

# *Verbena speciosa* 'Imagination' 'Imagination' Verbena<sup>1</sup>

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## Introduction

This verbena is a perennial well suited for Florida landscapes, especially those that receive infrequent irrigation. It won the All American Selections award in 1993. Deep violet-blue or purple flowers borne in clusters at the top of this 12-inch-tall ground cover stand out against the soft, fine-textured foliage. They cover the plant with purple. Stems creep along the ground and root to bind the soil together, helping prevent erosion.

## General Information

**Scientific name:** *Verbena speciosa* Imagination  
**Pronunciation:** ver-BEEN-nuh spee-see-OH-suh  
**Common name(s):** 'Imagination' verbena  
**Family:** *Verbenaceae*  
**Plant type:** perennial; herbaceous; ground cover  
**USDA hardiness zones:** 10 through 11 (Fig. 1)  
**Planting month for zone 10 and 11:** Feb; Mar; Apr; May; Jun; Jul; Aug; Sep; Oct; Nov; Dec  
**Origin:** not native to North America  
**Uses:** mass planting; ground cover; attracts butterflies; cascading down a wall; hanging basket  
**Availability:** generally available in many areas within its hardiness range

## Description

**Height:** 1 to 1.5 feet  
**Spread:** 3 to 5 feet



Figure 1. Shaded area represents potential planting range.

**Plant habit:** spreading  
**Plant density:** moderate  
**Growth rate:** moderate  
**Texture:** fine  
**Foliage**  
**Leaf arrangement:** opposite/subopposite  
**Leaf type:** simple  
**Leaf margin:** lobed  
**Leaf shape:** variable  
**Leaf venation:** pinnate  
**Leaf type and persistence:** semi-evergreen; evergreen  
**Leaf blade length:** less than 2 inches  
**Leaf color:** green  
**Fall color:** no fall color change  
**Fall characteristic:** not applicable

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## Flower

**Flower color:** purple; violet-blue

**Flower characteristic:** flower season is longer in zones 9-11; spring flowering; summer flowering

## Fruit

**Fruit shape:** unknown

**Fruit length:** unknown

**Fruit cover:** unknown

**Fruit color:** unknown

**Fruit characteristic:** inconspicuous and not showy

## Trunk and Branches

**Trunk/bark/branches:** not applicable

**Current year stem/twig color:** green

**Current year stem/twig thickness:** thin

## Culture

**Light requirement:** plant grows in full sun

**Soil tolerances:** acidic; alkaline; sand; loam; clay

**Drought tolerance:** high

**Soil salt tolerances:** unknown

**Plant spacing:** 24 to 36 inches

## Other

**Roots:** not applicable

**Winter interest:** no special winter interest

**Outstanding plant:** plant has outstanding ornamental features and could be planted more

**Invasive potential:** aggressive, spreading plant

**Pest resistance:** long-term health usually not affected by pests

## Use and Management

To establish a solid ground cover, plant about 4 feet apart. Stems creep along the soil and plants will form a complete cover 18 to 24 months after planting. Plant in the full sun for fastest growth and best flowering. Foliage remains dark green with little or no care once plants are established. Occasional fertilizer applications will help keep the foliage green and will promote flowering.

*Verbena tenuisecta* is very similar.

## Pests and Diseases

Few problems should impact this Verbena.