

## Audra Dye

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**From:** Shahida Mausi <shahida@thearetha.com>  
**Sent:** Friday, September 3, 2021 4:29 PM  
**To:** Audra Dye  
**Cc:** jason@ledtranquility.com; Rhea Bautista; Marie Haener-Patti; Historic District Commission (Staff)  
**Subject:** [EXTERNAL]Re: Signage for Aretha Franklin Amphitheater - HDC application -- Request for more information

Hello,

Please see the responses in **RED**

The narrative states the scope of work is to replace eight existing signs and install two new/additional signs. However, the lighting order shows an additional four signs to be installed (one at the bathroom, and three in the concession area).

- *--Please expand the narrative and map to show locations of all proposed signs; submit additional site/locational photographs as needed.*
- **The order has not been placed; we are only requesting what is described in the narrative.**

*--Please break down the project by sign/location, offering a dimensional/shape comparison of existing to proposed so the Commission understands the change per sign location. The proposed sign should be shown on the column/wall for full understanding of its proportion against the structural component.*

- **Dimensions are listed above and fit very comparatively to the existing space occupied by the signs currently based on site inspection**
- **In each circumstance, we may have exceeded the dimension slightly, to hide any prior weathering or discoloration on the walls**

*--Please state when the signs will be illuminated, and the lumens/brightness of each sign.*

- **Lumen brightness for ALL LED = 5500NITS, which is the highest in the industry**
- **We can VERY EASILY adjust brightness levels through the processor to meet the brightness desired onsite**
- **The signs will be illuminated when audiences are in attendance. If allowed the riverside signage may be illuminated per sponsorship agreements Spring, Summer, Fall.**

*--Were any other locations considered? Why were these locations selected?*

- **As listed above, these were the only locations we discussed per the site inspection where LED was desired.**

*--History - when were the existing signs installed?*

**The history of the signs pre-date the contract between the City of Detroit and The Right Productions, Inc.. All that we can attest too is that the signs pre-date to 2004 when we took over this location.**

*--Please submit a catalog cut of similar signs so the Commission can understand the cabinet design (are there color options and has a color been selected?) and related electrical components that will be visible.*

- **Please download the document from the link below**
- **<https://ledtranquility.wetransfer.com/downloads/d8bb16ea2b2c9fd0cc41132c4b96f9bf20210903181748/e9b3f994f37b03ef19ac34f6e3f5b34020210903181748/7b9cc0>**

Also, does the number of panels per sign impact the design of the sign when it's on and off? Or is it solely a fabrication description?

It is solely a fabrication description.

On Thu, Sep 2, 2021 at 8:25 AM Audra Dye <[dyea@detroitmi.gov](mailto:dyea@detroitmi.gov)> wrote:

Good morning,

I've reviewed the submitted materials for the signage application and have the following questions/comments.

The narrative states the scope of work is to replace eight existing signs and install two new/additional signs. However, the lighting order shows an additional four signs to be installed (one at the bathroom, and three in the concession area).

*--Please expand the narrative and map to show locations of all proposed signs; submit additional site/location photographs as needed.*

*--Please break down the project by sign/location, offering a dimensional/shape comparison of existing to proposed so the Commission understands the change per sign location. The proposed sign should be shown on the column/wall for full understanding of its proportion against the structural component.*

*--Please state when the signs will be illuminated, and the lumens/brightness of each sign.*

*--Were any other locations considered? Why were these locations selected?*

*--History - when were the existing signs installed?*

*--Please submit a catalog cut of similar signs so the Commission can understand the cabinet design (are there color options and has a color been selected?) and related electrical components that will be visible.*

Also, does the number of panels per sign impact the design of the sign when it's on and off? Or is it solely a fabrication description?

**Please submit the additional information no later than noon, Tuesday, September 7th.** This will allow me time to review the materials and request any additional clarification before I leave for vacation the following day (returning to the office on Tuesday, September 14th). I am happy to talk by phone later today or tomorrow morning, so that we are all clear on the project details and the additional items needed for the application. Thank you!

Regards,  
Audra

## **Audra Dye**

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**Michael E. Duggan, Mayor**

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***Shahida Mausi, President***

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