

City of Detroit

Janice M. Winfrey
City Clerk

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.	2025-222
Name of Petitioner	The Parade Company
Description of Petition	Petition request to hang approximately 50 banners on Woodward between Jefferson and John R St. from October 20, 2025 to December 02, 2025 to celebrate America's Thanksgiving Parade.
Type of Petition	Banner
Submission Date	08/26/2025
Concerned Departments	Department of Public Works, Public Lighting Department, Public Lighting Authority
Petitioner Contact	Tony Michaels The Parade Company 9500 Mt. Elliott, Studio A Detroit, MI 48211 P1: (313) 923-7400 P2: (313) 758-6737 sswanson@theparade.org jennifer@bannersignco.com

2 Woodward Ave. Coleman A. Young Municipal Center Rm. 200, Detroit, MI 48226

(313) 224 - 3260 | Fax: (313) 224 - 1466

TED

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: Tony Michaels

Name of Organization: The Parade Company

Mailing Address: 9500 Mt. Elliott, Studio A, Detroit MI 48211

Phone Number: (313) 923-7400 E-Mail Address: sswanson@theparade.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: 38-26484772

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 Company
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):

To celebrate America's Thanksgiving Parade

Time Period to display Banner(s): Install Date: 10/20/2025 Removal Date: 12/2/2025

Number of Banner(s) to display: 50

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

Woodward between Jefferson and John R

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:

Wording: America's Thanksgiving Day Parade

Graphic: Clown/Holiday Theme

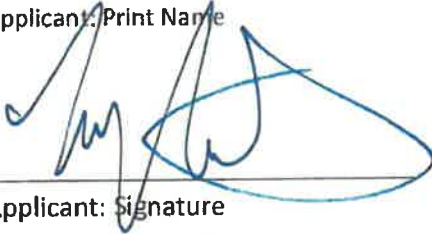
The following items **MUST BE** included in the permit application package in order for it to be considered:

- 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.

Tony Michaels

Applicant: Print Name



Applicant: Signature

Jennifer Schoenborn

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



Commercial Banner Representative: Signature

8/23/25

Date

8/22/2025

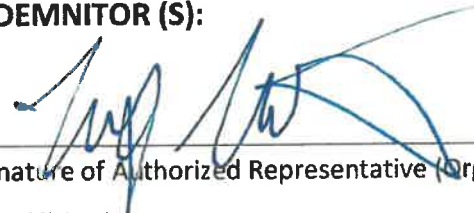
Date

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):



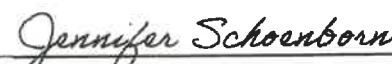
Signature of Authorized Representative (Organization)
Tony Michaels

Name
9500 Mt. Elliott, Studio A, Detroit MI 48211

Address, City, State, Zip Code
(313) 923-7400

Phone Number
8/23/25

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
8/22/2025

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.

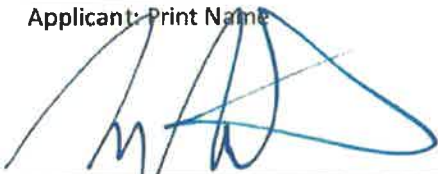
It is also understood and agreed that banners are to be removed within seventy-two (72) hours of the revocation date of the permit. Any street banner not removed within that time period shall be removed by the City without notice to the permittee.

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.

Tony Michaels

Applicant: Print Name




Applicant: Signature

8/23/25

Date

Jennifer Schoenborn

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



Commercial Banner Representative: Signature

8/22/2025

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.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
01/28/2025

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).

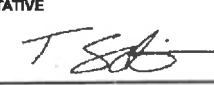
PRODUCER The Salvati Insurance Group, Inc. 42370 Van Dyke Avenue Suite 711 Sterling Heights MI 48314	CONTACT NAME: Shelly Lockaby PHONE (A/C, No, Ext): (248) 720-1130 E-MAIL ADDRESS: slockaby@tsig1.com	FAX (A/C, No): (586) 863-1979
	INSURER(S) AFFORDING COVERAGE	
INSURED Banner Sign Company, Inc. 6538 Russell St. Detroit MI 48211	INSURER A: Michigan Millers Mutual Insurance Company NAIC #: 14508	
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

COVERAGES **CERTIFICATE NUMBER:** Master 24-25 **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 <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Primary Non-Contributory <input checked="" type="checkbox"/> Includes X C & U GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y	Y	C0561465	10/20/2024	10/20/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 1,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			V0516464	10/10/2024	10/10/2025	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$	Y		L0305577	10/20/2024	10/20/2025	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A	Errors & Omissions			C0561465	10/20/2024	10/20/2025	Per 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)

CERTIFICATE HOLDER City of Detroit Coleman A. Young Municipal Center 2 Woodward Ave Detroit MI 48226	CANCELLATION 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 

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