

<b>TO:</b>	<b>CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE (Meeting on November 12, 2013)</b>
<b>FROM:</b>	<b>CATHY SAUNDERS CITY CLERK</b>
<b>SUBJECT</b>	<b>COUNCIL POLICY– ILLUMINATION OF CITY OF LONDON BUILDINGS AND AMENITIES WITH MULTI-COLOUR CAPABLE LED LIGHTING INSTALLATIONS</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the City Clerk, the attached proposed by-law to implement a Council policy pertaining to approvals for the illumination of City of London buildings and amenities with multi-colour capable LED lighting installations BE INTRODUCED at the Municipal Council meeting to be held on November 19, 2013; it being noted that the City Clerk will provide London Life Insurance Company with a copy of the approved Council Policy, so that it is aware of the City's intentions with respect to the illumination of City of London buildings and amenities.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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None.

<b>BACKGROUND</b>
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Recently, as part of the many initiatives undertaken while hosting the 2013 World Figure Skating Championships, permanent multi-colour capable LED lighting was installed at City Hall, the Forks of the Thames, the J. Allyn Taylor Building, Victoria Park, the Blackburn Memorial Fountain and the entrance to the London Airport. The lights have the ability to provide an infinite variety of colours.

In recent months, local non-profit and charitable organizations have approached the City to illuminate City Hall in a colour associated with their organization, in order to increase public awareness of their programs and activities. To date, in order to maintain a consistent degree of fairness and maximize the availability of this resource to as many local non-profit and charitable organizations as possible, the same general guidelines as those in place for the use of the community flag pole have been applied to requests that have been forthcoming for the illumination of City Hall. The attached proposed by-law to implement a Council policy pertaining to approvals for the illumination of City of London buildings and amenities with multi-colour capable LED lighting installations is being brought forth for the Municipal Council's consideration, in order to formalize a Council policy for dealing with future requests for illumination of those venues.

It should be noted that part j) of the proposed policy provides for recurring annual dates for the illumination of City of London buildings and amenities with multi-colour capable LED lighting installations for certain events. As there is very likely a number of eligible organizations that would like to see recurring dates for the illumination of City of London buildings and amenities with multi-colour capable LED lighting installations for their organization or event, the Municipal Council could, at its discretion, add any occasions they deemed appropriate to occur on an annual basis and/or beyond the usual one week maximum period of illumination, to part j) of the proposed policy.

It should also be noted that Municipal Council, at its meeting held on October 22, 2013, resolved that "...Shine the Light Purple for the month of November 2014 BE APPROVED IN PRINCIPLE, subject to approval of a Council Policy for the lighting of City Hall...". If the Municipal Council wished to provide approval for a recurring date for this event, part j) should be amended to reflect that

Council decision, with the condition that the lighting of City of London buildings and amenities with multi-colour capable LED lighting installations during the course of Remembrance Day events would take precedence over the 'Shine the Light Purple' event for the period of Remembrance Day events but the illumination of City of London buildings and amenities with multi-colour capable LED lighting installations for the period of the Lighting of the Lights in Victoria Park would not take precedence.

Lastly, the London Life Insurance Company building immediately adjacent to City Hall has also installed multi-colour capable LED lighting. It is the intent of the City Clerk to share the Municipal Council's Policy with that organization, as a courtesy, in the event they wish, at their sole discretion, to mirror the illumination of City Hall for the occasions identified in part j) of the Council policy. London Life Insurance Company will also be copied on all other approved illumination requests, in order to assist them with their own approvals process.

<b>RECOMMENDED BY:</b>
<b>CATHY SAUNDERS CITY CLERK</b>