

CITY OF FREDERICKSBURG

MAIN STREET REVITALIZATION

Case Study



BEFORE



AFTER

DECORATIVE LIGHTING KEY TO MAIN STREET REVITALIZATION FOR SMALL TOWN AMERICA

SUMMARY

In anticipation of their 175th anniversary, the city of Fredericksburg, Texas decided that it was time to reinvigorate the main street corridor. Inspired by small towns throughout the United States, city officials looked back into their own town's history to draw from the historical look and feel of the early 1900's.

Prior to this revitalization project, the streetlighting was very utilitarian and didn't fit with the aesthetic of the city. After the project was complete, the main street corridor became a beautiful, warm, and welcoming place for citizens and tourists to stay and enjoy.

PROJECT HIGHLIGHTS

Project Site: Fredericksburg, Texas

Date: Summer 2021

Product Details: 30 complete set-ups including 30' Washington poles with flag holders, banner arms, and flower pot holders; K807 Doral Sr. Pendants for the roadway; and twin K707 Doral Jr. Pendants for the pedestrian. (pictured above).



THE CHALLENGE

The City of Fredericksburg, located in the Texas Hill Country, was founded May 8, 1846. Over the course of its 175 years the City of Fredericksburg has kept up with infrastructure modernization, but always with a focus on maintaining its colonial aesthetics. Throughout their Main St. downtown area, they featured standard LED streetlights and poles, but sought a decorative lighting solution that would integrate well with their aesthetics while still maintaining their sustainability initiatives offered through LED technology.

THE SOLUTION

In order to limit the impact of this project on the City of Fredericksburg, they enlisted the services of the distributor, WESCO, to have a turn-key solution provided to them. WESCO, in turn, worked with FAPCo and StressCrete Group to develop a lighting solution. A lot of work was put into running photometric layouts to develop the warm, welcoming, and most importantly, safe light levels for main street. The goal was to identify the best LED luminaire for light quality, high-efficiency and reliability, low maintenance, future readiness, and dark-sky compliance. To achieve the desired aesthetic look, additional engineering work was required to ensure adequate strength in the poles to accommodate all of the additional loading.

THE RESULTS

After overcoming some initial design challenges, WESCO, FAPCo, StressCrete Group, and the contractor provided a complete solution that provides adequate light levels, utilized existing pole locations, accommodated existing city infrastructure, provided all of the required banner, flag, and flower pot decoration mountings, and still achieved the desired improved aesthetic. The City of Fredericksburg now enjoys a renewed sense of pride in their Main Street and is already planning to extend the revitalization to other areas of the city.



“ I had an exceptional experience working with StressCrete Group, WESCO and FAPCo team. From initial design and throughout the construction implementation process, they placed special attention to every detail and ensured all our concerns and requests were addressed in a timely manner. ”

Lee Stubblefield, Superintendent Electric Dept., City of Fredericksburg



“ Upgrading our downtown lighting along Main St. to the decorative poles and light fixtures by StressCrete Group has made a significant and noticeable difference to the overall aesthetics and ambiance experienced by locals and tourists. This upgrade has not only proven to maintain our energy efficiency and dark sky initiatives, but also our goal to continue preserving the colonial aesthetics of what makes the City of Fredericksburg unique. ”

Lee Stubblefield,
Superintendent Electric Dept., City of Fredericksburg.

HIGHLIGHTS

Product Details:

- 30' tall StressCrete Washington Spun Concrete Poles.
- King Luminaire K807 Doral Sr Pendants.
- King Luminaire K707 Doral Jr. Pendants.
- King Luminaire K118 Washington Acorn Post Tops.

Unique Features:

- Pole Adders for added decorative options:
 - Flag Holder.
 - Banner Arms.
 - Flower Pot Holder.
 - GFIs.
- Dark-sky Friendly - Zero Uplight
- 3000K to ensure visually comfort

Key Benefits:

- Turn-Key Solution provided along with Distributor, Rep, and Contractor.
- Efficient Photometrics utilizing existing pole locations..



STRESSCRETE GROUP

With manufacturing facilities in five North American locations, StressCrete Group produces an extensive line of high performance decorative outdoor lighting fixtures, decorative spun concrete and metal poles, plus pole arms and accessories, bollards and site amenities. We also manufacture a vast range of spun concrete poles for power distribution and transmission, sports lighting, high-mast lighting, and specialty poles for the electrical and communications industries.

We are a family business that operates by the core values of honesty, integrity, compassion and respect to better the lives of our employees, their families, our customers and the communities we represent. StressCrete Group services multiple market segments through two divisions:

- StressCrete Ltd., established in 1953, is the longest-operating, most experienced manufacturer of spun concrete poles in North America. With plants in Alabama, Kansas and Ontario, we offer the broadest, most diverse range of spun concrete poles and bollards in the industry, with quality second to none.
- King Luminaire Co. Inc. produces a comprehensive assortment of high performance outdoor luminaires, metal poles, pole arms and accessories, plus bollards and site amenities. With an array of state-of-the-art LED Technology and HID optical systems, and plants in Ohio and Ontario, King Luminaire is a North American leader in the outdoor lighting industry.

At StressCrete Group, we provide every customer with the highest quality innovative products and work as a team to create and maintain life-long customers through world class service.