‘AUTUMN BRILLIANCE’ SERVICEBERRY

Amelanchier × grandiflora

At a Glance

- **Tree Type:** Deciduous
- **Size at Maturity:** 15–25’ tall × 15–20’ wide
- **Canopy Style:** Upright, rounded, multi-stem or single trunk
- **Sun Requirements:** Full sun to part shade
- **Water Needs:** Medium; tolerates most soils with good drainage
- **Growth Rate:** Moderate
- **Wildlife Attractant:** Yes—pollinators, birds, and small mammals
- **Native to NC:** Yes—serviceberry hybrid
- **Ideal Use:** Edible berries, four-season interest, small yards, pollinator gardens

TREE CARE TIPS

- **Water routinely (1-2x/week) and deeply** during the first 1-2 years—especially during dry spells—to encourage root growth.
- **Maintain a 2-3" layer of mulch** to stabilize soil temperature, conserve moisture, and reduce weeds. *Leave the trunk’s root flare visible!*
- **Avoid soil compaction** or construction near roots.
- If shaping is desired, **prune lightly after flowering**.

FUN FACT

Those summer berries aren’t just for the birds—they’re edible for people too! Early settlers baked them into jams and pies.

WHY YOU’LL LOVE IT

A true four-season showstopper: clouds of white flowers in spring, tasty red-purple berries in summer, fiery orange-red foliage in fall, and silvery bark in winter.

ECOLOGICAL VALUE

Beloved by pollinators in spring, then feeds cedar waxwings, robins, and mockingbirds in summer. Provides shade and stormwater interception despite its smaller size.

WHERE TO PLANT

Great for smaller spaces, under power lines, or as a focal point near garden beds. Avoid consistently soggy or poorly drained sites, which can lead to root stress.

Note: This tree produces berries that attract birds and can create a bit of a mess—so it’s best to avoid planting over hard surfaces like driveways, patios, or sidewalks.

CLARYNETTE® AMERICAN HORNBEAM

Carpinus caroliniana

At a Glance

- **Tree Type:** Deciduous
- **Size at Maturity:** 20–30’ tall × 20–30’ wide
- **Canopy Style:** Rounded, dense
- **Sun Requirements:** Partial sun to full shade
- **Water Needs:** Medium; thrives in moist soils
- **Growth Rate:** Slow to moderate
- **Wildlife Attractant:** Yes—birds, pollinators, mammals
- **Native to NC:** Yes—hornbeam cultivar
- **Ideal Use:** Shade tree for small yards, narrow spaces, screening, naturalistic plantings, urban sites

TREE CARE TIPS

- Keep soil consistently moist, especially when young (1–2 years); Water deeply once a week during dry spells to help young roots establish.
- Minimal pruning required.
- Mulch generously to mimic forest-floor conditions. Keep mulch a few inches away from the trunk to prevent rot and allow for air circulation.

WHERE TO PLANT

Thrives in low, moist sites like streambanks but also adapts well to urban settings with adequate shade. Requires full shade to partial sun—it is not ideal for full sun in southeastern NC’s hot climate and sandy soils. If planted in a more open location, ensure it receives afternoon shade and regular moisture to prevent stress.

WHY YOU’LL LOVE IT

This tree is graceful yet tough! Fall color ranges from yellow to orange to red.

This cultivar is prized for its uniform form.

FUN FACT

Known as “ironwood” or “musclewood” for its strong, sinewy trunk.

Early Americans used its extremely hard wood for tool handles and bowls.

ECOLOGICAL VALUE

Seeds feed songbirds and small mammals, while dense foliage provides nesting habitat.

Supports the caterpillars of several native butterfly and moth species, playing a key role in the food web for birds and beneficial insects.

‘BRANDYWINE’ RED MAPLE

Acer rubrum

At a Glance

- **Tree Type:** Deciduous
- **Size at Maturity:** 25–35’ tall × 15–25’ wide
- **Canopy Style:** Upright, oval
- **Sun Requirements:** Full sun to part shade
- **Water Needs:** Medium; adaptable
- **Growth Rate:** Moderate
- **Wildlife Attractant:** Yes—birds, pollinators
- **Native to NC:** Yes—cultivar of native maple
- **Ideal Use:** Shade, compact sites, fall color

TREE CARE TIPS

- **Water routinely (1-2x/week) and deeply** during the first 1-2 years to encourage root growth.
- **Maintain a 2-3" layer of mulch** to stabilize soil temperature, conserve moisture, and reduce weeds. *Leave the trunk’s root flare visible!*
- Avoid soil compaction or construction near roots.
- **Prune during winter dormancy** to remove dead, damaged, or crossing branches and maintain structure. Avoid warm-season pruning. *Never top!*

WHY YOU’LL LOVE IT

This red maple cultivar was bred for knockout fall color—deep purple-red that lasts longer than most.

Plus, it’s seedless, so you won’t be raking up samaras (“helicopters”)!

WHERE TO PLANT

Plant your Brandywine Red Maple in full sun with well-drained soil—front or back yards, wide roadside strips, or open lawn areas are ideal.

Avoid power lines and hardscapes; give it space to grow up to 50' tall with a broad, oval canopy.

ECOLOGICAL VALUE

Red maples are pollinator powerhouses, great for urban ecosystems. Their early blooms provide nectar before most trees flower. The ‘Brandywine’ variety is largely seedless, so it provides less fruit for wildlife than seed-bearing maples, but it still supports biodiversity and provides year-round habitat.

FUN FACT

In 1994, the Brandywine was developed by the U.S. National Arboretum for brilliant, reliable fall color and strong landscape performance.

‘BRACKEN'S BROWN BEAUTY’ MAGNOLIA

Magnolia grandiflora

At a Glance

- **Tree Type:** Evergreen
- **Size at Maturity:** 30–50’ tall × 15–25’ wide
- **Canopy Style:** Pyramidal, dense
- **Sun Requirements:** Full sun to part shade
- **Water Needs:** Medium; prefers moist, well-drained soils
- **Growth Rate:** Moderate
- **Wildlife Attractant:** Yes—birds, pollinators
- **Native to NC:** Yes
- **Ideal Use:** Evergreen screening, accent tree, year-round interest

WHY YOU’LL LOVE IT

A cultivar of the Southern magnolia, Bracken’s Brown Beauty keeps its form tidy in a neat, pyramidal shape.

You’ll positively swoon over the leaves with their glossy green tops and velvety brown undersides, and oh, those creamy, fragrant summer blooms!

FUN FACT

Magnolias are ancient—fossils date back 95 million years, before bees existed. They were (and still are!) pollinated by beetles!

WHERE TO PLANT

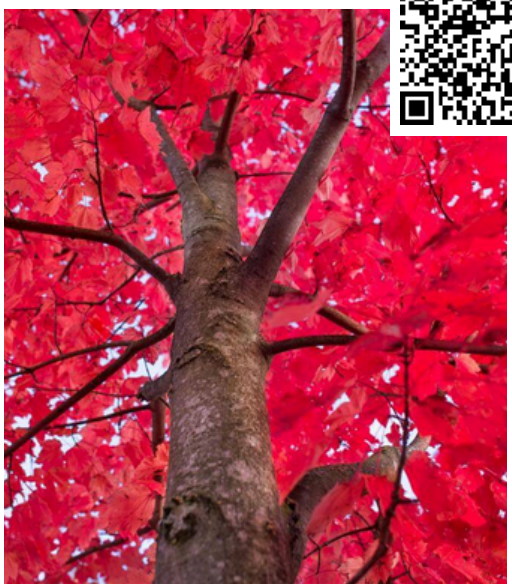
Perfect for smaller yards or urban lots where a full-size magnolia would be too large. Great for use as an evergreen screen! Protect from prolonged soggy soil; once established, it tolerates heat and brief dry spells.

ECOLOGICAL VALUE

Showy summer blooms supply nectar and pollen for native pollinators. Produces red seeds relished by songbirds and small mammals. The dense, evergreen canopy offers year-round cover and nesting sites.

TREE CARE TIPS

- **Water routinely (1–2x/week) and deeply** during the first 1–2 years to encourage root growth.
- **Maintain a 2–3" layer of mulch** to stabilize soil temperature, conserve moisture, and reduce weeds. Leave the trunk’s root flare visible!
- **Avoid soil compaction** or construction near roots.
- **Prune only lightly in late winter if needed**—magnolias dislike heavy cuts.



‘OCTOBER GLORY’ RED MAPLE

Acer rubrum

At a Glance

- **Tree Type:** Deciduous
- **Size at Maturity:** 40–50’ tall × 25–35’ wide
- **Canopy Style:** Broadly oval
- **Sun Requirements:** Full sun
- **Water Needs:** Medium; adaptable
- **Growth Rate:** Fast
- **Wildlife Attractant:** Yes—pollinators, birds
- **Native to NC:** Yes—red maple cultivar
- **Ideal Use:** Shade, ornamental, lawns

TREE CARE TIPS

- **Water routinely (1-2x/week) and deeply** during the first 1-2 years to encourage root growth.
- **Maintain a 2-3" layer of mulch** to stabilize soil temperature, conserve moisture, and reduce weeds. *Leave the trunk’s root flare visible to avoid rot!*
- Avoid soil compaction or construction near roots.
- **Prune during winter dormancy** to remove dead, damaged, or crossing branches and maintain structure. Avoid warm-season pruning. *Never top!*

FUN FACT

True to its name, October Glory’s fall color is considered one of the best among maples in the South!

WHY YOU’LL LOVE IT

Famous for its spectacular crimson foliage that lingers into late fall—when most trees are bare, October Glory is just hitting its stride.

ECOLOGICAL VALUE

Red maples are pollinator powerhouses, great for urban ecosystems. Their very early blooms provide nectar before most trees flower. Unlike the ‘Brandywine’ variety of maple, ‘October Glory’ typically sets showy red samaras, adding spring food for birds and small mammals.

WHERE TO PLANT

This tree needs room to shine and space for the roots and canopy to spread! *Avoid cramped areas near sidewalks, driveways, or overhead wires.*

Plant in open, sunny spots with good air circulation.

HERITAGE® RIVER BIRCH

Betula nigra

At a Glance

- **Tree Type:** Deciduous
- **Size at Maturity:** 40–50’ tall × 30–40’ wide
- **Canopy Style:** Oval, spreading; often multi-trunked
- **Sun Requirements:** Full sun to part shade
- **Water Needs:** Medium to high; prefers moist soils
- **Growth Rate:** Fast
- **Wildlife Attractant:** Yes—birds, butterflies, moths
- **Native to NC:** Yes—river birch cultivar
- **Ideal Use:** Rain gardens, wet yards, shade

TREE CARE TIPS

- **Water routinely (1-2x/week) and deeply** during the first 1-2 years to encourage root growth.
- **Maintain a 2-3" layer of mulch** to stabilize soil temperature, conserve moisture, and reduce weeds. *Leave the trunk’s root flare visible to avoid rot!*
- Avoid soil compaction or construction near roots.
- **Prune during winter dormancy** to remove dead, damaged, or crossing branches and maintain structure. *Avoid warm-season pruning. Never top!*

WHY YOU’LL LOVE IT

With cinnamon-peeling bark and golden fall color, this beauty looks good year-round!

More heat tolerant than many birches, this cultivar is also highly resistant to bronze birch borer.

WHERE TO PLANT

Heritage® river birch—the ‘Cully’ cultivar—is a vigorous native standout, prized for its striking peeling bark and ability to handle Southern heat.

Give this tree room to grow! Heritage® develops into a substantial shade tree with a broad canopy and is often grown with multiple trunks. Avoid planting too close to buildings or other areas where falling twigs may be a nuisance.

ECOLOGICAL VALUE

Seeds feed finches and other small birds, while the foliage supports caterpillars. Its roots help stabilize streambanks, and its canopy and root system help mitigate stormwater.

FUN FACT

River birch bark was once used by Native Americans for canoes and shelters.

BLACK CHERRY

Prunus serotina

At a Glance

- **Tree Type:** Deciduous
- **Size at Maturity:** 50–80’ tall × 30–60’ wide
  Canopy Style: Upright when young, then develops a broad, rounded crown
- **Sun Requirements:** Full sun to part shade
- **Water Needs:** Medium; adaptable once established
- **Growth Rate:** Fast
- **Wildlife Attractant:** Exceptional—birds, pollinators, mammals
- **Native to NC:** Yes
- **Ideal Use:** Wildlife gardens, reforestation projects, large yards,

TREE CARE TIPS

- **Water routinely (1–2x/week) and deeply** during the first 1–2 years to encourage root growth.
- **Maintain a 2–3" layer of mulch** to stabilize soil temperature, conserve moisture, and reduce weeds. Leave the trunk’s root flare visible!
- **Avoid soil compaction** near roots.

FUN FACT

Black cherry supports more caterpillar species than almost any other tree in North Carolina—over 450 species use it as a host plant!

WHY YOU’LL LOVE IT

In spring, black cherry erupts in cascading clusters of fragrant white flowers that attract a wide range of pollinators. By summer, those blooms give way to dark cherries. Its leaves turn yellow-orange in fall, adding seasonal interest.

ECOLOGICAL VALUE

One of the most valuable native trees for wildlife on the east coast! Its flowers provide nectar and pollen for native bees, while its fruit feeds 40+ species of birds. Even more importantly, it serves as a larval host plant for hundreds of species of moths and butterflies, helping support the insects that songbirds rely on to raise their young.

WHERE TO PLANT

Thrives in full sun and adapts to a wide range of soil conditions, including sand and clay.

Best suited for larger spaces where it can reach full size and provide maximum shade and habitat.

‘PRINCETON’ AMERICAN ELM

Ulmus americana ‘Princeton’

At a Glance

- **Tree Type:** Deciduous
- **Size at Maturity:** 60–80’ tall × 30–50’ wide
- **Canopy Style:** Vase-shaped, arching
- **Sun Requirements:** Full sun
- **Water Needs:** Medium
- **Growth Rate:** Fast
- **Wildlife Attractant:** Yes—birds, pollinators, mammals
- **Native to NC:** Yes—disease-resistant cultivar of native elm
- **Ideal Use:** Fast shade, urban areas

TREE CARE TIPS

- **Water routinely (1-2x/week) and deeply** during the first 1-2 years to encourage root growth.
- **Maintain a 2-3" layer of mulch** to stabilize soil temperature, conserve moisture, and reduce weeds. *Leave the trunk’s root flare visible!*
- Avoid soil compaction or construction near roots.
- **Prune during winter dormancy** to remove dead, damaged, or crossing branches and maintain structure. Avoid warm-season pruning. *Never top!*

FUN FACT

Once America’s most popular street tree, the elm lined entire avenues with its graceful canopy.

WHERE TO PLANT

Ideal for large yards, this elm needs ample space to reach its full potential—maturing at 60–80' tall with an equally impressive canopy spread.

WHY YOU’LL LOVE IT

Developed in 1922, the ‘Princeton’ cultivar is prized for its resistance to Dutch elm disease, helping to restore this iconic tree to our landscapes. Fast-growing and adaptable, it tolerates a wide range of urban conditions, from compacted soils to air pollution, while still displaying its iconic form.

Its tall, arching limbs makes every street look like a cathedral and every yard feel like a park.

ECOLOGICAL VALUE

Hosts the caterpillars, supporting butterfly and insect populations at the base of the food web. Its seeds and foliage feed countless birds and small mammals.