



# Where's Water?

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## Grady Pridgen, Inc.

Not Just Another Pretty Place



(727) 525.1474  
[www.gradypridgen.com](http://www.gradypridgen.com)

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## A Better Way of Life

Grady Pridgen communities are designed for a better way of life where environmental stewardship creates a great place to live, work and enjoy and where state of the art technology is used to conserve resources, reduce costs and protect the environment—inside and out.



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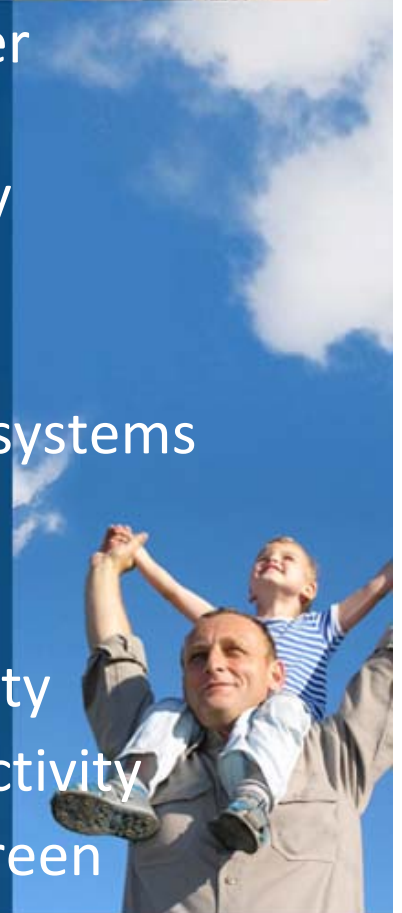
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# Grady Pridgen, Inc. Green Living



- Green Roofs
- Pervious concrete
- Grey water capture and recycling
- Rain garden
- Aerators for faucets and showers, Low flow toilets (best available technology)—350 residential units saving 2M gal/yr
- Native landscaping
- Biotechnology water treatment
- Photovoltaic energy production
- Solar street lighting
- Solar chilled water systems
- Solar hot water
- No VOC paints
- Walkable Community
- Mass transit connectivity
- Green processes, green products



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# Understanding Water Availability



- Do our residents understand the connection between water use and (environmental) quality of life?
- Do we understand impact of sea level rise on fresh water sources?
- Have we left enough water for Ag? When gas is \$10 gal, we're still going to want to eat!



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# Understanding Needs

(Ag, Public, Industry, Environment)



- Can we calculate what water we'll have then work backward on allocation?
- What do we have that we can make better use of? Stormwater, reuse
- Industry must be even more efficient
- Environment: we must protect the quality of life—it's what we sell
- Public: Education and Enforcement
- Business: Incentives & Credits
- Training for government staff



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# Policies and Programs That Work



- Acceptance that new approaches work
- Multiple benefit technology should be supported (Green Roofs)
- Planning, zoning and regulation
  - Inefficient land planning creates expensive and inefficient distribution
- Alternative sources for: irrigation, fire protection, toilets, industrial uses



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# Policies and Programs That Work



- Economics
  - Increase costs for super-users
  - Incentives and credits (Pervious pavement, low/no-flow devices, improved/enhanced design for treatment, gray water capture and treatment)



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# Rain Gardens



- Receives rainfall overflow
- Provides treatment and garden amenity
- Public Benefit: Improved, more natural water management
- Environmental Benefit: Water held on site
- Developer Benefit: Reduces necessary retention area.
- Resident benefit: Onsite Garden Amenity



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# Pervious Concrete

- Environmental Benefit: Better recharge, improved water quality
- Public Benefit: Reduced runoff, better flood management
- Developer Benefits: Credit=80% pervious.
- Reduces retention pond size
- Increases developable land
- Reduces stormwater infrastructure



Rinker Industries has a contractor certification program to ensure proper application



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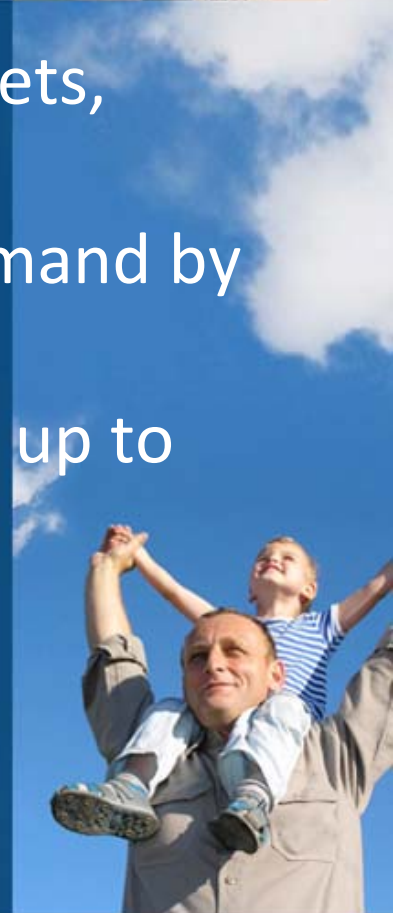
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# Grey Water Collection and Recycling



- Water can be used for chillers, irrigation, toilets, water features and other non-potable uses.
- Public benefit: Can reduce potable water demand by up to 75%
- Public benefit: Can reduce sewer demand by up to 75%
- Resident benefit: Reduces utility costs
- Developer benefit: Reduces utility costs



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# This Just Proves That...

## Even a Developer...Can Be A Tree Hugger



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