

TOPIC:	Themed Lighting Policy		
POLICY No:	01-0320-B		
APPROVED BY:	Council	RESOLUTION No:	CS 2021- 3 6 9
ORIGINAL DATE:	November 16, 2021		
AMENDED DATE:			

PURPOSE

This policy sets out the Town of Ladysmith's policies and procedures for themed lighting installed on Town-owned buildings and structures.

POLICY

1. Approval, Responsibility and Maintenance of Lighting

- 1.1. The Corporate Officer or their designate is given the authority to approve or deny a request for themed lighting 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 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 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) or for individual recognition, including personal occasions (e.g. gender reveal, birthdays, anniversaries);
- Applicants will be requested to provide messaging and visual content for Town social media posts (see Recognition);
- 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.

3. 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. The requesting party will be asked to provide messaging and graphics, subject to the approval of the Communications and Engagement Specialist, for staff to distribute using various communications platforms (website, social media, newsletter).

4.2. Council will be provided with advance notice of all approved requests for themed lighting.

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

4.4. Applicants will be required to indicate how they intend to use any images of Town buildings and structures to support their respective awareness initiative.

5. 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 be in conflict with another scheduled or requested colour display, the following guidelines will be used to determine priority:
 - Generally, the more locally recognized association should be prioritized.
 - Consideration may be given to a sharing of the date with each having their lighting at a different location, or shifting one date to accommodate another where the alternate date is considered reasonable for the recognition desired.
- 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.