



July 18, 2023

Planning Commission
City of Grosse Pointe Woods
20025 Mack Plaza Dr
Grosse Pointe Woods, MI 48236

Subject: 20551 Mack Avenue, Cheese Shoppe Renovation
Parcel ID: 40-007-02-1895-000
Site Plan Review #1
Zoning: C - Commercial Business

Dear Commissioners,

We have reviewed the application and renderings submitted on June 16, 2023 that proposes a painted design to the south-facing exterior wall of the commercial building. The site is located within the C – Commercial Business. David and Kristina Kellett of Kellett Builders Inc. (the “Applicant”) request to renovate one exterior wall of ‘The Cheese Shoppe,’ the one-story retail business currently occupying the building at 20551 Mack Avenue (the “Site”), to paint the entire wall to depict a slice of cheese and mice. Based on the definitions provided in the Ordinance in Chapter 32, the proposed painting is considered a painted wall sign. Painted wall signs are prohibited (Section 32-10(b)). A determination and enforcement may be made by the Building Official.



Existing Building Exterior (Google Maps).



Rendering of the proposed renovated façade.

SUMMARY OF DETERMINATION

The applicant proposes to paint the existing exterior façade to service a cheese retail shop in this building. As defined in Chapter 32 of the Ordinance a sign ‘means any device or representation for visual communication that is used for the purpose of bringing the subject thereof to the attention of others that is located on or attached to any premises, real property or structure on real property, or upon any vehicle.’ A wall sign ‘means a sign which is attached to, affixed to, placed upon or painted upon any exterior wall or surface of any building, building structure or part thereof, provided that no part of any such sign extends more than eight inches from the face of the exterior wall.’ There is already an existing wall sign and logo on the south-facing exterior wall. However, the submitted proposal, which includes painted images of mice that correspond to the business’ logo and depicts a cheese slice, offering a representation that visually communicates the commercial purpose of the business, is considered a painted wall sign. Painted wall signs are prohibited by the Ordinance (Section 32-10(b)).

Based on the review letter offered by the Building Official, the request for a sign permit has been denied as this time.

HEADQUARTERS

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As stated in Section 32-32, a appeal of denial of a sign permit may file a claim of appeal with the city clerk. Such claim of appeal and fee would allow the applicant to be reviewed by City Council.

Respectfully submitted,

McKENNA

Brigitte Smith, AICP