

HOLLYWOOD BOULEVARD

LED CONVERSION

Case Study



LIGHTING UP THE STARS

SUMMARY

Hollywood Boulevard is home to some iconic landmarks such as the Hollywood Walk of Fame and is one of the most glamorous, well known streets in the world¹. Los Angeles has been going through a conversion period with switching from High Intensity Discharge (HID) lighting to Light-Emitting Diode (LED) lighting². The citizens were a part of the conversion initiative and were able to provide feedback during the extensive testing process, ensuring that both the city and its citizens were satisfied with the improvements of the conversion project. The upgrade has “improved lighting quality and enhanced safety and security all while slashing energy consumption and significantly reducing energy and maintenance costs.”²

PROJECT HIGHLIGHTS

Location:

Hollywood Boulevard, Los Angeles, California

LED Conversion:

316 Fixtures

Products Purchased:

236 K803 Solitaire Sr. & 80 K703 Solitaire Jr.

Total Conversion Project Energy Savings:

Range from 40% to over 70%

Total Conversion Project Payback Period:

5-6 years²

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THE CHALLENGE

Hollywood Blvd. was getting a face lift when the City of Los Angeles' Bureau of Street Lighting (BSL) chose to upgrade from HID. Beginning in 2008, the BSL was one of the first organizations to consider LED technology and set conversion initiatives², primarily focusing on locating manufacturers who could meet the high quality that would be expected of such an acclaimed area. In addition to high quality, BSL also valued photometrics, and a trusted service partner who would go above and beyond. BSL knew what they wanted, but they were challenged with finding the perfect fit.

THE SOLUTION

Los Angeles approached their conversion by setting extensive testing procedures in place to understand what the citizens preferred, from the appearance of the luminaires, to color temperatures². From there, the city worked with manufacturers and those who listened to the city's wants and needs were appreciated and selected, as they were able to find the right solutions together.

King Luminaire Co. Inc., a division of StressCrete Group, was a trusted supplier to the City of Los Angeles. The solution we offered was not only to meet, but also exceed expectations, by providing a full range of products including multiple decorative fixtures. A total of 316 decorative luminaires were provided within three months, including 236 K803 Solitaire Sr. roadway pendants and 80 K703 Solitaire Jr. pedestrian pendants, both of which improved Hollywood Blvd.'s appearance.

Los Angeles's BSL was attracted to StressCrete's product offering because of the products' elegance, its extreme high-quality, and the importance and attention to detail that StressCrete stressed on photometrics. StressCrete Group proved themselves by going above and beyond, with not only providing fixtures, but by the service that was seamlessly provided throughout the entire process.

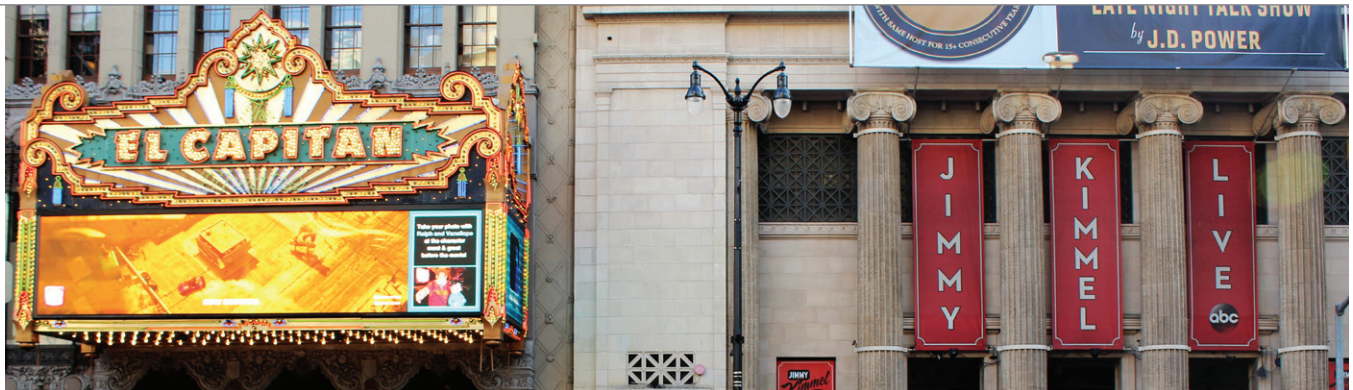
“After the project was completed, lighting levels and uniformity were greatly improved. Also, the K703 and K803 provide a very pleasing visual aesthetic during the day.”

James Quigley – Senior Engineering Manager,
P.E. Bureau of Street Lighting



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THE RESULTS

StressCrete Group again proved not only are they a trusted provider, but also a partner looking to build relationships through high quality products and on-demand customer service. The City of Los Angeles provided positive feedback, and are thrilled with the quality, photometrics, and service that they received over the conversion period and beyond. The city of Los Angeles has been a trailblazer with their LED initiatives by modernizing the city's lighting. Over BSL's conversion initiative, they have been able to see cost savings of over 70%². Plus, reduced carbon emissions, with longer maintenance cycles and increased electrical capacity on the street lighting system². The color of the city's landscape has changed with the use of LED lighting from an orange hue to a warm white color². Plus, Los Angeles' citizens, the Police Department, business owners and visitors are thrilled with the improvements that have been gained by the LED conversion initiative². With the K803 Solitaire Sr. and the K703 Solitaire Jr. on Hollywood Blvd, the stars are shining brighter than ever!



References

1. https://en.wikipedia.org/wiki/Hollywood_Boulevard
2. <http://lightedmag.com/la-lighting-the-way/>



THE STRESSCRETE GROUP

With manufacturing facilities in five North American locations, StressCrete Group produces an extensive line of high performance decorative outdoor lighting fixtures, decorative spun concrete and metal poles, plus pole arms and accessories, bollards and site amenities. We also manufacture a vast range of spun concrete poles for power distribution and transmission, sports lighting, high-mast lighting, and specialty poles for the electrical and communications industries.

We are a family business that operates by the core values of honesty, integrity, compassion and respect to better the lives of our employees, their families, our customers and the communities we represent. StressCrete Group services multiple market segments through two divisions:

- StressCrete Ltd., established in 1953, is the longest-operating, most experienced manufacturer of spun concrete poles in North America. With plants in Alabama, Kansas and Ontario, we offer the broadest, most diverse range of spun concrete poles and bollards in the industry, with quality second to none.
- King Luminaire Co. Inc. produces a comprehensive assortment of high performance outdoor luminaires, metal poles, pole arms and accessories, plus bollards and site amenities. With an array of state-of-the-art LED Technology and HID optical systems, and plants in Ohio and Ontario, King Luminaire is a North American leader in the outdoor lighting industry.

At StressCrete Group, we provide every customer with the highest quality innovative products and work as a team to create and maintain life-long customers through world class service.