

# A Community Newspaper Serving West Los Angeles CENTURY CITY NEWS .com

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### WATT TO GO WATERLESS

WATT PLAZA BECOMES FIRST CLASS A OFFICE SPACE  
IN LOS ANGELES TO REPLACE ALL URINALS WITH WATERFREE TECHNOLOGY

REPLACEMENT OF 88 URINALS PROJECTED TO SAVE 2.2 MILLION GALLONS OF WATER ANNUALLY

When it comes to the urinals at its twin 23-story office towers, Watt Plaza has gone waterfree. In completing the replacement of all of the building's 88 traditional urinals with water-free alternatives, Watt Plaza becomes the first Class A office property in Los Angeles to have a complete system of the environmentally-superior technology. The move, estimated to save 2.2 million gallons of water annually, underscores Watt Companies' ongoing commitment to sustainability.




In addition to the water savings, the retrofit of Falcon Waterfree urinals will produce improvements in air quality and save energy as well. Because the transport and treatment of water is an energy intensive process, especially in high-rise buildings like Watt Plaza that utilize lift pumps, water conservation results in energy reduction, which in turn reduces greenhouse gas emissions and is projected to reduce CO2 emissions by 39,600 pounds per year, according to the Pacific Institute Water-to-Air Model, which correlates water and energy demands to calculate CO2 emissions.

The decision to install the Falcon Waterfree system in the 23 story pair of office towers at Watt Plaza initially grew out of concern over recent water restrictions and rising water rates, according to Cameron Benson, General Manager for Watt Plaza. "This easy upgrade greatly reduces our building's total water use, something that anyone in drought-stricken areas can appreciate," stated Benson.

This retrofit of Watt Plaza's urinals comes as Los Angeles Mayor Villaraigosa and the Los Angeles Department of Water and Power (LADWP) are implementing a comprehensive plan, introduced in May 2008, to secure an adequate water supply for the City. The plan also heightens enforcement of the existing water laws and implements a number of long-term strategies, such as maximizing water recycling and expanding groundwater storage. Beyond the water-free urinal program, Watt has implemented other green upgrades in the two 23-story office towers. Specifically, these updates include: the addition of an e-waste and battery recycling program, installation of occupancy lighting sensors, installation of water efficient toilets and the implementation of all "green seal" janitorial supplies. A composting program is currently being researched.

"I am proud that our Class A office building is the first in Los Angeles to replace all of its urinals with a waterfree alternative," said Nadine Watt, President of Watt Plaza. "Watt



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Companies has a longstanding commitment to the environment and we intend to continue our pursuit of even more sustainable operations in the future.”

Watt, who joined Los Angeles Mayor Antonio Villaraigosa, City Councilman Jack Weiss and Department of Water and Power General Manager David Nahai at a press conference today at Watt Plaza, announced that her company has submitted an application to the U.S. Green Building Council for LEED gold certification. “Watt knows that our tenants expect us to be environmentally sensitive, health conscious and fiscally prudent. We’re proving it’s possible to do all three at the same time,” she said.

Villaraigosa praised Watt Companies for making its building more environmentally sustainable. “Watt Companies has demonstrated real leadership with their decision to retrofit the Watt Plaza with waterfree urinals,” he said. “I hope other companies will follow their lead and work with the City to help ensure an adequate supply of water for future generations of Angelenos.”

“It is great to see a major local business like Watt Companies take advantage of the City’s incentive program,” said David Nahai, General Manager of LADWP. “These waterfree urinals are just one very good example of how new technology can dramatically improve the efficiency of water usage in Los Angeles. Our department will need this kind of cooperation with the private sector if we are going meet the City’s overwhelming water needs in the future.”

Falcon Waterfree Technologies, a Los Angeles-based company, produced the waterfree urinals for Watt Plaza. The product eliminates 100 percent of the need for water as well as the need for wastewater treatment associated with traditional systems. The waterfree urinals also use an innovative design and airtight cartridge to seal off liquid in an odorless and sanitary way in addition to allowing for a touch-free use of the equipment. The value of this product is reflected by Falcon’s major customers, including the Beijing Olympics, the U.S. Department of Defense and the Staples Center.

Occupants at Watt Plaza have been enthusiastic about the installation of the waterfree urinals, which have been operational in the building since early September. “The waterfree urinals are a great addition to our workplace,” said Jason Di Napoli of 1st Century Bank, a tenant of Watt Plaza. “They are more sanitary, touch-free, odorless, and better for the environment.”

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