



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

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

December 01, 2021

#### HONORABLE CITY COUNCIL

**RE: Petition #1610 – Community Association of New Center Area, request to install 34 banners on Virginia Park between Third Ave. and Woodward Ave., Seaward St. between Third Ave. and Woodward Ave., Delaware St. between Third Ave. and Woodward Ave., Pallister St. between Third Ave. and Woodward Ave., Bethune St. between Third Ave. and Woodward Ave., Third Ave. between Bethune St. and Virginia Park, Second Ave. between Bethune St. and Virginia Park, Woodward Ave. between Delaware St. and Bethune St. from December 02, 2021 to June 02, 2022 in order to identify the community.**

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. **Thirty-four (34)** banners are to be located along Virginia Park between Third Ave. and Woodward Ave., Seaward St. between Third Ave. and Woodward Ave., Delaware St. between Third Ave. and Woodward Ave., Pallister St. between Third Ave. and Woodward Ave., Bethune St. between Third Ave. and Woodward Ave., Third Ave. between Bethune St. and Virginia Park, Second Ave. between Bethune St. and Virginia Park, Woodward Ave. between Delaware St. and Bethune St. as shown in the attached map.
2. The duration of banner installation shall be from City Council approved date to June 02, 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.

MICHAEL DUGGAN, MAYOR

**HONORABLE CITY COUNCIL (Cont.)**  
**Petition #1610**

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).
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.
13. 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 state trunk lines 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:

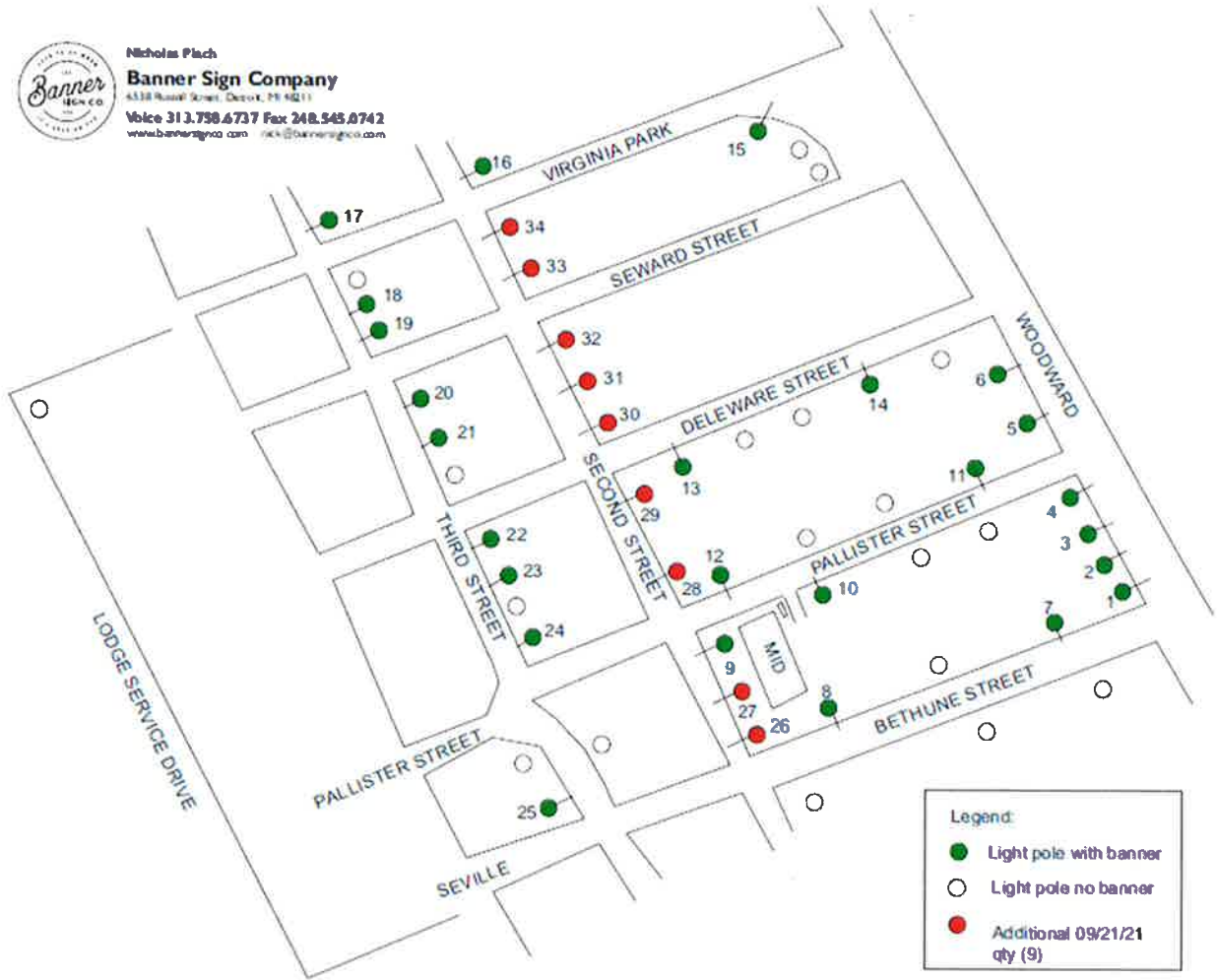
Linda Vinyard, Mayor's Office

Oladayo Akinyemi, DPW

Sunny Jacob, DPW Traffic Engineering Division



Nicholas Plach  
**Banner Sign Company**  
4338 Russell Street, Detroit, MI 48211  
Voice 313.798.6737 Fax 248.545.0742  
www.banner-sign.com rich@banner-sign.com



Legend:

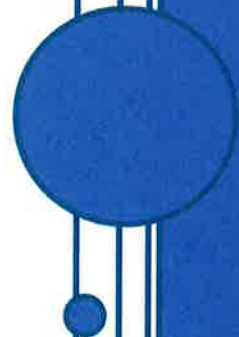
- Light pole with banner
- Light pole no banner
- Additional 09/21/21 qty (9)

# Historic New \* Center



# **BANNER PERMIT APPLICATION**

*For Banners in Public Right-Of-Ways*



# Hanging Banners From Utility Poles Guidelines

The City of Detroit will allow on its light poles only Banners that promote or celebrate the City, its civic institutions, or public activities and events in the City. The City light poles will not be used for commercial advertising or for promoting any political social advocacy organization or political message.

No person or entity shall install, place, affix or attach a Banner on any property within the City of Detroit without first obtaining a permit. Banner permits are approved on a first-come, first-serve basis.

There are four categories of evaluation criteria:

1. Petitioner eligibility
2. Banner permit application package and fees
3. Banner specifications
4. Banner placement

The Banner permit application package must include the following items in order to be evaluated:

- Completed banner permit application form
- Signed and dated indemnity agreement
- Signed and dated maintenance and removal agreement
- Copy of certificate of insurance – City of Detroit additional insured
- Sketch, drawing, or actual sample of the banner to be displayed
- Listing and/or map of the specific locations for the Banner(s)
- \$100 non-refundable permit fee submitted to Business License Department
- A refundable deposit to be held in escrow presented to Business License Department prior to the issuance of the Banner Permit – 5 or less Banners \$500.00; 6 or more Banners \$1000.00

Nothing may be attached to a utility or light pole without the permission of the City. The City Council can grant permission to attach Banners to Lighting Department poles. To get permission to hang Banners you must petition the City Council. The petition should identify where you want to hang the Banners, what the Banner will say and how long the Banners will hang.

No Banner will be allowed to block the view of traffic signals or signs. The Public Lighting Department will inspect the poles before advising the City Council about allowing any Banners to be attached. The permission given by City Council is good for up to six months. If you want to hang Banners for more than six months, you should petition the City Council for an extension.

The Public Lighting Department will supply a copy of its Banner Specifications upon request.

# City Of Detroit Banner Permit Application

## For Banners in the Public Right-Of-Way

This application is for the proposed banner(s) for a specified period of time only. The City of Detroit will be strictly adhering to the Banner Permit Guidelines; please print them out for reference. This form must be completed and returned at least **60 days** prior to the date of installation. If submitted later than 60 days prior, application is subject to denial. If the requested Banner location is on a Michigan State Truck Line or Wayne County Road the application must be submitted at least **180 days** prior to the date of installation. After expiration of the permit (if granted), or should the banner change in any way, another application will be required.

### SECTION 1 - APPLICANT INFORMATION

Contact Name: Sarah James

Name of Organization: Community Association of New Center Area

Mailing Address: 714 Delaware Detroit, MI 48202

Phone Number: 313-378-6458 E-Mail Address: jamesar@gmail.com

#### Type of Banner(s) check all that apply:

- City of Detroit                       Non-Profit                       Other  
 Community                       Business District  
 Special Event                       Holiday

If registered as a non-profit, please indicate your non-profit status identification number and attach a copy of the certificate.

Non-profit identification number: \_\_\_\_\_

If applying for a business district banner(s) please identify the business district.

Business District: \_\_\_\_\_

#### Type of Request:

- Initial Permit                       Permit Renewal

If this request is for permit renewal, please provide the following:

Permit Identification Number: \_\_\_\_\_

Permit Expiration Date: \_\_\_\_\_

SECTION 2 – COMMERCIAL BANNER COMPANY

Contact Name: Janell Wade  
Name of Organization: Banner Sign Co.  
Mailing Address: 6538 Russell St. Detroit, MI 48211  
Phone Number: 313-758-6737 E-Mail Address: janell@bannersignco.com

SECTION 3 – BANNER INFORMATION

Purpose of Banner(s):

to identify community

Time Period to display Banner(s): Install Date: 11/22/21 Removal Date: 11/22/22

Number of Banner(s) to display: 34

Streets on which Banner(s) are to be displayed:

Virginia Park between Third and Woodward, Seaward between Third and Woodward,  
Deleware between Third and Woodward, Pallister between Third and Woodward,  
Bethune between Third and Woodward, Third between Pallister and Seville

Are any of the poles located on a Michigan State Trunk Line or Wayne County Road?

Refer to listing of Trunk Lines and Wayne County Roads. [ ] YES [X] NO

Describe wording on the Banner(s) and any graphics:

Historic New Center

"hand drawn" artwork



The following items **MUST BE** included in the permit application package in order for it to be considered:

- Completed banner permit application form
- Signed and dated indemnity agreement
- Signed and dated maintenance and removal agreement
- Copy of certificate of insurance
- Sketch, drawing, or actual sample of the banner to be displayed
- Listing and/or map of the specific locations for the Banner(s)
- \$100 non-refundable permit fee
- A refundable deposit to be held in escrow presented to Business License Department prior to the issuance of the Banner Permit

The undersigned applicant(s) agrees to abide by the provisions set by the City of Detroit to suspend a Banner or Banner(s) during the time period requested for this permit.

Sarah James

Applicant: Print Name

*Sarah Ann James*

Applicant: Signature

11/22/21

Date

Janell Wade

Commercial Banner Representative: Print Name  
*i.e., installer/remover*

*Janell Wade*

Commercial Banner Representative: Signature

11/22/21

Date

## AGREEMENT OF INDEMNITY

### CITY OF DETROIT:

For and in consideration of the granting of a permit by the City of Detroit to suspend a Banner or Banners, the undersigned does agree to indemnify and hold harmless the City of Detroit, its officers, agents and employees from any and all claims arising out of the placement of, maintenance of, use of, or removal of banners, including claims involving Banners (or the structure upon which they are hung) falling on people or property.

### INDEMNITOR (S):

*Sarah Ann James*

Signature of Authorized Representative (Organization)

Sarah James

Name

714 Delaware Detroit, MI 48202

Address, City, State, Zip Code

313-378-6458

Phone Number

11/22/21

Date

*Janell Wade*

Signature of Authorized Representative (Banner Company)

Janell Wade

Name

6538 Russell St. Detroit, MI 48211

Address, City, State, Zip Code

313-758-6737

Phone Number

11/22/21

Date

## MAINTENANCE & REMOVAL AGREEMENT

It is understood and agreed that during the initial display, and subsequent renewal periods if applicable, the permittee shall be responsible for inspecting banners and poles; replacing and/or removing banners that are torn, defaced or in general disrepair, including rigging. Where any street banner is found to present an immediate threat of harm to the public health, welfare or safety, the City shall summarily cause its removal.

It is also understood and agreed that banners are to be removed within seventy-two (72) hours of the revocation date of the permit. Any street banner not removed within that time period shall be removed by the City without notice to the permittee.

If the City removes banners because they are in disrepair, present a threat of harm, or because the permit has expired, it is understood and agreed that a portion or all of the refundable deposit will be forfeited by the permittee in order to cover the City's expense. If the expense of removal exceeds the amount of deposit, it is understood and agreed that the excess amount shall be collected from the person/entity to which the permit was issued.

It is also understood and agreed that in such cases when the City removes banners there is no guarantee that the banners can be reclaimed by the permittee.

Sarah James

Applicant: Print Name

*Sarah Ann James*

Applicant: Signature

11/22/21

Date

Janell Wade

Commercial Banner Representative: Print Name  
*i.e., installer/remover*

*Janell Wade*

Commercial Banner Representative: Signature

11/22/21

Date

## STATE TRUNK LINES & WAYNE COUNTY ROADS

Banners installed on State trunk lines or Wayne County Roads are subject to additional requirements. Permits for banners on State trunk lines or Wayne County Roads must comply with State and County guidelines. Please see the City of Detroit Policy on Banners in the Public Right-of-Way for details

### Michigan State Trunk Lines in the City of Detroit

|                   |   |
|-------------------|---|
| Cadillac Square   | Jeffries                                |
| Clark Street      | John C. Lodge                           |
| Clifford & Middle | Michigan Avenue                         |
| Davison           | Randolph (Cadillac Square to Jefferson) |
| Edsel Ford        | Schaefer                                |
| Eight Mile Road   | Shore Street                            |
| Fisher            | Southfield                              |
| Ford Road         | Telegraph Road                          |
| Fort Road         | Van Dyke                                |
| Grand River       | W. P. Chrysler                          |
| Gratiot           | Washington Boulevard                    |
| Greenfield        | Woodward                                |
| Groesbeck         | Wyoming                                 |
| Hoover            |   |

### Wayne County Roads in the City of Detroit

#### Wayne County Roads

Chandler Park Drive  
Chandler Park Drive  
West Chicago Blvd.  
Conant  
Davison  
Davison  
Dix  
Dix  
Edward Hines Drive  
Fenkell  
Five Points  
Gaines  
Greenfield  
Greenfield  
West Jefferson  
Joy Road  
Kelly Road  
Kelly Road  
Lahser Road  
Lamphere Road

#### Limits

Dickerson to Outer Drive  
Whittier to Moross  
Lamphere to West City Limits  
South from Carpenter to Hamtramck West Line  
Twelfth to Highland Park West City Limits  
Syracuse to Dwyer  
Woodmere to West City Limits  
Rouge River Bridge to Oakwood Blvd  
West City Limits to South City Limits and Warren  
200 East of Wyoming to West City Limits  
Eight Mile Road to Puritan  
Southfield East Service Drive to 390 East  
Tireman to James Couzens Drive  
Paul to Tireman  
Brennan to Rouge River  
Greenfield to West City Limits  
Morang to Kingsville  
Kingsville to Eight Mile  
Chalfonte to Eight Mile Road  
Outer Drive South to R.R. to Outer Drive

## Wayne County Roads in the City of Detroit (continued)

### Wayne County Roads

### Limits

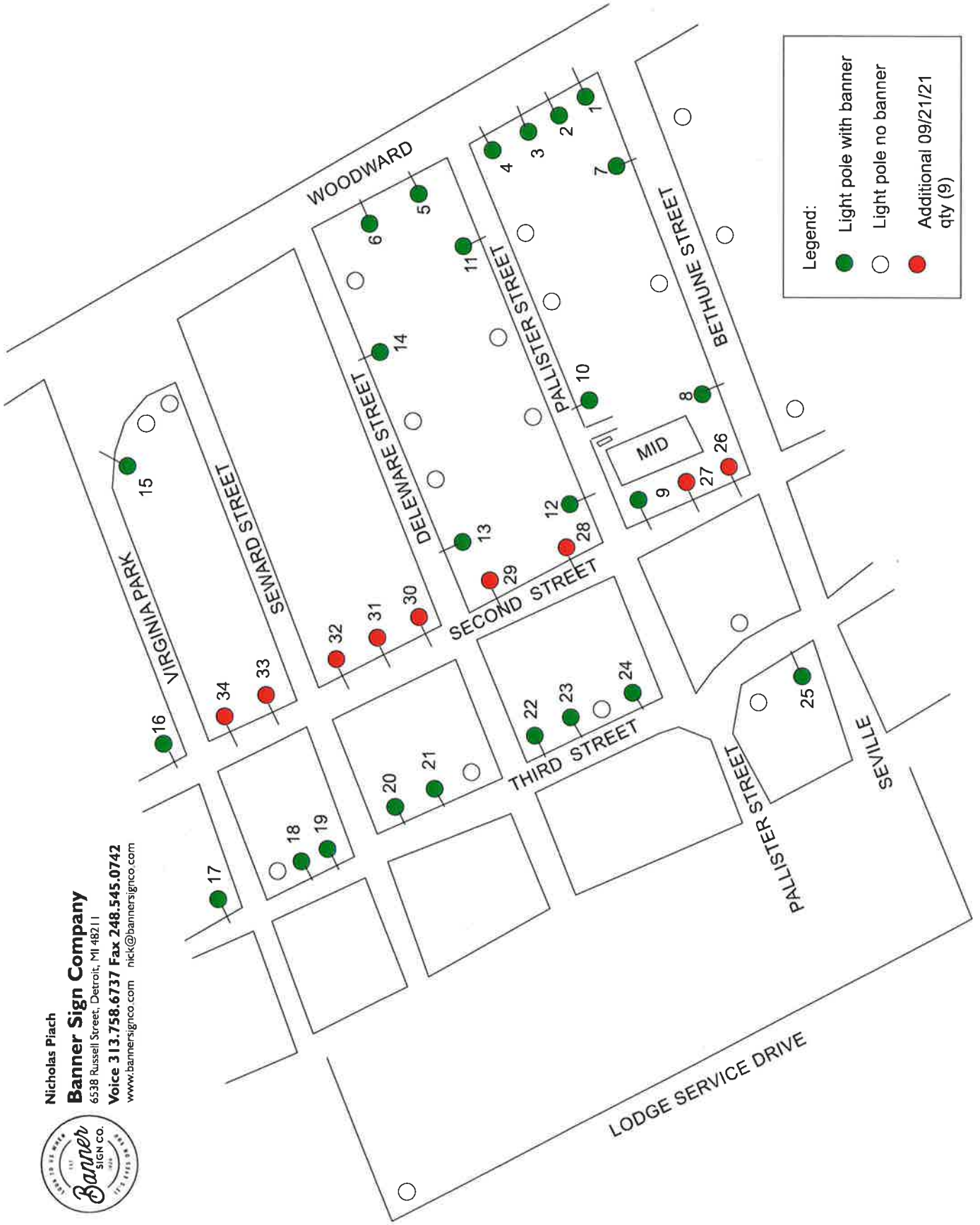
|                      |   |
|----------------------|---|
| Mack                 | Wayburn to North City Limits (650' of Moross)   |
| McNichols            | Wyoming to Five Points                          |
| McNichols            | Alley West of Oakland to G.T.W.R.R.             |
| McNichols            | G.T.W.R.R. to Dequindre                         |
| Miller Road          | Deaborn Road to Fort Street                     |
| Moross Road          | Redmond to Mack                                 |
| Mound                | Caniff to Eight Mile                            |
| Outer Drive          | Dunfries to Bassett                             |
| Outer Drive          | Warren to Livernois                             |
| Outer Drive          | Dequindre to McNichols                          |
| Outer Drive          | Conner to Chandler Park                         |
| Outer Drive          | Alter to Whittier                               |
| Outer Drive          | Chandler Park to Mack                           |
| Schaefer Highway     | Oakwood Boulevard to Dunfries                   |
| Schaefer Highway     | Dunfries to Bassett                             |
| Schoolcraft          | Grand River to Patton                           |
| Seven Mile Road East | Gratiot to Redmond                              |
| Seven Mile Road East | Woodward to Five Points                         |
| Swift                | West Line of Hull to East Line of Swift         |
| Tireman              | 200' East of Miller Road (Meyers) to Greenfield |
| Warren               | D.T.R.R. to 600' East                           |
| Warren               | Greenfield to Heyden                            |
| Warren               | Heyden to West City Limits                      |
| Wyoming              | J 30' South of Michigan to Michigan             |
| Wyoming              | Ford Road to D.T.R.R.                           |

# Historic New \* Center





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



Legend:

- Light pole with banner
- Light pole no banner
- Additional 09/21/21 qty (9)



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

7/22/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

|  |               |  |                                      |
|--|---------------|--|--------------------------------------|
| <b>PRODUCER</b>                          |               | <b>CONTACT NAME:</b> Kathy Powers                        |                                      |
| Michigan Community Insurance Agency Inc. |               | <b>PHONE (A/C, No, Ext):</b> (248) 679-7000              | <b>FAX (A/C, No):</b> (248) 926-5959 |
| 49357 Pontiac Trail Ste 101              |               | <b>E-MAIL ADDRESS:</b> Certificate@MichiganCommunity.com |                                      |
| PO Box 930599                            |               |  |                                      |
| Wixom                                    | MI 48393-0599 | <b>INSURER(S) AFFORDING COVERAGE</b>                     |                                      |
| <b>INSURED</b>                           |               | <b>INSURER A:</b> Massachusetts Bay                      |                                      |
| Banner Sign Company Inc                  |               | <b>INSURER B:</b>  |                                      |
| 6538 Russell St                          |               | <b>INSURER C:</b>  |                                      |
| Detroit, MI 48211                        |               | <b>INSURER D:</b>  |                                      |
|  |               | <b>INSURER E:</b>  |                                      |
|  |               | <b>INSURER F:</b>  |                                      |
|  |               | <b>NAIC #</b>  |                                      |
|  |               | 22306  |                                      |

**COVERAGES**      **CERTIFICATE NUMBER:** 2021/22 GL AU UM EO      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR LTR | TYPE OF INSURANCE   | ADDL INSD | SUBR WVD  | POLICY NUMBER | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS   |
|----------|---|-----------|---|---------------|-------------------------|-------------------------|--|
| A        | <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY  |           |   | OBD984423     | 07/30/2021              | 07/30/2022              | EACH OCCURRENCE \$ 1,000,000   |
|          | <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR                            |           |   |               |                         |                         | DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000                 |
|          | <input checked="" type="checkbox"/> Primary Non-Contributory  | X         |   |               |                         |                         | MED EXP (Any one person) \$ 5,000                                    |
|          | <input checked="" type="checkbox"/> Includes X C & U  |           |   |               |                         |                         | PERSONAL & ADV INJURY \$ 1,000,000                                   |
|          | GEN'L AGGREGATE LIMIT APPLIES PER:  |           |   |               |                         |                         | GENERAL AGGREGATE \$ 2,000,000                                       |
|          | <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC |           |   |               |                         |                         | PRODUCTS - COMP/OP AGG \$ 2,000,000                                  |
|          | OTHER:  |           |   |               |                         |                         | \$   |
| A        | <b>AUTOMOBILE LIABILITY</b>   |           |   | OBD984423     | 07/30/2021              | 07/30/2022              | COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000                     |
|          | <input type="checkbox"/> ANY AUTO   |           |   |               |                         |                         | BODILY INJURY (Per person) \$  |
|          | <input type="checkbox"/> ALL OWNED AUTOS  |           | <input type="checkbox"/> SCHEDULED AUTOS            |               |                         |                         | BODILY INJURY (Per accident) \$                                      |
|          | <input checked="" type="checkbox"/> HIRED AUTOS   |           | <input checked="" type="checkbox"/> NON-OWNED AUTOS |               |                         |                         | PROPERTY DAMAGE (Per accident) \$                                    |
|          |   |           |   |               |                         |                         | \$   |
| A        | <input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR               |           |   | OBD984423     | 07/30/2021              | 07/30/2022              | EACH OCCURRENCE \$ 5,000,000   |
|          | <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE                                 |           |   |               |                         |                         | AGGREGATE \$ 5,000,000   |
|          | <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$  |           |   |               |                         |                         | \$   |
|          | <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b>  |           |   |               |                         |                         | PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> |
|          | ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)                               |           | <input type="checkbox"/> N/A                        |               |                         |                         | E.L. EACH ACCIDENT \$  |
|          | If yes, describe under DESCRIPTION OF OPERATIONS below  |           |   |               |                         |                         | E.L. DISEASE - EA EMPLOYEE \$  |
| A        | <b>A Errors &amp; Omissions</b>   |           |   | OBD984423     | 07/30/2021              | 07/30/2022              | Each Occurrence 1,000,000  |
|          |   |           |   |               |                         |                         | Aggregate 2,000,000  |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

|   |  |
|---|--|
| <b>CERTIFICATE HOLDER</b>   | <b>CANCELLATION</b>  |
| City of Detroit<br>Coleman A. Young Municipal Center<br>2 Woodward Ave<br>Detroit, MI 48226 | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. |
|   | AUTHORIZED REPRESENTATIVE  |
|   | William St Charles   |





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.

December 2, 2021

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

**RE: Community Association of New Center Area  
Petition #1610**

Dear Council Members:

The Community Association of New Center Area is requesting permission to hang approximately 34 banners on various streets to identify the Association.

The Public Lighting Authority has inspected poles and finds them to be structurally sound and is recommending approval for the Community Association of New Center Area to hang banners on Virginia Park (between Third and Woodward); Seward (between Third and Woodward); Delaware (between Third and Woodward); Pallister (between Third and Woodward); Bethune (between Third and Woodward) and Third (between Pallister and Seville Row) from November 22, 2021, to May 22, 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