



# ADMINISTRATIVE REGULATION

## OFFICE OF THE CITY MANAGER

<b>Number</b>	<b>708</b>
<b>Responsible Department:</b>	Community and Library Services
<b>Established/Effective Date:</b>	12/15/2023
<b>Latest Revision Date</b>	12/15/2023
<b>Next Review &amp; Reauthorization Date</b>	12/15/2025

### SUBJECT: PENNANT AND BANNER POLICY

1. **Purpose:** The purpose of this policy is to protect the public interest and enhance awareness of the City of Huntington Beach official messaging, community events, programs, and activities taking place in Huntington Beach. The City allows banners and pennants for the sole purpose of providing public notice of events, not for the purpose of providing a forum for expression.
2. **Authority:** Powers granted to the City Manager under Section 401 of the City Charter
3. **Applicability:** This policy applies to members of the public and all city departments. The City's Hometown Hero Banner Program (AR122) is separate from this policy.

4. **Definitions:**

**Community Event.** A planned gathering, program and/or activity that is open to the public and permitted by the City Huntington Beach or sponsored by public agencies, local colleges, youth sports leagues, or non-profit organizations that are based within or have a local chapter or affiliation with the City of Huntington Beach.

5. **Policy:**

- 5.1. Banner content, including artwork and written message must be in alignment with the City's mission, vision, and core values, and may not contain drug usage, illegal activity, gang affiliation, nudity, violence, or any other material that would be deemed offensive to a family-friendly environment. Banners for commercial advertisements, political advertising or religious statements in any form are not allowed.

All banner content must be submitted for approval at the time of application.

- 5.2. The City shall establish a fee schedule for pennant and banner installation and removal, which is subject to change.

- 5.3. Banners may only be displayed at designated public locations as identified in the application with a valid permit. Permits shall indicate the length of display, a maximum of fourteen (14) consecutive days when other permits have been scheduled.

- Banner Locations: 1) Pier Plaza, 2) Main Street at Walnut Avenue, 3) Main Street at Orange Avenue, 4) Main Street at Lake Park



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- Pennant Locations: 37 locations citywide; 26 locations on Pier; for total of 63 locations. Please refer to Program Overview & [Application Form](#) (**Attachment 1**) for specific locations (subject to change)

6. **Responsibilities:** Pennants and banners must be received and inspected at Public Works, Maintenance Operations Division, located at 17371 Gothard Street, at least ten (10) days prior to installation. Pennants and banners must be picked up no more than ten (10) days after removal. Unclaimed pennants and banners shall be disposed of after ten (10) days. The City shall not be responsible for pennants and banners damaged after installation due to accident, theft, weather, wind or other unforeseen conditions.

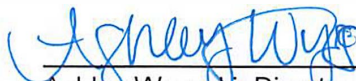
7. **Procedures:** Permits are issued on a "first-come, first-served" basis, pending availability. Banners and pennants promoting City events shall take first priority. Reservations are made by submitting a Community Event Banner application at least 5 months prior to installation and up to one year in advance. The application form (**Attachment 1**) must be submitted to the City at time of reservation and reservations are not guaranteed until the form, proof of payment, and proof of approved insurance are received and approved by the Community & Library Services Department. Applicants shall be limited to one (1) Community Event Banner application per day to facilitate availability for various entities. Permits shall specify permitted dates to expire on the last day indicated. Banner and pennant specifications must be followed and are attached to the permit application.


*Attachment:*

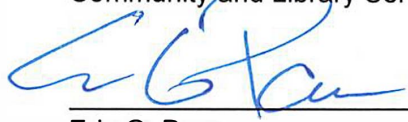
1. Program Overview & [Application Form](#)

*Distribution:*

All employees may access the Administrative Regulations via the [SurfNet](#) or City website: [www.huntingtonbeachca.gov/AR](http://www.huntingtonbeachca.gov/AR)

  
Ashley Wysocki, Director  
Community and Library Services

  
Approved as to Form  
Michael Gates, City Attorney

  
Eric G. Parra  
Interim City Manager



# ADMINISTRATIVE REGULATION

## OFFICE OF THE CITY MANAGER

### Review Schedule

REVIEW DATE	DEPT. HEAD INITIAL	CITY MANAGER SIGNATURE



## **Pennant and Banner**

### **Program Overview**

*Program Coordinated by  
Community & Library Services*

*(714) 536-5486*



The information provided within this document is intended to provide general guidelines for pennant and banner installation and removal within the City of Huntington Beach at designated locations referenced on pages 5-6. Information is subject to periodic review by the Community & Library Services Department. For specific questions or to make a reservation, please contact Community & Library Services at (714) 536-5486. For questions regarding insurance requirements, please call Risk Management at (714) 374-5373.

- Pennants and banners are restricted to announcing community-oriented events within the City of Huntington Beach. The event must be open to the public and sponsored by either the City of Huntington Beach, Huntington Beach-based public agencies, local colleges, youth sports leagues, or non-profit organizations (501(c)(3) status) that promote safe and healthy family activities and programs taking place in Huntington Beach. Events deemed by the Community & Library Services Department to be “Specific Events” are permitted to participate in the Pennant and Banner Program.
- Pennants and banners are a nonpublic forum, not a designated public forum or other type of public forum. The City of Huntington Beach is allowing pennants and banners to be hung for the sole purpose of providing public notice of events, not for the purpose of providing a forum of expression.
- Reservations are accepted in the following priority on a first-come, first served basis pending availability:
  - City Messaging and/or City Sponsored Events (up to 1 year in advance)
  - Huntington Beach Downtown Improvement District Events (up to 6 months in advance)
  - All Other Events (pending availability, up to 5 months in advance)

<b>FOR BANNER HANGING IN:</b>	<b>RESERVE ON OR AFTER HBDBID Events</b>	<b>RESERVE ON OR AFTER Specific/All Other Events</b>
January	July 1	August 1
February	August 1	September 1
March	September 1	October 1
April	October 1	November 1
May	November 1	December 1
June	December 1	January 1
July	January 1	February 1
August	February 1	March 1
September	March 1	April 1
October	April 1	May 1
November	May 1	June 1
December	June 1	July 1



- Reservations are for a two-week period. Pennants and banners are typically hung on Monday or Friday mornings, subject to change based upon staff availability.
- **Pennants and banners must be dropped off at least ten days prior to installation. Pennants and banners must be picked up no more than ten days after removal. Unclaimed pennants and banners will be disposed of after ten days.**
  - Drop Off and Pick Up Location: Corporate Yard Administration Building, 17371 Gothard Street, Huntington Beach, CA 92647. Banners can be dropped off and picked up, no appointment needed, Monday-Friday, 8AM-3PM.
- Pennants and banners that do not follow City Specifications on pages 7-8 will not be hung and may be returned to the Event Organizer/Sponsor for corrective action. Any delays in installation due to improper fabrication are at the expense and responsibility of the Event Organizer/Sponsor.
- The City is not responsible for pennants or banners damaged after installation due to accident, theft, weather, wind or other unforeseen conditions.

#### Reservation Process:

1. Interested party contacts Community & Library Services to request a reservation.
  - a. Be prepared to provide the following:
    - i. Event Name
    - ii. Event Date/Time/Location
    - iii. Organization/Sponsor Name
    - iv. Primary Contact Name
    - v. Telephone and Email Address
    - vi. Desired Pennant/Banner Location(s)
    - vii. Desired Pennant/Banner Date(s)
    - viii. Insurance Certificate for the Organization/Event (*must be approved by Risk Management – please submit 30 days before Event*)
2. Community & Library Services reviews the Reservation Calendar and determines if space is available.
3. After confirming availability with Community & Library Services, complete the Reservation Form on page 4 and submit payment. Payment can be made via Specific Events Billing or separate billing. If paying via separate billing, payments can be made at the First Floor Finance Counter, 2000 Main Street, Huntington Beach, CA 92648. Checks should be made payable to the *City of Huntington Beach* with the *Event Name* in the Memo/Subject line, if applicable.  
**\*PAYMENT MUST NOT BE MADE UNTIL CONFIRMING AVAILABILITY WITH COMMUNITY & LIBRARY SERVICES. RESERVATIONS ARE NOT CONSIDERED FINAL/GUARANTEED UNTIL PAYMENT AND INSURANCE ARE RECEIVED.\***



**Fee Schedule for Pennant and Banner Installation and Removal (Updated July 1, 2023)**

- Pennants: \$75 Each
- Banners: \$266 Each

**Pennant and Banner Hanging Reservation Form**

*This form must be submitted at time of reservation, a copy should accompany pennant(s)/banner(s) at time of drop-off. Reservations are not guaranteed until this form, proof of payment and proof of approved insurance are received and approved by Community & Library Service.*

This Reservation Is For:  Pennants  Banners  Both

Event Title \_\_\_\_\_

Event Date, Time, Location \_\_\_\_\_

Event Organizer/Sponsor \_\_\_\_\_

Primary Contact Name, Telephone, Email \_\_\_\_\_

Desired Location(s) \_\_\_\_\_

Desired Installation/Removal Date(s) \_\_\_\_\_

**Fee Calculation**

Number of Pennants \_\_\_\_\_ x \$75.00 = \_\_\_\_\_

Number of Banners \_\_\_\_\_ x \$266.00 = \_\_\_\_\_

TOTAL DUE = \_\_\_\_\_

Signature of Primary Contact \_\_\_\_\_ Date \_\_\_\_\_



**Pennant and Banner Locations (Subject to Change)**

**Banners**

1. Pier Plaza
2. Main Street at Walnut Avenue
3. Main Street at Orange Avenue
4. Main Street at Lake Park

**Pennants**

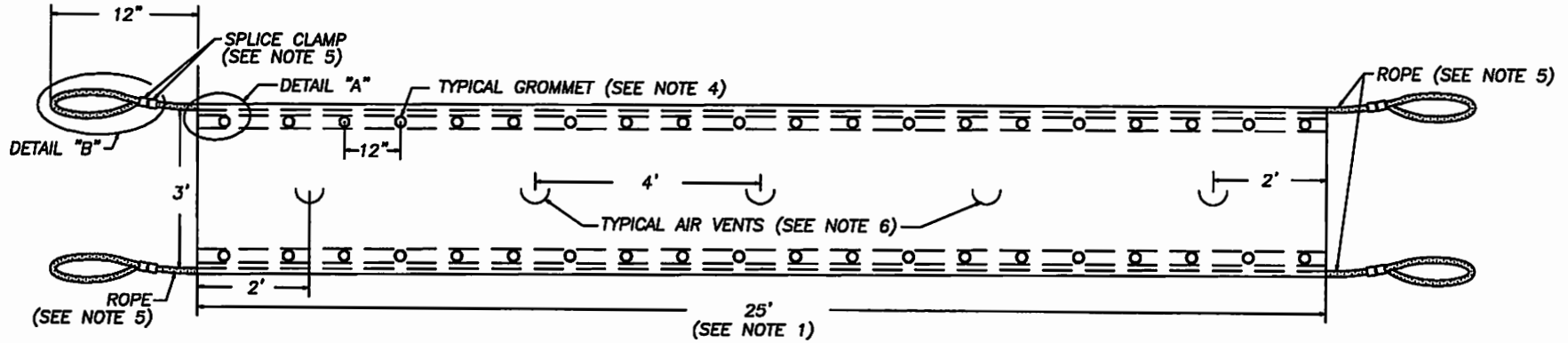
CITY WIDE LOCATIONS		
1	Warner	Westbound, first pole, east of Goldenwest
2	Goldenwest	Northbound, first pole, south of Lydia
3	Edwards	Northbound, first pole, north of McFadden
4	Springdale	Southbound, first pole, south of Bolsa
5	Graham	Southbound, first pole, south of Commercial
6	Graham	Northbound, first pole, north of Cross
7	Bolsa Chica	Southbound, third pole, south of Edinger
8	Algonquin	Southbound, first pole, south of Davenport
9	Springdale	Southbound, first pole, south of Warner
10	Edwards	Northbound, first pole, north of Central Park Drive
11	Talbert	Eastbound, first pole, west end at Central Library
12	Goldenwest	Northbound, first pole, south of Rio Vista
13	Heil	Eastbound, first pole, east of Springdale
14	Edinger	Eastbound, second pole, west of Goldenwest
15	McFadden	Westbound, west of railroad tracks
16	Center	Westbound, first pole, east of Pacific Plaza
17	Newland	Southbound, second pole, south of Edinger
18	Magnolia	Southbound, first pole, north of Warner
19	Talbert	Westbound, east of Hartlund
20	Ellis	Westbound, at Gina
21	Magnolia	Southbound, third pole, south of Garfield
22	Bushard	Southbound, second pole, south of Garfield
23	Yorktown	Westbound, first pole, east of Salmon
24	Adams	Westbound, first pole, west of Ranger
25	Adams	Eastbound, first pole, east of Magnolia
26	Indianapolis	Westbound, second pole, east of Magnolia
27	Magnolia	Southbound, third pole, south of Edison Community Ctr
28	Brookhurst	Southbound, first pole, south of Hamilton
29	Hamilton	Westbound, second pole, west of Brookhurst
30	Magnolia	Southbound, first pole, north of Pacific Coast Highway
31	Brookhurst	Northbound, first pole, north of Pacific Coast Highway
32	Brookhurst	Southbound, first pole, north of Pacific Coast Highway
33	Olive	Westbound, between 3 <sup>rd</sup> and Main
34	Orange	Westbound, second pole, west of 17 <sup>th</sup>
35	Goldenwest	Northbound, first pole, south of Palm
36	Main	Southbound, first pole, north of Yorktown
37	Gothard	Southbound, at City Yard main gate



**Pennants (continued)**

PIER LOCATIONS			
1	North side, first pole	29	North side, fifteenth pole
2	South side, first pole	30	South side, fifteenth pole
3	North side, second pole	31	North side, sixteenth pole
4	South side, second pole	32	South side, sixteenth pole
5	North side, third pole	33	North side, seventeenth pole
6	South side, third pole	34	South side, seventeenth pole
7	North side, fourth pole	35	North side, eighteenth pole
8	South side, fourth pole	36	South side, eighteenth pole
9	North side, fifth pole	37	North side, nineteenth pole
10	South side, fifth pole	38	South side, nineteenth pole
11	North side, sixth pole	39	North side, twentieth pole
12	South side, sixth pole	40	South side, twentieth pole
13	North side, seventh pole	41	North side, twenty-first pole
14	South side, seventh pole	42	South side, twenty-first pole
15	North side, eighth pole	43	North side, twenty-second pole
16	South side, eighth pole	44	South side, twenty-second pole
17	North side, ninth pole	45	North side, twenty-third pole
18	South side, ninth pole	46	South side, twenty-third pole
19	North side, tenth pole	47	North side, twenty-fourth pole
20	South side, tenth pole	48	South side, twenty-fourth pole
21	North side, eleventh pole	49	North side, twenty-fifth pole
22	South side, eleventh pole	50	South side, twenty-fifth pole
23	North side, twelfth pole	51	North side, twenty-sixth pole
24	South side, twelfth pole	52	South side, twenty-sixth pole
25	North side, thirteenth pole	53	North side, twenty-seventh pole
26	South side, thirteenth pole	54	South side, twenty-seventh pole
27	North side, fourteenth pole		
28	South side, fourteenth pole		

# CITY OF HUNTINGTON BEACH BANNER SPECIFICATIONS

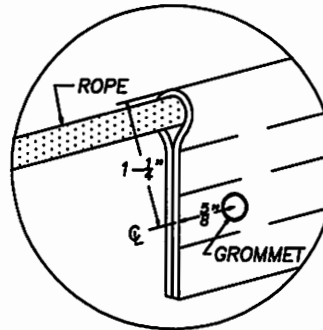


**TYPICAL BANNER DETAIL**  
N.T.S.

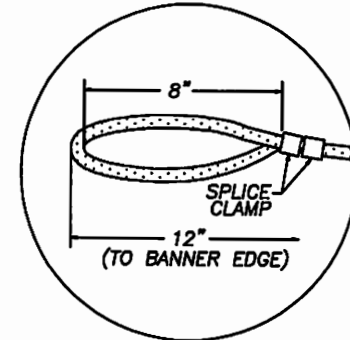
**NOTES:**

BANNER WILL BE ATTACHED TO CITY-OWNED CABLES AND STRETCHED ACROSS THE STREET. BANNERS RECEIVED THAT ARE NOT FABRICATED ACCORDING TO SPECIFICATIONS WILL NOT BE HUNG.

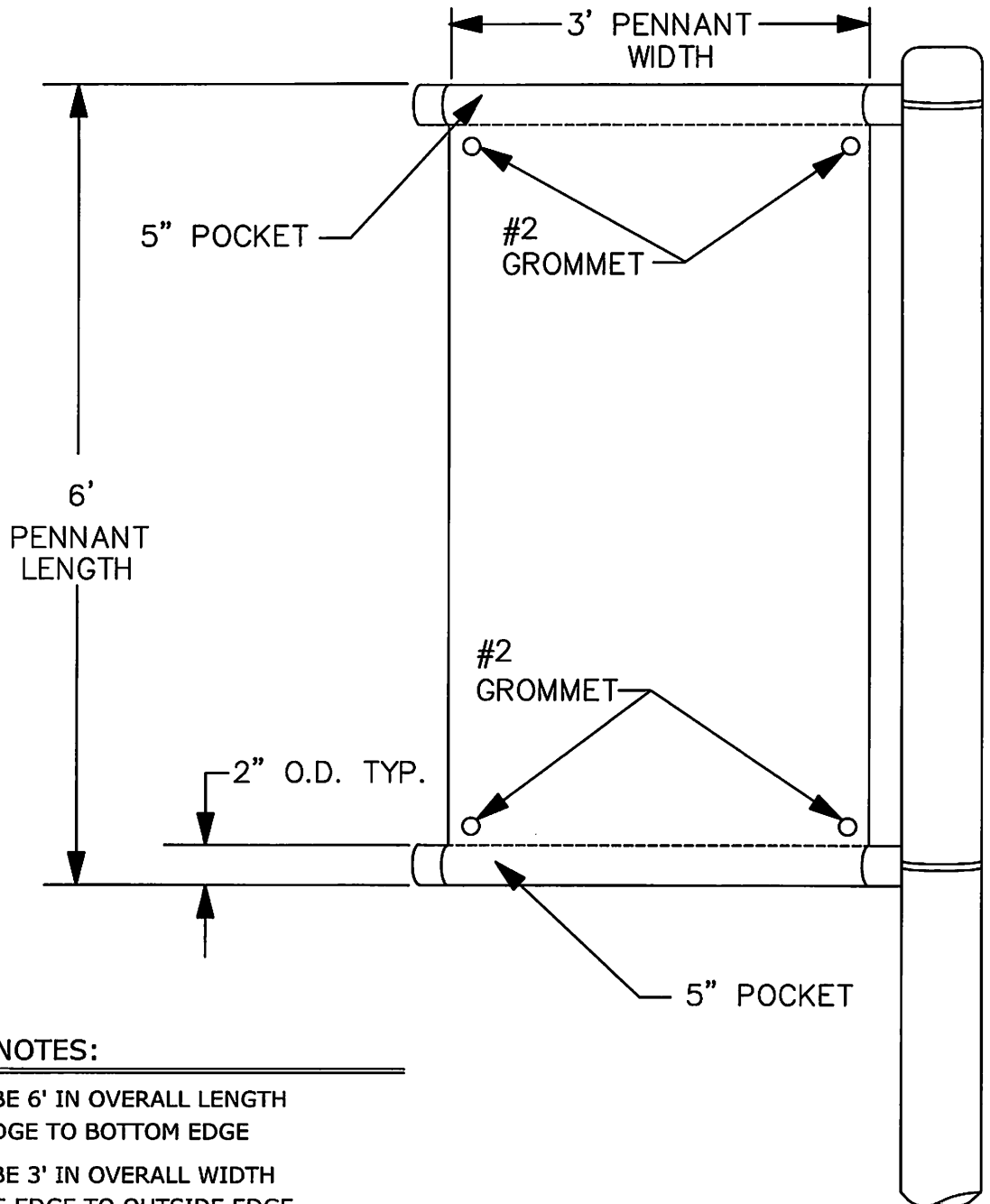
1. BANNER MUST BE 3 FEET IN HEIGHT AND 25 FEET IN LENGTH.
2. BANNERS SHALL HAVE 2-SIDED GRAPHICS DESIGNED AND PRINTED IN CONTRASTING COLORS AND LARGE ENOUGH TO PROVIDE EASY READING WHEN VIEWED FROM A PASSING VEHICLE. THE COPY OF THE BANNER MUST BE SIMPLE, AVOID COMPLICATED DETAIL, AND BE LIMITED TO THE NATURE OF THE COMMUNITY EVENT OR PROMOTION.
3. MATERIAL MUST BE A MINIMUM OF 16 OZ. DOUBLE-SIDED, BLOCK-OUT VINYL OR OTHER SYNTHETIC MATERIAL INTENDED TO WITHSTAND VERY STRONG WINDS; DOUBLE-STITCHED AT ALL EDGES.
4. GROMMETS MUST BE SIZE #3 OR #4 (MINIMUM HOLE SIZE AFTER SETTING = 7/16-INCH) INSTALLED AND SPACED PER DIAGRAM.
5. A 1/4-INCH SYNTHETIC ROPE WILL BE SEWN IN THE TOP AND BOTTOM EDGE OF THE BANNER, TERMINATING IN A LOOP AT EACH CORNER PER DIAGRAM. LOOP TO BE 12-INCH TO 16-INCH DIAMETER SECURED BY HEAVY-DUTY METAL SPlicing CLAMPS. OVERALL LOOP AND TAIL LENGTH NOT TO EXCEED 12 INCHES COMBINED.
6. INCLUDE A MINIMUM OF 3 AIR VENTS IN FORM OF A 12-INCH SEMI-CIRCLE FLAP SPACED APPROXIMATELY 4- FEET APART AND LOCATED AT CENTERLINE OF BANNER.
7. THE CITY IS NOT RESPONSIBLE FOR BANNERS THAT BECOME DAMAGED AFTER HANGING DUE TO WIND, WEATHER, ACCIDENT OR OTHER UNFORSEEN CONDITIONS.



**DETAIL "A"**  
N.T.S.



**DETAIL "B"**  
N.T.S.



**GENERAL NOTES:**

1. PENNANT TO BE 6' IN OVERALL LENGTH FROM TOP EDGE TO BOTTOM EDGE
2. PENNANT TO BE 3' IN OVERALL WIDTH FROM INSIDE EDGE TO OUTSIDE EDGE
3. POCKET SIZE TO BE 5" FROM OUTSIDE EDGE TO STITCHING LINE, MUST FIT 2"OD PIPE.
4. EYELETS TO BE INSTALLED ON STITCHING LINE ON ALL FOUR CORNERS OF PENNANT, GROMMET TO BE #2.
5. 16 oz. BLOCKOUT MATERIAL OR HEAVIER AND AND DOUBLE STITCHING
6. IF THE PENNANT IS NOT MADE TO THIS DETAIL THE PENNANT WILL NOT BE HUNG.

FILE NAME: BANNER.DWG

CITY OF HUNTINGTON BEACH \* PUBLIC WORKS \* TRAFFIC ENGINEERING



**PENNANT DETAIL**