HERITAGE
FARM & GARDEN

Purpureum Elegans Rhododendron

Rhododendron catawbiense 'Purpureum Elegans'



Purpureum Elegans Rhododendron flowers
Photo courtesy of NetPS Plant Finder

Height: 8 feet

Spread: 7 feet

Sunlight:

Hardiness Zone: 4b

Other Names: Catawba Rhododendron

Description:

Captivating large purple blooms with burgundy blotches adorn this stately variety in mid spring; an accent or border shrub that will definitely stand out; absolutely must have well-drained, highly acidic and organic soil



Purpureum Elegans Rhododendron in bloom
Photo courtesy of NetPS Plant Finder

Ornamental Features

Purpureum Elegans Rhododendron is covered in stunning clusters of lightly-scented purple trumpet-shaped flowers with a burgundy blotch at the ends of the branches in mid spring. It has dark green evergreen foliage. The glossy narrow leaves remain dark green throughout the winter.

Landscape Attributes

Purpureum Elegans Rhododendron is an open multi-stemmed evergreen shrub with an upright spreading habit of growth. Its relatively coarse texture can be used to stand it apart from other landscape plants with finer foliage.

This is a relatively low maintenance shrub, and should only be pruned after flowering to avoid removing any of the current season's flowers. It has no significant negative characteristics.

Purpureum Elegans Rhododendron is recommended for the following landscape applications;

- Accent
- Mass Planting
- General Garden Use

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Planting & Growing

Purpureum Elegans Rhododendron will grow to be about 8 feet tall at maturity, with a spread of 7 feet. It tends to be a little leggy, with a typical clearance of 1 foot from the ground, and is suitable for planting under power lines. It grows at a slow rate, and under ideal conditions can be expected to live for 40 years or more.

This shrub does best in full sun to partial shade. You may want to keep it away from hot, dry locations that receive direct afternoon sun or which get reflected sunlight, such as against the south side of a white wall. It requires an evenly moist well-drained soil for optimal growth, but will die in standing water. It is very fussy about its soil conditions and must have rich, acidic soils to ensure success, and is subject to chlorosis (yellowing) of the foliage in alkaline soils. 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 is a selection of a native North American species.