



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

Phone: 313-224-3901
Fax: 313-224-1464
www.detroitmi.gov

November 18, 2021

HONORABLE CITY COUNCIL

RE: Petition #1604 – Vanguard Community Development Corporation, request to install 54 banners on East Grand Blvd. between Woodward Ave. and City Limits, Woodward Ave. between Milwaukee Ave. and Custer Ave. from approved date to November 08, 2022 in order to facilitate Northend, Milwaukee Junctions community awareness messages.

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. **Fifty four (54)** banners are to be located along East Grand Blvd. between Woodward Ave. and City Limits, Woodward Ave. between Milwaukee Ave. and Custer Ave. as shown in the attached map.
2. The duration of banner installation shall be from City Council approved date to November 08, 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.
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).

MICHAEL DUGGAN, MAYOR

HONORABLE CITY COUNCIL (Cont.)

Petition #1604

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).
16. Since Woodward Ave. 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:

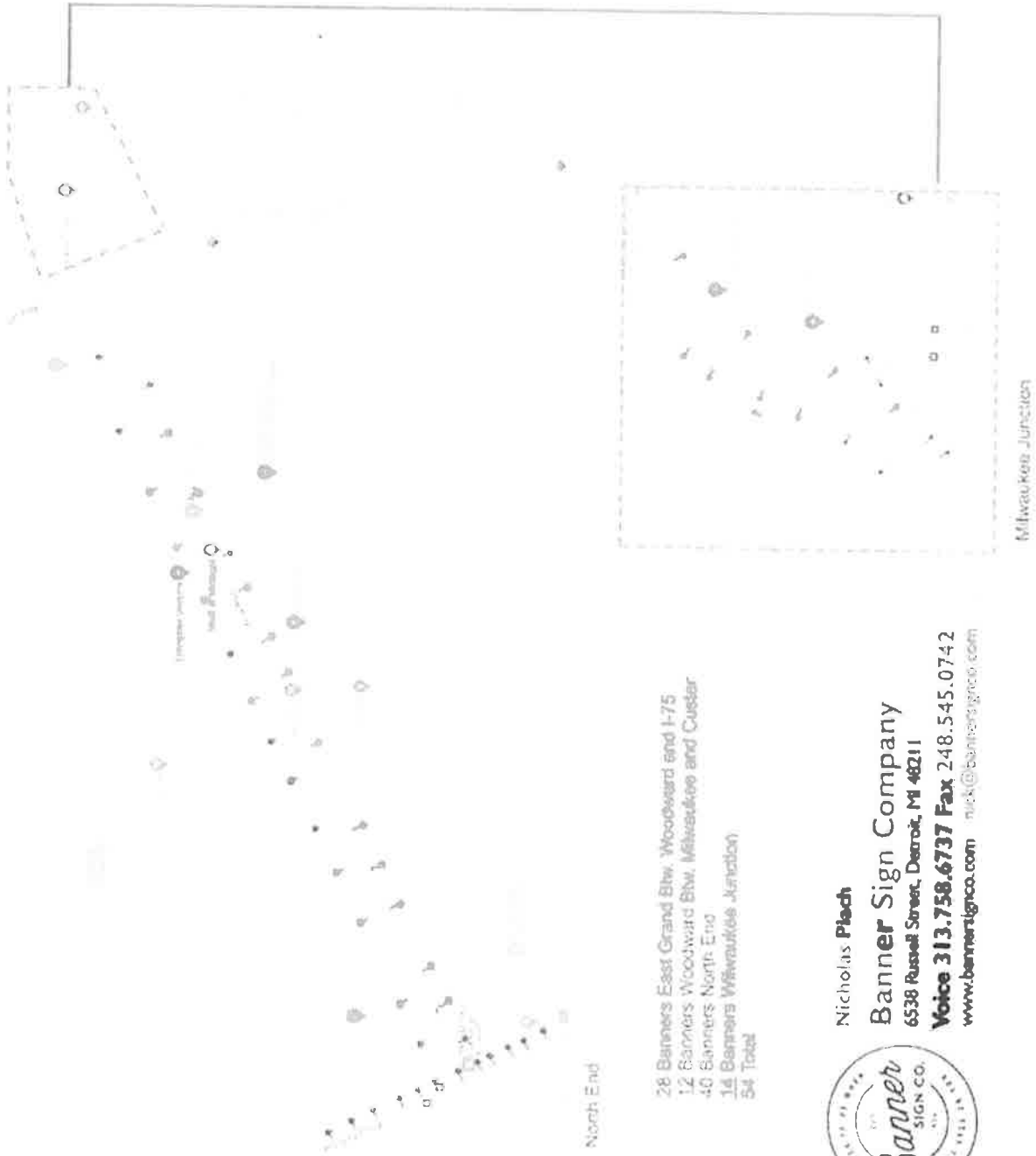
Linda Vinyard, Mayor's Office

Oladayo Akinyemi, DPW

Caitlin Marcon, DPW

Sunny Jacob, DPW Traffic Engineering Division

HONORABLE CITY COUNCIL (Cont.)
 Petition #1604

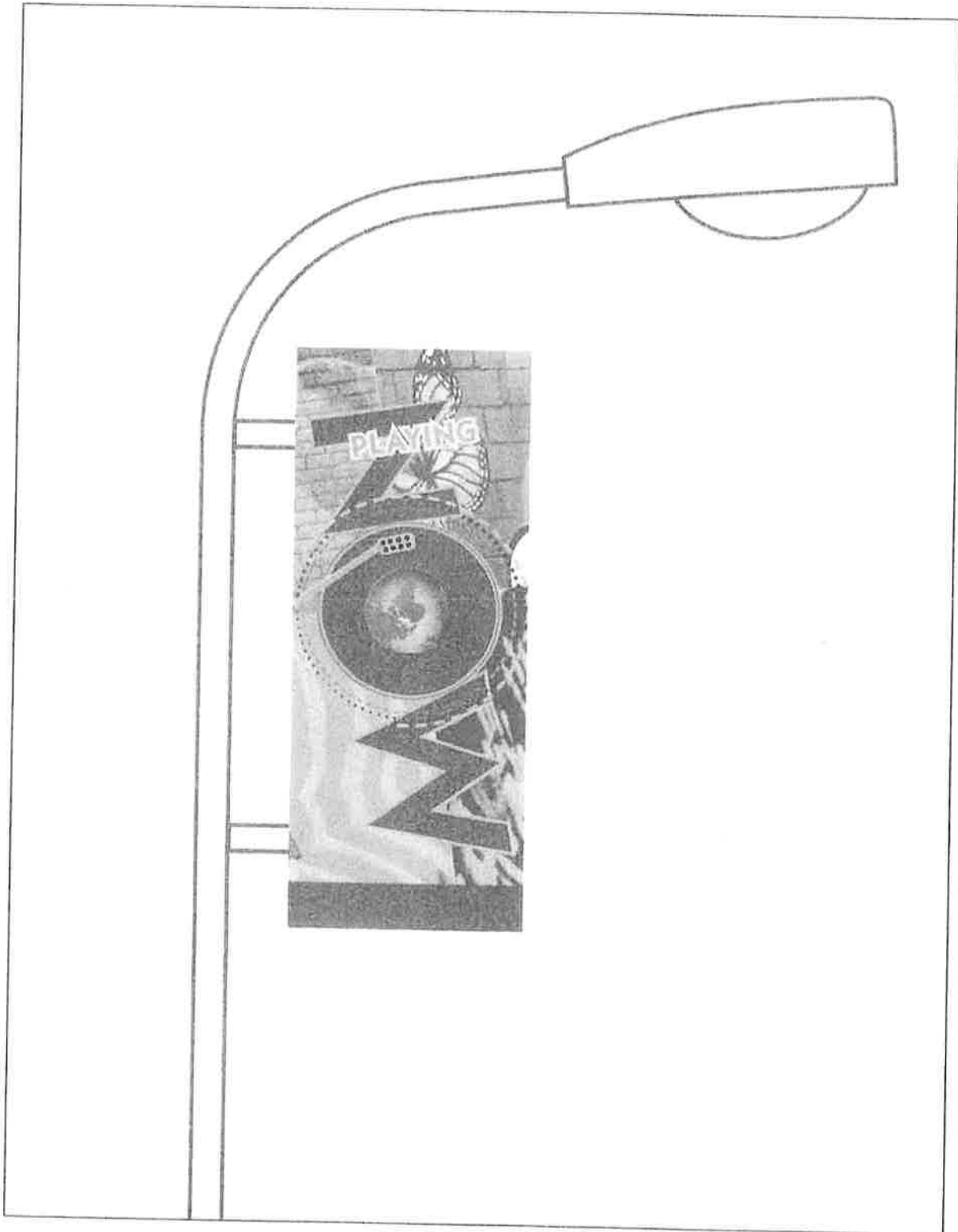


- 28 Banners East Grand Blvd. Woodward and I-75
- 12 Banners Woodward Blvd. Milwaukee and Custer
- 40 Banners North End
- 14 Banners Milwaukee Junction
- 54 Total

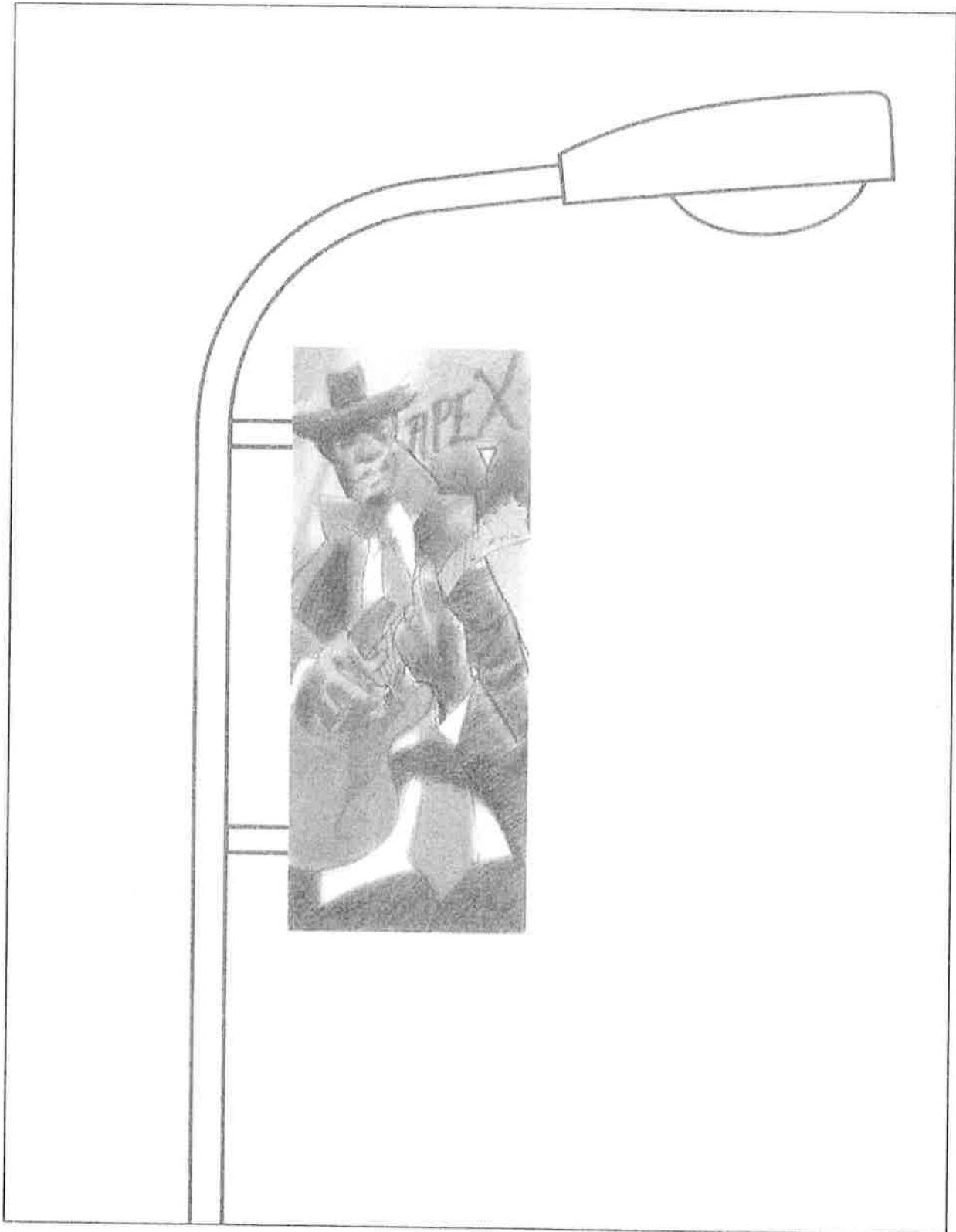


Nicholas Plech
Banner Sign Company
 6538 Russell Street, Detroit, MI 48211
Voice 313.758.6737 Fax 248.545.0742
www.bannerignco.com nick@bannerignco.com

HONORABLE CITY COUNCIL (Cont.)
Petition #1604

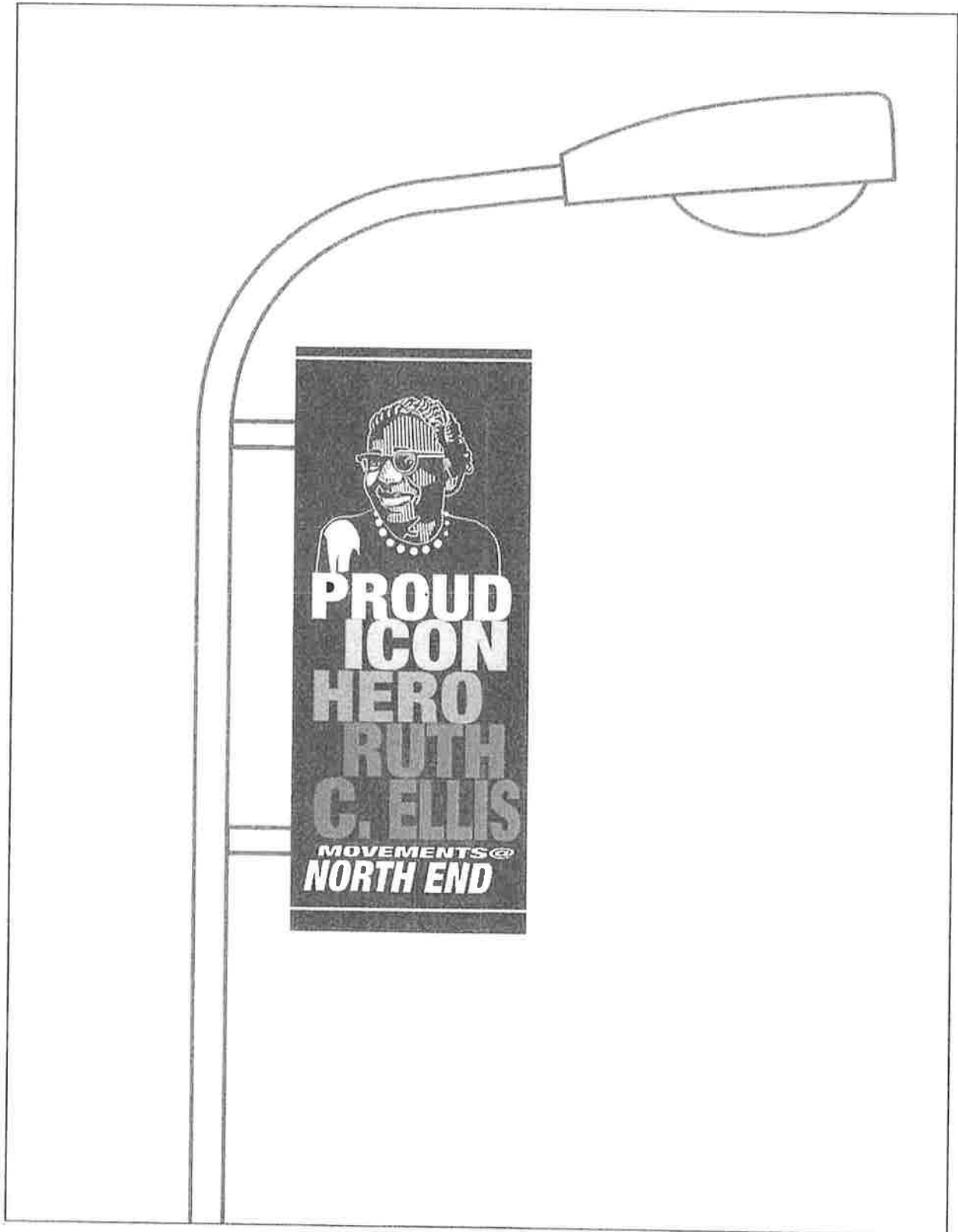


Alternating "back-side" of banner. Each light pole will show either a single-sided configuration or a double-sided configuration. With double-sided banners, one side will show a more bespoke treatment (1 of 6 possible designs). The adjacent side will always show a "branded" treatment of colors and text that reads: **"North End Milwaukee Junction"**.

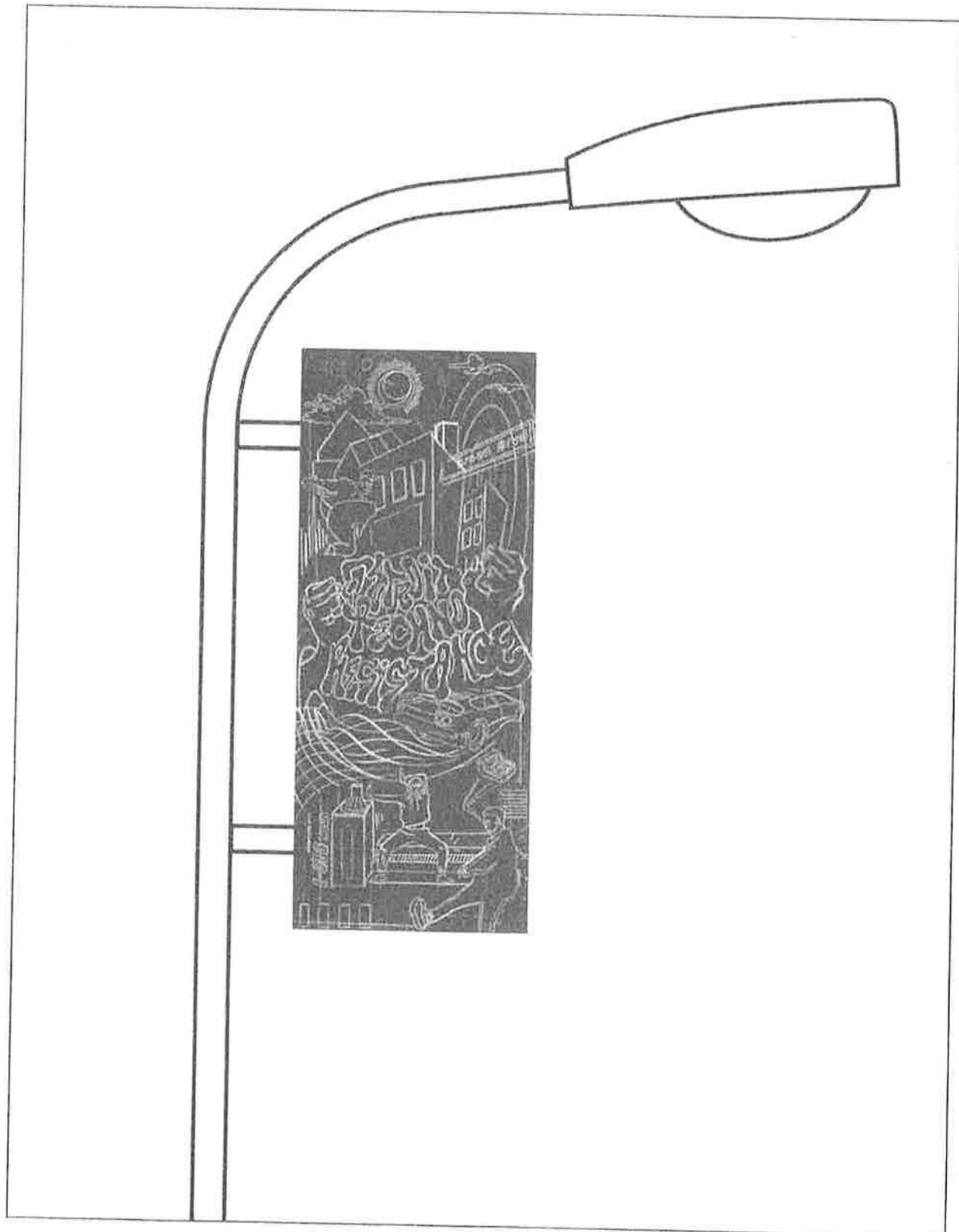


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Petition #1604

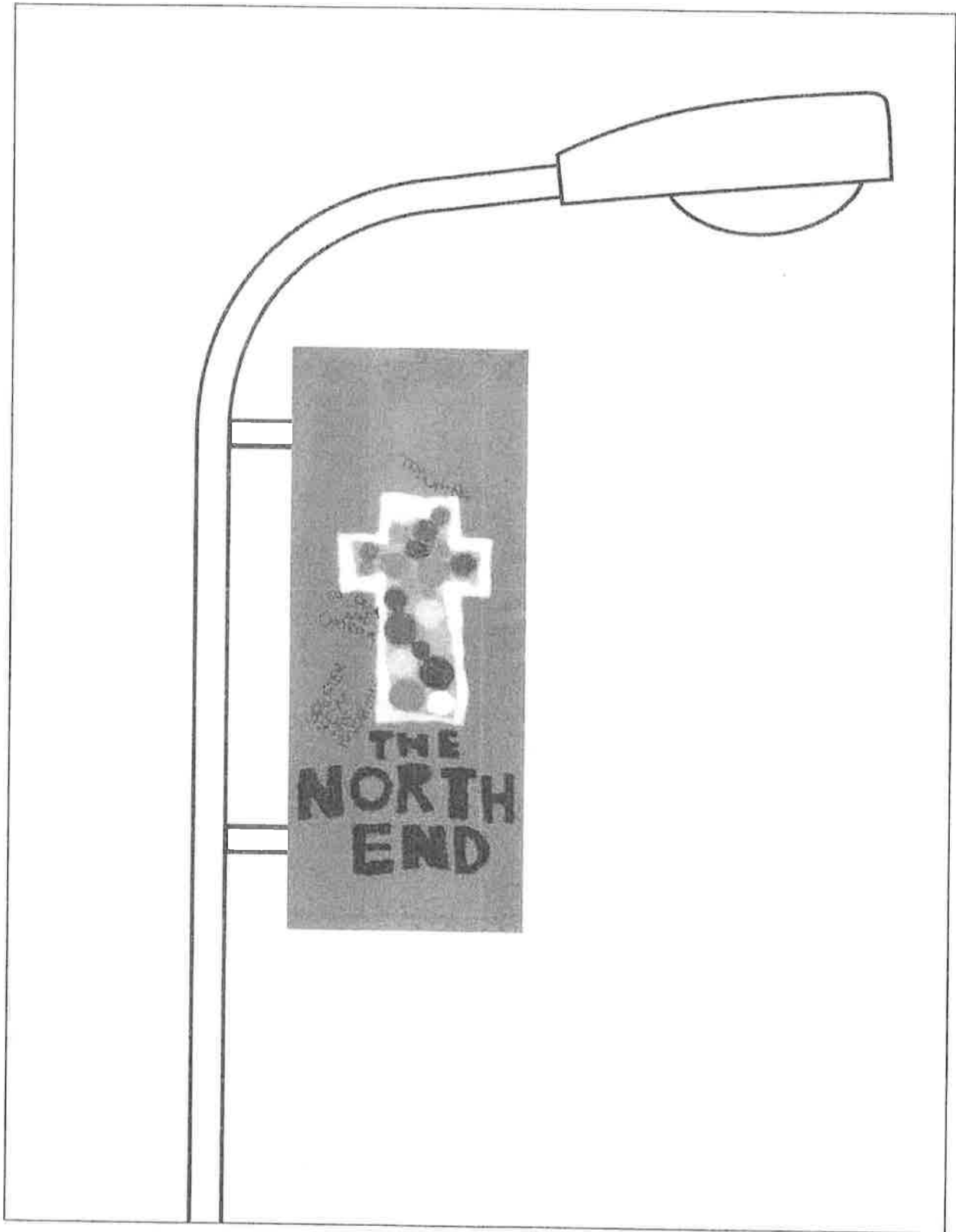


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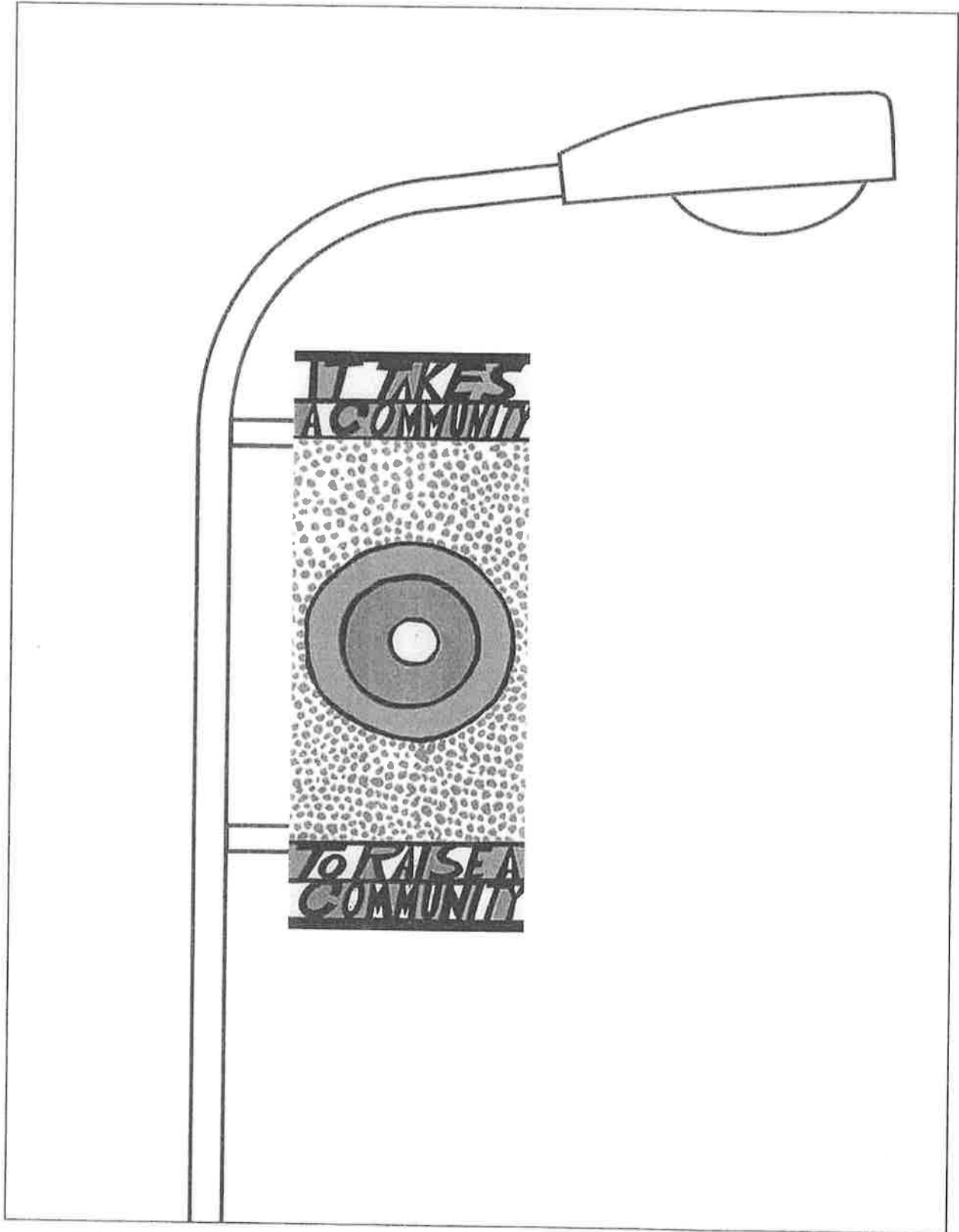


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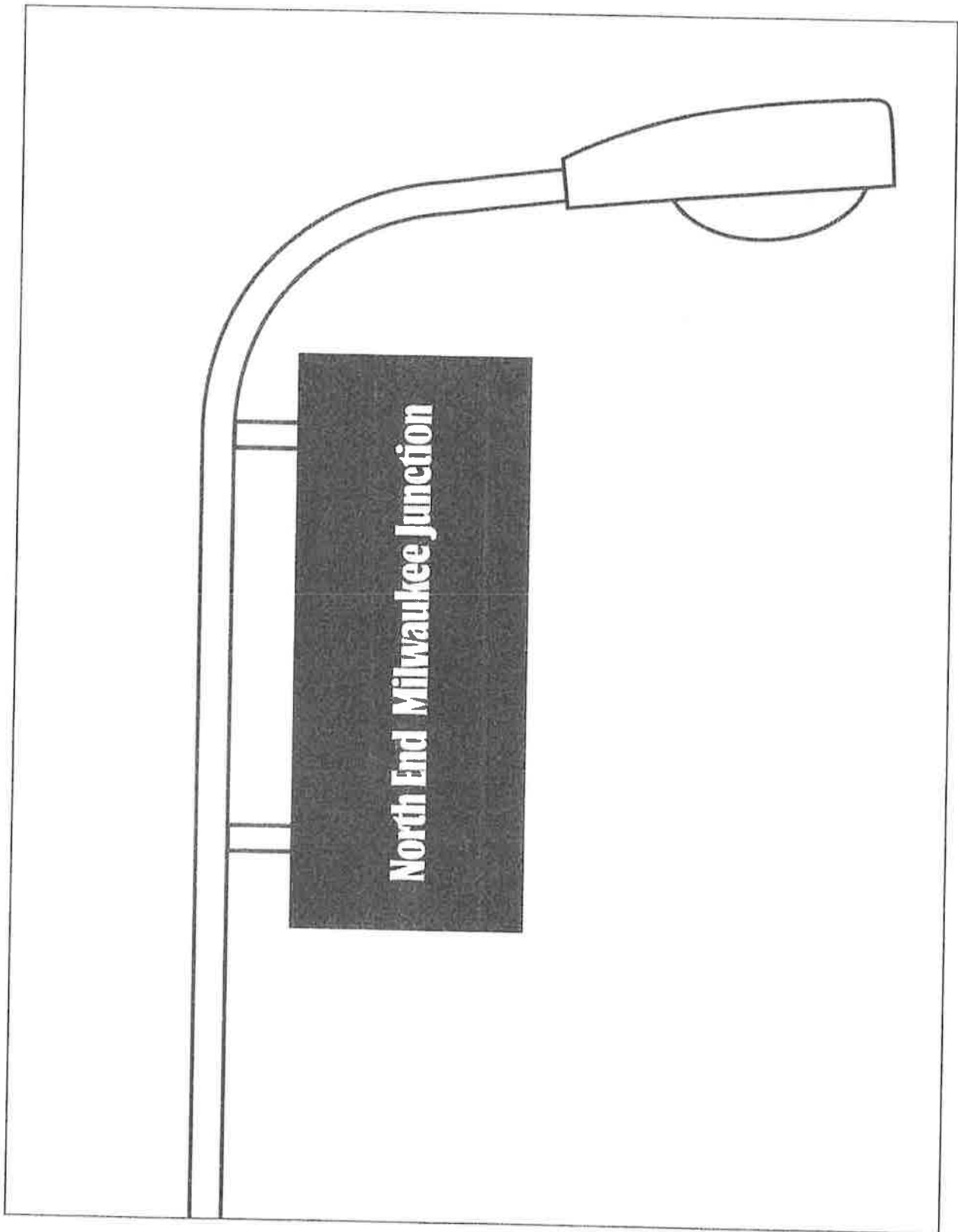


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HONORABLE CITY COUNCIL (Cont.)
Petition #1604



Alternating "front-side" of banner. The adjacent side will always show a "branded" treatment of colors and text that reads: **"North End Milwaukee Junction"**. **PLEASE NOTE:** this is a quick sketch of the design but **in no way represents** the final branded "look" (logo, design, layout). It will change and assume a more designed point of view for its final printing.



Public Lighting Authority

400 Monroe Street, Suite 485
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www.pladetroit.org

Our mission is to improve,
modernize and maintain the
street lighting system in Detroit.

November 18, 2021

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

**RE: Vanguard Community Development Corporation
Petition #1604**

Dear Council Members:

Vanguard Community Development Corporation is requesting permission to hang approximately 54 banners on various streets to promote community awareness of the North End and Milwaukee Junction areas.

The Public Lighting Authority has inspected poles and finds them to be structurally sound and is recommending approval for the Vanguard Community Development Corporation to hang banners on Grand Boulevard E. (btw. Woodward & I-75) and Woodward Avenue (btw. Milwaukee & Custer); from November 8, 2021, to May 8, 2022.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Beau Taylor".

Beau Taylor, Executive Director
Public Lighting Authority

Enclosure: Petition

cc: Council Members
File
PLD