



March 12, 2008

## PIER DAYLIGHTING PLUS – RETAIL REVISIONING

To: Program Advisory Committee (PAC) Members  
From: Heschong Mahone Group, Inc.  
Re: **Retail Revisioning Project Description**

### 1. PROJECT GOALS

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The goal of this project is to encourage, demonstrate and disseminate new approaches to retail lighting design that will result in greater energy savings and peak demand reduction, while more than satisfying the need of the retail corporation for effective visual marketing and the creation of a highly attractive shopping environment.

The intent of the project is to make use of daylight for lighting energy savings, and to find other ways to reduce the energy consumed by electric lighting. Daylighting for energy savings is now widely practiced in “big box” retail stores, but the highly uniform lit environment that it creates does not meet the expectations of high-end retailers. This project aims to identify daylighting design strategies that specifically contribute to the visual marketing goals of the retailers, while also offering significant energy savings. .

### 2. PROJECT OBJECTIVE

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The objective of this project is to engage a major operator of high-end retail buildings (Macy's), a utility partner, Sacramento Municipal Utilities District (SMUD) and an industry group of lighting designers (IALD) in the development of a new paradigm in lighting quality and energy-efficient lighting in retail facilities. The project seeks to achieve its goals through a combination of demonstrations, design assistance and monitoring of new retail buildings and the development of retail daylighting methods that are both energy- efficient as well visually-appealing and stimulating.

### 3. PROJECT TEAM

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This project is funded by the California Energy Commission PIER Program. Principal Investigator for this project is Lisa Heschong, of the Heschong Mahone Group. During the project we will subcontract with lighting designers Naomi Miller and Bernie Bauer, to bring in their extensive experience of retail lighting design. We will work with the International Association of Lighting Designers (IALD) to receive additional input and to help to disseminate the findings of the project to designers and manufacturers. The Project Advisory Committee (PAC) will also provide input throughout the project, to ensure that we take advantage of as many opportunities as possible.