



## CITY OF COLTON HOMETOWN HEROES MILITARY BANNER PROGRAM

The City of Colton Hometown Heroes Military Banner Program was coordinated for Colton residents to pay tribute and honor family members that are active military service personnel. The City of Colton would like to pay tribute to their service and commitment to our nation and our community by flying a prestigious banner in a main thoroughfare in our City as a way to publicly express our gratitude. Any names that are submitted will be considered for City recognition.

Upon submittal of this application, please review the City of Colton Hometown Heroes Military Banner Program Guidelines for further details. The cost per banner is \$475 for the production and installation. Please send a check or money order payable to the City of Colton Military Banner Program with the enclosed completed application to:

**Colton Hometown Heroes Military Banner Program**  
**c/o City Clerk's Office, 650 N. La Cadena Drive, Colton, CA 92324**

### Honoree Information

Name of Service person: \_\_\_\_\_

First MI (if used on banner) Last  
\*Spelling of Service person's name on the banner will be taken directly from the application.

Is Service person a resident of the City of Colton? Yes  No

Branch of the U. S Military Service:

U.S. Army  U.S. Marine Corps  U.S. Navy  U.S Air Force  U.S. Coast Guard

Please indicate the type of banner you would like to order:

Active Duty  Veteran  Memorial

To qualify for an active duty banner, honorees must meet the following requirements:

- Active duty military personnel of the United States Armed Forces deployed in a Presidential decreed war zone; AND
- 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).

**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 not be returned. Please do not send original photograph.

**Sponsor:** Please also provide the name of the sponsor (family or organization – no more than two) that you would like to be printed on the banner.

\_\_\_\_\_  
Sponsored By

**Applicant Contact Information**

Name of person submitting application (Applicant) \_\_\_\_\_

Relation to Service person \_\_\_\_\_

Address of applicant \_\_\_\_\_  
Address City State

Phone number of applicant \_\_\_\_\_ (H) \_\_\_\_\_ (C)

Email of applicant \_\_\_\_\_

**Applications must include:**

**Official military photo (5X7 or larger) and verification of military status (Military ID or DD214 form)**

**To verify military status, please visit**

**The Department of Defense website <http://www.defense.gov/> or  
Veterans Service Records <http://www.archives.gov/veterans/military-service-records/>**

For additional information please contact the City of Colton City Clerk's Office:

Sabdi Sanchez, Chief Deputy City Clerk (909)370-5001

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For Office Use Only

Date Received \_\_\_\_\_

Photograph received: Yes  No

Verification of military status: Yes  Type: \_\_\_\_\_ No

Date of Installation \_\_\_\_\_

Location of Banner \_\_\_\_\_

Date Banner was removed \_\_\_\_\_

Notes:



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



## **PURPOSE**

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.

## **GUIDELINES**

### **Eligibility for Placement of the Hometown Heroes Military Banner Program Banners**

- 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.

### **Banner Content and Specifications**

1. 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.
2. 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.
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  
Banner safety cable

4. The text of a banner must list the name of the person, service branch and logo, and name of sponsor. The banner shall also include the words “Colton Proudly Honors Our Hometown Heroes” on each printed banner.

## **Procedure**

1. The banner installation guidelines and form may be obtained from the City of Colton’s website at [www.coltonca.gov](http://www.coltonca.gov) or you may contact the City Clerk’s Office to have one emailed to you by contacting the City Clerk’s Office at (909) 370-5001 or by email at [ssanchez@coltonca.gov](mailto:ssanchez@coltonca.gov). Applications will also be available in the City Hall lobby, located at 650 N. La Cadena Drive, Colton, California.
2. The City’s decision to install any banners 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 Content and Specifications.”
3. Installations will only be scheduled on Tuesdays and Wednesdays between the hours of 8:00 a.m. and 3:00 p.m., contingent of staff availability.
4. The applicant may request the general location where they would like the banner displayed. However, the City shall make the final determination of the banner location.
5. The banner design was approved by the Military Banner Program Ad Hoc Committee and shall be used as the template for all banners produced through this program.
6. Once the banner has been produced, City staff shall contact the applicant to confirm the location of the pole and schedule the installation of the banner.
7. Installation ceremonies will not exceed 30 minutes.
8. Once banners are installed they will be displayed for five (5) years maximum or until the banners start to show deterioration. At the end of the display period, City staff will contact the family and/or applicant to arrange for pick up from City Hall within a reasonable timeframe once the banner has been taken down. Any banners unclaimed after this time will become the property of the City.
9. After the five years, if the applicant is interested in another banner, a new application will have to be submitted along with the appropriate fee.
10. Replacement banners are available at a reduced price of \$200 as long as the replacement takes place within the five-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.

11. 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.
12. Should the applicant decide not to replace a damaged banner within the five year display period; within 30 days, the applicant must sign a waiver and/or statement stating no further interest in replacing a banner. This will free up the pole for another interested person.
13. The existing fee for a banner is \$475. Please note that the fee may be increased/decreased in the future to meet the demands of the program.
14. The City will conduct periodic inspections; however, the City shall not be responsible for damage to banners falling off the pole due to extreme weather elements or other unforeseen events, but will assist to put them back up as time permits.

### **Other Specifics and Requirements**

1. Installation shall be the responsibility of the City.
2. Fabrication and design of banners is the sole responsibility of the City. Banner specifications will be provided by the City.
3. Once produced and installed, banners shall remain the property of the City until removed and presented to the family or requestor.
4. All banner requests shall be submitted by the approved application along with a picture and military branch of the officer.
5. Banner installation shall be limited to City poles with approved banner brackets.
6. Pole selection shall be limited to posts that work well for the program; this may limit the use of City street lights/signal lights.
7. The City reserves the right not to install a banner if the requirements of this banner program are not met.