

# DESIGN IS GOOD BUSINESS

*It doesn't just add value; it multiplies it.*



## Design is Good Business

*Your building can do much more than keep the rain off your business; it can advance your business plan. To capture the full value of your capital program, you will do well to engage your architect in a discussion of your business goals, with your business leaders.*

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## ***Water and Value: Save and Celebrate***

Water is one of the most precious resources we have. In California, it is likely to continue to grow more precious, more scarce, and, consequently, more highly regulated and more expensive. Financially and environmentally, it is wise to be frugal with it. At the same time, the sight and sound of water are delights worth reveling in. Thoughtful architecture can do both: save and celebrate the source of life.

### **Water Resources Center, Watsonville WRNS Studio**

This project supports a joint effort of the City of Watsonville and the Pajaro Valley Water Management Agency to provide recycled water to farmers throughout the South Santa Cruz and North Monterey counties. It is a functional, educational and visual extension of the water recycling plant it supports, which recharges the Pajaro Valley's aquifer with 4,000 acre-feet of water annually, making its agricultural economy more sustainable, while significantly reducing wastewater discharges into the Monterey Bay National Marine Sanctuary.

## ***Library***

- [Savings by Design](#)
- [The Business Case for Green Building](#)
- [Green Schools Investment Guide](#)
- [The Technical Feasibility of Zero Net Energy Buildings in California](#)
- [The Dollars and Sense of Green Retrofits](#)

The new building consolidates different city and county water departments into a workspace that supports collaboration on issues of water management, conservation, and quality. The facility includes offices, a water quality lab, educational space, and a design that puts the story of water in California on display. The building, its systems and its landscape serve to educate the public through exhibition and guided tours; an educational resource for local middle and high school students, it also serves as a meeting place for city and county agencies and the broader community.



Every aspect of the campus, from site development and landscaping to building materials, emphasizes water as a finite, invaluable resource. Water flows through radiant tubes in the floors to provide the occupied spaces with heating and cooling. Rainwater flows from eaves, down rain chains, and into swales, where it is carried to retention basins, detained, and treated prior to infiltrating the groundwater system. Native and drought tolerant plantings are watered only when recycled water is available and recycled water flows through a courtyard water feature, linking the audible sound of water to its availability 10 months out of the year. Along with the use of low-flow plumbing fixtures, these water conservation strategies helped reduce potable water consumption by 50%; helped achieve energy efficiency targets that exceed ASHRAE 90.1 standards by 76%; and reduced the need for energy-intensive water transport, lowering the building's overall carbon footprint. The structural engineer identified ways to construct the building with fewer materials. Reducing the amount of wood by 50% compared to a conventional structural solution saved on the water and energy required to produce that wood.



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