beechwood gardens
SPECIALTY GARDEN CENTER

Double Gold Coneflower*

Rudbeckia hirta 'Double Gold'



Double Gold Coneflower flowers
Photo courtesy of NetPS Plant Finder

Height: 3 feet

Spread: 18 inches

Spacing: 14 inches

Sunlight: ○

Hardiness Zone: (annual)

Other Names: Gloriosa Daisy, Black Eyed Susan

Ornamental Features

Double Gold Coneflower has masses of beautiful semi-double gold daisy flowers with dark brown eyes 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

Double Gold 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. It has no significant negative characteristics.

Double Gold Coneflower is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Container Planting

Planting & Growing

Double Gold Coneflower will grow to be about 30 inches tall at maturity, with a spread of 18 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.

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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. 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.

Double Gold Coneflower is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. With its upright habit of growth, it is best suited for use as a 'thriller' in the 'spiller-thriller-filler' container combination; plant it near the center of the pot, surrounded by smaller plants and those that spill over the edges. It is even sizeable enough that it can be grown alone in a suitable container. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.

** This is a 'special order' plant - contact store for details*