



Administration Division
Coleman A. Young Municipal Center
Detroit, MI 48226

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www.detroitmi.gov

June 06, 2023

HONORABLE CITY COUNCIL

RE: Petition #2023-219 - Detroit Metro Sports Commission, request to install 37 banners around Ford Field, 16 banners on Washington Boulevard from Jefferson to Congress, 23 banners on Jefferson Avenue from Randolph to Beaubien and 18 banners on Campus Martius for special event WWE Summer Slam.

The Department of Public Works, Traffic Engineering Division received the above referenced petition. This department has no objections to the placement of banners, provided that the banner installation is in compliance with the banner policy adopted by your Honorable Body on November 30, 2001, and subject to the following conditions:

1. 37 banners around Ford Field, 16 banners on Washington Boulevard from Jefferson to Congress, 23 banners on Jefferson Avenue from Randolph to Beaubien and 18 banners on Campus Martius as shown in the attached map.
2. The duration of banner installation shall be from July 05, 2023 until August 07, 2023.
3. Banners shall not exceed thirty-two (32) inches in width by ninety-four (94) inches in height and should be acrylic or vinyl with standard slitting (also called "Happy Faces").
4. Banners shall be affixed to allow minimum of (15) feet clearance from walkway surface.
5. Banners shall not include flashing lights that may be distracting to motorists.
6. Banners shall not have displayed thereon any legend or symbol which is, or resembles, or which may be mistaken for a traffic control device, or which attempts to direct the movement of traffic.
7. Commercial advertising is strictly prohibited on all banners, including telephone numbers, mailing addresses, and website addresses.
8. A sponsoring organization's logo and/or name may be included at the bottom of the banner in a space no more than ten (10) inches in height by thirty (30) inches in length, and letter size shall be limited to four (4) inch maximum and placed at the bottom of the banner.
9. Sponsoring organizations may not include messages pertaining to tobacco and related products, alcoholic beverages, firearms, adult entertainment or sexually explicit products, or political campaigns or related agenda

MICHAEL DUGGAN, MAYOR

HONORABLE CITY COUNCIL (Cont.)
Petition # 2023-219

10. Sponsoring organizations may not include legends or symbols which may be construed to advertise, promote the sale of, or publicize any merchandise or commodity, with the exception of sponsorship as described in the banner policy (see section 9 of the policy).
11. Banner placement must be a minimum of 120 feet or every other pole apart, whichever is greater, including banners that may exist at the time of the installation and is limited to a two thousand (2000) feet radius area of the event location or within the stated organization's boundaries.
12. The design, method of installation and location of banners shall not endanger persons using the highway or unduly interfere with the free movement of traffic.
13. The petitioner *SHALL* secure an approval from **Public Lighting Department** to use their utility poles to hang the banners.
14. The petitioner *SHALL* secure Right of Way permit from City Engineering Division every time the banners are changed/replaced.
15. The wording on the banners will be "Summer Slam Detroit, Ford Field Aug 8th" as per attached graphic.
16. Since Jefferson Avenue is a state trunk line in the above location, approval from the Michigan Department of Transportation is required.

If deemed appropriate by the City of Detroit, The City reserves the right to have the banners removed by the Petitioner at the Petitioner's cost prior to expiration date.

Respectfully Submitted,



Ron Brundidge, Director

Department of Public Works

Copy:

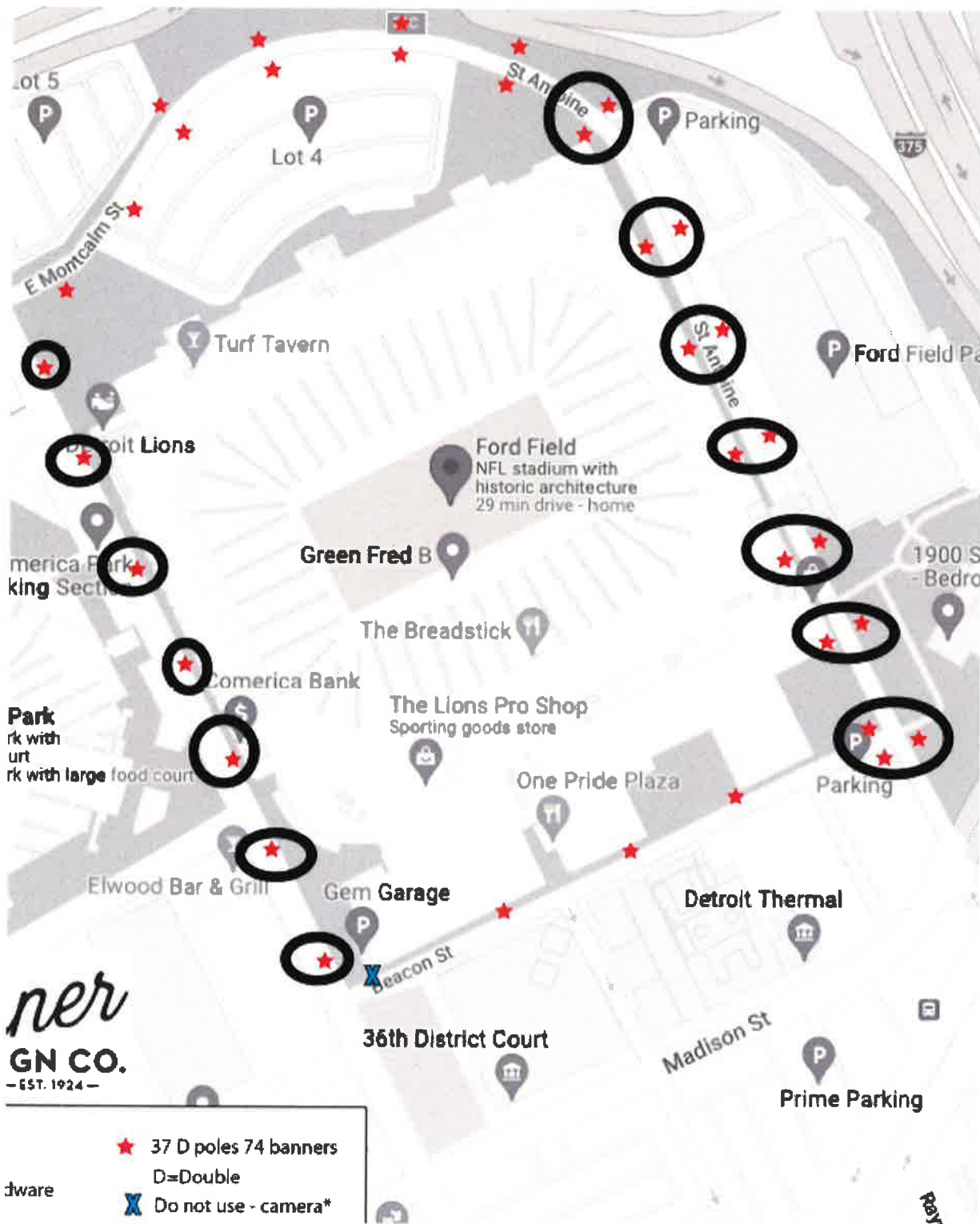
Linda Vinyard, Mayor's Office

Oladayo Akinyemi, DPW

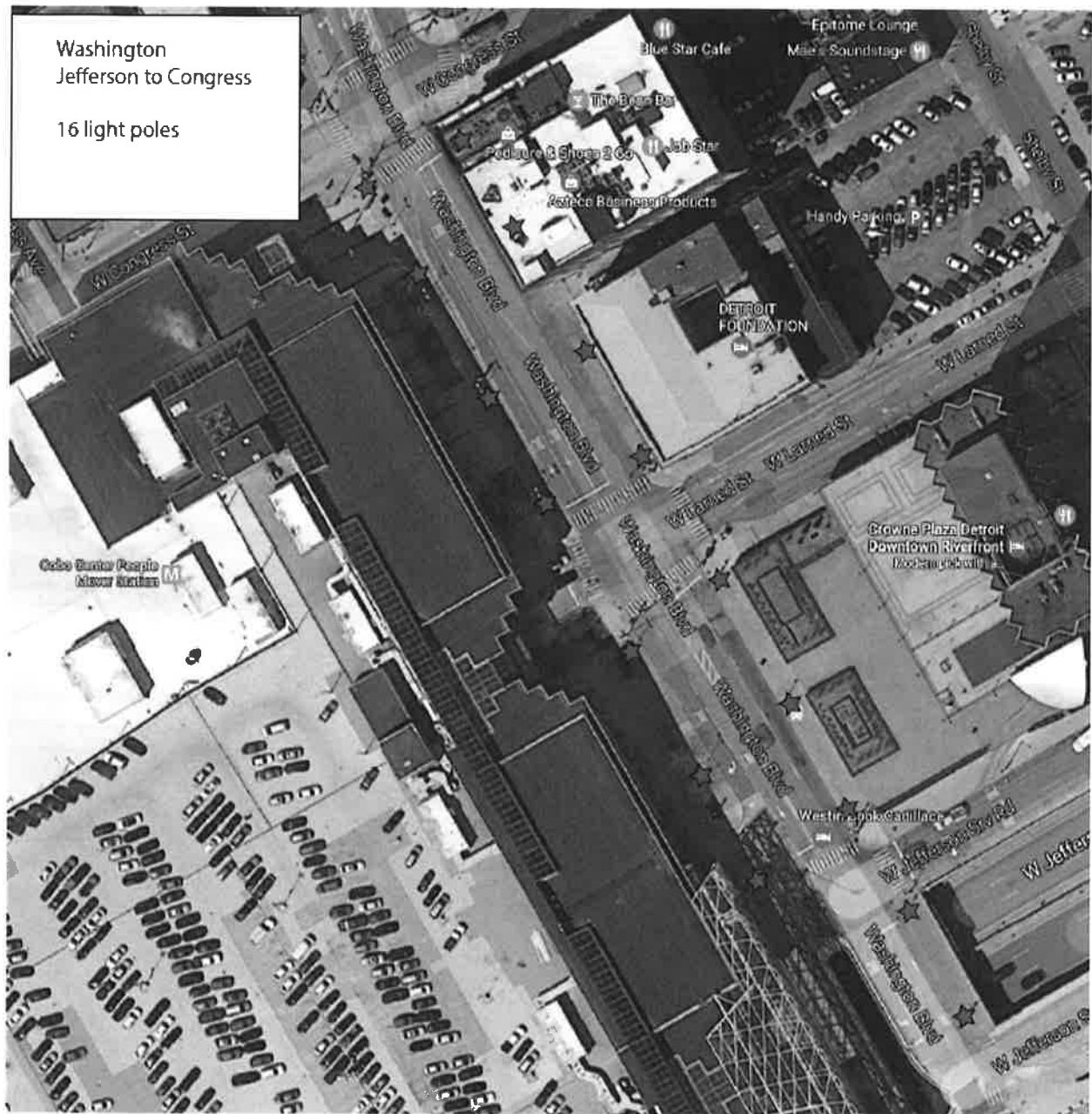
James Hannig, DPW

Prasad Nannapaneni, DPW Traffic Engineering Division

MICHAEL DUGGAN, MAYOR



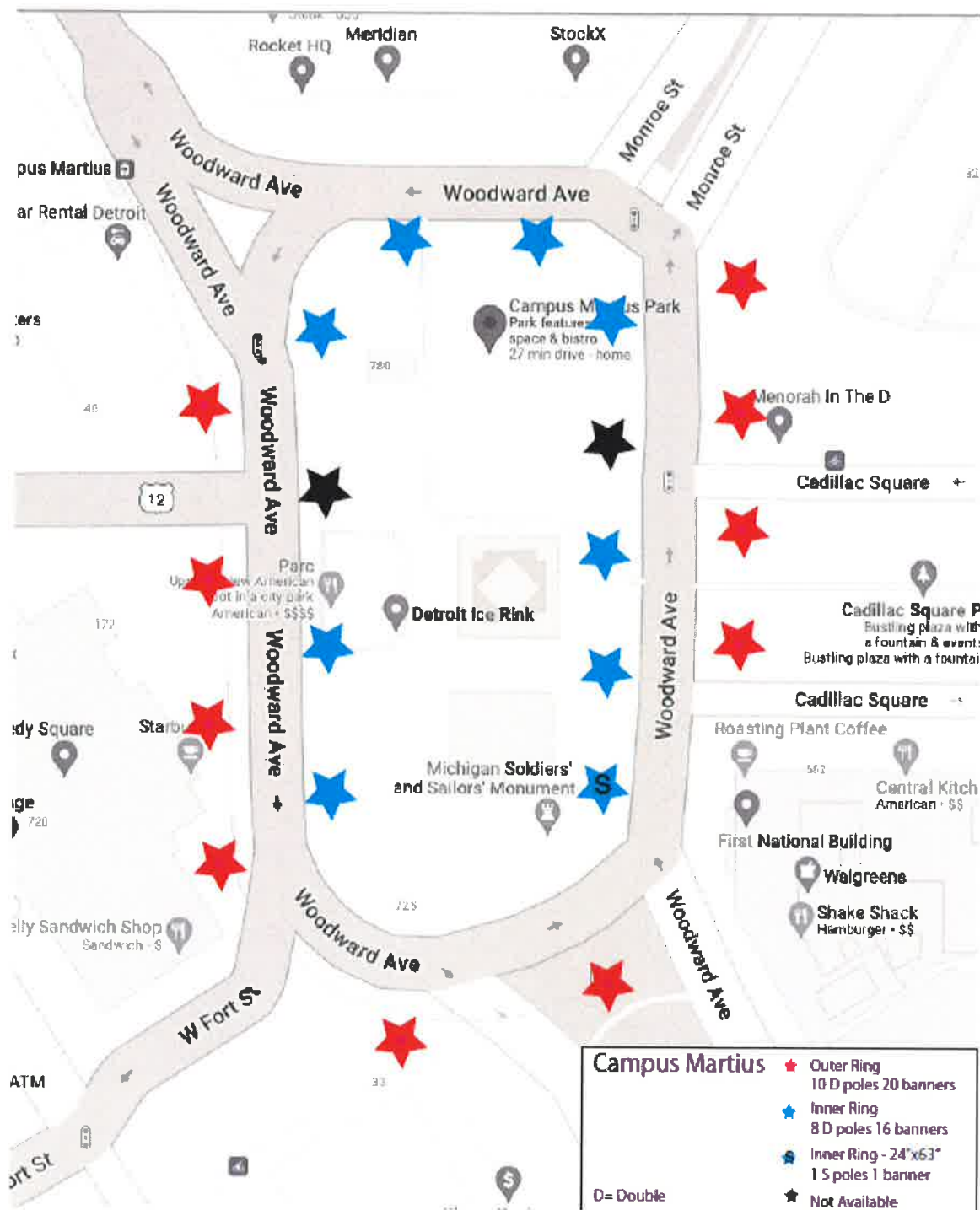
16 light poles





Jefferson Ave

23 Double poles can accommodate 46 b





Public Lighting Authority

400 Monroe Street, Suite 485
Detroit, Michigan, 48226
313-324-8291 Phone
313-638-2805 Fax
www.pladetroit.org

OUR MISSION is to improve,
modernize and maintain the
street lighting system in Detroit.

June 6, 2023

The Honorable City Council
1340 Coleman A. Young Municipal Center
Detroit, Michigan 48226

**RE: Detroit Metro Sports Commission
Petition #2023-219**

Dear Council Members:

The Detroit Metro Sports Commission is requesting permission to hang approximately 37 banners on various streets to advertise the WWE Summer Slam at Ford Field.

The Public Lighting Authority has inspected poles and finds them to be structurally sound and is recommending approval for The Detroit Metro Sports Commission to hang banners around Ford Field; Washington Boulevard (from Jefferson to Congress); Jefferson Avenue; and at Campus Martius Park from July 5, 2023, to August 7, 2023.

Respectfully Submitted,

Beau Taylor

Beau Taylor, Executive Director
Public Lighting Authority

Enclosure: Petition

cc: Council Members
File
PLD