

February 9, 2024

City of Detroit
Attn: Department of Public Works – City Engineering – Permits
Coleman A. Young Municipal Center
2 Woodward Ave. – Ste. 642
Detroit, MI 48226

RE: Letter of Intent – Petition for Encroachment – Advertising Sign – 1901 Brush St.

Intro:

This Letter of Intent is being submitted by Denise Bartholomew of OUTFRONT Media (OUT), Applicant representing the property owner Gem Garage, LLC (Jim Forbes). OUTFRONT is Lessee of a Real Estate Lease Agreement with this LLC for a Dynamic Super Advertising Sign (the “Advertising Sign”) on the Parking Structure located at 1901 Brush St. See Exhibit A for renderings with dimensions of the sign to be installed.

Located directly across Brush St. from Ford Field, OUT is excited to develop this vibrant, one-of-a-kind premier asset in the Entertainment District. This project has been in the works for several years. After much effort and planning to assure a top-quality product, the timing is right to develop this asset with all the energy and excitement building for the Draft, Opening Day and other signature events in this vicinity.

ROW Permit Application Number ENG-24-98 has been submitted in advance of construction commencing and as part of the review, identified the need for this Petition for Encroachment.

Existing Encroachments:

Two existing signs located on southern portion of the east wall of the parking garage encroach the ROW. These are the “Fanatic U” and “Parking” signs. Additionally, the northern portion of the east wall contains a sign for Elwood Bar & Grill. The portion of the east wall next to the Elwood sign was used for a static advertising sign in years past. Six light fixtures were mounted to the wall to illuminate this static sign. These light fixtures encroach the ROW and while the static sign is no longer displayed, these light fixtures still remain. These light fixtures will be removed as part of the scope of work for the Advertising Sign to be installed. Photos of the three encroaching signs and light fixtures from the old static sign are attached as Exhibit B.

Project Background:

Michael Richards with Total Outdoor originally obtained the Sign Permit for this project (SGN2021-00087). After the Sign Permit was issued, OUTFRONT Media acquired the assets of Total Outdoor which included the Real Estate Lease Agreement to develop this Advertising Sign.

After closing, it became apparent to OUT that the digital sign proposed by Total and manufactured by Yaham would be insufficient for OUT's operations due to substandard product quality experienced with this vendor in other markets.

As such, OUT obtained updated engineering for its product (same sign size and operation). A review of the updated plans identified a potential encroachment issue, necessitating the need for this Petition.

Proposal for Encroachment:

An excerpt of the Advertising Sign drawing is attached as Exhibit C which details the aerial encroachment over the sidewalk along the east wall of parking garage along Brush St. There will not be any underground or at-grade encroachment.

The aerial encroachment of the Advertising Sign will be less than what currently exists with the light fixtures from the prior static sign. These light fixtures are lower and stick out further than the proposed Advertising Sign. Additionally, the existing "Parking" sign further south on the east wall encroaches greater than what is proposed for the Advertising Sign.

The encroachment of the Advertising Sign will not have any negative impact on the ROW.

Maintenance Agreement:

OUTFRONT is in process of securing the appropriate signatures on the City's Maintenance Agreement form to accompany this Petition. A copy of the Maintenance Agreement executed for Applicant will follow.

Request:

OUTFRONT requests the City's approval of this application regarding Petition for Encroachment.

Questions or Additional Information Needed:

Please contact me via the information provided in the signature block below, with email cell phone preferred for correspondence.

Respectfully Submitted,

Denise Bartholomew

Denise Bartholomew
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Exhibit A

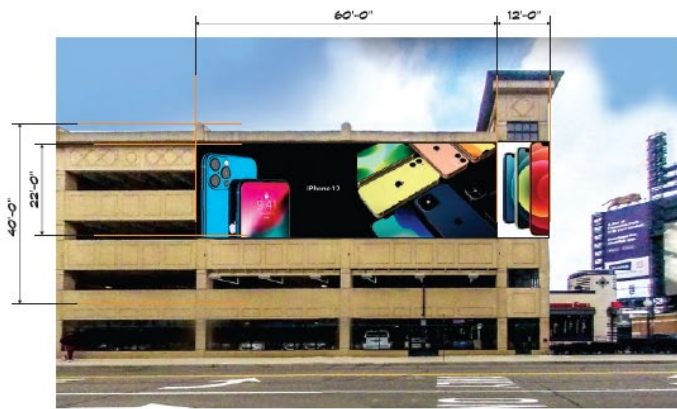
Renderings and Dimensions for Dynamic Super Advertising Sign to be Installed

22' Height x 202' Length (overall)



NORTH ELEVATION LED DISPLAY

N.T.S.



EAST ELEVATION LED DISPLAY

N.T.S.

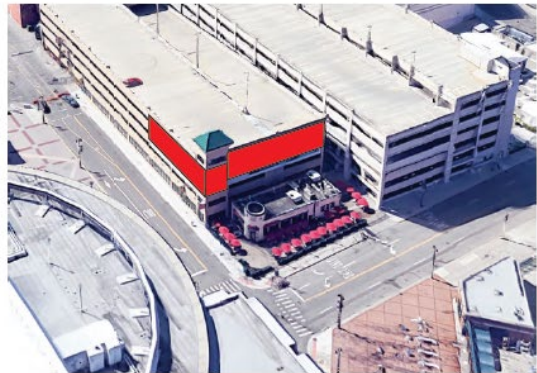


Exhibit B

Existing Encroachments

Fanatic U and Parking Signs on Southern Portion of East Wall along Brush St.



Elwood Sign and Light Fixtures Remaining from Previous Static Sign

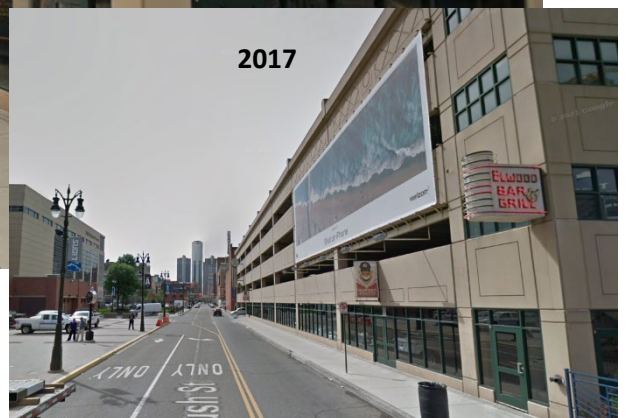
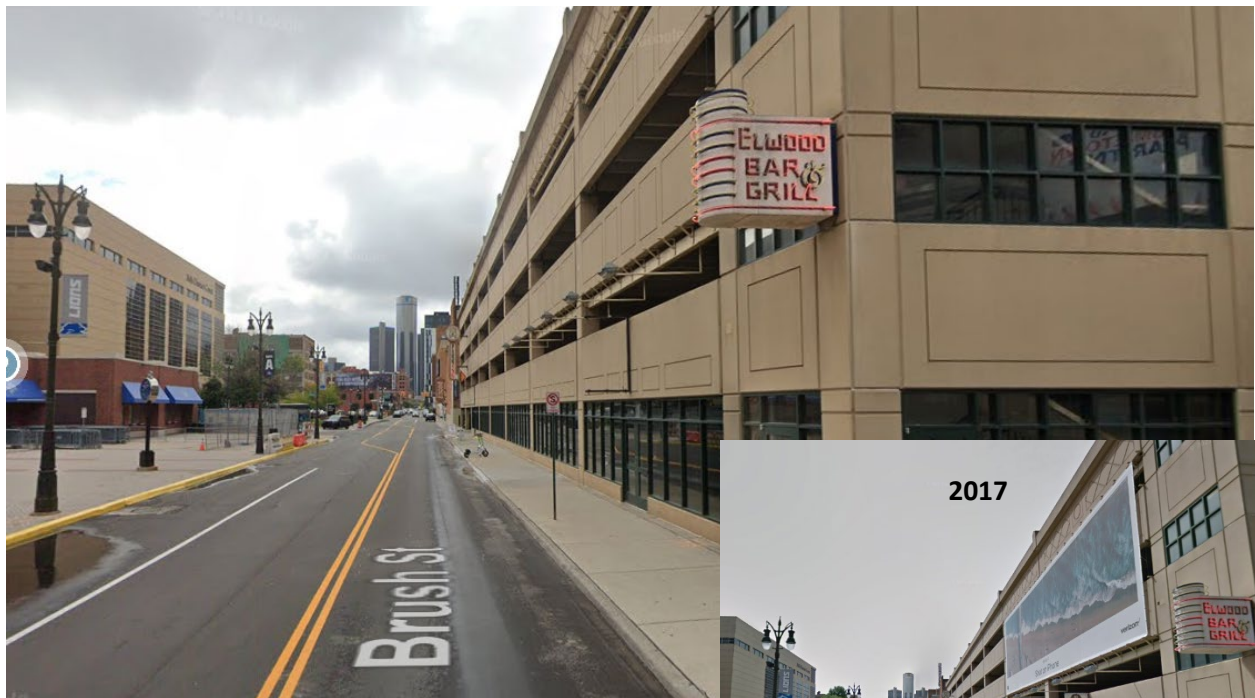
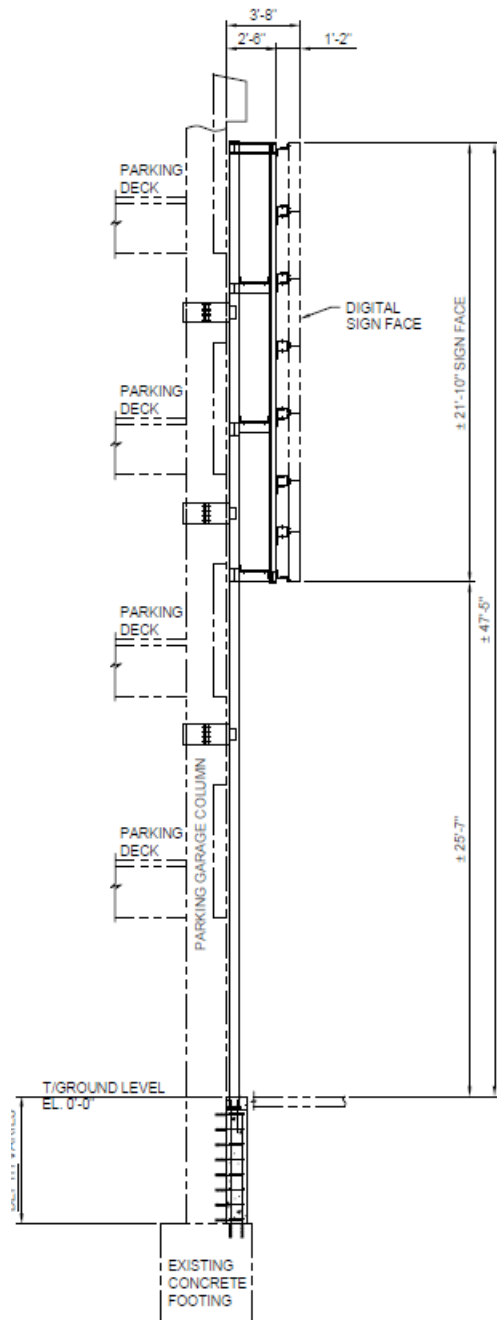


Exhibit C

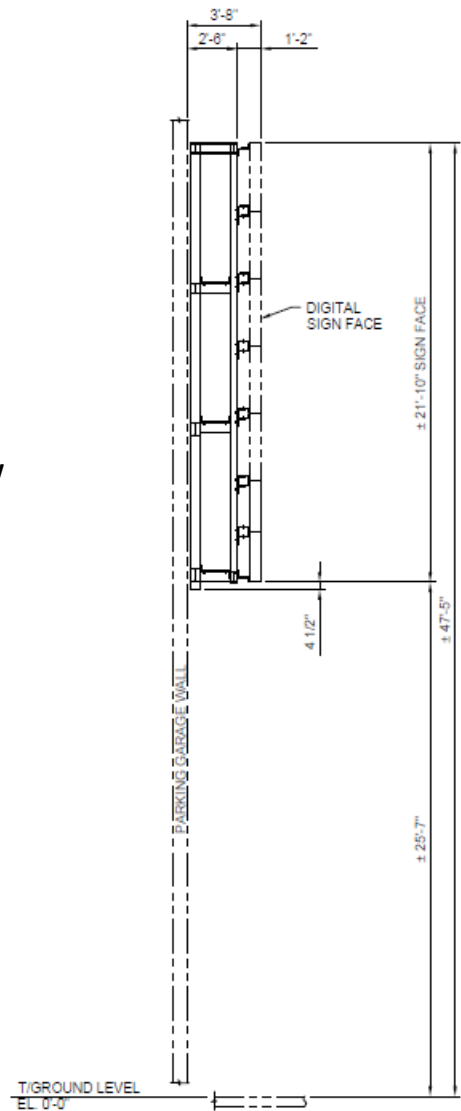
Aerial Encroachment Details for Dynamic Super Advertising Sign to be Installed

- 3'8" total distance from wall
- Property line extends 10" from wall
- 2'10" aerial encroachment on ROW
- 25'7" from grade to lowest point of sign



**TYPICAL FRAME SECTION
AT BUILDING COLUMNS**
SIMILAR AT (6) LOCATIONS

Side View



**TYPICAL FRAME SECTION
BETWEEN BUILDING COLUMNS**
SIMILAR AT (25) LOCATIONS