coastal resort, lining the walkways of a shopping center, or accentuating the grounds of an office complex, palms provide aesthetic, environmental, and economic benefits that make them a perennial favorite among property owners, architects, and landscape designers.

## The Aesthetic Appeal of Palms in Commercial Landscapes

Palm trees are renowned for their striking visual impact. Their elegant crowns, tall trunks, and rhythmic foliage create an inviting atmosphere that instantly evokes relaxation, luxury, and warmth.

- **Year-Round Greenery:** Unlike deciduous trees, most palm species retain their fronds throughout the year, ensuring consistent lushness and curb appeal for businesses looking to make a lasting impression.
- **Architectural Versatility:** From the stately Royal Palm to the compact Pygmy Date Palm, the variety in size, shape, and texture allows for creative integration into almost any landscape design.

## Properties of the Month: AUGUST

### Addington Place Golden Isles



### Aventon Savannah



### Wesley Church Install Support Services



### NSB Homes Captain's House South



Each Property of the Month is selected by the Branch Manager according to the crew's monthly Quality Control report.

- **Iconic Branding:** Palms are powerful visual symbols, frequently used in logos, branding, and marketing to signify luxury, leisure, and a welcoming environment. Their strong association with positive emotions can enhance the identity of a commercial property.

## Environmental Benefits and Adaptability

Beyond their beauty, palms offer surprising environmental advantages that make them well-suited for commercial settings:

- **Drought Tolerance:** Many palm species, such as the Canary Island Date Palm and Sabal Palm, are highly drought-resistant once established. This makes them ideal for properties in arid or water-restricted regions.
- **Wind Resistance:** With their flexible trunks and fronds, palms are naturally adapted to withstand strong winds and storms, reducing the risk of windthrow or large-scale damage compared to traditional broadleaf trees.
- **Low Litter and Maintenance:** Palms generally shed fewer leaves and debris than other trees, minimizing cleanup costs and hazard potential in high-traffic commercial areas.
- **Carbon Sequestration:** Like all green plants, palms contribute to air purification and carbon sequestration, though their rates may vary by species and maturity.

## Maintenance Considerations for Commercial Properties

Palm trees, though generally low-maintenance, do require periodic care to sustain their health, visual appeal, and safety—especially in public or commercial environments.



- **Pruning:** Proper palm pruning is crucial. Over-pruning—removing too many fronds—weakens the tree, makes it unattractive, and can expose it to disease and environmental stress. Only dead or hazardous fronds should be removed, and pruning should be timed to avoid cold snaps that can make palms vulnerable to frost.
- **Tool Hygiene:** Sterilizing pruning tools is essential to prevent the spread of pathogens between trees, a consideration of particular importance in commercial landscapes where multiple palms are present.
- **Trunk Health:** The trunk of a palm, unlike woody trees, is very sensitive. Wounds from improper pruning or mechanical damage can invite fungal infections or pests. Special care should be taken to avoid nicks or cuts during landscaping or maintenance work.
- **Identifying and Managing Growths:** Commercial property managers in coastal regions may notice air plants (such as resurrection fern or moss) or fungal growths on palm trunks. While air plants are generally harmless, fungal outbreaks may indicate trunk wounding and could require intervention.

## Team Members of the Month: AUGUST

**Daniel Minter**  
Golden Isles



**Hugo Castillo**  
Savannah



**Dani Wells**  
Support Services



**Angel Molina**  
South



These team members display our core values (**Responsive, Ownership, Observant, Trusted, Skillful**) in all that they do while working, have excellent attendance, and are constantly trying to improve themselves.

## Common Challenges with Palms on Commercial Sites

Despite their myriad advantages, certain challenges can arise when integrating palms into a commercial property landscape:



- **Cold Sensitivity:** Many palms are sensitive to frost and cold weather. In regions prone to chilly temperatures, it is vital to select cold-hardy species or provide winter protection.
- **Pest and Disease Susceptibility:** Palms can be affected by pests like palm weevils and diseases such as Fusarium wilt or Ganoderma butt rot. Routine monitoring, proper sanitation, and early intervention are key to managing risks.
- **Root Space and Infrastructure:** While palms have relatively non-invasive root systems, planting too close to buildings, walkways, or underground utilities should be avoided. Careful site planning can prevent costly damage down the road.

## Enhancing Safety and Liability Management

In public and commercial spaces, safety and risk management are paramount. Palms, when properly maintained, pose few risks, but neglect can lead to falling fronds, trunk instability, or concealed infestations.

- **Regular Inspections:** Routine checks for dead or loose fronds, root stability, trunk wounds, and signs of disease help prevent accidents and potential liability issues.
- **Professional Pruning:** Employing certified arborists or experienced landscapers ensures that pruning and removal are done safely, preserving both tree health and public safety.
- **Signage and Barriers:** In areas where palms are being serviced or have potential hazards, temporary barriers and clear signage can keep the public safe and informed.

## Cost and Return on Investment

While initial installation costs for mature palms can be significant, their long-term value often outweighs the investment. Healthy, well-placed palms can increase property values, attract tenants and customers, and reduce landscape maintenance expenses due to their low litter and infrequent pruning needs.

## Best Practices for Success

**To maximize the benefits of palms on commercial properties:**

- Select species suited to your climate, soil, and design intent.
- Engage professionals for site planning, installation, and ongoing care.
- Prioritize proper spacing to allow for mature size and prevent infrastructure conflicts.
- Maintain consistent monitoring for pests, diseases, and nutritional needs.
- Educate staff and contractors on palm biology and best practices to avoid inadvertent damage.

## A Note from JJ

As our Summer Season winds down, landscapes often begin to show signs of wear. Turf is stressed, plants are past their peak, and the heat, heavy use, and water challenges can leave things looking tired. This is the time of year when landscapes need to rest and recover.

At Coastal Greenery, we focus on giving your landscape exactly what it needs—at the right time—rather than forcing a look it can't sustain. That's why **Being Skillful** is at the heart of what we do.

Every day, we train our team in the science and art of horticulture. At our in-house training facility, we teach plant identification, proper pruning techniques, nutrient management, insect diagnosis, plant health care, mowing best practices, and on-the-job safety. Our skill and dedication are how we protect and enhance your most valuable asset—your landscape.

**Being Skillful** is one of our five Core Values at Coastal Greenery. To us, it means:

- Providing our team with training and certifications that exceed OSHA requirements.
- Reinvesting in equipment, technology, processes, and people.
- Innovating with creative ideas to work smarter and better.
- Creating growth and advancement opportunities for our team.
- Valuing and developing both our team and our clients.
- Educating clients and staff on best practices.

Learning never stops at Coastal Greenery—and sharing our skills with you is a privilege we deeply appreciate.

With Thankfulness, *Jeffrey Johns*



## Your Licensed Professionals Deliver Value.

As in any profession, it's important that we know our job. With hundreds of plant varieties, insects and diseases, professional knowledge means more professional results. You AUGUST not realize that most professional lawn technicians and applicators must meet special training and testing requirements from the EPA and state in order to be licensed or certified to work with your lawn or landscape. Then, for certification to be maintained, on-going education and training must continue every year.

Before we work on your lawn, you can be sure we not only know what we're doing, but how to do it best.

This means better results and fewer problems for you when you employ only carefully trained and certified professionals to work on your lawn and landscape.

Count on us for care that's our professional best... for you and for the

Our team  
appreciates  
your  
feedback  
and  
support!

Scan here  
& share  
your  
thoughts  
with us!



Have a question or concern? We're here to help.  
Contact the **COASTAL GREENERY** Team  
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