

VILLAGE OF HOMEWOOD



MEMORANDUM

DATE OF MEETING: August 6, 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
Sign Plans	5	Signarama of Lansing	07/22/2026

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 site currently does not have a monument sign installed.

The proposed monument sign will have two sign faces (one on each side of the sign perpendicular to). Each sign face will have two components:

- **Aluminum backing:** The aluminum sign structure will be clad in a UV-resistant laminate material with a wood print design.
- **Aluminum sign cabinet:** An additional aluminum sign cabinet will be affixed to each side of the sign. The aluminum cabinet will have an acrylic sign face with the business' logo printed on the front of the sign. Each cabinet will be approximately 12 s.f. in area and 5" in depth. Internal LED illumination will be installed in this cabinet.

The sign will be affixed to a monument sign base. The base will be constructed with aluminum panels around the aluminum support structure of the sign. The aluminum panels are proposed to be clad in a "Texture Plus" faux stone "brick skirt" offered by Signarama. This faux stone material is made of shaped polymer urethane, a hard foam material. The foam is commonly used in a variety of construction applications, including insulation, surface finishes, and acoustics. The material is often selected for sign bases because the material bonds well to aluminum. The applicant has requested to use this material because of its cost and ability to be colored and textured to match the existing brick on the main building on the site (Figure 1). **Staff has recommended review of the faux stone cladding material due to concerns regarding durability of the material.**

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

This case was continued by the Appearance Commission on July 16. The Commission requested additional materials, including sign section views and color and material boards, prior to approval of the proposed sign. These materials were provided by the applicant on July 22. The color and material board has been provided as physical samples for review by the Commission.

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

The Village approved a Façade and Property Improvement Program incentive of up to \$25,000 on July 14, 2026. The proposed sign in this application is eligible to be reimbursed for up to 50% of costs of 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, subject to the following conditions:

1. Replace proposed Texture Plus faux stone cladding on the sign with masonry cladding or another approved alternative recommended by the Appearance Commission.