

Landscape Ontario Lighting Sector Tool Kit



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SALES

i) WHY LIGHT?

Why a property owner would want landscape lighting.

- Safety, security and beauty
- We are not selling parts, we are selling an experience and a feeling
- Enhance your lifestyle in your environment
- Get great return on investment - it rains from time to time, but gets dark every night!
- Four pillars - aesthetics, safety & security, functionality, fear of darkness
- Aesthetics of the property, make it beautiful
- Enjoy the landscape both day & night
- Add to the property value
- Safety - walking paths, elevation changes, dark areas, avoiding hazards
- Security - deter trespassers and easier to identify trespassers

ii) CONTRACTOR SALES PROCESS ...best practices for selling landscape lighting

- Collect information about the lead before the sales call
 - Where did the lead come from?
 - What type of property is it?
 - Does the potential customer understand what you offer?
 - The key question - what are the chances that this is a qualified lead?
- Take the time to understand your prospect & their property
 - Ask meaningful questions to understand what they want
 - Do they have a budget?
 - Is the budget reasonable given their desired result?
 - How do they want to control the lighting system? (programming, wifi, Bluetooth, dimming, zone control and colour)
 - Take the time to walk the property (inside and out). It is useful to see the view the client has from inside their home, you may notice focal points through their windows that you could otherwise miss
- Presenting your proposal
 - Show professionalism - arrive on time, dress professionally and speak like a professional

- Demonstrate you have a professional organization, highlight your membership to Landscape Ontario, your participation in the Landscape Lighting Sector groups, obtain permits and demonstrate your design capabilities
 - Understand different lighting techniques and be able to describe them to a potential customer (ex. Moonlighting, Grazing, Shadowing, Avoiding Glare)
 - Provide warranty for both the products and your workmanship
 - Provide visual aids with inspirational pictures or working demo kit
 - Provide some technical information and fixture options, but be careful to not provide too much
 - Set yourself apart from other offers
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- Closing the sale
 - Overcome common objections like price.
 - Offer options like altering the design or a phased in installation
 - Build a webpage or social media profile showing examples of you're work and positive online reviews to build trust in the prospect
 - Handle rejection professionally and leave the door open for them to contact you again if you are not awarded the job

DESIGN

Design is subjective! What areas should be lit? What's the best way to feature light in that area?

TIP - Design with purpose - direct the eye, don't just blast everything with light.

HOW

- Use different intensities of light
 - Brighter light will attract the eye
- Feature plants should be brighter than background elements
- Pathways/stairs leading to a destination should be well lit for safe travel, but focus intensity towards the final destination.

TIP - Transitional lighting carries your eye from one feature to another through different levels of light.

HOW

- Featured items should be lit with a higher level of brightness.
- Transitional lighting fills in the dark spots between features with lower intensity lighting
- Be careful of too bright AND too dark
 - too much contrast can be uncomfortable

TIP - Look for balance in a scene - ie. too many lights/elements in one area of a property without considering the whole view of a property

HOW

- Look to balance features
 - very large tree could need lighting at a more human relatable scale
 - 5-6' features or a very large tree may need a large down lighting presence to ground the tree and balance the scale of a large property

TIP - Think like a designer! Look for focal points, sight lines, nodes/transition areas, symmetry, repetition.

HOW

- Site lines
 - Where will the homeowner be when they are looking at their space?
 - Inside the house
 - On the deck / patio / outdoor kitchen / hot tub
 - Approaches to the home
 - Access to the back from the front
- Safety
 - Pathways
 - Steps
- Security

- Sides of homes
- Outer property lines
- Aesthetics
 - Landscape features
 - Trees or ornamental trees
 - Statues, water features
 - Garden beds
 - Architectural features
 - Stone and brickwork of house
 - Stone or brick work of entry pillars
 - House numbers
 - Iron gates (highlighting and shadowing)
 - Linear lighting for steps
- What features does the homeowner have that would benefit from lighting?
- What features does the homeowner have that would benefit from NOT lighting?
 - Issues can also be intentionally **avoided**
 - Don't light areas you don't want to draw attention to at night
 - Light elements in front of something you don't want to see, your eye will stop at what is lit

Take cues from site for material choices - painted, stainless, brass. Object reflectance is a huge factor on choice - colour of brick or foliage. Take cues from the site for fixture styles like modern vs traditional / round vs square / subtle vs whimsy.

TIP - As a lighting designer we must understand what role lighting will play in the use and enjoyment of the outdoor areas by the homeowner.

HOW

- Find out what the homeowner is looking to light
 - What is important to them.
- What does the homeowner see as their feature items
- Educate on what else might look good
- Discuss the benefit of transitional lighting in addition to lighting features
- Offer lighting options
 - Option to light what they talked about
 - Option that includes additional lighting from a design point of view
 - Split areas into priority areas and secondary areas
 - For example, front vs back or back vs front
 - Concentrate on aesthetics first and security after
- Advise that it is better to light fewer areas well than to have a lot of areas poorly lit
 - A do-it-yourselfer would tend to do the latter. A designer would favour the former
- Suggest additions in a scaled budget that will enhance the landscape over time

TIP - Use different design and lighting techniques to showcase landscape and architectural features.

HOW

- Architectural lighting
 - This is lighting up the unique or interesting architectural features of a home like pillars, columns, quoins, stonework, shadows from mortar lines
- Up lighting
 - This is the most common type of lighting and the most economical lighting method in terms of fixture cost and ease of installation
 - Front lighting, cross lighting and backlighting are examples of up lighting.
- Down lighting
 - This is good for lighting planters (where up lighting cannot be done well)
 - This type of lighting can also light up large areas
 - It can also produce a moon light effect.
- Moonlighting
 - Placing fixtures high up in trees, usually higher than 20 feet, pointing down through branches and leaves to create a soft, shadowing effect that simulates natural moonlight
 - Up lighting needs to be incorporated with moonlighting to light the space above the fixtures in the trees
- Silhouetting
 - This technique provides a strong contrast between whatever is in front of the fixtures, like a bush or tree with an interesting trunk or branch structure.
- Area or path lighting
 - These are good design techniques to guide people along a path from one area to another
 - Path lighting can also be incorporated as safety lighting for steps in a pathway or walkway
 - Area lighting can also be used to highlight the colour of annuals in garden beds.

TIP - Use the right fixture for the lighting application. Lamps and integrated fixtures come in many different styles and options. One size does not fit all - depends on what you are lighting.

HOW

- Up lights
 - Use for highlighting vertical features in garden beds
- Wall Wash
 - Use for lighting wide elements
- Down Lights

- Constructed specifically to be aimed downward to avoid rain intrusion
- Well Lights
 - Use in turf or flat areas
- Strip Lights and Coping Lights
 - Can be hidden
 - Be careful they may need a dimmer to soften the effect
- Path Lights
- Many options - fixed/aimable, various heights, styles and materials- should match with plant material or placement

TIP - Use lenses or filters to get additional effects from fixtures

HOW

- Linear Spread Lens
- Flatten out a light pattern - eg. walkways and walls
- Spread Lens
 - Widen out a light pattern in all dimensions
 - Greater spread - eg. broad plant material, large areas to cover
- Hex Louver
 - Reduces lateral glare - eg. down lights over seating areas or bullets along walkways
- Coloured lenses
 - Change the colour of the light to accentuate
 - Eg. holiday themes
 - Bring out intensities
 - Blue spruce with blue lens looks more intense.

TIP - Designing how to light a tree depends on the tree's characteristics. Take cues from the tree! Evergreen vs Deciduous Open form vs tight. Colour of tree, leaves and bark

HOW

- Conical shaped trees
 - Surround tree with multiples fixtures
 - Place fixtures approximately 2-3' outside the conical line of the tree aimed parallel to the natural angle of the tree
 - Plan for growth
- Globe shaped
 - Light the underside of tree
 - Add fixtures further back to light the top of the crown
- Teardrop/columnar shaped
 - Light parallel to natural angle
 - Add fixtures further back to light the top
- Open Form
 - Light the interior as well as the exterior of the tree
- Up light AND downlight where possible
 - Grounding the base of the tree avoids floating effect

- Add more light to dark trees that don't reflect light back or scatter light
 - Eg. cedars and yews
- If you can't place fixtures effectively, consider lighting something else!

TIP - Budgets can vary tremendously

- Prepare clients for the cost of lighting, it is usually much more expensive than they anticipate
- Homeowners who have not had lighting before, tend to think in terms of lighting features.
 - Not many think of transitional lighting between features.
 - Once explained, they understand it, but it is also one of the factors that makes lighting more expensive than they thought.
- Educate the client on the "why"
 - For cost, number of fixtures, styles, materials, infrastructure, etc.
- People spend a lot of money on their landscaping, all of which disappears when the sun goes down.
 - Lighting extends the time in which one's new, fabulous, landscaping can be enjoyed by themselves, family and friends well into the evening.
- Design to get the best lighting effects to fit a budget.
 - Light a single area really well instead of lighting many areas poorly
- Design for future possibilities
 - Allow for expansion, the client often wants more after seeing a well lit landscape

SERVICE

SERVICE CHECKLIST

- Application of a preventative compound at the bulb contacts to mitigate corrosion.
- Lubricate gaskets to allow them to continue acting as a proper seal.
- Clean the lens with Windex to allow a pure and clear shine of light.
- Reposition the fixtures that may have shifted due to frost heave if servicing in the Spring; reposition or repair for other contractor and homeowner interferences in-season.
- Relocate or revise fixtures whose subject may have outgrown the light.
- Prune mildly for light effectiveness.
- Test the overall performance of the bulbs or integrated fixtures – look for dimming or failed diodes.
- Back-off tree-mounted fixtures & fasteners away from the tree.
- Inspect the timer and transformer to guarantee their function. Test voltage and amperage at the transformer.
- Replace the timer batteries to protect the programming.
- Revisit the site at night to re-aim and re-position as needed
- Give an automatic enrollment option for every year on spring service - no need to call every year for service at the start of the spring
- Give the client pricing options in the communication - full package or quick clean up option
- Make sure client knows what is included and what is to be charged as an extra in the visit
- Offer suggestions for additions/enhancements to the system
- Opens opportunity to expand scope of work - upgrade house lighting - exterior and interior

PLANNING

ESA CHECKLIST

- a. Conduits : before driveways, walkways, planters, sodding, mulching, ground cover/small plantings
- b. Capacity now and for the future
- c. Plan out Lines: 120V, low volt, communication, cameras, networks
- d. Controls - simple to complex
- e. Coordinate with other trades
- f. Access - building before they are finished, before concrete is poured, artificial turf