

SAVE THE WHALES

FOR ANOTHER GREEN CONFERENCE

Want to do amazing things for the planet?
Learn to live more sustainably at home, at work,
and in your community at Plain Green 11.
Book your seat at www.plaingreen.org.

October 14, 2011
Historic Orpheum Theater, Sioux Falls

KEY SPEAKERS:

- Alex Steffen
Bright Green Strategies for
Thriving in Tough Times
- Gail Vittori
Greening Healthcare
- Sarah Susanka
First Step in Sustainability



Presented by:





DOWNTOWN | SIOUX FALLS

EXACTLY LIKE *Nothing Else*

SUSTAINABLE DOWNTOWN

It is easy to see that Sioux Falls is green. Just look at it from above the trees! But what really makes a city green, as intended by the word *sustainable*? Wikipedia defines sustainability as the capacity to endure, meeting the present generation's needs without compromising the ability of future generations to meet theirs. Practical manifestations of sustainability include things such as building reuse, increased density of population, walk-ability, public transport, renewable energy, urban agriculture, xeriscape and green roofs.

**Practically speaking,
Downtown is where Sioux Falls
and sustainability intersect.**

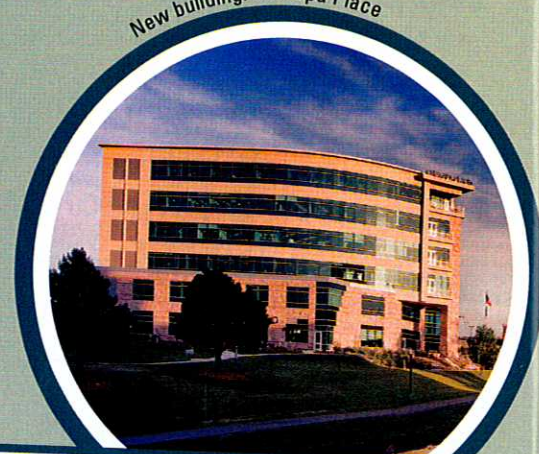
Practically speaking, Downtown is where Sioux Falls and sustainability intersect. Downtown is at the heart of Sioux Falls' green future.

LEED stands for Leadership in Energy and Environmental Design. It is a program of the United States Green Building Council (USGBC) that rates the sustainability of buildings using a scale from certified to platinum. The first South Dakota LEED Certified project was Cherapa (it achieved Gold) and the first Platinum project was The Museum of Visual Materials, both in Downtown Sioux Falls.

Building Reuse

The Orpheum Theater Center, Falls Overlook Café, Washington Pavilion as well as the Parker Block, Kresge and

New building: Cherapa Place



Renovated building: Washington Pavilion

Southwestern Building are just a few examples of the over 70 downtown buildings that are well into their second or third lives. They are each repositories of the history of Sioux Falls and the surrounding plains. They also hold the energy and material that went into their creation—in some cases well over a hundred years ago!

On October 14th, the Sioux Falls Green Project will host *Plain Green '11*. The 4th annual conference and marketplace features strategies to simplify the way we live, work and play. Design, healthcare, energy, the arts, the economy, local foods, landscape and living less large are all on the agenda as we work to advance sustainability in the Northern Plains. There will also be couple of great parties!

Check out PlainGreen.org to find out how you can be a part of the fun!

Density

Downtown's density lies in the sweet spot between sprawl and a major metro area. Everything you need is downtown, without building on a cornfield, or feeling like you live and play in a concrete maze.

Walk-ability

Great opportunities to live, work, and play, are all within an easy walk. Downtown resident, Jason Dennison says, "Since I moved here almost a year ago, I've only filled my car up with gas twice. I'm only minutes away from work, food and entertainment—it's all here." For Jeff Danz, who lives above his business, Zandbroz Variety, "The key word to describe downtown is neighborhood."

Public Transport

Simply put, you can get downtown from anywhere in the community without driving. Visit Downtown to see for yourself. A lot has changed in the last 10 years and the good stuff has gotten even better!

"The key word to describe downtown is neighborhood."

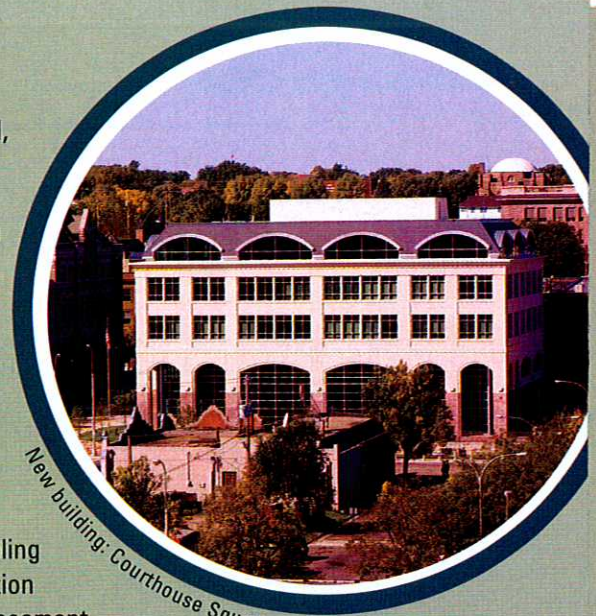
Renewable Energy and Reduced Energy Use

Downtown is a veritable laboratory of energy-saving

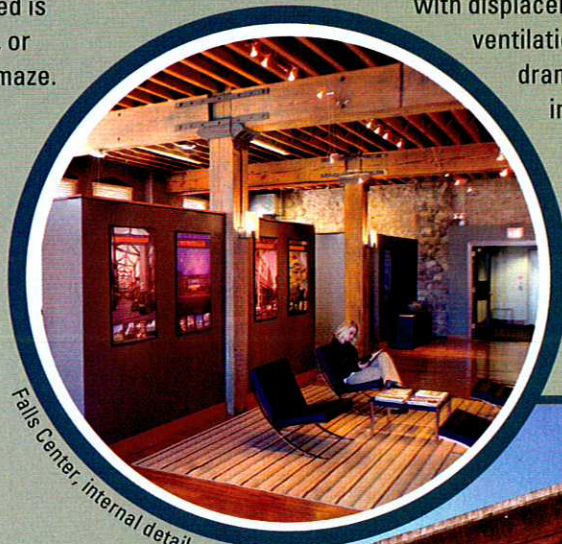
techniques. Geothermal, along with solar power has found a foothold downtown. At the LEED Platinum Museum of Visual Materials, solar and geothermal help reduce energy use by 60%, as compared to similar buildings. At LEED Gold Courthouse Square, a geothermal radiant heating and cooling system, in conjunction

with displacement ventilation,

dramatically reduces energy use, while increasing comfort.



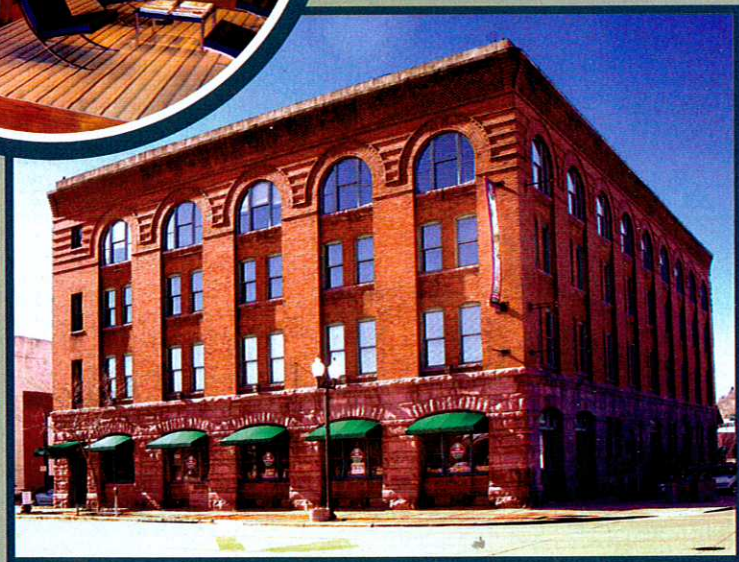
New building: Courthouse Square, aerial view



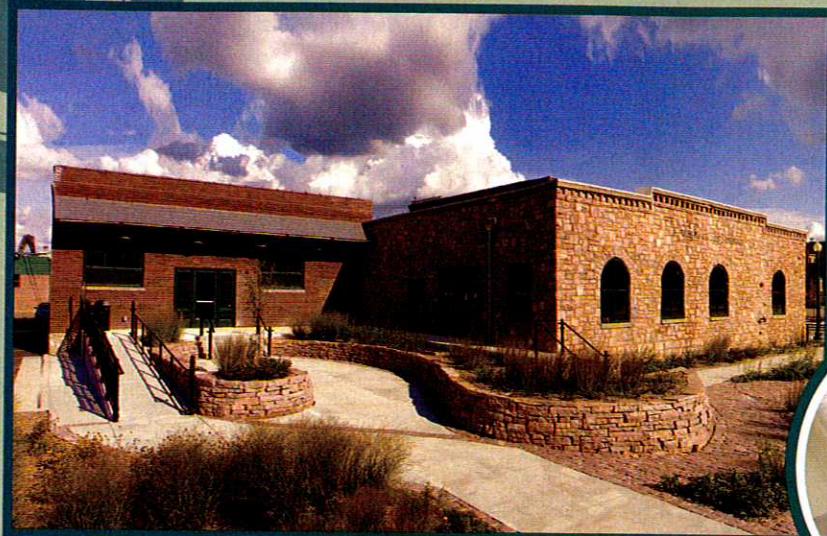
Falls Center, internal detail

Urban Agriculture

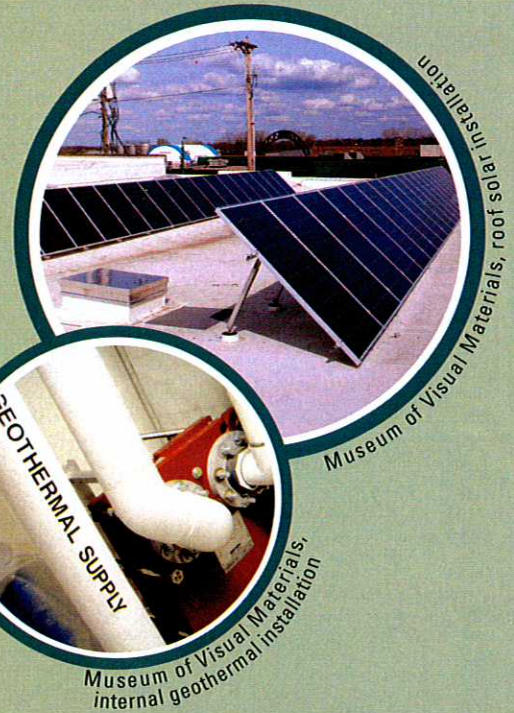
The community garden in Falls Park is one of eight that help reduce the distance from field to fork for residents of Sioux Falls.



Renovated building: Falls Center



Renovated building: Museum of Visual Materials



Xeriscape

Water-conserving landscaping is natural on the prairie. The great-looking tall grasses that have been showing up in planters all around downtown, along with the prairie mix used in the landscape of recent developments such as Cherapa Place, require no irrigation.

Green Roofs

Sioux Falls first commercial green roof application is at LEED Gold Cherapa Place in the East Bank.

On October 14, *The Plain Green '11 Conference* will present a lot of practical ways for all of us to head in the direction of sustainability. Plain Green '11 will feature well-known, inspirational speakers like Sarah Susanka, author of *The Not So Big House* (and many other books) and Alex Steffen, an internationally recognized expert on the relationship between sustainability and economic development. Over a dozen other experts on practical sustainability will also be there to engage you with some innovative thinking about green.

TOP 10 ways you may already be on the way to a sustainable lifestyle

Perhaps you:

- Recycle
- Grow some of your own food
- Live, work or play in a "recycled" building
- Walk or bicycle to work
- Have changed your light bulbs to low energy options
- Water your lawn only a few times each summer
- Buy local
- Drive a hybrid
- Use low flow plumbing fixtures

NOW! PAVILION

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