

Landscape Design

The **discovery phase of the landscaping process** is crucial in order to determine exactly what you need and when you need it. We will be asking questions and listening to you in order to learn what you believe is important. The more we know about your landscaping needs, the better we will be able to develop a landscape design and proposal that you are happy with and that brings real value to you.

Some important questions:

- What are your short and long term goals for landscaping?
- What do you like/dislike about your existing landscaping?
- What is your budget for the proposed landscape project?
- What is your time-frame to complete the project?
- What is the most important thing to you about a landscape company?

After figuring out exactly what it is you are looking for, we will then go back to our office and begin the process. Once we have received your signed proposal, the site will be measured and photographs taken so that the landscape design can begin. All you have to do then is wait while we turn your dreams into realities.

Contact one of our designers today at 501.407.2727 to begin your project.



HORTICARE

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**HORTICARE
LANDSCAPING**

**LANDSCAPE
DESIGN**



SERVING ALL OF CENTRAL ARKANSAS

**TURNING DREAMS INTO
REALITIES**

Landscape Design

A well-designed landscape is a pleasure to the family, enhances a community and adds to the property's resale value. Landscape design involves much more than placing trees, shrubs and other plants on the property. It is an art which deals with conscious arrangement or organization of outdoor space for human satisfaction and enjoyment. Some of its major goals include:

- Organizing and developing the site for maximum use and pleasure.
- Creating a visual relationship between the house and the site.
- Reducing landscape maintenance to a practical level.

Americans spend tremendous amounts of money "landscaping" their businesses, homes, streets, parks, schools, etc. Much of this money is wasted, however, because of little or no planning. People cannot understand *how* to landscape until they know *why* they landscape. There are several reasons *why* people "landscape": some think it improves the appearance of their place; others like to grow plants; still others just want their place to look pretty. Too often these landscapes dominate rather than serve.

How does the designer arrange space so that people will find it useful, beautiful, meaningful and functional? His/her methods include:

- Observing and analyzing the habits of the people who will be using the space, including their needs, desires and how much space each of their activities requires.
- Studying past methods.
- Surveying available materials to solve design requirements.
- Analyzing the environment of the site including the view in and around the site. The ecology of the site should be carefully analyzed since it is an important design determinant.

Not all landscaping improves the appearance of a building. The work of an insensitive designer can subdue a building, conceal important features or contradict the architect's intent. Good landscape design can significantly improve the building's appearance by adding warmth, livability and personality. It can also relate a building to its site and environment and give it the desired degree of dominance.

Growth and change separate landscape designs from other arts. Most works of art such as architecture, sculpture and painting look their best when new. Landscape designs, however, are at their worst when new and improve with age. A well-designed landscape will seldom look the same any two months of the year.

Here at Horticare we believe a **landscape design is a visual art**. Utilizing all the principles of art - - repetition, variety, balance, emphasis, sequence, and scale - - a landscape designer creates a landscape that will perform at its best. While seeking to meet the needs and tastes of people, the professionals here at Horticare use a variety of materials, including stone, cement, and plants. The goal of every Horticare Landscaping design is to apply these principles to create a pleasing outdoor composition.

Our clients contact us because they are searching for someone with the proper training and experience in landscape design and installation. A second goal at Horticare Landscaping is to solve your problems, and in the process create for you a wonderful environment in which to work and live.

After contacting our office, a meeting with our landscape designer will be arranged at your convenience. As a part of the design consultation, the designer will listen carefully to your thoughts and ideas. He/she will explain the full range of services offered by our company.

At your initial meeting with our designer, we will listen to you and walk around your property with you to discover the scope of the project. Some preliminary ideas may be discussed with you about what we see and hear from you. Our consultant will ask questions and give suggestions on what will do the best in your landscape.