Low Voltage Landscape Lighting Design
– A Simplified Goal-Based Approach

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You Will Learn Today. . .

• The goal-based approach to manage your lighting project
• The 6 primary goals of lighting design
• Essential strategies to achieve those goals
• Resources for a winning proposal & plan

Manage your Project

Two Ways to Proceed

1. Ask the Client what he/she wants and do exactly what the client requests
2. Ask the Client what he/she wants and engage the client in a dialog of discovery
A Dialog of Discovery

Your typical client has no idea what lighting can do.

“Yes, Mrs. Jones, I’m happy to put some lights along your front path. . . ”

Lighting Goals

1. Safety
2. Security
3. Beauty
4. Lifestyle
5. Environment
6. Economy
Goal 1: Safety

Illumination that ensures occupants can navigate safely around the property at night – without tripping or falling.

Goal 1: Safety

Strategies

• Changes in elevation
• Places with obstacles
• Near water features
• All pathways
Goal 2: Security

Illumination to deter, detect, identify, and apprehend intruders.

Strategies
- Avoid overly bright flood lights
- Apply minimum level of illumination from multiple fixtures throughout the property
Goal 3: Beauty

Illumination that elicits pleasant moods, feelings, and thoughts. And, illuminated scenes perceived to be aesthetically pleasing.

Strategies
- Selectively reveal beauty already there
- Create new beauty through shadows
- Create a visual journey
Goal 4: Lifestyle

Illumination appropriate for occupants and guests to engage in all types of nighttime activities.

Goal 4: Lifestyle

Strategies

- Ask about nighttime activities
- Evaluate existing illumination
- Propose improvement
Goal 5: Environment

Illumination that satisfies the goals of the project while minimizing light trespass and light pollution.

Strategies

• Project light only where needed
• Minimize light spill, especially outside the property and into the sky
Goal 6: Economy

Illumination that minimizes cost to the client.

Strategies

- Energy-efficient products & Design
- Timers & photocells to minimize ‘On’ time
- Minimize light levels
The Meet

1. In-person
2. Walk the property
3. Ask what client wants
4. Re-frame using goal based model
5. Enhance or expand the project

The Proposal

1. Trust-Building Info
   - Fact sheet about your company
   - Proof of insurance
   - Certificates of training
   - Testimonials
The Proposal

2. Goals

– Identify each goal – goals can be project specific and include supportive goals

<table>
<thead>
<tr>
<th>AMP® Lighting</th>
<th>Project: Asthma Household</th>
<th>Area: Front &amp; Back Yard</th>
<th>Note:</th>
<th>Status:</th>
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<tbody>
<tr>
<td>Class: M. Howard A. Asthma</td>
<td>Designer: Heritage Lighting</td>
<td>Goal No.: 1</td>
<td>up</td>
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Goal:
Security. The goal is to provide illumination that serves to deter intruders from entering the property. Also to provide sufficient light to detect intruders who may be present. In addition, light should be positioned so that intruders may be recognized and identified. And finally, that illumination should be sufficient so that law enforcement may apprehend any intruders on the property. All this is to be accomplished in a way that does not detract from the beauty of the landscape lighting.

Strategies to Achieve Goal:
1. Overall strategy. Strategically placed fixtures will provide a low-level, widespread, subtle illumination throughout the property.
2. Timing. Since intruders may enter at any time, all illumination critical to the security goal will remain on until dawn. Outdoor lighting has a subtle presence in the early morning.

Resources

Goal Setting Guides & Forms for Lighting Projects
• www.AMPLighting.com - Free Downloads
  (Go to Articles & AMP Pro Sales Support)

More Resources

Pro-Quality Lighting Products – Factory-Direct, Contractor Discounts.
www.voltlighting.com

Pro-Only Division of VOLT Lighting – Direct to Contractors.
www.amplighting.com
Questions?

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