

Holland Charter Township

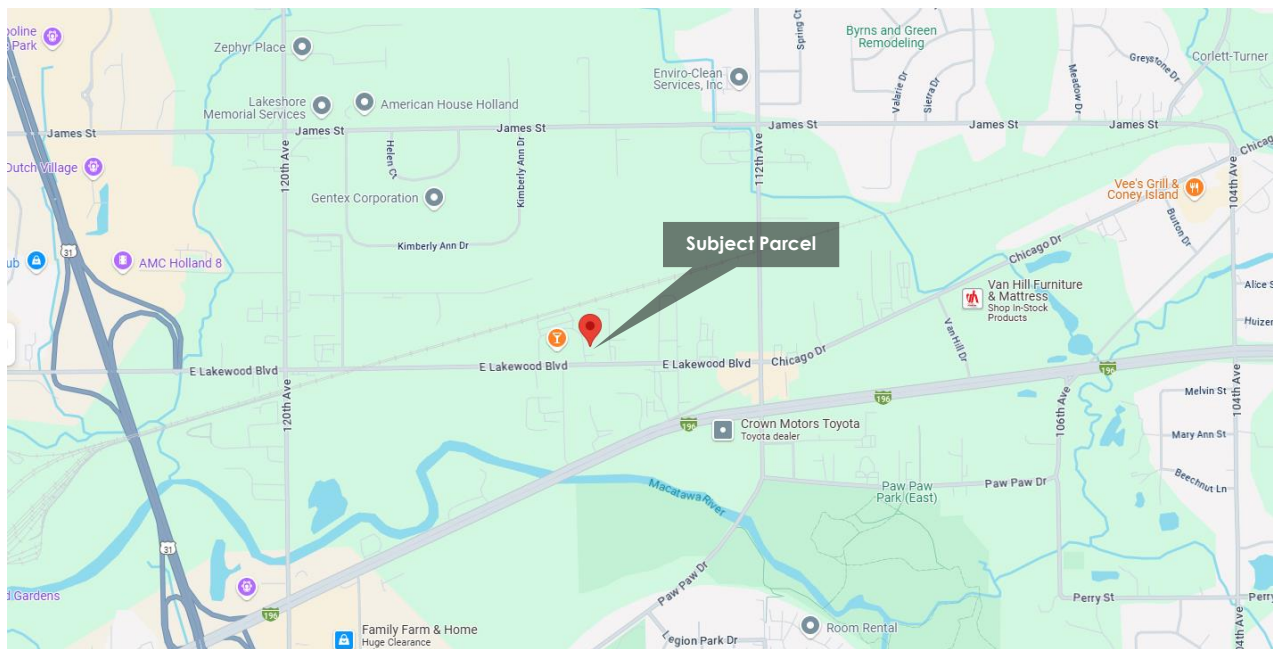
PROJECT NARRATIVE

PROJECT OVERVIEW

Union Land, LLC requests Special Land Use (SLU) approval for the property located at 11483 Lakewood Boulevard. This property is home to GreenMark Equipment, a thriving turf equipment dealer and service provider. The SLU request includes a continuation of the use category “Vehicle...heavy equipment sales...”, modified outdoor display area, and an expanded fenced area providing screening for equipment awaiting repair. The request is in compliance with the Township’s Standards of Approval for Special Land Uses articulated in the Zoning Ordinance.

PARCEL INFORMATION

The subject property is located at 11483 Lakewood Boulevard between 112th and 120th Avenue. It is currently in use as the home of GreenMark Equipment. The subject property is 1.43 acres, and the permanent parcel number is 70-16-22-271-005.



Parcel number:	Size (acres)	Zoning:
70-16-22-271-005	1.43	C-2, Community Commercial



Please see sheet 201 for legal descriptions and other details.

ZONING AND PROPOSED USE

According to the Holland Charter Township Zoning Map dated January 18, 2025, the subject parcel is zoned C-2, Community Commercial.



Section 5.1 of the Holland Charter Township Zoning Ordinance describes this district as “a general commercial district containing uses which include the sale of commodities or performance of services for the entire community.

Among the Special Land Uses permissible in this district in accordance with article 15 are “Vehicle, recreational equipment, manufactured homes, heavy equipment sales and rental” and “Vehicle Repair”

Use	C-1	C-2	C-3
Amateur radio and over the air reception	N/C	N/C	N
Vehicle repair		S	S
Vehicle wash		S	S
Vehicle, recreational equipment, manufactured homes, heavy equipment sales and rental		S	S

The applicants seek to continue use of this property for equipment sales and repair.

SPECIAL LAND USE - GENERAL STANDARDS OF APPROVAL

The applicant is proposing a use and a site plan that satisfies the review standards of Section 15.3 of the zoning ordinance.

Please see the portion of the ordinance quoted below, followed by a statement of compliance in italics.

1. The use will be harmonious and appropriate with the existing or intended character and land uses in the general vicinity.

The proposed use is in alignment with the C-2 district, providing products and services to the community. The proposed use is identified as use available through the SLU process.

2. The use will be served adequately by public services and facilities, including, but not limited to, streets, police and fire protection, drainage structures, refuse disposal, water and sewer facilities, and schools.

The proposed use will not place any undo burden on public services. No modifications to access, parking, the building, or use are proposed.

3. The use will not involve operations, materials and equipment that will be detrimental, hazardous, or disturbing to any persons, property or the general welfare due to traffic, noise, smoke, fumes, glare, vibration, or odors.

No activities supporting the proposed use will be detrimental or disturbing to the public. All repair activities happen inside the building.

4. The use will be consistent with the intent and purposes of this ordinance and the Holland Charter Township Comprehensive Plan.

The subject property is designated as Community Commercial on the Future Land Use map dated January 18, 2025. The proposed use is consistent with this designation as articulated on page 54 of the Comprehensive plan, "The sales of those establishments within Community Commercial areas should include the sale of goods and services that can benefit the community on a wider scale. In general, developments within Community Commercial land uses are single-use commercial structures.

5. The use will ensure that the environment shall be preserved in its natural state, insofar as practicable, by minimizing tree and soil removal and topographic modifications, which result in maximum harmony with adjacent areas.

Minimal modification is proposed, only the addition of paved surface to support the screened, outdoor storage of vehicles awaiting repair.

6. The use will not result in traffic congestion, nor have an adverse impact on roads, nor cause hazards.

The use will not result in traffic congestion. No modifications to the use or to traffic circulation are proposed.

7. There is need for the proposed use within the township, and the use will not be detrimental to the community.

The ongoing success and growth of the business is evidence of the need in the area. The proposed SLU seeks only to enhance existing operations to better serve the community.

SUMMARY

The applicant is presenting a Special Land Use request that is in alignment with the standards and goals of Holland Charter Township as articulated in the zoning ordinance and Comprehensive Plan. The proposed modifications to the home of GreenMark Equipment represent an attractive and useful asset to the community.

NEDERVELD

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HOLLAND

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Holland, MI 49423
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GRAND RAPIDS

217 Grandville Ave., Suite 302
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ANN ARBOR

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Ann Arbor, MI 48103
Phone: 734.928.6953

PREPARED FOR:

Attn: Dave Timmerman

1395 Hillridge Way
Zeeland, MI 49464

REVISIONS:

Title: SLU / Site Plan Submittal
Drawn: MY Checked: ED Date: 2025.07.07

GREENMARK
EQUIPMENT

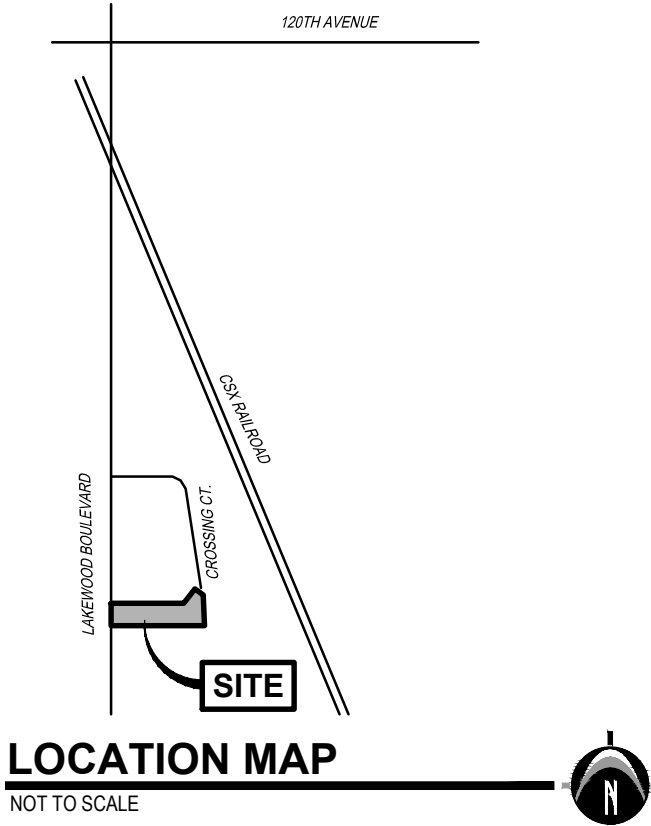
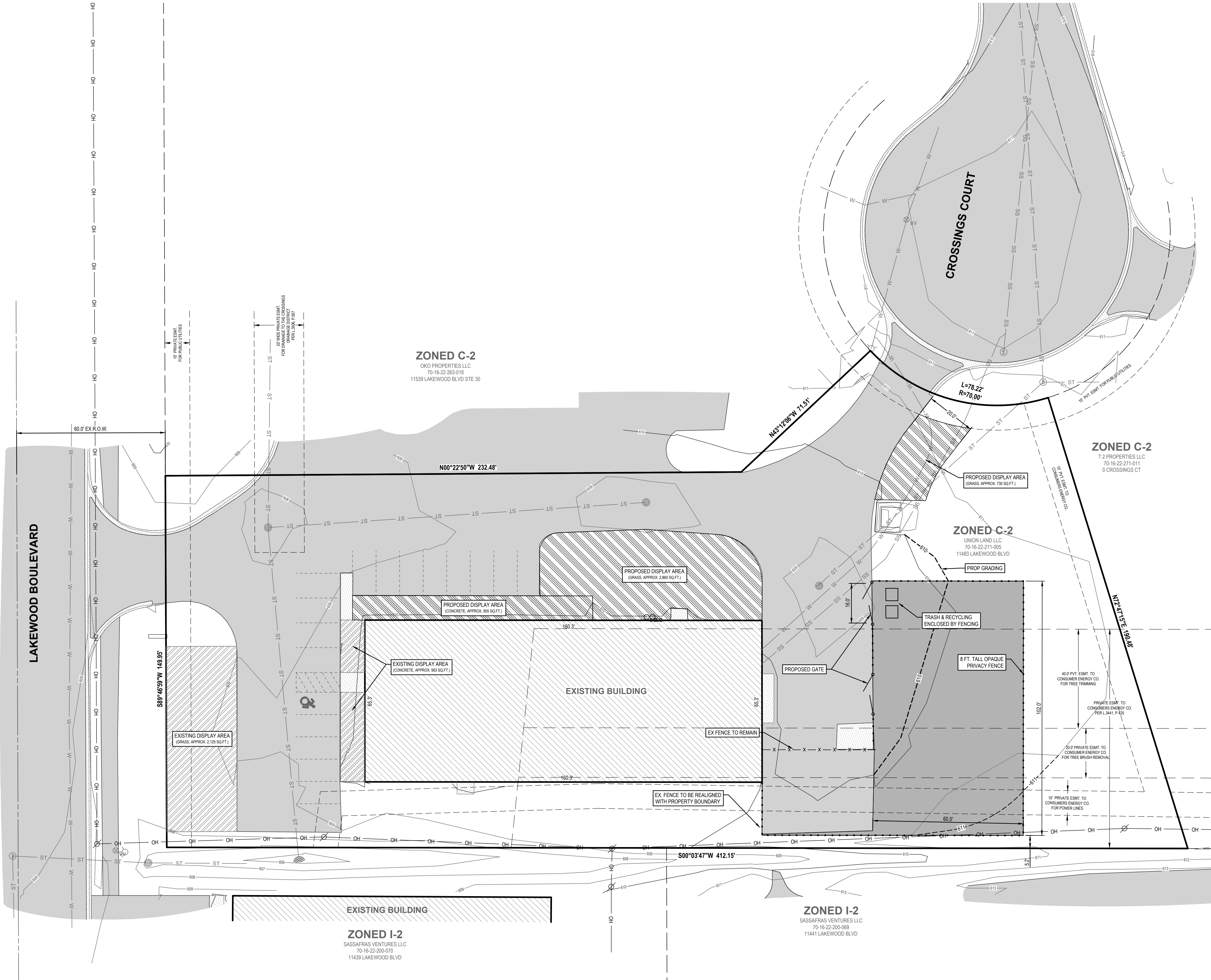
Site Layout & Grading Plan

11483 Lakewood Blvd.
PART OF THE NORTHEAST 1/4 OF SECTION 22, T5N, R15W,
HOLLAND TOWNSHIP, OTTAWA COUNTY, MICHIGAN

SEAL:

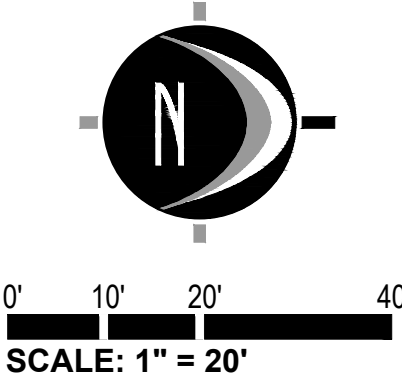
PROJECT NO:
25200836

SHEET NO:
C-205



LEGEND

- EXISTING BITUMINOUS
- EXISTING CONCRETE
- PROPOSED BITUMINOUS (STANDARD DUTY)
- EXISTING DISPLAY AREA
- PROPOSED DISPLAY AREA



GENERAL NOTES

- ZONING OF PROPERTY: C-2 COMMUNITY COMMERCIAL
C-2 ZONING REQUIREMENTS
A) MINIMUM LOT AREA = 15,000 SQ. FT.
B) MINIMUM LOT WIDTH = 90 FT.
C) MAXIMUM BUILDING HEIGHT = 50 FT.
D) MAXIMUM BUILDING COVERAGE = 25%
SETBACKS
A) FRONT YARD = 50 FT.
B) SIDE YARD = 15 FT. (50 FT. ABUTTING RESIDENTIAL)
C) REAR YARD = 25 FT. (50 FT. ABUTTING RESIDENTIAL)
- SUMMARY OF LAND USE:
A) TOTAL ACREAGE = 1.44 ACRES (62,532 SQ. FT.) (EXCLUDING R.O.W.)
B) AREA OF EXISTING BUILDING = 10,466 SQ. FT.
C) LOT COVERAGE = 16.7%
D) GROSS DISPLAY AREA = 6,670 SQ. FT.
E) ZONING OF PARCELS TO SOUTH AND EAST = I-2
ZONING OF PARCELS TO NORTH AND WEST = C-2
- PARKING REQUIREMENTS
A) MINIMUM REQUIRED SPACE PER TOWNSHIP = 9x18' (24' AISLE)
B) TYPICAL PARKING SPACE PROVIDED = 9x18' (24' AISLE)
C) TYPICAL VAN ACCESSIBLE PARKING SPACE = 11x18' WITH 5' AISLE
D) TYPICAL CAR ACCESSIBLE PARKING SPACE = 8x18' WITH 5' AISLE
E) NUMBER OF SPACES REQUIRED = 37 (BASED ON TWP REQUIREMENTS)
BUILDING PARKING = 34 SPACES (10,000 SF)
DISPLAY PARKING = 3 SPACES (10,000 SF)
F) NUMBER OF SPACES PROVIDED = 18
- THIS PROJECT IS NOT LOCATED IN THE 100 YEAR FLOOD PLAIN, BASED ON THE NATIONAL FLOOD INSURANCE PROGRAM RATE MAPS
- BEST MANAGEMENT PRACTICES WILL BE UTILIZED DURING AND AFTER CONSTRUCTION OF THE PROJECT. MEASURES WILL INCLUDE THE USE OF SEEDING AND MULCHING, SEDIMENT INLET FILTERS, COMPACTION AND PAVING. THE OWNER OF THE SUBJECT PARCEL SHALL HAVE THE RESPONSIBILITY TO MAINTAIN THE PERMANENT SOIL EROSION PROTECTION MEASURES.
- NO PROPOSED ADDITIONAL LIGHTING AT THIS TIME. SHOULD LIGHTING BE PROPOSED ALL LIGHTING SHALL BE SHIELDED FROM ALL ADJACENT PROPERTIES. PROPOSED LIGHTING SHALL CONSIST OF WALL-MOUNTED LIGHTS AND LIGHT POLES, BOTH FITTED WITH DOWN CAST TYPE FIXTURES TO BE SPECIFIED BY LIGHTING CONSULTANT.



UTILITY LOCATIONS ARE DERIVED FROM ACTUAL MEASUREMENTS OR AVAILABLE RECORDS. THEY SHOULD NOT BE INTERPRETED TO BE EXACT LOCATIONS NOR SHOULD IT BE ASSUMED THAT THEY ARE THE ONLY UTILITIES IN THIS AREA.

NOTE: EXISTING UTILITIES AND SERVICE LINES IDENTIFIED AS "PLANS" WERE OBTAINED FROM AVAILABLE AS-BUILT RECORD DRAWINGS. THE CONTRACTOR SHALL VERIFY THE LOCATION, DEPTH AND STATUS OF ALL UTILITIES AND SERVICE LINES PRIOR TO NEW CONNECTIONS.