

Stormwater at New Belgium

"Brewers have a connection to water because we use so much of it. We recognize that we need to be good stewards of our water resources."



In 2016, New Belgium Brewery opened an 18-acre campus on the banks of the French Broad River in Asheville. In developing the site, New Belgium went above and beyond what is legally required to manage rain runoff from the new buildings and parking lots.

The New Belgium team chose landscaping features that are highly functional, working to keep rain runoff on site where it can soak into the ground. Tour guides at New Belgium teach visitors about the permeable pavers, swales, rain gardens, and other landscaping features on campus that are designed to keep runoff onsite and out of the river. New Belgium's campus serves as a demonstration of what can be done in commercial development to protect our streams and rivers.

According to Sarah Fraser, Sustainability Specialist at New Belgium: "Brewers have a connection to water because we use so much of it. We have a large campus right on the banks of the French Broad River, and Penland Creek (which later joins the French Broad) is a centerpiece of the campus. Taking care of our waterways means that we need to manage our runoff in a sustainable way."



Did you know?

Green infrastructure mimics nature by capturing rainwater where it falls, allowing it to soak into the soil before it returns to a spring or creek.

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