



**Client**

Heartland Brewery and  
Chophouse

**Location**

127 West 43<sup>rd</sup> St NY, NY

**Lamps Replaced**

233

**Total kW Saved Per Year**

107,265

**Total Annual \$ Savings**

\$28,867

**% Net Savings**

67%

**Project Timeline**

4 weeks

**Installation Date**

November 18, 2011

# Heartland Brewery and Chophouse

**Customer:** One of the few casual chophouses in New York's Times Square area, this Heartland Brewery combines the rich character of a steakhouse from yesteryear with a modern sensibility. In addition to a beer-friendly menu specializing in Black Angus beef, you'll find a museum quality collection of pre-Prohibition beer artifacts, including back-bar sculptures, trays, and photographs.

## Lighting Challenge

- Lighting design needed to be flexible enough to adapt to both a bright lunch service as well as a very dim evening service
- Inaccessible areas (lighting above stairwells, pendants) required maintenance-free solutions
- Original dimmers outdated for LED technology

## Post-Retrofit Results

- Reduced yearly lighting energy costs by \$25,744 and yearly bulb costs by \$3,123
- Maintained original lighting design that accommodates bright lighting during daytime hours and a highly dimmed aesthetic in the evenings
- Completed LED retrofits in main dining areas, bar, private dining areas, and bathrooms, achieving a uniformity in color temperatures
- Replaced existing dimmers with ones that provide a greater dimming range for LEDs

## Main Dining Areas



Main Dining Areas: Chose LED lamps with high lumen output that could accommodate daytime lighting requirements but could also be dimmed to provide a soft glow at night

Fixtures: Pendants, Track, and Recessed Cans

Original Bulbs	Smart Lighting Retrofit
Incandescent A19 (60W)	LED A19 (12.5W)
Halogen PAR38 (75W)	LED PAR30 (11W)

## Bar Area



Bar Area: Retrofitted accent lighting with bulbs that maintained the original lighting aesthetic while reducing wattage usage by 90%

Fixtures: Track, Sconces, Lanterns, and Pendants

Original Bulbs	Smart Lighting Retrofit
Candelabra (35W)	LED Candelabra (3.5W)
Incandescent A19 (60W)	LED A19 (12.5W)
Halogen PAR38 (75W)	LED PAR30 (11W)

## Private Dining Areas



Private Dining: Replaced inefficient, high-wattage bulbs with energy-saving spotlights highlighting the murals throughout the space

Fixtures: Track and Recessed Cans

Original Bulbs	Smart Lighting Retrofit
Incandescent A19 (60W)	LED A19 (12.5W)
Halogen PAR38 (75W)	LED PAR30 (11W)