

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: July 16, 2026

To: Appearance Commission

From: Noah Schumerth, Director of Economic and Community Development;
Joshua Carrillo, Economic and Community Development Intern

Topic: Case 26-49: Appearance Review for Monument Sign at 18646 Dixie Highway



DOCUMENTS FOR REVIEW

Title	Pages	Prepared by	Date
Application	1	Cameron Payette, Applicant	05/14/2026
Sign Plans	2	Signarama of Lansing	05/14/2026

BACKGROUND

The applicant, Cameron Payette of Healthy Hounds Pet Grooming and Nutrition, LLC, is proposing the installation of a new monument sign at 18646 Dixie Highway. The property is located within the B-3 General Business zoning district, and the new sign is subject to all monument sign requirements in this zoning district.

All monument signs proposed in the B-3 General Business zoning district require Appearance Review approval under the current sign code, adopted in 2025.

DISCUSSION

Appearance Review

The applicant has proposed a new monument sign to support their business at 18646 Dixie Highway. The sign will be approximately 25 square feet in total sign area. The sign will be affixed to an aluminum base clad in “faux stone” urethane panels designed to mimic the appearance of red brick.

The proposed monument sign will have two sign faces. Each sign face will be constructed from weather-treated wood with an additional printed wood pattern on the wood boards. Each sign face will be approximately 25 square feet in area. The sign faces will be perpendicular to Dixie Highway.

An illuminated aluminum cabinet will be affixed to each sign face. Each aluminum cabinet will be 12 square feet in area. Illumination will be provided with internal LED fixtures. The cabinet will be constructed in a custom shape to match Healthy Hounds’ existing logo.

The proposed sign will have an overall structure height of 7' 4". The maximum sign height in the B-3 zoning district is 8' (or 10' if area above 8' from grade is comprised of architectural materials only).

The sign will be set back 10' from the front property line along Dixie Highway.

The sign meets all other sign code requirements for monument signs in the B-3 zoning district, including building separation, setback and landscaping requirements.



Figure 1: Image of current building frontage at 18646 Dixie Highway

APPEARANCE PLAN

The Appearance Commission may use the Appearance Plan as a set of standards for any Appearance Review application (and any other review heard by the Commission). The Commission may wish to consider the following standards in the evaluation of this proposal:

F. Signs

- 1. Wall, ground, and identification signs shall be part of the architectural concept. Size color, lettering, locations, and arrangement shall be harmonious with the building design, and shall be compatible with signs on adjoining buildings.*
- 2. Materials used in signs shall be of sound architectural character, be durable, and be harmonious with building design and surrounding landscape. Materials that tend to become illegible shall be avoided.*

STAFF COMMENTS

No other approvals are required beyond the Appearance Commission's review of the Appearance Review. A building permit approval is required for the sign.

RECOMMENDED APPEARANCE COMMISSION ACTION

The Appearance Commission may wish to consider the following motion:

Approve Case 26-49, Appearance Review for a Monument Sign at 18646 Dixie Highway, located in the B-3 General Business zoning district and as proposed on drawings submitted by Signarama of Lansing.