

DIVISION 8. - GC GENERAL COMMERCIAL DISTRICT

Footnotes:

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Editor's note— Ord. No. 12-03, § 1, adopted Feb. 13, 2012, repealed Div. 8 in its entirety and enacted a new Div. 8 to read as set out herein. Former Div. 8, §§ 82-271—82-274, pertained to similar subject matter and derived from Ord. No. 04-07, § 1(10.01—10.04), adopted July 12, 2004; Ord. No. 05-06, § 1, adopted July 11, 2005.

Sec. 82-271. - Intent and purpose.

The general commercial (GC) district is intended primarily for uses emphasizing community shopping needs, generally along major roadways, including service stations, restaurants, and other related uses. Managing access to individual properties will receive strong consideration during the review of individual sites. The use of combined drives, service drives, and well-planned access points will be stressed. Efforts will be made to discourage the placement of loading areas, outside storage and other unattractive features in areas clearly visible from the roadway. This district is further intended to provide for uses, which, due to either size or nature, are not well suited for locations within the central business district.

This district is also intended to provide for the limited need for convenience commercial establishments and other businesses which due to either size or nature, are not well suited for locations within the central business district. The purpose of this district is to enhance the living environment of residential areas by allowing, when needed, small convenience establishments; and to maintain the character of the adjacent residential areas by providing a location for these needed businesses.

(Ord. No. 12-03, § 1, 2-13-2012)

Sec. 82-272. - Permitted uses.

In the GC district no building or land shall be used and no building shall be erected except for one or more of the following specified uses, unless otherwise provided in this division:

- (1) Bars or taverns. Outdoor seating areas may be permitted, pursuant to section 82-128, outdoor dining/seating.
- (2) Executive, administrative and professional offices.
- (3) Financial institutions with or without drive-through service.
- (4) Funeral homes and mortuaries.
- (5) Personal service establishments.
- (6) Restaurants, not including drive through service. Outdoor seating areas may be permitted where patrons are served, pursuant to section 82-128, outdoor dining/seating.
- (7) Enclosed theaters, assembly halls or concert hall.
- (8) Offices and showrooms of contractors, decorators or similar trades in connection with whom not more than 25 percent of the usable floor area of the building or part of the building occupied by the establishment is used for making, assembling, repairing, remodeling, altering, finishing or refinishing the products or merchandise of the trade. All storage of materials shall be within the confines of the building or part thereof occupied by the establishment.

- (9) Private clubs, lodges, fraternal organizations, and other similar uses.
- (10) Religious institutions.
- (11) Retail stores selling commodities within an entirely enclosed building.
- (12) Wholesale establishments.
- (13) Accessory buildings and uses pursuant to section 82-103, accessory buildings and structures.
- (14) Outdoor display of merchandise as a use accessory to the principal use of the parcel subject to the following requirements:
 - a. The merchandise displayed outdoors is the same as or is related to that which is offered inside the building which is the principal use of the parcel.
 - b. The area where merchandise is displayed outdoors shall not create unsafe conditions for vehicles, pedestrians or those on a bicycle.
 - c. The area devoted to the outdoor display of merchandise shall at all times be kept neat and orderly.
 - d. The outdoor display of merchandise shall not be located within on-street or off-street parking spaces.

(Ord. No. 12-03, § 1, 2-13-2012)

Sec. 82-273. - Special land use.

Land and/or buildings in the GC district may be used for the following purposes when approved by the village council in accordance with the requirements of article IV, special land uses:

- (1) Commercial day care facilities.
- (2) Commercial recreation facilities.
- (3) Private educational institutions.
- (4) Residential uses meeting the lot area requirements of the R-4 district.
- (5) Nonresidential uses as permitted in sections 82-252 and 82-253 located in converted residential buildings.
- (6) Nurseries and greenhouses.
- (7) Vehicle service stations including major and minor repair and servicing.
- (8) Building material suppliers.
- (9) Commercial storage warehouses.
- (10) Hotels and motels.
- (11) New and used vehicle, boat or farm implement sales including incidental servicing and minor repair.
- (12) Nonresidential uses as permitted in section 82-272 located in converted residential buildings.
- (13) Massage (licensed).
- (14) Open air businesses.
- (15) Restaurants, including drive through service. Outdoor seating may be permitted where patrons are served pursuant to section 82-128, outdoor dining/seating.
- (16) Shopping center or shopping mall.
- (17) Vehicle-wash establishments, either self-service or automatic.
- (18) Veterinary hospital, clinic or indoor kennel.

(19) Wireless telecommunication facilities.

(Ord. No. 12-03, § 1, 2-13-2012)

Sec. 82-274. - Site development requirements.

All permitted uses and special land uses are subject to the following site development requirements:

- (1) Site plan review is required in accordance with article V, site plan review.
- (2) Parking is required in accordance with article VI, off-street parking and loading.
- (3) Signs are permitted in accordance with the requirements of article VII, signs.
- (4) Setbacks, height, area, and lot dimensions are required as noted below.

CG District Regulations	Requirements		
Minimum Lot Requirements	Area	15,000 sq. ft.	
	Width	100 ft.	
Minimum Yard Requirements	Front	35 ft	
	Side	Abutting a residential district	25 ft.
		Abutting a Nonresidential district	10 ft.
Rear	25 ft.		
Maximum Lot Coverage	50%		
Maximum Height	35 ft. or 2½ stories, whichever is less		
Nonresidential Accessory Buildings (See subsection <u>82-103(c)</u>)			

(5) Driveways within the general commercial district shall be provided as follows:

- a. Each lot may be permitted one driveway, provided the spacing requirements of this subsection can be achieved.
- b. One additional driveway may be permitted on parcels with lot widths exceeding 500 feet.
- c. The planning commission may permit additional driveways for any site, providing the spacing and alignment criteria listed below are met, and a traffic impact study is completed that justifies an additional driveway.
- d. The planning commission may permit two one-way driveways rather than a single dual movement

driveway for particular uses where safer, more efficient circulation and function of the drives can be demonstrated.

- e. The applicant shall submit evidence indicating that the sight distance requirements of the Michigan Department of Transportation (MDOT) or Kent County Road Commission, as appropriate, are met.
- f. Driveways shall be spaced from existing signalized intersections adequately to minimize conflicts with signal operations. If the site has access to a traffic signal or if the driveway has potential to be signalized, the site shall be designed and directional signs provided to direct traffic flow to use the signal.
- g. Interior drives shall provide circulation between uses through the use of shared driveways and internal access connections rather than separate, individual driveways. Site plan or other zoning approvals shall be conditioned on the submission of easement agreements that clearly describe future access conditions and restrictions.
- h. Stacking or queuing depth at driveways shall be sufficient to accommodate expected peak hour volumes without conflict to inbound or internal circulation.
- i. Driveway spacing:
 - 1. Driveways shall be spaced a minimum of 185 feet from driveways on the same side of the street, centerline to centerline.
 - 2. Driveways shall be aligned with driveways on the opposite side of the street or offset spaced a minimum of 150 feet, centerline to centerline.
 - 3. Driveways shall be spaced at least 150 feet from an intersection of a private or public street measured from near pavement edge of the street to near pavement edge of the driveway throat.
 - 4. The planning commission may modify the spacing if traffic or pedestrian safety, traffic circulation, or site conditions warrant the modification, based on the unique characteristics of the site, traffic studies or other qualified professional opinion.

(6) Frontage roads and service drives:

- a. The planning commission may require the construction of frontage roads or rear service drives along parcels to connect future or existing developments.
- b. The planning commission shall require development of service drives where service drives can provide access to signalized locations, where service drives may minimize the number of driveways onto an abutting roadway, and as a means to ensure that traffic is able to safely ingress and egress the site.
- c. Where service drives and frontage roads are constructed they shall be set back as far as reasonably possible from the intersection of the access driveway with the street.
- d. A minimum of 25 feet shall be maintained between the public or private street right-of-way and the pavement of the service drive.

(7) Setbacks and landscaping:

- a. Parking is not permitted in the required front yard. The required front yard, except for necessary entrance or service drives, shall be landscaped.
- b. The planning commission shall consider a landscape plan submitted in conjunction with any site plan in the general commercial district.
- c. No outside storage shall be permitted in any yard adjacent to the street.

(8) Site lighting shall comply with the provisions of section 82-122, Exterior lighting requirements, in addition to

the following provisions:

- a. Off-street parking areas for uses in the neighborhood commercial district shall be adequately lit to ensure security and safety.
- b. Light fixtures shall be provided with light cut-off fixtures that direct light downward. Lighting shall not be attached to buildings or other structures that permit light to be directed horizontally.
- c. Lighting shall illuminate only the parking lot or other areas approved for illumination by the planning commission.

(9) Site design requirements:

- a. Buildings shall to be sited to protect natural features. To the extent possible, natural features such as natural grade, trees, vegetation, water bodies, and others shall be incorporated into the site plan.
- b. Mechanical equipment and service areas shall be visually screened from adjacent properties, public roadways, or other public areas. Architectural designs for buildings shall include design features to contain and conceal all heating, ventilation, air conditioning units, trash enclosures, dumpsters, loading docks, telecommunications equipment, and service yards. Brick shall be used as the predominant material utilized on facades that are visible from a public right-of-way or parking lots. Other materials may be used for architectural accents, provided they have the appearance of wood or cut or cast stone.
- c. Buildings with exterior walls greater than 50 feet in horizontal length shall be constructed using a combination of architectural features and a variety of building materials and landscaping near the walls. Walls visible from a public street and/or residential uses shall be designed using architectural features and landscaping (abutting the building) for at least 50 percent of the wall length.
- d. Other walls shall incorporate architectural features and landscaping for at least 30 percent of the wall length.
- e. On-site landscaping shall abut the walls so that the vegetation combined with the architectural features significantly reduce the visual impact of the building mass as viewed from the street.
- f. The predominant building materials shall be those characteristic of the village, such as brick, wood, native stone and tinted/textured concrete masonry units and/or glass products. Other materials such as smooth-faced concrete block, undecorated tilt-up concrete panels, or prefabricated steel panels should only be used as accents and not dominate the building exterior of the structure. Metal roofs may be allowed if compatible with the overall architectural design of the building.
- g. Exterior colors shall be of low reflectance, subtle, neutral or earth tone colors. High-intensity colors such as black, neon, metallic or fluorescent for the facade and/or roof of the building are prohibited except as approved for building trim.

(10) Canopies:

- a. Canopies, such as over gasoline pumps, drive-through structures, or drop-off areas shall be designed to be consistent with the approved building materials and colors. Support columns shall be brick or materials compatible with the main building. The planning commission may require a peaked roof to complement the main building.
- b. Canopy lighting shall be mounted flush with the canopy surface.

Secs. 82-275—82-290. - Reserved.