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October 18, 2021

Detroit Historic District Commission 2 Woodward Ave #808, Detroit, MI 48226

RE: Electronic Sign on north face of La Casa Habana

Dear Commissioners:

On behalf of the Music Hall Center for the Performing Arts and its Board of Trustees, we wish to endorse the initiative of the proposed electronic sign on the north facing wall outside La Casa Habana located at 1502 Randolph Street. This wall faces north toward Madison Avenue across from our parking lot and is adjacent to the Music Hall itself.

We hope to see initiative realized as we strongly believe this type of electronic LED signage adds to the overall dynamic impression of the Detroit Theater District. It would contribute to the vitality and excitement our millions of yearly visitors have come to expect from our city's remarkable transformation.

Thank you very much.

Sincerely Yours,

President and Artistic Director

