

Spring 2006

Georgia Power  
Outdoor Lighting Services

**W**elcome to the first issue of Bright Ideas, Georgia Power's new Outdoor Lighting newsletter. Each issue will offer information to help you learn more about what outdoor lighting can do for your business, including new product highlights and lighting resources. We will also focus on industry related information such as changes in lighting regulations and new technologies which may emerge.

Bright Ideas will be published quarterly to keep you up to date on the latest lighting news. If you have questions about the newsletter or ideas for articles in future issues, please [contact us](#).

*Call 1-888-768-8458 or visit <http://outdoorlighting.georgiapower.com> for more information about Georgia Power Outdoor Lighting. Our lighting experts will be happy to help you learn more about creating a bright, inviting outdoor environment for your business.*

### **Leasing vs. Buying... an Illuminating Idea**

When considering outdoor lighting options, many business owners are put off by the potential up front costs and "settle" for what they can purchase at the time. Don't let that happen to you!

With Georgia Power Outdoor Lighting, you can have a lighting system that will meet all your needs – without making a capital investment. You have the option to lease your entire lighting system, everything you need to provide high visibility, enhanced security and positive customer relationships. Leasing allows you to pay a monthly charge for the use and maintenance of your lighting system instead of the full cost of the equipment and installation up front. Electricity fees also can be included in your monthly fee.

Georgia Power retains ownership of the equipment indefinitely, which removes all ownership risks from you. And with no capital investment required, you can budget effectively for your lighting costs. Now that's a bright idea!



## New lighting ordinance in Fulton County

Effective Feb. 1, 2006, Fulton County approved amendments of the county Zoning Ordinance to add provisions for a Night Sky Ordinance. For your information, we've included highlights below. If you would like to review the entire Ordinance, visit the Fulton County Web site at [www.fultonecd.org](http://www.fultonecd.org). Click on "Zoning," then "Fulton County Zoning Resolution." The Night Sky Ordinance information is in Article 4, Section 4.9.

- All building additions or modifications of **twenty-five (25) percent or more** in terms of additional dwelling units, gross floor area, or parking spaces, either with a single addition or with cumulative additions subsequent to the effective date of this provision, shall invoke the requirements

of this ordinance for the entire property, including previously installed and any new outdoor lighting.

- Cumulative modification or replacement of outdoor lighting constituting **sixty (60) percent or more of the permitted lumens** for the parcel, no matter the actual amount of lighting already on a non-conforming site, shall constitute a major addition for purposes of this section.
- All nonexempt outdoor lighting fixtures shall be **full cutoff** and located, aimed or shielded so as to minimize glare and stray light trespassing across property boundaries.

- Establishes **property line foot-candle maximums** and parking lot foot-candle ranges depending upon the property use.

- Establishes lighting standards for special uses such as outdoor sports recreational fields, service station canopies, architectural accent lighting, etc.

There are 15 overlay districts within Fulton County. The overlay standards are usually more restrictive and supersede any general ordinance provisions. The lighting standards within each of these overlays did not change with the passing of the Night Sky Ordinance. The Web site mentioned above contains the information for each overlay district in Article 12, Sections A-M.

## Product Highlight: Galleria Fixtures

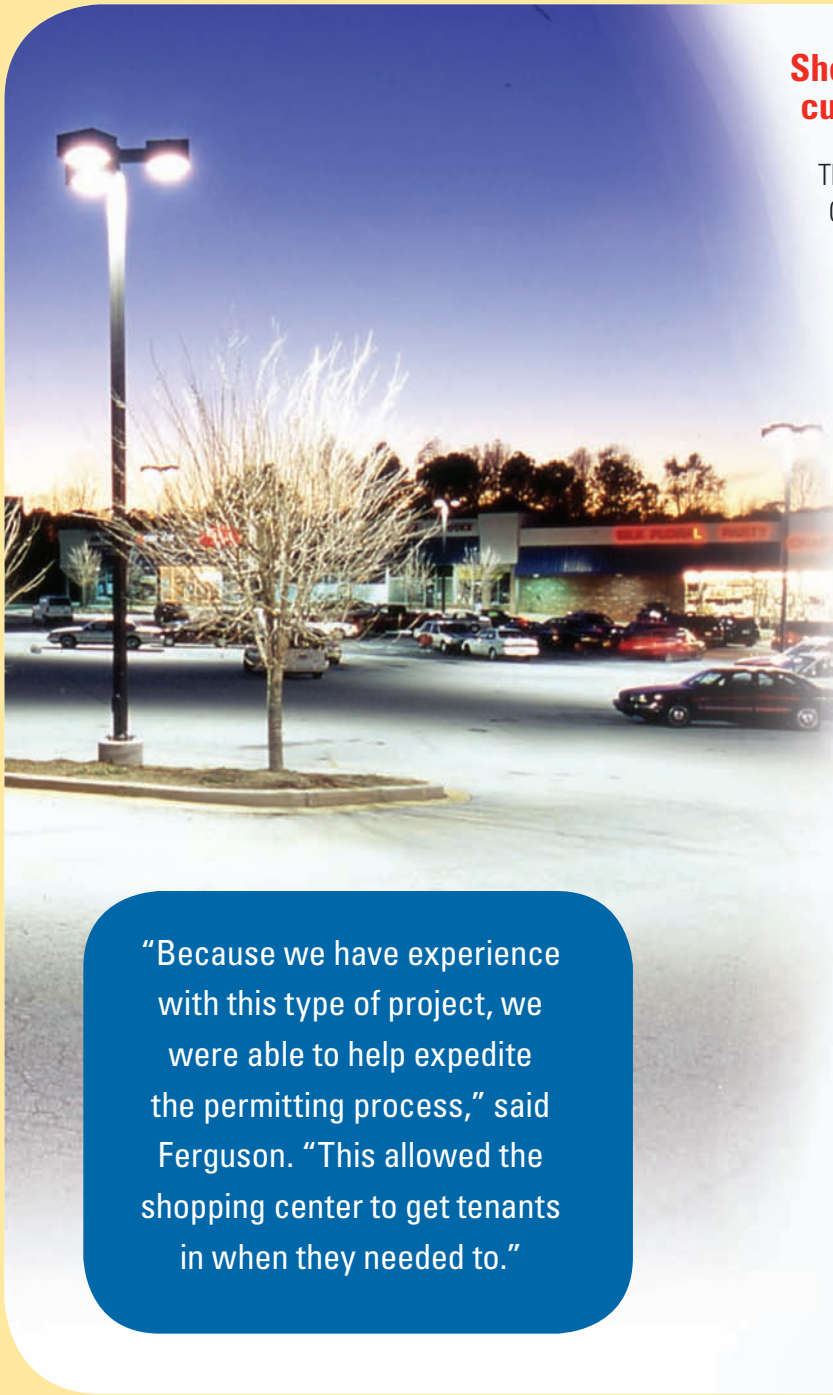
Need outdoor lighting that will spread light uniformly throughout your parking lot, walkways or employee areas? Try Galleria fixtures for uniformity and flexibility in your outdoor lighting system.

Galleria lights work well in areas such as parking lots, where you need to provide light from inside the area itself. They can be mounted at various heights and use a variety of wattages, providing flexibility to meet your specific needs.

Gallerias supply ideal lighting uniformity, which means you don't have dark spots. They also offer uniform light vertically, making what you and your customers see at ground level clearer and easily recognizable.

To learn more about how Galleria fixtures could help you, contact Georgia Power Outdoor Lighting at 1-888-768-8458.





## Shopping center lights up with customer-owned system

The situation: Michael Alterman of The Shopping Center Group needed a new lighting system for the Scenic Square Shopping Center in Snellville. He had worked with Georgia Power Outdoor Lighting before and was pleased with the results, but the electric load at Scenic Square is served by a local EMC.

The Georgia Power Outdoor Lighting solution: Even though Georgia Power does not provide electricity at the shopping center, lighting expert Tony Ferguson knew the Outdoor Lighting team could create an effective and efficient system to meet Alterman's needs. He proposed tying the system directly into the customer's panel, which not only allows for customer control of the lights, but also allowed them to work with the company they know and trust.

Ferguson's team removed the existing 11-fixture system and installed 27, 400-watt metal halide flat glass Galleria fixtures on nine steel poles. The 25-foot poles and 400-watt lights were used to meet Snellville's lighting ordinances.

"Because we have experience with this type of project, we were able to help expedite the permitting process," said Ferguson. "This allowed the shopping center to get tenants in when they needed to." Using a customer-controlled lighting system also appealed to the customer, because they can control the times lights go on and off and manage their energy usage.

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