



**Mara Greens**  
Indoor Golf Club

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**November 15, 2024**

Planning Commission  
City of Lathrup Village  
27400 Southfield Road  
Lathrup Village, MI 48076

**Subject: [Site Plan Review] Request for Parking Space Reduction - Mara Greens Golf Simulator**

Dear Members of the Planning Commission,

We are writing to respectfully request a waiver to reduce the required off-street parking spaces by 25%, or 5 to 9 spaces, for Mara Greens Golf Simulator, located at 28317 Southfield Rd, Lathrup Village, MI 48076.

We believe this request is reasonable and well-supported by operational controls, complementary shared parking arrangements, and an informed analysis of the store operating hours for the adjacent tenants, particularly during peak times.

In the documentation that follows, we have outlined an off-street parking analysis providing evidence that the overall site can effectively accommodate uses requiring **34** off-street parking spaces, despite only **29** spaces being available. This request aligns with the MX and VC Modification (Section 5.13.19), which permits the Planning Commission to reduce the number of required parking spaces for non-residential uses by up to **25%**, provided such a reduction does not negatively impact adjacent properties or conflict with the spirit of the ordinance.

**1. Off-Street Parking Analysis**

Mara Greens Golf Simulator will feature three golf simulator bays, each accommodating up to four golfers, for a total capacity of 12 patrons. Additionally, 1-2 employees will be on-site to manage operations and assist guests. At full capacity, Mara Greens can host up to 14 individuals, including both staff and patrons assuming each person drives a vehicle independently and requires a parking space.

The parking demand for Mara Greens Golf Simulator can be effectively managed due to the complementary operating hours of adjacent businesses. A summary of parking standards, based on the current minimum parking spaces required per Section 5.13.13.D, is provided in Table 1.

**Table 1: Summary of Parking Standards**

The table below indicates a requirement of **34** parking spaces, with **29** currently available, resulting in a shortfall of **5** spaces.

29 on-site spaces are provided with no change from existing		
Ordinance Standard	Required	Comments
28317 Health & Fitness	9 Parking Spaces	Mara Greens - Use is Proposed
26641 Bartending School	9 Parking Spaces	Use is existing
28309 Medical Supply	9 Parking Spaces	Use is existing
28313 Insurance Office	7 Parking Spaces	Use is existing

The following analysis, detailed on the next page, demonstrates that the site can effectively accommodate the parking needs of all uses, despite the shortfall, while remaining consistent with the intent and spirit of the ordinance.

**Table 2: Store Operating Hours & Peak Parking Analysis**

Mara Greens anticipates its peak hours to occur between 4:00 PM - 10:30 PM on weekdays and throughout the day on weekends, from 9:30 AM to 10:30 PM. The table below outlines the operating hours of Mara Greens and adjacent businesses, with a focus on peak periods when parking demand may increase.

Store Operating Hours				Peak Hours of Overlap		
Business (# spaces)	Operating Hours	Saturday Status	Sunday Status	Overlap on Weekdays (After 4 PM)	Overlap on Saturdays	Overlap on Sundays
Mara Greens (9sp)	Mon-Sun: 9:30 AM - 10:30 PM	Open	Open	Peak hours 4 PM - 10:30 PM	Peak hours: 9:30 AM - 10:30 PM	Peak hours: 9:30 AM - 10:30 PM
Bartending School (9sp)	Mon-Sun: 8:00 AM - 10:00 PM	Open	Open	6 hours 4 PM - 10 PM	12.5 hours 9:30 AM - 10 PM	12.5 hours 9:30 AM - 10 PM
Medical Supply (9sp)	Mon-Fri: 10:00 AM - 4:00 PM	Closed	Closed	0 hours	0 hours	0 hours
Insurance Office (7sp)	Mon-Sat: 10:00 AM - 5:00 PM	Closed at 5 PM	Closed	1 hour 4 PM - 5 PM	7 hours 10 AM - 5 PM	0 hours

**2. Key Observations**

Complementary to the 9 required parking spaces for Mara Greens Golf Simulator as outlined in Section 5.13.13.D, the parking demands of adjacent businesses are not in conflict or negatively impacted by the proposed use.

During all peak hours of Mara Greens' operation, one of the four businesses (Medical Supply) will consistently be closed, leaving 9 parking spaces vacant.

The observations below further support the conclusion that the site can accommodate parking demands effectively while maintaining harmony with the adjacent businesses.

**A. Weekdays:**

- o Medical Supply operates from 10:00 AM to 4:00 PM and closes before Mara Greens' peak hours (starting at 4:00 PM), leaving 9 additional parking spaces available during the evening.

- The Insurance Office closes at 5:00 PM, resulting in just one hour of overlap with Mara Greens' peak hours. After 5:00 PM, 7 more parking spaces become available.

**B. Saturdays:**

- Medical Supply is closed, making 9 additional parking spaces available throughout the day.
- The Insurance Office operates from 10:00 AM to 5:00 PM, overlapping with Mara Greens' peak hours for 7 hours. After 5:00 PM, an additional 7 parking spaces are available.

**C. Sundays:**

- Two out of four businesses (Medical Supply and Insurance Office) are closed, significantly reducing demand and leaving 16 additional parking spaces available throughout the day.

This staggered usage of parking ensures that the 29 available spaces can accommodate all businesses effectively, especially during peak times and standard operating hours.

### **3. Operational and Scheduling Controls**

Mara Greens is uniquely positioned to manage parking demand due to its business model, which emphasizes controlled scheduling and efficient turnover:

- **Reservations Required:** All facility usage is by reservation only, eliminating unplanned foot traffic and ensuring that parking demand is predictable and manageable.
- **No Casual Seating or Dining:** Unlike restaurants or recreational facilities with casual seating, Mara Greens does not encourage prolonged stays. Guests arrive, participate in their scheduled simulator time, and depart promptly.
- **Membership-Based Access:** Our clientele is focused on members, creating a predictable and recurring user base that is easier to manage.
- **Staff Oversight:** Employees will monitor parking usage during peak hours to ensure proper flow and turnover based on incoming reservations; with full control of reducing the number of reservations that can be taken at any given time.

The structured nature of our business model ensures that guests are scheduled in intervals, allowing for regular parking turnover. This turnover enables the site to accommodate a higher number of visitors without exceeding the available parking capacity.

#### 4. Alignment with Community Goals

Mara Greens supports the City of Lathrup Village's goals for sustainable and responsible development:

- **Reduced Vehicle Dependency:** With the proximity to public transit options and safe pedestrian pathways, we encourage alternative modes of transportation.
- **Smart Growth:** By optimizing shared parking resources and minimizing excessive parking allocation, we align with modern urban planning principles that reduce impervious surfaces and encourage community-focused land use.

These measures, combined with our operational model, ensure that the site operates harmoniously with its surroundings.

#### 5. Conclusion

We believe that the evidence provided demonstrates that Mara Greens Golf Simulator can operate effectively with a 25% reduction of between 5 and 9 off-street parking spaces. By leveraging complementary business hours, implementing structured operational controls, and committing to responsible management, we can ensure that parking demands are met without adverse impacts to neighboring businesses or the community.

We kindly request the Planning Commission's approval of this waiver to allow our business to thrive while adhering to the City of Lathrup Village's development standards. Thank you for your consideration.

Sincerely,

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