



November 6, 2024

City of Detroit
2 Woodward Ave
Detroit, MI 48226

RE: URBN US Retail LLC signage at 1425 Woodward Avenue, Detroit, Michigan 48226

To Whom It May Concern,

I am the Authorized Representative of the property located at 1425 Woodward Avenue. 1425 Woodward Avenue is located in a high-density commercial district, as defined in the City of Detroit's Master Plan of Policies, within the Central Business District. This letter is being provided in connection with the signage Allied Signs Inc. will be installing for URBN US Retail LLC on the exterior of our property. The luminance of the proposed sign will comply with applicable regulations, which as of the date of this letter provides that luminance must not exceed 3,500 nits during the hours between 6:00am and the subsequent 10:00pm and 160 nits during the hours between 10:00pm and the subsequent 6:00am.

This letter will hereby authorize Allied Sign to act on US Sign and Mill's behalf and apply to the respective municipality building department for contractor registration, sign, building, awning and electrical permits, and all things necessary to secure permits for the property address above.

Sincerely,

OWNER

Merchants Row Webward LLC
By Bedrock Management Services LLC, as agent

By: 
17KW7R5Z-4222JP29
Name: John Costello
Its: Authorized Representative

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CONTACT

1-888-300-9833

630 Woodward Ave. | Detroit, MI 48226

www.bedrockdetroit.com