

# MAIN STREET LIGHTING TIPS

1

## BE A GOOD NEIGHBOR

Leave exterior lights on bakery open to bar close.

2

## 24/7 BILLBOARDS

Your display windows are 24/7 billboards, show off your brand.

3

## WINDOW BROWSING

Allow views in, clean the glass and take down posters or large vinyl.

4

## LIGHT = SALES TOOL

Dramatically spotlight displays. Consider timers & sensors, dimmers and guards for glare.

## LED TRACK LIGHTING 101



PAR20

Types of reflectors MR & PAR

Bigger # = wider face

600 LUMENS

Volume of light emitted from the bulb

## COLOR TEMPERATURE (KELVIN)

Golden intimate restaurant 2700k  
Rosy romantic cocktail lounge 2250k  
Soft white retail space 3000k  
Bright Task Lighting 3500k+



Consistency in color temperature per room or zone is key!

## COLOR RENDERING INDEX (CRI)

Ability of a light source to accurately reveal the color of an object.

CRI <70 = dull color



CRI 90+ = true color

Image source: Alcon Lighting

## LAYERS OF LIGHTING

### EXTERIOR

- Architectural
- Pathway
- Entrance
- Signage
- Window Displays

### INTERIOR

- Ambient
- Task
- Spotighting
- Decorative
- Accent



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