

# ILLUMIENT



## Case Study:

**KoreaTown BIA**  
Korea Town Business Improvement Area



In the City of Toronto there are 82 Business Improvement Areas, or BIAs. A BIA is an association of local businesses and commercial property owners within a defined area who work in partnership with the City to create thriving, competitive, and safe business areas that attract shoppers, diners, tourists, and new businesses. BIAs are funded through a levy on commercial and industrial properties within the BIA's boundary.

Korea Town is one such BIA, and is centered along Bloor Street West between Christie and Bathurst Streets. It is the perfect place to experience Korean culture and food. Korea Town offers a wide range of Korean restaurants, high-end fashion Korean boutiques, herbalists, acupuncturists and many other unique services and shops filled with made-in-Korea merchandise. The signature event for Korea Town is the Dano Festival held the first weekend in June, and includes Korean martial art demonstrations, traditional music and dance.

Each year the BIA Board proposes a program of activities and a budget to cover estimated expenses. One of the initiatives driven by the Korea Town BIA in 2013 was to improve lighting in the area to make it more inviting for visitors in the evening hours.

The City then hired an electrical consultant to evaluate the options to add lighting in Korea Town. Some of the main criterion were:

- Minimize disruption to existing sidewalks and landscaping
- Ensure required level of lighting year round
- Work with a lighting vendor who would provide good warranty coverage and a high level of ongoing support
- Ensure the lights would be attractive and easy to clean





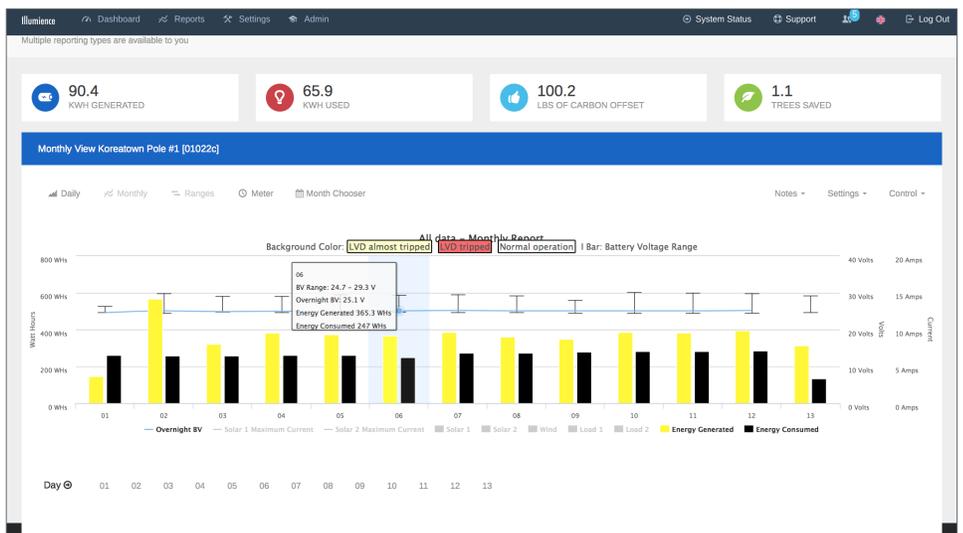
The City and the BIA also preferred to find a local supplier. Both electric lighting and off-grid solar-powered lights were considered.

After an extensive analysis of lighting systems and cost, the City and BIA chose to do a 1 light pilot with an Illumient Smart Off-Grid solar-powered light in 2014. In addition to determining that the Illumient solution met the defined criteria, the BIA was also pleased to pursue an environmentally friendly alternative to electric lights. As Korea is a leader in solar energy, using the sun to power the lights made a positive statement in the area.



Clear Blue/Illumient's remote monitoring and management system and high quality support provided the assurance that the lights would perform as expected over time.

After the success of this pilot, 8 additional lights were installed in the neighborhood in 2015.



Screenshot of one Korea Town lighting system, monthly report