

TOPIC:	Themed Lighting and Proclamations Policy		
POLICY No:	01-0320-B		
APPROVED BY:	Council	RESOLUTION No:	CS 2021-369
ORIGINAL DATE:	2021.11.16		
AMENDED DATE:	2026.05.19 (Resolution No. CS 2026-104)		

PURPOSE

This policy sets out the Town of Ladysmith's policies and procedures for themed lighting installed on Town-owned buildings and structures, and proclamations issued by Council as symbolic recognition for initiatives and events.

POLICY

1. Approval, Responsibility and Maintenance of Lighting and Proclamations

- 1.1. The Corporate Officer or their designate is given the authority to approve or deny a request for themed lighting and proclamations based on the criteria outlined in this policy.
- 1.2. The Corporate Officer or designate shall notify the Manager of Facilities of all approved themed lighting requests.
- 1.3. The application (app) for control of the themed lighting will only be downloaded on a Town-owned device.
- 1.4. The authorized app user(s) are as follows:
 - Manager of Facility Operations;
 - Director of Parks, Recreation & Culture; and
 - Maintenance & Facilities Supervisor.
- 1.5. Maintenance of the themed lighting installed at all sites is the responsibility of the Parks, Recreation & Culture (Facilities) Department.

2. Processing Requests

- 2.1. Requests for themed lighting and proclamations that fall within the eligibility criteria of this policy are subject to the approval of the Corporate Officer, or an appointed designate in their absence.

2.2. General criteria for external requests will include the following:

- Requests are to be made in writing at least 14 days in advance of the requested date;
- Requests will be considered from registered non-profit or charitable organizations that are non-denominational and non-political;
 - Requests will not be considered for commercial purposes (e.g. product launches, corporate events); individual recognition, including personal occasions (e.g. gender reveal, birthdays, anniversaries); or for health-related causes, conditions, diagnoses, or awareness initiatives.
- Approval will be based on these guidelines and the availability of the requested or an alternate suitable date; and
- In general, approved themed lighting will be displayed overnight, dusk until dawn, unless specified otherwise.

2.3. Internal requests from Council or staff may be brought forward for consideration if the recognition aligns with the criteria outlined in this policy, a proclamation by the Mayor, and/or supports awareness of a Town initiative.

2.4. Notwithstanding the eligibility criteria set out in this policy, any Council member may bring forward a proclamation or themed lighting request to Council for consideration. Requests outside the standard eligibility criteria may only be approved by Council, by resolution.

3. Themed Lighting Colour & Pattern

3.1. The lighting selection will be based on RGB colours.

3.2. The Town reserves the right to select an appropriate colour on behalf of the applicant if one is not provided.

3.3. Dynamic colour patterns may be implemented subject to request and approval.

4. Recognition

4.1. Council will be provided with notice of all approved requests for proclamations and themed lighting.

4.2. The lighting schedule and proclamations will be updated on the Town's website as new requests are approved.

5. Themed Lighting Locations

- 5.1 In 2021, the Town installed themed lighting on City Hall, the “Ladysmith” sign at Bob Stuart Park and on 1st Avenue above the sidewalk chess board. Further lighting may be installed at other Town-owned locations in the future.
- 5.2 If the requesting party does not request a specific location, the lighting will be at all available locations if it does not conflict with another request.

6. Priorities/Conflicts

- 6.1. Should a request or suggestion for themed lighting or a proclamation be in conflict with another scheduled request, the following guidelines will be used to determine priority:
 - Requests submitted by local organizations, chapters, or community groups with representation within Ladysmith will be prioritized;
 - Requests from provincial or national organizations may be considered where a local request does not apply;
 - Where feasible, consideration may be given to sharing a date by using different locations, or to shifting one request to an alternate date.
- 6.2. Applicants whose request has been denied because they do not meet the criteria outlined in this policy may submit a written appeal to the Chief Administrative Officer requesting a review of the Corporate Officer’s decision.