

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.	2025-234
Name of Petitioner	Live6 Alliance
Description of Petition	Request to hang approximately 100 banners on McNichols from Livernois to Green Lawn, and Livernois from Clarita St. to Eight Mile from November 15, 2025 until March 1, 2026. The purpose of the banners is Winter/Holiday Decoration.
Type of Petition	Banner
Submission Date	09/17/2025
Concerned Departments	Department of Public Works, Public Lighting Department, Public Lighting Authority
Petitioner Contact	Caitlin Murphy 7426 W McNichols Detroit, MI 48221 (Ph):313-578-0304 caitlin@live6detroit.org

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.

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

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: Caitlin Murphy
Name of Organization: Live6 Alliance
Mailing Address: 7426 W McNichols, Detroit MI 48221
Phone Number: 313-578-0304 E-Mail Address: caitlin@live6detroit.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: 81-2649383

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

Business District: 2

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: Shawn Bailey
Name of Organization: LeClerc Display Co. Inc.
Mailing Address: 7181 Earhart Rd., Ann Arbor, MI 48105
Phone Number: 248-496-2845 E-Mail Address: shawn@leclercdisplay.com

SECTION 3 – BANNER INFORMATION

Purpose of Banner(s):

Winter/Holiday Decoration

Time Period to display Banner(s): Install Date: 11/15/2025 Removal Date: 3/1/2026

Number of Banner(s) to display: 100

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

McNichols from Livernois to Green Lawn

Livernois from Clarita St. to Eight Mile

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:

No wording - Snowflake Design

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.

Caitlin Murphy

Applicant: Print Name



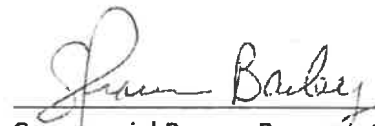
Applicant: Signature

09/16/2025

Date

Shawn Bailey

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



Commercial Banner Representative: Signature

9/16/2025

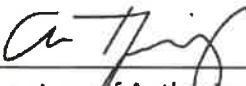
Date

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):

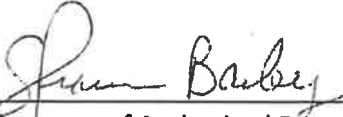


Signature of Authorized Representative (Organization)
Caitlin Murphy

Name
7426 W McNichols, Detroit MI 48221

Address, City, State, Zip Code
313-578-0304 09/16/2025

Phone Number Date



Signature of Authorized Representative (Banner Company)
Shawn Bailey

Name
7181 Earhart Rd., Ann Arbor MI 48105

Address, City, State, Zip Code
248-496-2845 9/16/2025

Phone Number 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.

Caitlin Murphy

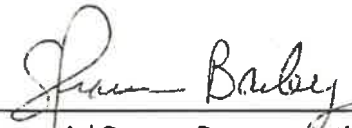
Applicant: Print Name



Applicant: Signature

Shawn Bailey

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



Commercial Banner Representative: Signature

09/16/2025

Date

9/16/2025

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

Limits

Chandler Park Drive	Dickerson to Outer Drive
Chandler Park Drive	Whittier to Moross
West Chicago Blvd.	Lamphere to West City Limits
Conant	South from Carpenter to Hamtramck West Line
Davison	Twelfth to Highland Park West City Limits
Davison	Syracuse to Dwyer
Dix	Woodmere to West City Limits
Dix	Rouge River Bridge to Oakwood Blvd
Edward Hines Drive	West City Limits to South City Limits and Warren
Fenkell	200 East of Wyoming to West City Limits
Five Points	Eight Mile Road to Puritan
Gaines	Southfield East Service Drive to 390 East
Greenfield	Tireman to James Couzens Drive
Greenfield	Paul to Tireman
West Jefferson	Brennan to Rouge River
Joy Road	Greenfield to West City Limits
Kelly Road	Morang to Kingsville
Kelly Road	Kingsville to Eight Mile
Lahser Road	Chalfonte to Eight Mile Road
Lamphere Road	Outer Drive South to R.R. to Outer Drive

Wayne County Roads in the City of Detroit (continued)

<u>Wayne County Roads</u>	<u>Limits</u>
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.

