September 5th, 2019

HONORABLE CITY COUNCIL

RE: City of Detroit, Department of Public Works, request to install approximately fourteen (14) banners along Bagley Ave. from 24th St. to W. Fisher Service Dr., Grand River Ave. from Evergreen Rd. to Warwick St., Grand River Ave. from Cooley St. to W. McNichols Rd., Jos Campau St. from E. Jefferson Ave. to River Place Dr., Kercheval Ave. from Bellevue St. to Fischer St., Riopelle St. from Davison St to E. Fisher Service Dr. and Vernor Hwy. from Newark St. to Clark Ave. to promote businesses within the footprint of the above Streetscape Projects.

The Department of Public Works, Traffic Engineering Division has no objections to the placement of banners, provided that the banner installation is in compliance with the banner policy adopted by your Honorable Body on November 30, 2001, and subject to the following conditions:

1. Two (02) banners are to be located along Bagley Ave. from 24th St. to W. Fisher Service Dr.
2. Two (02) banners are to be located along Grand River Ave. from Evergreen Rd. to Warwick St.
3. Two (02) banners are to be located along Grand River Ave. from Cooley St. to W. McNichols Rd.
4. Two (02) banners are to be located along Jos Campau St. from E. Jefferson Ave. to River Place Dr.
5. Two (02) banners are to be located along Kercheval Ave. from Bellevue St. to Fischer St.
6. Two (02) banners are to be located along Riopelle St. from Davison St to E. Fisher Service Dr.
7. Two (02) banners are to be located along Vernor Hwy. from Newark St. to Clark Ave.

8. The duration of banner installation shall be from September 6th, 2019 through September 1st, 2020.

9. Banners shall not exceed thirty-two (32) inches in width by ninety-four (94) inches in height and should be acrylic or vinyl with standard slitting (also called “Happy Faces”).

10. Banners shall be affixed to allow minimum of (15) feet clearance from walkway surface.

11. Banners shall not include flashing lights that may be distracting to motorists.

12. Banners shall not have displayed thereon any legend or symbol which is, or resembles, or which may be mistaken for a traffic control device, or which attempts to direct the movement of traffic.

13. Commercial advertising is strictly prohibited on all banners; including telephone numbers, mailing addresses, and web site addresses.

14. A sponsoring organization’s logo and/or name may be included at the bottom of the banner in a space no more than ten (10) inches in height by thirty (30) inches in length, and letter size shall be limited to four (4) inch maximum and placed at the bottom of the banner.

15. Sponsoring organizations may not include messages pertaining to tobacco and related products, alcoholic beverages, firearms, adult entertainment or sexually explicit products, or political campaigns.
HONORABLE CITY COUNCIL (Cont.)

16. Sponsoring organizations may not include legends or symbols which may be construed to advertise, promote the sale of, or publicize any merchandise or commodity, with the exception of sponsorship as described in the banner policy (see section 9 of the policy).

17. Banner placement must be a minimum of 120 feet or every other pole apart, whichever is greater, including banners that may exist at the time of the installation and is limited to a two thousand (2000) feet radius area of the event location or within the stated organization’s boundaries.

18. The design, method of installation and location of banners shall not endanger persons using the highway or unduly interfere with the free movement of traffic.

19. The petitioner SHALL secure an approval from Public Lighting Department to use their utility poles to hang the banners.

20. The petitioner SHALL secure Right of Way permit from City Engineering Division every time the banners are changed/replaced.

21. Since Grand Rive Avenue is a state trunk line in the above location, approval from the Michigan Department of Transportation is required.

If deemed appropriate by the City of Detroit, The City reserves the right to have the banners removed by the Petitioner at the Petitioner’s cost prior to expiration date.

Respectfully Submitted,

Ron Brundidge, Director
Department of Public Works

Copy:  Arthur Jemison, Mayor’s Office
       Linda Vinyard, Mayor’s Office
       Caitlin Marcon, DPW
       Ashok Patel, DPW Traffic Engineering Division
Resolved that, in accordance with the foregoing communication, fourteen (14) banners are approved for installation along Bagley Ave. from 24th St. to W. Fisher Service Dr., Grand River Ave. from Evergreen Rd. to Warwick St., Grand River Ave. from Cooley St. to W. McNichols Rd., Jos Campau St. from E. Jefferson Ave. to River Place Dr., Kercheval Ave. from Bellevue St. to Fischer St., Riopelle St. from Davison St to E. Fisher Service Dr. and Vernor Hwy. from Newark St. to Clark Ave. The duration of banner installation shall be from September 6th, 2019 through September 1st, 2020. Banners shall be affixed to allow minimum of (15) feet clearance from walkway surface.
ADOPTED AS FOLLOWS
COUNCIL MEMBERS

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<tr>
<th>Name</th>
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<tr>
<td>Janee</td>
<td>AYERS</td>
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<td>Scott</td>
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<td>Raquel</td>
<td>CASTANEDA-LOPEZ</td>
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<td>Gabe</td>
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<td>Roy</td>
<td>MCCALISTER, JR.</td>
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<td>*Mary</td>
<td>SHEFFIELD</td>
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<td>Andre</td>
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<td>James</td>
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*PRESIDENT PRO TEM

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