



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

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May 10, 2024

HONORABLE CITY COUNCIL

RE: Petition #2024-149 – The Parade Company, request to install 50 banners on Woodward Avenue between Jefferson Avenue and John R Street in order to celebrate America’s Thanksgiving Parade.

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. 50 (fifty) banners are to be located along Woodward Avenue between Jefferson Avenue and John R Street as shown in the attached map.
2. The duration of banner installation shall be from October 21, 2024 until December 02, 2024.
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 agendas.

MICHAEL DUGGAN, MAYOR

HONORABLE CITY COUNCIL (Cont.)
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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 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.

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.

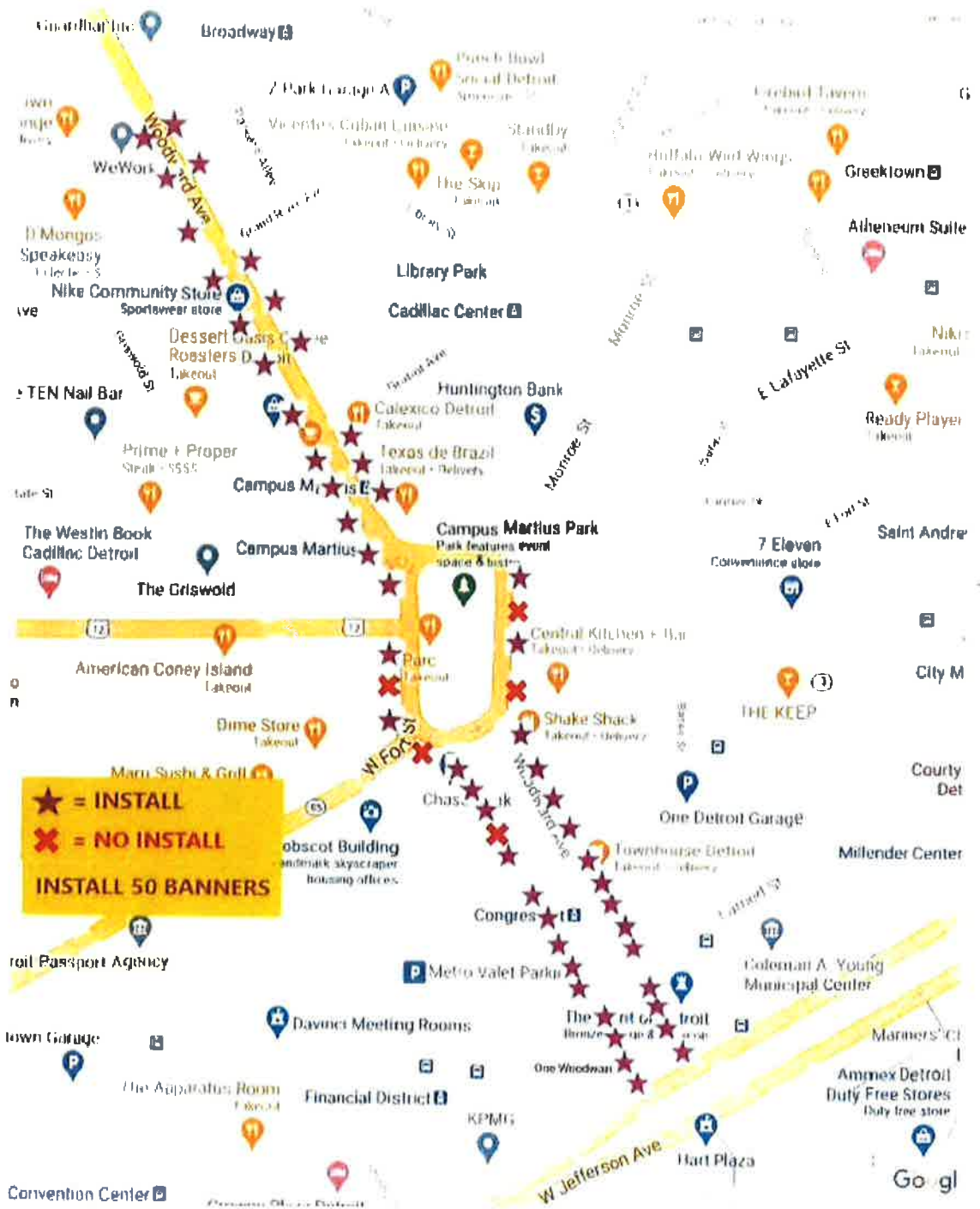
Respectfully Submitted,



Ron Brundidge, Director
Department of Public Works

Copy:

Oladayo Akinyemi, DPW
Prasad Nannapaneni, DPW Traffic Engineering Division



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