



Administration Division
Coleman A. Young Municipal Center
2 Woodward Avenue, Suite 611
Detroit, MI 48226

Phone: 313-224-3901
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September 18, 2024

Detroit City Council
1340 Coleman A. Young Municipal Center
Detroit MI, 48226

Resolution to permit, Detroit Metro Sports Commission to install 72 banners on the Ford Field perimeter, Jefferson Ave, Washington Blvd, Michigan Ave, Gratiot Ave & Brush St from December 09, 2024 to January 09, 2025 in order to raise awareness of a Special City of Detroit Sporting Event known as the "Detroit Bowl Game"

Honorable City Council:

Pursuant to banner policy adopted by your Honorable Body on November 30, 2001, the above referenced resolution is hereby submitted to your Honorable Body for consideration and approval.

The "Detroit Bowl Game" banners are anticipated to be installed on December 09, 2024, and I request that this resolution be adopted at this Honorable Body's earliest possible formal session.

I am available to answer any questions that Your Honorable Body may have regarding this resolution. Thank you for your consideration.

Respectfully,

A handwritten signature in black ink that reads "Ron Brundidge".

Ron Brundidge, Director
Department of Public Works

MICHAEL DUGGAN, MAYOR



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By Council Member _____

Resolution to permit, Detroit Metro Sports Commission to install 72 banners on the Ford Field perimeter, Jefferson Ave, Washington Blvd, Michigan Ave, Gratiot & Brush St. from December 09, 2024 to January 09th, 2025 in order to raise awareness of a Special City of Detroit Sporting Event known as the "Detroit Bowl Game"

WHEREAS, the Department of Public Works (DPW) received the above referenced request through the Detroit Metro Sports Commission under Petition #2024-326 for installing 72 banners on the Ford Field perimeter, Jefferson Avenue, Washington Boulevard, Michigan Avenue, Gratiot Avenue & Brush Street to raise awareness of a Special City of Detroit Sporting Event known as the "Detroit Bowl Game", and

WHEREAS, the **72 (seventy two)** banners are to be located on Ford Field perimeter (along E. Montcalm Street, Saint Antoine Street and Beacon Street); Brush Street from Mechanic Street to Gratiot Avenue; Gratiot Avenue from Broadway Street to Brush Street; Jefferson Avenue from Randolph Street to Beaubien Boulevard; Washington Boulevard from Michigan Avenue to Fort Street; Michigan Avenue from Campus Martius to Washington Boulevard, and the duration of banner installation shall be from December 09, 2024 to January 09, 2025, and

WHEREAS, the banner installation will be in compliant with the banner policy adopted by your Honorable Body on November 30, 2001, and **THEREFORE BE IT**

RESOLVED, that the Department of Public Works is hereby approving the request for the banner installation for the Detroit Metro Sports Commission, and

BE IT FURTHER RESOLVED, that this approval of the banner installation by the Detroit Metro Sports Commission be contingent upon the approval of this resolution by the Honorable City Council.

MICHAEL DUGGAN, MAYOR

Janice M. Winfrey
City Clerk

City of Detroit
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

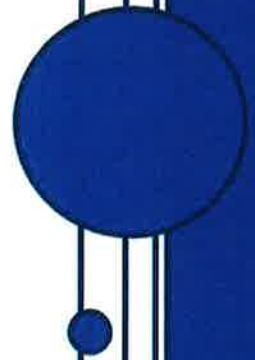
The following petition is herewith referred to you for report and recommendation to the City Council.

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

Petition No.	2024-326
Name of Petitioner	Detroit Metro Sports Commission
Description of Petition	Request to hang approximately 72 banners on the Ford Field perimeter, Jefferson Ave, Washington Blvd, Michigan Ave, Gratiot & Brush St. from December 09, 2024 to January 09 th , 2025 in order to raise awareness of a Special City of Detroit Sporting Event known as the "Detroit Bowl Game"
Type of Petition	Banner
Submission Date	09/16/2024
Concerned Departments	Department of Public Works, Public Lighting Department, Public Lighting Authority
Petitioner Contact	Dave Beachnau Detroit Metro Sports Commission 211 Fort Street, Suite 1000 Detroit, MI 48226 P: (313)-202-1979 dbeachnau@detroitports.org

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: Dave Beachnau

Name of Organization: Detroit Metro Sports Commission

Mailing Address: 211 Fort Street, Suite 1000 Detroit MI 48226

Phone Number: 313-202-1979

E-Mail Address: dbeachnau@detroitssports.org

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: 38-3584276

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: Jennifer Schoenborn

Name of Organization: Banner Sign Co

Mailing Address: 6538 Russell Street Detroit MI 48211

Phone Number: 313-758-6737

E-Mail Address: jennifer@bannersignco.com

SECTION 3 – BANNER INFORMATION

Purpose of Banner(s):

Raise awareness of Special City of Detroit Sporting Event - ~~Quicklane Bowl~~

Rebranded as "Detroit Bowl Game"

Time Period to display Banner(s): Install Date: 12/09/24 Removal Date: 01/09/25

Number of Banner(s) to display: 35 doubles 37 single banners

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

Ford Field perimeter, Jefferson, Washington, Michigan Ave, Gratiot & Brush

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. [X] YES [] NO

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

Quicklane Bowl - previous mockup attached

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.

Dave Beachnau

Applicant: Print Name



Applicant: Signature

Jennifer Schoenborn

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



Commercial Banner Representative: Signature

08/30/24

Date

08/30/24

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):



Signature of Authorized Representative (Organization)

Dave Beachnau

Name

211 Fort Street, Suite 1000 Detroit MI 48226

Address, City, State, Zip Code

313-202-1979

Phone Number

8/30/2024

Date



Signature of Authorized Representative (Banner Company)

Jennifer Schoenborn

Name

6538 Russell Street Detroit MI 48211

Address, City, State, Zip Code

313-758-6737

Phone Number

08/30/24

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.

Dave Beachnau

Applicant: Print Name



Applicant: Signature

Jennifer Schoenborn

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



Commercial Banner Representative: Signature

8/30/2024
Date

08/30/24
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

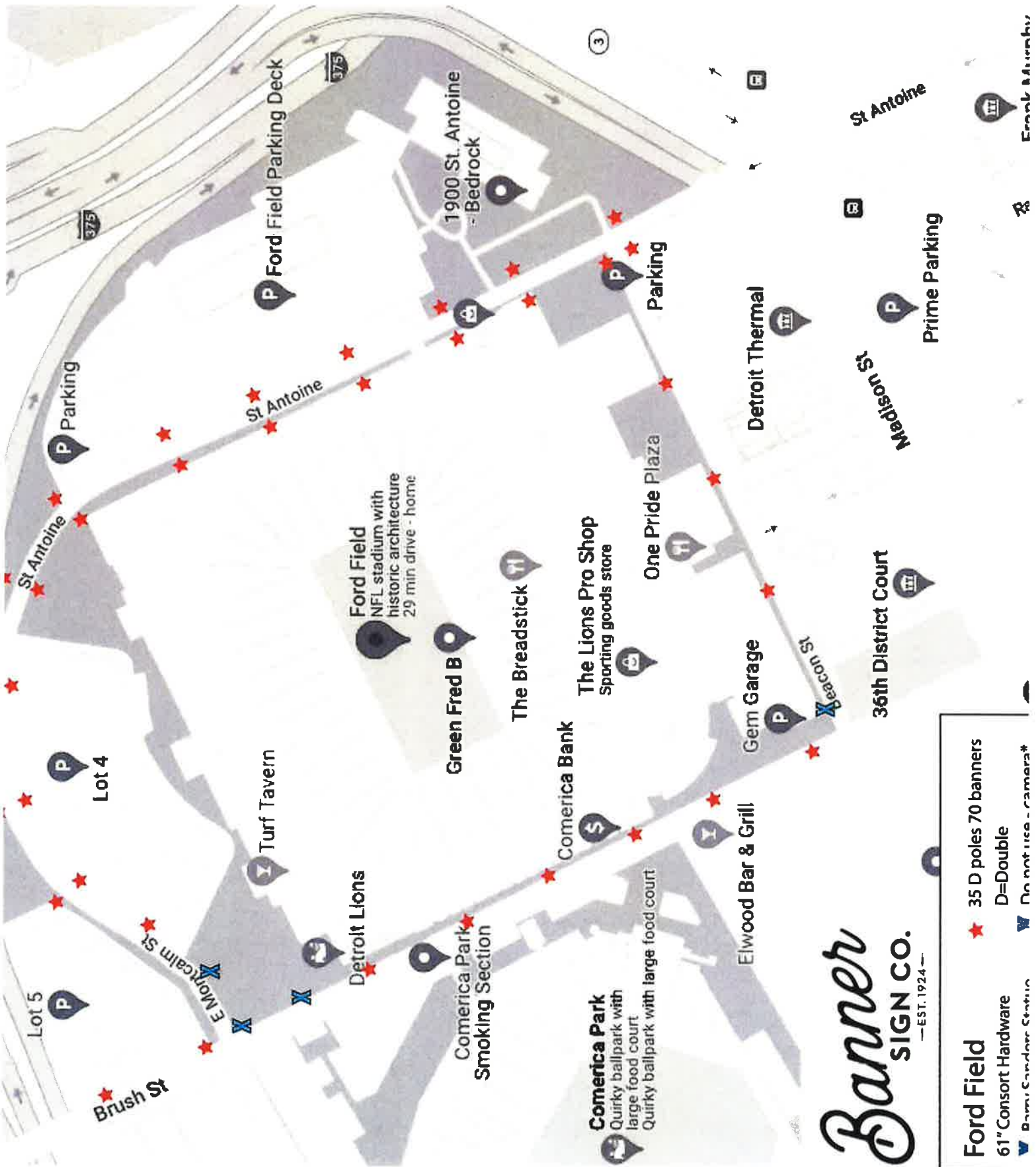
Mack	Wayburn to North City Limits (650' of Moross)
McNichols	Wyoming to Five Points
McNichols	Alley West of Oakland to G.T.W.R.R.
McNichols	G.T.W.R.R. to Dequindre
Miller Road	Deaborn Road to Fort Street
Moross Road	Redmond to Mack
Mound	Caniff to Eight Mile
Outer Drive	Dunfries to Bassett
Outer Drive	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.

WELCOME TO
DETROIT

FORD FIELD



**COLLEGE
FOOTBALL**
A HOLIDAY TRADITION



Banner
SIGN CO.
— EST. 1924 —

- Ford Field**
- ★ 35 D poles 70 banners
- ◆ 61" Consort Hardware
- ◆ 61" Consort Hardware
- ◆ No not use - camera*

Franklin Ave

St Antoine

Prime Parking

Madison St

Detroit Thermal

36th District Court

Gem Garage

Elwood Bar & Grill

Comerica Park
Quirky ballpark with large food court
Quirky ballpark with large food court

Comerica Bank

The Breadstick

The Lions Pro Shop
Sporting goods store

One Pride Plaza

Ford Field
NFL stadium with historic architecture
29 min drive - home

Green Fred B

Turf Tavern

Detroit Lions

Comerica Park
Smoking Section

Brush St

E Morcain St

Lot 4

Lot 5

Ford Field Parking Deck

1900 St. Antoine - Bedrock

3



Music Hall Center for the Performing Arts

Stevie Wonder Mural

La Casa Cigars and Lounge
Cigar shop

Gameday Detroit
Sportswear store

Your Personal Vault

Hilton Garden Inn
Detroit Downtown
4.1 (1652)
3-star hotel

Harmonie Park

Jose's Tacos
Mexican · \$

Hamilton Anderson Associates

PoppinTopHat
Popcorn Creations
Popcorn store

Basement Burg Grill · \$\$

Baltimore Bar & Grill
Grill · \$

Park Rite Parkin

Hilton Garden
Total 8 Singles
★ 4 single banners (new)
★ 4 single banners (old)
Banner



yard by Marriott
Detroit Downtown
3.8 ★ (1017)
3-star hotel

DuMouchelles

Spire Insurance Solutions

Renaissance Center

Wiki Pruitt

SBN Detroit

Care About My Pet
Pet store

Airlinesmap - Cheap
Flight Booking Tips &...

General Motors
Real Estate

United States
Postal Service

Gyroland
Greek

Suite 1101 Shopping complex with GM headquarters

GMRenCen

GMRenCen Diner

Hearth 71

Renaiss
Confere

GM Company Store
Fashion accessories store

Detroit-Windsor Tunnel

Valet

42 Degrees North
American

Detroit Marriott at the
Renaissance Center
4.2 ★ (5531)
3-star hotel

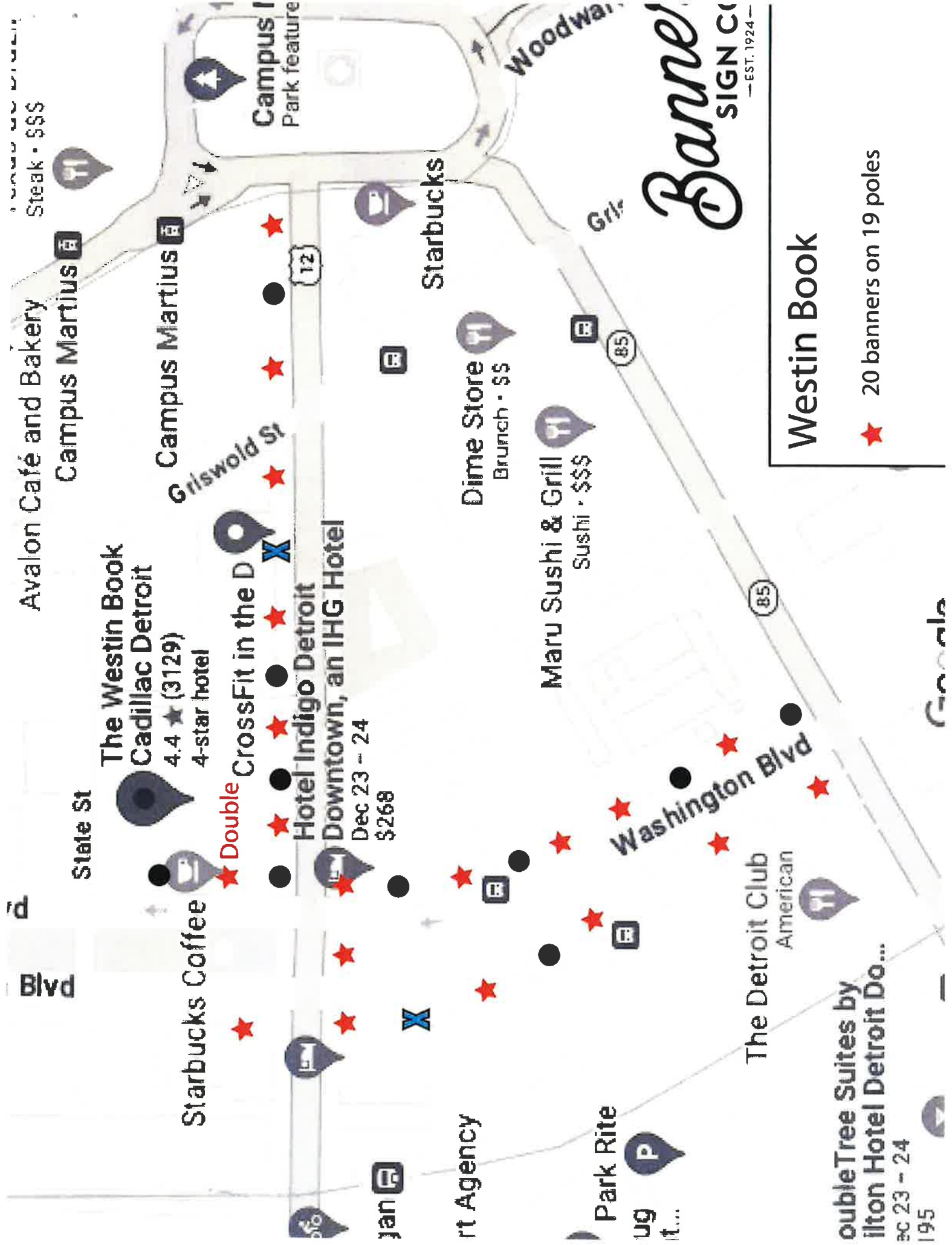
Touch Of Elegance
Events & Designs
Deal \$80 |
Originally \$160

Andiamo Detroit
Riverfront
Order DoorDash

Joe Muer Seafood
Seafood • \$\$\$\$

en Cen
10 Single banners - (new)

Banner
SIGN CO.
HELP 1974



Avalon Café and Bakery
Steak - \$\$\$

Campus Martius

The Westin Book
Cadillac Detroit
4.4 ★ (3129)
4-star hotel

Double
CrossFit in the D
Hotel Indigo Detroit
Downtown, an IHG Hotel
Dec 23 - 24
\$268

Starbucks Coffee

Art Agency

Park Rite

Starbucks

Dime Store
Brunch - \$\$

Maru Sushi & Grill
Sushi - \$\$\$

The Detroit Club
American

DoubleTree Suites by
Hilton Hotel Detroit Do...
Dec 23 - 24
195

Banne
SIGN CO
EST. 1924

Westin Book

★ 20 banners on 19 poles