



Water Tower Lighting Policy

Introduction

The Town of Apex owns and maintains three elevated water towers designed to provide potable water storage and adequate water pressure. For years, these towers have been a part of the skyline of the Town and have been painted with the Town's logo to provide some visual interest in the structures. These structures are often photographed, and our community branding study showed a strong community connection with the water towers.

The three towers are known as the Hunter Street Tower (west of Town Hall), the Mason Street Tower (east of Town Hall), and the Tingen Road Tower (intersection of Tingen and South Salem).

In 2019, the Town's Electric Utility Department conducted an experiment at the Hunter Street Tower to see what reaction there would be to illuminating the towers at night using colored lighting to reflect a season, day, or event. With overwhelmingly positive feedback to illuminating one tower, Electric began to evaluate more permanent lighting solutions for each tower, and staff began work on this policy to provide staff with direction regarding illuminating the towers.

The purpose of this lighting policy is to guide the Town's efforts to enable the water towers to provide a pleasant public art display and, through communications efforts, provide a display to mark holidays, days of remembrance, observances, and other noteworthy events, both past and present, of significance to and for the benefit of the Apex community.

Objective

The lighting of Apex water towers should contribute to the Town of Apex, further enhancing it with a sense of place, and confirming the towers as a landmarks within the community. In doing so, the lighting should:

- Draw attention and be memorable
- Create and maintain a unique identity
- Celebrate holidays, observances, days of remembrance, and noteworthy events / accomplishments
- Promote the integration of art within the downtown area

Due to the public's expectation of appropriate use of public facilities, it is necessary to ensure all tower lighting is supported by the aforementioned objectives. In an effort to be transparent, the basis of the lighting color(s) will be posted on the town's website.

Lighting Standards

While lighting technology allows for a wide variety of color and effects, our goal is to have the lighting of the towers be in keeping with their setting in our historic downtown area. To that end, standards for colors and effects are included below, and in the Appendices.

- a. **Default Lighting**
 - 1. Color – ‘Soft White’
 - 2. Dynamic feature - none
 - 3. Schedule - begin at 10 minutes after sunset and conclude at 10 minutes before sunrise.
- b. **Holidays / Observances** (Town approved)
 - 1. Color(s) – Unique to holiday / observance (see Appendix A)
 - 2. Dynamic feature(s) - Unique to holiday / observance (see Appendix A)
 - 3. Schedule – Default
- c. **Noteworthy Events / Accomplishments**
 - 1. Color(s) – Unlimited
 - 2. Dynamic feature(s) – Unlimited
 - 3. Schedule – One night per event (see Appendix B for examples)

Lighting Schedule

A 12-month (January to December) tower lighting schedule will be established annually. Dates with specified observances will have proposed color schemes or dynamic features. Appendix A is attached and details the 12-month lighting schedule for the towers.

Requests for noteworthy events and accomplishments will be submitted by members of the Governing Body to the town’s Communications Director, and should follow the types of events listed in Appendix B.

Appendix A: 2022 Water Tower Lighting Schedule

DATE	OCCASION	COLORS USED FOR LIGHTING
April 22	Earth Day	Green, Blue
June 11*	Pride Month Celebration	Red, Orange, Yellow, Green, Blue, Purple
June 19	Juneteenth	Red, Yellow, Green
July 4	Independence Day	Red, White, Blue
September 11	9/11 (Patriot Day)	Red, White, Blue
October 24*	First night of Diwali	Red, Yellow, Magenta, and Blue
December 2	Tree Lighting	Red, Green, White
December 3	Christmas Parade	Red, Green, White
December 18*	First night of Chanukah	Blue, White
December 24	Christmas Eve	Red, Green, White
December 25	Christmas Day	Red, Green, White
December 26*	First night of Kwanzaa	Red, Black, Green

* Month-long (ex. Pride Month) or multi-day occasions (ex. Chanukah) can be lit on the first night of that period, or on the night of an event specific to that period.

Appendix B: Examples of Noteworthy Events / Accomplishments

- Winners of in-town high school rivalry games (ex. AHS vs AFHS football games)
- Success at the state or national level for athletic teams or individual athletes at Apex schools (ex. lacrosse state champions)
- Success at the national level for local groups (ex. Apex Cougar Pop Warner Cheer Team National Championship)
- Others as deemed appropriate by town administration