



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

Phone: 313-224-3901  
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www.detroitmi.gov

November 24, 2021

**HONORABLE CITY COUNCIL**

**RE: Petition #1609 – The Southwest Detroit Business Association, request to install 96 banners on W. Vernor from Clark Street (East) to Newark/18th Street, Bagley Avenue from 21st Street (East) to 16th Street and Bagley Avenue from 24th Street to I-75 Service Drive from November 24, 2021 to May 24, 2022 in order to identify, highlight and promote the Mexicantown Main Street/Business District.**

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 December 13, 2019, and subject to the following conditions:

1. **Ninety-six (96)** banners are to be located along W. Vernor from Clark Street (East) to Newark/18th Street, Bagley Avenue from 21st Street (East) to 16th Street and Bagley Avenue from 24th Street to I-75 Service Drive as shown in the attached map.
2. The duration of banner installation shall be date of Council approval, to May 24, 2022.
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 web site 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 agendas.

MICHAEL DUGGAN, MAYOR

**HONORABLE CITY COUNCIL (Cont.)**  
**Petition #1609**

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 (please see below).

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

Sunny Jacob, DPW Traffic Engineering Division



**Mexicantown Light Pole Banners**  
Affected Streets & Cross streets

Welcome



MEXICANTOWN

Est. 1923



Bienvenidos

*Southwest Detroit*

DTE

Welcome



**MEXICANTOWN**

Est. 1923



Bienvenidos

*Southwest Detroit*

**DTE**

Welcome



MEXICANTOWN

Est. 1923



Bienvenidos

*Southwest Detroit*

**DTE**



Public Lighting Authority

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

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

November 24, 2021

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

**RE: Southwest Detroit Business Association  
Petition #1609**

Dear Council Members:

The Southwest Detroit Business Association is requesting permission to hang approximately 96 banners on various streets to promote the Mexicantown Main Street Business District.

The Public Lighting Authority has inspected poles and finds them to be structurally sound and is recommending approval for the Southwest Detroit Business Association to hang banners on W. Vernor (from Clark Street (east) to Newark/18<sup>th</sup> Street) Bagley Avenue from 21<sup>st</sup> Street (east) to 16<sup>th</sup> Street) and Bagley Avenue from 24<sup>th</sup> Street to I-75 Service Drive from November 24, 2021, to May 24, 2022.

**Please note: Permission for banner requests given by City Council is good for 6 months. For an additional 6 months, petitioner must submit an extension to City Council.**

Respectfully Submitted,

*Beau Taylor*

Beau Taylor, Executive Director  
Public Lighting Authority

Enclosure: Petition

cc: Council Members  
File  
PLD