



Memorandum

TO: Honorable Mayor and City Council, City of Grosse Pointe Woods
FROM: Laura Mangan, AICP, NCI
SUBJECT: 20439 Mack Avenue: Special Land Use & Site Plan for a Proposed Golf Simulator
DATE: September 10, 2026

PROJECT SUMMARY

The applicant, Tyler Walker, has submitted a special land use and site plan request for a golf simulator in the existing ±3,000 square foot single-story building at 20439 Mack Avenue. The business is a membership based, 24-hour, indoor golf simulator facility with four simulator bays. Any clinics, instructional camps, small tournaments, and special events will be contained within the building. All on-site events will comply with the building's maximum occupancy of 20 individuals (this includes all participants, instructors and visitors).

The facility is not intended to employ staff on site regularly: staff presence will generally be limited to routine cleaning and maintenance activities, or when golf instruction is provided. The space will offer vending machine snacks and non-alcoholic beverages to guests, who will also be permitted to bring in outside food and non-alcoholic drinks.

Parking will be supported by nine dedicated parking spaces in the rear of the building, and metered street parking spaces on Mack Avenue.

Proposed exterior improvements are limited to business signage (which will be submitted at a later date), surveillance cameras, and two controlled access security doors.

The site is located on Mack Avenue between Lancaster Street and Fleetwood Drive and is zoned the C, Commercial Business District where "Miscellaneous Business Establishments" are a *Special Land Use*.

REVIEW PROCESS

Special Land Uses require a public hearing and consideration before the Planning Commission, followed by final consideration of City Council.



Source: Google Earth



PLANNING COMMISSION REVIEW

On July 28th, 2026, the Planning Commission held a public hearing on this application.

No public comments were made, aside from the applicant.

The Commission discussed several concerns with the use, including emergency access, noise, monitoring of the facilities after hours, and any potential impacts to the City's Department of Public Safety.

The Commission recommended **special land use approval** of the indoor golf simulator to Council, with the following conditions:

1. *All doors and windows parallel to Mack Avenue are to remain uncovered at all times, to contribute to an active street presence.*
2. *Operational hours for special events, tournaments, camps, and clinics, are limited to traditional business hours as shared by similar establishments along Mack Avenue (between 9:00 am and 11:00 pm), to limit disturbance to adjacent residential properties.*
3. *Maximum occupancy is limited to 20 individuals, including participants, instructors, and visitors.*
4. *Applicant returns in one year to review problems/issues that may arise. Remedies could include limiting the hours or adding on-site staff.*

The Commission then granted **site plan approval**, with the following conditions:

1. *Special Land Use approval is granted by City Council (including conditions of that approval).*
2. *One of the rear dedicated parking spaces must be converted into an ADA parking space.*

Both **Reviews of the Special Land Use Criteria and Site Plan Criteria** are enclosed at the end of this memorandum.

ADDITIONAL CITY FOLLOW-UP

Additional information was requested by the City regarding the above concerns, as well as other security measures. The applicant provided a written response (enclosed) to these questions.

The Director of Public Safety has reviewed this application and Director Kosanke's report is also enclosed.

REQUEST OF CITY COUNCIL

At the September 14, 2026 City Council meeting, it is recommended that the Council open and close the required public hearing and take comments from any parties.

It is then recommended that the project be tabled until the September 21, 2026 meeting.



Special Land Use Review

1. HARMONY WITH MASTER PLAN (MI ZONING ENABLING ACT)

Criteria: *Is the proposal consistent with the goals, policies, and future land use map of the Master Plan? If not, has the applicant demonstrated that conditions have changed significantly since the Master Plan was developed, and request is now demonstrably consistent with the development trends in the area?*

Findings: Complies.

The Future Land Use Map of the 2024 Master Plan designates this area as “Corridor Mixed Use”, which is intended for retail, restaurant, personal service, and office establishments which are designed for the day-to-day retail and personal service needs of nearby residents. These facilities are intended to be near residential neighborhoods with adequate buffering. The existing C, Commercial Business District corresponds to this land use classification.

The proposal can comply with the future land use designation of “Corridor Mixed Use”. While a niche service, the use is of a smaller scale, membership-based recreation facility that will serve local community members.

Location	Existing Land Uses	Zoning Districts	Future Land Use Designations
Subject Site	Vacant	C, Commercial Business	Corridor Mixed Use
North	Retail	C, Commercial Business	Corridor Mixed Use
South	Restaurant	C, Commercial Business	Corridor Mixed Use
East	Retail	C, Commercial Business	Institutional
West	Single-Unit Residential	R-1E, One-Family Residential	Single Family Medium Density

2. HAZARDOUS OR DISRUPTIVE SMOKE, FUME, GLARE, NOISE, VIBRATION OR ODOR POLLUTION (SEC. 50-4.11)

Criteria: *To promote such business development insofar as it is possible and appropriate in each area, uses are prohibited [in the C Commercial District] which would create hazards, offensive and loud noises, vibration, smoke, glare, heavy truck traffic or late hours of operation.*

Findings: Can Comply.

The proposed use is not expected to generate hazardous or disruptive levels of nuisance. While the applicant proposes a 24-hour, seven-day-per-week operation through a controlled member-access system, the business will not require employees to be on site continuously, and activity is expected to remain limited due to the reservation-based nature of the facility. Staff presence will generally be limited to routine cleaning and maintenance activities, or when golf instruction is provided.

All golf simulator activities will occur indoors, and the applicant indicates that the facility will have a maximum occupancy of 20 individuals at any given time, including participants, instructors, and visitors. Clinics, instructional camps, small tournaments, and special events have been incorporated into this anticipated occupancy and are not expected to increase activity beyond normal operating conditions.



The applicant also proposes limited accessory sales consisting of merchandise and vending machines with pre-packaged snacks and non-alcoholic beverages. These offerings are not anticipated to generate additional customer traffic beyond scheduled facility users. Further, guests will be permitted to bring outside food and non-alcoholic drinks into the facility to enjoy.

The property includes nine dedicated parking spaces for guests which are expected to adequately accommodate the proposed use. Metered street parking along Mack Avenue is also available.

Exterior improvements are limited to business signage (to be submitted and reviewed under separate cover), surveillance cameras, and two controlled access security doors.

Although general member access is proposed to be available 24 hours a day, we recommend a condition of approval limiting the operational hours for special events, tournaments, camps, and clinics to traditional business hours consistent with similar establishments along Mack Avenue (between 9:00 am and 11:00 pm), the proposed use is not expected to create hazardous or disruptive conditions for surrounding properties.

3. CONSISTENCY WITH INTENT OF THE ZONING ORDINANCE (SEC. 50-3.1)

Criteria: The intent of the C, Commercial Business District is to encourage the concentration of local business areas to the mutual advantage of both the consumers and merchants and thereby promote the best use of land at certain strategic locations and avoid the continuance of encouraging marginal strip business development along major streets.

Findings: Complies.

The proposed commercial business provides an opportunity for golf-related recreation at a smaller-scale. While the business will utilize Full Send Golf Simulator's membership subscription service model, activity inside will be visible from Mack Avenue to pedestrian traffic. The windows and doors in the front will remain unblinded and uncovered by glass advertising clings / decals.

The existing building is also compliant with the dimensional standards of the C, Commercial Business District.

We find that this facility will serve local residents and encourage orderly business development along Mack Avenue.



Site Plan Review

1. ZONING DESIGNATIONS

The chart below details the existing land use, current zoning, and future land use designations:

Location	Existing Land Use	Zoning Districts	Future Land Use Designation
Subject Site	Vacant	C, Commercial Business	Corridor Mixed Use
North	Retail	C, Commercial Business	Corridor Mixed Use
South	Restaurant	C, Commercial Business	Corridor Mixed Use
East	Retail	C, Commercial Business	Institutional
West	Single-Unit Residential	R-1E, One-Family Residential	Single Family Medium Density

Findings: Can comply; contingent on Special Land Use approval by City Council. Please find our Special Land Use review under separate cover.

2. DIMENSIONAL REQUIREMENTS

Findings: Complies. The table below details the required dimensional standards. No dimensional changes are proposed, and compliance is met.

Standard Type	Requirement Details	Required	Existing / Proposed Conditions	Notes
Min. Front Setback (East)	No front yard is permitted where the use is specified in 50-4.9: Retail businesses.	0 ft.	0 ft.	Complies
Min. Side Setback	No side yard is required on the street side of corner lots.	0 ft.	0 ft.	Complies
Min. Rear Setback	Rear yards are not required along interior rear lot lines for buildings or parts of buildings not used as dwellings, if all walls abutting or facing such lot lines are of fire-proof construction and wholly without windows or other openings.	N/A	N/A	N/A
Max. Building Height	2 stories, 28 ft.	2 stories, 28 ft.	1 story, ~20 ft.	Complies

3. ARCHITECTURE AND BUILDING DESIGN (SEC. 50-5.18)

Findings: N/A: Proposed exterior improvements are limited to business signage which will be submitted at a later date, surveillance cameras, and two controlled access security doors.



4. PARKING AND LOADING (SEC. 50-5.3)

Findings: Complies. This specific use is not defined in the Off-Street Parking Table within Section 50-5.3(H). The facility itself has nine dedicated parking spaces at the rear of the site. One of these spaces must be converted into ADA parking. With a maximum occupancy of 20 individuals at any given time, providing nine spaces does not raise concern. There is also ample on-street parking along Mack Avenue, and within 500 feet of the property.

The existing rear alley is sufficient for deliveries: a 12 ft. by 50 ft. loading zone is required and can be accommodated in the alley.

5. LANDSCAPING (SEC. 50-6.1)

The Ordinance requires that site design shall provide reasonable visual and sound privacy for dwelling units located within the project and adjacent to the project. Fences, walks, barriers, and landscaping shall be used, as appropriate, for the protection and enhancement of property and the privacy of its occupants.

Findings: Complies. No additional landscaping or screening is proposed. The rear of the site currently contains a 6-foot in height wooden fence which provides parking lot screening for nearby residences.

6. SIGNS

Chapter 32 of the City's Code of Ordinances details signage requirements.

Findings: Can Comply. All exterior signage must be submitted under separate cover for administrative review and approval. No signage is approved as part of this application.

7. LIGHTING

The Ordinance requires that exterior lighting be designed so that it is shielded from adjacent properties and so that it does not impede the vision of traffic along adjacent streets.

Findings: N/A. No changes to the exterior site lighting is proposed at this time. Any future exterior lighting must be submitted under separate cover for review.

8. TRASH RECEPTACLE

The Ordinance requires that trash receptacles be screened with quality materials that complement the site and adjacent properties.

Findings: N/A. No commercial trash dumpster is proposed at this location.