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LED Lighting Adds Vibrancy to Recreational Areas and Increases Business Traffic

Raymond A. Bullock Park in Denver, Colorado used to be a seemingly plain, nondescript memorial park located along a busy stretch of the I-25 corridor. Nestled in the middle of the Denver Tech Center, the park's defining characteristics were a large, proud American Flag surrounded by a number of smaller flagpoles, and a large spiral steel sculpture. Tasked with attracting more visitors into the area, Goldsmith Metropolitan District (GMD) enlisted the help of Denver-based American Lighting, a company known for dazzling, eye-catching light displays, to help add life to the park and increase its visual appeal.

One of the major problems GMD faced with Bullock Park was a lack of visibility from the highway, especially during dusk and evening hours. The high wind which is common to the area, posed another major issue causing wear and tear on flags and forcing the management company to "rest" them, leaving empty flagpoles. GMD had a vision of a more artistic feel for the park, especially when the flagpoles were rendered bare. The solution: In December 2009, American Lighting provided LED wall washers which were installed at the base of each of the flagpoles and some of the trees throughout the park to creating an eye-catching yet versatile, visual lighting masterpiece that brought life back to the park.

According to Doug Scott, General Manager of GMD, they chose LED lights due to their energy efficiency and longevity. LEDs use 80 to 90 percent less energy than incandescent lighting and also last 10 to 15 times longer than other lighting sources.

"The Denver Tech Center is a dynamic business center – and the American Lighting display appropriately reflects this vibrancy and energy," said Scott. It helped us to achieve our objective of increasing awareness and driving traffic to the center and it has produced a result that exceeds what we initially imagined."

The lights are versatile and can change color with the click of a remote. While the American Flag is always back-lit in white, GMD is now able to change the color on the smaller flagpoles to correspond with specific holidays and events. For instance, the poles can have an orange hue during home-team Broncos playoffs, or be red, white and green in honor of Cinco de Mayo.

In addition to the updated visual piece, the versatile lighting didn't incur any additional energy costs due to the efficiencies of LED. Because LED lights use close to 90 percent less energy than other lighting sources, they also allowed the property to cover a large area in lights without incurring the expense of running additional power lines.



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Response from the new additions to Bullock Park has been overwhelming, according to Scott. In addition to a number of phone calls commenting on the new lights, a Denver-area news station started doing traffic reports and fly-overs from the park.

The company behind the install, American Lighting, has been a leader in the lighting industry for over twenty years. American Lighting has continually pushed the envelope and proved to be true innovators in lighting products and creative installations. In addition to their commitment to innovation, the company also prides itself on superior customer service.

“We have worked with American Lighting for many years now. They continue to deliver new, innovative lighting solutions, provide phenomenal customer service and always produce exceptional, quality work,” added Scott.