

strong likelihood that much of the lighting will be obscured because often the architect who designed the lighting had no idea what the landscape was going to be or how it would mature.

- If trees are in close proximity to pole lights, then as the tree matures it blocks the light from achieving the original goal. Adjustments should be made to ensure the areas of original concern are illuminated properly.
- Create a much more pleasing ambiance to the site and building by using nearby trees for moon-lighting. This will cover a much larger area than bollard lights and are far less expensive. They also require less maintenance, and the bulbs typically last two to three times longer.
- Site and landscape lighting upgrades can be done in phases to fit within annual budgets, while adding to the overall site attractiveness.

Why Spend Precious Time Dealing With the Constant Hassles of Site and Landscape Lighting When You Can Solve the Problem?

- Solve many of your perennial electrical problems and hassles when upgrading your lighting system, with little or no disruption of the tenants, guests, landscape, and hardscape.
- In these times, site safety and security can be accomplished while also creating visibility and recognition for your building and landscape.
- Site signage lighting can be tied into the surrounding landscape rather than be stuck out in the middle of nowhere.
- Rather than have your entry and sign lighting stuck out in the middle of nowhere, it should be tied into the surrounding landscape to relate to the remainder of the site. Establish a reasonable budget for an annual service contract that would guarantee a consistently high level of operation.
- Your site should not be littered with unattractive fixtures—equipment and wiring that would detract from its daytime appearance.



The strong architecture of this building is softened with the subtle accent lighting on the large landscape elements and flag.

A site walk through should be done with a professional lighting consultant, focusing on the elimination of problems that seem to always come up due to just fixing what is broken rather than solving the problem and the hassles. With proper guidance, a major transformation to the evening appearance of your site and buildings can take place.

When you are considering how to make your site more secure, then the exterior lighting should be considered, especially since the events of September 11. Nothing is a better deterrent to crime than good lighting. Remember, your site is in darkness nearly 12 hours a day on average. FBI studies have shown that most criminal

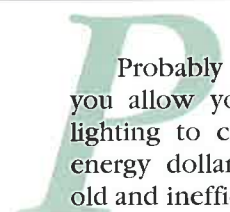
behavior happens after dark. Create a much safer and secure environment and attract needed tenants while reducing annual maintenance and energy consumption.



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Would You Heat Your Building by Burning \$10 Bills?

By Dean MacMorris
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Probably not! Then why would you allow your site and landscape lighting to continue to waste your energy dollars! Did you know that old and inefficient site and landscape

lighting fixtures and lamps can rob you of your annual budget? The cost of lamp replacement and energy consumption will long outweigh the cost of the initial lighting system. If the

system is more than eight years old, the simple change of a fixture or lamp can save you significantly on the lighting system's annual maintenance and energy consumption.

To illustrate this point, consider the following scenario. While on a recent site visit to a commercial office complex that was having continuous problems with their site and landscape lighting, we discovered the lighting system had been installed when the project was built more than 15 years ago. Several lights were regularly burning out, so the lighting effect was almost never complete, and it had become time consuming and costly to maintain. After doing a complete evaluation of the entire site lighting and electrical system, we

	Attract Tenants With Positive Marketing & Curb Appeal In The Evening
	Eliminate The Hassles & Headaches of Ongoing Maintenance Problems
	Reduce Your Energy Costs While Increasing Your Overall Site Aesthetics
	Increase Personal Safety & Security, When Entering & Exiting Your Buildings In The Evening Hours, With Beautiful Landscape Lighting
	Extend The Appeal of The Outside Environment From The Interior Spaces By Creating Depth & Interest In The Nighttime Landscape
Remove Unpleasant Glare Sources & Annoying Fixtures To Produce Enjoyable Lighting Experiences, While Walking Through The Spaces	
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determined that the basic electrical infrastructure was adequate and in reasonably good shape. Unfortunately, the placement of the fixtures and the fixtures themselves were the main cause of the property manager's frustration.

The fixtures no longer related to the current conditions or landscape; therefore, they created a negative marketing effect for the property. Trees had overgrown the fixtures. Many fixtures and lamps were in harm's way and were regularly being broken. Other fixtures were improperly mounted, causing the light to be directed inappropriately, or the fixture was just plain broken due to damage. Obnoxious glare sources were visible throughout the site. Due to the change of site conditions, the existing lighting system was inadequate, but no one was aware of it because they were not involved in the initial design or they did not have the proper knowledge. Fixtures were installed improperly, causing damage from moisture.

Excessive heat and moisture are the two main causes of lighting deterioration. If the appropriate fixture is used and installed properly and in the right location, there should be very little service needed other than lamp replacement every five to seven years. More fixtures were installed than were necessary, which introduces more equipment and wiring for eventual maintenance problems. This also means the energy bill will be higher as a result, sometimes as much as 30 percent higher. This is also true with older-style fixtures and lamps, because they have a tendency to use more energy than the newer, more efficient lamps. Generally what happens is the person in charge of replacing the lamps is not aware of this, and the individual just changes the lamp, sometimes with a noncompatible lamp which does not last long in the fixture.

Could Your Facility Use an Image Boost?

When the lighting system no longer accomplishes the site goals, many important things are compromised, such as the overall security of

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the pedestrian areas, main site features are not highlighted, signage and entry way landscaping is no longer appealing, and the overall effect of the site at night is far less than it could or should be. Tenants have a choice of what site they will continue to lease—one that is old and unkempt, or one that is updated and appealing.

Consider the following useful tips when evaluating your site and landscape lighting:

- Cut your costs by as much as 30 percent a year by changing the fixtures and lamps.

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Site and landscape illumination were added to this attractive building to give it a stronger presence across the water in the evening darkness.



- Make sure your system is as energy efficient as possible, or you could be wasting your budget unnecessarily.
- In many cases a lighting professional can do a lighting system rehab for less than annual repairs.
- New technology in lamps can make them last 12 times longer than their older counterparts.
- Replace necessary equipment with attractive ones that shield the glare source from sight.
- Maintenance hassles and headaches can be eliminated with a redesign and rehab of the lighting system. Installation and placement are crucial to lower maintenance.
- Set your property apart from adjacent properties with proper lighting that adds prestige.
- Take advantage of outstanding architecture and site amenities, such as water features, artwork, sculptures, etc.
- Be sure your professional lighting company is licensed, insured, and bonded.
- Choose a lighting professional that has landscape architects on staff to address landscape issues, vehicular and pedestrian traffic concerns, and an awareness of outdoor space relationships. This is important because changes to the original lighting will need to take these into account.



Are You Looking for a Cost-Effective Way to Provide More Safety and Security to Your Site?

- Minimize damage and costly repairs during weekly landscape maintenance by fostering a close relationship between the lighting professional and the site landscape professionals.
- Ensure the lighting system is performing at its full potential by obtaining an annual periodic maintenance program and budget.
- Create a theme and consistency throughout the site by adjusting your existing system.
- The individual responsible for the site lighting should have good knowledge of design, equipment, technology, installation techniques, and overall maintenance. This will ensure that your site will receive the attention that could save you significantly on your annual budget.
- It is easier to budget for lighting enhancements than it is to try to find the money once the problems arise or the site image suffers.
- Beautifully light pedestrian walkways, steps, sitting areas, and site features, rather than using "in-your-face" lighting techniques (e.g., bollards, spot lights, and powerful post lights) found at most facilities.
- If the original landscape is more than four years old, there is a