



Planting the New California Garden November 2017

Summary

A shifting climate and diminishing water resources challenge California gardeners. Extended drought conditions and a growing awareness of the benefits of cooperating with natural systems, including the support of beneficial native insects and pollinators, mean appropriate plant selections are more critical than ever to the resiliency of a landscape and a gardener's eventual success.

The goal of this project was to use Pacific Horticulture's print and online publishing platform to illustrate information found in the WUCOLS database within a framework of beautifully designed gardens so the public at large would be exposed to the resource and drawn to its use.

Because our editorial calendar is planned in advance, the project execution began with a two page spread of photos, drawings and story in our Winter 2017 issue and was followed by similar treatment in our Spring, Summer, and Fall 2017 issues. We prefaced the project with a one-page announcement in our Fall 2016 issue and our website and Facebook pages.

Each issue profiled a finished landscape from various regions throughout the state. Plants in the design were identified and formatted into a table illustrating WUCOLS water use data with regional variables. The stories were published on our website each quarter—with additional material and photographs, in addition to acknowledging and pointing people to the WUCOLS site.

Needs and Outcomes

The WUCOLS database is a comprehensive resource in the public domain that categorizes landscape plants by water usage with regional variables. However, the site is primarily written for those in the industry already familiar with the program and may prove difficult to navigate for those new to the site and non-industry users. This project showed gardeners of all levels how the WUCOLS tool is an effective tool to create resilient and successful gardens that conserve resources.

Landscapes are a significant investment of time and money and the gardens illustrated in the four issues showed not only successful inclusion of plants from the WUCOLS database but those soundly designed to stand the test of time in four unique regions of California. Each plant chosen listed not only the water use requirements of that particular setting but in the other WUCOLS regions if a gardener living elsewhere wanted to consider and include any of the plants shown.

Pacific Horticulture magazine and the organization behind it is a trusted resource for California gardeners and whose presence stands out from the media blitz that truly has overwhelmed gardeners facing over 4 years of drought and looking for trustworthy advice.

Pacific Horticulture partnered with the California Chapter of the Association of Professional Landscape Designers (APLD) because they are partners in the WUCOLS project and well respected for their design skill and plant knowledge. We worked closely with them to source great examples and the lead garden was designed by the president of APLD's California Chapter.

Although emphasizing the WUCOLS tool, the series was branded as "Planting the New California Garden" to focus on the concept a beautiful garden, not just isolated plants, and an example of a thriving garden in California's current conditions.

Elements

Below are the essential content elements in each story:

- The inspirational photograph
- Graphical treatment of WUCOLS plants in the photograph and table documenting water use needs across regions of each plant
- Garden description and designer information
- Side bar element referencing the WUCOLS database and SHRE Funding

Examples are these elements are shown on the following pages.

Inspirational Photograph

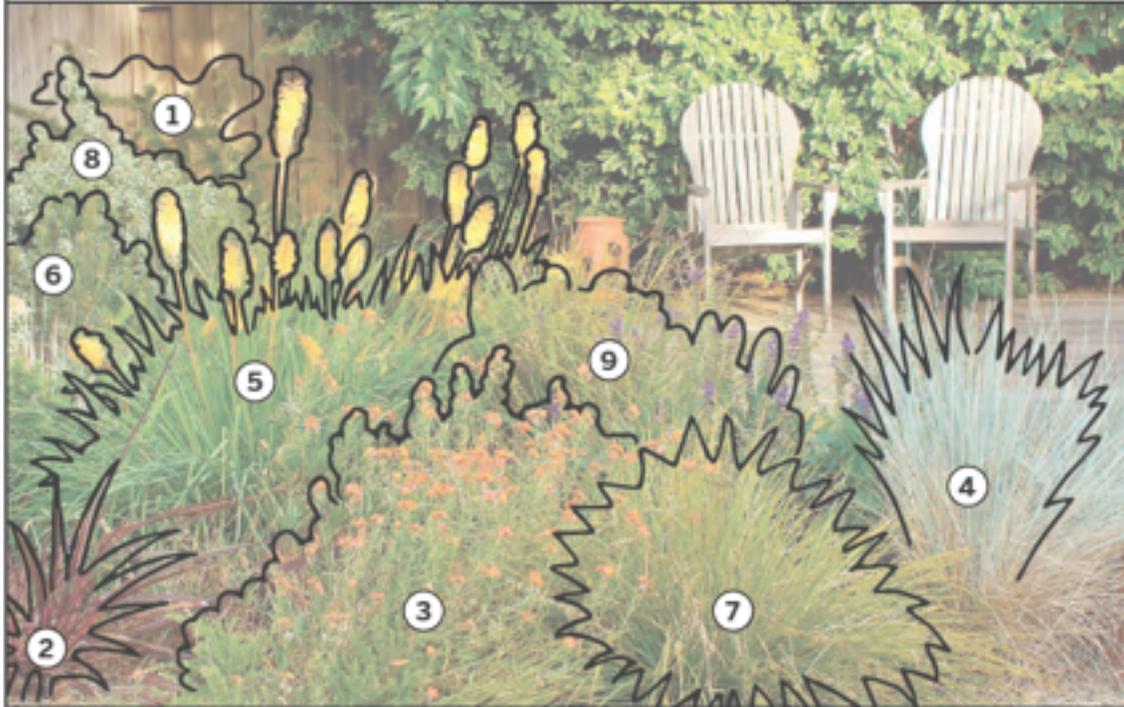


Perennials, grasses, and woody plants mingle with wild abandon in this East Bay garden. *Photo: Jude Parkinson-Morgan*

Graphical Treatment and Water Use Table

Weighing Water Use (WUCOLS data)

Plant	North Central Coast	Central Valley	South Coast	South Inland Valley
1. <i>Callistemon</i> 'Little John'	Low	Low	Low	Low
2. <i>Cordyline</i> Festival Grass™	Moderate	Moderate	Moderate	Moderate
3. <i>Erysimum</i> 'Apricot Twist'	Low	Low	Low	Moderate
4. <i>Helictotrichon sempervirens</i>	Low	Low	Moderate	Moderate
5. <i>Knifophia</i> 'Shining Sceptre'	Low	Low	Moderate	Moderate
6. <i>Leucodendron salignum</i> 'Winter Red'	Low	Inappropriate	Low	Moderate
7. <i>Lomandra longifolia</i> Breeze™	Low	Unknown	Low	Moderate/Medium
8. <i>Pittosporum tenuifolium</i> 'Marjorie Channon'	Moderate/Medium	Moderate/Medium	Moderate/Medium	Moderate/Medium
9. <i>Salvia x sylvestris</i> 'May Night'	Moderate	Moderate	Moderate	Moderate



Garden Description and Designer Information

Designer Linda Middleton (APLD) refreshed a dated landscape for a client in Concord, California. Overgrown plantings that hemmed in the backyard patio were replaced with artful compositions selected for color and texture in foliage as well as bloom. Once tired and disjointed, today the new landscape brims with energy and pleasing water-wise compositions that complement the existing hardscape and provide garden interest throughout the year.

As president and principal designer with Terralinda Design, Linda works closely with clients and industry professionals to provide creative solutions and designs for beautiful, sustainable landscapes. She's recently launched a residential landscape maintenance division to ensure that her gardens thrive and problems are resolved promptly. As president of the California chapter of the Association of Professional Landscape Designers, Linda keeps up with industry trends and environmental issues. Follow her work at www.Terralindadesign.com.

Plants: *Leucodendron salignum* 'Winter Red', *Cordyline Festival Grass*™, and *Sedum spectabile* 'Autumn Joy'. Photo: Jude Parkinson-Morgan



Side Bar and WUCOLS/SHRE Information

This is the first in a 4-part series we've named Planting the New California Garden. Throughout 2017 we'll be highlighting the work of APLD designers to illustrate practical water-use data beautifully brought to life in a finished landscape. Visit pachort.org/NewCalConcord for additional photos, an expanded plant list, and designer contact information. To learn more about the Water Use Classification of Landscape Species (WUCOLS) database go to uncr.edu/sites/WUCOLS.

Our Planting the New California Garden series is funded in part by a grant from the Saratoga Horticultural Research Foundation.

Reading the Series and Commentary

Here is the list of the entire series. A PDF of each print article is attached to this report. The Website version URL is listed under each title.

“Weighing Water Use in Gardens” — Fall 2016|*Pacific Horticulture*, page 5
<http://www.pacifichorticulture.org/articles/weighing-water-use-gardens/>

“Animating the Landscape. Planting the New California Garden, Part 1: Linda Middleton, APLD” — Winter, 2017|*Pacific Horticulture*, pp 16 & 17
<http://www.pacifichorticulture.org/articles/animating-the-landscape/>

“An Urban Gathering Place. Planting the New California Garden, Part 2: Margie Grace” — Spring, 2017|*Pacific Horticulture*, pp 18 & 19
<http://www.pacifichorticulture.org/articles/planting-the-new-california-garden-part-2-margie-grace-apld/>

“Ecological Landscape Design. Planting the New California Garden, Part 3: Bernadette Balics” — Summer 2017|*Pacific Horticulture*, pp 18 & 19
<http://www.pacifichorticulture.org/articles/planting-new-california-garden-part-3-bernadette-balics/>

“Water Wise and Nature Friendly. Planting the New California Garden, Part 4: Kelly Kilpatrick” — Fall 2017 2017|*Pacific Horticulture*, pp 14 & 15
<http://www.pacifichorticulture.org/articles/planting-new-california-garden-part-4-kelly-kilpatrick/>

Approximately 4,500 copies of each magazine were distributed to individuals and an additional 150 to libraries, to date approximately 8,000 people have read each article online. The series was received favorable. Common responses included:

- Seeing the plants in the design was really powerful - such beautiful plantings
- Frequent thanks for putting together the chart so it was clear which plant was which
- Liked that although the gardens was from one area, people in other regions could get a feel for the water use if they chose to use the plant in their garden
- People said they'd never heard of WUCOLS and glad someone was putting together this kind of information.
- Glad that “drought tolerant planting” didn't have to be dull and gray

Budget

Item	Quantity	SHRE Funds	Partner Contribution	In-kind Contribution
WUCOLS Project introduction printed in <i>Pacific Horticulture</i> magazine.	1 issue, 1 page	\$725		
WUCOLS Project printed in <i>Pacific Horticulture Magazine</i>	4 issues, 2 pages per issue	\$5,800		
WUCOLS Project section and pages established on PHS website.	approximately 16	\$1,000		
Horticultural student researcher	25 hours per issue @\$20 x 4 issues	\$2,000		
Project management & development, PHS	80 hours			\$3,040
Totals		\$9,525		\$3,040