



# ADMINISTRATIVE REGULATION

## Office of the City Manager

<b>Number</b>	AR122
<b>Responsible Department</b>	Office of the City Manager
<b>Established/Effective Date</b>	July 2016
<b>Latest Revision Date</b>	January 10, 2023
<b>Next Review Date</b>	January 10, 2024

<b>SUBJECT: HOMETOWN HEROES BANNER PROGRAM PROCESS AND PROCEDURES</b>
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**1. Purpose:**

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

This program is to recognize and honor the contribution and sacrifice of active duty military personnel of Huntington Beach by permitting the uniform display of banners of the serviceperson's name, military photo, and branch of service within the City.

Since its inception in 2011 before the 4<sup>th</sup> of July Independency Day celebration, this program is a joint effort between the City and American Legion Post 133.

**2. Authority:**

This program was initiated by the City Council action on May 16, 2011 and the authority for implementation of this program is granted to the City Manager under Section 401 of the Huntington Beach City Charter.

**3. Applicability:**

This regulation applies to all departments and employees of the City of Huntington Beach who have the responsibility to oversee the permitted placement of Hometown Heroes Banners.

**4. Policy:**

The City of Huntington Beach ("City") permits the display of Hometown Heroes 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 City policy.

**5. Banner Sponsor Qualifications:**



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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 cover design/manufacture of the banner, material cost, hardware and installation at the time of the application submittal.

The program brochure with an application can be obtained from the City website online and/or at the City Manager's Office located at the Civic Center, 4<sup>th</sup> Floor.

### **6. Eligibility Criteria:**

To qualify to have a banner placed pursuant to this AR, a Hometown Heroes Banner Program 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 U.S. 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 or an immediate family member of a current Huntington Beach resident. Immediate family is defined as a parent, sibling, spouse, registered domestic partner, child, grandparent, and grand child.

### **7. Determination of Eligibility:**

- 7.1 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.
- 7.2 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.
- 7.3 To complete the application process, the application must include a one-time fee set by the City to offset initial costs related to printing, hardware, installation, and removal.

### **8. Banner Printing – Military Serviceperson's Name and Branch:**

- 8.1 Only the picture, the name (first, last, suffix, if any) and American armed forces branch (Army, Navy, Air Force, Marines, and Coast Guard) will be permitted on the banner. The applicant/sponsor 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. The City recommends that the applicant provide the City an official military portrait of the honoree.
- 8.2 A military service person's name cannot appear on more than one banner.
- 8.3 No advertisement shall be permitted on the banner.

### **9. Application Approval and Installation Process:**

- 9.1 Once an application is approved by the City Manager or his or her designee, the military service person's name and armed forces branch will be printed on the





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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 honored military personnel or banner sponsor, they 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 or immediate family.
- 9.8 The City Manager's Office shall be responsible for keeping the program information and application form updated on the City website and other relevant materials.
- 9.10 The City Manager's Office shall be responsible for managing a master list containing names, contact information, and pertinent information of current banner holders, those on the waiting list, and retired banners (for at least past three years).

### 10. Banner Locations:

Banners may be displayed on Main Street from Beach Boulevard to 6<sup>th</sup> 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.

### 11. Display Term and Retired Banners:

- 11.1 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.




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- 11.2** After the display for a period of one (1) year, the banner will be replaced with another service member's banner, and returned to the sponsor. There may be an opportunity for the banner to remain up for additional time if there is no waiting list.
- 11.3** Any replacement of damaged banners shall be paid by the immediate family or sponsors.
- 11.4** 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 written notices, the unclaimed banner will become property of the City and may be discarded.

Attachment: Hometown Heroes Banner Program Brochure and Application

  
\_\_\_\_\_  
Travis Hopkins, Assistant City Manager  
Initiating Department

  
\_\_\_\_\_  
Al Zelinka  
City Manager

  
Approved as to Form 

#### Review Schedule

REVIEW DATE	DEPT. HEAD INITIAL	CITY MANAGER SIGNATURE





**City of Huntington Beach**

# **HOMETOWN HEROS BANNER PROGRAM**



As a joint effort between the City and American Legion Post 133, this program is to honor the contribution and sacrifice of active duty military person with Huntington Beach ties by permitting the uniform display of banners of the serviceperson's name, military photo, and branch of service.

## **Eligibility Requirements:**

The designated honoree depicted on the banner must be an active duty member of the U.S. Armed Forces or a service person that has given their life in the most recent military conflict; and either current Huntington Beach resident or an immediate family member of a current Huntington Beach resident (parent, sibling, spouse, registered domestic partner, child, grandparent, and grandchild).

## **Banner Locations & Fee:**

Banners may be displayed on Main Street from Beach Blvd. to 6th Street and Yorktown from Main Street to Florida Street. All banner locations will be determined by the City on a first-come, first-served basis. Banners shall be displayed for one year, at which time the banner will be replaced with another service member's banner and returned to the sponsor. A \$160 fee is required for each banner application submitted. Fee includes the production of the banner, installation, and removal.

## **How to Apply:**

Applications will be accepted on an ongoing basis. For more details and the application information, visit [www.huntingtonbeachca.gov/hometownhero](http://www.huntingtonbeachca.gov/hometownhero) or contact the City Manager's Office at (714) 536-5202.

# City of Huntington Beach

## HOMETOWN HEROS BANNER PROGRAM APPLICATION

Please complete this application form and submit along with the following:

- Proof of Huntington Beach residency for serviceperson or immediate family (i.e. copy of utility bill or driver's license)
- Verification of active duty status (i.e. copy of military orders or military ID)
- Check for a fee of \$160 made payable to: American Legion Post 133 (with "Hometown Hero" and serviceperson's name in the note). Additional donation/sponsorship towards the program are welcome.
- Mail or drop off the completed application along with payment and supporting documents to: City of Huntington Beach  
Attn: Hometown Hero Program  
2000 Main Street, 4th Floor, Huntington Beach, CA 92648
- If accepted, email a high-resolution digital photograph of the honoree in full military uniform to the email address provided below.
- It is suggested that the sponsor/applicant provide an official military portrait of the honoree. There must be no additional people or objects in the photo except an American flag in the background.

Please submit the name of the serviceperson as it should appear on the banner, and indicate the branch of service below:

Date of Application Submission: \_\_\_\_\_

First Name of Hometown Hero: \_\_\_\_\_

Last Name: \_\_\_\_\_ Suffix (if any): \_\_\_\_\_

Branch of Service (please choose one):

Army

Navy

Air Force

Marines

Coast Guard

Sponsor Name: \_\_\_\_\_

Relationship to Hometown Hero: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

[ ☐ ] By checking this box, I hereby grant the use of the attached photograph in the Huntington Beach Hometown Heroes Banner Program without payment or other consideration. I take full responsibility that all information provided on this form is accurate and correct.

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Contact or Questions:

Sandie Frakes at (714) 536-5249 or by email at [sandie.frakes@surfcity-hb.org](mailto:sandie.frakes@surfcity-hb.org).