

The Relandscaping of America

A renewal of the suburban residential landscape is taking place. Landscape professionals can profit from opportunities arising from the re-landscaping of America.

In the 1950's and 1960's, millions of Americans began moving to suburbia, creating the greatest landscaping project of all time. They built homes in developments carved out of tree groves or sprinkled across scenic farmland.



Because large-scale suburban landscaping was something new, many homeowners did their own. They planted shrubs too close together and selected poor varieties of trees and grass. Today, you find the original shrubbery overgrown, the trees too large or misplaced, and shade or thatch taking their toll on lawns.

A recent survey of lawn and garden do-it-yourselfers found almost half live in homes that are 25-years-old or older. Seventy-five percent have homes older than eight years. Most do-it-yourselfers are more than 35-years-old.

Many of the original owners (21%) moved up to bigger houses on larger lots in the 1960's and early 1970's. That percentage has fallen to 17 percent in the 80's. Homeowners are keeping their homes longer.

Polls have revealed two things, that homebuyers concentrate more on the inside of their house for the first five years, and the longer they stay put, the more apt they are to start lawn and garden projects.

The U.S. population is getting older, homeowners are keeping their homes longer, and landscape mistakes made earlier must be corrected.

The result is the Relandscaping of America. It provides opportunities for nurserymen, landscapers, lawn care operators, and outdoor power equipment dealers.

During the 1980's and 1990's homeowners will be concentrating on the exterior of their homes, they will need advice and service to correct landscape deficiencies, and they will be old enough and wealthy enough to pay to have their landscapes done right....the second time around.

by **Mark Rostvold**, director of consumer products marketing,
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