



ADMINISTRATIVE REGULATION

Office of the City Manager

Number: AR 122
Sections: 1 - 7
Effective Date: July 2016
Responsible Departments: City Manager's Office
Review Date: July 2021

SUBJECT: HOMETOWN HERO BANNER PROGRAM PROCESS AND PROCEDURES

1. Purpose:

The purpose of this Administrative Regulation (AR) is to establish a procedure for implementing the Hometown Hero Program.

2. Authority:

The authority for implementation of this program is granted to the City Manager under Section 401 of the Huntington Beach City Charter.

3. Application:

This regulation is a subset of the City's overall Banner Program and applies to all departments and employees of the City of Huntington Beach who have the responsibility to oversee the permitted placement of Hometown Hero Banners.

4. Policy:

The City of Huntington Beach ("City") permits the display of Hometown Hero banners at specified locations, on City-owned property, within City rights-of-way and/or within other public rights-of-way on a first-come-first-served basis pursuant to established City policies. The display of armed forces banners is permitted solely in conformance with established policy.

In establishing this policy, the sole purpose of this limited forum banner program is to recognize and honor the contribution of active duty military personnel that reside in Huntington Beach by permitting the uniform display of banners containing the serviceperson's name and service branch.

5. Banner Sponsor Qualifications:

Any person or organization can be a sponsor of a banner. Requirements for sponsorship include full payment for the cost of the banner, which shall include design/manufacture of the banner, material cost, hardware and installation at the time of the application submittal.

6. Banner Printing – Military Serviceperson’s Name and Branch:

- 6.1 Only the picture, the name (first, last, suffix, if any) and American armed forces branch (Army, Navy, Air Force, Marines, Coast Guard) will be permitted on the banner. The banner must provide a high resolution photograph of the honored person, in full military uniform, on the banner. The photo may not have an additional people and/or objects or displays of any kind. Except, it is suggested that the photograph have an American flag in the background.
- 6.2 A military service person’s name cannot appear on more than one banner.
- 6.3 No advertisement shall be permitted on the banner.

7. Eligibility Criteria:

To qualify to have a banner placed pursuant to this AR, an application, provided by the City, must be completed and returned to the City. The designated honoree depicted on the banner must be an active duty member of the armed forces or a service person that has given their life in the most recent military conflict; and must be either a Huntington Beach resident, an immediate family member (husband/wife, son/daughter or grandson/granddaughter) of a current Huntington Beach resident.

8. Determination of Eligibility:

- 8.1 The application must include a copy of a driver’s license or other identification satisfactory to the City, showing the address of the military service person or his or her immediate family member’s address as being in Huntington Beach.
- 8.2 The application must also include satisfactory documentation (e.g. copy of military identification or military orders) establishing the name, armed services branch, and active duty status of the person whose name is to appear on the banner. Banners for service people who have lost their lives in the current military conflict will not require proof of active duty status.

9. Application Process:

- 9.1 Once an application is approved, the military service person’s name and armed forces branch will be printed on the banner which currently measures 96” x 36”. The lettering of the name and military branch will be sized to fit the banner. No other information whatsoever is permitted on the banner.
- 9.2 Approval of a banner application only entitles the banner to be hung and displayed by the City pursuant to this policy. The City shall have no obligation to perform any maintenance to a banner.
- 9.3 The banner sponsor shall have no right to access the banner provided. However, the sponsor may request the removal of the banner. Once removed following such a request, the banner sponsor shall have no further rights pursuant to this policy.
- 9.4 A banner can be sponsored anytime, provided a location is available. Once the application is approved, the installation shall occur within approximately six (6) weeks.
- 9.5 The applicant will be required to execute a hold harmless agreement as provided in the application. The City shall not be responsible for damage to or thefts of banners.
- 9.6 The right to have a banner displayed pursuant to this policy may not be transferred or assigned. If a banner is removed at the request of the banner sponsor, the

banner sponsor may not replace the banner except by re-applying for a new banner.

9.7 The City reserves the right to revise this policy, discontinue the Hometown Heroes Banner Program, and/or revise applicable fees without prior notice. If the program is discontinued, each banner will be returned to the honoree's family.

9.8 **The Banner application (located on the City's website) must be updated annually, in December, to reflect changes in Mayor, Mayor Pro Tem, and City Council Members that take place at the first City Council Meeting in December.**

10. Display Term and Retired Banners:

10.1 A banner, once it has been installed, will be continuously displayed for one (1) year with the following exceptions:

- The banner becomes damaged by wind, age or other reasons as solely determined by the City.
- The military service person no longer meets the eligibility criteria
- In the event the Hometown Heroes Banner Program is discontinued for any reason at the discretion of the City Council.

10.2 Retired banners are returned to the City Manager's office. The sponsor will then be notified that the banner is available for pick up. After three notices, the unclaimed banner will be discarded.

11. Banner Locations:

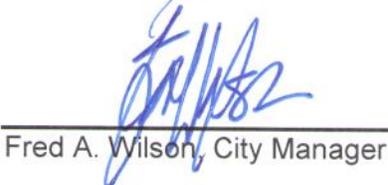
Banners may be displayed on Main Street from Beach Boulevard to 6th Street and Yorktown from Main Street to Florida Street. Available space is determined on a first-come, first-served basis. All banner locations shall be determined solely by the City. A banner sponsor may not select a specific location.



Ken Domer, Assistant City Manager



Approved as to Form



Fred A. Wilson, City Manager