



Administration Division
Coleman A. Young Municipal Center
Detroit, MI 48226

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November 21, 2022

HONORABLE CITY COUNCIL

RE: Petition #2022-349 - Historic Boston-Edison Association, request to install 94 banners on Boston/ Chicago/ Longfellow/ Edison Street between Woodward Avenue and Linwood Street. Woodward/ Hamilton/ Rosa Parks/ Linwood Street from Boston Street to Edison Street in order to identify Boston-Edison Historic District.

The Department of Public Works, Traffic Engineering Division received the above referenced petition. This department 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. **90 (ninety)** banners are to be located along Boston/ Chicago/ Longfellow/ Edison Street between Woodward Avenue and Linwood Street. Woodward/ Hamilton/ Rosa Parks/ Linwood Street from Boston Street to Edison Street as shown in the attached map.
2. The duration of banner installation shall be upon City Council approval date until October 21, 2024.
3. 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").
4. Banners shall be affixed to allow minimum of (15) feet clearance from walkway surface.
5. Banners shall not include flashing lights that may be distracting to motorists.
6. 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.
7. Commercial advertising is strictly prohibited on all banners, including telephone numbers, mailing addresses, and website addresses.
8. 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.
9. Sponsoring organizations may not include messages pertaining to tobacco and related products, alcoholic beverages, firearms, adult entertainment or sexually explicit products, or political campaigns or related agendas.
10. 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).

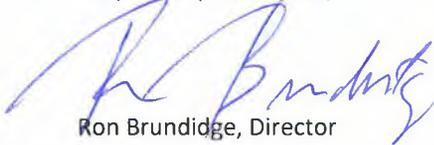
MICHAEL DUGGAN, MAYOR

HONORABLE CITY COUNCIL (Cont.)
Petition #2022-349

11. 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.
12. 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.
13. The petitioner *SHALL* secure an approval from **Public Lighting Department** to use their utility poles to hang the banners.
14. The petitioner *SHALL* secure Right of Way permit from City Engineering Division every time the banners are changed/replaced.
15. The wording on the banners will be (please see below).
16. Since Woodward Ave. is a state trunk line in the above location, approval from the Michigan Department of Transportation is required.
17. Toppers and posts for street name signs, entryway post and panel signs are approved separately by Buildings, Safety Engineering, and Environmental Department and Department of Public Works.

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:

Linda Vinyard, Mayor's Office

Oladayo Akinyemi, DPW

James Hannig, DPW

Prasad Nannapaneni, DPW Traffic Engineering Division

MICHAEL DUGGAN, MAYOR

BANNERS

- TOTAL BANNERS EAST - WEST STREETS
(72) GREEN W/ CREAM
DOUBLE SIDED
18" X 36"

NOTE: Banners to be on first street light post closest to the intersection, typical.

- TOTAL BANNERS NORTH - SOUTH STREETS
(18) CREAM W/ GREEN
DOUBLE SIDED
34" X 46"

MATERIAL PROMOTIONS



BANNER SCALING REFERENCE



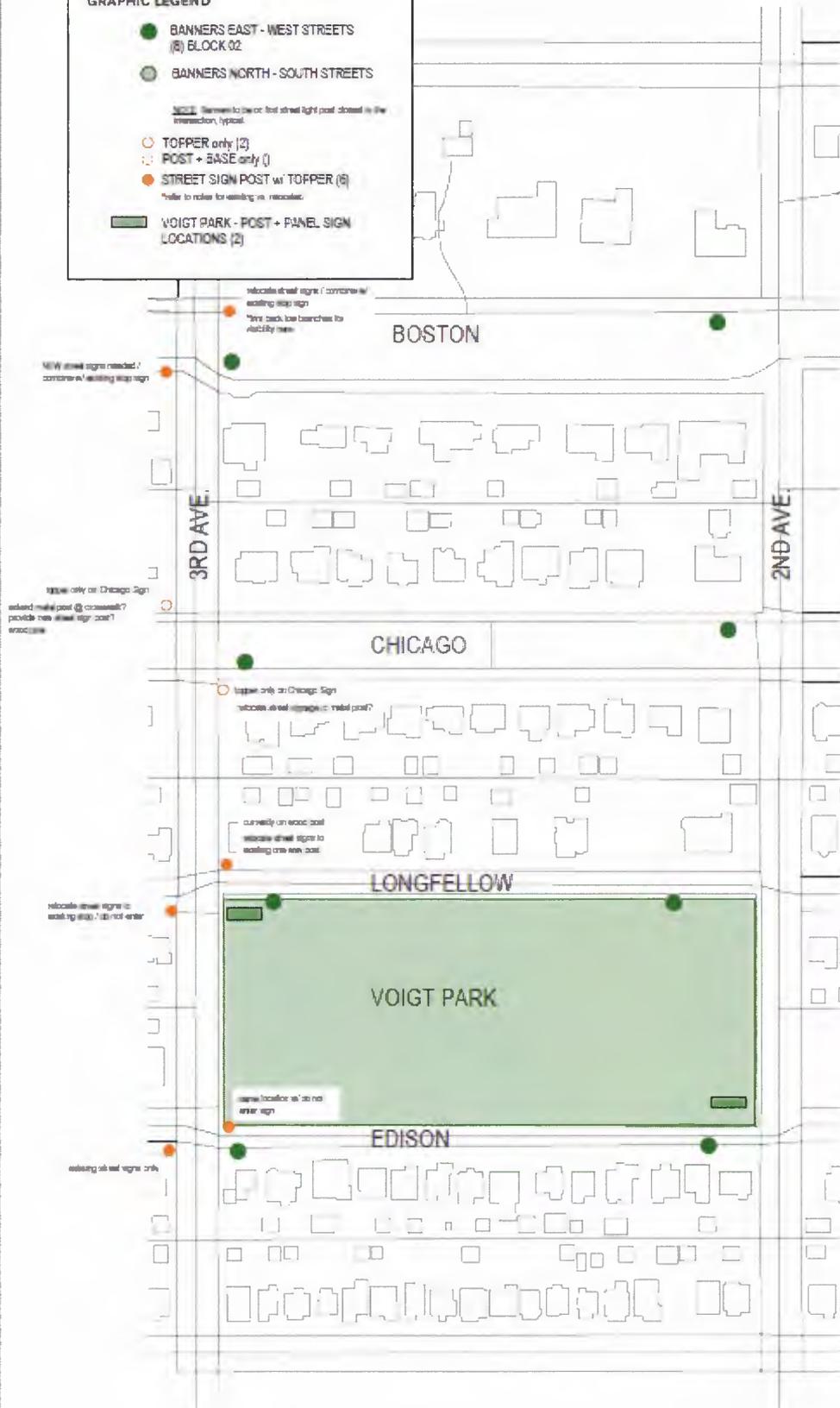
EXAMPLE - EAST | WEST BANNERS



EXAMPLE - NORTH | SOUTH BANNERS

GRAPHIC LEGEND

- BANNERS EAST - WEST STREETS (8) BLOCK 02
- BANNERS NORTH - SOUTH STREETS
- NOTE: Signs to be on but street light post closed in the intersection, typical
- TOPPER only (2)
- POST + BASE only (1)
- STREET SIGN POST w/ TOPPER (6)
*refer to notes for existing vs. relocated
- VOIGT PARK - POST + PANEL SIGN LOCATIONS (2)



GRAPHIC LEGEND

● BANNERS EAST - WEST STREETS
(2) BLOCK 03

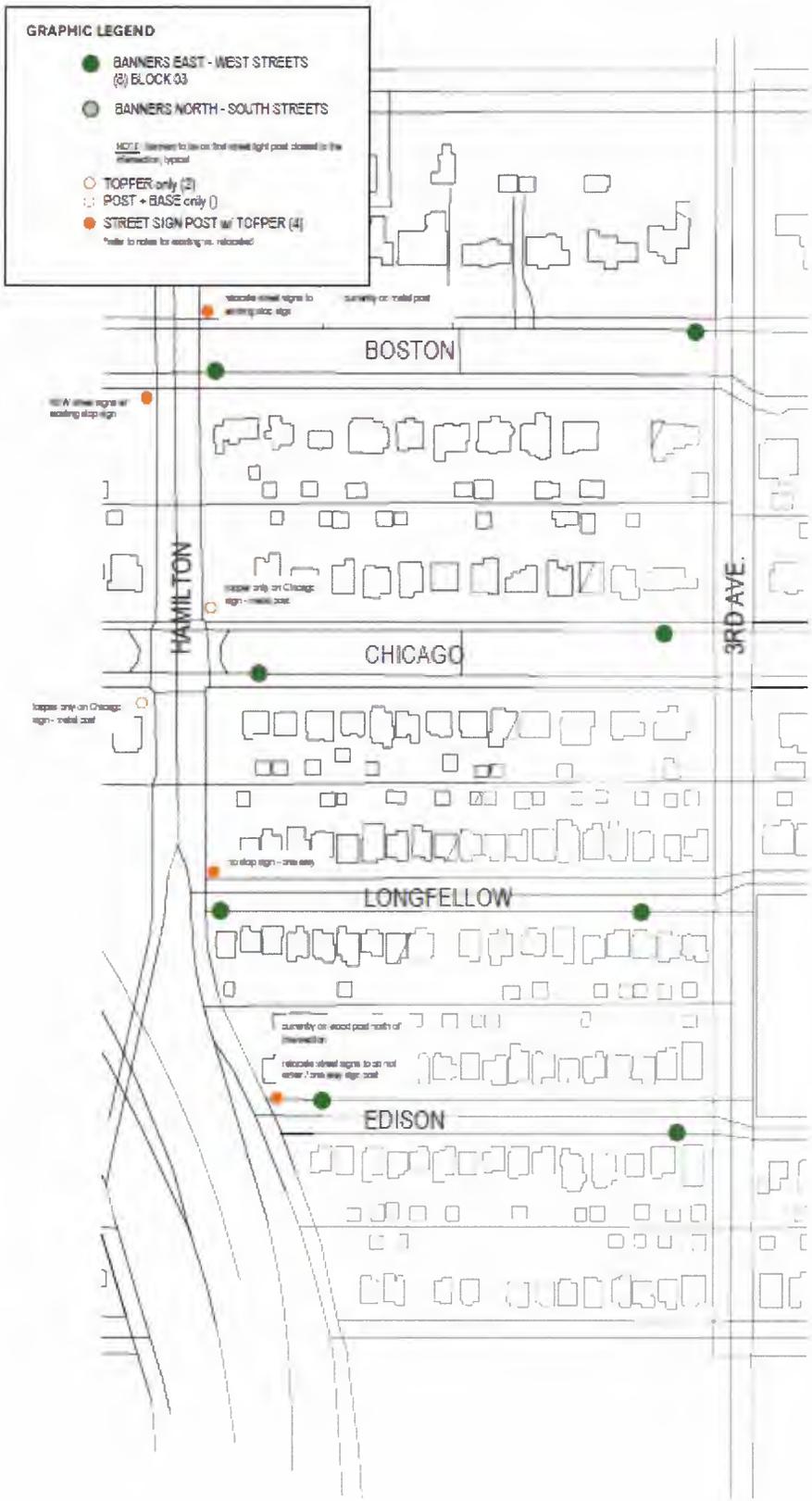
● BANNERS NORTH - SOUTH STREETS

NOT: Refer to law on first speed limit post placed in the intersection, typical

○ TOPPER only (2)

⋯ POST + BASE only (1)

● STREET SIGN POST w/ TOPPER (4)
*refer to notes for existing vs. relocated



GRAPHIC LEGEND

● BANNERS EAST - WEST STREETS
(3) BLOCK 05

● BANNERS NORTH - SOUTH STREETS

Note: banners to be on first street light post closest to the intersection, typical

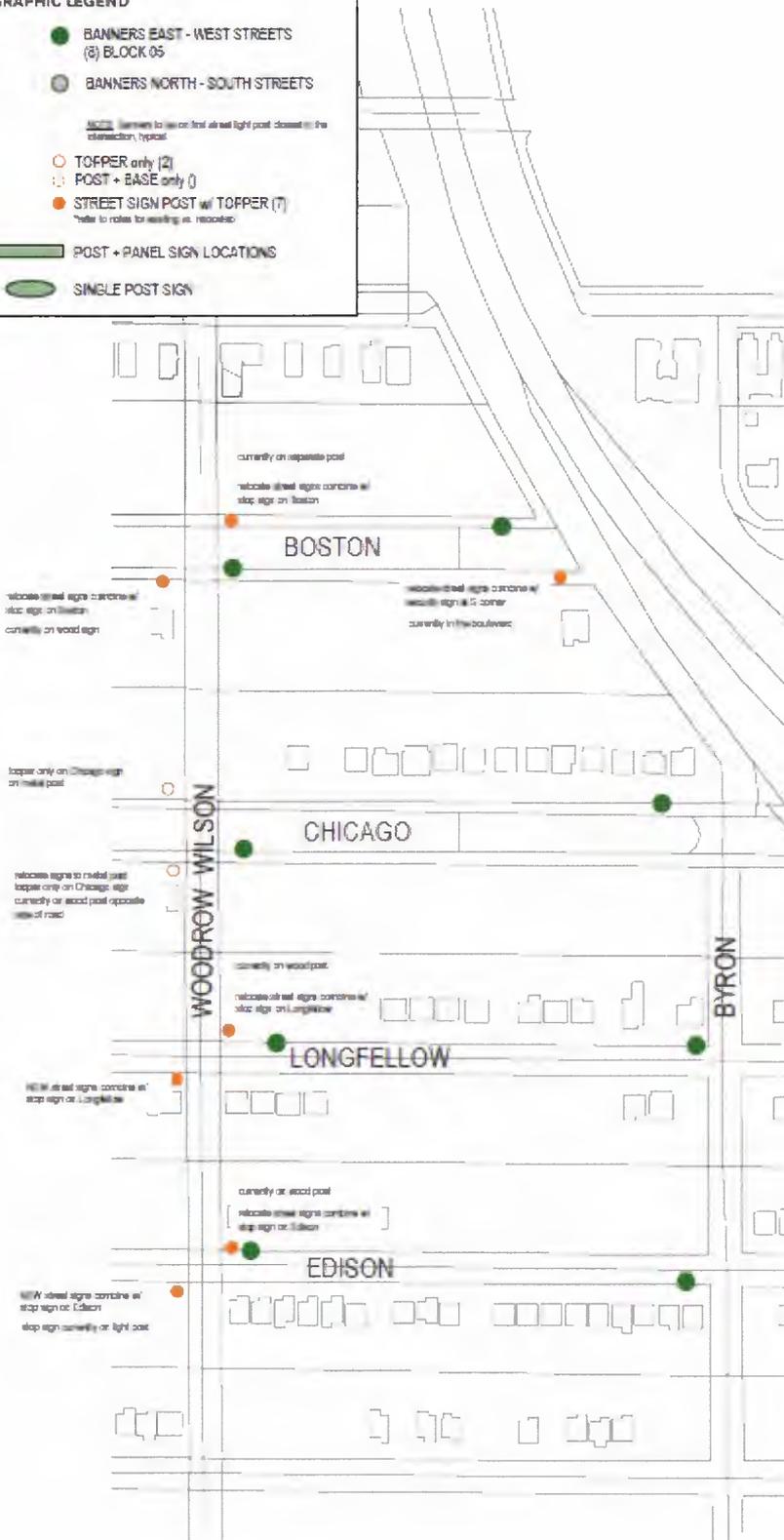
○ TOPPER only (2)

○ POST + BASE only (1)

● STREET SIGN POST w/ TOPPER (7)
**refer to notes for existing vs. relocated*

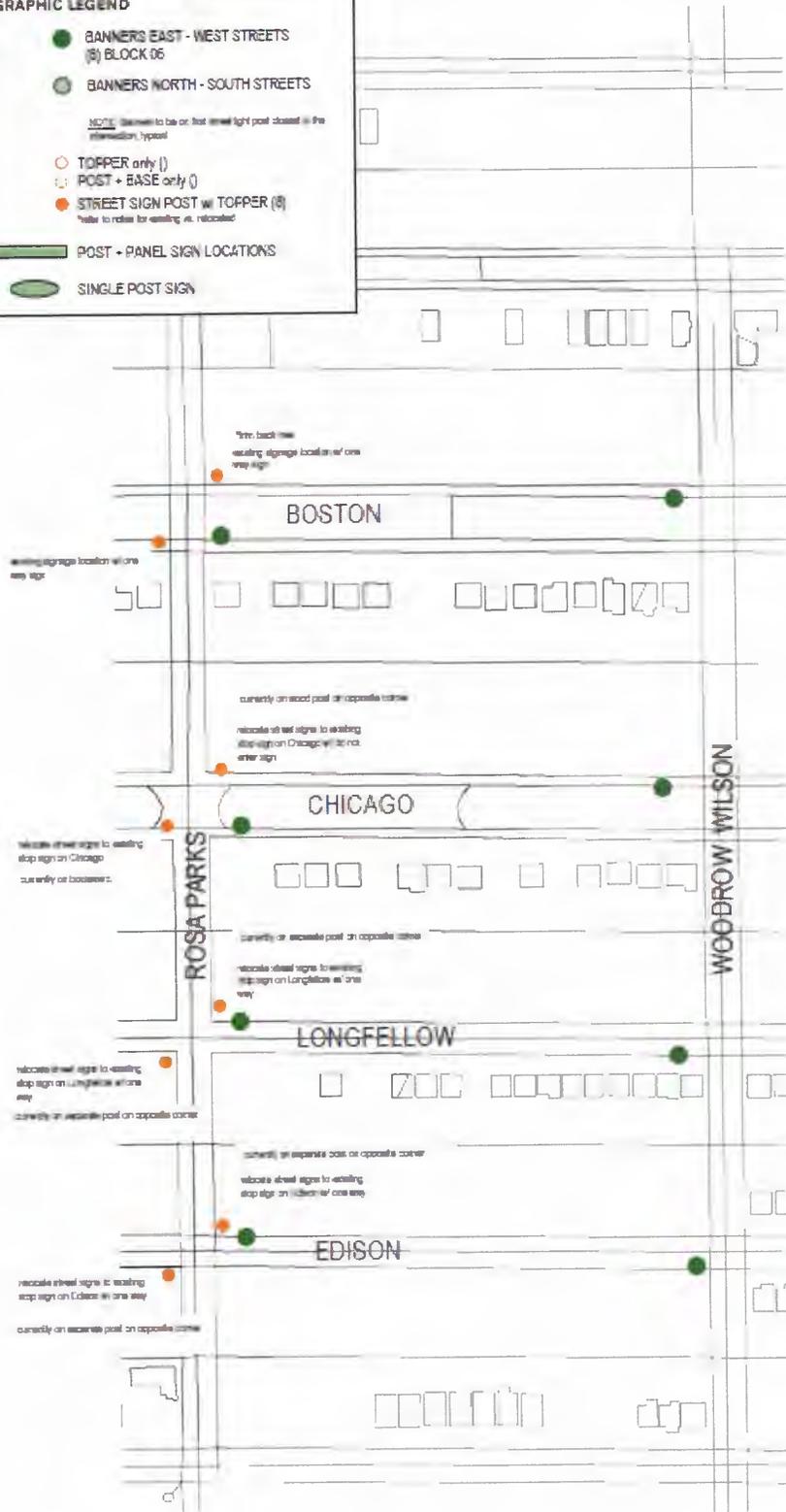
█ POST + PANEL SIGN LOCATIONS

○ SINGLE POST SIGN



GRAPHIC LEGEND

- BANNERS EAST - WEST STREETS (S) BLOCK 06
- BANNERS NORTH - SOUTH STREETS
- NOTE: Green to be on first street light post closest to the intersection, typical
- TOPPER only ()
- ◐ POST + BASE only ()
- STREET SIGN POST w/ TOPPER (S)
Note: to refer for existing st. relocated
- POST + PANEL SIGN LOCATIONS
- SINGLE POST SIGN



GRAPHIC LEGEND

● BANNERS EAST - WEST STREETS
(2) BLOCK 06

● BANNERS NORTH - SOUTH STREETS

NOTE: Refer to plan on first sheet light post closed in the intersection typical

○ TOPPER only (0)

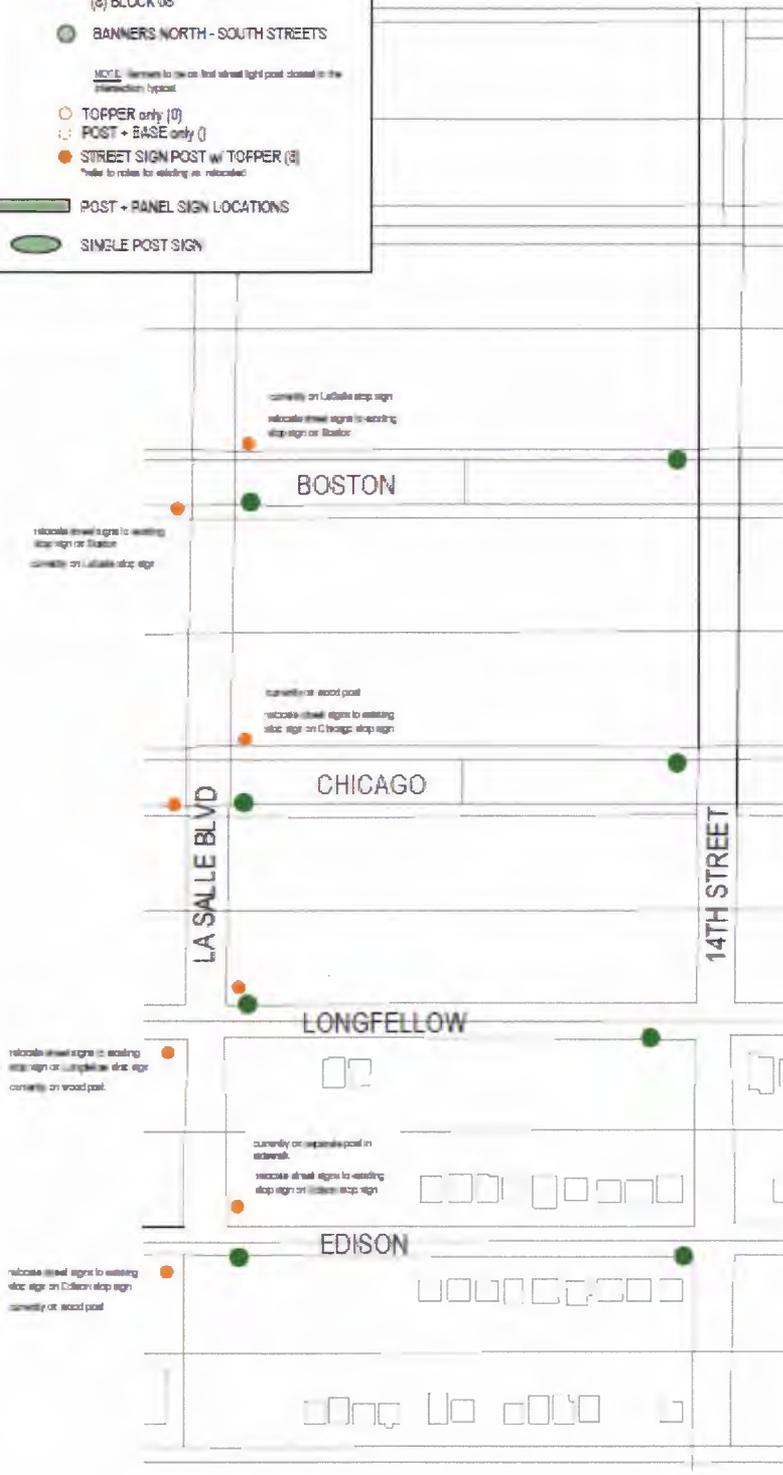
⋮ POST + BASE only (0)

● STREET SIGN POST w/ TOPPER (2)

Refer to notes for existing vs. relocated

█ POST + PANEL SIGN LOCATIONS

○ SINGLE POST SIGN



GRAPHIC LEGEND

- BANNERS EAST - WEST STREETS
(3) BLOCK 09
- BANNERS NORTH - SOUTH STREETS
(5) LINWOOD
- NOTE: banners to be on first street light post closest to the intersection, typical
- TOPPER only (1)
- POST + BASE only (0)
- STREET SIGN POST w/ TOPPER (3)
*refer to notes for existing vs. relocated
- POST + PANEL SIGN LOCATIONS
- SINGLE POST SIGN

