

## PROJECT INFORMATION

Program Participant

- **Library IV Restaurant**

Location

- **1030 N. Black Horse Pike  
 Williamstown, NJ 08094**

Project Contact

- **Brian O'Keeney  
 Owner  
 Library IV**

Technology

- **LED lighting and dimmers**
- **Four high-efficiency rooftop HVAC units**
- **Dual enthalpy and electronic fuel-use economizers**
- **Programmable thermostats**

Total Project Cost

- **\$61,283**

NJCEP Incentives

- **\$42,898 through the  
 Direct Install program**

Estimated Annual Savings

- **46,767 kWh**
- **1,417 therms**
- **\$9,052**

Project Payback

- **2 years**

Direct Install Partner

- **South Jersey Energy  
 Service Plus**

*Project information, savings and environmental benefits were provided by the project contact.*

## **Neighborhood steak house replaces lighting and HVAC equipment without sacrificing ambiance**

### **Background**

The Library restaurants are widely considered among the top steak houses in South Jersey. Each independently owned location features wood paneling, shelves lined with books, stained glass, and fireplaces, creating an academic yet homey feel.

Brian O'Keeney has owned the 40 year-old Library IV in Williamstown since 1985. He has since established the restaurant as an upscale destination for the community. Patrons place their orders directly with the kitchen, encouraging customers to develop personal relationships with the cooks.

Despite recent improvements in the affordability of energy-efficient lighting solutions, O'Keeney had been reluctant to replace the globe-style light fixtures hanging throughout the restaurant's four dining rooms. The concern was that a change in lighting would take away from the ambiance that patrons had become accustomed to at Library IV.

Those concerns were addressed with help from *New Jersey's Clean Energy Program™* (NJCEP). Through the Direct Install program, O'Keeney was able to find lighting replacements that matched the style, color and light intensity of his existing fixtures. The program's incentives also made it possible



*Installing more than \$14,000 in dimmable LEDs allowed Library IV to replace incandescent light fixtures in its four dining rooms without sacrificing the restaurant's ambiance.*

for O'Keeney to replace the restaurant's most outdated heating, ventilation and air conditioning (HVAC) equipment.

"Without the Direct Install program, we would not otherwise have had the budget for the full scope of work. It certainly was the catalyst to get a lot done," O'Keeney said.

### **Solution**

Direct Install is a turnkey solution that makes it easy and affordable for small businesses and municipalities to upgrade to high-efficiency equipment. The program offers a free energy assessment and incentives that cover up to 70 percent of the cost for lighting, HVAC, motors and other equipment upgrades.

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O'Keeney was introduced to the NJCEP Direct Install program while attending a presentation by South Jersey Gas to the Delaware Valley Purchasing Group, a trade group of independent food service establishments.

Soon after, South Jersey Energy Service Plus (SJESP), a participating NJCEP contractor, conducted an energy assessment of the 6,500 square-foot Library IV. The assessment found opportunities to replace the incandescent lighting throughout the bar and restaurant areas and to replace the T-12 and T-8 fixtures in the kitchen. SJESP also recommended replacing the restaurant's six rooftop HVAC units and installation of programmable thermostats.

Prioritizing replacements of HVAC units which were more than 15 years old, O'Keeney chose to install four new HVAC units. Dual enthalpy and electronic fuel-use economizers were added to each of the package units.

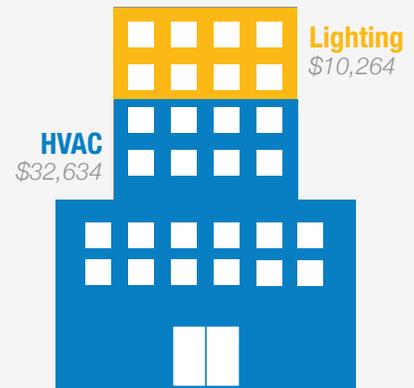
To address O'Keeney's ambiance concerns, SJESP recommended a new product of light dimmers specially designed for LEDs. After installing samples to ensure neither customers nor staff noticed a major change in lighting quality, O'Keeney agreed to replace the fixtures with LEDs that lowered the wattage by 70 percent or more.

With the Direct Install program covering 70 percent of the cost, NJCEP incentives provided \$42,898 of the \$61,283 total project cost. SJESP estimated the project

would save Library IV an additional 46,767 kWh and 1,417 therms per year, totaling about \$9,052 in savings annually.

In the first month after the project, O'Keeney received an electric bill that was several hundreds of dollars less than the month before. The restaurant had not even used the new air conditioning units and, therefore, the initial savings were due entirely to the LEDs.

**Project Incentives: \$42,898**



"It was more savings than I thought we would achieve," O'Keeney said. "The program is a great way for guys like myself to get new energy-efficient equipment and not have a huge up-front cost."