

# Three Steps to Great Landscape Improvements in Managed Phases

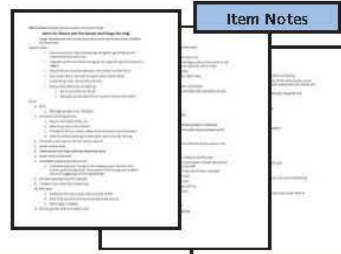
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## Planning / Conceptual Design Meeting w/Mike

- Answers major questions about what is needed, how best to use the spaces and which options should be considered. New ideas!
- Identify immediate- and longer-term priorities and first phases
- Design Plan of Action



Design Proposal



Duration of meeting depends on your desire for input. Plan on 3 hours minimum with both members of the couple present throughout.



2

## Design Development Discussions w/ Photos and Renderings

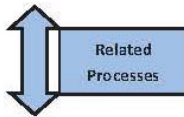
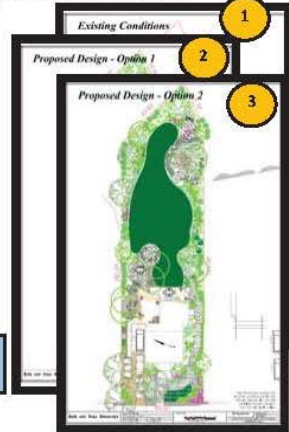
- Look at visuals of the options to consider how they will work and feel in the spaces.
- Hardscape and softscape elements.



Design Team Reviews With Owners



Photo Boards and Design Option Renderings



3

## Pricing - from multiple contractors and suppliers

- Choose a phase pricing option and move forward
- Identify what's included, materials, sizes and planting density

Pricing Options				Project Budget	
Items	Option 1	Option 2	Option 3	Other	Phase 3
1. Demo, Prep and other Labor	\$ 19,958	19,958	\$ 12,206		
2. Granite Entrance	38,984	8,400	-		
3. Plantings/Nursery Stock	15,640	8,440	8,440		
4. Irrigation	7,340	5,913	-		
5. Walkway	5,890	5,890	-		
6. Schist Stones - Summer Entrance	2,550	-	2,550		
7. Lawn (Turf or Seed)	4,805	3,740	-		
8. Lighting	1,612	1,612	-		
9. Electrical	2,170	2,170	2,170		
10. Amenities - see list	8,603	1,000	-		
11. Other	-	-	-		
12. Other	-	-	-		
13. HC	9,700	5,400	3,800		
14. Project Total	\$ 117,258	\$ 62,421	\$ 29,174		



## Construction

We screen workers, coordinate schedules, supervise, receive and inspect materials and provide backup guarantees for everything we do. We make it as easy as possible.

After planting, we also provide for maintenance follow up on an ongoing basis. Again, we get things done right.

**We guarantee great results.**

Phase 2

... and future phases



# HORTICULTURAL CONCEPTS

Landscape Architecture, Design, horticulture and Construction  
Helping homeowners since 1982  
HorticulturalConcepts.com 781.843.1400 Mike@HortCon.com



*Mike Walsh, owner.*

# *Privacy*

*~ A guide to creating privacy and screening undesirable views for you and your family ~*

## *Introduction:*

Our belief is that privacy and beautiful views are necessities for the best enjoyment of your property and home. We have developed approaches to designing, building and planting for privacy and screening ugly views that give people more enjoyment from their property than they had thought possible. It's frequently the first phase of landscape improvements we do for people.

Having privacy and great views will improve many aspects of your home ownership experience and is a great return on investment personally and at resale.

***Yes, it's possible for you to have privacy and great views.***

***This is how.***

## ***Step 1. Understand the problem.***

### **Importance and Trends:**

As our spaces become more crowded with larger home on smaller lots, privacy is becoming more important to life experience and property values.

Also, as the roads become busier and the possibilities for working from home improve, home time is becoming more available and desirable.

The ideal for many people is to have a home sanctuary away from the intensity of traffic and business. This increases the value of privacy for personal use and financially.

Privacy is a hallmark of better homes.

### **Some truths about privacy:**

Human beings are genetically programmed to be aware of their surroundings. Movement, contrasting colors and sounds naturally attract our attention. For Eons it was a safety issue. That's why TV monitors in restaurants are so difficult to ignore.

It's completely normal for people to look around at their environment. If you're living your life inside or outside your home and anyone can see you, they will. It's inevitable. This is not to be confused with being "nosey" which is a related but impolite intentional act.

Similarly, you *will* see anything you *can* see. Whether you will stare or not is up to you. If anything moves, is large or colorful and makes a noise you will notice it and it will be hard to ignore.

It's everyone's' responsibility to be polite. Good privacy makes good neighbors. You may love your neighbors, but you don't want to have lunch

with them every day. They probably feel the same way about you. It is, however, a cultural norm to politely acknowledge people when you see them.

### **Definitions and Concepts:**

*Viewlines* are just what they sound like - the line between the eye and an object. If you interrupt that line at any point, you *screen* the view. Important viewlines are the ones related to privacy, unpleasant and desirable views. Having good privacy, blocking undesirable views and framing good ones makes great landscapes.

*Points of perspective* are the places where the eye is when it is looking at anything.

*Horticulture* is the ornamental version of agriculture. *Cultural* needs and conditions relate to growing plants and locations for them.

Stated another way, it is the job of the designer to provide privacy by controlling viewlines of the most important perspectives on and around your property with the culturally correct plants that will look great and can be maintained easily.

**“Human beings are genetically programmed to be aware of their surroundings. “**

### **Top screening concepts:**

- Screening can occur at any point along a viewline; far away from the perspective or up close. It can be a 6' wood screen on the side of a deck (creating a smaller, more intimate space) or a group of 20' tall trees along the property line (creating a sense of openness and space).
  - Most people want a sense of openness, which trees on the perimeter of a property can provide.
- Deciduous plants (one that lose their leaves in winter) can be effective screens if the perspec-

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tives and viewlines are important only in the summer.

- Screening may need to be evergreen; present in the winter. This is especially true of views to the interiors of homes and views out that open up when the leaves drop.

## The Most Common Screening Mistakes:

1. Using a fence instead of privacy plantings. By Massachusetts law fences are limited to 6' in height. Houses and windows are taller than 6'. Unless you live far uphill from all your neighbors, fences won't provide much screening value. Fences are best used to define spaces and provide security.
2. Using a plant in the wrong place. The right plant (culturally) can quickly out-grow its space and can't be maintained. Home builders frequently pick fast-growing plants because they're less expensive. They quickly block desirable views, access and become problematic. Remove or transplant.
3. Conversely, the wrong plant culturally won't grow correctly for any of many reasons for long-term success. Existing cultural (growing) conditions can be very difficult to plan and select for. Transplant.
4. Incorrect spacing: creating gaps that will never fill or pushing plants to spread wider than space allows. Transplant or interplant (if possible).
5. Expecting plants to provide sound barriers. Plants do not block much (if any) sound in most situations. However, blocking the views makes the sounds much less intrusive so they can have a similar effect. Adding a wooden fence may help.
6. Believing plant tags. Plant tags are selling tools for vendors and overstate, understate or simply misstate important facts like growth

rates, cultural (growing conditions) needs, ultimate size or even the name of plant. Even if they're technically correct, they can be grossly misunderstood. Research thoroughly. Your goal is to plant for life.

7. Unrealistic expectations about plantings. Picking the right plants and having them grow properly is very tricky.

## **Step 2. Choosing the right plants.**

### Major factors in choosing plants:

- Size planning is time to effectiveness and time to move-out with reasonable maintenance.
  - Tip: Expect 1st year - "sleep", 2nd year "creep", 3rd year "leap" (in the right conditions)
  - Ultimate size. The ultimate size of a plant varies with what it's given and what it needs. Given the right light, soil type, moisture, maintenance and time (which could be 100 years or more) they may grow to be fine healthy full-size specimens.
  - Planning for ultimate size usually leads to unmet expectations. Residential design is the art of designing within time parameters (time of planting to time of anticipated move-out).
- 2. Cultural (growing) factors. Site "hardiness". Will the plant grow where it's going to be planted and with the maintenance it will receive? Considerations:
  - light
  - root competition
  - soil compatibility
  - available moisture and nutrients
  - seasonal winds
  - temperature hardiness
- 3. Mature growth "habit" (shape) with the conditions it will receive

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- Many plants lose their lower branches as they grow up and so lose the ability to screen effectively. this is a common error made with native White Pine.
4. Ease of Maintenance
- pruning to keep to a desired size (height and width). Slow growing plants require less maintenance, but take longer to reach an effective size.
  - irrigation for speeding growth
  - treatment needed for potentially deadly insects or diseases
5. Guarantees. Guarantees may provide for replacement at death, but plants may not look good and still be alive. Recovery may take many years. Nobody wants to have to use a guarantee. It's much better to have no problems in the first place.

### **Step 3:**

Consider the following charts and illustrations, measure your yard and apply these principles to make a decision about how to proceed.

I hope this explanation of my approach to privacy helps.

Of course if you want my help personally, please call me or contact me via our web site. This is my job and I love doing it. I have some of our service options on the last pages here. If we don't work together, I wish you all the best with your project.

Sincerely

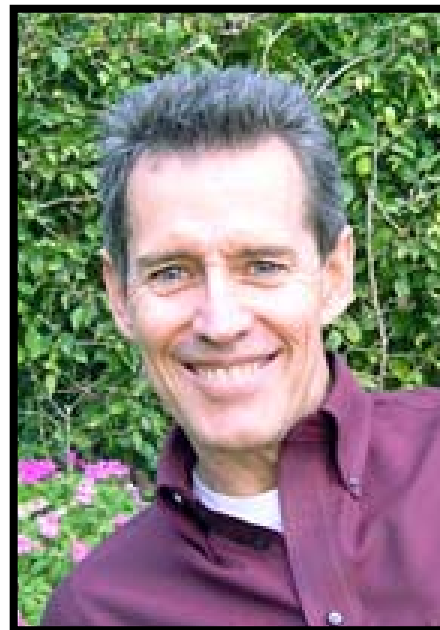
*~ Mike*

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***Thank you very much for your interest! I hope something I've said here helps you with your landscape. I will be adding much more in the coming week. Please send me an e-mail and I will be sure to get updates out to you or check back for more. Of course call if you'd like to talk and get started. Fall is here.***

***Mike@HortCon.com***

***781.843.1400***

## ***Project Planning***

# **Open Design Meeting Define priorities and goals**



**!**



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**Mike Walsh**  
Designs, builds land-  
scapes sine 1982.

**Walk property and discuss problems and options**



**Empty, Open**



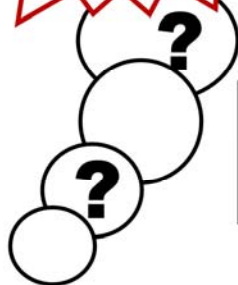
**Ugly  
Broken  
Dying**



**Of Course!**



**Overgrown**



**Move Forward with Confidence**