

Janice M. Winfrey
City Clerk

City of Detroit
OFFICE OF THE CITY CLERK

Andre P. Gilbert II
Deputy City Clerk

DEPARTMENT PETITION REFERENCE COMMUNICATION

To: The Department or Commission Listed Below

From: Janice M Winfrey, Detroit City Clerk

The following petition is herewith referred to you for report and recommendation to the City Council.

In accordance with that body's directive, kindly return the same with your report in duplicate within four (4) weeks.

Petition No.	2025-229
Name of Petitioner	Merchant Row Webward LLC
Description of Petition	Petition to request encroachments within the westerly part of Woodward Ave., adjacent to the parcel commonly known as 1425 Woodward Ave., for the installation of an on-site mounted wall sign and a mounted blade sign.
Type of Petition	Alley Vacation/Encroachment/Utility Vacation
Submission Date	09/04/25
Concerned Departments	Buildings, Safety Engineering, and Environmental Department (BSEED), Detroit Department of Transportation (DDOT), Detroit Fire Department (DFD), Detroit Health Department (DHD), General Services Department (GSD), Media Services Department, Municipal Parking Department, Police Department (DPD)
Petitioner Contact	Emily Mahrie Allied Signs Inc. P: (586) 791-7900 emily@alliedsignsinc.com



**CITY OF DETROIT
DEPARTMENT OF PUBLIC WORKS
CITY ENGINEERING DIVISION**

**COLEMAN A. YOUNG MUNICIPAL CENTER
2 WOODWARD AVE. SUITE 601
DETROIT, MICHIGAN 48226
PHONE: (313) 224-3949 TTY: 711
WWW.DETROITMI.GOV**

To: Clerk's Office
From: The Department of Public Works
City Engineering Division
MapsandRecordsBureau@DetroitMI.Gov
(313) 224-3970

Petitioner:
Merchants Row Webward LLC
39111 Six Mile Road
Livonia, MI 48152

On behalf of the above-mentioned petitioner the Department of Public Works: City Engineering Division is submitting a petition request for the below mentioned action. The petitioner has received a project consultation from the Department of Public Works: City Engineering Division and has been advised the following:

Type of action recommended:

Petition to request encroachments within the westerly part of Woodward Ave., adjacent to the parcel commonly known as 1425 Woodward Ave., for the installation of an on-site mounted wall sign and a mounted blade sign.

Georgine Gersdorff
Manager II
Department of Public Works
City Engineering Division
313-224-3985



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ALLIED SIGNS INC.

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 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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1425 WOODWARD
PRIMARY ELEVATION
SIGNAGE PLAN



SGN2024-00588
PROPOSED SIGN
[approx. 14' 11 3/8" x 1' 9"]

SGN2024-00589
PROPOSED PROJECTING
BLADE SIGN
[approx. 2' 6" x 1' 6"]

EXISTING AWNING SIGNAGE
[approx. 15' 0" x 3' 6"]

DE ELEVATIONS ARE CONCEALED AND HAVE NO EXISTING OR PROPOSED
IMAGE PLANS

1425 Woodward Signage Plan
November 2024 // bedrock

