

# ALLIED SIGNS INC.

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March 19, 2025

City of Detroit City Engineering Survey Bureau C/O DPW  
2 Woodward Ave CAYMC Detroit,  
MI 48226

**RE: Free People SGN2024-00589 – 1275 Woodward (AKA 1425 Woodward Ave) – Detroit, Michigan (Free People)**

Dear Team,

The project is located at 1275 Woodward (AKA 1425 Woodward), Detroit Michigan and that is owned by Merchants Row Webward LLC By Bedrock Management Services LLC (tenant is Free People - URBN US Retail LLC.) I represent the project, and we are the applicant related to this right of way / encroachment petition. Our site plan has a "Free People" blade sign that projects 36" away from the building and 9'11.13" above the public sidewalk. This blade sign will enable pedestrian traffic to see the Free People location as they are walking down the sidewalk. Hopefully, this increases public awareness of the new Free People location to create safer foot traffic for this location.

If you have any questions, you can reach me [emily@alliedsignsinc.com](mailto:emily@alliedsignsinc.com) and in the office Monday – Friday from 8 am – 4:00 pm (586-791-7900)

Sincerely,



Emily Mahrle  
Allied Signs Inc.

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