

# Attracting Butterflies in the Hamptons: Landscape Guide

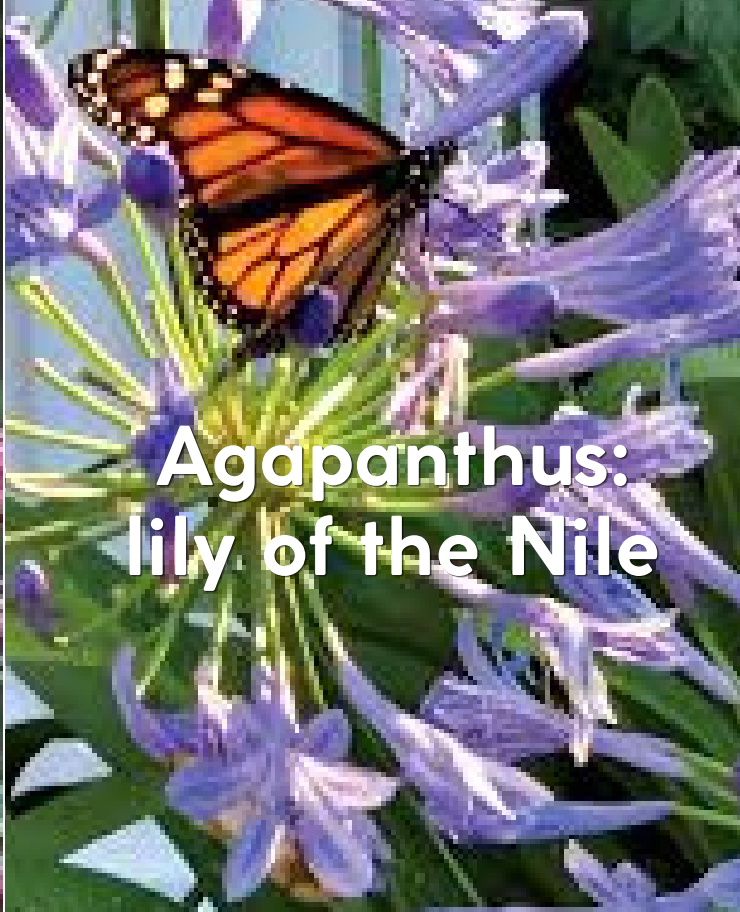


creative design  
LANDSCAPES

*landscape design with lifestyle in mind*



**Swamp  
milkweed**



**Agapanthus:  
lily of the Nile**



**Dill**



**Whorled  
milkweed**



**Cilantro**



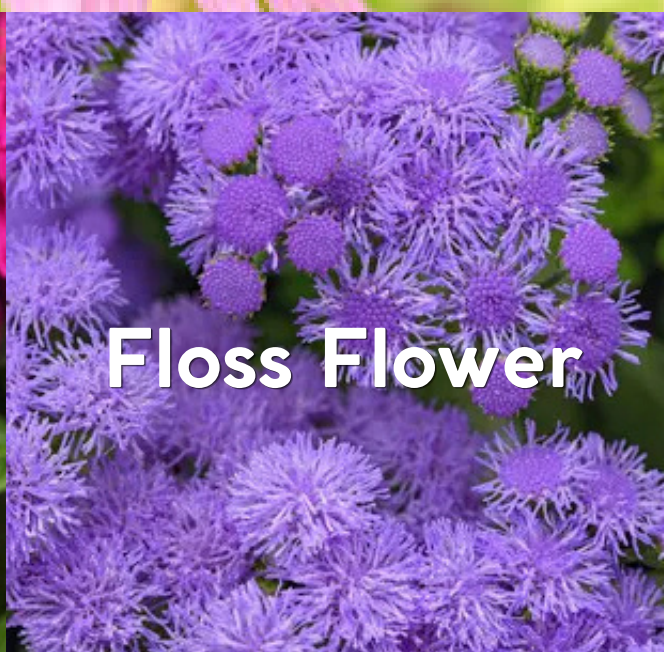
**Coneflower**



**Goldenrod  
(Solidago)**



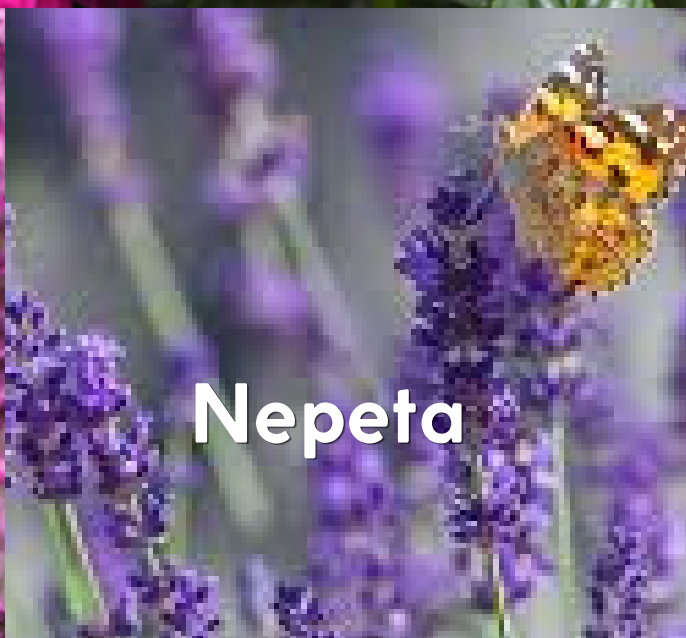
**Bee Balm  
(Monarda)**



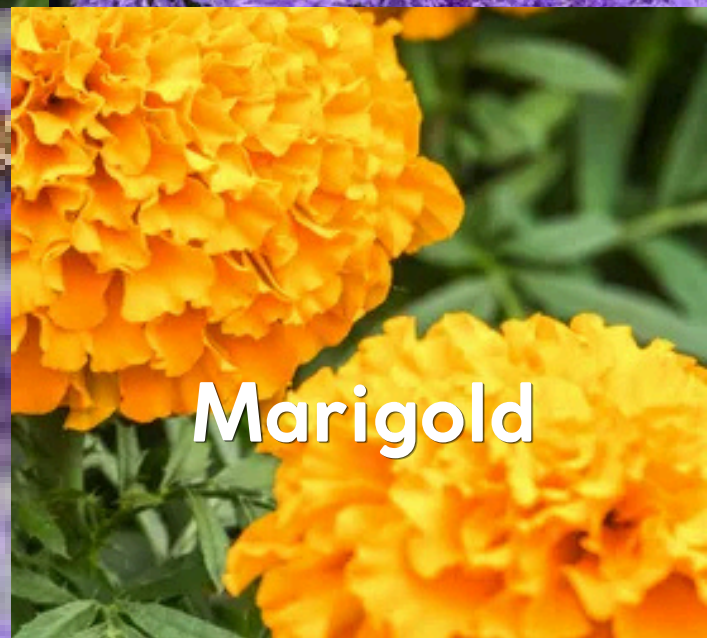
**Floss Flower**



**Salvia**



**Nepeta**



**Marigold**

# POLLINATOR PLANTING



CONEFLOWER • NARROWLEAF SUNFLOWER  
ZINNIA • STRUCTURED BLOOM

BEAUTIFUL. PURPOSEFUL.  
POLLINATOR FRIENDLY.

Thoughtfully designed planting that attracts butterflies, supports pollinators, and brings controlled seasonal color to the landscape without disrupting structure.



ATTRACT  
BUTTERFLIES



SUPPORT  
POLLINATORS



LOW  
MAINTENANCE



SEASONAL  
COLOR

## PLANTING INSPIRATION

Coneflower (*Echinacea*)  
Narrowleaf Sunflower (*Helianthus angustifolius*)  
Zinnia (*Annual*)  
Perennial Salvia (*Salvia nemorosa*)  
Catmint (*Nepeta*)



## WHAT THIS PLANTING DOES

Supports pollinators without losing structure  
Brings controlled color into the landscape  
Creates seasonal activity—bees, butterflies, and birds

## KEY PLANTS

**Coneflower (*Echinacea*)**  
Strong, upright form  
Long bloom season  
Attracts bees and butterflies  
Works cleanly in rows or clusters

**Narrowleaf Sunflower (*Helianthus angustifolius*)**  
Late-season color  
Adds height and vertical interest  
Great for back layers  
Draws heavy pollinator activity

**Zinnia (*Annual*)**  
Fast color impact  
Continuous summer bloom  
Best used in controlled groupings  
Adds flexibility year to year

## DESIGN APPLICATION

**Back Layer:**  
Narrowleaf sunflower  
(height + structure)

**Mid Layer:**  
Coneflower  
(form + repetition)

**Front / Accent:**  
Zinnia  
(seasonal color bursts)

## PLACEMENT STRATEGY

Keep pollinator plants in defined zones  
Avoid scattering throughout the property  
Pair with native grasses or shrubs for structure

## NATIVE PLANTING NOTE

Use pollinator-friendly natives to support long-term performance:  
Switchgrass (structure and movement)  
Little bluestem (seasonal texture)

# Design Without Losing Control

A butterfly-friendly landscape isn't about letting a garden grow wild—it's about designing with intention. In the Hamptons, where properties are defined by structure, restraint, and clean lines, attracting butterflies comes down to plant selection, placement, and seasonal layering that supports pollinators without compromising the overall aesthetic.

## Start with the Right Plant Strategy

Butterflies are drawn to two types of plants: host plants (where they lay eggs and caterpillars feed) and nectar plants (where adults feed). A successful landscape incorporates both—subtly.

In coastal environments like East Hampton and Southampton, plant selection must also account for:

- Sandy, fast-draining soils
- Salt air exposure
- Wind and seasonal fluctuations

The goal is to choose plants that not only attract butterflies but also hold structure and perform reliably in these conditions.

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## Core Plants That Support Butterflies:

- Milkweed (Asclepias)

Essential for monarch butterflies. It functions as a host plant, supporting their entire lifecycle. Best used in controlled groupings or dedicated sections to maintain a refined look.

- Salvia

Long bloom period, strong vertical structure, and highly attractive to pollinators. Works well in repeated patterns to maintain clean lines.

- Echinacea (Coneflower)

Provides consistent summer color and nectar while maintaining a natural but not overgrown appearance.

- Nepeta (Catmint)

Softens edges and introduces movement while still reading as intentional when massed properly.

## Goldenrod (Solidago)

Late-season nectar source that supports butterflies into early fall. Select more compact or cultivated varieties to keep the look structured rather than wild.

## Floss Flower (Ageratum)

Low-growing and long-blooming, adding soft color near the front of beds. Useful for layering without disrupting overall structure.

## Cilantro

Functions as a host plant for swallowtail butterflies. Best integrated subtly within mixed plantings or garden edges.

## Dill

Another key host plant for swallowtails. Its fine texture adds lightness, but placement should be controlled to avoid a scattered appearance.

# Design Without Losing Control

One of the biggest misconceptions is that butterfly gardens need to feel unstructured. In high-end Hamptons landscapes, the opposite is true.

To keep the design refined:

- Contain pollinator planting areas within defined beds or garden rooms
- Use evergreen structure (boxwood, hedging) to frame softer perennials
- Repeat plant groupings rather than mixing too many varieties
- Balance flowering plants with greens and neutrals to avoid visual clutter

This creates a landscape that supports pollinators while still feeling curated and architectural.

### Layer for Continuous Activity

Butterflies need a consistent food source throughout the season. That means planning for successional blooming:

- Late Spring: Early salvia, emerging perennials
- Summer: Echinacea, core nectar plants
- Late Summer–Fall: Extended blooms, grasses for movement

A well-layered planting ensures your landscape stays active—not just visually, but ecologically.

### Placement Matters

Butterflies are drawn to:

- Full sun areas (6+ hours daily)
- Sheltered spaces protected from strong wind
- Areas near water sources or moist soil

Positioning these plantings near patios, walkways, or seating areas allows the landscape to be experienced—not just observed.

### Design With Purpose

A butterfly-attracting landscape should feel like an extension of the property—not a separate feature. When done correctly, it enhances the environment, adds seasonal movement, and creates a more immersive outdoor experience without sacrificing structure or elegance.

If your landscape feels flat or lacks seasonal life, introducing the right plant combinations—placed intentionally—can completely shift how the space performs.

# Butterfly Garden Planters



BEAUTIFUL. PURPOSEFUL.  
POLLINATOR FRIENDLY.

Thoughtfully planted planters that attract butterflies, support pollinators, and bring seasonal beauty to your Hamptons home.



ATTRACT  
BUTTERFLIES



SUPPORT  
POLLINATORS



LOW  
MAINTENANCE



SEASONAL  
BEAUTY

## PLANTING INSPIRATION

Catmint (*Nepeta*)

Salvia (*Perennial*)

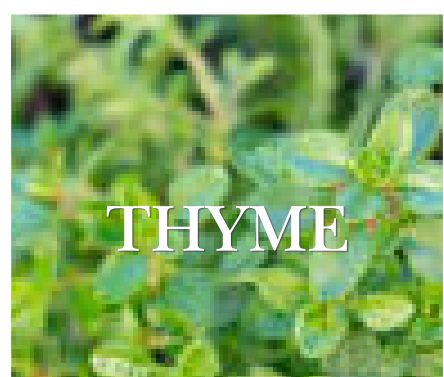
Creeping Phlox (*Phlox subulata*)

Lavender (*Lavandula*)

Alyssum (*Lobularia maritima*)

# POLLINATOR PLANTER COMPOSITION

MILKWEED · SALVIA · STRUCTURED GREENS



CONTROLLED STRUCTURE. PURPOSEFUL PLANTING

- Attracts butterflies (especially monarchs)
- Supports pollinators in a controlled, structured way
- Adds seasonal color without visual clutter
- Maintains a refined aesthetic