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## **Consider the impact! Exterior lighting should promote safety and security for a retail center**

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The first step to creating a successful shopping experience begins with the curb appeal of the retail development. It's not just how the architectural and landscape elements work together but also if the customer feels safe to park and walk in the parking lot day or night.

While interior lighting contributes to the success of a store by making it distinctive and memorable, exterior lighting should promote safety and security and be aesthetically pleasing. It directly contributes to how safe shoppers feel and how attracted to the store or mall. Effective use of light can dramatically enhance the performance of most retail environments resulting in a successful shopping experience for the customer and increased sales for the retailer!

Site lighting elements include light poles in parking areas and store entrances as well as wall-mounted lights on building exteriors and ground lights highlighting landscaping and buildings.

WLS Lighting Systems of Fort Worth, Texas specializes in exterior lighting for all types of retail projects, mix use projects, as well as automotive, sports, D.O.T. WLS has been in business since 1969 helping pioneer the standards for today's site lighting. WLS lights hundreds of properties annually using the most advanced reflector, ballast and lamp technology. WLS has a wide variety of decorative poles and fixtures that are ideal for lighting shopping centers, mixed-use projects, restorations and residential developments.

Energy-efficient lighting is becoming more important as retail owners look for ways to reduce operating budgets. Energy savings can be recognized through the selection of light as well as its usage. WLS Lighting's natural white systems have minimal light loss throughout their life. Compared to standard probe start metal halide systems, which lose up to 55% of their light through life. Natural white lamps lose only 20% of their lumens, comparable to fluorescent ratings. Natural white maintained lumen output remains virtually the same over the product rated life. WLS is also a current member of the USGBC and a 27 year member of ICSC.

As a complimentary service, WLS can evaluate your existing site lighting systems to ensure the most economical method to upgrade your existing site lighting.

Dean Pritchard is president of WLS Lighting Systems, Fort Worth, Tex.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540