



Staff Report

File #: 24-0055

REQUEST FOR CITY COUNCIL ACTION

DATE: 01/17/2024

TO: Honorable Mayor and City Council Members

FROM: City Manager's Office

SUBJECT:

COUNCIL MEMBER REQUEST: COMMUNITY AWARENESS CAMPAIGN LIGHTING PROGRAM

EXECUTIVE SUMMARY:

This staff report asks the City Council to provide direction on Council Member Daddario's request to install permanent lighting to support Nationally recognized awareness campaigns.

RECOMMENDED ACTION:

That the City Council provide direction to staff on implementing a Community Awareness Campaign Lighting Program. If the City Council decides to implement this program, a list of recognized holidays and awareness campaigns will need to be established. Additionally, the City Council will need to determine a process to formally recognize future holidays and awareness campaigns through this program.

BACKGROUND & HISTORY:

On September 13th, 2023, Council Member Tony Daddario requested staff provide an overview of implementing community lighting to support nationally recognized awareness campaigns. Currently, the City of Corona does not have a program to use different colored lights to support or bring awareness to various nationally recognized campaigns.

For nearly 50 years, various colored lights have been used to illuminate private buildings for symbolic meanings. The Empire State Building is a historic example of utilizing lighting to bring public awareness to campaigns, non-profit organizations, and for-profit organizations. Other government buildings, including the White House, have followed suit to support specific campaigns or movements.

ANALYSIS:

Lighting campaigns are one way for a city to endorse or express support for campaigns, promote civic engagement, and create an aesthetic appeal. However, some awareness campaigns may be

viewed as controversial. There are over 160 different national awareness and recognition campaigns for various causes. Some of these campaigns exist for a day, a week, or an entire month. Due to logistical concerns, the City would not be able to recognize each of these campaigns. If the City Council plans to move forward with this project, staff recommend that the Council adopt a policy to guide which campaigns and holidays to support.

Two possible options for implementing a Community Awareness Campaign Lighting Program are proposed:

1. Illuminating the exterior of a City facility
2. Crown of Lights

Option 1 - Install permanent color changing LED light fixtures to illuminate a side or multiple sides of a City facility. This would include strategically installing 10 to 20 color-changing fixtures or spotlights around a City facility. These lighting fixtures would project a decorative white light year-round for non-recognition days. Potential facilities include City Hall, the Historic Civic Center, and the Circle City Center. Depending on the location, number of sides illuminated, and the lighting equipment's features and functionality, the anticipated installation cost is projected to be between \$50,000 and \$150,000 per building.

Option 2 - Install 12 skybeam spotlights along Grand Blvd to form a 'Crown of Lights' in the sky. This 'Crown of Lights' would enhance the City's brand as the 'Circle City' and highlight Grand Blvd as the crown of Corona. These spotlights could be turned on between dusk and 10:00 pm on select dates or for special events. Depending on the location, the number of spotlights installed, and the lighting equipment's strength, features, and functionality, the anticipated initial cost is projected to be between \$300,000 and \$500,000. If the City Council decides to move forward with this option, feasibility will need to be studied with the FAA.

Option 3 - Do not implement the program.

FINANCIAL IMPACT:

Options 1 and 2 have a fiscal impact associated with implementing a Community Awareness Campaign Lighting Program. Option 1 has an anticipated initial cost of \$50,000 to \$150,000, and Option 2 has an anticipated initial cost of \$300,000 to \$500,000. Additionally, these options have recurring expenses, including electricity, maintenance, and eventual replacement/repair costs. Option 3 has no fiscal impact since this program will not be implemented. Staff will return to Council for budget requests based on the direction given.

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action seeks direction from Council regarding the potential

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implementation of a Community Awareness Campaign Lighting Program and there is no possibility that obtaining direction will have a significant effect on the environment.

PREPARED BY: ANDREW KIM, CITY MANAGEMENT FELLOW

REVIEWED BY: JUSTIN TUCKER, ASSISTANT CITY MANAGER

Attachments:

1. Exhibit 1 - Presentation
2. Exhibit 2 - Future Agenda Item Request Form