

CITY OF SAN LEANDRO ADMINISTRATIVE CODE

CITY COUNCIL CITY HALL LIGHTING DISPLAY POLICY

POLICY ON CITY HALL LIGHTING

§1.12.100: PURPOSE. The purpose of this administrative policy is to govern the use of the multi-color City Hall exterior LED lighting system that displays a spectrum of colors and color schemes across the exterior façade of the City Hall administration building located at 835 East 14th Street. This system enables temporary lighting displays at City Hall to highlight or celebrate official City business as well as local, national, or world events, or other activities or public campaigns.

§1.12:105 DEFINITIONS. Official City Business shall mean the official business of the City and may include meetings, indoor events, limited outdoor events, and outdoor events of the City Council and City departments that are directly connected to: (i) the adopted goals of the City Council or (ii) the core services of City department(s), or (iii) the promotion of local or regional economic development.

§1.12.110: APPLICABILITY. As a general rule, City lights displaying various colors on the exterior of City Hall is for public events as it relates to official City business, or otherwise highlight or celebrate local, national, or world events, or other activities or campaigns that support official city business.

(a) Official Ceremonial Items: Lights may be displayed in conjunction with proclamations for official actions, or ceremonial items as approved by City Council, such as for the recognition of public awareness campaigns, e.g. Breast Cancer Awareness month.

(b) Official City Business: Lights may be displayed in conjunction with a recognition or proclamation from the Mayor or City Council in recognition of Official City Business or other public campaigns that directly connect to the goals of the City Council, core services of a City Department, or the promotion of economic development, such as for the recognition of National Police Week.

(c) Commemoration of a Special Event or Sporting Event: Lights may be displayed to commemorate a significant achievement, initiative, or event involving the City of San Leandro, the San Leandro Unified School District, the San Lorenzo Unified School District, or local or regional sports teams, or a proclamation by the City Council.

(d) Official Public Art Displays: Light displays of public art should be coordinated through the City of San Leandro Arts Commission in recognition of artistic and cultural endeavors by, for, or on behalf of the City of San Leandro or in conjunction with a proclamation or other recognition from the Mayor or City Council.

(e) Honorary or Solidarity Events: Lights may be displayed in honorable recognition of a world, national, local, or City event, tragedy, , or act of God, or the life or death of a prominent figure whose life achievements benefitted the San Leandro

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community, based upon the request of the Mayor, City Manager or his or her designee, or a proclamation by the City Council, such as for the honoring of the victims of the September 11 attacks.

Extended lighting shall be subject to approval in advance by the Mayor, or his or her designee, or at the direction of the City Council.

The lighting system may also be displayed during the day or week of the following recognized holidays or other special occasions, unless otherwise superseded via authorization by the Mayor or his or her designee, or at the direction of the City Council, or for an Honorary or Solidarity Event. Prescheduled lighting may resume after such an event. Prescheduled events that do not require the express authorization of the Mayor or City Council include:

- a) Opening day or championship series participation by the Oakland Athletics (green)
- b) Opening day or championship series participation by the Golden State Warriors (blue and/or gold)
- c) Cinco de Mayo (red, green, white)
- d) Memorial Day (red, white, and blue)
- e) City of San Leandro's Cherry Festival (red)
- f) Pride Week (rainbow spectrum, such as red, orange, yellow, green, blue, purple)
- g) Independence Day (red, white, and blue)
- h) Veterans Day (red, white, and blue)

All other requests shall be referred to the Mayor or his or her designee, or may also be referred to the City Council at the Mayor's discretion.

§1.12.115: PROCEDURES. Public Works Department staff or other staff as designated by the City Manager shall be responsible for displaying the appropriate colors to light City Hall on the specified date and duration of time. The Mayor or his or her designee, or the full City Council if so referred, shall make the determination as to which event(s) merit a specific color display visible to the public.

Requests for all City Hall lighting shall be made in writing to the Office of the Mayor at least five (5) business days prior, or as soon as possible, to the first date of when the lighting display should be implemented. A request must include the suggested duration of time and color(s) for the specific request, along with a statement of how the associated event or campaign to be honored or commemorated complies with Section 1.12.110. The City may also require that applicants or organizations requesting usage of the lighting display provide a detailed assessment of the ancillary needs associated with the request, such as for example, if a ceremony were to be held along with the lighting display, the applicant may also be required to submit an overview of the anticipated location and duration of the event or activity, or any other associated logistical

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needs that could impact City resources or staffing capacity.

When time allows, the Mayor or his or her designee should also either notify the City Council when determinations have been made in response to lighting requests, or such matters may be referred to the City Council for direction.

Upon approval, Public Works staff or the City Manager's designee shall be responsible for displaying the special lighting request. Public Works staff shall also be responsible for notifying the Mayor's office for all requests related to City Hall lighting prior to executing any such requests not included in the above prescheduled list.