



# CITY OF COLTON HOMETOWN HEROES MILITARY BANNER PROGRAM POLICY AND GUIDELINES



The Hometown Heroes Military Banner Program is to be used for the benefit of recognizing those who are currently serving or who have served in the United States Armed Forces and pay tribute to our veterans and deceased veterans. It is the purpose of this policy to articulate regulations pertaining to the circumstances, character, location and other standards under which the City will permit the use of City owned streetlight poles to display Military Banners that have a direct and substantial civic and/or community benefit and enrich the aesthetic and visual appearance of City of Colton's thoroughfares. The display of the Military Banners will contribute to the community's quality of life which lend a special character to the City of Colton.

The City Manager or his/her designee shall manage the Hometown Heroes Military Banner Program and have sole authority to approve the installation of banners meeting the requirements as stated in these guidelines for this program. The City's decision to install any banner will be based on the availability of City staff, resources and staff scheduling for installation and removal, as well as the banners' compliance with the banner program, including fulfillment of the criteria described above under "Banner Design, Content and Specifications."

By enactment and administration of the Hometown Heroes Military Banner Program, the City does not intend to designate City light poles for expressive activity or render City light poles into a public forum for expressive activity.

## **ELIGIBILITY**

Honorees must meet the following requirements:

1. Supply verification of Military Status (Military ID or DD 214 form).  
To verify military status, please visit:
  - Department of Defense website
    - <http://www.defense.gov/>
  - Veterans Service Records
    - <http://www.archives.gov/veterans/military-service-records/>
2. Current Colton resident OR an immediate family member of a Colton resident.  
(Immediate family would include a wife or husband, son or daughter, grandson or granddaughter, son-in-law or daughter-in-law). Residency subject to verification.

**BANNER DESIGN, CONTENT, AND SPECIFICATIONS**

1. The banner design is approved by the Military Banner Program Ad Hoc Committee and shall be used as the template for all banners produced through this program.
2. The text of a banner must list the name of the person, service branch and logo, and name of sponsor.
3. All banners shall conform to the following specifications unless specified otherwise.

Banner Fabric	Synthetic or synthetic blend
Banner Size	3' (36") wide by 7' (84") long
Banner Fabrication	Double-layered hems with 5/8 inch grommets for stability located in all 4 corners
Font Size	Font must be at least 4" tall

4. City Staff may add wind vents and/or banner safety cable to each banner to help prolong the life of the banner.

**APPLICATION PROCESS**

The banner applications and guidelines can be obtained from the City of Colton's website at [www.coltonca.gov](http://www.coltonca.gov) or you may contact the Community Services Department to have them emailed to you by contacting (909) 370-6153 or by email at [RaziliRamirez@coltonca.gov](mailto:RaziliRamirez@coltonca.gov). Applications will also be available in the City Hall lobby, located at 650 N. La Cadena Drive, and at the Gonzales Community Center, located at 670 Colton Avenue.

1. Applications for new banners should be submitted to the Community Services Department, at the Gonzales Center for processing during two cycles per year:
  - a. December 1 – March 31 – Installation in May
  - b. June 1 – September 30 - Installation in November
2. Completed applications will include the name of the serviceperson, branch of service, photo, contact information of applicant, and a form of identification in order to verify City of Colton residency.
  - a. Photograph. A 5x7 or larger color photograph must be provided. The photograph must be of the service person in uniform. Photograph must be of good quality and will be returned once banner is installed.
3. Fee for new applications/banners is \$475. Fee may be amended due to rising costs or to meet the demands of the program.
4. Only one banner per serviceperson is allowed.
5. Once the application is received, location is approved, and fees paid, the City will generate and produce the banner.

### **BANNER LOCATION / POLE SELECTION**

Banner Locations/Pole selection shall be limited to posts that work well for the program. The City will not remove or trim trees to accommodate banners. The City recommends that banners be installed in the same direction as the light extension of the installation pole.

1. Installation and removal of banners are at the City's discretion.
2. The applicant may request the general location where they would like the banner displayed within the City of Colton boundaries. However, the City shall make the final determination of the banner location.
3. Banners will not be displayed on steel electric poles, signal lights, poles located on a median, or any location which threatens the safety of those installing the banner.
4. Installation of banners in high wind areas will be discouraged due to potential damage to banner.
5. The City is not responsible for replacing banners that are lost, stolen, damaged, or destroyed due to age, vandalism, or any acts of nature including high winds.

### **NEW BANNERS**

1. New Banner Recipients will be recognized at the first City Council Meetings in May and November, maximum of six per cycle.
2. Banners will be installed within two weeks of recognition at City Council. Applicants will be informed when banner installation is complete.
3. Cancellation of Installation – In cases of extreme weather or an electric department emergency, the City reserves the right to postpone installation until it is safe to proceed.

### **AFTER INSTALLATION**

1. Once produced and installed, banners shall remain the property of the City until removed and presented to the family or requestor.
2. Once banners are installed, they will be displayed for a maximum of two (2) years or until the banners begin to show deterioration.
3. The City will repair and reinstall banners that become separated from their brackets for one (1) year from initial installation.
  - a. After one year, any banners that disconnect from their installed location and/or are lost due to weather conditions will not be replaced by the City.
4. The City will conduct periodic inspections; however, the City shall not be responsible for banners that may be damaged due to extreme weather elements or other unforeseen events, but will endeavor to repair and rehang banners as time and condition permits.

5. At the end of the two (2) year display period, City staff will contact the family and/or applicant to arrange for pick up from the Community Services Department within 30 days of banner removal. Any banners unclaimed after this time will become the property of the City and/or be disposed of and the pole location will be released.

#### **REPLACEMENT AND/OR RELOCATION**

1. Replacement banners are available at a reduced price of \$200 as long as the replacement takes place within the two-year period. This would apply to banners being replaced due to severe damage from extreme weather elements and/or change in banner type such as Active, Veteran and Memorial.
2. Replacement Banners applications will be accepted as needed and processed on a first come-first served basis.
3. Installation of Replacement Banners will occur during the last week of each month, weather permitting. Installations will not be scheduled in June, July or during the winter holiday season (Thanksgiving through New Year's Day).
4. Applicants will be contacted when banners are installed.
5. A relocation fee of \$120 will be assessed when a banner is moved to a different location once installed, at the request of the applicant.