



Client
Union Square Cafe

Location
21 East 16th St NY, NY

Lamps Replaced
159

Total kW Saved Per Year
43.435

Total Annual \$ Savings
\$11,466

% Net Savings
54%

Project Timeline
4 weeks

Installation Date
October 31, 2011

Union Square Cafe

Customer: In 1985, Danny Meyer opened his first restaurant, Union Square Café, which paired imaginative food and wine with caring hospitality, comfortable surroundings and exceptional value. Serving American cuisine with an Italian soul, USC was an immediate hit and has since garnered The New York Times' three-star rating on two separate occasions and has also earned Zagat Survey's #1 ranking as New York's Most Popular Restaurant for an unprecedented eight years.

Lighting Challenge

- Dining rooms featured unfocused lights with wide beam angles, creating unevenly lit spaces whose design elements were not properly showcased
- Double height ceilings required a long term solution for maintenance-free lighting
- Artwork throughout the restaurant wasn't being lit properly

Post-Retrofit Results

- Reduced yearly lighting energy costs by \$9,121 and yearly bulb costs by \$2,344
- Completed LED retrofits in main dining area, lower dining area, mezzanine, bar, entryway, kitchen, exterior awnings/lanterns and basement, achieving a uniformity in color temperatures and highlighting key elements in each space
- Heightened the culinary experience in the dining areas by refocusing attention to tables and showcasing food while still maintaining an intimate environment

Dining Areas



Dining Areas: Tight beam angles in track lights provide each table with its own spotlight.

Wide beam angles in recessed lights feature the artwork on the walls.

Track lights showcase the large wall mural with even, bright light.



Fixtures: Recessed and Track

Original Bulbs	Smart Lighting Retrofit
Halogen MR16 (50W)	LED MR16 (10W)
Halogen AR11 (65W)	LED PAR20 (11W)

Bar Area



Bar Area: Custom color of LED lighting accents rustic architectural features, while providing a warm ambient light.

Fixtures: Track and Accent

Original Bulbs	Smart Lighting Retrofit
Halogen MR16 (50W)	LED MR16 (10W)
Halogen AR11 (65W)	LED PAR20 (7W)

Mezzanine



Mezzanine: Tight spots directly over tables create an intimate feeling and provide a sense of visual depth in the narrow space. Artwork and murals were also showcased.

Fixtures: Recessed

Original Bulbs	Smart Lighting Retrofit
Halogen MR16 (50W)	LED MR16 (10W)