

## CHAPTER 8 COMMERCIAL/OFFICE DISTRICTS

### SECTION 8.01 INTENT AND PURPOSE

This Chapter is intended to provide in an organized format the regulations associated with three (3) commercial/office zoning districts in the City: C-2 Community Commercial District which provides for commercial uses and activities providing services for the community and surrounding neighborhoods; C-3 Regional Commercial District providing commercial goods and services of a regional nature, serving areas both within and outside the city; and C-4 Office/Business District, which is intended primarily to permit office and business uses of a less intensive nature than those in the other commercial districts. These regulations shall provide for the orderly development of these uses to meet the retail, service and employment needs of the City’s residents and surrounding areas.

### SECTION 8.02 TABLE OF USES

A. The following abbreviations apply to the Table of Uses:

- P: Land and/or buildings in this District may be used for the purposes listed by right.
- SLU: The following uses may be permitted by obtaining Special Land Use approval when all applicable standards as cited in Chapter 15 are met:
- NP: Use is not permitted in the district.

Use	C-2	C-3	C-4
<b>Retail</b>			
Building supply and equipment establishments.	SLU	NP	NP
Commercial enterprises producing merchandise on the premises	SLU	NP	NP
Convenience Stores	P	NP	NP
Drive through service establishments	SLU	NP	NP
Open Air Businesses.	SLU	NP	NP
Pawnshops	SLU	NP	NP
Restaurants, drive-through	SLU	SLU	NP
Restaurants, Freestanding but excluding drive-through establishments	P	P	SLU
Restaurants within shopping centers, excluding drive-through establishments	P	P	NP
Retail businesses	P	P	NP
Retail with on site Warehousing/Distribution	SLU	NP	NP
Vehicle rental establishments.	SLU	NP	NP
<b>Service</b>			
Animal hospitals and kennels.	SLU	NP	NP

Use	C-2	C-3	C-4
Commercial schools	SLU	SLU	SLU
Financial Institutions, Freestanding	SLU	SLU	SLU
Funeral homes and Crematoria	SLU	NP	P
Hotels and motels	SLU	SLU	SLU
Personal service establishments	P	P	P
Radio and television stations	P	P	P
Repair and service establishments	P	NP	NP
Vehicle Fuel Stations	SLU	NP	NP
Vehicle Repair, Major	SLU	SLU	NP
Vehicle Repair, Minor	P	SLU	NP
Vehicle washes	SLU	NP	NP
<b>Institutional, Recreational and Utilities</b>			
Assisted Living Facilities	NP	NP	NP
Assisted Living Family Facility	NP	NP	NP
Assisted Living Group Facility	NP	NP	NP
Colleges and universities	SLU	SLU	SLU
Convalescent Homes	NP	NP	NP
Elementary and secondary schools	SLU	NP	NP
Emergency Medical Centers	SLU	SLU	SLU
Fitness Facility	P	P	SLU
Hospitals	SLU	SLU	SLU
Municipal and Public Service Activities	P	P	P
Nursing Homes	NP	NP	NP
Private Clubs or Lodges	P	NP	NP
Recreation Facilities, Indoor	P	P	SLU
Recreational Facilities, Outdoor	P	P	SLU
Recycling Station	SLU	NP	NP
Theaters	SLU	SLU	NP
Utility substations, transmission lines and pressure controls	SLU	SLU	SLU

Use	C-2	C-3	C-4
<b>Offices</b>			
Clinics	P	NP	P
Offices	P	P	P
<b>Other</b>			
Accessory buildings and uses subject to Sections 3.15 and 3.16	P	P	P
Assembly buildings	P	P	P
Billboards	NP	NP	SLU
Conference Meeting and Banquet Facility	P	P	P
Elderly Housing	NP	NP	NP
Freestanding Off Street Parking	P	P	P
Places of Religious Worship	P	P	P
Residential Child and Adult Care Institutions	Refer to Section 3.20		
Single family residential within a historic district as designated by the City of Kentwood Historic Preservation Commission.	P	NP	P
Wireless Communications Tower	SLU	NP	SLU
Wireless Communications Antenna when attached to an existing telecommunications tower, water tower, or other structure	P	P	P

**SECTION 8.03 DEVELOPMENT REQUIREMENTS**

**A. Site Plan Approval Requirements**

The following chart provides requirements for site plan approval. A site plan shall be submitted for Planning Commission review in connection with the following, unless specifically exempted in Section 14.02:

District	Site Plan Approval Requirements	Other Requirements
C-2	Special Land Uses	Site plans shall be submitted for all shopping centers, plats, site condominium projects, and municipal buildings. All other new buildings with a permitted use in C-2 and C-4 shall be subject to approval by the Staff Review Team in accordance with the requirements of Section 13.05. See Section 3.25 for site condominium requirements and procedures. See Chapter 14 for site plan requirements. See Chapter 15 for Special Land Use requirements.
C-3	Permitted and Special Land Uses	
C-4	Special Land Uses	

**B. Lot, Yard and Building Requirements****1. Size and dimensional table:**

Requirement	C-2	C-3	C-4	Other Requirements
Minimum Lot Area	11,050 sq. ft.		15,000 sq. ft.	
Minimum Lot Width	85 ft.		100 ft.	Lot width is measured at the front building setback line. See Section 3.05.
Front Yard	35 ft.	40 ft.	30 ft.	The required front yard shall be landscaped, except for necessary drives or walks. No storage, parking, off-street loading areas or accessory structures shall be permitted.
Side Yard	None Required When adjacent to a C-2, C-3, I-1 or I-2 district		12 ft. one side / 25 ft. total	In the C-2 and C-3 Districts, side yards shall not be required, except on that side of the lot abutting an OS Open Space or C-4 Office district in which case there shall be a side yard of not less than ten (10) feet or upon a Residential District in which case there shall be a side yard of not less than twenty (20) feet.
				Where the building is not placed on the lot line on lots abutting Commercial or Industrial Districts, a minimum side yard of ten (10) feet shall be required.
				In all Commercial Districts in the case of a corner lot the building setback on the side yard on the street side shall be a minimum of thirty (30) feet with a minimum ten (10) foot landscaped area.
				See definition of Yard side in Section 2.02.Y
Rear Yard	30 ft.	35 ft.	35 ft.	When the rear yard of a lot in any commercial district abuts any Residential District, the building setback shall be fifty (50) feet.
Maximum Lot Coverage	75%	35%	35%	Includes area of lot covered by main and accessory buildings and structures. For the C-2 District, maximum lot coverage includes all areas not landscaped. Principal activity conducted within an enclosed building except for specified Special Land Uses. Maximum 85% maximum lot coverage for redeveloping C-2 sites where existing buildings will be retained.
Maximum Building Height	3 stories or 45 feet, whichever is lower			Building height is limited to two stories or 30 feet, whichever is lower in any commercial property abutting any residential district. See Chapter 2, definition for building height. See Section 3.03.
Maximum Warehouse with Retail Use	75%		NP	No outside storage of materials. The site shall not abut any residential district nor lie within one hundred (100) feet of a residential use

2. The type and amount of building materials utilized shall comply with the following table:

Material	Maximum Percent of Wall to be Covered by Certain Building Materials			
	100	75	50	25
Brick	✓			
Decorative Masonry		✓		
Stone		✓		
Wood, Vinyl and Metal Siding				✓
Finishes*				✓
* includes dryvit, plaster, stucco or similar materials. Such materials shall not be used where contact with vehicles may occur such as parking areas and traffic ways.				

**C. Development Requirements for Parking**

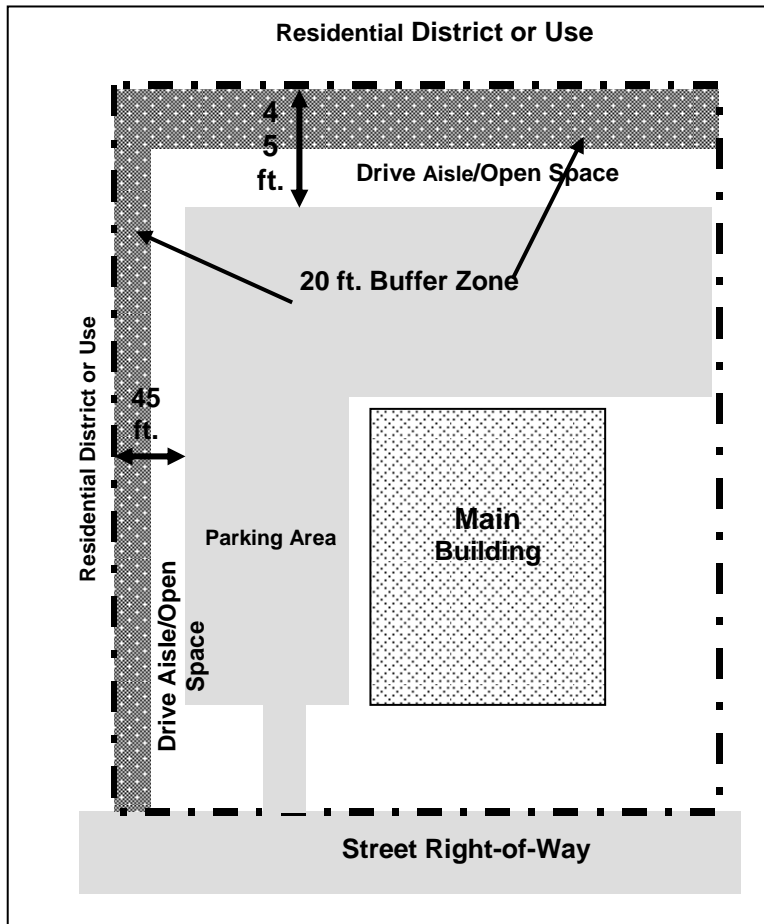
1. The amount of required off-street parking spaces for individual uses shall be determined in accordance with the following table and shall meet the dimensional requirements of Chapter 17, Offstreet Parking and Loading. Site development within the C-2 zone district must provide for sufficient parking for general retail use of the building.

Use	Parking Requirement – Spaces per unit of measurement
<b>Retail</b>	
Auto salesrooms, wholesale stores and machinery sales	1 per each 400 sq. ft. GFA
Building supply and equipment establishments	1 Per each 300 sq. ft. GFA
Commercial enterprises producing merchandise on the premises	1 Per each 250 sq. ft. GFA
<b>Convenience Store</b>	1 space Per every 250 sq. ft. GFA
Drive Through Service establishments	4 Standing spaces per each out-side teller or other outside service window, <u>plus</u> normal requirements for the use
Open Air Businesses	1 Per each 800 sq. ft. of lot area used for the open air business <u>plus</u> parking for any main use building and associated accessory uses
Open Air Business- Vehicle Sales	1 per each 300 square feet of GFA for the showroom building
Retail Businesses	1 Per each 250 sq. ft. GFA for the first 25,000 sq ft of GFA and 1 per each 300 sq ft GFA for additional floor area in building or center.
Restaurants, excluding drive-through services, when within shopping centers	1 Per each 70 sq. ft. UFA
	1 Per each 50 sq. ft. UFA, <u>plus</u> 4 standing spaces per each outside service window
Restaurants ,Freestanding	1 Per each 50 sq. ft. UFA, <u>plus</u> 4 standing spaces per each outside service window

Use	Parking Requirement – Spaces per unit of measurement
Retail with on site Warehousing/Distribution	1 Per each 250 sq. ft. GFA of area used for retail sales <u>plus</u> 1 per each 2,000 square feet GFA of warehouse area
Vehicle rental establishments.	1 Per each 500 sq. ft. GFA
<b>Service</b>	
Animal hospitals and kennels.	1 Per each 400 sq. ft. GFA
Commercial schools	12 Per classroom or amount required in the auditorium or place of assembly, whichever is greater
Financial Institutions	1 Per each 200 sq. ft. GFA, <u>plus</u> , 4 Standing space per each out-side teller
Funeral Homes and Crematoria	Parking Operations Plan or 1 per 50 sq.ft. of parlor area
Hair Stylists	3 Per each stylist
Hotels, motels	1 Per each guest bedroom, <u>plus</u> 1 per each employee, <u>plus</u> amount required for accessory uses
Laundromats	1 per each 2 washing and drycleaning machines
Personal service establishments	1 Per each 300 sq. ft. GFA
Radio and Television Stations.	1 Per each 300 sq. ft. GFA
Repair and service establishments	1 Per each 800 sq. ft. GFA
Vehicle fuel stations, vehicle repair - major and minor	2 Per each service stall, <u>plus</u> 1 Per each employee, <u>plus</u> 1 Per each service area
Vehicle washes.	1 Per each employee
<b>Institutional, Recreational and Utilities</b>	
Assisted Living Facilities, Convalescent Homes and Nursing Homes	1 per each 3 beds or 2 rooms, whichever is less, Plus 10 spaces signed for visitors
Colleges and universities and High schools	8 Per classroom or amount required for the auditorium or place of assembly, whichever is greater; separate areas for student drop off and pickup areas for buses must be provided.
Elementary and <i>secondary</i> schools	4 Per classroom or amount required for the auditorium or place of assembly, whichever is greater; separate areas for student drop off and pickup areas for buses must be provided.
Emergency Medical Centers	2 ½ Per exam or outpatient procedure room or station <u>plus</u> 1 per each lab or recovery room

Use	Parking Requirement – Spaces per unit of measurement
Hospitals	Parking Operations Plan or 2 per each in patient bed <u>plus</u> 1 per 150 square feet for offices and administrative uses, <u>plus</u> required out patient parking (see clinic).
Municipal and public service activities	1 Per each 300 sq. ft. GFA, not including parking areas municipal vehicles (police cars, public works vehicles, etc.) <u>plus</u> spaces required for assembly areas.
Private Clubs or Lodges	Parking Operations Plan but not less than 1 Per each 3 individual members and/or guests allowed within the maximum occupancy load
Recreational facilities Indoor	Parking Operations Plan but not less than 4 Per court or other recreational facility use <u>plus</u> parking required for any accessory uses. If athletic fields are included, there shall be provided 20 spaces per field
Recreational facilities Outdoor	Parking Operations Plan but not less than 1 per each 2 miniature golf holes <u>plus</u> 2 per each batting cage <u>plus</u> 1 per each 50 sq ft with video games <u>plus</u> 4 spaces per court
Office buildings	One (1) per 300 square feet GFA.
Clinic	3 per each exam or outpatient procedure room or station <u>plus</u> 1 per each lab or recovery room
Bowling Alleys	5 Per bowling lane, <u>plus</u> 50% of amount required for any restaurant or banquet uses
Assembly buildings	1 Per each 3 seats or six feet of bleacher seating or each 100 sq. ft. whichever is greater
Libraries, Art Galleries and museums	1 per each 400 sq. ft. GFA
Day Care Centers	Parking operations plan or 1 Per each 3 clients computed on the basis of the greatest number of clients on site at a given time.
Places of Religious Worship	2 Per each 5 seats based on the maximum seating capacity of the main place of assembly up to 2,500 persons
Parks	10 per athletic field <u>plus</u> 1 per each 10 sq ft of play structure
Golf courses	3 per hole for par three, 6 per hole for others <u>plus</u> parking required for any accessory use
Stadiums and sports arenas	1 per each two (2) seats or five (5) feet of bleachers

2. The respective side and rear yard setback for the off-street parking for non-residential uses common to an adjacent residential use or district shall be a minimum of forty-five (45) feet of which twenty (20) feet nearest the respective property line is developed as a buffer zone. No accessory buildings or storage is allowed in this 45 foot setback. Such buffer zone shall extend the entire depth of the side of the lot in the case of the side yard parking adjoining residential use, or the width of the rear of the lot in the case of rear yard parking adjoining the residential use. The required buffer zone shall incorporate a minimum six (6) foot high vertical screen.



**D. Development Requirements for Signs.** See also Chapter 16, Signs for general requirements.

Signs Permitted	C-2, C-3, C-4 Districts				Other Requirements
	Size	Number	Height	Location	
Freestanding Pole -On lots 190 lineal feet or less of frontage	2 sq. ft. of sign for each 5 ft. of frontage.	1 per lot	25 ft.	Behind the ROW	10 foot clear space necessary from bottom of sign to ground
Freestanding Pole - On lots of greater than 190 lineal feet of frontage	2 sq. ft. of sign for each 5 ft. of frontage up to 190 lineal feet plus 2 sq. ft. of sign for each 10 ft. of frontage exceeding 190 lineal feet	1 per lot	25 ft.	Behind the ROW	No sign shall exceed 100 sq. ft.
					10 foot clear space necessary from bottom of sign to ground
Freestanding Ground – On lots 190 lineal feet or less of frontage	2 sq. ft. for each 5 ft. of frontage	1 per street frontage	4 ft. above mean grade if less than 10 feet from ROW line		Not permitted if a freestanding pole sign is used Outside the clear vision area of the intersection of streets or driveways onto streets
			10 ft. above mean grade If 10 ft. or more from ROW line		
Freestanding Ground – On lots greater than 190 lineal feet of frontage	2 sq. ft. of sign for each 5 feet of frontage up to 190 lineal feet plus 2 sq. ft. of sign for each additional 10 ft. of frontage.	1 per street frontage	4 ft. above mean grade if less than 10 feet from ROW line		Not permitted if a freestanding pole sign is used Outside the clear vision area of the intersection of streets or driveways onto streets
			10 ft. above mean grade If 10 ft. or more from ROW line		
Additional Freestanding (See Other requirements)	Same as Freestanding	1	Same as Freestanding	Same as Freestanding	Permitted if: On a lot of 5 acres or more with multiple public street frontages; OR on through lots (excluding corner lots)
Wall - Establishments 70 feet or less wall	1½ sq. ft. for each 1 lineal foot of wall	1 per street frontage	Cannot extend above roof line	On wall	Area of wall signs is calculated by using the wall to which the sign will be attached

Signs Permitted	C-2, C-3, C-4 Districts				Other Requirements
	Size	Number	Height	Location	
Wall - Establishments with more than 70 feet of wall	1½ sq. ft. for each 1 lineal foot of wall for first 70 lineal feet PLUS 1½ sq. ft. for each 3 lineal foot of wall in excess of 70 lineal feet.	1 per street frontage	Cannot extend above roof line	On wall	Area of wall signs is calculated by using the wall to which the sign will be attached
Non-Commercial	32 sq. ft.	1 per issue or candidate per street frontage	4 ft.	Behind the ROW	
Real Estate	32 sq. ft.	1	6 ft.	Set back at least 10 feet from a side or rear lot line	Permitted only when property is for sale, rent, or lease
Institutional Bulletin Board	50 sq. ft.	1	6 ft.	Set back at least 25 feet from front property line	
Directional	6 sq. ft.	Only to the extent necessary as determined by the Zoning Administrator for traffic safety, subject to approved plan for design, number, and location.			
Window	Shall not cover more than 25 percent of window area on any side of a building				
Balloon	See Height	1	35 ft. from surface of resting point or point of tie downs	Set back from any property line equal to 1½ times its height	See Chapter 16 for additional requirements related to balloon signs
Shopping Center Banner	Thirty (30) sq. ft. for every 100 feet of setback from public ROW	One banner for every 100 parking spaces	25 feet	Set back at least 100 feet from the front lot line	No banner shall exceed 100 sq. ft. in area
					10 foot clear space necessary from bottom of banner to ground
Portable	32 sq. ft.	1	Same as Freestanding Ground	Behind the ROW and in a location where driver visibility is not impaired	Limited to 30 days of display in any calendar year

Signs Permitted	Regional Shopping Centers (RSC) in C-3 Districts				Other Requirements
	Size	Number	Height	Location	
Monument sign for shopping center	Maximum of 200 sq. ft.	Not more than 1 for each street frontage	Maximum of 25 feet	Outside of ROW	No more than 50% of sign area to consist of text and/or graphics and landscaped at the base
Freestanding entrance sign	Maximum of 100 sq. ft.	Maximum of 1 at each driveway or street entrance to RSC	Maximum of 25 feet	Outside of ROW	Must be at least 400 feet between each freestanding entrance sign
Directional Sign	Maximum of 25 sq. ft.		Maximum of 10 feet, but greater height may be approved by Zoning Administrator	Outside of ROW	(1) May include name of use or tenant that has at least 18,000 sq. ft. in RSC; (2) May be permitted for full service restaurants, theaters, food courts, valet entrances, motor coach parking areas and convention and visitors bureau; (3) Signs shall be in a uniform style and appearance throughout RSC; (4) Signs may indicate location or route, provide identification, promote traffic safety or serve other related purposes
Banner	30 sq. ft. for each 100 feet of setback from public street ROW, but no banner to be larger than 100 sq. ft.	1 banner for each 100 off-street parking spaces	25 feet	Set back at least 100 feet from front lot line	At least 10 feet of clear space from bottom of banner to ground
Entrance sign - commercial establishment of more than 50,000 sq. ft.	Maximum of 70 sq.ft.	1 per entrance of the commercial establishment	Cannot extend above roof line	On wall	

Signs Permitted	Regional Shopping Centers (RSC) in C-3 Districts				Other Requirements
	Size	Number	Height	Location	
Wall sign - commercial establishment of more than 50,000 sq.ft. – in addition to permitted entrance sign	Maximum of 5% of the wall to which it is attached.	1 on each exterior wall of commercial establishment, in addition to permitted entrance sign	Cannot extend above roof line	On each exterior wall	Location of sign is subject to Zoning Administrator approval; area of sign is calculated with reference to the wall to which sign is attached.
Entrance sign - commercial establishment with separate exterior customer entrance, except establishments with more than 50,000 square feet (covered above)	1½ sq.ft. for each 1 lineal foot of wall for first 70 lineal feet <i>PLUS</i> 1½ sq.ft. for each 3 lineal feet of wall in excess of 70 lineal feet	1 per entrance of the commercial establishment	Cannot extend above roof line	On wall	Area of sign calculated with reference to tenant space wall to which sign is attached
Wall sign - commercial establishment of more than 20,000 square feet without an exterior entrance	Maximum of 70 square feet	1 sign on an exterior wall of building in which commercial establishment is located	Cannot extend above roof line	On wall	Location of sign is subject to Zoning Administrator approval
Wall sign - RSC identification sign at pedestrian entrance	Maximum of 300 sq.ft.	1 per pedestrian entrance	Cannot extend above roof line	At each pedestrian entrance of RSC	