

# 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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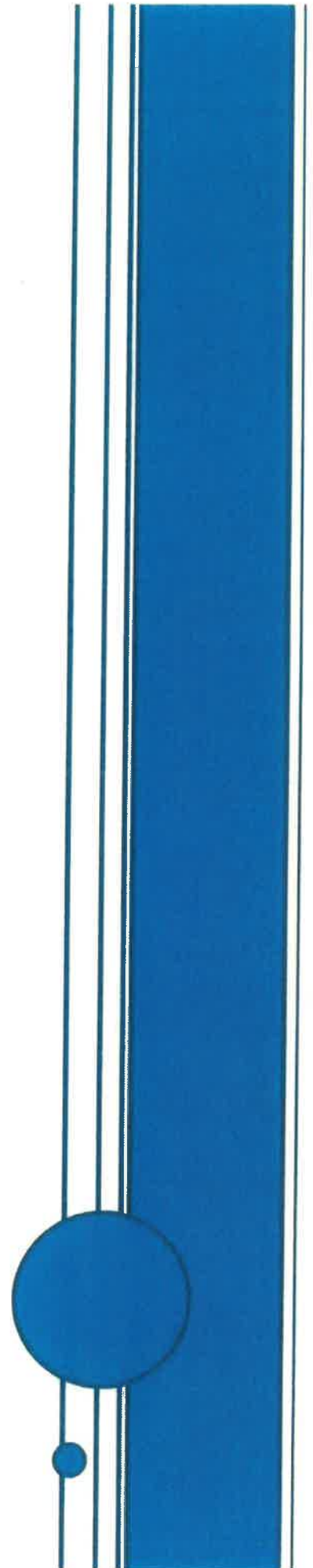
Petition No.	2025-260
Name of Petitioner	Noelia Gomez-Perez
Description of Petition	Petition request to hang approximately 230 banners at the W. Vernor & Spring Wells Business Improvement District (BID) from December 1, 2025 to December 1, 2026.
Type of Petition	Banner
Submission Date	10/02/2025
Concerned Departments	Department of Public Works, Public Lighting Department, Public Lighting Authority
Petitioner Contact	James Ward Sonny's Sign Service 5387 Campbell Dearborn Heights, MI 48125 P1: (313) 999-9104 P2: (313) 787-7937 <a href="mailto:Jcluck1313@gmail.com">Jcluck1313@gmail.com</a> <a href="mailto:bid@southwestdetroit.com">bid@southwestdetroit.com</a>

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

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

# **BANNER PERMIT APPLICATION**

*For Banners in Public Right-Of-Ways*



# 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: Noelia Gomez - Perez  
Name of Organization: The West Vernor & Springwells Business Improvement District (BID)  
Mailing Address: 7752 W Vernor, Detroit, MI 48209  
Phone Number: (313) 787-7937 E-Mail Address: bid@southwestdetroit.com

#### 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: \_\_\_\_\_

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

Business District: The West Vernor & Springwells Business Improvement District (BID)

#### 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: James Ward  
Name of Organization: Sonny's Sign Service  
Mailing Address: 5387 Campbell, Dearborn Heights, MI 48125  
Phone Number: (313) 999-9104 E-Mail Address: jclvck1313@gmail.com

SECTION 3 - BANNER INFORMATION

Purpose of Banner(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Time Period to display Banner(s): Install Date: 12/1/25 Removal Date: 12/1/26

Number of Banner(s) to display: 230

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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:

Wordling: Shop Southwest ; Welcome to Southwest Detroit  
Graphic: Black & yellow banner with street signs &  
business logos  
(please see 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.

Naelia Gomez-Perez

Applicant: Print Name

JAMES WARD

Commercial Banner Representative: Print Name

*i.e., installer/remover*

Naelia Gomez-Perez

Applicant: Signature

[Signature]

Commercial Banner Representative: Signature

8/14/25

Date

8/14/25

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)

Noelia Gomez-Perez

Name

7752 W. Vernor, Detroit, MI 48209

Address, City, State, Zip Code

(313)433-1123

Phone Number

8/14/25  
Date

  
Signature of Authorized Representative (Banner Company)

JAMES WARD / SONNY'S SIGN SERVICE

Name

5387 CAMPBELL ST, DEARBORN HEIGHTS, MICHIGAN 48125

Address, City, State, Zip Code

313-999-9104

Phone Number

8/14/25  
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.

Noelia Gomez-Perez

Applicant: Print Name

James Ward

Commercial Banner Representative: Print Name

i.e., installer/remover

[Handwritten Signature]

Applicant: Signature

[Handwritten Signature]

Commercial Banner Representative: Signature

8/14/25

Date

8/14/25

Date



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
10/01/2025

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).

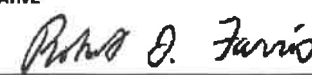
<b>PRODUCER</b> RSC Insurance Brokerage Inc/Brown & Brown 26026 Telegraph Road Suite 100 Southfield MI 48033	<b>CONTACT NAME:</b> Annette West-Carrick, CISR <b>PHONE (A/C, No, Ext):</b> (248) 355-1414 <b>E-MAIL ADDRESS:</b> awest@risk-strategies.com	<b>FAX (A/C, No):</b> (248) 304-0877
	<b>INSURER(S) AFFORDING COVERAGE</b>	
<b>INSURED</b> West Vernor & Springwells Business Improvement District 7752 West Vernor Highway  Detroit MI 48209	<b>INSURER A:</b> Northfield Insurance Company <b>NAIC #:</b> 27987	
	<b>INSURER B:</b>	
	<b>INSURER C:</b>	
	<b>INSURER D:</b>	
	<b>INSURER E:</b>	
	<b>INSURER F:</b>	

**COVERAGES**      **CERTIFICATE NUMBER:** 25-26      **COMMISSION 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 SUBR INSD 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 type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		WS543931	08/28/2025	08/28/2026	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 \$ 2,000,000
						\$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY					COMBINED SINGLE LIMIT (Ea accident) \$
						BODILY INJURY (Per person) \$
						BODILY INJURY (Per accident) \$
						PROPERTY DAMAGE (Per accident) \$
						\$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED    RETENTION \$					EACH OCCURRENCE \$
						AGGREGATE \$
						\$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in MI) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A			PER STATUTE    OTH-ER
						E.L. EACH ACCIDENT \$
						E.L. DISEASE - EA EMPLOYEE \$
						E.L. DISEASE - POLICY LIMIT \$

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

<b>CERTIFICATE HOLDER</b>	<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	<b>AUTHORIZED REPRESENTATIVE</b> 

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DETROIT**

**BIENVENIDO**

أهلاً وسهلاً

**Central**

**Vernor W**

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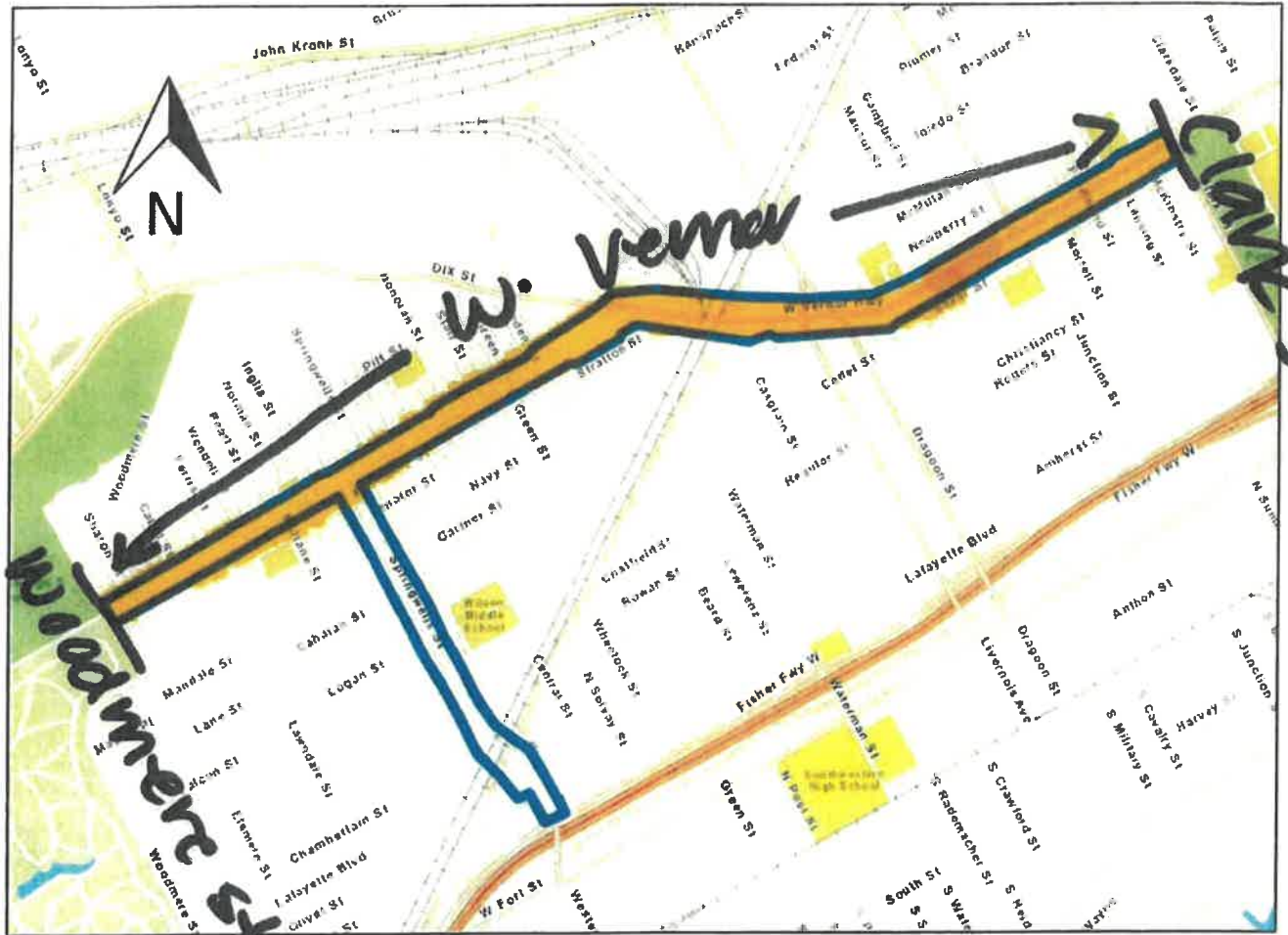
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along West Vernor from  
Woodmere to Clark



### West Vernor & Springwells Business Improvement District



 West Vernor and Springwells Business Improvement District (BID)

**BID Zone:** West Vernor from Woodmere to Clark; and Springwells, from West Vernor to the Southboard I-75 service drive.

The map above generally represents parcels within the BID, parcels without West Vernor or Springwells addresses are including in the BID and receive BID services. Please contact the BID for inquiries about specific parcels.

*Clean, Safe and Working for You!*

c/o 7752 West Vernor Highway Phone: 313.254.8161  
Detroit, MI 48209 Fax: 313.842.6350