

TO: Shopping Area Redevelopment Board
▶ 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: September 11, 2025

RE: Meeting Notice

THURSDAY, SEPTEMBER 11, 2025

9:00 AM

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

AGENDA

1. Approve August 14, 2025 minutes
2. Construction Schedule
 - South Parking Lot
 - Church Street
3. Parking
4. Sunday Alcohol Sales
5. Downtown Event Schedule
 - Pumpkinfest
 - Mayor Klynstra's Retirement Party
 - Happy Hour Hop
 - Trick or Treat
6. Other

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, August 14, 2025 at 9:00 am

PRESENT: Board members, Barnes, Vos, Dick, VanKampen

ABSENT: Gentry, VanHoven, Klynstra

Staff: Marketing Director deRoo

The meeting was opened at 9:07 a.m. by Chairman Vos.

1. **HERITAGE DESIGN REVIEW PUBLIC HEARING – 123 E. MAIN AVENUE / KOELE GODFREY**

A motion was made by Barnes, and supported by Dick, to open the public hearing at 9:07 am. All voting aye, motion carried.

Ed Zwylghuizen, of Gen-1 Architectural Group was in attendance, representing 123 E. Main Avenue / Koele Godfrey Investment Group.

Zwylghuizen gave an overview of the proposed development project at this site. 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. Zwylghuizen shared design renderings. Zwylghuizen 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. Zwylghuizen provided the board with an informal review of the project at their July meeting, so this is now the second time SARB has seen the project. Zwylghuizen noted that he has requested glass ratings from a glass specialist to help determine what glass to use on the front façade, noting that the City's preference is for minimal tinting. This information should be available before the project is sent to Planning Commission for review.

Zwylghuizen elaborated on the project description and how he used the Heritage District Design Approval Guidelines to demonstrate how modern design can meet and complement the heritage and character of our downtown district. deRoo noted, for the board, that SARB has relied on the Heritage District Design Approval Guidelines long before current high end modern design became popular. Barnes commented that there is room for both traditional design and modern design and that it's his opinion that existing a one-story building at 123 E. Main is not impressive, historic design, and that the new proposal offers much more interest, architecturally. VanKampen, who's building is located at 124 E. Main, directly across from this project, is concerned that the high contrast of modern design may disrupt the historic charm of downtown Zeeland; and that eventually, the modern design will

appear dated, whereas traditional design never goes out of style. VanKampen also asked if the reflectivity of the glass and metal would affect him, across the street? Zwyghulzen responded that it will not and that there are standards that will have to be met when selecting the glass for the project. Barnes feels that the proposed building will help balance the addition of the three-story building at 135/137 E. Main, which is also fairly modern. The board agreed that a review, of this nature, comes down to aesthetic preference. Barnes noted that new construction symbolizes new investment downtown and that cutting-edge, modern design, represents that innovative things are happening, and that's exciting. Dick commented that there have been several modern initiatives, but some of them are rear facades (121 E. Main, 140 E. Main). She feels that there is a nice variety of modern design and traditional design happening downtown. VanKampen shared that he is ultimately pleased that new investment is happening and that Koele Godfrey is growing and has enough demand to expand. His concern was centered around the possibility of reflections bouncing off his building or adjacent buildings downtown. Chairman Vos commented that he is excited that local owners are investing.

deRoo shared that this project will need Special Land Use approval from the Planning Commission because the project is requesting to use the main floor for office/service, which is not permitted in the zoning ordinance. deRoo explained that staff is supportive of this request given that the applicant is not requesting an increase to the Main Avenue-facing square footage that has already been in use. This differs from past requests, that were not supported by the city, as former applicants requested increasing office/service use along Main Avenue frontage.

A motion was made by Barnes and supported by VanKampen to close the public hearing. All present voting aye.

2. **123 E. MAIN HERITAGE DISTRICT REVIEW**

A motion was made by Barnes and supported by Lee to approve the Heritage District application submitted for 123 E. Main Avenue. All present voting aye.

A motion was made by Barnes and supported by Dick to support the Special Land Use request at 123 E. Main, allowing a main floor office/service use. All present voting aye.

3. **APPROVE MEETING MINUTES**

A motion was made by Barnes and supported by Dick to approve minutes from the July 10, 2025 regular meeting.

4. **PARKING**

deRoo asked for parking feedback/observations since the July meeting. Barnes noted that the Second Reformed Church lot is slightly less full and the South Municipal Parking Lot is slightly more full. The question was asked if the board thinks these are

related. deRoo shared that although city staff continues to receive requests to provide exemptions to the four-hour parking, the internal temperature at City Hall is to stay the course. Downtown is continuing to grow, and parking needs are going to continue to increase. We have laid the groundwork for a more appropriate parking system, and we should not backtrack now. VanKampen thinks the changes have been positive. Vos suggested sending an updated communication and a thank you.

5. **SUNDAY ALCOHOL SALES**

deRoo provided an overview of her recent presentation to City Council at their August 4, 2025 workstudy meeting; per direction of the city's Strategic Action Plan, deRoo polled on-premise liquor license holders to determine if there is interest in serving alcohol on Sundays. The Gritmaker was the only license holder that expressed actual interest but the other license holders held no objection. City Council will now explore the various options of expanding the city's alcohol ordinance to possibly include Sunday sales: AM only, PM only or both; off-premise sales only, on-premise sales only or both. Barnes feels that PM sales for on-premise license holders would be a good way to ease into the change. Overall, SARB was supportive of introducing Sunday sales.

6. **OTHER / SPECIAL EVENT APPLICATION – STREATs TACO KITCHEN**

Dick presented a special event application on behalf of StrEATs Taco Kitchen. Owner, Mitch Bakker, is releasing a book, titled Drawn and is requesting the opportunity to host a book launch collaboration with his restaurant. The request includes closing Elm Street between Cherry and Main on Tuesday, August 25, 2025. The street would be closed from 4pm-8:30pm – with the event running from 5:30pm-8pm. The event would be open to the public, include the Joy 99 bus, music, author, food from StrEATs and seating for the public. After presenting the application, Dick requested to abstain from voting.

The City's street closure policy does recommend the use of secondary streets, such as Elm and Cherry for special events (that are not hosted by the City or Zeeland Festivals), over the use of Main Avenue or public parking lots. However, deRoo reminded SARB that last spring, when considering street closure requests affiliated with the Happy Hour Hop events, SARB took the position not to support new street closure requests on Elm during the splash pad season. Barnes offered the opinion that this request falls on a Tuesday evening, the night before school starts; business traffic will have calmed and likely the splash pad will not be busy the night before the first day of school. Barnes feels this is an appropriate time/date for the request and supports the use of the street. Lee offered that this would be a small contradiction of the board's previous discussion but does not feel that it is detrimental to downtown. Vos said the Elm Street Park could be an alternative location, but it would be much safer to have the street closed. deRoo stated that with Dick abstaining from the vote, there is not a quorum to officially act upon the application but that the City Manager's Office, ZPD and ZFD will have final review of the request. Barnes, VanKampen and Vos all formally voiced their support. A motion was made by Barnes and supported by

Lee to support the special event and street closure application submitted by StrEATs Taco Kitchen.

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

A handwritten signature in cursive script, appearing to read "Abigail deRoo".

Abigail deRoo, City Marketing Director