

# Feature Lighting Policy

## **PURPOSE**

This Policy outlines the assessment criteria for people or groups seeking permission to use feature lighting at the Town Hall or other city feature lighting to recognise significant events or awareness campaigns. It also details the application and assessment processes to determine the eligibility of such requests.

## **SCOPE**

This Policy applies to all requests for feature lighting of Town Hall, Riverbend Bridge and Civic Square.

## **POLICY**

The City of Launceston aims to recognise and support significant events or awareness campaigns that promote charitable causes or positive community outcomes by feature lighting at the Town Hall or, in some cases, alternate city feature lighting options.

## **Criteria**

To maintain the significance of these lighting displays, the following eligibility criteria must be met for applications to be considered.

Initiatives or events:

1. are widely recognised or supported national events represented in multiple states or territories;
2. are of a national or international significance; and/or
3. promote positive and unifying community outcomes.

Initiatives or events of a commercial or politically sensitive nature are not eligible.

Council may also choose to illuminate the Town Hall or other assets of its own accord, including for civic purposes.

## **Lighting options**

City of Launceston feature lighting options are:

1. Town Hall, a prominent civic landmark, situated in the heart of the city, characterised by its Roman style columns that can be programmed to display various colours.
2. Riverbend Bridge, linking the Seaport precinct with Riverbend Park, featuring both standard pedestrian night lighting and programmable feature lighting capable of displaying various colours.
3. Civic Square, which features programmable feature seat lighting and overhead catenary lighting systems capable of displaying various colours.

Some feature lighting facilities maintained by the City of Launceston have limited colours, animations or illumination levels which may limit their suitability for different displays. In circumstances where the requested city feature lighting is unavailable due to prior bookings, maintenance, or other civic priorities, alternative city feature lighting may be offered to applicants.

### **Application process**

People or groups seeking to use feature lighting must complete an online 'Feature Lighting' application at least four (4) weeks prior to the requested date. Applications must include:

1. details of the purpose of the event or awareness campaign;
2. explanation of how the request meets the Policy criteria;
3. full name, phone number and email address of the person applying;
4. detail of the organisation, including proof of not-for-profit entity;
5. proposed date/s for the lighting request;
6. requested lighting colours and options (flashing lights are not permitted); and
7. any additional information to support the request.

Applications must be submitted by an official representative of the organising body, accompanied by evidence of their authority to represent the organisation.

### **Eligibility assessment process**

Applications will be processed, and eligibility assessed against this Policy, by the Customer Experience team. Processed applications will be approved by the Senior Leader Stakeholder Experience, with support, where required, from the Team Leader Marketing and Communications.

The assessment will consider:

- compliance with the Policy criteria;
- availability of the requested feature lighting location/s; and
- safety considerations, including impacts on pedestrians and road users.

Applicants will be informed of the outcome of their request via email. While every application is carefully considered, it may not always be possible to support all requests.

### **Conditions**

The following conditions apply to all approved feature lighting requests:

- Council reserves the right to cancel or override a lighting booking at its discretion, particularly for civic priorities. Where possible, alternative dates and/or feature lighting locations will be offered.
- Lighting requests will typically be approved for up to two nights, with a maximum of seven days in exceptional circumstances.
- Only one request per event or campaign will be approved per calendar year.
- Lighting will operate from dusk to dawn, controlled by a light sensor.
- Town Hall is not normally available for illumination during the month of December.

### **PRINCIPLES**

The City of Launceston promotes itself as a diverse and inclusive community, offering accessible services and spaces for all and maintaining its commitment to people, place and prosperity.

The Council works in partnership to address the needs of vulnerable and diverse communities, ensuring that feature lighting promotes unity and positive outcomes.

### **REVIEW**

This policy will be reviewed no later than five years from the date of approval (version) or earlier if operational needs require, subject to Council approval.