

CMP's Lighting Connection

Bright ideas to improve your bottom line

Central Maine Power Company, 83 Edison Drive, Augusta, Maine 04336

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Light beckons diners to a romantic oasis in Old Orchard

Our feature story gives us a chance to let you in on a secret many successful retailers already know: Outdoor lighting brings customers into your business!

Joseph's by the Sea is a high-end restaurant located on the beach, a short distance from Main Street in Old Orchard Beach. While the restaurant's regulars keep coming back, owner Paul Dussault worried that his location, set back quite a bit from the road, wasn't ideal for attracting new diners.

Paul was sure that changes in his lighting could help, but he wanted some professional advice to achieve his vision. So he contacted the Lighting Experts at CMP.

Exterior lighting: a recipe for success

The existing light was a standard pole-mounted floodlight. While it illuminated the parking lot, it didn't send a message that there was a wonderful dining experience waiting on the other side of the asphalt.

Paul was already using interior lighting to great effect. He'd replaced the wall sconces inside with 50-watt spotlights to create romantic dining "islands." On the ocean side of the restaurant, landscape lighting had already been installed and it

really enhanced that side of the building. Now, it was time to finish the job by lighting up the restaurant's image from the road.

That's when CMP's lighting expert Craig Baranowski went to work! Craig suggested using post top lighting in the parking lot

"When I explained what I wanted to achieve, Craig had a great idea. I recommend that any business owner get actively involved in assessing their lighting. If you have an idea of what you want your lighting to do, CMP's experts can help you get results."

— Paul Dussault, owner
Joseph's by the Sea
Old Orchard Beach

and to continue it to the entrance. He also recommended using decorative fixtures similar to the vintage style lights used on Main Street. Finally, he and Paul decided on façade lighting, with both up and down directionals, to pull the entire

strategy together. Paul has always seen lighting as a key to a successful business, and he immediately liked Craig's ideas for combining function and image. "Lighting is pivotal to attracting customers. The new post top fixtures recommended by CMP really help draw your eye to the entrance. With the façade lighting we're installing too, the whole building is much more visible and attractive. It's a dramatic change."

Put better lighting on your menu

Now that the tourist season has begun in earnest, it's time to make sure you're doing everything you can to attract customers. Take a tip from Joseph's by the Sea, and use exterior lighting to set your business apart and give customers a taste of what's inside.

Give our Lighting Experts a call today at **1-800-649-1169**.



Before

After

Lighting improvement added visibility and enhanced the overall appearance of Joseph's by the Sea restaurant

How can exterior lighting help your business? Let us count the ways!

Exterior lighting is needed to make parking lots and sidewalks usable. But if that's all you're using lighting to accomplish, you're missing out on some terrific business-building opportunities! Here are just a few ways to use exterior lighting — give CMP a call at **1-800-649-1169** and we'll give you even more!

1. Expand your business

Right now we have nice, long days. But when they get shorter, you don't want to see your business shrinking. So take a look at lighting solutions now.

- ➔ Extend usable space by lighting outdoor areas — for merchandise displays, outdoor seating or other uses.
- ➔ Extend operating hours at your outdoor business by adding lighting — garden centers, mini golf courses, or any business with outside areas can benefit.
- ➔ Make sure customers know you are open! Use inviting lighting.

2. Get the best return on your landscape investment

Whether you're operating a business open to the public, an office building, or other type of facility, if you have nice landscaping you should make the most of it with lighting! A complete landscape lighting system can be installed all at once, or certain areas can be done as your budget allows. If you think you're going to add more lighting later, plan ahead so the initial wiring will accommodate additional fixtures. And choose fixtures that will give you light patterns suitable for your grounds.

Be sure to install landscape lighting so it won't interfere with maintenance (lawn mowing, snow removal, e.g.). Fixtures are available that are stored below grade, then raised and lowered with a photocell control for placement in lawn areas. There are lights that can be installed in trees, on deck railings, on fences, even underwater. All this new technology is amazing!

- ➔ Show off flowers, groundcovers, and low growing shrubs with low post lights.
- ➔ Select fixtures that provide light patterns best for your space — our Lighting Experts can help!
- ➔ Use spotlights to highlight the shape and color of trees — these can look spectacular at night.
- ➔ Don't forget winter! Landscape lighting can be used year-round to focus on snow-covered trees, architecture, rock formations, etc.
- ➔ Use photocells or timers to conveniently operate your landscape — you won't even have to think about it.

3. Make your building a stand out — with lighting!

Facade lighting is light that illuminates any part of a building exterior. While facade lighting is ideal for security purposes, it really shines as a way of enhancing your building's appearance after dark.

It can be as simple as lighting the sign on the side of your building. Even if you're a service company or manufacturer and customers don't come to your place of business, it's a good, inexpensive way to get your name out to potential customers.

If you have a business where customers come to you, facade lighting is a great way to reach out to them. Facade lighting can highlight interesting building features to make your business look more attractive and invite customers to come and take a closer look. As with Joseph's by the Sea, facade lighting can present an image, an impression of what the customer might experience when they come inside. Whether you want to look romantic, lively, fun, energetic, intriguing, family-friendly — or anything else — there's facade lighting to help you accomplish it!

- ➔ Use metal halide spotlights for facade lighting.
- ➔ Make sure to place fixtures so they illuminate only what you want highlighted.
- ➔ Choose fixtures that allow you to control light patterns so light does not spill into areas where you don't want it.

Head for your business at dusk. Stand on the street and gauge the curb appeal. Could you use better exterior lighting to advertise your business — invite customers in — or simply make a good impression? We'll bet that the answer is a resounding yes!

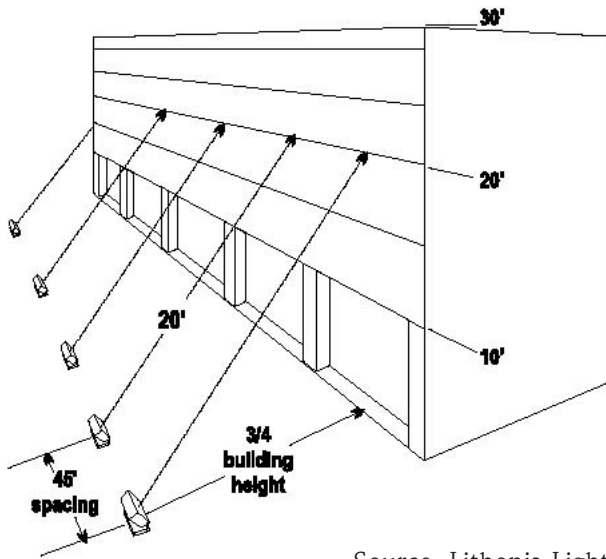


Make your business stand out with lighting

Call our Lighting Experts at 1-800-649-1169

Look below for some of the why's, what's and where's of facade lighting. Then, last, but not least, contact a lighting professional who can help you work through all the options, because in the end, lighting will be some of the best advertising dollars you can spend.

More on facade lighting:



Source: Lithonia Lighting

What?

1. **Light glazing.** An up or down light mounted close to the object being lit. Creates crisp detail by creating light and dark areas.
2. **Floodlighting.** Illuminates the complete face of a building or object thus making it stand out from others around it.
3. **Spotlighting.** Choosing one or more singular areas to light (Entry way instead of the whole building, e.g.)
4. **Outlining.** Using small lights to outline a building, feature, or object so your eye sees the shape of the entire thing.

Why?

1. Increase awareness of your business.
2. Project a positive image for your business.
3. Attract more nighttime attention and business.
4. Create a landmark to customers so even if they forget your name they remember where your business is.
5. Make a safe area where customers can park and walk at night without feeling intimidated.

Where?

1. Fixtures can be mounted in the ground, on the ground, or on pedestals or poles.
2. Fixtures can also be mounted to the overhang of the building, in the soffit, or inside the structure shining out a window or opening.

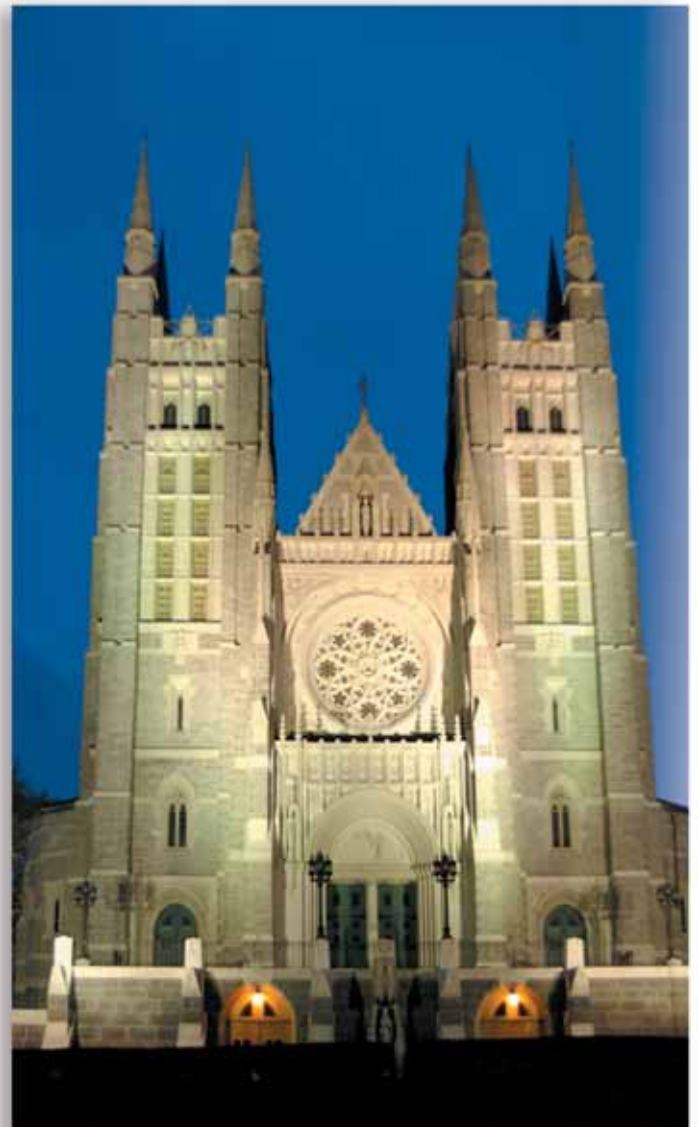
As always, our CMP's lighting experts are ready to assist you with your next lighting project. Give our lighting experts a call at 1-800-649-1169 so we can get started.

Setback, Spacing, and Aiming

The recommended setback is 3/4 times the building height. If a building is 30 feet tall, the recommended setback is 22.5 feet from the building. Locating the floodlight closer to the building will sacrifice uniformity; setting it farther back will result in loss of efficiency.

The rule of thumb for spacing floodlights is not to exceed two times the setback distance. If the setback is 22.5 feet, the floodlights should not be placed more than 45 feet apart.

The floodlight should be aimed at least 2/3 the height of the building. For example, if a building is 30 feet high, the recommended aiming point is approximately 20 feet high. After installation is complete, aiming can be adjusted to produce the best appearance. Mounting a full or upper visor to the floodlight can reduce unwanted spill light.



With proper design layout, this is the result that you can achieve with façade lighting

ASK the LIGHTING EXPERT

I have a great location and a unique building, and want to expand my open time into nighttime. I've got some lights on the building pointed toward the parking lot and one over my front door pointing down the walkway. What else can I do?

I wish you had told me the type of business you are in, because I could be more specific. However, there's general lighting advice that can help.

For starters, I'd remove any light you have that is pointing toward customers. You want to beckon them in, not drive them away! To make the building stand out at night, light should be directed at the building itself, not away from it.

You say you have a unique building, so I assume you have interesting details you can highlight? Even if a building has a flat, blank wall a play of light can make it stand out. You can cast up or down light onto the building, or an object such as a tree, to create dramatic shadow and contrast effects. You could also mount fixtures so the lighting pattern overlaps and creates a smooth even wash of the whole surface. Or you

could space each fixture so that it's pattern shows on the building with a dark space separating it.

Pathway lighting is always a good idea. It can help lead customers to your front door with a feeling of comfort and safety — and even anticipation if you have the right mood-setting light.

What's the best advice I can give you on ways to light your business? Go out into the daylight and look at your building. What features set it apart? Perhaps it's the building itself, the trees around it, the entryway, the grounds, or the windows? Go back that same night and look at the building from the same place and note the features you can still see, or can't see in the dark. Ask yourself if the right lighting could bring them to life and put them to work for you.

Contact our Lighting Experts:
email: lighting.expert@cmpco.com,
or
call (toll-free): 1-800-649-1169



Dick Bacon, a CMP Lighting Expert, has helped over 1000 businesses improve their bottom line with better business lighting. Are you next?

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