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FOR IMMEDIATE RELEASE

**Sebastopol's New Environmentally Friendly Townhomes Set New Standards for Water Conservation**  
*Water Preservation as a Way of Life*

**Sebastopol (CA) 14 AUGUST 2007** With historically low water supply levels prompting the Sonoma County Water Agency to mandate water conservation this summer, IBIS Builds, the developers of the new Florence Lofts in Sebastopol, has taken residential water management and preservation to a new level. The 12 recently constructed lofts are the most advanced, state-of-the-art, green live/work spaces in Northern California that go beyond the 15 percent water reduction standards mandated by the agency.

With impending water shortages and sustainability in mind, a water conservation system is at the core of the Florence Lofts. This cutting edge community employs the first gray water recycling system approved for large scale use in Sonoma County and will provide an estimated savings of 900 gallons per week. Recycled water from bathing, washing and laundry provides 100 percent of landscape irrigation, reducing utility water demands, sewer demands, and pollution.

The handling of storm water runoff ensures that rainwater from the site, cleansed through a bioremediation system, reduces pollutants in streams and rivers.

Permeable paved surfaces return rainwater directly to the soil to recharge the natural water table instead of adding to Sebastopol's storm drain load.

Steven Sheldon, IBIS Builds founding partner and architect, designed the gray water recycling system to address the looming environmental concerns of climate change

and resulting water shortages.

Developing a sustainable water system is essential to protecting this critical and finite resource, particularly with expected population growth and the predicted increase in droughts, says Sheldon.

With an understanding of water conservation and over 30 years of green building experience, Sheldon will guide tours of Florence Lofts to showcase their sustainable features to builders and all other interested parties.

To schedule an architect tour led by Steven Sheldon, please visit [www.ibisbuilds.com](http://www.ibisbuilds.com).

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### **About IBIS Builds**

IBIS Builds stands for Intelligent Building = Integrated + Sustainable, which goes beyond a name. The company philosophy is to develop building projects that conserve and create energy, minimize the use of our precious natural resources, and reduce the need for maintenance over the lifetime of a building.

Founded by partners Joe Marshall, Steven Sheldon, and Robert Nissenbaum, IBIS is a merger of business skills and sustainable philosophies. They have been immersed in the ideas and practical implications of sustainability most of their lives and IBIS is the realization of their common goals. Joe Marshall and Robert Nissenbaum come from the organic foods industry, Joe as a financial consultant and Robert as a founder of Imagine Foods, one of the world's largest organic food companies. Steven Sheldon is an architect, general building contractor and developer working in Sonoma County for the last 30 years. Together, they continually explore and evolve environmentally sound building strategies, utilizing cutting edge sustainable materials to minimize the negative impact on local communities and the environment.