

TO: **Shopping Area Redevelopment Board**

- | | | |
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| ▶ Doug Vos, Chair | ▶ Laura Gentry | ▶ Kori Dick |
| ▶ Eric Barnes | ▶ Brian Vanhoven | ▶ Kevin Klynstra |
| ▶ Lee VanKampen | | |

Staff

- ▶ Tim Klunder, City Manager
- ▶ Abigail deRoo, City Marketing Director

FROM: Abigail deRoo, Marketing Director

DATE: August 14, 2025

RE: **Meeting Notice**

THURSDAY, August 14, 2025

9:00 AM

Zeeland City Hall –2nd Floor Conference Room (Red Room)

AGENDA

1. Heritage Design Review Public Hearing –123 E. Main Avenue / Koele Godfrey
2. Approve July 10, 2025 minutes
3. Parking
4. Sunday Alcohol Sales
5. Downtown Event Schedule
6. Other

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, July 10, 2025 at 9:00 am

PRESENT: Board members, Barnes, VanHoven, Gentry, Dick, VanKampen
Mayor Klynstra

ABSENT: Vos

Staff: Marketing Director deRoo

The meeting was opened at 9:02 a.m. by Mayor Klynstra.

1. **APPROVE MEETING MINUTES**

A motion was made by VanHoven and supported by Barnes to approve minutes from the June 12, 2025 regular meeting.

2. **CITY CLERK'S OFFICE UPDATE**

deRoo shared with due to personal medical reasons and changes in employment, the personnel in the Clerk's Office that the board has come to know, City Clerk, Pam Holmes and Deputy Clerk, Cindy Humphrey, will no longer be serving in these positions. While a vacant Clerk's Office is not ideal, we have brought on two temporary, part-time trained Deputy Clerks that will assist us in the office and with the upcoming elections until we are fully staffed. Additionally, City Council has authorized City Manager Klunder to immediately seek an Interim City Clerk candidate. Finally, our current temporary Deputy Clerks are in continual contact with our County Clerk's Office and we are greatly appreciative of their assistance as well. We have confidence that the August primary election and November general election will be in good hands with our temporary Deputy Clerks. (We will also begin the process of filling these positions with permanent employees, but that could take time.) deRoo will continue to take minutes at SARB meetings for the foreseeable future.

3. **OTHER BUSINESS – 123 E. MAIN KOELE GODFREY INFORMAL DESIGN REVIEW**

Ed Zwyghuizen, of the Gen1 Architectural Group, was in attendance as a visitor, representing his clients, Koele Godfrey Investment Group. Owners of Koele Godfrey are looking to remove their one-story downtown building, located at 123 E. Main and rebuild a two-story infill building. Zwyghuizen informally shared design renderings, noting that the project will seek formal approval from SARB and the Planning Commission at their August meetings. Zwyghuizen explained that this building will have a conference room upstairs and downstairs with offices on both floors. The

façade materials include black metal siding and rock siding. Board member VanKampen asked if the metal siding will experience oxidation or color changing over time. Zwyghuizen expressed that the way the siding is manufactured should keep the color true and consistent. These siding materials were selected for high impact design and zero maintenance. deRoo asked about the window tinting and expressed the City's desire for transparent glass. Zwyghuizen commented that the project proposes medium tinting and high heat resistance. He noted the City's request and will determine if the tinting can be dialed back at all without losing the heat resistance properties. Assuming the project meets approval deadlines by September, CL Construction is prepared to begin demo early fall and aim for a summer completion. The board was very supportive of the conceptual plans, as presented to date.

4. **PARKING**

deRoo shared parking observations from the rollout of the parking changes on July 1. She commented that the City is impressed by the participation and that almost every vehicle seems to have read and obeyed the instructions to move their vehicles to neighboring lots during the day. It was noted that the North and South lots are quite sparse, while the neighboring partner lots are very full. The City is working with our neighboring parking lot owners (i.e. Huntington Bank, North Street, Second Reformed, First CRC) to work through improvements to our parking lot contracts that offer more support for the increased usage. The City is also pursuing conversations with additional lot owners to see if other parking partnerships could exist in the future. Increasing overnight parking options would be a goal.

In response to the North and South lot not being very full, SARB feels that the beginning of July is traditionally very slow and that customer traffic and customer parking should pick up in time.

deRoo mentioned that staff set an informal goal to have a few parking kinks worked out by September when the South parking lot is due for repaving.

Barnes thinks the changes are pretty successful currently but has concerns about poor weather days or seasons. Dick has concerns about safety perceptions with people walking in the dark and also thinks it would not be unreasonable to make tenants pay for parking. Barnes also noted that when The Bridge is back up to full programming and when the Evergreen Commons partnership begins, that will bring more vehicles to the First CRC lot. Mayor Klynstra questioned if timing the north block of Church Street is really necessary and instead allow this to remain long-term on-street parking.

5. **303 E. MAIN RFP**

deRoo provided an overview of the process to write an RFP for the City-owned property at 303 E. Main – formally Main Street Auto. Staff will meet with neighboring property owners, including GDK and the two adjacent homeowners to ensure that we are casting a vision complementary to neighboring uses. deRoo will bring the RFP draft to SARB for their review when it is ready.

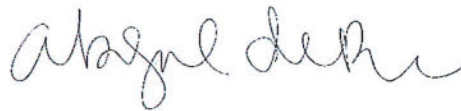
6. OTHER

deRoo shared that Howard Miller Clock Company announced that morning that they will be winding down operations and closing their doors in 2026. Collectively the board was saddened to hear of this news.

deRoo provided a status update on the Mead Johnson project; with Planning Commission granting preliminary approval of the rezoning request for 605 and 633 E. Main at their June 25th meeting. The second review of this request will take place at the July 10th Planning Commission meeting and then the rezoning requests will be sent to City Council for final approval at the July 21 Council meeting. After this step, Mead Johnson will have 3-4 more properties that need rezoning before the site plan process can begin.

deRoo announced that the City is hosting a community-wide party to celebrate Mayor Klynstra and honor his retirement – Friday, October 3 from 1-4 under the Pumpkinfest Entertainment Tent. All are welcome! More party details to follow.

A motion was made by VanHoven and supported by Barnes to close the meeting.
All present voting aye, Motion Carried.

A handwritten signature in cursive script, appearing to read 'Abigail deRoo', written in dark ink.

Abigail deRoo, City Marketing Director

Heritage District Application

City of Zeeland

JUL 25 2025

Received

1. Applicant Information

Name Edward J. Zwyghuizen
Business Gen-1 Architectural Group
Address 9818 Perry Street Zeeland, MI
Telephone 616-540-1121 FAX N/A
E-Mail zwyghuizen@me.com

2. Project Information

Building Location 123 East Main Ave., Zeeland, MI 49464
Owner of Record Carey Koele and Brent Kehrwecker
If Leased: Lease Expires N/A Renewal Term N/A

3. Project Description: See attached documentation

Please describe in detail the proposed scope of work, use additional sheets if necessary.

4. Application Attachments: See attached documentation

- A picture or diagram accurately reflecting the completed project **must** be attached to this Heritage District Application
- If additional sheets were necessary for the narrative, they are attached to this Heritage District Application.


5. Application Checklist

Please check the box if you have complied.

- ☒ The narrative of this project accurately reflects the scope of it
- ☒ The picture and/or diagram accurately reflect the scope of it.
- ☒ I have reviewed the Heritage District Design Approval Guidelines.
- ☒ I have reviewed the information on Building Permits if applicable to this project.
- ☒ I have reviewed the information on low-interest loans if applicable to this project.

6. Applicant Signature

I/We certify that all the information set forth in this application is a true representation of the facts pertaining to the subject property. I understand and acknowledge that any willful misrepresentation of the information contained in this application could result in the disapproval of the Heritage Review Board, which would result in loss of grant and/or low interest loan opportunities. The applicant further certified that he/she has read and understands all of the appropriate guidelines.

Applicant: 

Date: July 25, 2025

Printed Name: Edward J. Zwyghuizen



**GEN1 ARCHITECTURAL
GROUP**

9818 Perry Street
Zeeland, MI 49464

1 . 616 . 931 . 3671

zwyghuizen@me.com

www.gen1-architectural.com

To: The City of Zeeland

Project: 123 East Main Ave. Zeeland, MI. 49464

Project Number: 22-261

Date: July 25, 2025

RE: Heritage District Application - Project Description

Storefront

The storefront design brings together three distinct materials—glass, metal siding, and stone—into one cohesive and unified facade. The unique structure features a front waiting area that spans two stories, which allows for an expansive glass wall that runs uninterrupted from floor to ceiling. This continuous glass element emphasizes the height and openness of the space.

Metal siding, chosen for its low maintenance and timeless aesthetic, draws inspiration from classic metal panels seen in historic downtown buildings. It adds both texture and contrast to the design.

At the center of the facade, a prominent stone section highlights the main entrance. This stone feature reinforces the vertical two-story feel of the building and creates a natural focal point. It also supports a covered entryway, which will include a built-in green wall with planting shelves—blending natural elements into the architectural composition.

Together, the use of glass, stone, and metal—enhanced with greenery—reimagines traditional materials in a fresh, updated take on a downtown storefront.

Upper Facade

The upper facade is designed to seamlessly complement the storefront below, creating visual unity from street level to roofline. The full-height glass and central stonework connect both levels, emphasizing the building's verticality and architectural rhythm.

On the east side of the upper level, a covered patio offers a unique break in the streetscape. This inset space serves multiple functions: providing an outdoor break area, offering views of Main Street, and meeting the criteria for code compliance. It also creates architectural interest by stepping back from the main facade, allowing room for a featured ceiling treatment made from composite material stained to resemble reclaimed wood.

Doors and Entries

The main office entrance pays tribute to many historic wood doors of days past. Recessed for weather protection, the entry features a solid mahogany door with full glass and a traditional transom window above. This classic design element reinforces the building's blend of old and new.

Upper Story Windows

Windows on the upper level align with those below, creating a clean and consistent visual pattern. In sections where the glass spans both stories, the design remains uninterrupted, emphasizing the building's vertical flow and transparency.

Walls

The building's exterior walls combine aluminum storefront glass, stone, and metal siding. In areas where the glass spans both levels, it runs continuously from the first-floor slab to the second-floor ceiling. In other sections, metal siding serves as a divider between levels, with storefront glass panels inserted as infill.

Building Details

The building height has been carefully planned to remain in proportion with adjacent structures to the east and west. Since the existing building will be demolished, the new construction will rest on a self-supporting foundation system with newly poured footings, ensuring structural independence. Again, all exterior materials have been selected for durability and minimal maintenance.

Color Palette

Refer to the attached renderings for visual reference. The building will feature a traditional light or white stone for the central facade, complemented by medium to dark gray metal paneling. Window frames will be black on both levels. Glass will be non-mirrored and lightly tinted for solar control. Doors will be natural mahogany, with exposed ceiling features stained to mimic reclaimed wood tones.

Rear Facade

The rear facade will mirror the front in both color and material choices, maintaining a consistent appearance. While it will not include a full-height glass wall, rear-facing windows will be symmetrically arranged and vertically aligned for a clean, balanced look.

End of Description

FRONT RENDERING -south-



Koele Godfrey

INVESTMENT GROUP

BACKSIDE RENDERING -north-



At Koele Godfrey, we believe financial planning is about creating lifelong strategies, a roadmap for your life.

Located in the heart of downtown Zeeland on East Main Avenue, we're proud to serve our local community and clients across the country. Whether you're planning for retirement, saving for college, navigating a business transition, or thinking about your legacy, we offer customized strategies tailored to your goals, values, and life stage.

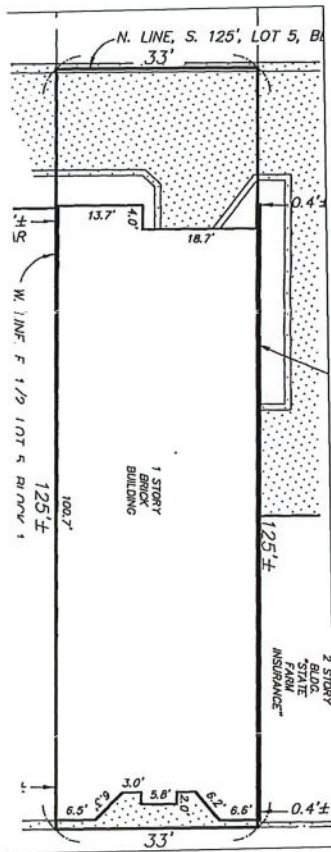


GENI ARCHITECTURAL GROUP

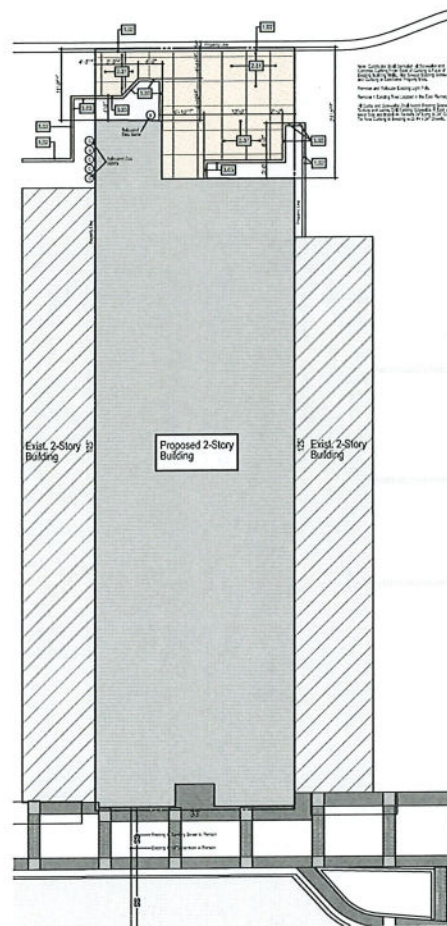


Keynotes

5.02 Existing Concrete Slab on Grade and Concrete Footings
 5.03 12" x 16" Concrete Slab on Grade, 4" x 8" Joists
 5.04 12" x 16" Concrete Slab on Grade, 4" x 8" Joists
 5.05 Existing Concrete Slab on Grade and Concrete Footings
 5.06 12" x 16" Concrete Slab on Grade, 4" x 8" Joists
 5.07 New 12" x 16" Concrete Slab on Grade, 4" x 8" Joists
 5.08 Aggregate Subgrade in Match Existing Conditions



Existing Site Plan



Proposed Site Plan

1/8" = 1'-0"



Location Plan
Not to Scale

[illegible]

Issued for Final Pricing



Week	Date	Topic/Event
81	April 25, 2027	Design Development Stage 100% Complete
82	May 15, 2028	Construction Schedule 100% Complete
83	May 12, 2025	Construction Schedule 100% Complete
84	May 15, 2025	Construction Schedule 100% Complete
85	May 15, 2025	Construction Schedule 100% Complete

PROJECT NO	
CONTRACTOR	Gott's Architectural Group LLC 2019
SHEET TITLE	
Exterior Elevations	
A-008	

NOTICE OF PUBLIC HEARING

HERITAGE DESIGN REVIEW BOARD (SARB)
City of Zeeland, Michigan

TAKE NOTICE that the Shopping Area Redevelopment Board (SARB) that serves as the Heritage Design Review Board, and whose chambers are located at Zeeland City Hall, 21 South Elm Street, Zeeland, Michigan and whose telephone number is (616) 772-6400 will hold a public hearing on the following date, time and location:

August 14, 2025 9:00 am

at

**ZEELAND CITY HALL
2nd Floor Red Conference Room**

for the purpose of reviewing the Application of:

Edward Zwylghuizen
123 E Main Ave
Zeeland, MI 49464

Demolition of existing single-story office building, and construction of new approximately 6,500 square foot, two-story building for complete office use.

Information regarding the public hearing may be reviewed in the Clerk's Office from 8:30 a.m. to 4:30 p.m. on any day not a holiday from Monday through Friday.

PAMELA HOLMES
CITY CLERK

DATED: August 7, 2025

The City of Zeeland will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing with a need for an accommodation being provided upon a notice to the City of Zeeland by the Monday preceding the meeting by 5:00 p.m. With advance notice of seven calendar days, the City will provide interpreter services at public meetings, including language translation. Individuals requiring auxiliary aids or services should contact the City of Zeeland by writing or calling the City Clerk's office (616) 772-6400 ext 3.

Zeeland City Heritage Design Review Board
CERTIFICATE OF MAILING

I hereby certify that I mailed by first-class mail, a Notice of Public Hearing, for the purpose of reviewing the Application for the project listed below to the Applicant, Adjacent Property Owners, and Occupants. A copy of said Notice is attached to this certificate.


Application of: Edward Zwyghuizen

Business Name: 123 E Main Ave

Address: Zeeland, MI 49464

Hearing Date: August 14, 2025

Notice Sent On: August 7, 2025



Timothy Maday
Community Development Director
City of Zeeland, Michigan

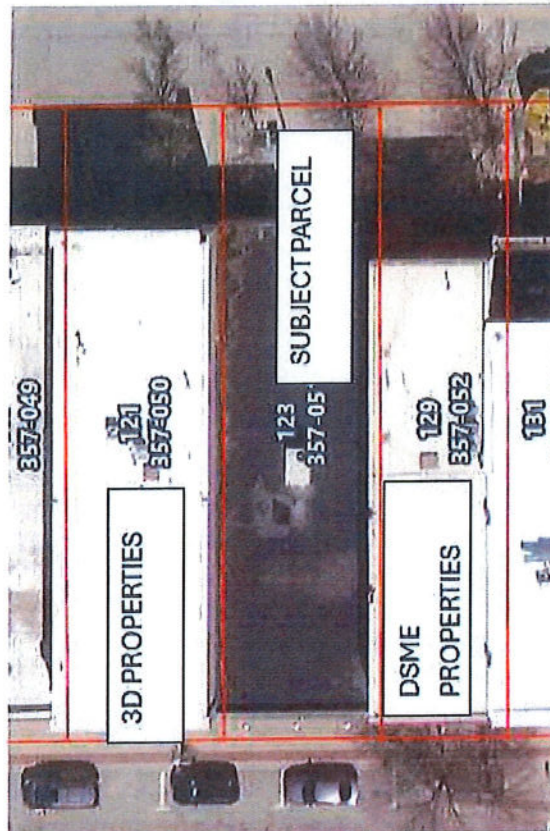
123 E MAIN AVENUE
PUBLIC HEARING NOTICE

3D PROPERTIES LLC
121 E MAIN AVE STE 2
ZEELAND MI 49464-1736

DSME PROPERTIES LLC
1825 ERIN ISLE DR
HOLLAND, MI 49423


EDWARD ZWYGHUIZEN
9818 PERRY ST
ZEELAND, MI 49464

123 DEVELOPMENT LLC
CAREY KOELE
123 E MAIN AVE
ZEELAND, MI 49464



AFFIDAVIT OF MAILING

I hereby certify that in connection with the City of Zeeland Shopping Area Redevelopment Board public hearing to be held on August 14th, 2025 requested for a Site Plan Review for a replacement office building, I served by first class mail August 7, 2025 a notice of said hearing to applicant, and adjacent within the proposed district a copy of which is attached to this certificate.



Timothy Maday
City of Zeeland, Michigan

Dated: August 7, 2025