

# 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*

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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.	2025-245
Name of Petitioner	Bedrock Detroit
Description of Petition	Petition request to hold "Decked Out Detroit Winter Streetscapes + Activations" from October 08, 2025 at 1:00 PM to January 05, 2026 at 5:00 PM at Parker's Alley, Monroe & Randolph, Library & Gratiot, One Campus Martius Patio, Woodward & John R. Set-up will begin on October 08, 2025 at 8:00 AM and be completed by 12:00 PM the same day. Tear down will begin on January 06, 2026 at 8:00 AM and be completed by 5:00 PM on January 31, 2026.
Type of Petition	<b>Special Events</b>
Submission Date	09/25/25
Concerned Departments	Buildings, Safety Engineering, and Environmental Department (BSEED), Department of Public Works (DPW), Detroit Department of Transportation (DDOT), Detroit Fire Department (DFD), General Services Department (GSD), Media Services Department, Municipal Parking Department, Police Department (DPD)
Petitioner Contact	Noah Switalski Bedrock Detroit 630 Woodward Ave Detroit, MI 48226 P: (630) 201-3424 <a href="mailto:noahswitalski@bedrockdetroit.com">noahswitalski@bedrockdetroit.com</a>

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

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

# City of Detroit Special Events Application Authorizations

## **AUTHORIZATION & AFFIDAVIT OF APPLICANT**

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief that I have read, understood and agreed to abide by the rules and regulations governing the proposed special event, and I understand that this application is made subject to the rules and regulations established by the Mayor or the Mayor's designee. Applicant agrees to comply with all other requirements of the City, County, State, and Federal Government and any other applicable entity, which may pertain to special events. I further agree to abide by these rules, and further certify that I agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the event to the City of Detroit.

**Applicant Signature:** Noah Switalski

**Date:** 8/29/25

NOTE: Completion of this form does not constitute approval of your event. Pending review by the Special Events Management Team, you will be notified of any requirements, fees, and/or restrictions pertaining to your event.

## **HOLD HARMLESS AND INDEMNIFICATION**

The Applicant agrees to indemnify and hold the City of Detroit (which includes its agencies, officers, elected officials, appointed officials and employees) harmless from and against injury, loss, damage or liability (or any claims in respect of the foregoing including claims for personal injury and death, damage to property, and reasonable outside attorney's fees) arising from activities associated with this permit, except to the extent attributable to the gross negligence or intentional act or omission of the City.

Applicant affirms that Applicant has read and understands the Hold Harmless and Indemnification provision and agrees to the terms expressed therein.

**Event Name:** Decked Out Detroit Winter A

**Event Date:** 9/25/25 - 1/5/26

**Event Organizer:** Bedrock Detroit

**Applicant Signature:** Noah Switalski

**Date:** 8/29/25



## Downtown Detroit Winter Streetscape Activations, Decked Out Detroit Winter 2025

### Overview

Bedrock aims to activate the Downtown Detroit Central Business District Streetscapes this Winter through a myriad of family-friendly, fun and colorful temporary installations and programming. Activations will take place from September through the end of the year. The purpose of these efforts is to enhance visitor experiences, create playful moments for public engagement, and promote foot traffic in and around downtown businesses.

### **Temporary Installations & Décor and Seasonal Programming**

In efforts to add color and energy to the streetscapes this winter, we're proposing a combination of temporary interactive installations and winter seasonal décor. Installations are to be placed in the following locations, also shown on attached reference maps. Full information can be found in the following pages, but a high-level list can be found here:

- Parker's Alley In Bloom
- 1001 Winter Wonders
- Building and Streetscape Decor
- Streetscape Activations
- Streetscape Programming
- Holly Trolley
- Holiday at Hudson's
  - Nick Gilbert Way Grand Opening
  - The Flag at Hudson's
  - Holiday Programming
  - And More!

### Partners

- Detroit Downtown Partnership
- Katie Jo & Co
- Rock Security
- Brentwoods Limousine
- Local Florists
- Brightview
- Bluewater Technologies
- MetroSigns
- Cafe Sous Terre

### Health & Safety

The health and safety of Decked Out Detroit service providers and guests are at the forefront of discussion in the development of this project. We plan to implement the following measures to allow for the safest experience for all:

- We will follow and enforce all applicable City of Detroit and State of Michigan health and safety guidelines through signage and on-site operational team members
- Cleaning measures will be implemented to frequently clean touch-point surfaces, including but not limited to wiping down surfaces

### **Security**

All Decked Out Detroit Streetscape Activations will be monitored by existing Rock Security patrols. All vendors will be provided contact information for Rock Security command center and will have 24/7 access to services. Staff will also be provided a security, safety and emergency preparedness training from Rock Security.

### **Promotion**

- Overall Project Name: Bedrock's Decked Out Winter
- All programming specifics will be shared on the DeckedOutDetroit.com calendar of events
- Social Media is highly involved to promote specific attention grabbing programming, as well as gather content, invite influencers and create a series of "day in Detroit" style videos via Decked Out Detroit and Bedrock

# ACTIVATIONS DAYS & HOURS

## NOV 6th – JAN 4th:

- Nick Gilbert Way Programming
- Create by Decked out Detroit
- Streetscapes programming

## NOV 13th – DEC 24th

- 1001 Winter Wonders

## HOURS:

- Season start – DEC 14th
- Monday – Wednesday: Closed
- Thursday – Friday: 4pm-8pm
- Saturday: 12pm – 8pm
- Sunday: 12pm – 6pm

## DEC 15th – JAN 4th (Holiday extended hours)

- Monday – Friday: 4pm-8pm
- Saturday: 12pm – 8pm
- Sunday: 12pm – 6pm

## NOV 15th – JAN 4th:

- Holly Trolley

## HOURS:

- Monday – Friday: Closed
- Saturday: 12pm – 8pm
- Sunday: 12pm – 6pm

## NOV 12 – DEC 14 & DEC 26 – JAN 4

- Cadillac Square Markets & Lodge

## HOURS:

- Monday – Tuesday: Closed
- Wednesday – Thursday: 11am – 8pm
- Friday – Saturday: 11am - 10pm
- Sunday: 11am – 7pm

## DEC 15th – JAN 4th (Holiday extended hours)

- Monday – Thursday: 11am - 8pm
- Friday – Saturday: 11am - 10pm
- Sunday: 11am – 7pm

# PARKER'S ALLEY IN BLOOM

Parker's Alley

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## SITE CONTEXT



## CONCEPT

Flower-themed decorations across the City highlighting Detroit's vibrancy for Month of Design.

## PARTNERS

Local florists, Katie Jo & Co, DDP

**TIMELINE:** September 24-28



# 1001 WINTER WONDERS

1001 Woodward Ave

## SITE CONTEXT



## CONCEPT

FREE family programming Thursdays – Sundays, including photos with Santa, Winter Wishes and a sensory-friendly Santa Experience with University of Michigan Adaptive and Inclusive Sports Experience.

## PARTNERS

Groundswell Design Group, Studio M  
Community Partnership with UMASIE

TIMELINE: November 13 – December 24, 2025



# BUILDING & STREETSCAPE DECOR

## BEDROCK PORTFOLIO

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### SITE CONTEXT



### CONCEPT

Beautifying Bedrock's portfolio and Detroit streetscapes through holiday décor, installations and lighting. This includes commercial & residential lobby décor, retail and garage garland, tree lights and overhead lights down Woodward, Monroe Street and Parkers Alley.

### PARTNERS

Groundswell Design Group + Brightview, Potential New Partner for Resi Lobbies

**TIMELINE:** November 6 – January 4, 2026



# STREETSCAPE INSTALLATIONS

## WOODWARD AVE

### SITE CONTEXT



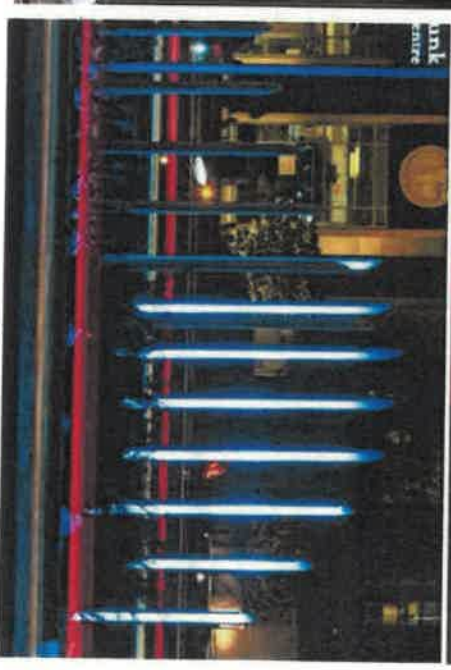
### CONCEPT

Activating the streetscapes with interactive holiday installations like Magical Musical Bells and a holiday themed Window display at 1401 Woodward.

### PARTNERS

Katie Jo & Co. + Others

TIMELINE: November 6 – January 4, 2026



# STREETSCAPE PROGRAMMING

## SITE CONTEXT



## CONCEPT

Programming to include holiday characters, live Christmas carolers, vendor carts, holiday photo moments and more!

## PARTNERS

Katie Jo & Co + Bedrock Retail Tenants

TIMELINE: November 6, 2025 – January 4, 2026



# HOLLEY TROLLEY

## DOWNTOWN DETROIT

### SITE CONTEXT



### CONCEPT

FREE holiday trolley connecting key activated spaces in the Central Business District every Saturday and Sunday during the holiday season. Holiday programming to include surprise visits from Santa and the Grinch and pop-up karaoke.

### PARTNERS

Brentwood Limousine

**TIMELINE:** Nov 15 – Jan 4

Sat: 12 – 8pm

Sun: 12 – 6pm



# NICK GILBERT WAY GRAND OPENING

1240 WOODWARD AVE

## SITE CONTEXT



## CONCEPT

A private ceremonial ribbon cutting followed by a public celebration will commemorate the official opening of Nick Gilbert Way.

## PARTNERS

Premier Av, WB Event Structures

TIMELINE: November 6th, 2025



# THE FLAG AT HUDSON'S

## WOODWARD AVE

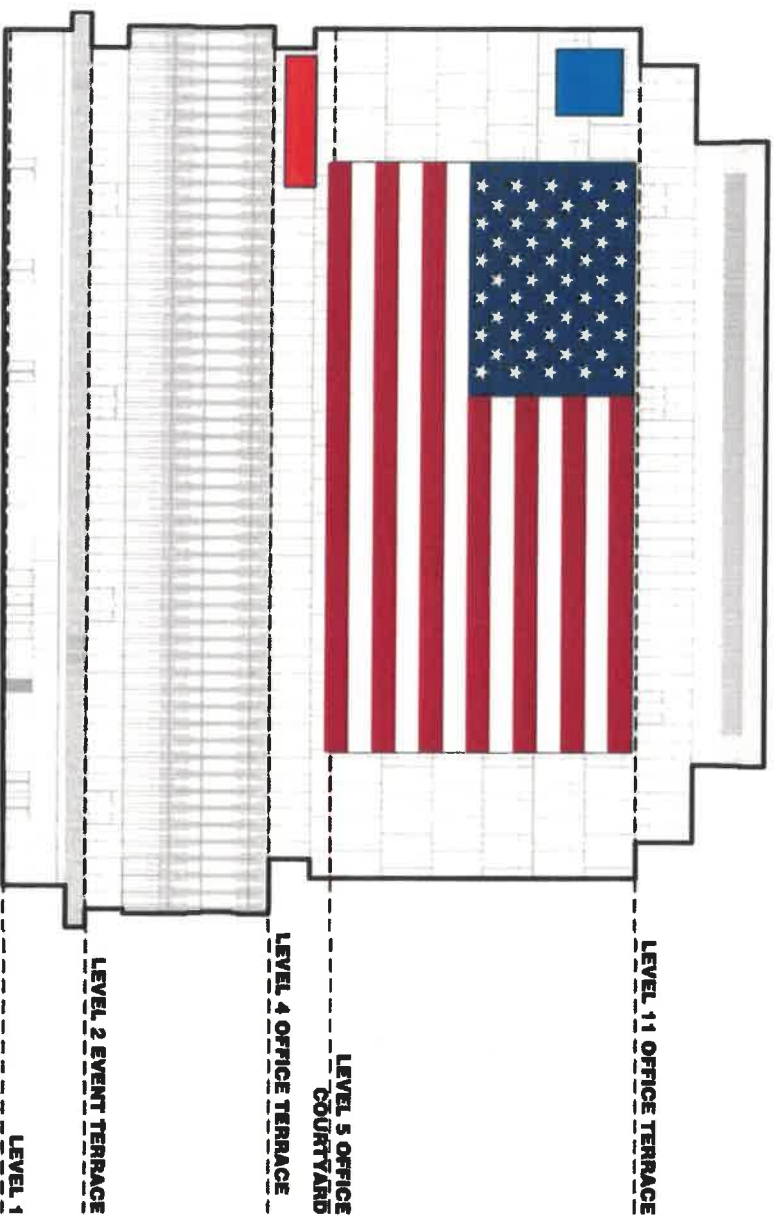
### SITE CONTEXT



### CONCEPT

An iconic, large-scale display of the Star-Spangled Banner, harkening back to historic flag displays from the Hudson's Department Store. Display to debut for Nick Gilbert Way Ribbon Cutting event, through the Thanksgiving Day Parade and weekend.

**TIMELINE:** November 6th – November 30th, 2025





# UN DEUX TROIS CAFÉ TRUCK

NICK GILBERT WAY

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## SITE CONTEXT



## CONCEPT

The truck will offer premium coffee, seasonal pastries and locally sourced baked goods for tenants, residents and visitors as an amenity to the property. Complimentary carts will allow seasonal goods to be sold and programmed.

## PARTNERS

Groundswell, Café Sous Terre

TIMELINE: November 2025 (October preview) - Ongoing



# HOLIDAY DECOR

NICK GILBERT WAY

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## SITE CONTEXT



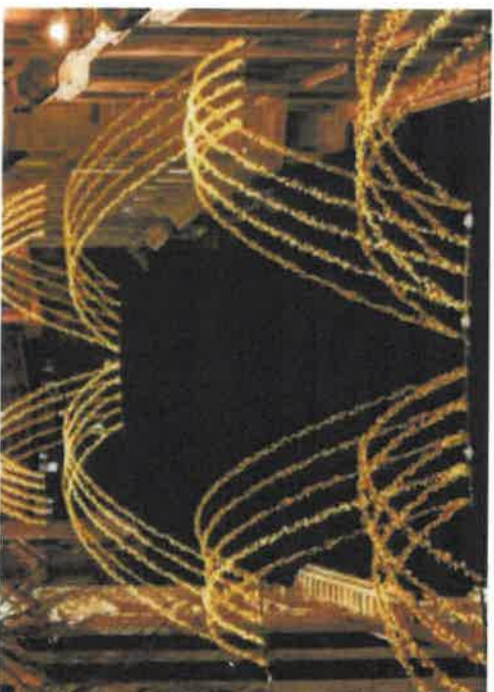
## CONCEPT

Custom holiday decor featuring a giant holiday bear, overhead lighting and window displays showcasing state of the art nostalgia themed décor.

## PARTNERS

Groundswell Design Group

TIMELINE: November 6th – January 2026



# HOLIDAY PROGRAMMING

## NICK GILBERT WAY

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### SITE CONTEXT



### CONCEPT

Festive programming will be community oriented and evoke a strong sense of nostalgia and holiday memories.

Vendor Carts featuring roasted nuts, winter greens and retail from local Detroit businesses.

Entertainment to include holiday carolers, visits from Santa, nutcracker performances, an interactive mailbox for letters to Santa, and an interactive music box sculpture.

### PARTNERS

Katie Jo & Co., Prop 9, POST, & Others

**TIMELINE:** November 6th – January 4th



# HOLIDAY PROGRAMMING

NICK GILBERT WAY

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## SITE CONTEXT



## CONCEPT

A nostalgic keepsake that reimagines a tradition beloved by Detroiters and memories of historic Hudson's.

The Bear At Hudson's: 1 kiosk hut that will feature nostalgic keepsake swag items like snow globe, postcards, keychains, etc.

POST At Hudson's: 1 kiosk hut that will feature POST to sell holiday items.

## PARTNERS

Katie Jo & Co., POST,

TIMELINE: November 6th – January 4th



CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

# SPECIAL EVENTS PETITION

**Petition No:** 2025-245

**Event Name:** Decked Out Detroit Winter Streetscapes + Activations

**Event Status:** In Review- Clerk's Office (Step 2 of 6)

**Petitioner Name / Organization:** Bedrock Detroit

**Event Location:** Parker's Alley, Monroe & Randolph, Library & Gratiot, One Campus Martius Patio, Woodward & John R

**Event Date(s) and Time(s):** 10/08/25 1:00 PM to 01/05/26 5:00 PM

**Type of Event:** Other

<b>Applicant Contact:</b>
Noah Switalski
noahswitalski@bedrockdetroit.com
+1 (630) 201-3424

<b>Submission Date:</b>	08/29/25 3
<b>Date of Clerk's Office Referral:</b>	9/24/25
<b>Date of City Departments Sign Off:</b>	9/24/25
<b>Date Referred to Council:</b>	9/25/25

### Department Approvals

DPD	DFD	EMS	GSD	DDOT	MPD	DPW	DHD
DPD Reviewed-Ready for Council	DFD Reviewed-Ready for Council	EMS Reviewed-Ready for Council	GSD Approval Not Required	DDOT Reviewed-Ready for Council	MPD Reviewed-Ready for Council	DPW Reviewed-Ready for Council	DHD Reviewed-Ready for Council

**BSEED**  
BSEED  
Reviewed-Ready for Council

**Mayor's Office Special Events Signature:** *Gakeima Fife*

**Date:** September 25, 2025

## General Event Information

Has this event been hosted before? \_\_\_\_\_

Has the applicant (individual or organization) ever applied for a Special Event with the City of Detroit before? \_\_\_\_\_

Is this an annual event? Yes \_\_\_\_\_

Event Website: deckedoutdetroit.com \_\_\_\_\_

Which spaces will be used? Sidewalk, Private Facility \_\_\_\_\_

Will this event include the use or sale of marijuana? No \_\_\_\_\_

## Event Description

Brief Event Purpose & Description:

Returning for another year, Bedrock would like to bring back our Winter Decked Out Detroit decorations and activations. New this year is a focus on the opening of Hudson's and Nick Gilbert Way, which will bring new cheer to visitors and shoppers downtown Detroit.

Estimated Peak Attendance: 1000 \_\_\_\_\_

Estimated Total Attendance: 200000 \_\_\_\_\_

Is this a public event? Yes \_\_\_\_\_

Will there be ticket sales or admission charged? No \_\_\_\_\_

Does this event use Hart Plaza? \_\_\_\_\_

Will there be merchandise sold? No \_\_\_\_\_

Will you be taking donations? No \_\_\_\_\_

Is this a charity event? No \_\_\_\_\_

Does this event involve campers, tents and/or RVs? \_\_\_\_\_

Will this event involve a petting zoo or tattoo art (not including temporary tattoos)? \_\_\_\_\_

## Contact Information

Organization / Petitioner Name: Bedrock Detroit

Mailing Address: 630 Woodward Ave

Detroit Michigan 48226

Primary Contact:	Secondary Contact:
Noah Switalski	Katie Donahue
noahswitalski@bedrockdetroit.com	katedonahue@bedrockcontractor.com
	+1 (646) 221-8325

Organization Type: Corporation

Organization Website: bedrockdetroit.com

## Event Setup & Breakdown

Begin Setup: 10/08/25 8:00 AM

Complete Setup: 10/08/25 12:00 PM

Setup Location(s): Parker's Alley, Monroe & Randolph, Library & Gratiot, One Campus M:

Event Start: 10/08/25 1:00 PM

Event End: 01/05/26 5:00 PM

Begin Tear Down: 01/06/26 8:00 AM

Complete Tear Down: 01/31/26 5:00 PM

Number of Trash Containers: 20 Number of Recycling Containers: 20

Cleaning Service Vendor: \_\_\_\_\_

Other Waste Elements: \_\_\_\_\_

## Street Closures & Parking

How many streets will be closed: 0

Will you be closing any part of Woodward Avenue? \_\_\_\_\_

Street Closures (if there are 1-4 closed streets):

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

Will you charge attendees for parking? No

Valet parking or blocking metered parking spaces? Neither

Describe the parking plan to accommodate anticipated attendance:  
Parking will be available at normal locations.

## Food & Beverage

Will food be served? Yes

Will food be prepared on site? No

Number of food trucks: 0 Number of non-truck food vendors: 1

## Food & Beverage (cont.)

Will any type of alcohol be served (including beer)? No

Will there be sales, service and/or consumption of alcohol in public at the event? \_\_\_\_\_

What type(s) of alcohol will be served? \_\_\_\_\_

Day(s) and time(s) alcohol will be served: \_\_\_\_\_

Will ice be used in any served beverages? Yes

## Stages, Tents, & Structures

Is a stage being built? No

How many stages will be used? \_\_\_\_\_

Do any of the stages have a canopy? \_\_\_\_\_

Number of tents 10' x 10' and smaller: 0

Number of tents larger than 10' x 10': 1

Tent Contractor: WB Event Structures

What other structures will your event include? No permanent/temporary structures will be needed. All items will be mobile.

Will your event use any grills? No

What kind of grills? \_\_\_\_\_

## Utilities & Portable Restrooms

Event Utilities that will be used: Utility Power

How will generators be fueled? \_\_\_\_\_

Generator contractor: \_\_\_\_\_

Will additional wiring be installed? No

Does the event require access to a hydrant? No

Will there be amplified sound? No

Will a sound system be used? \_\_\_\_\_

Will you be providing Port-a-johns? No

## Security & Emergency Plans

Will the event have a security contractor? Yes

Security Contractor: Rock Security

Number of private personnel per shift: 1

Which of these apply to the private security personnel? Licensed

Will you contract emergency medical services? No

Name of emergency medical services contractor: \_\_\_\_\_

Does this event include fireworks? No

Day(s) and time(s) of fireworks: \_\_\_\_\_

Fireworks vendor: \_\_\_\_\_

## Attachments

<input checked="" type="checkbox"/>	Applicant Signature Page (required)
<input checked="" type="checkbox"/>	Event Clean Up Plan (required)
<input type="checkbox"/>	Security Plan (500 or less attendees)
<input checked="" type="checkbox"/>	Emergency Response Plan & Medical Procedures (500+ attendees)
<input checked="" type="checkbox"/>	Communication and Community Impact Plan (500+ attendees)
<input type="checkbox"/>	Maintaining of Traffic Plan (1000+ attendees or if closing a street)
<input checked="" type="checkbox"/>	Build and Breakdown Schedule (if you are erecting any structures)
<input checked="" type="checkbox"/>	Site Map Plan (if event involves any temporary elements including tents)
<input type="checkbox"/>	Emergency Medical Contractor Agreement (if applicable)
<input type="checkbox"/>	Barricades Provider Agreement (if applicable)
<input type="checkbox"/>	Security Contractor Agreement (if applicable)
<input type="checkbox"/>	Port-a-john Contractor Agreement (if applicable)
<input type="checkbox"/>	Sanitation Contractor Agreement (if applicable)

City Council Member: \_\_\_\_\_

**Resolved**, The Mayor's Office is hereby authorized and directed to issue permits to Bedrock Detroit to host "Decked Out Detroit Winter Streetscapes + Activations" (2025-245) on October 8, 2025 to January 5, 2025, at Parker's Alley, Monroe & Randolph, Library & Gratiot, One Campus Martius Patio, Woodward & John R

**PROVIDED**, that there will be DPD Assisted Event w/ Contracted Private Security; and be it further

**PROVIDED**, that there will be DFD Pending Inspections; Contracted with Private EMS to Provide Services; and be it further

**PROVIDED**, that there will be BSEED Permits Required for Tents, Stages, Generators and be it further

**PROVIDED**, that there will be Health Department Inspections and Licenses Required; and be it further

**PROVIDED**, that there will be DPW ROW Permits w/ Type III Barricades; and be it further

**PROVIDED**, that there will be a Business License Required obtained following City Council approval; and be it further

**PROVIDED**, that all necessary permits must be obtained prior to the event. If permits are not obtained, departments can enforce closure of event.