



BELL ROAD AUTO ROW CASE STUDY

OVERVIEW

In a collaborative effort to enhance the visual appeal of Bell Road Auto Row, the City of Peoria partnered with Lighting Unlimited to illuminate the iconic palm trees lining this prominent corridor. Utilizing Bradley Lighting's Stella RGBW LED palm tree lighting system, the project aimed to create a vibrant, energy-efficient, and aesthetically pleasing streetscape that would attract visitors and support local businesses.

PROJECT OBJECTIVES

- **Enhance Nighttime Aesthetics:** Transform the appearance of Bell Road Auto Row after dark, making it more inviting for residents and visitors.
- **Increase Community Engagement:** Create a point of pride and attraction for both locals and visitors by creating an attractive environment.
- **Implement Sustainable Solutions:** Adopt energy-efficient lighting technologies that minimize environmental impact and reduce operational costs.

LIGHTING SOLUTION: BRADLEY LIGHTING STELLA

The Stella LED Palm Tree Lighting System by Bradley Lighting was selected for its innovative design and performance benefits. Key features include:

- **Concealed Fixtures:** An architectural frame hides all light fixtures and wiring, preserving the natural beauty of the palm trees and reducing visual clutter.
- **High-Performance LEDs:** Each 10.61-watt fixture delivers 715 lumens with field-adjustable intensity and interchangeable optics (10°, 30°, 60°) for customized illumination.
- **Color Versatility:** Available in various color temperatures (2750K, 3000K, 4000K, narrow-band amber) and RGBW with DMX controls for seasonal or event-based lighting effects.
- **Durability:** Marine-grade construction ensures long-lasting performance, and the system has been verified by arborists to not damage the trees.

For more on the Bradley Lighting Stella LED System: bradleylighting.com

IMPLEMENTATION

Lighting Unlimited, a family-owned Arizona lighting distributor with 30+ years of experience, led the specification and procurement process, ensuring smooth, on-time project execution.

In partnership with Bradley Lighting, they customized the Stella tree ring system to meet the City of Peoria's requirement of non-invasive installation on palm trees. To protect the trees, the team engineered a custom stainless steel strapping system, eliminating the need for drilling. The City approved the final design, confirming compliance with environmental and preservation standards.

OUTCOMES AND IMPACT

- **Enhanced Visual Appeal:** The palm trees now offer a vibrant and modern aesthetic that has transformed the look of Bell Road Auto Row after sunset.
- **Increased Community Engagement:** The lighting installation has become a point of pride and attraction for both locals and visitors.
- **Strategic Investment in City Identity:** The project reinforces Peoria's commitment to creating distinctive, well-designed public spaces—strengthening its brand as a modern, welcoming, and forward-thinking city.
- **Sustainability Achievements:** The energy-efficient lighting system has significantly reduced electricity consumption and ongoing maintenance costs.

CONCLUSION

The collaboration between Lighting Unlimited, Bradley Lighting, and the City of Peoria highlights how public-private partnerships can enhance urban design while promoting sustainability. The Stella RGBW LED system now serves as a model for smart, attractive, and eco-friendly municipal lighting.