



green SIDE UP

OFFICIAL NEWSLETTER OF COASTAL GREENERY LANDSCAPING

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



Summer Heat & Commercial Landscapes: What Property Managers and Owners Need to Know

For property managers and owners, landscaping is more than a visual asset. It influences tenant impressions, supports leasing efforts, affects safety, and contributes to the overall value of a commercial property. During periods of intense summer heat, however, landscapes can quickly shift from an amenity to a source of operational risk. Extended high temperatures, drought conditions, and heat reflected from pavement and buildings can stress turf, shrubs, and trees, while also driving up irrigation costs and maintenance demands. A proactive summer landscape strategy helps protect curb appeal, control expenses, and reduce avoidable plant loss.

Why Summer Heat Is a Business Issue

When commercial landscapes decline in summer, the impact is not merely cosmetic. Browning turf, wilted plantings, and thinning tree canopies can make an office park, retail center, medical campus, or industrial property look undermaintained. That weakens first impressions for tenants, customers, and investors. At the same time, poor irrigation performance, hidden leaks, and inefficient watering schedules can increase water

Properties of the Month: MAY

King & Prince Beach Villas
Golden Isles



Compassion Statesboro
Savannah



Readdick Contruction
South



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



bills significantly. If stressed plant material dies, replacement costs rise quickly, especially for mature shrubs and trees. Heat can also contribute to secondary issues such as dry soil, erosion, and visibility problems around signage and walkways, all of which can create additional maintenance and safety concerns.

Main Risks to Commercial Landscapes in Hot Weather

- **Plant and turf stress:** Prolonged heat can cause discoloration, wilting, thinning, and slowed growth, especially in exposed areas near asphalt, concrete, and south-facing building edges.
- **Irrigation inefficiency:** Leaks, clogged heads, poor coverage, and mismatched nozzles can leave some areas dry while overwatering others, wasting water and money.
- **Soil moisture loss:** High temperatures and wind can dry soil quickly, reducing root health and making plants more vulnerable even when irrigation is present.
- **Tree decline:** Trees under heat and drought stress may show leaf scorch, premature leaf drop, or canopy thinning, which can become a long-term asset management problem.
- **Rising operating costs:** Summer often brings higher spending on water, seasonal color replacement, emergency repairs, and labor-intensive maintenance.

Practical Steps for Property Managers and Owners

The most effective response to summer heat is early, structured prevention. Your landscape professionals should begin with a site walk and irrigation audit to identify leaks, runoff, dry spots, pressure problems, and areas with poor sprinkler coverage. Watering schedules should be adjusted for plant type, sun exposure, and local conditions, with an emphasis on efficient watering rather than simply increasing run times. Mulch in planting beds can help moderate soil temperature and retain moisture, while proper mowing heights can reduce turf stress



Team Members of the Month: MAY

Eleazar Ramirez Garcia
Golden Isles



Juan Caballero Gutierrez
Savannah



Angel Daniel Alvarado 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.

and protect root systems. On properties undergoing upgrades or replanting, owners should consider more heat-tolerant and drought-tolerant plant selections, especially in high-reflective areas near pavement and building facades. Clear communication with your landscape professionals is also essential so expectations are aligned around inspection frequency, response times, plant health monitoring, and water management goals.

Summer heat is no longer an occasional inconvenience for commercial properties; it is a predictable management challenge with direct financial and operational consequences. For property managers and owners, the goal is not simply to keep landscapes green, but to protect a visible business asset in a cost-conscious way. By focusing on irrigation performance, heat-resilient plantings, preventive maintenance, and close oversight of landscape operations, commercial properties can maintain a professional appearance, reduce avoidable losses, and make smarter long-term decisions about exterior asset care.



Summer Heat: Real Turf vs. Artificial Turf

During the summer, the difference between real turf and artificial turf becomes especially noticeable because both surfaces respond to heat in very different ways:

	Real Turf	Artificial Turf
Summer surface temperature	Usually cooler, often closer to air temperature	Usually much hotter in direct sunlight
Cooling process	Cools through evapotranspiration	Absorbs and retains heat
Comfort	More comfortable for walking, sitting, and sports in hot weather	Can feel very hot and uncomfortable during peak sun
Safety concerns	Lower risk of surface heat exposure	Higher risk of hot surfaces, skin discomfort, heat stress
Maintenance	Needs watering, mowing, and seasonal care	Less routine upkeep, requires cleaning and monitoring
Durability	Can wear out faster with heavy use	Handles frequent use well
Best summer advantage	Stays cooler and feels more natural	Remains available for heavy use



A Note from JJ: *Protect Your Investment*

May is when the growing season really hits its stride. Warmer days, steady rain (Thankfully), and longer sunlight hours mean everything in your landscape is growing fast—the good and the not-so-good.

This time of year is all about protecting your investment. The landscapes we maintain aren't just about appearance, they represent your brand, your property value, and the experience you create for tenants, guests, and customers. That's why our team stays focused on consistent maintenance, proper mowing cycles, detailed edging, weed control, and keeping irrigation systems performing the way they should.

Growth is a good thing—but only when it's managed the right way.

At Coastal Greenery, we take pride in being proactive during this season. It's not just about keeping up—it's about staying ahead. Addressing small issues early, maintaining plant health, and keeping your property looking clean and professional week after week is what makes the difference over the long run.

On a personal note, I'm always grateful this time of year. After more than 30 years in this industry, I still enjoy seeing our teams out in the field and the pride they take in their work. Even more, I appreciate the trust you place in us to care for your property.

We'll keep growing—and we'll make sure your landscape does too, the right way.

Jeffrey Johns, President, Coastal Greenery Landscaping



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 may 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.

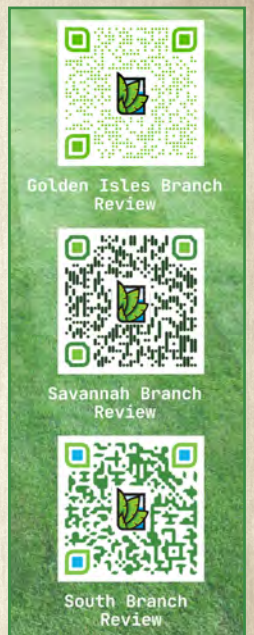
Before we work on your lawn, you can be sure we not only know what we're doing, but how to do it best.

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 earth we all share!

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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