

# Renovating Downtown

## The Dalles, Oregon & QL Lamps

A • C A S E • S T U D Y

Good lighting relates to people, not just places. A new installation of the innovative QL system from Philips Lighting demonstrates how a sensitive design with pleasing color quality and extraordinarily long lamp life helped improve a downtown business area.

The Dalles, a city of 15,000 on the Columbia River in Oregon, recently completed Phase I of its Downtown Urban Renewal Project. Continuously settled for more than 10,000 years, The Dalles faced a challenge common to many American cities: reinvigorating its downtown business area. "Our goals were to make those public improvements that drive private investment, attract customers and raise property values," states Dan Durow, Community Development Director for The Dalles. The Dalles Project, which focused on a five block area, included underground power and water improvements, sidewalk repairs and new lighting standards.

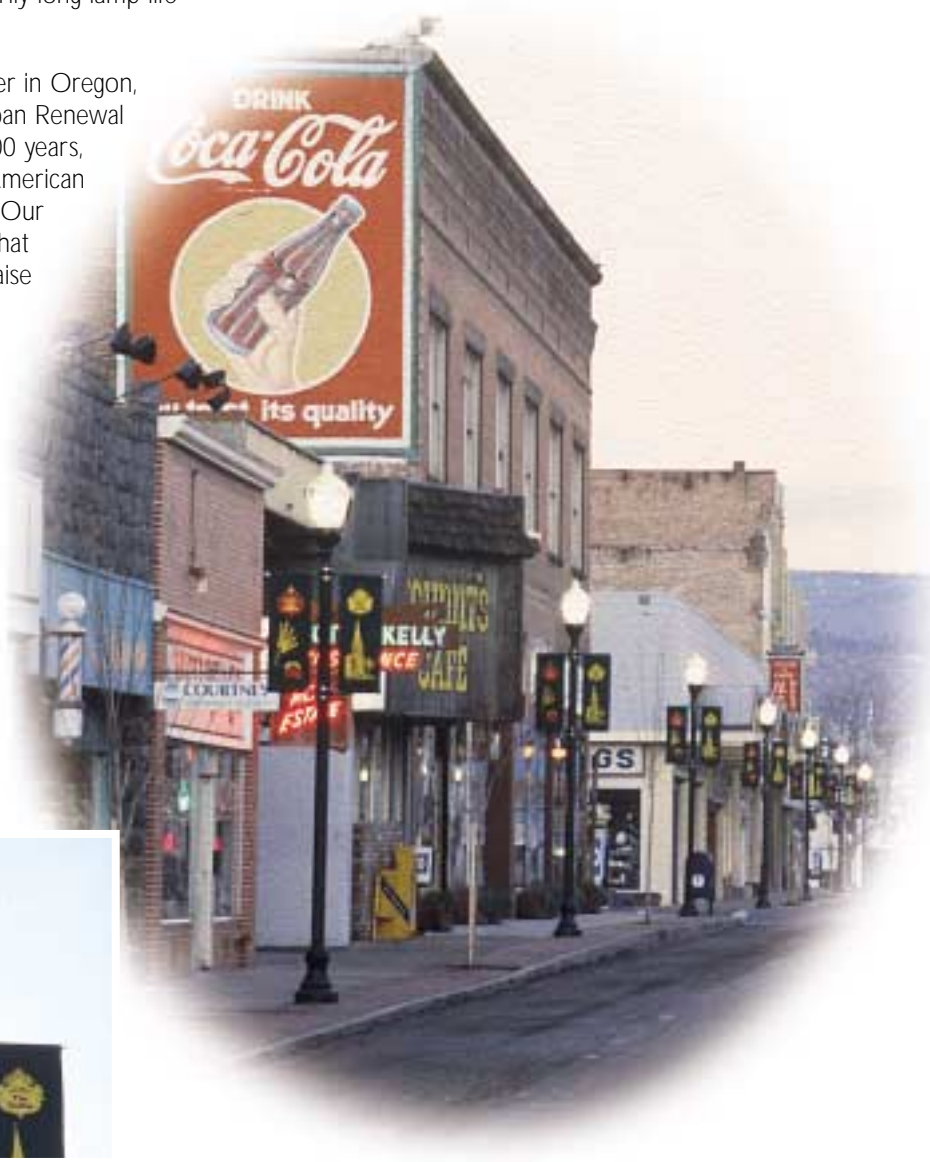
"To create period-style lighting, we replicated our early 20th century fixtures," recalls Durow. The design features 14' poles, spaced about 90' apart, which relates better to pedestrians and the streetscape than the much higher poles previously used.

QL is much whiter than the commonly used high pressure sodium (HPS) street lighting and shows colors in familiar, undistorted fashion. Compared to conventional metal halides, QL is softer and offers significantly better color rendering. Of course, QL met the city's illumination requirement.



*"...we wanted a white light source; harsh or yellow street lighting was inappropriate for the project,"*

—Dan Durow,  
Community Development Director,  
The Dalles Project



*Let's make things better.*



**PHILIPS**

## PHILIPS LIGHTING MEETS THE CHALLENGE

Street lighting in The Dalles is supplied by the Northern Wasco Public Utility District, which charges the city for installation, energy and on-going maintenance. Here the extraordinary endurance of the QL system proved a cost advantage. QL is rated for 100,000 hours, four times the life of high pressure sodium, and 6-10 times that of metal halide. "The PUD pricing recognized the value of QL due to its life expectancy and the direct reduction in the cost of labor," comments Durow.

QL enjoys such long life (over 20 years in typical outdoor applications) because it does not contain electrodes, whose breakdown ultimately causes other lamps to fail. Instead, QL uses high frequency electronics to induce an electric arc. As Bill Dillon, Philips local representative explains, "the QL system is inherently more durable. Its outstanding color quality derives from rare earth phosphors (also used in better fluorescent lamps), which coat the lamp." Although cold weather was not an issue for the Dalles in temperate Oregon, QL is up to that challenge too. Dillon notes, "QL starts reliably at  $-40^{\circ}\text{C}$  ( $-40^{\circ}\text{F}$ ) and delivers stable light output across a wide temperature range."

The Dalles completed its Phase I in 1996. Remarks Dan Durow, "We are extremely happy with the look and color of the lighting. Downtown business people are very pleased. Ordinary citizens, many of whom I know personally, have nothing but positive comments, specifically about lighting." Durow adds that the Dalles is moving ahead with Phase II, including more QL lighting, later in 1997.

## BENEFITS OF QL

Since its introduction in Europe five years ago, the Philips QL system has compiled an impressive track record. The first installations in the United States, the Liberty Science Center, in New Jersey, opened in 1994. QL is also being used at Yale University, the Friars' Club and the Museum of the City of New York.

QL works well for more than outdoor lighting. Observes Lloyd Chapman, Philips QL Product Manager, "the extremely long life and excellent color suit QL to hard-to-service interior applications, like the antique chandeliers at Yale. Instant on-starting—no warm up—eliminates the need for auxiliary systems. And, electrodeless construction suits QL for hazardous locations." It is a good indicator of success that more and more fixture manufacturers—for exterior lighting, decorative lighting, downlighting and more—are offering products for the Philips QL system.



- *Extra long life-rated for 100,000 hours*
- *Outstanding color rendering (greater than 80 CRI)*
- *White color-choice of 3000°K or 4000°K phosphors*
- *Instant-on, instant restrike; starts down to  $-40^{\circ}\text{C}$  ( $-40^{\circ}\text{F}$ )*
- *High efficacy—85 watt system produces 6000 rated lumens (70 lumens per watt)*
- *Stable light output over a wide range of temperatures and voltage fluctuations*

**Philips Lighting Company**  
200 Franklin Square Drive ■ P.O. Box 6800  
Somerset, NJ 08875-6800  
1-800-555-0050  
[www.lighting.philips.com/nam](http://www.lighting.philips.com/nam)  
A Division of Philips Electronics North America Corporation  
Printed in USA 10/01 P-5301-C



**Philips Lighting**  
281 Hillmount Road  
Markham, Ontario L6C 2S3  
A Division of Philips Electronics Limited