Sunbeckia® Laura Coneflower

Rudbeckia hirta 'Laura'



Sunbeckia Laura Coneflower flowers
Photo courtesy of NetPS Plant Finder

Height: 16 inches

Spread: 14 inches

Spacing: 14 inches

Sunlight: ○

Hardiness Zone: (annual)

Other Names: Gloriosa Daisy, Black Eyed Susan

Group/Class: Sunbeckia Series

Description:

Large, long lasting blooms rise above medium green foliage on this upright-mounded variety; bright, cheerful yellow blooms; a bee friendly addition to containers, beds and garden landscapes; deadhead to encourage new blooms



Sunbeckia Laura Coneflower flowers
Photo courtesy of NetPS Plant Finder

Ornamental Features

Sunbeckia Laura Coneflower has masses of beautiful yellow daisy flowers at the ends of the stems from mid summer to late fall, which are most effective when planted in groupings. The flowers are excellent for cutting. Its serrated pointy leaves remain green in color throughout the season.

Landscape Attributes

Sunbeckia Laura Coneflower is an herbaceous annual with an upright spreading habit of growth. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.

This is a relatively low maintenance plant, and may require the occasional pruning to look its best. It is a good choice for attracting butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. Gardeners should be aware of the following characteristic(s) that may warrant special consideration;

- Self-Seeding

Sunbeckia Laura Coneflower is recommended for the following landscape applications;

- Mass Planting
- Border Edging
- General Garden Use
- Container Planting

Planting & Growing

Sunbeckia Laura Coneflower will grow to be about 14 inches tall at maturity, with a spread of 14 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 14 inches apart. This fast-growing annual will normally live for one full growing season, needing replacement the following year. However, this species tends to self-seed and may thereby endure for years in the garden if allowed.

This plant should only be grown in full sunlight. It is very adaptable to both dry and moist locations, and should do just fine under typical garden conditions. It is considered to be drought-tolerant, and thus makes an ideal choice for a low-water garden or xeriscape application. This plant should not require much in the way of fertilizing once established, although it may appreciate a shot of general-purpose fertilizer from time to time early in the growing season. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This is a selection of a native North American species. It can be propagated by division; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Sunbeckia Laura Coneflower is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. It is often used as a 'filler' in the 'spiller-thriller-filler' container combination, providing a mass of flowers against which the larger thriller plants stand out. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.