According to illuminance wiki page (http://en.wikipedia.org/wiki/Illuminance), the formula to calculate illuminance is:

$$E_v = \frac{I_v}{h^2} cos^3(\theta)$$

Where $I_v = L_v * Area$, Lv is 500 cd/m^2 as explained, Area is $2 * \pi * (D/2)^2$
$h = r * cos(\theta)$

Hence

Iv = 500 * PI * (D/2)^2 = 0.9817 cd

$$E_v = \frac{I_v}{(r*cos(\theta))^2} * cos^3(\theta) = \frac{I_v}{r^2} * cos(\theta)$$

= 0.9817/0.5^2 * cos(PI/6) = 3.4009 lm/m^2