



**CRA**  
**Agenda Request Form**

**Meeting Date: March 19, 2025**

**Agenda Item No.**

**Agenda Title: Agreement with Shellard Lighting Designs, LLC for Park Avenue Decorative Lighting and Maintenance.**

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<input type="checkbox"/> SPECIAL PRESENTATION/REPORT <input type="checkbox"/> OLD BUSINESS <input type="checkbox"/> DISCUSSION FOR FUTURE ACTION	<input type="checkbox"/> CONSENT AGENDA <input checked="" type="checkbox"/> NEW BUSINESS <input type="checkbox"/> OTHER: General Business
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**Approved by Executive Director: \_\_\_\_\_ Date: \_\_\_\_\_**

*Allison Justice, CRA Administrator*

Name/Title

<b>Originating Department:</b>  <b>Executive Director</b>	Costs: \$ 13,755 Funding Source: Acct. # 110-552-520-34000 [ ] Finance <u>Barbara A. Gould</u> <small><div style="border: 1px solid black; padding: 2px; display: inline-block;">Digitally signed by Barbara A. Gould DN: cn=Barbara A. Gould, o=Town of Lake Park, c=FL Email: ba.gould@lakeparkflorida.gov, c=US Date: 2025.03.24 13:25:42 -0500</div></small>	<b><u>Attachments:</u></b> <b>➔ Resolution</b> <b>➔ Agreement</b>
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### **Summary Explanation/Background:**

In an effort to promote Downtown Lake Park along Park Avenue and to enhance safety and sense of place, the CRA requested quotes for **full-time decorative lighting** to be placed along Park Avenue from 7<sup>th</sup> to 10<sup>th</sup> Street.

RFQ 105-2025 was posted on the Town's Website for seven (7) days and one response was received from Shellard Lighting Designs. Shellard Lighting Designs currently has contracts for full time and holiday lighting displays with multiple cities throughout Florida, including, but not limited to: Aventura, Palm Springs, Greenacres, West Palm Beach and Jupiter. Shellard Lighting Designs was also under contract with the Lake Park CRA for lighting on the CRA building and fire station over the holidays.

### **Lighting details along Park Avenue will include the following:**

- Location: Park Avenue, 7<sup>th</sup> Street to 10<sup>th</sup> Street
- Lighting:
  - 21 Light Poles
  - 11 Royal Palm Trees (trunk only) in median
  - 8 Medjool Palm Trees (trunk only) at crosswalks
- LED Lighting: A majority of the time, lights will be steady, warm white – options to modify for holidays and special occasions
  - *Functions: Steady, Color Change, Jump, Fade, Flash Warm White, Chase, Flash Out, and Flash Opal*
  - *Color Options: Red, Blue, Green, Berry, Warm White, Harvest, Aqua, Opal and Multi*
- Pricing:
  - Initial Installation: \$12,855
  - Monthly Maintenance: \$150/Mo
  - Replacement Strands (recommended every 6-8 months):
    - \$47.50 per strand
    - \$65 Labor
    - \$15 per controller
- Contract: 3 Years with 2 renewal options

### **Recommended Motion: Approve Resolution**