

City of Detroit

Janice M. Winfrey
City Clerk

OFFICE OF THE CITY CLERK

Andre P. Gilbert II
Deputy City Clerk

DEPARTMENT PETITION REFERENCE COMMUNICATION

To: The Department or Commission Listed Below

From: Janice M Winfrey, Detroit City Clerk

The following petition is herewith referred to you for report and recommendation to the City Council.

In accordance with that body's directive, kindly return the same with your report in duplicate within four (4) weeks.

Petition No.	2024-133
Name of Petitioner	Bedrock Detroit, LLC
Description of Petition	Please see request to hold "Decked Out Detroit Summer Activations" Submitted by Bedrock Detroit LLC, located at Woodward Ave., State Street, Monroe Street, Grand River Avenue and Washington Blvd. on May 23 rd through September 2 nd , from 11:00 AM to 4:00 PM. Set-up to begin May 23 rd 8:00 AM complete by 5:00PM May 31 with tear-down to begin September 2 nd at 9:00AM complete by 5:00PM September 30 th .
Type of Petition	Special Event
Submission Date	4/29/2024
Concerned Departments	Media Services, Buildings & Safety Engineering, Police Department, Fire Department, Municipal Parking Department, Transportation Department, Health Department; General Services Department,
Petitioner Contact	Noah Switalski Bedrock Detroit, LLC 630-201-3424 noahswitalski@bedrockdetroit.com

2 Woodward Ave. Coleman A. Young Municipal Center Rm. 200, Detroit, MI 48226

(313) 224 - 3260 | Fax: (313) 224 - 1466

City of Detroit Special Events Application Authorizations

AUTHORIZATION & AFFIDAVIT OF APPLICANT

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief that I have read, understood and agreed to abide by the rules and regulations governing the proposed special event, and I understand that this application is made subject to the rules and regulations established by the Mayor or the Mayor's designee. Applicant agrees to comply with all other requirements of the City, County, State, and Federal Government and any other applicable entity, which may pertain to special events. I further agree to abide by these rules, and further certify that I agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the event to the City of Detroit.

Applicant Signature: *Noah Switalski* **Date:** 04/08/2024

NOTE: Completion of this form does not constitute approval of your event. Pending review by the Special Events Management Team, you will be notified of any requirements, fees, and/or restrictions pertaining to your event.

HOLD HARMLESS AND INDEMNIFICATION

The Applicant agrees to indemnify and hold the City of Detroit (which includes its agencies, officers, elected officials, appointed officials and employees) harmless from and against injury, loss, damage or liability (or any claims in respect of the foregoing including claims for personal injury and death, damage to property, and reasonable outside attorney's fees) arising from activities associated with this permit, except to the extent attributable to the gross negligence or intentional act or omission of the City.

Applicant affirms that Applicant has read and understands the Hold Harmless and Indemnification provision and agrees to the terms expressed therein.

Event Name: Decked Out Detroit Summer **Event Date:** 05/24-09/24

Event Organizer: Bedrock Detroit LLC

Applicant Signature: *Noah Switalski* **Date:** 04/08/2024

Downtown Detroit Summer Streetscape Activations, Decked Out Detroit Summer 2024

Overview

Bedrock aims to activate the Downtown Detroit Central Business District Streetscapes this Summer through a myriad of family-friendly, fun and colorful temporary installations and programming. Activations will take place from Memorial Day weekend through Labor Day weekend, 2024. The purpose of these efforts is to enhance visitor experiences, create playful moments for public engagement, and promote foot traffic in and around downtown businesses.

Temporary Installations & Décor

In efforts to add color and energy to the streetscapes this summer, we're proposing a combination of temporary interactive installations and summer seasonal décor. Installations are to be placed in the following locations, also shown on attached reference maps.

- **Overhead Colorful Décor (Woodward Ave)** – A bright, festive overhead installation, following a slightly reduced layout as the Woodward Ave overhead Holiday lights. This would utilize the existing overhead hanging infrastructure.
- **Prismatica Installation (Washington Blvd)** – This 8-week installation would be held on the 1200 and 1400 block median sections of Washington Blvd from July 1st, 2024 to August 18th, 2024. The installation consists of 50 free standing pivoting prismatic statues.
- **Musical Bikes Installation (Woodward Ave)** – This 8-week installation would be held in front of the vacant space 1426 Woodward from July 1st, 2024 to August 18th, 2024. These stationary artful bikes create music with a unique experience where each pedal stroke animates a different instrument in a song.

Seasonal Programming

We'll be programming throughout downtown, centered around Parker's Alley and Woodward Ave, with 3 weekly programming themes from May 23rd, 2024 to September 2nd, 2024. Detailed weekly programming below. Locations specified on attached reference maps.

- **Thursday Happy Hour Series, 4pm-8pm**
 - Single Jazz Musician
 - Sketch Artist - providing live sketches of couples, singles and families
 - Love Note Station – Free custom love notes, typed live with a typewriter
 - Silent Disco in Parkers Alley
- **Summer Saturday Programming, 12pm-4pm, family focused fun!**
 - Face-painting & Balloon Twist, free for kids
 - Live Bubble Art

- Kids Fitness focused programming rotating double-dutch, hop-scotch and hula-hooping
- Friendship Bracelet Making & DIY quick crafts
- Downtown Scavenger Hunt, starting in Parker's Alley
- Summer Sunday Programming, 12pm-4pm
 - Flower Cart Pop-Up
 - Affirmation Station - Free custom kindness notes, typed live with a typewriter
 - Acoustic Live Musician
 - Dog Treat Pop-up Cart

Partners

- Brightview Landscaping
- Detroit Downtown Partnership
- Groundswell Design Group
- Katie Jo & Co
- Rock Security

Health & Safety

The health and safety of Decked Out Detroit service providers and guests are at the forefront of discussion in the development of this project. We plan to implement the following measures to allow for the safest experience for all:

- We will follow and enforce all applicable City of Detroit and State of Michigan health and safety guidelines through signage and on-site operational team members
- Cleaning measures will be implemented to frequently clean touch-point surfaces, including but not limited to wiping down surfaces

Security

All Decked Out Detroit Streetscape Activations will be monitored by existing Rock Security patrols. All vendors will be provided contact information for Rock Security command center and will have 24/7 access to services. Staff will also be provided a security, safety and emergency preparedness training from Rock Security.

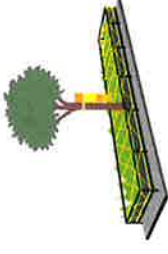
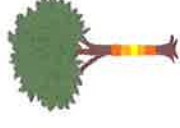
Power

All power needs will be self-sufficient. No external power needed.

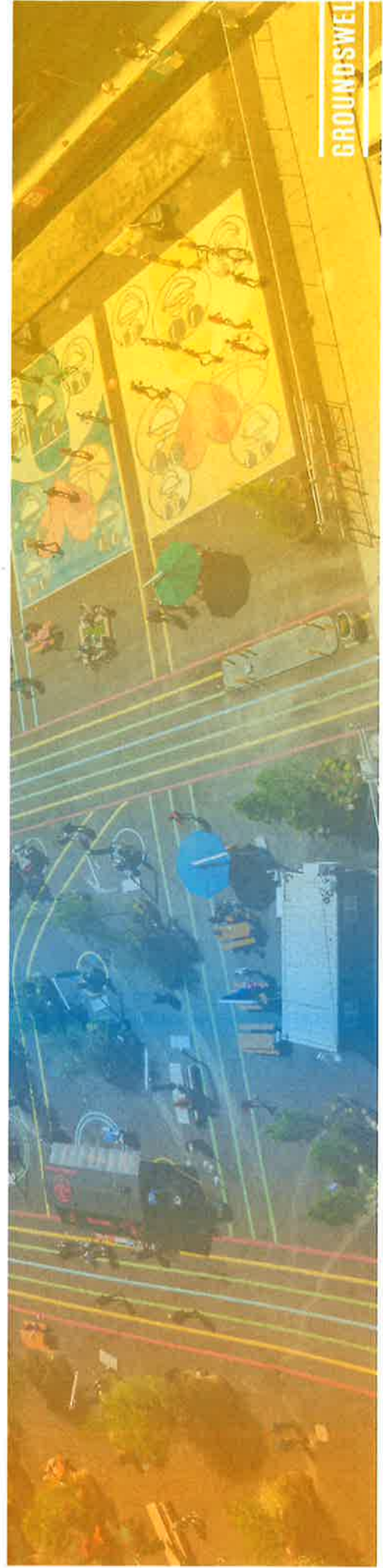


DETROIT : SUMMER 2024

STREETSCAPE ACTIVATIONS



Bedrock | Detroit, Michigan
April 2nd, 2024



GROUNDSWELL

2024 ACTIVATION OPPORTUNITIES : ACTIVATION AREAS / OVERALL COLOR PALETTE

SITE MAP DIAGRAM

ACTIVATION ZONES

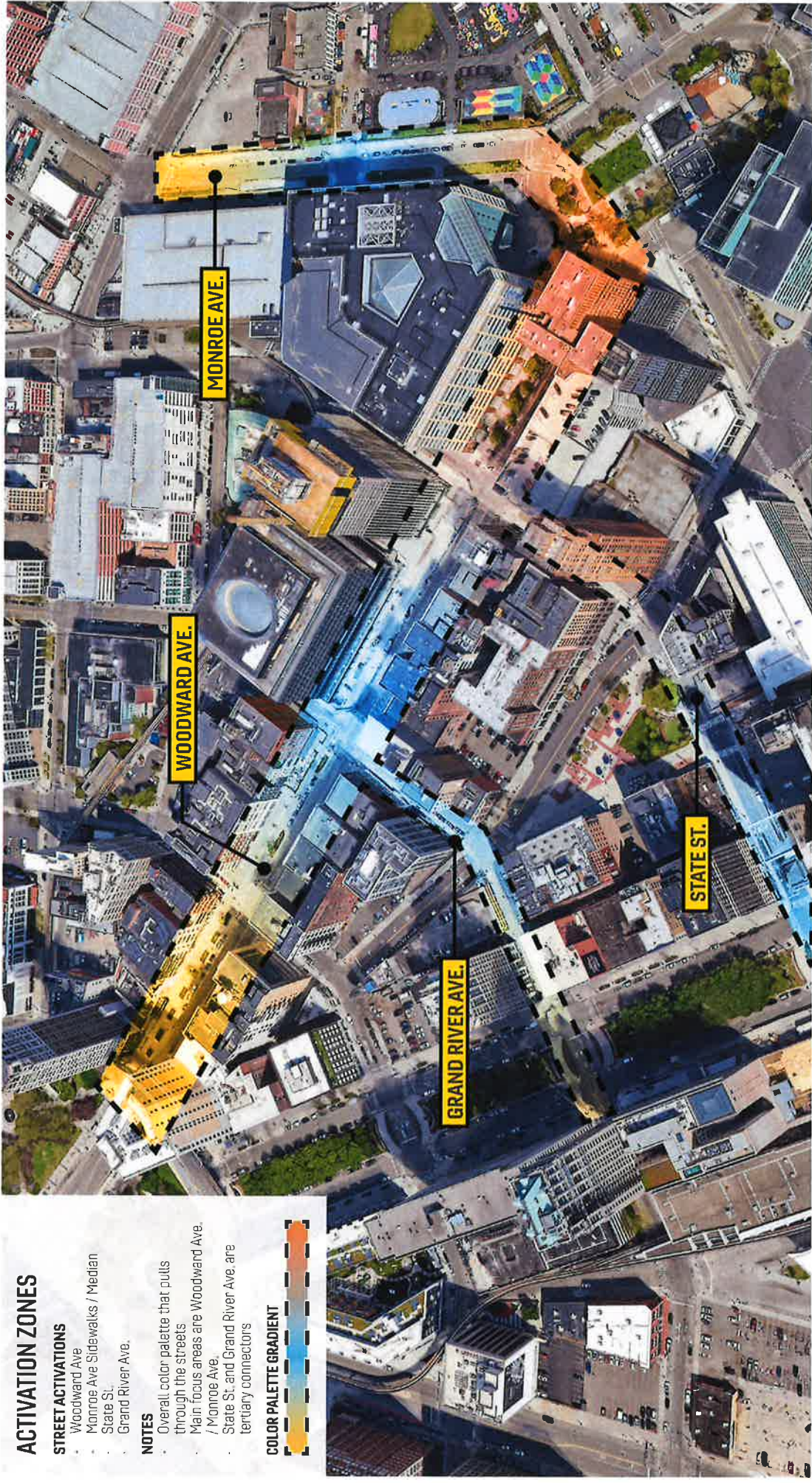
STREET ACTIVATIONS

- Woodward Ave
- Monroe Ave Sidewalks / Median
- State St
- Grand River Ave.

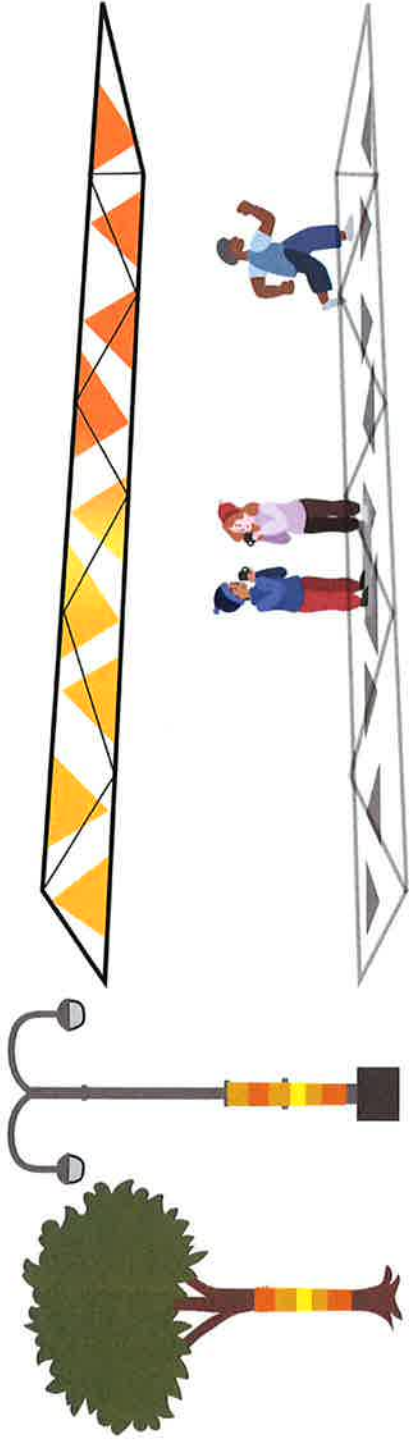
NOTES

- Overall color palette that pulls through the streets
- Main focus areas are Woodward Ave. / Monroe Ave.
- State St. and Grand River Ave. are tertiary connectors

COLOR PALETTE GRADIENT



2024 ACTIVATION OPPORTUNITIES : KIT OF PARTS



VINYL WRAP / ROPE / YARN

- WRAP TELEPHONE POLES W/ COLORFUL FABRIC / ROPE

OVERHEAD ART INSTALLATIONS

- USE EXISTING CABLING FOR AN OVERHEAD INSTALLATION.
- BRING COLOR OVERHEAD THROUGH ATTACHED FABRIC / PANELS
- POTENTIAL TO ADD MARKET LIGHTING AHEAD OF HOLIDAY ACTIVATIONS



WINDOW ART

- ATTACH VINYL GRAPHICS TO EMPTY STOREFRONT WINDOWS AND BUSINESSES THAT ARE AVAILABLE



PLANTER EMBELLISHMENTS

- ROPE / WEBBING ATTACHED TO EXISTING PLANTERS

GROUNDPLANE GRAPHICS

- COLORFUL GRAPHICS APPLIED TO SIDEWALK FOR VISUAL INTEREST / WAYFINDING

BUSKERS / TRICYCLE VENDING CARTS

- ROTATING BUSKERS PLAYING MUSIC
- ROAMING VENDORS ON TRICYCLE CARTS

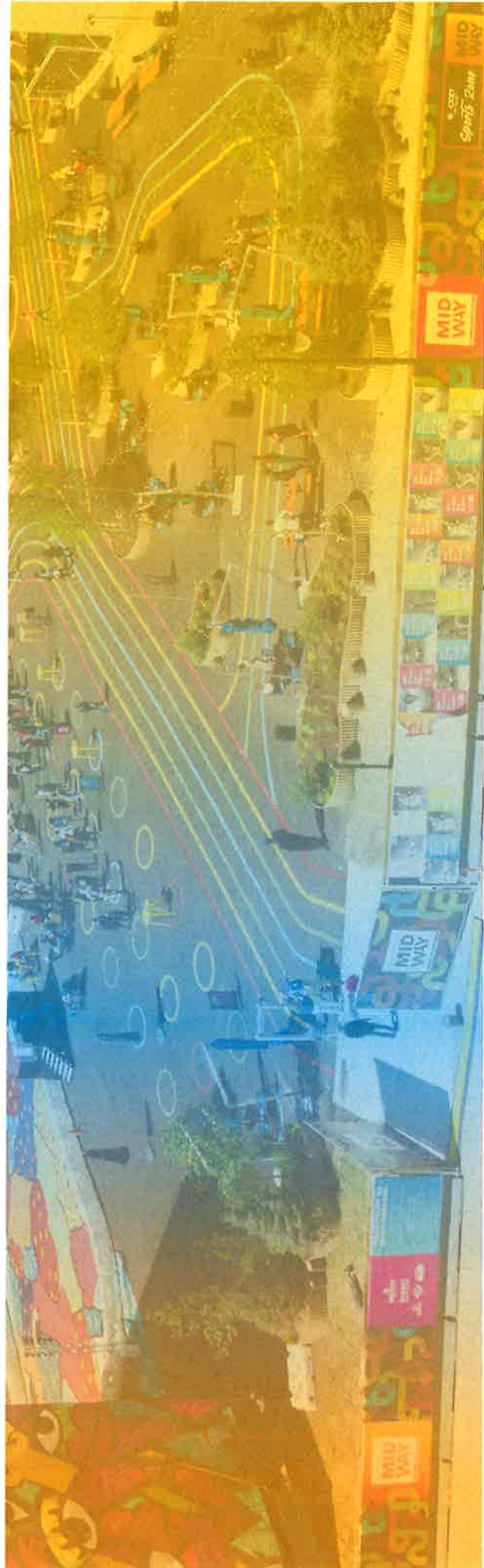


OUTDOOR ART GALLERY / INSTALLATION

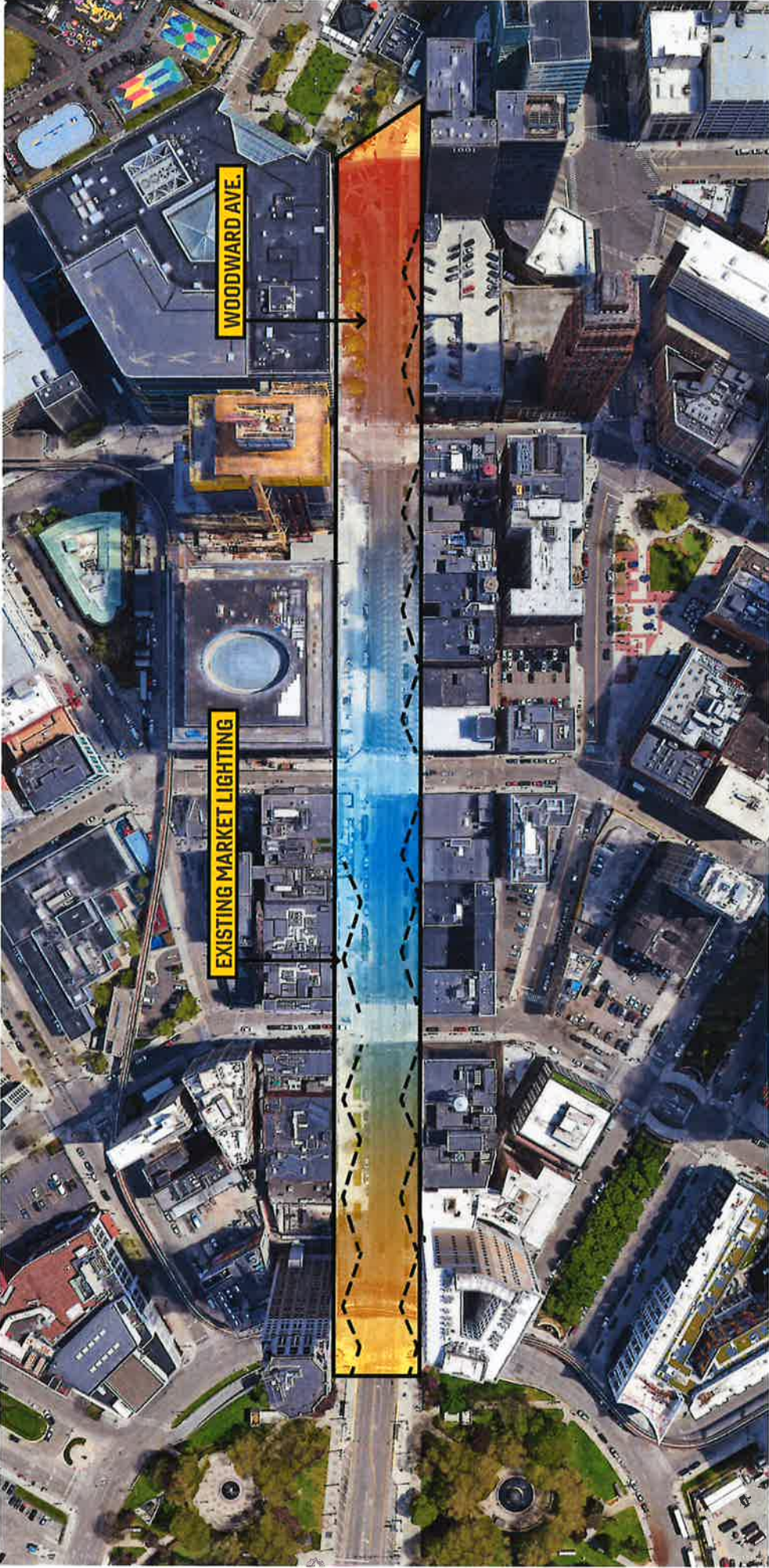
- PARTNER WITH LOCAL ARTISTS
- PROVIDE ARTISTS WITH PLATFORM TO DISPLAY ART



PRIORITY STREET ACTIVATIONS: WOODWARD AVE. / MONROE AVE.



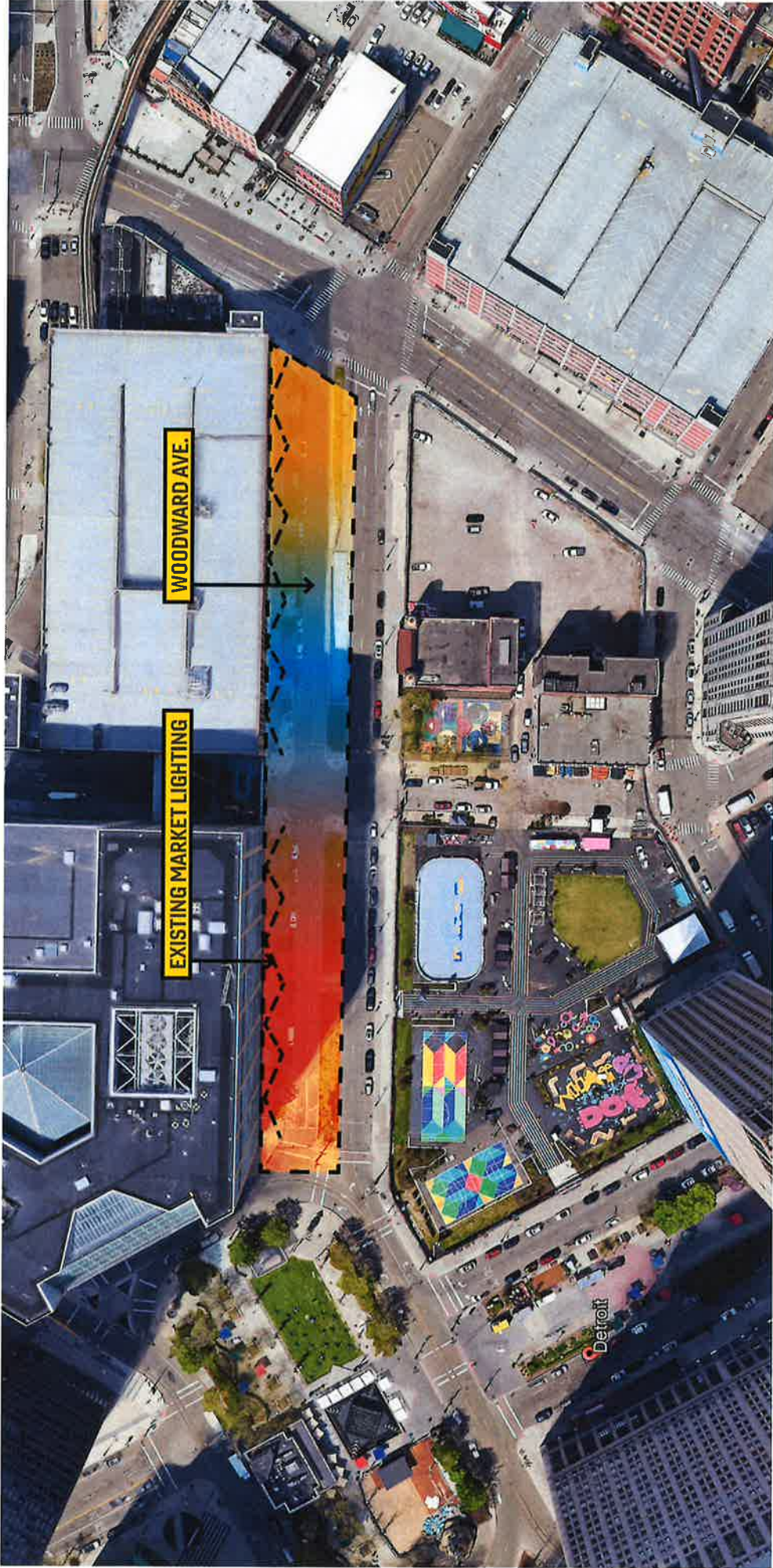
2024 ACTIVATION OPPORTUNITIES : WOODWARD AVE.



ACTIVATION STRATEGIES / NOTES

- Overhead aerial art installation
- Vinyl window graphics / groundplane graphics wayfinding
- Planter embellishments : colorful rope / perennials

2024 ACTIVATION OPPORTUNITIES : MONROE AVE.

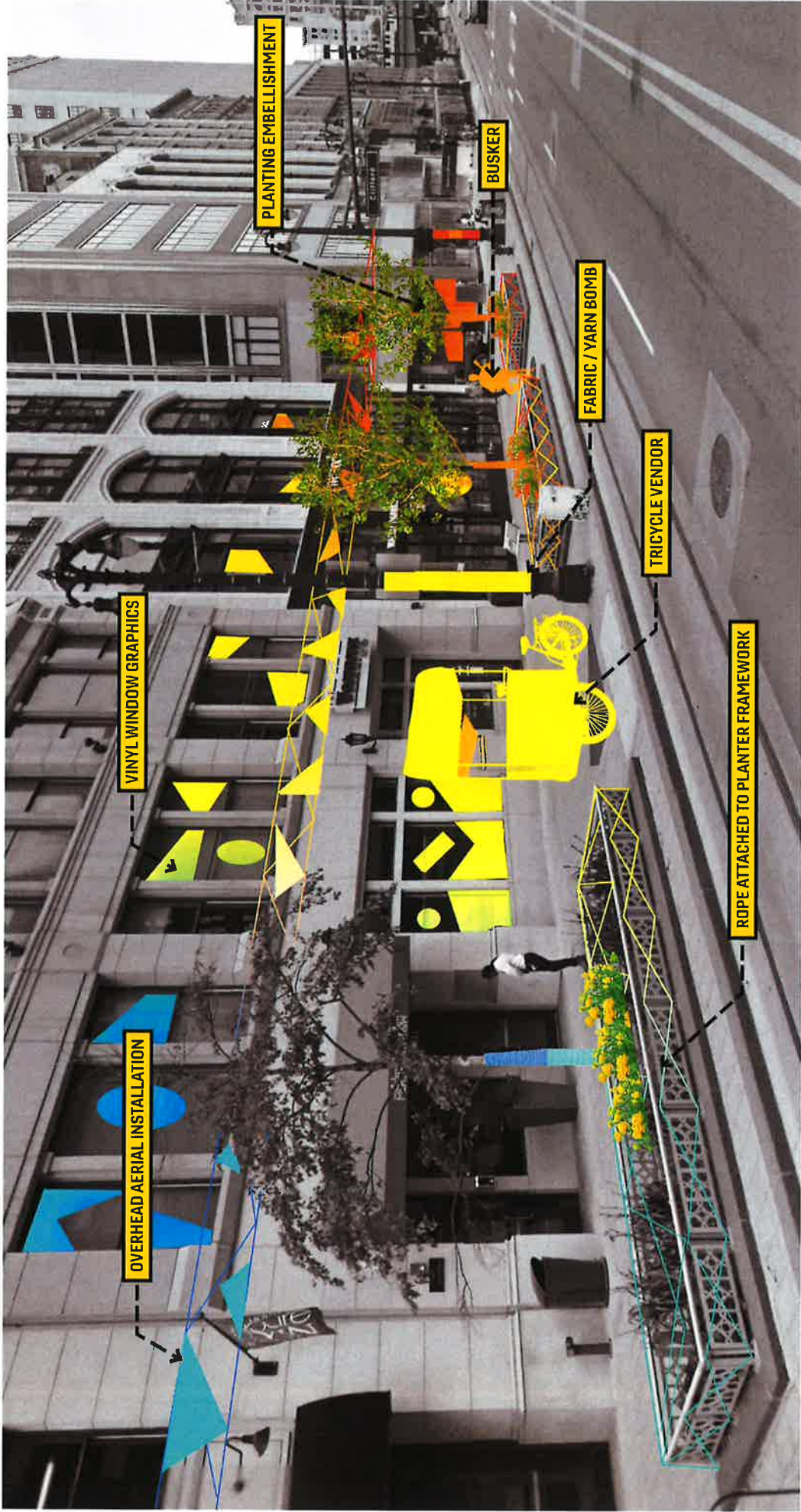


ACTIVATION STRATEGIES / NOTES

- Overhead aerial art installation
- Vinyl window graphics / groundplane graphics wayfinding
- Installation in median

2024 ACTIVATION OPPORTUNITIES : DIAGRAMMATIC VIEW

DIAGRAMMATIC VIGNETTE VIEW



COLOR PALETTE



BEDROCK | 2024 SUMMER - STREETSCAPE ACTIVATIONS

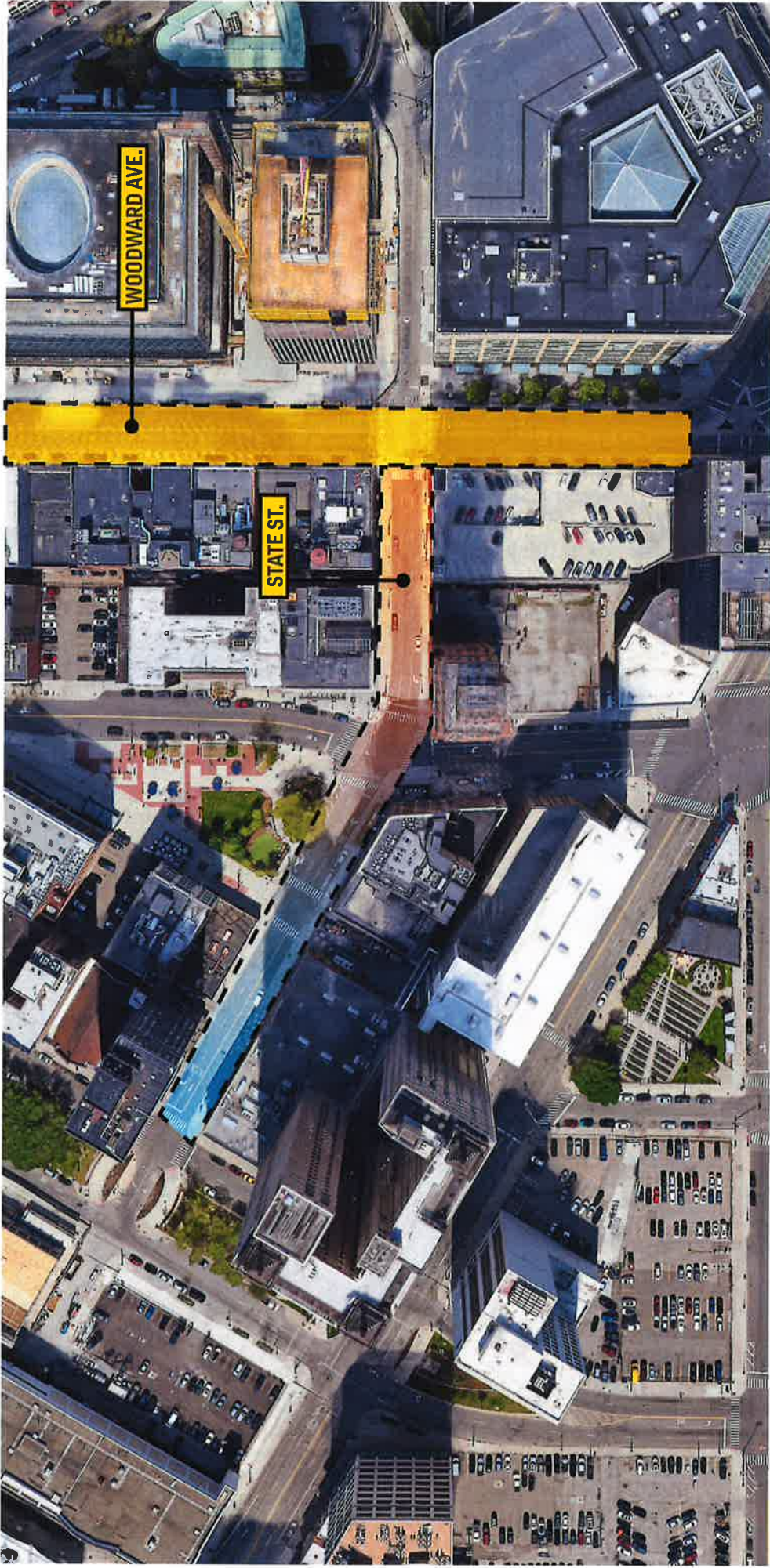




CONNECTOR STREET ACTIVATIONS : STATE ST / GRAND RIVER AVE.



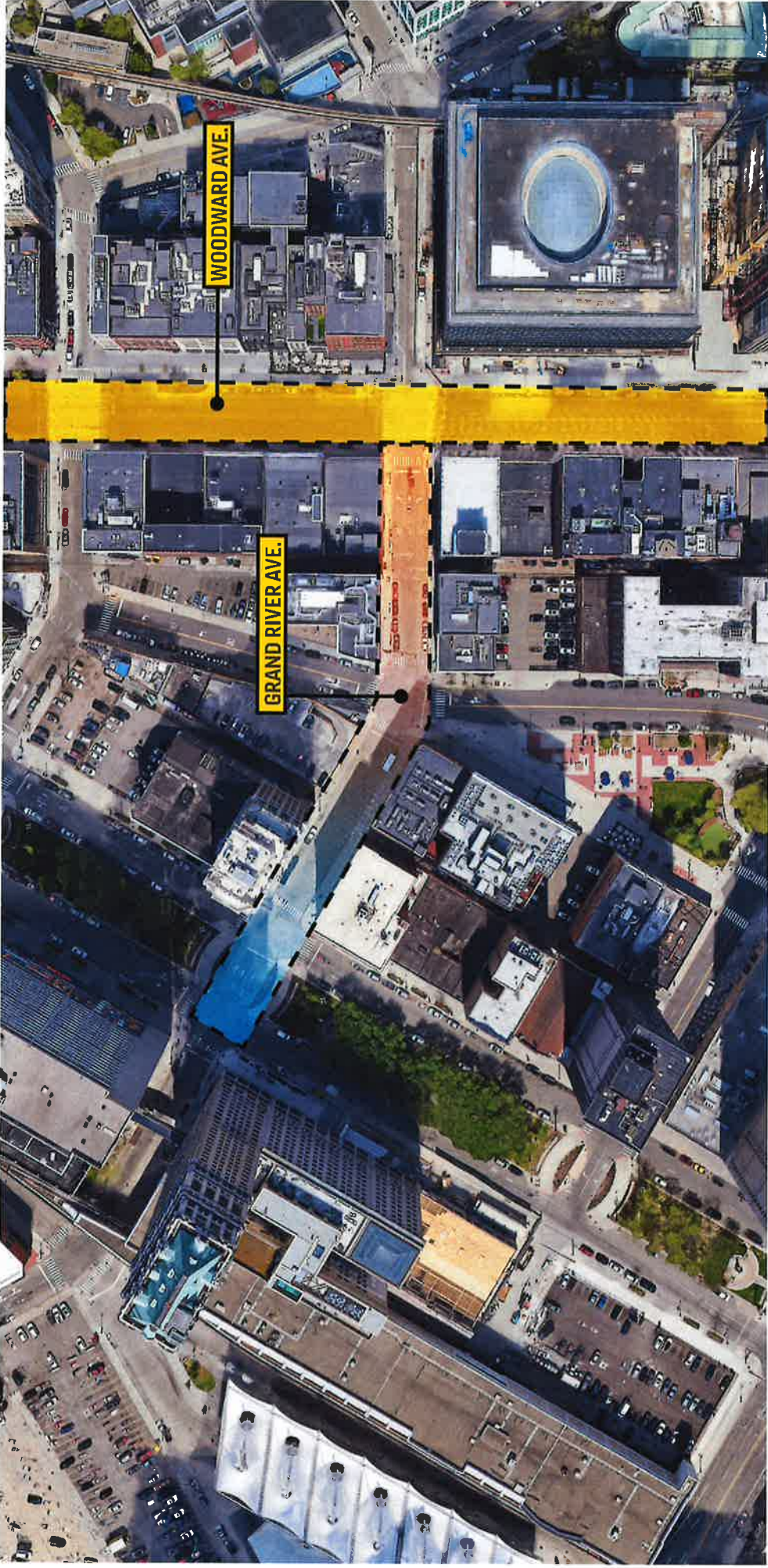
2024 ACTIVATION OPPORTUNITIES : STATE ST. CONNECTOR



ACTIVATION STRATEGIES / NOTES

- Light touch activation strategies
- Groundplane wayfinding
- Storefront window vinyl graphics

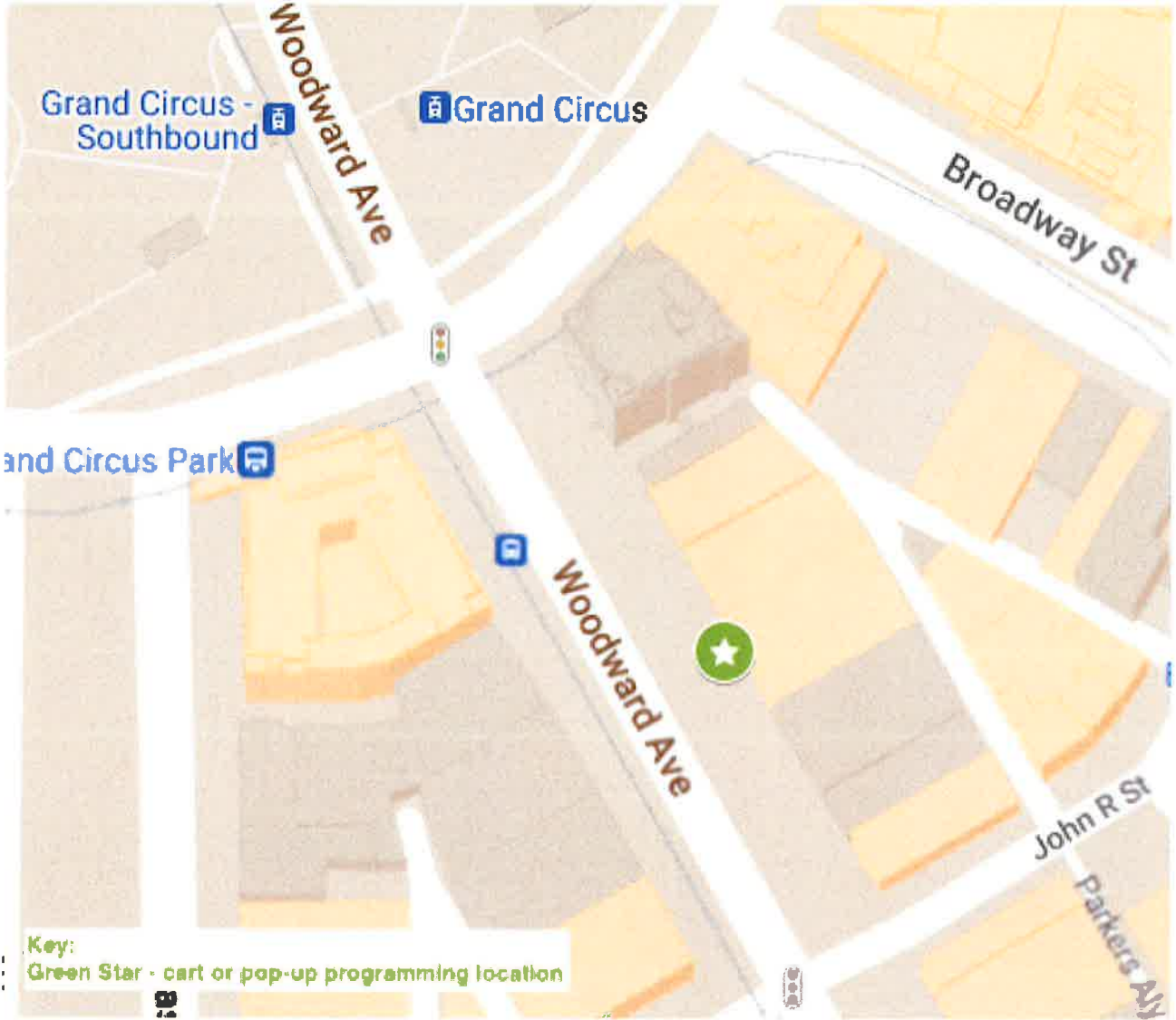
2024 ACTIVATION OPPORTUNITIES : GRAND RIVER AVE CONNECTOR

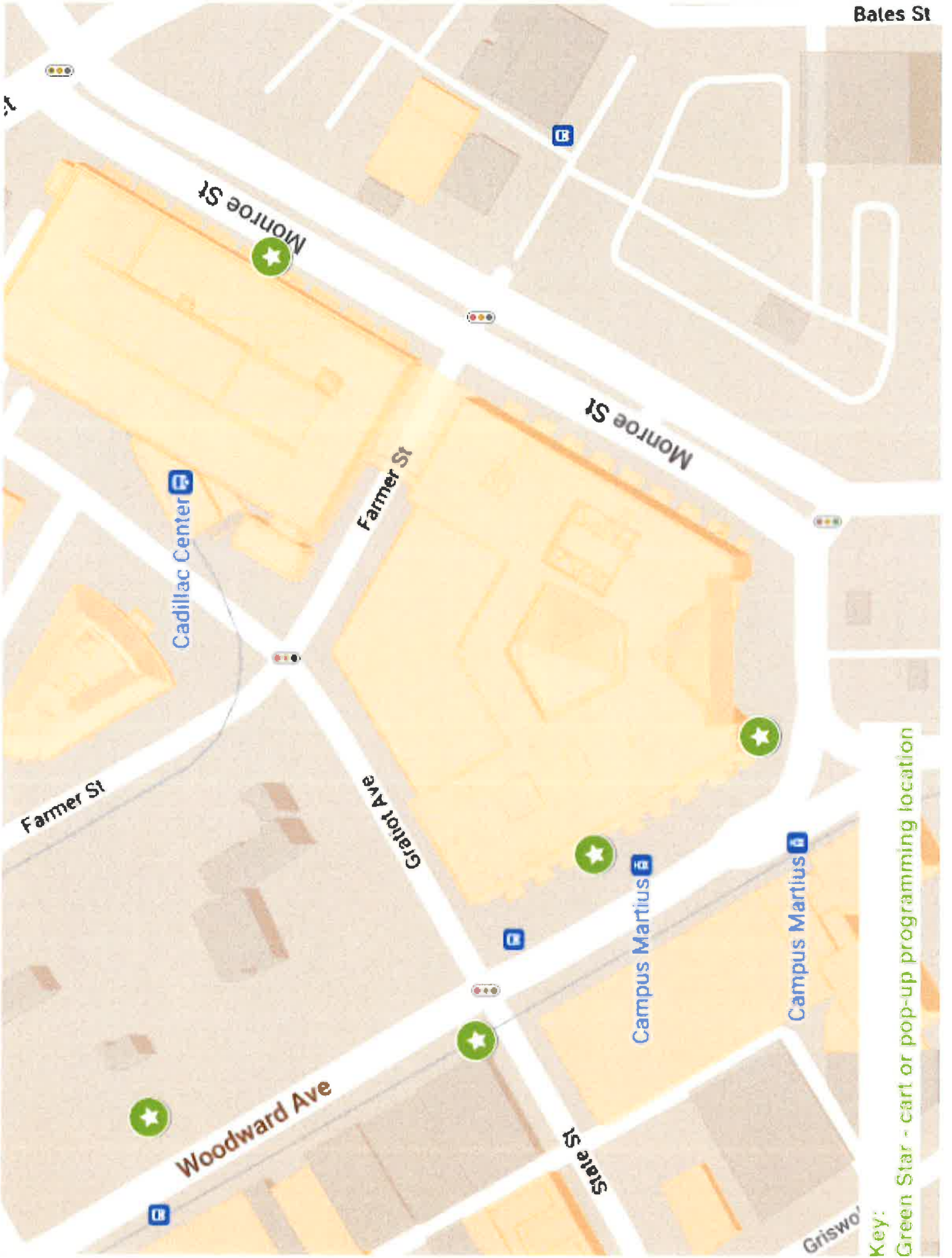


ACTIVATION STRATEGIES / NOTES

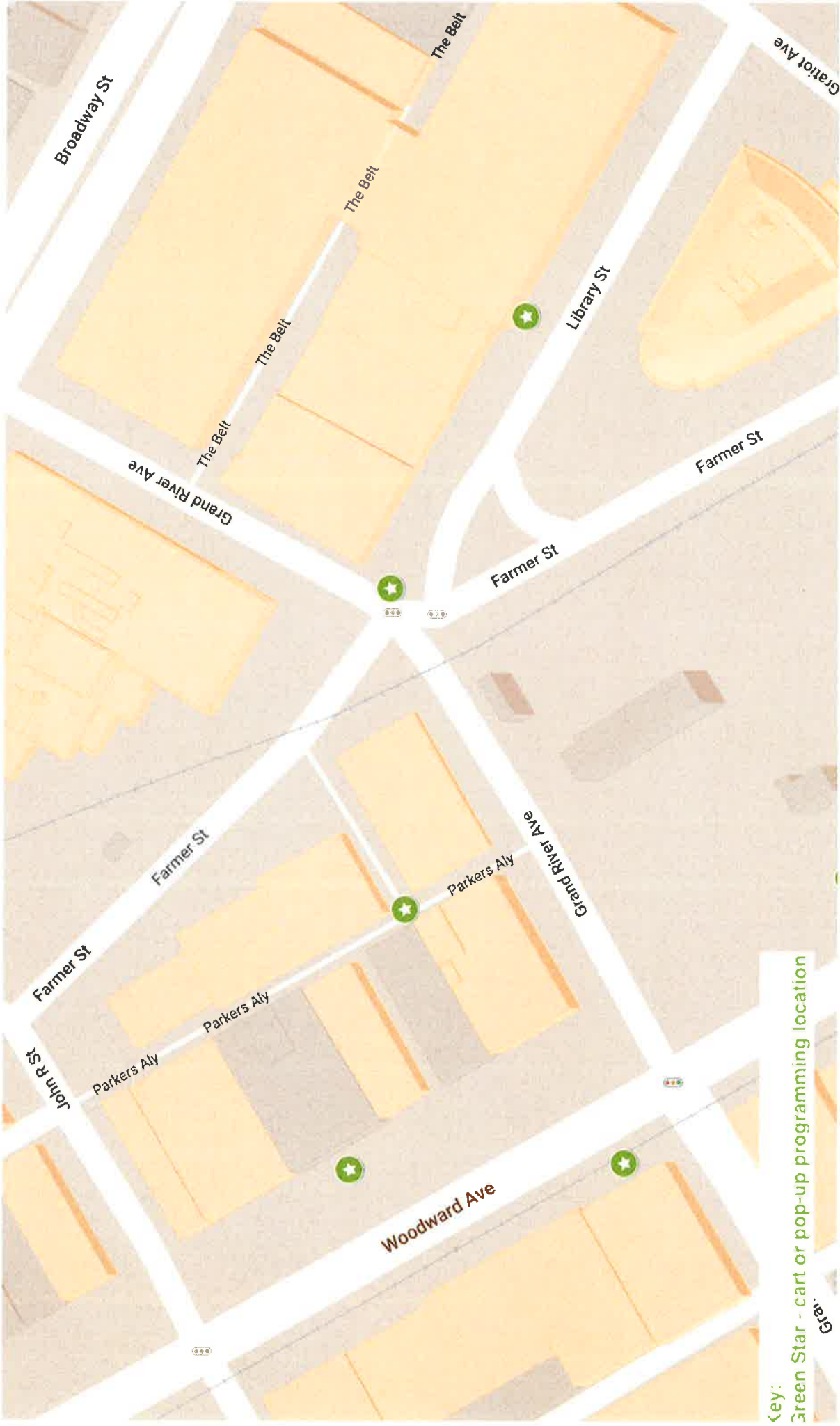
- Light touch activation strategies
- Groundplane wayfinding
- Storefront window vinyl graphics



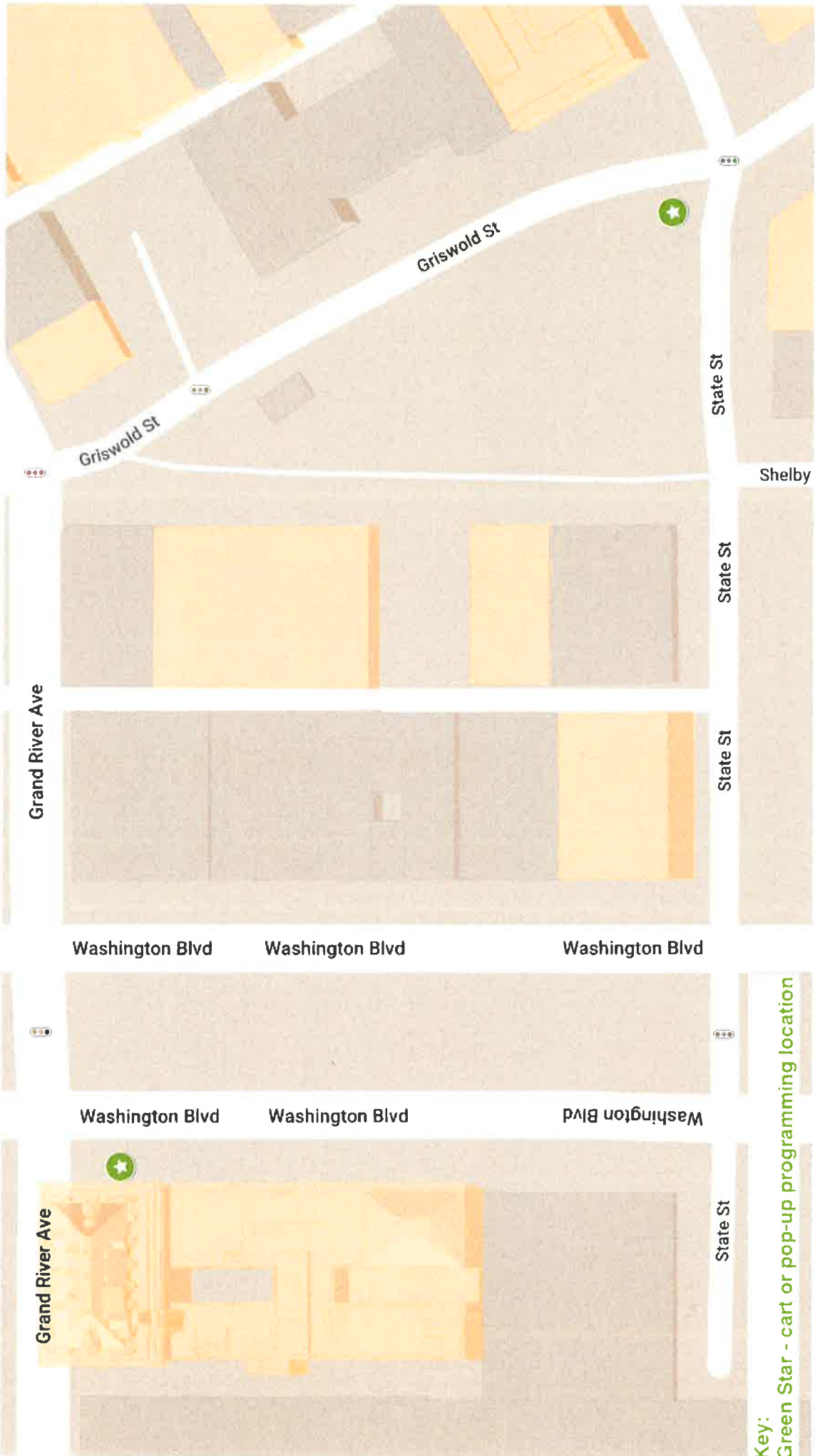




Key:
Green Star - cart or pop-up programming location



Key:
Green Star - cart or pop-up programming location



Key:
Green Star - cart or pop-up programming location

SPECIAL EVENTS PETITION

Petition No: 2024-133

Event Name: Decked Out Detroit Summer Activations

Event Status: In Review- City Council (Step 4 of 6)

Petitioner Name / Organization: Bedrock Detroit LLC

Event Location: Woodward Avenue, State Street, Monroe Street, Grand River Avenue, Washington Boulevard

Event Date(s) and Time(s): 05/23/24 11:00 AM to 09/02/24 4:00 PM

Type of Event: Other

Applicant Contact:
Noah Switalski
noahswitalski@bedrockdetroit.com
+1 (630) 201-3424

Submission Date:	04/08/24 1
Date of Clerk's Office Referral:	04/29/24
Date of City Departments Sign Off:	04/24/24
Date Referred to Council:	5/2/2024

Department Approvals

DPD	DFD	EMS	GSD	DDOT	MPD	DPW	DHD
DPD Reviewed- Ready for Council	DFD Reviewed- Ready for Council	EMS Reviewed- Ready for Council	GSD Reviewed- Ready for Council	DDOT Reviewed- Ready for Council	MPD Approval Not Required	DPW Reviewed- Ready for Council	DHD Reviewed- Ready for Council

BSEED

BSEED
Reviewed-
Ready for
Council

Mayor's Office Special Events Signature: Yakeima Fife Digitally signed by Yakeima Fife

Date: May 2, 2023

General Event Information

Has this event been hosted before? No

Has the applicant (individual or organization) ever applied for a Special Event with the City of Detroit before? Yes

Is this an annual event? No

Event Website: https://www.deckedoutdetroit.com/

Which spaces will be used? Sidewalk

Will this event include the use or sale of marijuana? No

Event Description

Brief Event Purpose & Description:

Bedrock aims to activate the Downtown Detroit Central Business District Streetscapes this Summer through a myriad of family-friendly, fun and colorful temporary installations and programming. Activations will take place from Memorial Day weekend through Labor Day weekend, 2024. The purpose of these efforts is to enhance visitor experiences, create playful moments for public engagement, and promote foot traffic in and around downtown businesses.

Estimated Peak Attendance: 50

Estimated Total Attendance: 10,000.00

Is this a public event? Yes

Will there be ticket sales or admission charged? No

Does this event use Hart Plaza? No

Will there be merchandise sold? Yes

Will you be taking donations? No

Is this a charity event? No

Does this event involve campers, tents and/or RVs? No

Will this event involve a petting zoo or tattoo art (not including temporary tattoos)? No

Contact Information

Organization / Petitioner Name: Bedrock Detroit LLC

Mailing Address: 630 Woodward

Detroit Michigan 48226

Primary Contact:	Secondary Contact:
Noah Switalski	Katie Donahue
noahswitalski@bedrockdetroit.com	katiedonahue@bedrockcontractor.com
	+1 (646) 221-8325

Organization Type: Corporation

Organization Website: https://bedrockdetroit.com/

Event Setup & Breakdown

Begin Setup: 05/23/24 8:00 AM

Complete Setup: 05/31/24 5:00 PM

Setup Location(s): Woodward Avenue, State Street, Monroe Street, Grand River Avenue,

Event Start: 05/23/24 11:00 AM

Event End: 09/02/24 4:00 PM

Begin Tear Down: 09/02/24 9:00 AM

Complete Tear Down: 09/30/24 5:00 PM

Number of Trash Containers: 10 Number of Recycling Containers: 10

Cleaning Service Vendor: _____

Other Waste Elements: _____

Street Closures & Parking

How many streets will be closed: 0

Will you be closing any part of Woodward Avenue? _____

Street Closures (if there are 1-4 closed streets):

1. _____

2. _____

3. _____

4. _____

Will you charge attendees for parking? No

Valet parking or blocking metered parking spaces? Neither

Describe the parking plan to accommodate anticipated attendance:

Visitors can park anywhere that is publicly available.

Food & Beverage

Will food be served? Yes

Will food be prepared on site? No

Number of food trucks: 0 Number of non-truck food vendors: 2

Food & Beverage (cont.)

Will any type of alcohol be served (including beer)? No

Will there be sales, service and/or consumption of alcohol in public at the event? _____

What type(s) of alcohol will be served? _____

Day(s) and time(s) alcohol will be served: _____

Will ice be used in any served beverages? Yes

Stages, Tents, & Structures

Is a stage being built? No

How many stages will be used? _____

Do any of the stages have a canopy? _____

Number of tents 10' x 10' and smaller: 1

Number of tents larger than 10' x 10': 0

Tent Contractor: Bedrock

What other structures will your event include? Vendor carts

Will your event use any grills? No

What kind of grills? _____

Utilities & Portable Restrooms

Event Utilities that will be used: Neither

How will generators be fueled? _____

Generator contractor: _____

Will additional wiring be installed? Yes

Does the event require access to a hydrant? No

Will there be amplified sound? No

Will a sound system be used? _____

Will you be providing Port-a-johns? No

Security & Emergency Plans

Will the event have a security contractor? Yes

Security Contractor: Rock Security

Number of private personnel per shift: 1

Which of these apply to the private security personnel? Licensed

Will you contract emergency medical services? No

Name of emergency medical services contractor: _____

Does this event include fireworks? No

Day(s) and time(s) of fireworks: _____

Fireworks vendor: _____

Attachments

<input checked="" type="checkbox"/>	Applicant Signature Page (required)
<input checked="" type="checkbox"/>	Event Clean Up Plan (required)
<input type="checkbox"/>	Security Plan (500 or less attendees)
<input type="checkbox"/>	Emergency Response Plan & Medical Procedures (500+ attendees)
<input checked="" type="checkbox"/>	Communication and Community Impact Plan (500+ attendees)
<input type="checkbox"/>	Maintaining of Traffic Plan (1000+ attendees or if closing a street)
<input checked="" type="checkbox"/>	Build and Breakdown Schedule (if you are erecting any structures)
<input checked="" type="checkbox"/>	Site Map Plan (if event involves any temporary elements including tents)
<input type="checkbox"/>	Emergency Medical Contractor Agreement (if applicable)
<input type="checkbox"/>	Barricades Provider Agreement (if applicable)
<input type="checkbox"/>	Security Contractor Agreement (if applicable)
<input type="checkbox"/>	Port-a-john Contractor Agreement (if applicable)
<input type="checkbox"/>	Sanitation Contractor Agreement (if applicable)

City Council Member: _____

Resolved, The Mayor's Office is hereby authorized and directed to issue permits to Bedrock Detroit, LLC to host "Decked Out Detroit Summer Activations" (#2024-133) on May 23rd, 2024 at 11:00 AM through September 2nd, 2024 at 4:00 PM at Woodward Ave., State St., Monroe St., Grand River Ave. and Washington Blvd.

PROVIDED, that there will be DPD Assisted Event; Contracted with private security and be it further

PROVIDED, that there will be DFD Pending Inspections; and be it further

PROVIDED, that there will be DHD pending inspections; and be it further

PROVIDED, that there will be BSEED Permits Required for Tents; and be it further

PROVIDED, that there will be a Business License Required obtained following City Council approval; and be it further

PROVIDED, that all necessary permits must be obtained prior to the event. If permits are not obtained, departments can enforce closure of event.