

Vanguard Community Development
2795 E Grand Blvd
Detroit, MI 48211
313-872-7831

August 16, 2017

The Honorable City Council
ATTN: Janice M. Winfrey, City Clerk
Office of the City Clerk
200 Coleman A. Young Municipal Center
Detroit, MI 48226

Dear Ms. Winfrey:

Vanguard Community Development has been a leader in the historic North End neighborhood of Detroit since 1994, when it was founded by Bishop Edgar Vann. As the most senior North End community development organization, with the most capacity for development, we feel the responsibility to brand the community and preserve its identity amidst a rapidly changing area.

Thus, we sought and have been awarded a grant from the Michigan State Housing Development Authority (MSHDA) to fund permanent signage identifying the entrance to the North End at Woodward & E Grand Blvd. The sign will occupy the median of E Grand Blvd, similar to the "New Center" sign just across the intersection on West Grand Boulevard. Additionally, we will support this placemaking effort by hanging light pole banners along East Grand Boulevard (on the north side of the road) and Woodward Avenue (on the east side of the road, north of E Grand Blvd). The installation will occur in October 2017.

The design for the permanent sign and banners will elegantly represent the culture of the North End, namely our architectural treasure chest of historic homes. The sign will be made of wrought iron for a simple and classic feel, with the words "The Historic North End" front and center. The banners will say, "Welcome to the Historic North End," and feature a silhouette of an historic home. Vanguard and our board of community advisors feel that the North End needs to assert its identity and sense of place as the areas around it experience a great deal of redevelopment. Signage is an important step in guiding the neighborhood as it grows with and within Detroit.

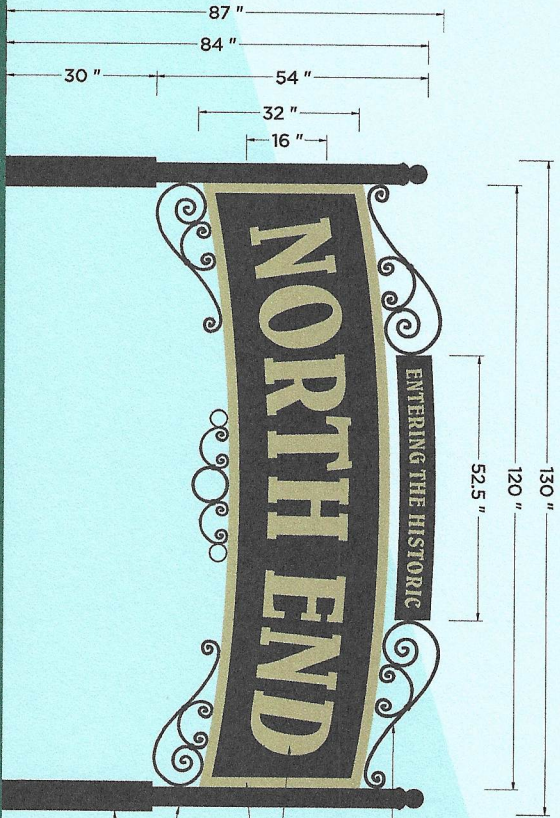
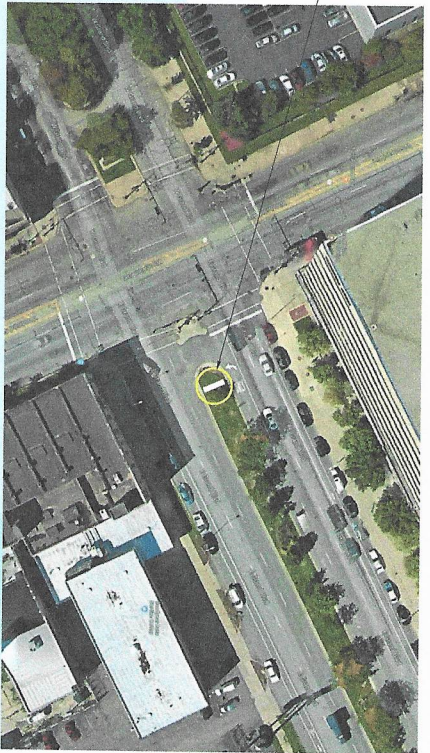
Sincerely,



Pamela Martin-Turner
President and CEO
Vanguard Community Development

Option A

PROPOSED SIGN LOCATION



1/4" THICK ALUMINUM BACKER & SCROLLING
 2" DEEP ALUMINUM FRAME & LETTERS
 4" & 6" SQUARE POSTS w/ 4" ROUND FINIALS

END VIEW

UL
 THIS SIGN IS INTENDED TO BE MANUFACTURED IN ACCORDANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER INSTALLATION OF THE SIGN. SIGN WILL BEAR UL LABEL(S).

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CUSTOMER APPROVAL: _____

DATE: _____



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JOB NAME: VANGUARD CDC/
 HISTORIC NORTH END
 LOCATION: E. GRAND BLVD
 DETROIT MI
 ACCOUNT REP.: JS
 DESIGNER: JS
 REVISION: _____

NOTES:
 NEW SINGLE SIDED ENTRY SIGN IN THE MEDIAN ON E. GRAND BLVD.

FILE NAME: VAN-MS-081817-JS
 SCALE: 1/2"=1'

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VANGUARD CDC/

HISTORIC NORTH END

LOCATION:

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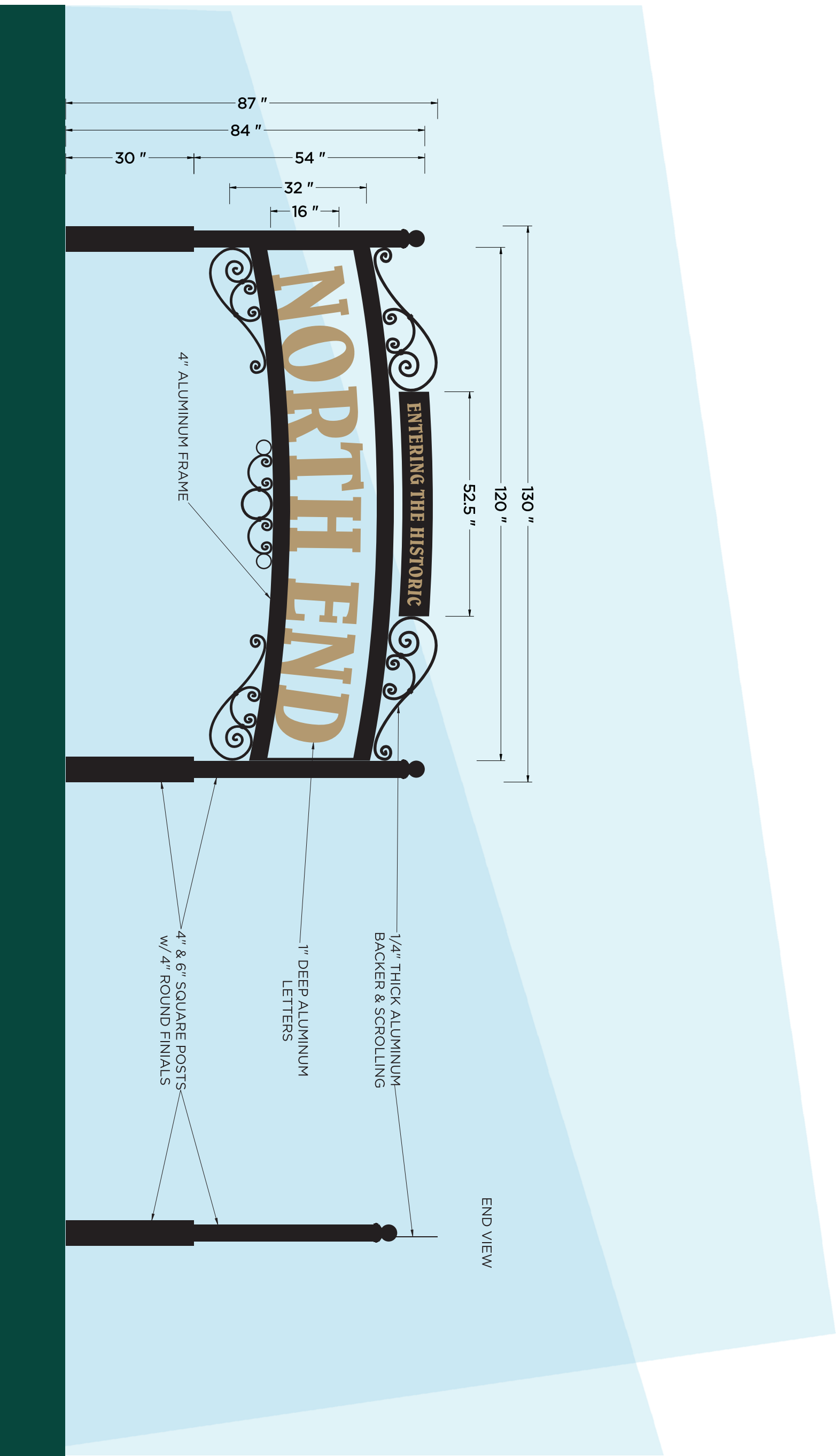
FILE NAME:

VAN-MS-081817-JS3

SCALE:

1/2"=1'

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END VIEW

4" ALUMINUM FRAME

1" DEEP ALUMINUM LETTERS

1/4" THICK ALUMINUM BACKER & SCROLLING

4" & 6" SQUARE POSTS w/ 4" ROUND FINIALS

CUSTOMER APPROVAL: _____

DATE: _____

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INTERNATIONAL SIGN ASSOCIATION

MIDWEST SIGN ASSOCIATION



20 feet from curb

87" high
(see design)

E Grand Blvd

NORTHEEND
EXISTING TRULY HISTORIC



E Grand Blvd

20 feet

4.6 feet

4.6 feet

NORTH END

ONE WAY