Purple Verbena

Verbena rigida

Purple Verbena flowers
Photo courtesy of NetPS Plant Finder

Plant Height: 18 inches

Flower Height: 24 inches

Spread: 3 feet

Sunlight: ○

Hardiness Zone: 7a

Other Names: Rigid Verbena, Slender Vervain, Sandpaper Verbena

Description:

This variety is a vigorous spreader producing volumes of purple flowers with a hint of lavender; very impressive when massed; stems and leaves tend to be rigid and upright; a bright color accent in the garden or containers

Ornamental Features

Purple Verbena is smothered in stunning clusters of fragrant purple flowers with lavender overtones at the ends of the stems from mid spring to mid fall. Its serrated narrow leaves remain green in color throughout the year.

Landscape Attributes

Purple Verbena is a dense herbaceous evergreen perennial with a mounded form. It brings an extremely fine and delicate texture to the garden composition and should be used to full effect.

This plant will require occasional maintenance and upkeep, and should be cut back in late fall in preparation for winter. It is a good choice for attracting butterflies and hummingbirds 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;

- Spreading
- Suckering

Purple Verbena is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Groundcover
- Naturalizing And Woodland Gardens

Planting & Growing

Purple Verbena will grow to be about 18 inches tall at maturity extending to 24 inches tall with the flowers, with a spread of 3 feet. Its foliage tends to remain dense right to the ground, not requiring facer plants in front. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 5 years. As an evegreen perennial, this plant will typically keep its form and foliage year-round.

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 not particular as to soil type or pH. It is somewhat tolerant of urban pollution, and will benefit from being planted in a relatively sheltered location. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This species is not originally from North America. It can be propagated by division.