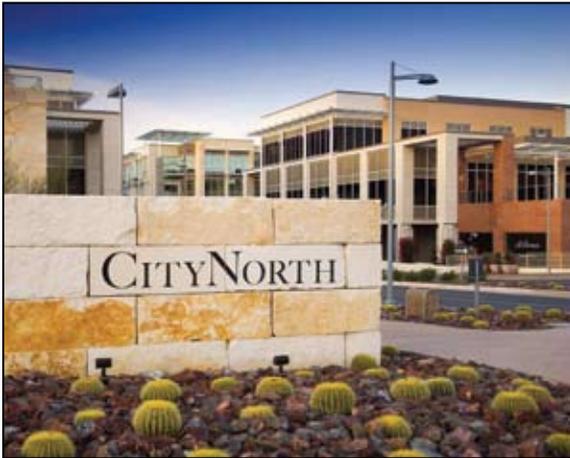


CityCenter of CityNorth®, Phoenix, Ariz.

**LANDSCAPE ARCHITECT:**

LVA Urban Design Studio LLC

IRRIGATION DESIGN:

Coates Irrigation Design

LANDSCAPE CONTRACTOR:

AAA Landscape

GENERAL CONTRACTOR:

Hensel Phelps Construction

COMPLETION DATE:

November 2008 (Phase One Opening)

RAIN BIRD SALESPERSON:

Rick Davis

RAIN BIRD PRODUCTS:

- IQ™ Central Control
- ESP-LX Modular Controller
- PESB and PEB Valves
- 1804-PRS Sprays
- Dripline
- Flow sensors

PROJECT OVERVIEW:

A pioneer in sustainable design, CityNorth® is a 144-acre, mixed-use urban development situated in the heart of Phoenix's Desert Ridge community. From the project's inception, the development team sought to ensure that environmental responsibility was engineered into all facets of the site, including landscape and irrigation components. Phase One, comprising approximately 20 acres, opened in November 2008 representing the initiation of this commitment to sustainability through the water conservation measures listed below.

CHALLENGE:

Water needs for CityNorth vary due to seasonal conditions. During the hottest summer months, peak water demands may reach up to 12,000 gallons per day—equivalent to the amount of water used to fill an average-size swimming pool. In order to meet those demands responsibly, the site employs a state-of-the-art water harvesting system that collects water discharged by cooling towers. CityNorth's irrigation technology needed to deliver the flexibility, efficiency and durability necessary to make the most of a limited reclaimed water supply.

SOLUTION:

A Rain Bird® IQ™ Central Control automatically monitors CityNorth's irrigation system, maintaining peak water efficiency even in periods of high heat or during occasional rainstorms. A Rain Bird drip irrigation system offers pin-point watering of every individual plant on-site, eliminating waste. Water-smart Rain Bird components, such as valves and flow sensors, enable the site to take full advantage of reclaimed water.

COST AND WATER SAVINGS:

Reclaimed water-ready components and efficient water management tools such as IQ Central Control allow CityNorth's state-of-the-art water capture and management system to function effectively. The system will reclaim an estimated 4 million gallons of water per year for irrigation—resulting in a monumental water savings over the site's lifetime.