

## Garden Project Proposal

Thank you for considering *Jon Carloftis™ Fine Gardens* for your home or business. I have designed and installed beautiful and functional gardens for more than 25 years across the United States. My company provides a full spectrum of services including design, installation, maintenance and seasonal enhancement, to public relations assistance to ensure “they will come, once it’s built.” All personnel introduced to your project (employees of *Jon Carloftis™ Fine Gardens* and subcontractors) have been hand-selected by me. My team will work together to exceed your expectations.

I will follow a five (5) step process to ensure your beautiful garden is installed according to your brief, as well as discuss with you a maintenance program to ensure your garden stays healthy and beautiful in the years to follow:

### **I - Initial Visit & Consultation:**

The consultation conducted during my initial visit provides me with an opportunity to meet with you on site and get a feel for your needs, tastes and choice of style – not forgetting the input of other members of an established decision party (i.e.: Board members, business or other partners, etc.)

The consultation is structured with the use of a client checklist to ensure a thorough brief. During this consultation, I will illustrate different styles and themes with pictures of characteristic gardens from my portfolio of work. To further help you visualize what can be achieved, a stroll around the garden or site in question with you also helps to establish how the garden is used, what plants and features need to be preserved, client aspirations, etc.

It’s important for me as well to get a brief tour of the interiors of adjacent structures, for the gardens should be a reflection of current or proposed interior designs. Should a visit to an established garden help in defining your style or needs for your site, I will make every effort to arrange the visit.

This consultation concludes with a quotation for the design. So as not to hinder progress, future discussions may be conducted by conference call and electronic transfer of important documents.

## **II - Site Survey & Design Requirements Report:**

My designee or I will conduct a comprehensive site survey, measuring the proportions of the garden and significant structures, taking photographs and collecting soil samples, if necessary.

The Design Requirements Report documents my understanding of the characteristics of the potential site as well as the details from the brief specific to your particular project.

The information contained within this report outlines prerequisites and considerations that the subsequent designs (basic and detail) must address. Your input is invaluable at this stage, so the report is intended to promote discussion between you and I. The Design Requirements Report will include a site inventory and analysis.

At this stage, neither you nor I are committed to continue with the proposed project. If, having reviewed the Design Requirements Report, you wish to commission a design from *Jon Carloftis™ Fine Gardens*, you will be asked to sign and return The Design Requirement Report, along with a check for the design fee.

## **III – Basic Design Proposal:**

The Basic Design Proposal provides you with the basic layout for the garden, showing the dimensions and locations of all main features, both soft and hard landscaping materials. Plant schemes, as well shrubs and trees considered for your project may be discussed in general at this time, while field layer plant specifics will be detailed in a subsequent Detail Design Proposal . The Basic Design Proposal enables you to highlight any aspects of the design about which you have queries or objections. This, in turn, helps me by ensuring that I do not spend unnecessarily time and effort producing detailed research and documentation regarding parts of the design that, ultimately, you may not like.

Sometimes, if certain site characteristics make it difficult to exactly meet your brief, I may decide to provide more than one potential design so that you can make an informed decision. This service is provided at no extra cost. It does, however, require considerable additional effort on my part and is, therefore, provided only when I feel it is necessary.

#### **IV – Detail Design Proposal:**

The Detail Design Proposal provides detailed information about the design you have selected for implementation at your site. In addition to the overhead plan and perspective diagrams provided in the Basic Design Proposal, this document includes:

- a detailed, scale plan of the proposed garden including the selection of all hard landscaping materials (construction materials such as plant containers, brick, gravel, stone, glass, concrete, etc), soft landscaping materials (field layer plants including grasses and herbaceous plants, shrubs, and trees), soil and soil amendments, structural plantings, laying patterns for all paving, and dimensions of any three-dimensional structures;
- any and all specific measurements needed by my staff in order to implement hard and soft landscaping materials according to plan. Ordinarily I select and place all soft landscape materials;
- a proposed work schedule for my staff as it pertains to your project, included proposed begin and end dates;
- planting schema details including plant names, numbers, seasonal interest, ultimate height and spread;
- an estimated budget for hard and soft landscaping materials. This covers only those items used in the construction of the garden; and
- an estimated budget to cover labor, delivery of materials, water system, lighting system, furniture accessories and any necessary equipment rental will also be accounted for at this time.

The Detail Design Proposal constitutes the final stage in the design process. Prior to garden installation, a down payment of 75% of the total estimated budget is due. The final cost of this project will not exceed 110% of the total estimated budget. The remaining balance (final cost minus the down payment) will be due one week after completion of the project.



## **V – Installation:**

Unless notified, installation will begin on the begin date specified in the Detail Design Proposal. Rare vendor delays and conflicting installation schedules, as well inclement weather may result in some delay in installing your new garden. I will keep you and/or your designee apprised of installation delays that will jeopardize completion of your project more than one week.

Poor access to the site can often times make the installation of your garden difficult. We want to avoid this event from taking place. Therefore I hope to resolve all logistics issues (i.e. lift access whether by crane or elevator, delivery locations, parking, security access, water access, and proposed project hours of operations) in advance of getting started.

## **Maintenance / Seasonal Plantings:**

Your new garden will change significantly over the first three years. In year one (1), the plants in your garden will establish their root system. In year two (2), plants will grow tall with extensive top growth. And in year three (3) your garden will experience its most significant overall growth period. In each growth period, your garden will require different attention with respect to watering, pruning, soil amendment, and insect / disease control. It is very important that the individual held responsible for the maintenance of your garden have the appropriate years of related experience to protect your investment.

I do recommend that an employee of my company lead the maintenance of your garden for at least the first two (2) years. Should you wish to eventually appoint someone from your staff to assume later responsibility, we will make every effort to educate your designee for a seamless transition.

The plants installed in your garden will consist of both perennials and annuals. The majority of your annuals will be planted in the spring, others throughout the year to change the mode of your garden or to reflect the given season or holiday. All annuals will be removed with year's end. Given the size of your garden, your garden may be maintained on a weekly or bi-monthly basis. During each visit, the health of your garden will be evaluated, and corrections made if necessary. Your garden will be pruned

and cleaned of any and all debris. All water and lighting systems will be tested for efficient use.

I look forward to working with you.

Sincerely,

A handwritten signature in black ink on a light gray background. The signature reads "Jon Carloftis" in a cursive, flowing script. The first name "Jon" is written with a large, looped initial "J". The last name "Carloftis" is written with a prominent "C" and a long, sweeping underline that extends to the right.

Jon Carloftis

Jon Carloftis™ *Fine Gardens*