



Nightlighting can enhance a property's image and increase value.

TO LIGHT AT NIGHT

Selling nightlighting to owners and developers can be very difficult, unless you tell them exactly why it's such a good idea.

Incorporating lighting into landscape design allows the designer to use entirely different concepts. What is seen during the day may be entirely different from what is seen at night. Lighting permits the designer to focus the viewer's attention.

Many landscape architects and other green industry professionals would love to add lighting, or better lighting, to various sites. The problem is convincing bottom-line-oriented owners. Also, given the relatively high cost of energy, owners are likely to have a mindset that is predisposed to energy conservation.

Any analysis of lighting must consider the bottom-line value of its functions. This is exactly what lighting management does. Bottom-line values of factors such as reduced vandalism, reduced incidents of assault, lowered exposure to liability, and other factors greatly exceed the cost of

the lighting needed to attain these values.

The eyes have it

When inadequate lighting is provided, it often goes unnoticed because of our eyes' amazing ability to adapt. Nonetheless, many subtle, but important, negative effects can result. For example, an employee who is continually affected by glare may still be able to perform visual tasks, but he or she may also be subject to "unusual" eye fatigue or headaches—conditions associated with stressed adaptive eye muscles. Similarly, low-quality lighting or insufficient amounts of lighting in office areas result in lower productivity, because poor illumination results in more time being needed to perform tasks. It also increases the likelihood of errors being made.

The 26 points made in the related article clearly indicate the different

effects that lighting can have outdoors. They also suggest the proper method of approaching outdoor lighting management.

Once an owner or manager becomes familiar with key lighting issues, the next step involves retaining effective technical support. Numerous professional lighting consultants are members of the Illuminating Engineering Society of North America (IES, 345 East 47th Street, New York, NY 10017) and its local chapters (sections) throughout the United States.

Note, too, that manufacturer's representatives also are in a position to lend technical assistance. Many electrical contractors have fully staffed lighting design departments, and many electrical distributors also have personnel on staff who can be of assistance. The local electrical utility may also have personnel who can help, or at least should be in a position to iden-

tify area consultants who can assist.

A lighting specialist's first task usually will be evaluating the existing outdoor lighting system for:

- what is installed and how it is controlled,
- present condition and anticipated life expectancy,
- annual O&M costs, the degree to which functions are being accomplished,
- other outdoor lighting needs or benefits which are not now being attained,
- options which can be applied to accomplish various goals and objectives and

Sources

For the astute owner or manager, the very first step in effective outdoor lighting technical management is to obtain more information about lighting and what it can do.

One of the best sources of information is the National Lighting Bureau, which publishes a variety of guidebooks on lighting. Each is written in simple language and is extensively illustrated for easy comprehension. Some of the NLB's titles include: "Getting the Most from Your Lighting Dollar," "Conducting a Lighting Systems Audit," "Lighting Energy Management for Offices and Office Buildings," "Lighting Energy Management in Retailing," "The Energy Saver's Guide to Good Outdoor Lighting."

Each sells for just \$5 and provides discussion on the benefits of lighting, important issues about the type of facilities and instructions about numerous lighting management options.

A complete directory of NLB publications is available without cost by writing to National Lighting Bureau, 2101 L Street, N.W., Suite 300, Washington, D.C. 20037.

- their related initial and life-cycle costs.

It will be difficult to assess with any

program of lighting management can be one of the single most profitable investments that an owner can make. **LM**

degree of precision exactly how certain lighting system improvements will affect other issues, such as reduced tenant turnover. Nonetheless, certain reasonable assumptions can be made and, accordingly, bottom-line values can and should be applied. This approach gives decision-makers a far better data base on which to make decisions.

And, when all is said and done, it likely will be found that effective lighting developed through a

Beauty and security are two lighting effects

Planned lighting can do many things for the landscape. By familiarizing your customers with its many benefits, you may find it can often sell itself. Therefore, if you intend on selling additional lighting to your customers, tell them that lighting:

- makes a building more noticeable to passers-by (some of whom may be prospective tenants, customers or building/project purchaser);
- gives a building a more dramatic appearance without having to invest in any substantial structural or facade changes;
- creates an integrated "wholeness" to the entire project even though it may comprise several buildings of different architectural style;
- generally upgrades the appearance of an entire building or project, making it more appealing to one and all, including the community at large;
- enhances the building's image of being able to provide a safe, secure outdoor environment at night;
- makes it easier for people to find their way at night and quickly identify the proper path to take;
- makes the outdoor parking lot and surrounding areas/walkways more immune from tripping/slipping accidents;
- reduces the likelihood of a tenant or guest being assaulted in the parking lot or other outside areas;
- makes the outdoor parking lot safer in terms of reducing the potential for vehicle-object, vehicle-vehicle, vehicle-pedestrian accidents.
- reduces incidents of vandalism in the parking lot.
- reduces incidents of break-ins to and theft of tenant/guest/customer autos parked outdoors at night;
- reduces incidents of vandalism affecting the building itself (spray paint, broken windows, etc.) and grounds (broken plantings, broken lighting globes, etc.);
- helps reduce the likelihood of building break-ins.
- enhances the ability of passers-by, guards, etc., to spot potential intruders and provide an effective identification to authorities;

- reduces the cost of security patrols around the building and grounds while enhancing their effectiveness;

- lowers exposure to legal liability for problems such as "endangering the safety of an invitee";

- may reduce the cost of liability and other insurances;

- allows you to avoid the uninsurable costs associated with defending a liability action (complying with discovery, responding to interrogatories, attending depositions, being in court, meeting with attorneys, lost productivity and piece of mind, etc.);

- may help you avoid the negative publicity which can flow from assaults and similar incidents on project property or immediately adjacent to it;

- reduces the time required to clear parking lots and roadways from snow and otherwise reduce the cost of snowplowing;

- reduces the frequency and extent of damage caused by the snowplow blade, thus reducing the related costs and inconveniences associated with snowplowing;

- in the case of multi-family residential properties, provides space for a variety of nighttime activities without having to purchase more property or make costly improvements;

- reduces tenant turnover and the associated costs of turnover, such as painting/cleaning, advertising for new tenants, screening prospective new tenants, etc;

- justifies an increase in space rental/lease rates, and or the value of individual spaces or the entire building, due to improved safety/security, better appearance, etc;

- in the case of retail buildings or retail spaces in larger complexes, increases retail sales and, when applicable, increased sales-based rental income, and

- increases the marketability of space (or the entire building) due to improved safety/security, better appearance, reduced tenant turnover, higher rental/lease income, etc.