



Press Release:

Thursday, May 22nd, 2014

Issued by: Wisconsin Environmental Initiative (WEI)

Contact: John Imes (608) 280-0360 or jimes@weigogreener.org

First Ever Mixed-Use Building to Achieve “Clean Clear Waters” Designation

MADISON – Treysta on the Water is the first ever mixed-use development to enroll in the bold, “Clean Clear Waters Challenge”.

CCW strives to bring awareness to the important role builders and developers play in improving Wisconsin’s lakes by implementing best practices in erosion control, landscape conservation and storm water management.

Treysta on the Water, which is a new residential and commercial mixed-use development, will greatly exceed the requirements of Clean Clear Waters certification. Among the landscape conservation and storm water management strategies selected for the project include:

- Protect on-site storm sewer inlets with straw bales, silt fencing or equivalent measures,
- Permeable materials such as brick pavers, flagstones, porous paving or limestone fines for 40% of all walkways, patios and driveways,
- Native landscape planting (min. 60% of nonpaved areas),
- Provide infiltration system for rooftop run off (e.g. rain gardens, drain tile, bioswales, ponds, etc.)
- Provide on-site supervision and coordination during site clearing, grading, trenching, paving and installation of utilities to ensure that green building measures are implemented.

Developers who prevent run-off from construction sites are able to avoid potential soil erosion and harmful contaminants that negatively impact our waterways.

“Madison area lakes are a vital asset to our region's livelihood,” said WEI Executive Director John Imes. “By educating builders and developers about the easy steps that can be taken to avoid harmful effects during the construction process, we can help improve the quality of our lakes.”

In order to complete the Clean Clear Waters Challenge, builders must earn a minimum point total using the Clean Clear Waters Checklist, a stewardship tool with over 40 strategies that aim to reduce harmful impacts to waterways.

Builders must also comply with the erosion control plan that is required in order to obtain building permits by the local municipality.

Imes will speak at the groundbreaking event about the CCW certification program and how Treysta on the Lake has benefitted the environment through its certification.

Monona Mayor Bob Miller and Treysta on the Water developer Robin Pharo will also be speaking about the new mixed-use development.

The “Clean Clear Waters” designation is independently *certified* by the Green Built Home™ program.

Green Built Home™ is a national award-winning green building certification program developed in 1999 through a partnership between the Wisconsin Environmental Initiative (WEI) and the Madison Area Builders Association (MABA).

Since the program’s inception, WEI has certified over 10,000 homes and recently, the Wisconsin Housing and Economic Development Authority (WHEDA) added Green Built Home certification as a requirement for Low Income Housing Tax Credit projects statewide.

For more information about WEI’s initiatives, please visit www.weigogreener.org.

WHAT: Groundbreaking of Treysta on the Water, the first mixed-use development to achieve “Clean Clear Waters” certification.

WHEN: 3:00 p.m., Thursday, May 22, 2014

WHERE: 400 Block of West Broadway, adjacent to Lottes Park on Lake Monona (site of Treysta on the Water)