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designing lighting

VOLUME IV, ISSUE 1
THIRD ANNIVERSARY ISSUE!

The **TRIUMPH** OF BELL TOWER GREEN

AUG/SEP 2023

ILLUMINATING A GLOBAL PATH OF LIGHTING DESIGN ■ BATTING A THOUSAND IN ST. LOUIS ■ AUSTRALIA'S SYMPHONY OF LIGHT AND REFLECTION

Explore the depth of the Targetti collection

Bell Tower Green is a beautiful 3-acre public park in Salisbury, North Carolina and is the most significant downtown green space. The project features the small yet mighty **JUPITER** and **JUPITER MINI** compact inground luminaires, as well as the playful accents of the compact, direct view **SATURN**.



**JUPITER &
JUPITER MINI**

*Congratulations to the design
team at Hartranft Lighting Design
for another great project.*



SATURN

Bell Tower Project: Salisbury, North Carolina
Lighting Design: Hartranft Lighting Design

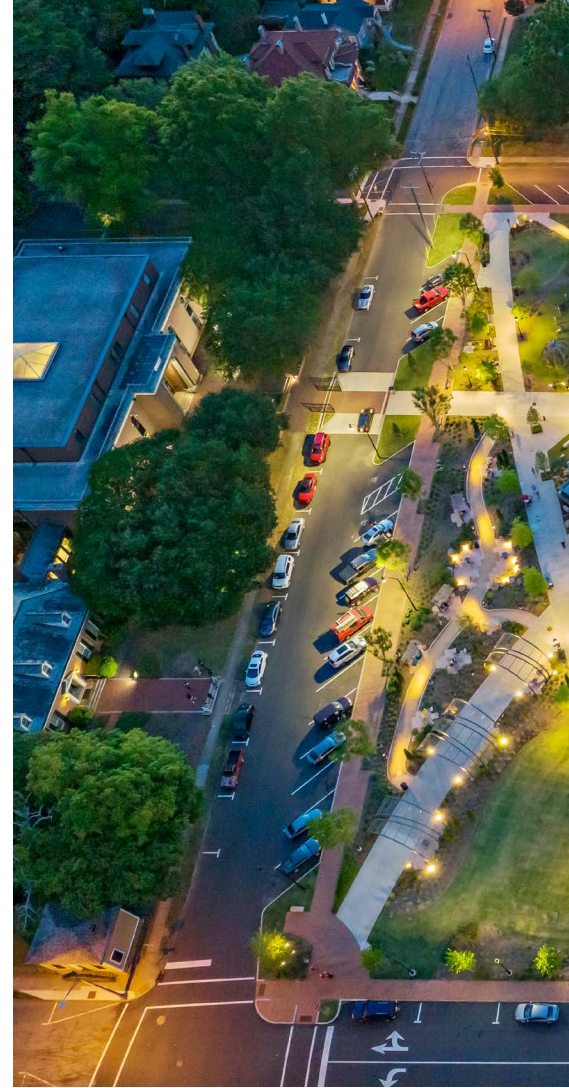
Landscape Design: LandDesign
Photos: ©Stanley Capps Photography

TARGETTI
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Towering Triumph: Art, Technology, and



COMMUNITY ENGAGEMENT



at Bell Tower Green

By **RANDY REID**

*A Historic Monument
Reimagined*

Photo Credit: Stanley Capps Photography



Bell Tower Green, in Salisbury, North Carolina, has been meticulously transformed into an illuminated work of art. Prior to the Bell Tower Green park, there were limited opportunities for outdoor recreation in downtown. The motto of the park fundraisers was “swapping asphalt for aspirations in Downtown Salisbury.” Those aspirations have been realized. During the IES Annual Conference, I met with Paula Ziegenbein, Principal of Hartranft Lighting Design, to uncover the careful planning and design that shaped the lighting of both Bell Tower Green and its immediate environs.

The landscape architect Land Design commissioned Hartranft Lighting Design for the project. The planning for the park’s lighting commenced in March 2018, with the finalization of the lighting plans by April 2019. The lighting design, by firm Principal Andrea Hartranft, for the stage’s lighting followed in 2020, culminating in the full installation amidst the COVID-19 pandemic.

The Bell Tower, erected in 1892, is not just a striking monument within the city; it is surrounded by a three-acre park that was transformed from a former abandoned parking lot into a thriving public space. Private funding of \$13M came together to convert the lifeless space into a vibrant park with large lawn spaces, ideal for community events. From hosting local markets to being adorned with a Christmas tree during the holidays, the park has become a hub for various community activities—day and night.

“Three historic structures remain in the park, including the 1892 Bell Tower, the 1839 Female Academy, and the 1855 Session House. The design of the park focuses on these historic

structures and calls attention to the historic nature of the entire area,” Paula shared.

The Lighting Technique

The lighting of the Bell Tower is a fascinating blend of art and technology. The tower is lit from the ground using color-changing, exterior-rated fixtures. Paula was meticulous about the selection of luminaires, confirming the use of ETC’s Desire D60 fixtures mounted on the ground to wash the tower. In addition, at the roof level, small color-changing lights from Insight Lighting enhance the overall ambiance.

The ground fixtures are mounted 6 to 10 feet back and operate at 124 watts. The D60 fixture from ETC features a seven-color LED array, using a medium oblong lens. The standard lighting for the tower is set at 3000 or 3200 Kelvin, with programmed scenes that allow for color changes during special events or awareness months.

There are also color changes at the very top of the tower. The roof structure is uplit by Insight Lighting’s small floodlights, hidden behind the round turret fixtures. Additionally, encapsulated LED tape creates a color change effect around the turrets. The controls for the lighting are provided by ETC, with six pre-programmed scenes.

Bell Tower Green is a sizable area, with the tower located in the north corner. The stage, positioned at the upper corner of a rounded lawn, offers an enticing space for performances. An aerial view shared by Paula shows the strategic positioning of the Bell Tower and the stage, highlighting the harmony between design and functionality.

Illuminating Nature

B-K Lighting was used for tree uplighting and set at 3000 Kelvin. Though some tree shadowing was experienced, the placement of the fixtures in the lawn ensured an impressive visual display. Unique lighting features, such as Aurora Light’s pendant fixtures with perforated holes hanging from trees, add an artistic touch to the landscape.

A captivating trellis structure, engineered to foster ivy growth, is artfully lit by Targetti’s adjustable uplights. Each half-circle base is adorned with Targetti’s JUPITER in-ground luminaire in 3000K, utilizing a wide flood distribution. Though Paula’s team did not oversee the lighting for the fountain, its design gracefully complements the overall aesthetic of the area.

The Stage: A Theater Under the Stars

In front of the tower lies a lawn trimmed with hedges laid out to replicate the footprint of a church once connected to the Bell Tower. The lighting designers chose to position miniature



B-K Lighting flood lights within the hedges, resulting in an ethereal nighttime representation.

In the circular central lawn, the stage, a key element of the park, was designed with particular care including lighting to support performances and layers of light which accentuate the structure and its gracefully curved ceiling. Color Kinetics RGBW floodlights illuminate the stage, and RGBW linears graze the ceiling. Miniature Designplan projectors highlight the trusses supporting the stage. All DMX stage lighting is supported by ETC Controls.

Step lights embedded in the canopy structure's pillars, combined with linear lights and downlights, create a breathtaking effect for the stage area. The uniform and subtle blending of light transforms the stage into a theatrical space that complements the park's design.

Lighting the Common Areas with Uncommon Lighting

Bell Tower Green transcends being merely a visual delight, blossoming into a thriving center for varied community engagements. The large lawn caters to community events and markets, while the dining pavilions, adorned with traditional string catenary lighting, provide inviting





spaces for meals and socializing. These seating areas become cozy gathering spots for locals and visitors alike, enhanced by food trucks that transform the vicinity into a culinary haven. For younger visitors, the children's play area offers an engaging experience with Targetti's SATURN uprights artfully positioned in front of the boulders. These creative installations dot the turf area with light, adding whimsical touches to the landscape and contributing to the park's multifaceted appeal.

"It's really nice, and the residents are thrilled with it. It's utilized year-round, day and night. What used to be kind of a vacant void is now a focal point and anchor for the community," Paula concluded, summarizing the essence of the transformation.

Paula Ziegenbein's and Andrea Hartranft's insights, coupled with the relentless efforts of the entire team, make Bell Tower Park an inspiring case study for the world of lighting design.

The park now stands as a symbol of innovation, collaboration, and community engagement. It's not merely a place to admire aesthetically pleasing lights but a space where people gather, celebrate, and create memories. Through the tireless efforts of Paula and her team, a once bleak parking lot has transformed into an urban oasis, shining brightly as a beacon of creativity and resilience. ■

FIXTURE SCHEDULE	DESCRIPTION	LAMP	MANUFACTURER	CATALOG NUMBER
	LINEAR WET LISTED RGBW - UPLIGHT	INTEGRAL LED, 25W, 1205 LM, RGBW, 28 X 84 DEGREE BEAM	COLOR KINETICS	316-100022-07
	MINI RGB UPLIGHT MOUNTED BETWEEN SIDE TRUSSES	INTEGRAL LED, RGB, 25W	DESIGNPLAN	CP1820 N 001 6 OW
	STEPLIGHTS BOH STAIR	INTEGRAL LED, 3.5W, 3000K	WAC	WL-LED100 C
	STEPLIGHTS AT WALKWAY	INTEGRAL LED, 11W, 701 LM, 3000K	BEGA	33168 K3
	SMALL SCALE DIRECT VIEW RECESSED INGRADE MARKER LIGHT	INTEGRAL LED, 5 WATTS, 3000K CCT	TARGETTI	SAT RP WF L1 30 24
	MINIATURE RECESSED 2 INCH INGRADE LED FIXTURE	INTEGRAL LED, 3 WATTS, 3000K CCT	TARGETTI	JPM RP WF L1 30 24
	MINIATURE RECESSED 3 INCH INGRADE LED FIXTURE	INTEGRAL LED, 3 WATTS, 3000K CCT	TARGETTI	JMR WF L1 30 24 SS
SMALL SCALE COMPACT RECESSED 3 INCH INGRADE LED FIXTURE.	INTEGRAL LED, 7 WATTS, 3000K CCT	TARGETTI	JUR WF L1 30 24 SS	