



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

Phone: 313-224-3901  
Fax: 313-224-1464

October 03, 2024

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

**Resolution to permit, Downtown Detroit Partnership to install 260 (two hundred and sixty) banners on Woodward Avenue Comerica Park poles, Woodward Avenue medians near Entertainment District and outside Little Caesars Arena, and Grand Circus Park from October 14, 2024 to March 18, 2025 for holiday/seasonal lighting.**

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 Downtown Detroit Partnership's banners are anticipated to be installed on October 14, 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 blue ink, appearing to read "Ron Brundidge".

Ron Brundidge, Director  
Department of Public Works

MICHAEL DUGGAN, MAYOR



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By Council Member \_\_\_\_\_

**Resolution to permit, Downtown Detroit Partnership to install 260 (two hundred and sixty) banners on Woodward Avenue Comerica Park poles, Woodward Avenue medians near Entertainment District and outside Little Caesars Arena, and Grand Circus Park from October 14, 2024 to March 18, 2025 for holiday/seasonal lighting.**

**WHEREAS**, the Department of Public Works (DPW) received the above referenced request through the Downtown Detroit Partnership under Petition #2024-341 to use light poles to erect 260 banners to be displayed on Woodward Avenue Comerica Park poles, Woodward Avenue medians near Entertainment District and outside Little Caesars Arena, and Grand Circus Park, and

**WHEREAS**, the 260 banners are to be located on Michigan Avenue, Cass Avenue, Congress Street, Washington Boulevard, Monroe Street, Griswold Street, State Street, Madison Street, Beaubien Street, Jefferson Avenue and Woodward Avenue, and the duration of banner installation shall be from October 14, 2024 to March 18, 2025, and

**WHEREAS**, portions of Jefferson Avenue, Michigan Avenue, and Woodward Avenue fall under the jurisdiction of the Michigan Department of Transportation (MDOT), and approval from MDOT is required prior to the commencement of any installation or related activities, 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 Downtown Detroit Partnership, and

**BE IT FURTHER RESOLVED**, that this approval of the banner installation by the Downtown Detroit Partnership 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*

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

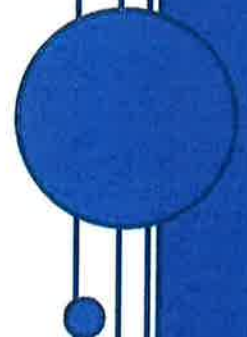
In accordance with that body's directive, kindly return the same with your report in duplicate within four (4) weeks.

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Petition No.	2024-341
Name of Petitioner	Downtown Detroit Partnership
Description of Petition	Please find "Downtown Detroit Partnership" request to use light poles to erect 260 banners to be displayed on Woodward Avenue Comerica Park poles, Woodward Avenue Medians near Entertainment District and outside Little Caesars Arena, and Grand Circus Park
Type of Petition	<b>Banner</b>
Submission Date	10/2/2024
Concerned Departments	Business License, Public Lighting Authority, Public Lighting Department
Petitioner Contact	Deshawn Singleton Downtown Detroit Partnership (313) 969-7444 <a href="mailto:DeShawn.singleton@downtowndetroit.org">DeShawn.singleton@downtowndetroit.org</a>

# **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: DeShawn Singleton

Name of Organization: Downtown Detroit Partnership

Mailing Address: 1000 Woodward Ave Detroit, MI 48226

Phone Number: 313-969-7444 E-Mail Address: DeShawn.singleton@detroitmi.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: 38-3436456

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

Business District: Central Business District (BIZ)

#### Type of Request:

- Initial Permit                               Permit Renewal

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

Permit Identification Number: 2023-307

Permit Expiration Date: 4-3-2024

**2 Woodward Ave., Suite 333, Detroit, MI 48226 ~ ~ Phone (313)224-2019 ~ ~ banners@detroitmi.gov**

**SECTION 2 – COMMERCIAL BANNER COMPANY**

Contact Name: Edward Ashcraft

Name of Organization: Ashcraft Landscaping

Mailing Address: 10101 Lyndon Street Detroit, MI 48238

Phone Number: 248-504-9595 E-Mail Address: Eashcraftlandscape@gmail.com

**SECTION 3 – BANNER INFORMATION**

**Purpose of Banner(s):** The Downtown Detroit partnership installs holiday/seasonal lighting around the downtown area annually. This petition is requesting use of the light pole to hang holiday/seasonal lighting.

Time Period to display Banner(s): Install Date: 10-14-2024 Removal Date: 3-18-2025

Number of Banner(s) to display: 260

Streets on which Banner(s) are to be displayed: Michigan Avenue, Cass Avenue, Congress Street, Washington Boulevard, Monroe Street, Griswold Street, State Street, Madison Street, Beaubien Street, Jefferson Avenue and Woodward Avenue shown in the attached map.

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**      **NO**

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

Spirit of Detroit themed pole lighting Decor

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.

\_\_\_\_DeShawn Singleton\_\_\_\_

Applicant: Print Name

\_\_\_\_Edward Ashcraft\_\_\_\_

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

\_\_\_\_*DeShawn Singleton*\_\_\_\_

Applicant: Signature

\_\_\_\_*Edward Ashcraft*\_\_\_\_

Commercial Banner Representative: Signature

\_\_\_\_7/12/2024\_\_\_\_

Date

\_\_\_\_7/16/24\_\_\_\_

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):

*Deshawn Singleton*

Signature of Authorized Representative (Organization)

Deshawn Singleton

Name

1000 Woodward Detroit, MI 48226

Address, City, State, Zip Code

313-969-7444

Phone Number

7/12/2024

Date

*Edward Ashcraft*

Signature of Authorized Representative (Banner Company)

Edward Ashcraft

Name

10101 Lyndon St. Detroit, MI 48238

Address, City, State, Zip Code

(248) 504-9595

Phone Number

7/16/24

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.

Deshawn Singleton

Applicant: Print Name

Edward Ashcraft

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

Deshawn Singleton

Applicant: Signature

Edward Ashcraft

Commercial Banner Representative: Signature

7/12/2024

Date

7/16/24

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.

## DDP Holiday Lighting Installation

### Location:

Woodward Avenue Comerica Park Poles, Woodward Avenue Medians near Entertainment District and outside Little Caesars Arena, and Grand Circus Park.

### Implementation:

2 phase implementations:

All locations within the Central Business District and just the poles directly adjacent to Campus Martius Park to be installed between the second week of October and the first week of November, prior to the Annual Lighting in Campus Martius Park.

Second phase implementation, Woodward Comerica Park pole décor install and median install to occur between last week of November and the second week of December. The reason for the two-phase approach is to help facilitate both banners for the Thanksgiving Day Parade and the Parade itself. Post parade take down of banners of banner arms will gate décor installation.

### Traffic:

At all times, it is the preference to install décor from the sidewalk side vs. the street.

For Phase 1, if the décor cannot be installed from within the boundaries of Campus Martius Park, a bucket truck would be utilized to install the décor. This would occur directly adjacent to the park, not in the track lane. If the lane would need to be utilized than traffic would need to be shifted and would affect the track lane.

For Phase 2, if the décor cannot be installed from the sidewalk side or parking pockets if available, then the décor would either be installed at night during off hours of the Qline or would be installed in such a fashion to facilitate normal operations for streetcars.

### Stations:

Work will not affect Qline Stations.

### Equipment encroaching on the Qline envelope:

As described above, if installation of the décor cannot be installed from the sidewalk side or a parking pocket, installation would occur with appropriately trained flaggers if it were to take place during the day or installation would occur during off hours.



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
11/06/2023

**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 have ADDITIONAL INSURED provisions or 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> The James B. Oswald Company 39572 Woodward Ave Suite 201 Bloomfield Hills MI 48304	<b>CONTACT NAME:</b> Leslie Mitchell <b>PHONE (A/C, No, Ext):</b> (248) 433-1466 <b>E-MAIL ADDRESS:</b> l Mitchell@oswaldcompanies.com	<b>FAX (A/C, No):</b> (248) 433-7611
	<b>INSURER(S) AFFORDING COVERAGE</b>	
<b>INSURED</b> Detroit 300 Conservancy One Campus Martius Detroit MI 48226	<b>INSURER A:</b> The Cincinnati Specialty Underwriters Insurance Co., NAIC # 13037	
	<b>INSURER B:</b> Selective Way Insurance Company, 26301	
	<b>INSURER C:</b>	
	<b>INSURER D:</b>	
	<b>INSURER E:</b>	
	<b>INSURER F:</b>	

**COVERAGES**                      **CERTIFICATE NUMBER:** 23-24 D300 Liability                      **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	ADL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER			CSU0220016	11/01/2023	11/01/2024	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ EXCLUDED PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
A	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO OWNED <input type="checkbox"/> AUTOS ONLY HIRED <input checked="" type="checkbox"/> AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			CSU0220016	11/01/2023	11/01/2024	COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ <b>PROPERTY DAMAGE (Per accident)</b> Included in GL \$ 1,000,000
A	<input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED \$      RETENTION \$			CSU0220017	11/01/2023	11/01/2024	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000 \$
B	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below Y/N <input type="checkbox"/> N/A			WC9136331	06/12/2023	06/12/2024	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

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

City of Detroit is included as additional insured with regards to General Liability on a Primary and Non-Contributory basis where required per written contract. 30 Notice of Cancellation applies.

### CERTIFICATE HOLDER

### CANCELLATION

City of Detroit  
2 Woodward Ave  
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