



PLAN
itWILD

Native landscaping,
simplified.

Advancing the Habitat Gardening Movement

...one yard at a time

March 3rd 2023



Mission

Inspire home gardeners, organizations and businesses to support biodiversity by planting natural gardens – collectively advancing the habitat gardening movement. The goal is to transform the American backyard, the town center and business parks into nature-rich sustainable properties.

Bring back nature

- > One yard at a time
- > One community at a time



Native landscaping, simplified

*Partner with homeowners to bring back
habitat and help them rewild their land.*

Design

EcoReports
Master plans
Terra Patches

Install

Native plant
installations and
guidance

Maintain

Zero emissions
installation & electric
mowing and blowing



Design Principles



Earth
Positive



Honest
Beauty

“A garden, to be a work of art, must have the soul of the native landscape in it”

- Jens Jensen

Creating habitat abundance and fostering biodiversity through best ecological and horticultural practices.



Human
Experience

More humans enjoying time in nature, in their very own yards, in a way that support the preservation and renewal of nature.



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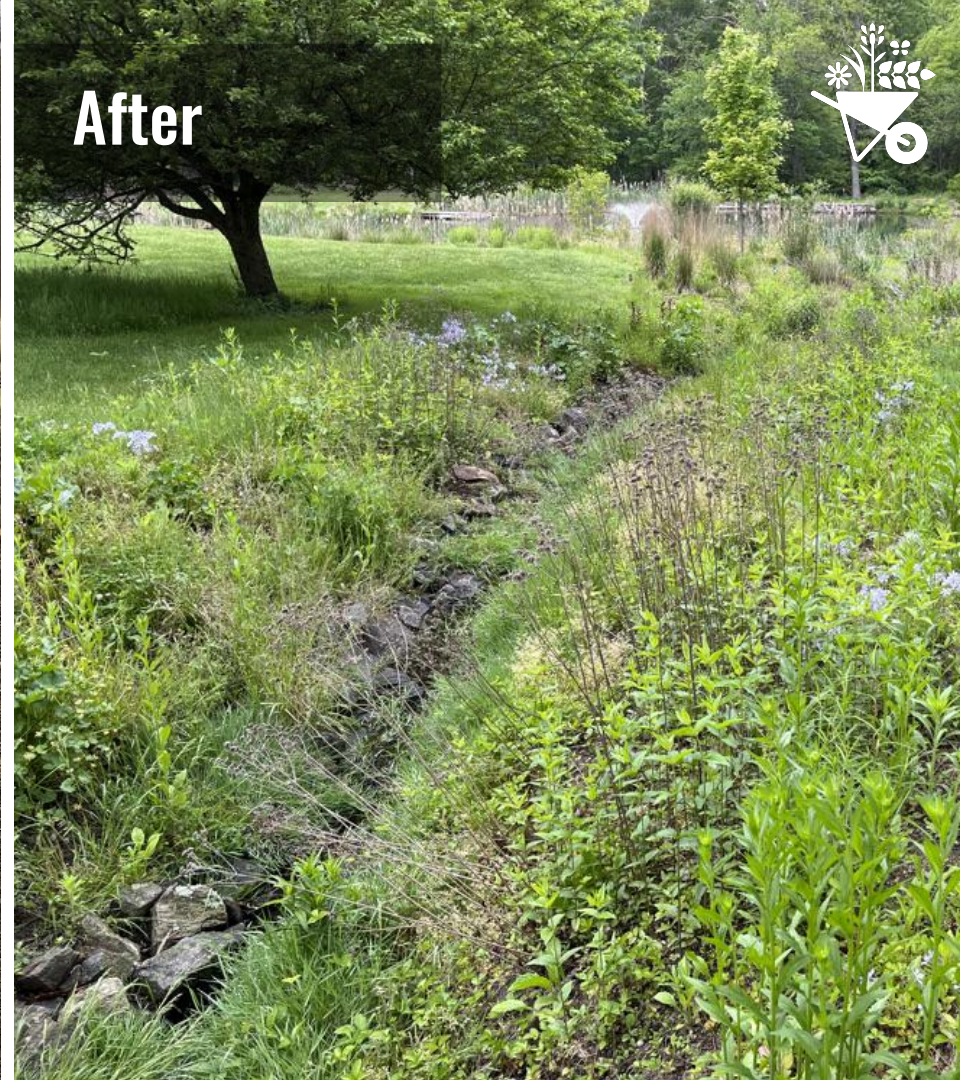


An Inspiring 10 Acre Transformation

Before



After





Understanding the Landscape:

- Observation
- Soil, Sun, Moisture
- Waterflow, Runoff
- Cataloging existing native and invasive species
- Plant Communities
- Working with the existing landscape
- Active v. Passive Management



Field Notes:

- Client's goal: foster habitat & attract wildlife
- Heavy deer pressure
- Connect unmowed areas to the meadow with paths
- Include warm season grasses for ground nesting birds
- A mix of native asters for vibrant fall color
- Existing native Rushes, Arrowhead, Monkey Flower denotes wet/moist site



Plant Palette:

- Swamp Milkweed (*Asclepias incarnata*) replaced grass
- Underplanted with Blue Mist Flower (*Conoclinium coelestinum*) for late season bloom
- Hardhack (*Spiraea tomentosa*)
- Existing Water Lilies in the pond (*Nympha olerata*)



Plant Palette:

- Virginia Mountain Mint (*Pycnanthemum virginianum*)
- Swamp Milkweed (*Asclepias incarnata*)
- Blue Vervain (*Verbena hastata*)
- Cherokee Sedge (*Carex cherokeensis*)



Plant Palette:

- Cardinal Flower (*Lobelia cardinalis*)
- NY Ironweed (*Vernonia novaborencis*)
- Virginia Mountain Mint (*Pycnanthemum virginanum*)
- Existing Cattails
- Underplanted with native sedge and Blue Mist Flower (*Conoclinium coelestinum*)



Attracted these species:

- Dragonflies
- Tiger Swallowtails
- Bumblebees
- Wasps
- Goldfinches
- Small birds and mammals feed on the seeds of Little Bluestem



Attracted these species:

- Tiger Swallowtail
- Monarch Butterflies
- Painted Lady Butterflies
- Bumblebees
- Red-winged Blackbirds



Trends we LOVE!

A radical shift in attitudes towards lawn management is underway...

Can Planting a Trillion New Trees Save the World?

"At the end of the day, the best time to plant a tree was 20 years ago, right? The next best time is, like, as soon as possible."

Yes, You Can Do Better Than the Great American Lawn

There are any number of ecologically friendly alternatives to that lawn you're so proud of — and they look nice, too. Here's how to start slowly.

"...a growing number of Americans have just completed No Mow May, a campaign inspired by one begun in 2019 by the British nonprofit group Plantlife."

America's love affair with the lawn is getting messy

By JULIA RUBIN May 6, 2022

"For generations, the lawn — that neat, green, weed-less carpet of grass — has dominated American yards. It still does. But a surge of gardeners, landscapers and homeowners worried about the environment now see it as an anachronism, even a threat."

The New York Times

Monarch Butterflies Are Endangered, Leading Wildlife Monitor Says

Researchers cited climate change and habitat loss. But they also said the public can help give the insects a boost.

"Monarch experts are eager to enlist the public's help in saving the species."

The New York Times

One Way to Do More for the Environment: Do Less With Your Yard

May 16, 2022

"...you can make a difference with an effort as small as planting milkweed in a pot on a city balcony to provide food for monarch butterfly caterpillars."

The New York Times

It's Time to Slow Down and Appreciate Nature's Tiny Marvels



Opinion | You — yes, you! — can help the planet. Start in your backyard.

This is not woo-woo science. "Don't worry about the whole Earth," said Douglas W. Tallamy, an entomology professor at the University of Delaware and author of several books on conservation. "Worry about the piece of the Earth that you can influence."

ARTICLE

A New Biodiversity Paradigm for Business

How to Fall Out of Love With Your Lawn

Where Lawns Are Outlawed (and Dug Up, and Carted Away)

REWILDING INNOVATION FUND

In Wisconsin: Stowing Mowers, Pleasing Bees

Can the No Mow May movement help transform the traditional American lawn — a manicured carpet of grass — into something more ecologically beneficial?

By 2021, a dozen communities across Wisconsin had adopted No Mow May. It also spread to communities in Iowa, Minnesota, Illinois and Montana.



#1. Unleashing the Lawn



Before



After





Cues to Care

Contouring
Intentionality
Legibility
Controlled
Abundance



“Messy Ecosystem, orderly frame”

- Joan Nassauer, Published 1995





Mowed edges around the pond planting including pathways where the grass has been left to grow.

Spontaneous generation of:

- Black-eyed Susan (*Rudbeckia hirta*)
- Blue Vervain (*Verbena hastata*)
- Butterfly Weed (*Asclepias tuberosa*)
- Variety of Native Asters

#2. Sedges!



Popular Native Sedges

- *Pennsylvania sedge*
- *Cherokee sedge*
- *Appalachian sedge*
- *Wood's sedge*
- *Long-beaked sedge*
- *Palm Sedge*

#3. Green Mulch





Green Mulch Go-To's

- *Foamflower*
- *White Wood Aster*
- *Coral Bells*
- *Wild Ginger*
- *Green & Gold*



#4. Painting with Plants





Nigel Dunnett

is Professor of Planting Design and Urban Horticulture in the Department of Landscape Architecture at the University of Sheffield, and is one of the world's leading voices on innovative approaches to planting design. He is a plantsman, designer and pioneer of the new ecological approach to planting gardens and public spaces. His work revolves around the integration of ecology and horticulture to achieve low-input, high-impact landscapes that are dynamic, diverse, and tuned to nature.

@Nigel.Dunnett

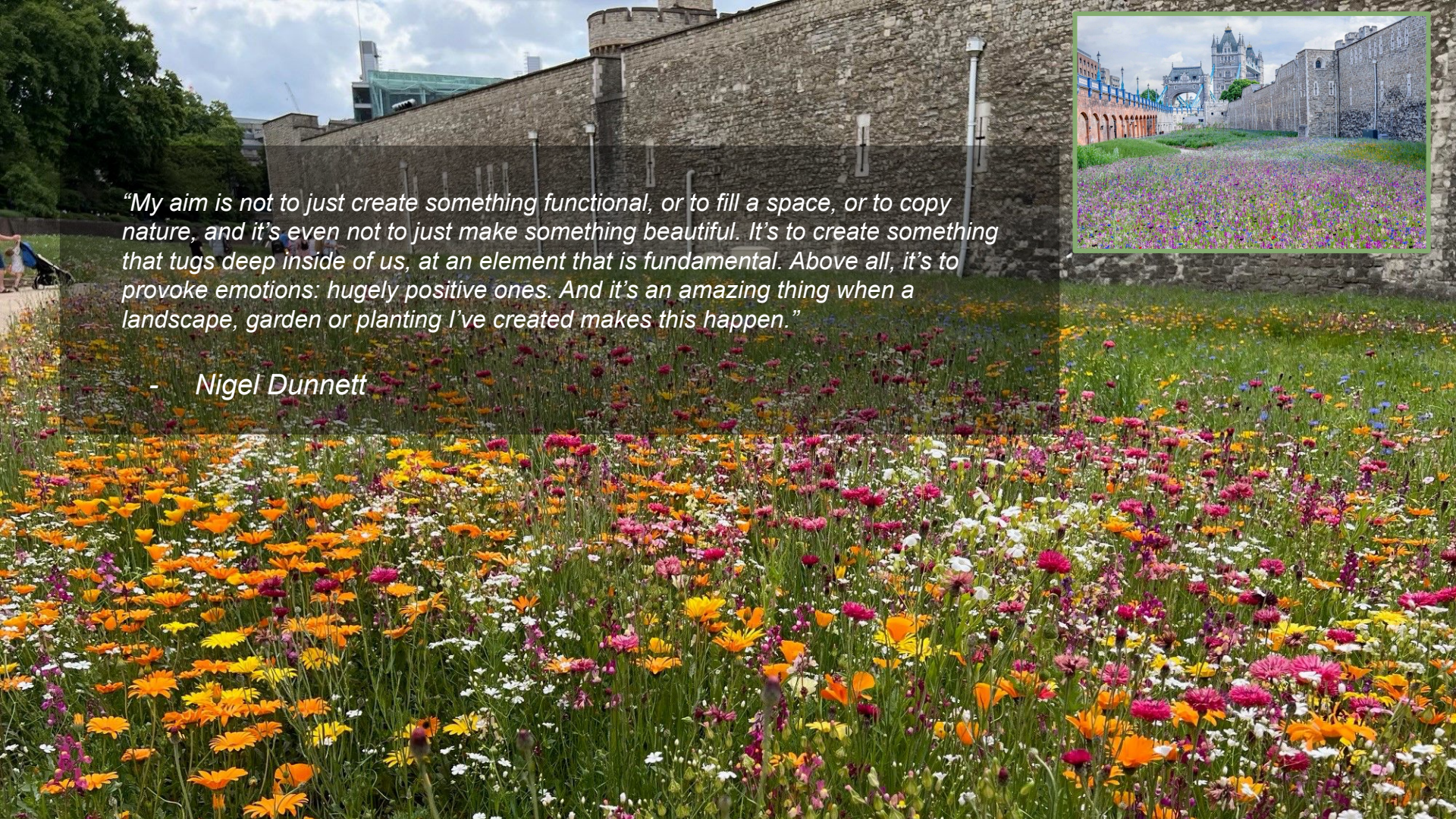


Claudia West

is a leading voice in the emerging field of ecological planting design. Known for her passionate advocacy of plant-driven design, Claudia is a widely sought out speaker and consultant who applies the technologies of plant systems to bring essential natural functions back into our cities and towns.
@phytostudio

“My aim is not to just create something functional, or to fill a space, or to copy nature, and it’s even not to just make something beautiful. It’s to create something that tugs deep inside of us, at an element that is fundamental. Above all, it’s to provoke emotions: hugely positive ones. And it’s an amazing thing when a landscape, garden or planting I’ve created makes this happen.”

- Nigel Dunnett





“Nature is resilient. If there’s a will, we can easily repair a lot of the damage we’ve created. Not to a pristine ideal, but to another meaningful state that can perform essential ecosystem services in a short amount of time. That is really what keeps me going.”

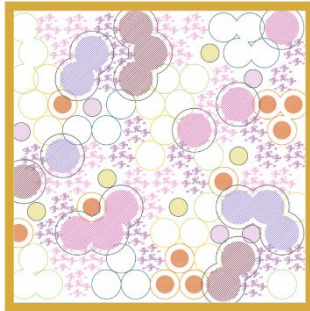
- Claudia West

<https://wondergroundpress.com/people/claudia-west-designing-abundance/>

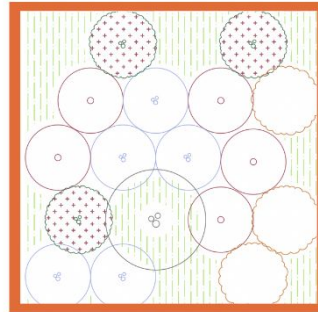
NEW! Terra Patches

Carefully designed pre-packaged native plant patches. These little micro-engines for biodiversity are a great way to get started on your rewilding journey. Start with one, or mix and match.

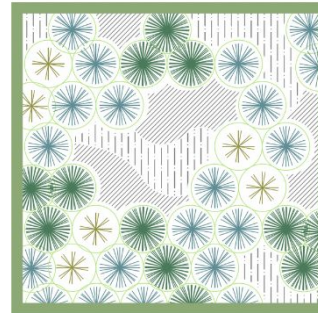
DIY or Installed and maintained by PiW



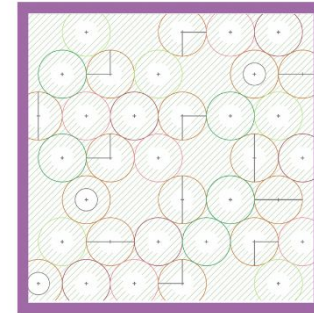
Pollinator Patch



Edible Garden



Native Grassland



Mini-Forest



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Coming soon: (Proof of Life)[™] a PiW Science Pilot

Goal: a measurement system to enable private landowners to measure and record the environmental impact of rewilding your property.

Pilot: With the help of industry leaders, partners, interns and citizen science, PiW will begin collecting data to inform a science-based rating system of biodiversity in yard spaces throughout EcoRegion 59c.

“Conservation starts at home! Proof of Life is a game-changer; an easy-to-use biodiversity rating system that will inspire private landowners to restore native habitat to their yards. In this way, yard by yard we can restore biodiversity and all its environmental benefits”

- Doug Tallamy



Bram Gunther
Conservation Scientist, Founder of
Natural Areas Conservancy, Former
head of Forestry for NYC



Desiree L. Narango, Ph.D.
Conservation Scientist, Vermont
Center for Ecostudies



Join us March 10th to learn more and join the pilot!

PLANitWILD.com



Register

Sign up for an EcoReport



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