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DOWNTOWN DEVELOPMENT AUTHORITY

Fort Street Sign Message Policy

Background: On June 1, 2006 staff met with the Michigan Dept. of Transportation (MDOT) and City of Wyandotte Engineering Dept. staff to establish operational perimeters updating a 1996 communication regarding the sign at Fort Street and Eureka. The operation of the sign must adhere to the MDOT discussion that day. The purpose of this document is to provide further guidance on the use of the Fort Street Sign for displaying messages.

This policy outlines criteria for allowable messages, the process for submitting and for scheduling messages for display on the electronic message sign at the Fort Street and Eureka corner. It also serves to establish protocol and hierarchy for prioritizing messages.

Criteria for General Operation

- 1) Sign message shall be worded in a general manner and cannot provide commercial advertising and/or names of local officials.
- 2) The sign scrolls messages at 4-5 second intervals, 24 hours a day and 7 days a week.
- 3) Messages must be displayed in a steady or static mode (no flashing sequential or blinking lights will be permitted). No animations shall be permitted. For an example, we can place picture of a Ferris-wheel along with a message regarding a festival but the Ferris-wheel can not be turning.
- 4) The entire message shall appear on/off the sign at the same time. One message can appear and will be in static mode for a few seconds (4-5) then another message will appear and will stay in static mode for a few seconds (4-5).
- 5) The City of Wyandotte shall be responsible for all maintenance and upkeep of the sign, landscaping, and adjunct features.
- 6) A portion of time on this sign shall be made available to Southgate non profits and government for display of messages per 1996 agreements.
- 7) Rotating messages on the sign may be interrupted for special circumstances or events information such as during the days of the Art Fair to display daily schedules.

Criteria for Acceptable Messages

The following types of messages are acceptable for display:

- 1) **As a major capital investment of the Downtown Development Authority (DDA), this sign shall provide direction to the downtown at intervals of approximately every twenty screens.**
- 2) Downtown Development Authority City Hall special services (like AARP tax assistance), phone numbers and web address.

- 3) Special city and non profit programs, cultural events, services, events and promotions are permitted to be displayed if these shall serve to promote events and non profit activities that benefit charity or promote culture or education.
- 4) Hours of operation and dates of City Hall closings.
- 5) DDA-sponsored events and slogans to promote downtown Wyandotte.
- 6) City-sponsored events, activities and images.
- 7) Elections information (if so requested by City Clerk).
- 8) City-wide emergency announcements.
- 9) Current time and temperature.
- 10) Non profit organization and governmental notices.
- 11) Recognition of significant team championships or achievement is subject to DDA Board approval.
- 12) Emergency public notifications (water restrictions, public safety issues, City Emergency radio channel).
- 13) The message board is also capable of providing information in times of emergency conveying information to motorists and may be used to relate ongoing activities in homeland security if so directed by the office of the Mayor or Chief of Police.

Messages Not Allowed

- 1) Messages requested by individuals, private businesses, and for profit organizations or clubs.
- 2) Messages for events benefiting private individuals.
- 3) Recognition of groups without an event posted.
- 4) Announcement of meetings which do not meet the Criteria for Acceptable Messages.
- 5) Recognition of elected officials, or city employees.
- 6) Messages recognizing political parties or candidates.

Submittal Process for Messages

- 1) Applicant may complete the Fort Street Sign Request Form which is available on www.wyandotte.net or request one to be mailed from the DDA office.
- 2) The text, dates and manner in which messages should be displayed shall be provided on the approved form either provided via internet, fax or mailed. The group may provide a digital media file or logo art with a 64 by 256 pixels or a size close to this. Staff may provide an image at its discretion.
- 3) A fee of \$10.00 per week shall accompany all not for profit requests for display unless the text originates for activities within the DDA office or supports a Downtown Development Authority or City of Wyandotte funded event in order to defray sign operating expenses. Also exempt from payment are messages about not for profit activities without charges for admission or other fees.
- 4) Staff reserves the right edit for clarity or size of message.
- 5) Messages may appear for up to four (4) weeks on the sign.
- 6) Submit the completed Fort Street Sign Request Form at least five (5) working days prior to period to requested display start date.
- 7) To maximize staff efficiency in maintaining this public relations tool, staff will not edit and program messages on a daily basis.

Fort Street Sign



Effective October 1, 2010

As per the Downtown Development Authority,
all Wyandotte & Southgate Non-Profit Organizations, Churches, Veteran's
Organizations, etc., will be charged
\$10 per week (or any portion of a week)
for advertising on the Fort Street Sign.

**Advertisement copy & payment must be submitted
in person or mailed to:**

Wyandotte Recreation Department
Attn. Fort Street Sign
3131 Third Street
Wyandotte, MI 48192

Please submit your advertisement 7-10 days prior to
your requested advertising run time.

Brandon Wescott, DDA Executive Director 734-324-4506

Advertising Questions: Contact Theresa Jamula
Department of Recreation, Leisure & Culture
734-324-7295