

REAL

Exclusive

James M. Towery

**The Art & Science of
Design with Nature**



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James M. Towery

The Art & Science of DESIGN with NATURE

Growing up in Michigan, outside Detroit, James “Jim” Towery’s life was like so many others in The Motor City. His father worked in the automotive industry and mother in the local church. Jim could have followed his father’s footsteps, but a summer stint with a local gardener changed his trajectory. It was the love of the outdoors that set Jim’s future course, and led him to enroll at Michigan State University. Jim shares, “I’ve had an artistic flair and love of the outdoors since childhood. Early on I dreamed of designing beautiful outdoor gardens.”

Prior to attending Michigan State University, Jim did work at Ford Motor Company, but a career at the Big Three was not his goal. Graduating in 1976 with a Bachelor of Landscape Architecture, Jim set his sights on his passion, the outdoors, but the Michigan winters were not in his plans. Florida had the year-round tropical environment that suited Jim and his future career. Landing in West Palm Beach, Jim began his landscape career.

Establishing himself as a landscape architect, Jim’s career blossomed and he established Coastal Garden Landscape Services in 1987 as a full service landscape architectural design/build firm, specializing in luxury estate garden design. Jim credits his parents for setting his moral compass, actively reflected in the business.

By Lalaena Gonzalez-Figueroa
Photography by Giovanni Lunardi
Layout by Christian Lunardi





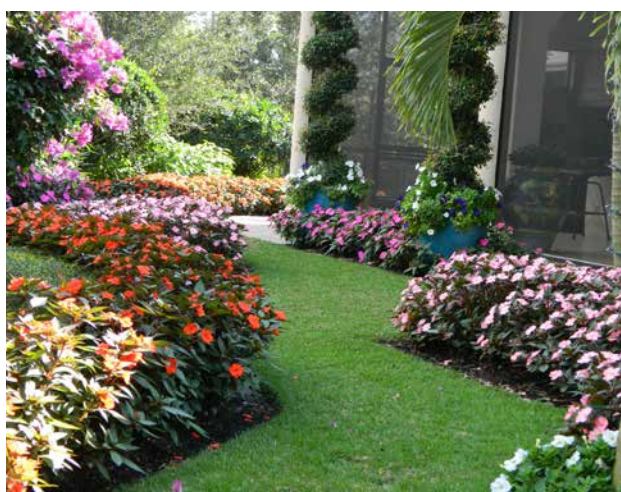
“My father taught me the value of never burning a bridge, no matter how difficult the situation, while my mother instilled my ‘Do what you say you are going to do and follow through.’”

As one would expect, Coastal Gardens brings a level of creativity and technical skills few other landscape architectural firms can match. Jim is a registered landscape architect (RLA #617), certified landscape contractor (State of FL #10) and certified professional horticulturalist (State of FL #6658).

Outside of certifications, Jim has an extensive knowledge of conceptual color renderings, site evaluation, field design, construction supervision, scheduling and plant material selection; all essential for a successful design/build project. Jim was instrumental in the design of numerous

golf course communities, resorts, commercial projects and residential estates throughout Florida, the Caribbean, Costa Rica, and Belize to its credit.

In 2006 Jim found himself and Coastal Gardens heading to the west coast of Florida, settling into Ft. Myers to



perform design/build work on Sanibel and Captiva Islands. A trip a few years later to Sarasota changed everything. He

fell in love with the area and relocated here in 2012. Soon thereafter he “Met the girl of my dreams”, now wife and partner, Becca Towery. Becca was a welcome addition to the Coastal Gardens team, stepping in to oversee finance, marketing and operations, enabling Jim to spend more time with his passion of hands-on landscape architecture.

Why did Jim choose to establish Coastal Gardens as a design/build firm? He explains, “The design/build approach offers many advantages; quality control, cost efficiency and cost control. The relationship between designer and builder or client is well coordinated, allowing a smooth transition from the two-dimensional plan to three-dimensional reality.” He adds,

“One individual is responsible for an entire project, closely monitoring time schedules to meet deadlines and control



costs. Our design/build expertise assures practical results and eliminates last-minute surprises. Individual services combine into one system in the design/build network, and budgets are easily determined during any stage of project development.”

What does Jim do to keep his creative spark bright? He’s an avid tennis player, enjoys cycling and weight training. Jim also believes in giving back to the community and is involved with Big Brothers Big Sisters, Boys and Girls Club and the American Cancer Society.

In closing I ask Jim what sets him apart in a very competitive industry. Getting a serious look on his face he answers, “What sets me apart? I stay with the landscape project from start to finish. At the end of the day it’s my name the client remembers.”

Coastal Gardens Landscape Services

takes pride in knowing they will deliver each client a unique landscape that fits their outdoor dreams and desires. Combining solid design and proper materials the Coastal Gardens team provides outdoor landscapes that are not static, but change with the seasons. Coastal Gardens’ blends the Art & Science of Design with Nature creating that special outdoor paradise.

Coastal Gardens Design/Build Services:

- *Conceptual Design*
- *Planting Plan Design/Installation*
- *Hardscape Design/Installation*
- *Landscape Lighting Design/Installation*
- *Irrigation Design/Installation*
- *Landscape Consultation*
- *Landscape Contracting*
- *Natural Preservation/Management*
- *Project Management*

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