



Holiday Decorations Update

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City Council Study Session
Monday, April 12, 2021

Background

City Council requested information on replacing the city's current holiday decorations and adding locations

- Consider designs to improve overall city image
- Consider illuminated decorations
- Seek design approval from committee – such as Cultural Council
- Add additional locations – Quebec St., E. 62nd Ave, and E. 104th Ave.

Current Design



The city's current decorations feature a classic or vintage-looking design

Current decorations were purchased around 1998 with some units replaced in 2006

Approximate Cost:
\$4,500 per year to install

Current Locations

Decorations currently installed on 64 light poles in city

- E. 60th Ave. - Quebec St. to Victory Way., and Forest Dr. to Hwy. 85
- Parkside Dr. – Hwy. 85 to Forest Dr.
- E. 64th Ave. – Holly St. to Kearney St.
- E. 72nd Ave. – Hwy. 2 to Magnolia St.
- Magnolia St. – E. 72nd Ave. to Hwy. 2
- Derby area - Locust St., Monaco St., E. 72nd Pl., E. 73rd Ave.

Traffic Counts

Street Segment	Average Daily Traffic	Length (Miles)
Quebec Street (Between E. 56th Ave and Hwy. 2)	32,888	3.1
E. 62nd Ave. (Between Quebec St. and US 85)	7,425	1.5
E. 104th Ave. (E-470 to Hwy. 2)	20,212	4.6
Derby	18,263 (E. 72nd Ave.)	1.1
Hwy. 2 (Between I-76 to US 85)	16,944	9.5
Tower Road (Between E. 81st Ave to E. 120th Ave)	24,011	4.9

Illuminated Design Options



- Winter-themed lights
- Inclusive of all holidays
- Decorations could stay up longer



Cost: \$505 - \$1,053 per unit

Banner Design Options



- Winter-themed banners
- Bilingual message
- Display city logo
- Cost effective

Cost: \$250 per banner

Illuminated Location Options

Recommended Locations (Current): 64 decorations

- E. 60th Ave. - Quebec St. to Victory Dr., and Forrest Dr. to Hwy. 85
- Parkside Dr. – Hwy. 85 to Forest Dr.
- E. 64th Ave. – Holly St. to Kearney St.
- E. 72nd Ave. – Hwy. 2 to Magnolia St.
- Magnolia St. – E. 72nd Ave. to Hwy. 2
- Derby area - Locust St., Monaco St., E. 72nd Pl., E. 73rd Ave.
- Additional locations can be added, pending permission from Xcel Energy

Approximate Costs: \$50,900 for 6' x 6' decorations to \$71,895 for “premium” decoration

Banner Location Options

Recommended Locations (New): 379 banners

- Quebec St. – E. 56th Ave. to E. 72nd Ave
- Hwy. 2 – E. 72nd Ave. to E. 104th Ave.
- E. 104th Ave. - Sable Blvd to Kittridge St.
- Tower Rd. – E. 81st Ave. to E. 104th Ave.

Approximate Costs:

\$213,300 for 24' x 48' banners and brackets

\$75,800 contractors to remove and replace the banners

\$10,000 storage unit

TOTAL: \$299,100

Cost Summary

Illuminated Decorations: \$50,900

Seasonal Banners: \$299,100

Storage Cost: \$10,000

Total: \$360,000 for 2021

Future Annual Installation Costs: \$75,800

Council Direction

Does council want to proceed with replacing current holiday decorations with a combination of new illuminated decorations and seasonal banners?

Does council want to add or remove any locations?



Questions and Discussion

