

Californians turning to fake grass

By Rob Kuznia, Washington Post

HERMOSA BEACH – Christopher Knight makes no apologies: He likes a green lawn. But the actor best known for playing middle son Peter on “The Brady Bunch” also wants to do his part to conserve water.

The solution? Fake grass.

“It feels totally different,” Knight, 57, marveled one day last week, stepping barefoot onto a deceptively lifelike expanse of newly installed plastic turf. “Frankly, I’m not really sure why more people haven’t started doing it.”

After four blistering years of drought in California, more people are doing it. The fake grass business is booming, much to the chagrin of some environmentalists and live-grass purists.

Comprehensive numbers are hard to come by, but makers and installers of synthetic turf say they are experiencing an unprecedented spike in residential business in California. From middle-class families who don’t want to forfeit the patch-of-green part of the American dream to megawatt celebrities who are mortified by TV coverage of their sprawling water-hog lawns, homeowners across the Golden State are ripping up sod and replacing it with plastic.

Read the whole story