

Policy # 507	CITY OF FAYETTEVILLE Policy Manual		
	Lighting of City Owned Properties Policy		
	Effective Date: 07.01.2026	Revised Date: 07.01.2026	Number of Pages: 4

I. Purpose

The purpose of this policy is to establish clear, consistent guidelines for the use of special exterior lighting on City-owned buildings and properties. This policy ensures that lighting displays support the City of Fayetteville's mission, values and brand identity; prioritize safety and operational needs; and are applied in an equitable, content-neutral manner that avoids real or perceived political or commercial endorsements and is consistent with decisions made by the Fayetteville City Council.

II. Definitions

For the purposes of this policy, the following definitions apply:

City-owned property means any building, structure, facility, monument, bridge, gateway feature, or other physical asset owned, leased, or maintained by the City of Fayetteville and identified as eligible for special lighting under this policy.

Architectural lighting means permanently installed exterior lighting systems designed to illuminate the façade, roofline, architectural features, or grounds of a City-owned property.

Special lighting display means a temporary change from the City's standard or default exterior lighting scheme to a specific color or combination of colors for a limited period to recognize an event, observance, or cause.

III. Policy

It is the policy of the City of Fayetteville that exterior lighting on City-owned buildings and properties will be used primarily for safety, wayfinding, brand-consistent illumination, and use of special lighting displays to recognize approved observances.

Special lighting displays must be requested through the designated process, reviewed by Marketing & Communications, and authorized by the City Manager or designee. Requests will be evaluated based on civic relevance, operational feasibility, cost, safety, and consistency with prior approvals.

Lighting is prioritized in the following order:

- (1) default white/standard City lighting;
- (2) federal and state holiday programming;
- (3) City-led initiatives, events, and programs;

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- (4) recognition of significant City achievements (such as local sports championships, local colleges and universities or events bringing statewide or national recognition to Fayetteville); and
- (5) approved external requests (such as requests for awareness campaigns, commemorative events, and causes.)

External requests will only be considered after higher-priority lighting needs are met.

No single external request may be approved for more than two (2) consecutive days. The City may override any confirmed illumination in support of citywide, state, or national emergency observances and will work with requestors to accommodate or reschedule the original request when feasible.

Lighting will not be used to advance or oppose political campaigns, partisan issues, commercial products, or religious doctrines, and approval or denial of a request will not be based on viewpoint. The City reserves the sole discretion to approve, modify, schedule, or deny any lighting request and may discontinue approved lighting at any time for any reason including safety, maintenance, emergencies, or other operational needs. Approval or denial of a lighting display does not constitute a City position on or endorsement of any external organization or message.

IV. Approved Property

Only designated City-owned properties with suitable, permanently installed architectural lighting may be used for special lighting displays under this policy. The list of approved properties will be maintained administratively by Marketing and Communications and may be updated as needed with the approval of the City Manager or designee.

In general, approved properties will be highly visible civic or landmark locations that:

- (1) are structurally and electrically capable of supporting special lighting;
- (2) can be programmed without compromising public safety or critical operations; and
- (3) are consistent with the City's brand and image as primary civic-facing facilities.

Properties not included on the approved list are not eligible for special lighting displays except in limited circumstances expressly authorized in writing by the City Manager.

Nothing in this section requires the City to install or upgrade lighting on any property, and the City may temporarily suspend use of any approved property due to construction, maintenance, or budget constraints.

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V. Pre-Approved Lighting Colors and Recognitions

Special lighting displays will use a pre-approved color palette compatible with existing equipment and the City's brand standards.

Default lighting will typically be white or brand-aligned tones unless a special display has been approved. Approved colors may include but are not limited to: brand-aligned City colors; red, white, and blue for patriotic observances and recognition of military and public safety service; and commonly accepted awareness colors for nationally recognized, nonpartisan campaigns (e.g., breast cancer awareness, domestic violence awareness, mental health awareness, veterans' recognition), as vetted by Marketing & Communications.

The City's Marketing and Communications team in coordination with the City Manager's Office will maintain an internal reference of standard color uses and associated observances to promote consistency and equity. Colors and requests that mimic or promote commercial brands, political campaigns, or religious symbolism will not be approved.

Final selection and programming of colors for any display will be coordinated with the Marketing & Communications to ensure brand consistency and scheduling efficiency. The City's architectural lighting uses an RGB (red-green-blue) additive color model. Not all colors can be achieved on the current system; colors such as grey, silver, maroon, and black are not possible to produce. Requests for colors that cannot be technically reproduced may be modified or denied. Requestors are encouraged to confirm color feasibility with Marketing & Communications prior to submission.

X. Approved Dates for recognition

All federal and state recognized holidays and observances shall be authorized for special lighting consistent with this policy.

Additional approved Awareness Periods & Observances may be determined on specific requests made for recognitions consistent with this policy. Process for requests is outlined as follows:

- (1) Requests may be made by internal City departments. External requests from partner organizations or community groups are eligible only if the requesting organization is a registered nonprofit (501(c)(3) or equivalent) or a recognized civic institution.

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Requests from commercial entities seeking to promote a product or service, or individual requests to recognize personal occasions, will not be approved.

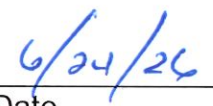
- a. Submit requests to MarComm@fayettevillenc.gov or fayettevillenc.gov/lightingrequest
 - b. Include: observance description, requested dates, color scheme, and supporting documentation (links, official platforms, or organizations advocating for the observance).
 - c. Requests for consideration shall be submitted no less than 30 days and no more than one (1) year in advance of the observance start date to ensure appropriate time for review, research approval and programming.
- (2) Observance requests will be approved/disapproved by the City Manager or designee.
- (3) The City may designate any approved observance as a one-time or annual occurrence. There is no automatic renewal; all requests will default to one-time occurrence. A new request is required for each observance period. A calendar of approved observances is maintained by Marketing & Communications and available upon request.
- (4) Applicants will receive written notification of approval or denial; denial of a request is not a reflection of the merits or importance of the cause.

Questions or concerns related to this policy should be addressed to the Marketing and Communications at (910) 433-1451.

Initiating Department: Marketing and Communications

Approved by:


Douglas J. Hewett, City Manager


Date