



PLANNING COMMISSION MEETING PACKET CONTENTS

Thursday, February 5, 2026 – 5:45pm

1. Agenda
2. Staff Memo – Master Plan rewrite consultant recommendation
3. Staff Memo with Enclosures – Ottawa County Small Footprint Homes Project
4. 2025 Planning Commission Annual Report
5. Draft Planning Commission Meeting Minutes – January 8, 2026

**CITY OF ZEELAND
PLANNING COMMISSION
AGENDA
FEBRUARY 5, 2026
CITY HALL – COUNCIL CHAMBERS**

5:45PM

- Meeting called to order
- Roll Call
- Excuse absent members
- Additional agenda items

VISITORS/PUBLIC COMMENT:

-

COMMUNICATIONS/REPORTS:

- 2025 Planning Commission Annual Report

PUBLIC HEARINGS:

-

ACTION:

- Endorsement of Master Plan comprehensive rewrite consultant recommendation
- Planning Commission meeting minutes of January 8, 2026

UNFINISHED BUSINESS:

-

NEW BUSINESS:

- Study of small footprint homes

PUBLIC COMMENT:

-

OTHER:

- Consider any other business which may lawfully come before the Planning Commission



21 South Elm Street • Zeeland, Michigan 49464 • (616) 772-0872 • (616) 772-0880

MEMORANDUM

DATE: Thursday, January 29, 2026

TO: Planning Commission

FROM: Tim Maday, Community Development Director

RE: **February 5th Planning Commission meeting agenda – 2026/2027 Master Plan rewrite consultant endorsement**

Background: The City's 2025 Strategic Action Plan contained a goal to issue an RFP for a comprehensive Master Plan rewrite. The City's last Master Plan was adopted in 2011 and refreshed in 2020. Recognizing the substantial changes that have occurred throughout the community since that time, it was determined that a full plan rewrite would be the best way to thoughtfully guide land use and development in the City for the next decade or more. In November, the City released the enclosed RFP and received nine responses.

Staff reviewed all proposals and found the Williams & Works proposal to be comprehensive, well aligned with the RFP, and cost-effective. The proposal is enclosed with this memo. While multiple responses were strong, Williams & Works' submission met the City's priorities in all areas, including public engagement, future land use review, and implementation planning, while also providing the best overall value.

Staff interviewed Williams & Works and identified the firm as the preferred consultant. The Master Plan development process is proposed to span approximately 18 months and will include community engagement activities such as an online survey, two visioning workshops, and a community open house. Staff believes that while this will be a thorough and intensive process, the resulting comprehensive plan will help position the City to continue to grow and thrive, as it has since the last full rewrite.

On February 5, staff will seek the Planning Commission's endorsement of the recommendation to proceed with Williams & Works.

Additionally, staff is requesting the Commission's direction on whether a steering committee should be established to help guide this process. The consultant recommends a steering committee to ensure broad community representation, including members of the Planning Commission, City Council, local business, schools, and the public.

Pending Planning Commission endorsement, staff will present this item to City Council on February 16 to seek contract approval and the establishment of a steering committee for the project. Should Council accept staff's and the Planning Commission's recommendation and award the contract, next steps would include a kickoff meeting with the Planning Commission and the appointed committee.

Staff Recommendation: Staff recommends that the Planning Commission endorse Williams & Works as the consultant for the City's 2026-2027 Comprehensive Master Plan rewrite.



City of Zeeland Request for Proposals (RFP) Comprehensive Master Plan Rewrite

Issue Date: November 10, 2025

Due Date: December 12, 2025



City of Zeeland | 21 S Elm Street | Zeeland, MI 49464
Primary Contact: Timothy Maday, Community Development Director
Email: tmaday@cityofzeeland.com | Phone: (616) 772-0872
www.cityofzeeland.com

1. Introduction & Intent

The City of Zeeland (“City”) is seeking proposals from qualified planning consultants or consultant teams to lead a comprehensive rewrite of the City’s Master Plan. The updated plan will guide future growth, land use, housing, transportation, economic development, parks and recreation, sustainability and resiliency, and capital investments. The selected consultant will be responsible for designing and leading an inclusive, multi-channel public engagement process and for handling all statutory public notices and required mailings associated with plan review and adoption under Michigan law.

2. Background & Planning Context

The City’s current planning framework includes the adopted 2011 Master Plan and a 2020 update. The City has also completed a number of subarea plans and a citywide non-motorized plan, which are relatively recent and not in need of revision. The rewrite should consider and integrate these plans’ findings rather than duplicate them. The rewrite should distill lessons learned since 2011, align with contemporary best practices, and provide a clear, graphics-rich strategic plan that is actionable for the next 10–20 years. The plan should coordinate with the City’s zoning ordinance, Capital Improvement Plan (CIP), downtown/placemaking initiatives, mobility investments, and partnerships with Zeeland Public Schools and neighboring jurisdictions.

The City intends for this RFP to result in a plan that is user-friendly for residents, implementable by staff, appealing to decision-makers, and practical for private-sector partners. The final product should include a well-defined implementation matrix with phasing, responsible parties, and performance measures.

3. Project Objectives

- Provide a full Master Plan rewrite that establishes an updated vision, goals, and land use framework for the City.
- Integrate robust community engagement outcomes, including outreach to all stakeholders, community groups, and residents through multiple channels.
- Address land use compatibility, neighborhood preservation and reinvestment, housing choice and attainability, commercial and industrial strategies, mobility and safety for all users, and sustainability/resiliency.
- Coordinate plan recommendations with zoning (including form and character where appropriate), infrastructure, parks and non-motorized networks, and economic development strategies.
- Develop an actionable implementation program with immediate, short-, and long-term steps; responsible parties; potential funding sources; and measurable performance indicators.
- Deliver GIS-based future land use and zoning recommendation layers and high-quality plan graphics and maps in both print-ready and digital/web formats.
- Align with Michigan best practices and explicitly address Redevelopment Ready Communities (RRC) Essentials certification requirements, positioning Zeeland for potential higher-level RRC certification.

4. Scope of Work

The City anticipates the scope below; proposers may suggest refinements or alternatives based on professional experience.

A. Project Management & Kickoff

- Facilitate a kickoff meeting with City staff, Planning Commission representatives, and key partners to confirm objectives, communication protocols, and schedule.
- Prepare a detailed project management plan including a task-level schedule (a timeline with milestones and deliverables), engagement plan, and deliverables list.

B. Existing Conditions & Trend Analysis

- Synthesize prior plans (2011 Master Plan and update) and relevant data (demographics, housing, market trends, mobility/traffic, infrastructure, environmental conditions).
- Field reconnaissance and spatial analysis to identify opportunities, constraints, and catalytic sites.
- High-level market context to support realistic land use and development strategies.

C. Public Engagement (Consultant-Led)

- Design and implement an inclusive public engagement plan, including (at minimum): project website/online hub, multilingual survey tools (if needed), stakeholder interviews, focus groups, pop-up events, and at least two community workshops/open houses.
- Plan, staff, and facilitate all engagement activities; provide materials (print/digital), meeting notices, and recordkeeping (sign-in sheets, summaries, translation where appropriate).
- Document how input influenced recommendations; summarize participation metrics and demographics where practical.

D. Statutory Notices & Mailings (Consultant Responsibility)

- Prepare and manage all required notices, mailings, and postings for Planning Commission and City Council reviews and public hearings, consistent with the Michigan Planning Enabling Act (MPEA) and City procedures.
- Coordinate with staff to ensure proper publication timing, mailing lists, affidavits of mailing/publication, and meeting logistics.

E. Plan Development

- Draft plan chapters (vision/goals, land use, neighborhoods/housing, commercial/industrial, downtown/centers, transportation and non-motorized networks, public facilities and sustainability, parks and recreation, implementation).
- Prepare a future land use map and supporting character/place-type guidance; include design/compatibility guidelines where appropriate.
- Provide references to zoning updates needed for implementation (e.g., districts, use standards, form, design, and procedures).
- Identify priority corridors and districts for reinvestment, infill, adaptive reuse, and mixed-use opportunities.

F. Implementation & Adoption

- Develop an implementation matrix with actions, responsible parties, potential partners, potential funding sources, and suggested phasing (immediate, 1–2 years; short-term, 3–5 years; long-term, 6–10+ years).
- Prepare draft and final plan documents; incorporate staff and public comments.
- Present to the Planning Commission and City Council during review and adoption.
- Deliver all final products in print-ready PDF and native editable formats, including GIS data (e.g., file geodatabase or shapefile) for maps/layers.

5. Deliverables

- Project Management Plan (schedule, engagement plan, deliverables list).
- Public Engagement Plan and engagement summary memos after each major activity.
- Existing Conditions/Opportunities Summary (concise, visual).
- Draft Master Plan (full) for staff/Commission/Council review.
- Final Master Plan (print-ready PDF; accessible web PDF; 5 paper copies).
- GIS data for future land use and associated maps; high-resolution graphics and map image exports.
- Implementation Matrix (spreadsheet and embedded in plan).
- Presentation decks and materials for public meetings and hearings.

6. Meetings & Milestones (Targeted)

- Consultant Selection & Contract Execution — December 31, 2025
- Project Kickoff — January 2026
- Engagement Round 1 (Listening & Visioning) — February - April 2026
- Existing Conditions Summary Delivered — May 2026
- Engagement Round 2 (Alternatives/Framework) — June - August 2026
- Public Review Draft Released — November 2026
- Planning Commission Public Hearing — January 2027
- City Council Adoption — June 2027

7. Proposal Requirements

- Cover Letter and Statement of Interest.
- Firm Profile and Qualifications, including relevant experience with small/mid-sized Michigan communities and master plan rewrites.
- Project Understanding and Proposed Approach, including engagement strategy and MPEA compliance for notices.
- Work Plan and Schedule with major milestones.
- Team Organization and Resumes of key personnel and subconsultants (if any).
- Relevant Project Examples (links or PDFs) with client references and contact information.
- Cost Proposal: task-based fee with hours and billing rates; identify reimbursables and optional services.
- Proposed Schedule for completing the project following Notice to Proceed.

8. Evaluation Criteria

- Understanding of Zeeland's planning context, project goals, and RRC requirements; quality and practicality of the proposed approach.
- Demonstrated experience with Michigan master plans, community engagement, and implementation-focused plans.
- Qualifications and availability of key personnel.
- Proposed schedule and ability to meet deadlines.
- Quality of past work and references.
- Cost effectiveness and value (cost is a factor but will not be the sole determining criterion).

9. Submission Instructions

Submit one (1) digital PDF and five paper copies to the address below by 11:59pm, December 12, 2025. Proposals must be clearly marked "City of Zeeland Master Plan Rewrite RFP." Late proposals may not be considered.

City of Zeeland
Attn: Timothy Maday, Community Development Director
21 S Elm Street
Zeeland, MI 49464
Email: tmaday@cityofzeeland.com
Phone: (616) 772-0872

10. General Terms & Conditions

- The City reserves the right to reject any or all proposals, waive informalities, and select the proposal deemed in the City's best interest.
- All costs incurred in responding to this RFP are the sole responsibility of the proposer.
- The selected consultant will be required to enter into a professional services agreement with the City and maintain appropriate insurance.
- Work products become the property of the City; consultant may retain rights to standard instruments of service as negotiated.
- The City may use its own staff in coordination with the consultant for certain tasks (e.g., data provision, logistics).

11. Optional Enhancements (Encouraged)

- Interactive plan website/dashboard and story maps to broaden access and transparency.
- Graphic character concepts and before/after visualizations for priority corridors and sites.
- Simple economic feasibility testing for key redevelopment/infill scenarios.
- Grant and funding strategy to support near-term implementation.



City of
Zeeland

**COMPREHENSIVE
MASTER PLAN
REWRITE PROPOSAL**

Respectfully submitted 12/12/2025 by

williams&works

Timothy Maday, Community Development Director
City of Zeeland
21 S Elm Street
Zeeland, MI 49464

December 12, 2025

RE: City of Zeeland Comprehensive Master Plan Rewrite

Dear Mr. Maday,

It was a pleasure speaking with you recently regarding the City's Master Plan update, and this proposal indicates our strong interest in working with the City. We are thrilled to have an opportunity to help shape and facilitate the vision and future growth and development of the community!

PROJECT UNDERSTANDING. Located in the southern half of Ottawa County, near the Allegan County border and within close proximity to Lake Macatawa and Lake Michigan, the City of Zeeland is largely built out, shaped by its reputation as a desirable place to live, work, and raise a family. The community has experienced steady growth over the past several decades. The I-196 Business Loop runs east-west through the southern portion of the City, and Interstate 196 lies just to the east. Parks and waterways also add character to many parts of Zeeland.

The City is in need of an updated Master Plan. The current master plan was adopted in 2011 and updated in 2020. Other recent City plans have been valuable in guiding community development, and, as the new plan is written, these should be reviewed and included to develop a fresh, modern, and implementable document that Zeeland will use to for the next 10 - 20 years.

PROJECT APPROACH. The input of the Planning Commission and City Council coupled with a creative and effective public engagement process will support the development of the master plan and propel the planning process. Our easy-to-use, visually compelling master plans are developed from a community-driven process. The master plan will reflect the desires of residents, align with MEDC's RRC program, and ensure that City of Zeeland staff and officials are prepared to make sound land use and community development decisions for years into the future.

Distinct, Livable, Vibrant, & Connected

– that's the vision for Zeeland!

STATEMENT OF INTEREST. Our team is pleased to submit this proposal to support the City of Zeeland in a comprehensive Master Plan rewrite. We have worked with several nearby communities where we authored the master plans (in Olive Township, Blendon Township, and Georgetown Township) and are the planner of record (Blendon Township and Port Sheldon Township). We have also worked with other local cities including the City of Grand Haven, City of Rockford, and the City of Wayland. After years of working in West Michigan we have developed positive and productive relationships with organizations throughout the region, providing us with opportunities for efficiencies in service and an unparalleled understanding of the growth pressures in the City of Zeeland.

We are prepared to design and lead an inclusive engagement process, manage all statutory public notices and mailings, and integrate community feedback into clear goals, an updated land use framework, and robust plan recommendations. Our experienced multidisciplinary team specializes in long-range planning and creative public engagement will address housing policy, transportation planning, community economic development, and urban design, ensuring that the master plan will provide recommendations that balance existing community charm and new, high-quality development.

The enclosed proposal outlines our qualifications and suggested work scope. We have presented our services based on our experience, but we are open and flexible to further tailoring and refining our approach to meet the City's needs. Please feel free to call or email Tanya if you have any questions regarding our services. We look forward to discussing the projects and services outlined in this proposal with you further.

Thank you for considering us! We are eager to begin this work!

Sincerely,

Williams & Works, Inc.



Tanya DeOliveira, AICP
Project Manager



Andy Moore, AICP
Executive and Planning Group Lead

A photograph of a brick building with large windows. The company name "williams&works" is displayed on the brick facade in white and yellow lettering. The building is set against a clear blue sky.

williams&works

OUR STORY

Williams & Works is an employee-owned company dedicated to providing the highest level of service to our clients. Many of our clients have been with us for decades, and have come to rely on the professional, honest and thorough level of service we provide. At Williams & Works, we build relationships with our clients and work with them, not for them. We bring a team approach to our assignments and constantly strive to be more efficient and economical in our business practices.

OUR APPROACH

Williams & Works has 41 employees including engineers, surveyors, planners, and support staff, and we are:

- Dedicated to client service and satisfaction serving a diverse array of needs
- Providers of quality customer experience from project conception to implementation
- Interdisciplinary and holistic in our approach to creative challenges
- Forward-focused with a commitment to sustainable solutions in land use decisions, community development, and economic strategy

PLANNING FOCUS

Our planners strive to create inviting, sustainable communities. We understand that each community is unique and requires its own tailored approach to planning services. Williams & Works assists municipalities, non-profit organizations, and developers with land use projects and provides the tools needed to accomplish their goals. Our planners are also experienced in the day-to-day application of zoning administration and land use regulations, often realizing the ramifications of key policy decisions before they are enacted. With a thorough understanding of community engagement best practices, our award-winning planning group uses many hands-on traditional and digital means to elicit meaningful input to guide community-based planning projects.

CONTACT US

549 Ottawa Ave NW, Suite 310
Grand Rapids, MI 49503
(616) 224 - 1500
contact@williams-works.com

Williams & Works has written or updated dozens of master plans for communities of all shapes and sizes across Michigan. Our plans are rooted in practical, real-world experience, and we know how land use policy shapes zoning regulations and decision-making.



WE'VE WORKED WITH YOUR NEIGHBORS!

- Georgetown Township
- Blendon Township
- Port Sheldon Township
- Olive Township
- City of Grand Haven
- Village of Spring Lake
- Overisel Township
- Salem Township

MASTER PLANS & UPDATES

- City of Rockford
 - City of Coloma
 - Village of Middleville
 - Village of Shelby
 - Village of Middleville
 - Eureka Charter Township
 - Pipestone Township
 - City of Grand Haven
 - Dorr Township
 - Leighton Township
 - Mason County
 - Weare Township
 - Rutland Township
 - Village of Spring Lake
 - Hagar Township
 - Plainfield Township
 - City of Niles
 - Village of Caledonia
 - Cascade Charter Township
 - Port Sheldon Township
 - Blendon Township
 - Ontwa Township
 - Three Oaks Township
 - Forest Home Township
 - Vergennes Township
 - City of East Lansing
 - Oronoko Charter Township
- ... and many more!

PLANNER OF RECORD SERVICES

- City of Lowell
 - City of South Haven
 - City of Belding
 - City of Pottersville
 - City of Plainwell
 - City of Greenville
 - City of Cedar Springs
 - Blendon Township
 - Eureka Charter Township
 - Village of Shelby
 - Port Sheldon Township
 - Village of Middleville
 - Lake Charter Township
 - Webber Township
 - Niles Charter Township
 - Ontwa Township
 - Leighton Township
 - Thornapple Township
 - Mason County
 - Hope Township
 - Lincoln Charter Township
 - Three Oaks Township
 - Vergennes Township
 - Village of Caledonia
 - Village of Paw Paw
 - Lowell Charter Township
 - Village of Middleville
- ... and many more!



Work Plan

Work Scope

We propose to follow the process outlined below to update the City of Zeeland’s Master Plan. We will ensure that the planning process meets the requirements of the Michigan Planning Enabling Act (Act 33 of 2008, as amended) and sound planning practice.

Our approach includes six inter-related phases:

PHASE 1 Project Kickoff

- Task 1: Current Master Plan Review
- Task 2: Kickoff Meeting

PHASE 2 Identify, Analyze, Understand Zeeland

- Task 3: Existing Conditions & Natural Features Analysis
- Task 4: Existing Plans Audit & Synthesis

PHASE 3 Engagement Round 1: Listening & Visioning

- Task 5: Community Engagement

PHASE 4 Envisioning Zeeland

- Task 6: Goals & Objectives Workshop
- Task 7: Market-Aligned Planning
- Task 8: Future Land Use Map & Narrative
- Task 9: Zoning Plan
- Task 10: Implementation & Funding

PHASE 5 Plan Preparation

- Task 11: Draft Plan

PHASE 6 Finalization & Adoption

- Task 12: Completing the Plan

Phase 1 Project Kickoff

Task 1. Current Master Plan Review

We will review the existing Master Plan to provide a firm foundation for future discussions. This review will look for irregularities and commonalities between other City planning documents and assess the content for clarity and consistency. We will also highlight areas of the plan that need more focus to ensure the new Master Plan is founded on current, accurate data.

Task 2. Kickoff Meeting

The next step will be to meet with the Steering Committee to formally start the project. A kickoff meeting will be held to confirm the project approach and objectives, milestones, project branding, community engagement timeline, expectations, and how the project will adhere to MEDC RRC best practices and requirements. We also propose to take a walking or “windshield” tour after the meeting to have an opportunity to learn more about the community from the Steering Committee’s perspective and visit important corridors, neighborhoods, and other areas. Establishing the project’s principles and vision, and understanding the top issues for Zeeland are other critical outcome of this first meeting.

Following this meeting, and throughout the project, the we will prepare and manage all required notices, mailings, lists, resolutions, and other required administrative paperwork, working with City Staff, to meet the requirements of the Michigan Planning Enabling Act (Act 33 of 2008, as amended).

Phase 2 Identify, Analyze, Understand Zeeland

Task 3. Existing Conditions & Natural Features Analysis

We will gather information available from local, regional, state, and national sources to assemble a data-based cross-section of the community's existing conditions, also known as a Community Profile. Using information gathered from our knowledge of the City, Ottawa County, the US Census Bureau, and other organizations, we will develop a current assessment of City of Zeeland including maps, charts, infographics, and tables that effectively outline current conditions in the community in the context of its neighbors and similar communities in West Michigan. Areas of focus will include demographic trends, housing, land use, wetlands, hydrology, soil, economic trends and indicators, recreation, green spaces, trails, transportation system analysis, utilities, and others as directed by the City. Field reconnaissance and spatial analysis will be used to identify opportunities, constraints, and catalytic sites. This analysis will be objective and data-driven and provide the foundation for the Community Profile Report.

The Community Profile Report will establish a foundation for the Master Plan. This report is intended as a resource for the Steering Committee (as well as for the Williams & Works team), so its primary purpose will be a working reference document. The Community Profile will also become part of the final Master Plan and become the chapters on demographics, housing, natural features, transportation, and public services and utilities. It will include sections on a variety of key topics including:

- A. Regional Context
- B. Demographics & Housing
 - a. US Census Data will be used to project or estimate the City's current and future population, housing conditions, and economic characteristics.
- C. Community Facilities Inventory
 - a. Inventory of existing community facilities, utilities (sanitary sewer, public water, stormwater, etc.), broadband networks, parks, and recreation places
- D. Green Spaces
- E. Water Features & Floodplain
- F. Topography
- G. Transportation Network (includes nonmotorized modes, transit routes, crash data, & important community destinations)
- H. Existing Land Use
- I. Asset Identification



Task 4. Existing Plans Audit & Synthesis

An audit of other existing City plans, including the City of Zeeland current Strategic Action Plan, Downtown Vision Plan, Non-motorized Pathway Plan, park plans, sub area plans, and any other relevant City plans, will allow us to understand what issues have been addressed and identify what gaps need to be filled. The relevant issues and goals identified in each plan will be brought forward and re-examined during this planning process. The audit will also reveal information that will be used to guide Steering Committee members toward newly emerging ideas. The new City of Zeeland Master Plan should respect past planning efforts and balance new development ideas with the preservation of the long-established, cherished community character.

Phase 3 Engagement Round 1: Listening & Visioning

Task 5. Community Engagement

By facilitating a broad, inclusive community engagement process, we will develop a deep understanding of the community's biggest opportunities and concerns. Public feedback is critical to the planning process because it enables the exploration of a range of issues that the City may face and allows for the development of a true community-based vision. This phase of the project will have two equally important objectives:

1. To invite all stakeholders, community groups, and residents through a multi-phased, multi-platform engagement process, with language support services as needed.
2. To educate the public on the range of issues they may face and the range of outcomes to those issues.

We will work with the Steering Committee on defining the desired formats for public outreach and will coordinate with City staff on the best methods for community engagement advertisement. The consultant team will plan, staff, and facilitate all engagement activities and events. Based on our understanding of the project proposal, we have provided our recommended outreach methods that will offer multiple forms of engagement for a broad cross-section of the community. The City may choose as many or as few as desired.



Community Engagement Options

Online Community Survey (Option A). The City may opt for a community survey. The survey can be made available on the City's website, social media, and in printed form. Email, postcards, and other methods to invite and ensure residents, business owners, and stakeholders are aware of the survey's availability with originally developed marketing materials can be created and sent out. This is a great option to allow individual community members to participate at a time and location convenient for them.

Project Website (Option B). A project website can be developed to be a virtual "Community Center" where residents can learn about the project, get updates, and participate in engagement activities. Designed as an always-available "one-stop-shop," the site will make it easy for community members to

access key information and stay connected. With an intuitive layout and clear navigation, the website will provide transparency while supporting ongoing communication between the project team, the City, and the public. This modern, user-friendly platform will strengthen visibility, trust, and overall engagement throughout the life of the project.

Focus Groups (Option C). To build relationships and gather meaningful input from community stakeholders, three (3) focus groups will be held to identify issues and build consensus around master plan related topics like housing, land use concerns, creating a sense of place, parks and recreation, or other matters identified by the Steering Committee. The planning team will facilitate conversations with community members to receive input on these critical aspects in Zeeland.

Pop-Up Planning (Option D). In up to two event and designed to meet people where they are, the consultant team will work with the Steering Committee to identify the opportunities for pop-up planning events. Our team will “pop-up” at popular destinations or gatherings, such as local parks, the Farmers Market, or other well-attended events to gather community input. Activities at these events will be eye-catching, quick, and designed to ask people what they like or what could be improved within the City. This is also a great opportunity to engage people who may not typically be aware of or involved with traditional planning processes.

The act of marking up a map, drawing, and conversing will allow residents to be a part of the process. The task will conclude with an outcome report that will provide residents and officials with a summary and analysis of the engagement efforts. This report will be reviewed with the Steering Committee to inform the Master Plan goals, objectives, and future land use. Materials will be developed in digital and printed format.



Phase 4 Envision Zeeland

Task 6. Goals & Objectives Workshop

Community-driven goal and objective statements are rooted in effective public participation and should reflect the needs and desires of the public. During a scheduled Steering Committee meeting, we will conduct a workshop to evaluate the goals and objectives in the existing Master Plan as well as incorporate the public input received in the previous task to form new policies. Policy statements will likely include the assessment of residential, commercial, and other land use patterns, growth management, economic and downtown development, the protection of natural resources, infrastructure, housing, transportation, and similar topics determined by the City.

Engagement Round 2: Visioning Workshops (Option E)

Community members, Zeeland Citizen Academy graduates, or other stakeholders are invited to participate in two to four individual workshops dedicated to diving deeper into master plan topics (housing, parks and recreation, local business and market trends and challenges, land use, density, transportation, etc.) or a focus on a specific City sub-area or corridor. This unique forum can provide valuable knowledge to influence a forward-looking vision for the City of Zeeland. The workshop will include a series of activities to capture participant perspectives and will include hands-on exercises. Objective data gathered during the workshop will provide critical information for the future land use chapter, and that will be articulated through inspiring graphics and succinct language in the Master Plan.

*If there is interest in a one or two day charrette, that can also be offered, however, we find that workshops can be a cost-effective, efficient way to obtain a similar kind of input and outcomes.

Task 7. Market-Aligned Planning

To support the City's goal of supporting realistic land use and community development, we will complete high-level market context and trends summary report within the master plan. The strategy will be grounded in real economic conditions and identify practical opportunities for growth and investment. It will assess local partnerships, business attraction and retention approaches, and the role of educational programs in supporting economic and workforce development in Zeeland and be informed through the lens of robust input from community stakeholders.

Economic Feasibility Testing (Option F)

A planning-level assessment can be provided for a key site ripe for infill or redevelopment based on the best sources of data available within the City. This allows the future land use map and districts to be grounded in reality. By exploring if a proposed land-use concept is financially viable under the City's existing market conditions, this will highlight potential gaps and reveal where policy or infrastructure support may be needed to enable desired development.

Task 8. Future Land Use Map & Narrative

The future land use map and corresponding narrative will be developed based on the information gathered during the community engagement process. The future land use map will be created to help guide growth and development of the City of Zeeland. Understanding the importance of the future land use chapter can help to create a vibrant community. The Future Land Use map will be easy to read and use by the Planning Commission, City Staff, and City Council. A narrative that expands upon the

future land use map and district will be developed along with the identification of priority corridors for infill, adaptive reuse, and mixed-use opportunities. District narratives will describe a multitude of defining factors, such as preferred densities, distinct character, specific uses, design elements, best planning practices, and other aspects of land use that can be used to equip City officials to make informed decisions that propel the future of Zeeland forward. One conceptual, inspirational illustration can also be developed to further propel or test an idea or vision for an identified site.

An Additional Conceptual Illustration can also be provided (Option G)

Task 9. Zoning Plan

This section will also include a zoning plan, based on the needs of Zeeland identified through a review of the existing Master Plan and zoning ordinance districts. The zoning plan will allow the Planning Commission, City Staff, and the public to be able to understand how the land uses identified in the Master Plan relate and apply to the existing zoning ordinance districts.

Task 10. Implementation & Funding

By understanding the City's capabilities and resources we will work with the Steering Committee to develop a prioritized implementation strategy for the Master Plan, responsible parties, potential partners, funding sources, and suggested phasing or timeline. These strategies will set a realistic, pragmatic timeline. The new plan will communicate clear strategies for implementation and will hold the City accountable for accomplishing the actions included. Funding mechanisms and grant opportunities will also be identified to help support near-term implementation, if desired. The plan will be crafted to ensure that recommended actions are feasible and achievable.

Phase 5 Plan Preparation

Task 11. Draft Plan

This task takes the desires of the community and stakeholders, coupled with best planning and design practices, and delivers complete narratives, combined with intuitive maps, charts, exhibits, and graphics to make the document compelling public policy and ready for implementation. Goals, principles, actions, and will be based on valuable input from the public engagement phase of the project. The initial draft of the Master Plan will be presented to the Steering Committee during this phase prior to the distribution of the formal draft to the public, Planning Commission, and City Council.

Engagement Round 3: Community Feedback (Option H)

Community Open House to Review Draft Master Plan. Knowing how engaged the community will be in the planning process, we propose a final, dedicated opportunity to share the draft plan. An open house offers an informal setting in which residents and stakeholders can review the various elements of the Master Plan, engage in interactive planning activities, and talk one-on-one with members of the Steering Committee and the consulting team regarding specific issues or topics. An open house could be hosted at City Hall, the Howard Miller Community Center, or another engaging location, like a popular eatery. The event would be advertised for a specific time and date to the public through flyers and advertisements in a local newspaper, the City's website, social media posts, and other medium. The purpose of the open house will be to continue the feedback loop with the community, enhance the planning process transparency, and show the general public about how they influenced the Master Plan. The open house will focus on important plan pieces like the goals, future land use map, and the implementation strategy. Input from the community will be gathered and shared with the Steering Committee before the plan is formally brought forward to the Planning Commission and City Council.



Phase 6 Finalization & Adoption

Task 12. Completing the Plan

The final phase is the formal review and approval process. We will review and incorporate comments gathered to ensure a final draft is ready to be shared with the Planning Commission. After sharing the draft plan with the Planning Commission and addressing their comments and feedback, the Planning Commission will request authorization from the City Council to distribute the plan for the state-required 63-day review. Upon review, critique, and approval by the City Council, the draft plan will be prepared for draft distribution to neighboring municipal governments and regional planning agencies. After that period has been completed, we will review any feedback received, and hold an official public hearing to present the final draft Master Plan to the public. After a recommendation by the Planning Commission, the City Council will review, approve, and adopt the plan.



Our Experience



Ways we've worked with MEDC!

We have worked with and are familiar with a number of different MEDC programs. We've worked on master plans, corridor and development plans, and RRC site projects. The following is a list of communities and projects we have successfully completed for a number of clients across the State.

MASTER PLANS

- Village of Shelby (includes Economic Development Strategy)
- City of Coloma
- City of Niles
- Village of Spring Lake
- City of Plainwell
- City of White Cloud (includes Economic Development Strategy and Corridor Plan)
- City of Big Rapids

CORRIDOR & WATERFRONT PLANS

- Grandville Avenue Corridor Plan
- Imagine Muskegon Lake (Waterfront & Downtown Development)
- City of Grand Haven Waterfront Master Plan
- City of Niles Turn the Corner Place Plan

ZONING ORDINANCES:

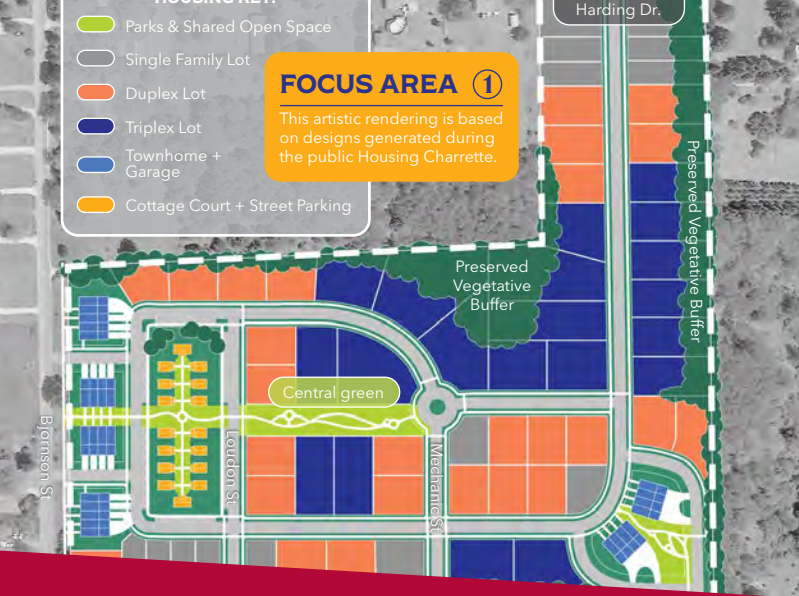
- Village of Spring Lake
- Village of Shelby
- City of Niles

TIF/DEVELOPMENT PLANS:

- City of Grand Rapids South Division
- City of Kalamazoo Northside Cultural Business District Authority
- City of Pottersville
- City of the Village of Douglas

RRC SITE PROJECTS:

- City of Dearborn
- Village of Pinckney
- City of Howell
- Village of Middleville
- City of Kalamazoo
- City of Grand Blanc
- City of South Haven
- City of Lapeer
- City of Grand Haven



CITY OF BIG RAPIDS

Master Plan Mecosta County, Michigan

The City of Big Rapids is home to Ferris State University and has an abundance of natural and cultural resources including the Muskegon River and the White Pine Trail. The City has a downtown surrounded by historic, walkable neighborhoods, popular commercial corridors that contribute to the local economy's diversity. The City is focused on earning MEDC RRC certification, and the update to the master plan marked a significant milestone in that process.

Williams & Works guided the City through a comprehensive revision of their master plan that was shaped by community involvement. The engagement approach included pop-up events at a local festival and farmer's market, six stakeholder focus group meetings, and a community survey. Community members also participated in a two-day charrette where they envisioned improved housing options, a nonmotorized network, a thriving downtown, and a revitalized commercial corridor. The engagement process finished with an open house where important themes and the draft document were available for review.

Through the master planning process, a Sub Area Plan for a new residential development for the City's Housing Commission was created, a vision for the City's Eastside neighborhood was established, and the city-wide nonmotorized plan was updated, which includes guidance for the installation of a complete sidewalk network, recommendations for bike lanes, and several intersection improvements. The development of the updated master plan took nearly two years to complete and the plan was adopted in 2025.



View Plan:

<https://tinyurl.com/BigRapidsMP>

Reference

Michelle Stenger, Director of
Community Development
City of Big Rapids
(231) 592-4035

R CITY OF OCKFORD

CITY OF ROCKFORD

Master Plan

Kent County, Michigan

The City of Rockford is a vibrant community located along the shores of the Rogue River. Much has changed in the past twenty years since the current Master Plan was written. As this Plan reaches its horizon, Williams & Works assisted the city in the creation of a new Master Plan that sets goals and objectives consistent with modern planning practices and community desires.

Williams & Works led a creative public engagement campaign to inform the Plan. Multiple techniques were used, including our “pop up” style outreach to seamlessly integrate our planning efforts into local, well attended events, an online survey, four focus group meetings with local leaders and advocates, and two student workshop sessions at North Rockford Middle School.

The new Plan is organized in an approachable and easily digestible format that includes elements from other past planning efforts as well as outlining new concepts to support sustainability and progressive mobility standards. Future land use designations have been consolidated and reworked to preserve the area’s unique charm, expand economic drivers, and respond to housing and transportation issues facing the community. The Plan was adopted in early 2023.

In 2023 the Plan was awarded the Daniel Burnham Award for a Comprehensive Plan by the Michigan Association of Planning.



View Plan:

<https://tinyurl.com/RockfordMP>

Reference

Thad M. Beard
City Manager
City of Rockford
(616) 866-1537



CITY OF LOWELL

Master Plan, Planner of Record

Kent County, Michigan

The City of Lowell is picturesquely located at the confluence of the Flat River and the Grand River in eastern Kent County. The community sits at the growing edge of the Grand Rapids metropolitan area and is known for its identity as a trail-friendly community and its historic downtown overlooking the Flat River.

Williams & Works currently assists the City in the capacity of Planner of Record and completed the last several master plans, including the plan adopted in 2024. A deep dive into demographic data and housing statistics lay a firm foundation for the plan goals and future land use map. As the City is growing in population faster than the State, the plan provides a cohesive vision that's rooted in pragmatic approach to growth and development that respects its small town charm.

Williams & Works continues to support the City in all phases of planning and zoning, including reviewing and providing recommendations on requests for rezoning, special land use approval, site plan approval, and other related matters. The City has had Williams & Works lead the development of several five-year Parks and Recreation Plans over the years, resulting in numerous grant opportunities to expand the community's non-motorized trail network. In the early 2020s, Williams & Works assisted the Planning Commission with revisions to the City's Zoning Ordinance.



View Plan:

<https://tinyurl.com/LowellIMP>

Reference

Sue Ullery, City Clerk
City of Lowell
(616) 897-8457

Comparable Client List

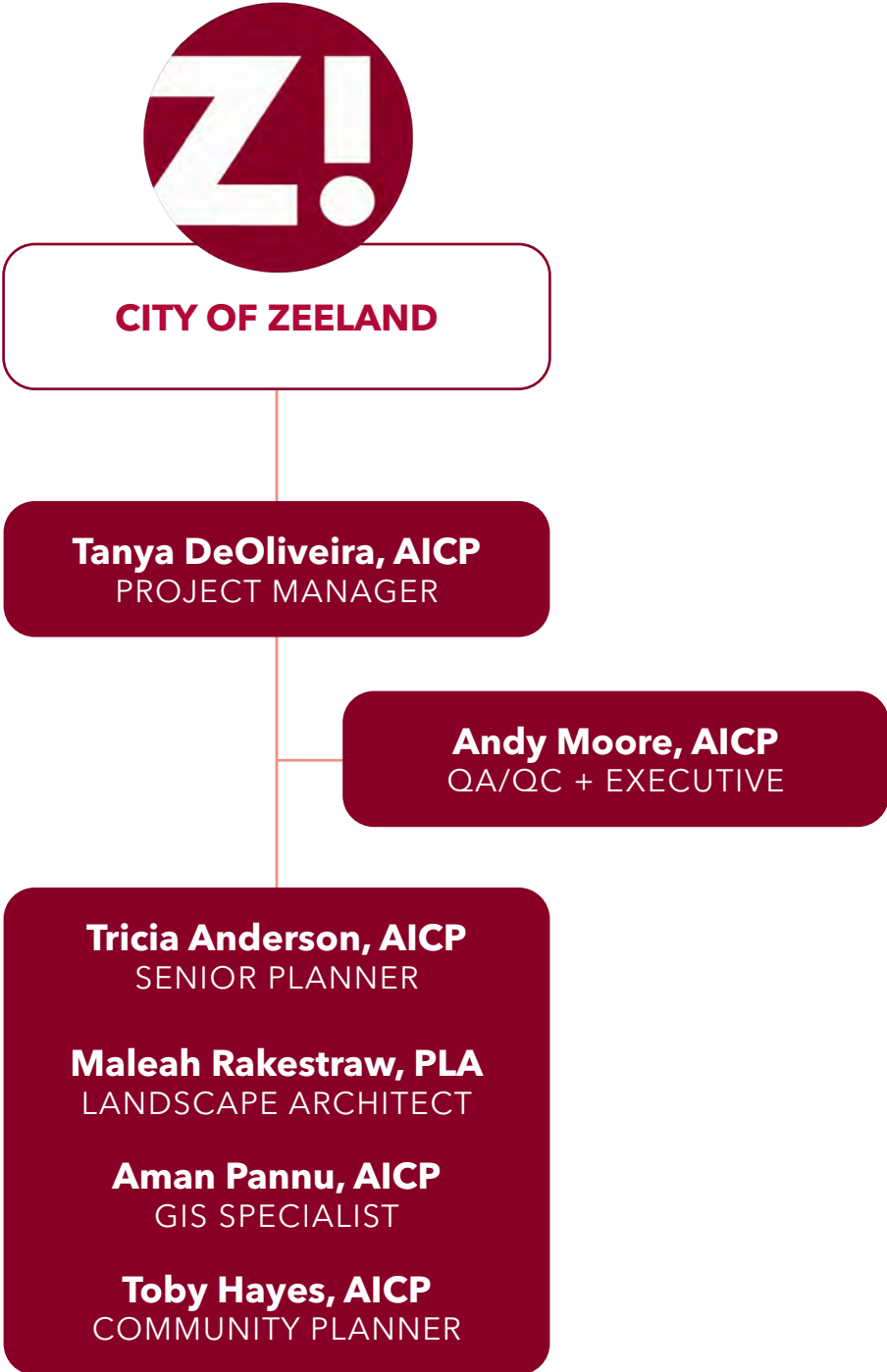
We know your neighbors! The following is a list of the clients we've delivered similar services for in the West Michigan area.

- **BLENDON TOWNSHIP** *Ottawa County*
Master Plan (adopted)
Greg Golembiewski, Township Manager
manager@blendontownship-mi.gov
(616) 875-7707
- **PORT SHELDON TOWNSHIP** *Ottawa County*
Zoning Ordinance (adopted)
Mike Sabatino, Supervisor
mike@portsheldontwp.org
(616) 399-6121
- **SALEM TOWNSHIP** *Allegan County*
Master Plan (adopted), Zoning Audit, Parks and Recreation Plan (adopted)
Jim Pitsch, Supervisor
supervisor@salemtownship.org
(616) 896-9857
- **OLIVE TOWNSHIP** *Ottawa County*
Master Plan (adopted)
Al Nienhuis, Supervisor
supervisor@olivetownship.org
(616) 786-9996
- **DORR TOWNSHIP** *Allegan County*
Master Plan (adopted)
Jeff Miling, Supervisor
supervisor@dorrtownship.org
(616) 681-9874
- **HOPE TOWNSHIP** *Barry County*
Master Plan (adopted), Zoning Ordinance (adopted), Planner of Record
Doug Peck, Supervisor
supervisor@hopetwp.com
(269) 948-2464
- **GEORGETOWN TOWNSHIP** *Ottawa County*
Master Plan (in progress)
Justin Stadt, Superintendent
jstadt@georgetown-mi.gov
(616) 226-6002
- **LEIGHTON TOWNSHIP** *Allegan County*
Master Plan (adopted), Planner of Record
Steve Wolbrink, Supervisor
Supervisor@leightontownship.org
(616) 663-2347
- **OVERSIEL TOWNSHIP** *Allegan County*
Zoning Ordinance (underway)
Brandon Jacobsen, P.C. Chair
(269) 751-7030
- **HOPKINS TWP & VILLAGE OF HOPKINS** *Allegan County*
Joint Parks and Recreation Plan (adopted)
Joint Master Plan (adopted)
Mike Aberda, Village Clerk
Clerk@Villageofhopkins.org
(269)-793-7433
- **CITY OF DOUGLAS** *Allegan County*
Master Plan (adopted)
Lisa Nocerini, City Manager
citymanager@DouglasMI.gov
(269) 857-1438
- **CITY SOUTH HAVEN** *Allegan/Van Buren County*
Zoning Ordinance (adopted), RRC Project Site, Planner of Record
Kate Hosier, City Manager
khosier@south-haven.com
(269) 637-0700



Our Team

Our experienced team of certified and registered professionals provides a comprehensive suite of planning and design services, including master planning, equitable public space design, meaningful community engagement, trail feasibility studies, ongoing consultation, and more. We fully understand how these elements work together to create a harmonious vision and support community development. Biographies for all team members anticipated to work on the projects are provided on the subsequent pages. An organizational chart depicting key roles is shown below.





TANYA DeOLIVEIRA, AICP

project manager

deoliveira@williams-works.com



EDUCATION

M.S., Urban & Regional Planning
University of Wisconsin-Madison

B.S., Human Development & Social Relations
Kalamazoo College

CERTIFICATIONS

American Institute of Certified Planners
Certificate in Town-Gown Relations,
International Town & Gown Association

PROFESSIONAL AFFILIATIONS

American Planning Association
Michigan Association of Planning
Michigan Association of Planning - Transportation
Leadership Task Force, member
Association of Pedestrian and Bicycle Professionals

RECENT SPEAKING ENGAGEMENTS, TRAINING SEMINARS, AND ARTICLES

Guest Lecturer - Grand Valley State University
College of Liberal Arts and Sciences 2024

DeOliveira, T. *Biking, Walking, & Rolling: Why Inclusion Matters for Nonmotorized Projects.*
Published in *Michigan Planner* Jan/Feb 2024.

Using the Bipartisan Infrastructure Law to Create Impactful Projects (Sponsored by APBP Michigan),
Michigan Planning Association Annual Conference
October 2024

Tanya DeOliveira is a Project Manager with the Williams & Works Planning Group. She has over 15 years of experience leading, writing, and implementing comprehensive master, transportation, non-motorized, park and recreation plans, projects, and studies. Her commitment to inclusive and equitable community engagement has facilitated systems change.

Tanya understands that effective planning is driven by hard work. Her extensive experience collaborating with state agencies like the DNR and MDOT has built trust and fortified community development opportunities with townships, villages, cities, and counties across the state. Her pragmatic approach to place-based planning was recognized by the South Carolina Chapter of the American Society of Landscape Architects with the Genius Loci Award. She was the Executive Secretary for the Active Jackson Coalition, member of the MDOT University Region I-94 Jackson Modernization Project Review Committee, the Vice Chair of the Palmetto Cycling Coalition, and nominated to the Clemson University Interpretive Plan History Task Force.

Tanya has also worked with the Region 2 Planning Commission, Clemson University Planning & Design, and the Wisconsin Dept. of Transportation.



ANDY MOORE, AICP

principal-in-charge

moore@williams-works.com



EDUCATION

B.S., Geography
Grand Valley State University

REGISTRATIONS AND CERTIFICATIONS

American Institute of Certified Planners

PROFESSIONAL AFFILIATIONS

American Planning Association
Michigan Association of Planning
Grand Valley State University
Distinguished Alumnus-in-Residence, Geography and Planning (2012)

RECENT SPEAKING ENGAGEMENTS, TRAINING SEMINARS, AND ARTICLES

Instructor - Staying in Your Lane and Building Bridges (City of Holland). February 19, 2024.
Guest Lecturer - Michigan State University College of Law (Land Use Planning). 2023, 2024.
Instructor - Planning Commissioner Toolkit (Ada Township). September 21, 2023.
Speaker - *Dissecting Your Township's Zoning Decisions*. Michigan Townships Association 2023 Annual Conference. April 19, 2023.
Instructor - Site Plan Review Workshop. March 1, 2023.

Andy leads Williams & Works' planning group as an executive and project manager. His work includes consulting with dozens of public and private sector clients on a variety of planning and zoning assignments including writing master plans, parks and recreation plans, and zoning ordinances; site plan and special land use review; public engagement, expert consultation, and a variety of special projects. He also works closely with communities throughout West Michigan, assisting with day-to-day planning and zoning issues.

In addition to his regular work, Andy is a frequent instructor and contributor for the Michigan Association of Planning, Michigan Townships Association, Michigan Municipal League, and Michigan State University College of Law.

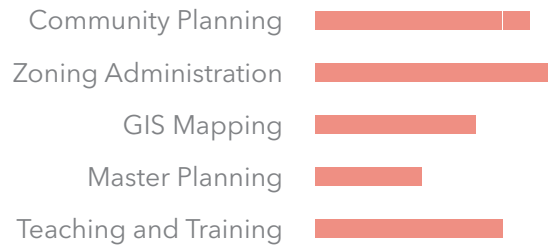
He joined Williams & Works in 2004 after receiving his undergraduate degree from Grand Valley State University. In 2012, he was honored by GVSU's Geography and Planning department as its Distinguished Alumnus-in-Residence. Before joining Williams & Works, Andy worked with Ottawa County GIS, the City of Grand Rapids Planning Department, and The Rapid.



TRICIA ANDERSON, AICP

senior planner

anderson@williams-works.com



EDUCATION

- M.Ed., Secondary Education
Aquinas College
- B.S., Biology
Grand Valley State University

Tricia is a seasoned Planner and Project Manager whose previous roles as zoning administrator, planner, and planning director in the public sector provide a valuable perspective on projects and the clients she serves. She also has a background in ecology and watershed management, which brings an environmental consciousness to all the work she is involved in.

REGISTRATIONS AND CERTIFICATIONS

- Certified Zoning Administrator
American Institute of Certified Planners

Tricia is engaged as the Planner of Record for several West Michigan communities, including the City of Douglas, Village of Paw Paw, Vergennes Township, and the City of Niles. She has performed numerous zoning ordinance audits and rewrites and excels in crafting master plans that align with the unique needs of West Michigan communities.

PROFESSIONAL AFFILIATIONS

- American Planning Association
- APA Planner’s Advocacy Network
- Michigan Association of Planning

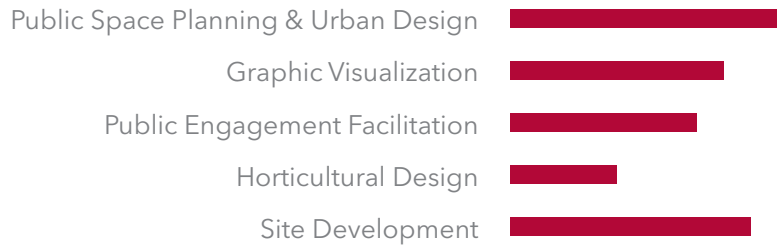
Tricia’s excellent interpersonal skills and ability to effectively communicate make the community engagement events she facilitates inviting and meaningful. Tricia stands as a dynamic force, dedicated to creating vibrant, sustainable communities that harmonize with their unique landscapes and people.



MALEAH RAKESTRAW, PLA

landscape architect

rakestraw@williams-works.com



EDUCATION

M.A., Environmental Design
Michigan State University

B.A., Landscape Architecture
Michigan State University

As Williams & Works' first landscape architect, Maleah has a strong focus on the creation of place through the physical realm.

She is an alumna of Michigan State University where she studied both landscape architecture and environmental design. With a passion for site planning and visualization, her professional experience has expanded to include a variety of projects ranging from large-scale private developments and park planning to urban design and community engagement. She is a published co-author in the Journal of Current Urban Studies and has been a past speaker for the National Signage Research & Education Conference.

REGISTRATIONS AND CERTIFICATIONS

Licensed Professional Landscape Architect -
Michigan

PROFESSIONAL AFFILIATIONS

American Society of Landscape Architects,
Michigan Chapter Executive Committee

Michigan State University Student Chapter
of the ASLA, Past Vice President

Maleah sat on the state chapter executive committee for the American Society of Landscape Architects and is a current member of Downtown Grand Rapids, Inc.'s GR Forward Goal 1 Alliance focused on river activation and restoration.



**AMAN
PANU, AICP**
community planner
pannu@williams-works.com



EDUCATION

B.S., Urban and Regional Planning
Michigan State University

PROFESSIONAL AFFILIATIONS

American Institute of Certified Planners
American Planning Association
Michigan Association of Planning

Aman Panu is a Community Planner for the Williams and Works Planning Group. She earned her Bachelor’s Degree in Urban and Regional Planning with a concentration in environmental sustainability and joined Williams & Works full-time in 2022. Aman assists a variety of communities with master plans, parks & recreation plans, nonmotorized plans, and zoning ordinances. As a Community Planner, Aman also helps with public engagement activities and facilitated conversations for master plans and parks & recreation projects. Her skill in building and designing maps with ArcGIS Pro is valuable for creating public engagement materials and plans with strong mapping components.

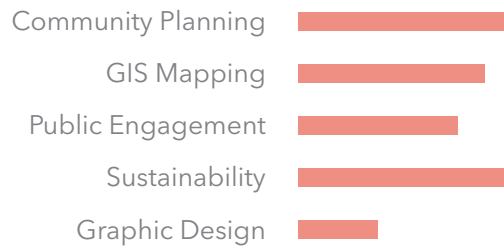
Before joining Williams & Works, Aman gained experience as a transportation planning intern at the Grand Valley Metropolitan Council. She also served as a research assistant at the MSU School of Planning, Design, and Construction, where she contributed to the Michigan Safe Routes to School Program by developing actions plans and conducting walking and biking audits to promote nonmotorized safety for school children on identified routes.



TOBY HAYES, AICP

community planner

hayes@williams-works.com



EDUCATION

B.S., Urban and Regional Planning
Michigan State University

REGISTRATIONS AND CERTIFICATIONS

American Institute of Certified Planners, Candidate
Domicology Certification

PROFESSIONAL AFFILIATIONS

American Planning Association
Michigan Association of Planning
Michigan State University Urban and Regional
Planning Student Association, Past President and
Vice President

Toby Hayes is a Community Planner with the Williams and Works Planning Group. He has a Bachelor’s Degree in Urban and Regional Planning from Michigan State University with concentrations in environmental planning, economic development, and non-motorized transportation. In addition, he has a minor in Graphic Design. Toby joined the team full-time in 2023. He assists communities with a variety of planning and zoning needs, including GIS projects, master plans, and site plan reviews.

Prior to joining the team at Williams and Works, Toby worked at the City of Kentwood, Michigan as a planning intern. He also worked as research assistant at the Michigan State University Center for Community and Economic Development and aided with outreach and university and legislative initiatives in regards to circular economic principals. Additionally, Toby was a teaching assistant in the School of Planning, Design, and Construction. His Bachelor’s capstone project focused on non-motorized transportation planning for Garfield Charter Township, Michigan.



Our Fees

Proposed Budget + Hours

Williams & Works proposes to serve the City of Zeeland in the completion of this assignment on an hourly reimbursable basis for a total fee not to exceed the amount listed below. This fee includes all costs of labor, 11 meetings, and reimbursable expenses for the work scope outlined in this letter. This fee includes the cost of printing five paper copies. We can provide additional copies, or the City can assume responsibility for additional copies. Additional items and services can also be provided for the cost of time and materials. Additional meetings are \$800 per meeting.

Phase 1 Project Kickoff

Task 1 Current Master Plan Review	\$600 (5 Hours)
Task 2 Kick-off Meeting	\$1,075 (10 Hours)

Phase 2 Identify, Analyze, Understand Zeeland

Task 3 Existing Conditions & Natural Features Analysis	\$9,175 (90 hours)
Task 4 Existing Plan Audit & Synthesis	\$1,200 (10 hours)

Phase 3 Engagement Round 1: Listening & Visioning

Task 5 Community Engagement*	
Online Community Survey (Option A).....	\$2,750 (25 hours)
Project Website (Option B).....	\$5,940 (63 hours)
3 Focus Groups (Option C)	\$3,590 (32 hours)
2 Pop-Up Planning Events (Option D)	\$4,440 (44 hours)

Phase 4 Envision Zeeland

Task 6 Goals Workshop	\$1,560 (13 hours)
Engagement Round 2: 2 Visioning Workshops (Option E).....	\$3,820 (36 hours)
Each additional Visioning Workshop	\$1,500 (10 hours)
Task 7 Market-Aligned Planning	\$2,700 (22 hours)
Economic Feasibility Testing (Option F).....	\$1,740 (14 hours)
Task 8 Future Land Use Map & Narrative (includes one conceptual illustration).....	\$11,420 (112 hours)
Additional conceptual illustration (Option G)	\$5,000 (51 Hrs)
Task 9 Zoning Plan	\$720 (6 hours)
Task 10 Implementation & Funding	\$1,440 (12 hours)

Phase 5 Plan Preparation

Task 11 Draft Plan	\$7,100 (80 hours)
Engagement Round 3: Community Feedback (Option H).....	\$3,270 (32 hours)

Phase 6 Finalization & Adoption

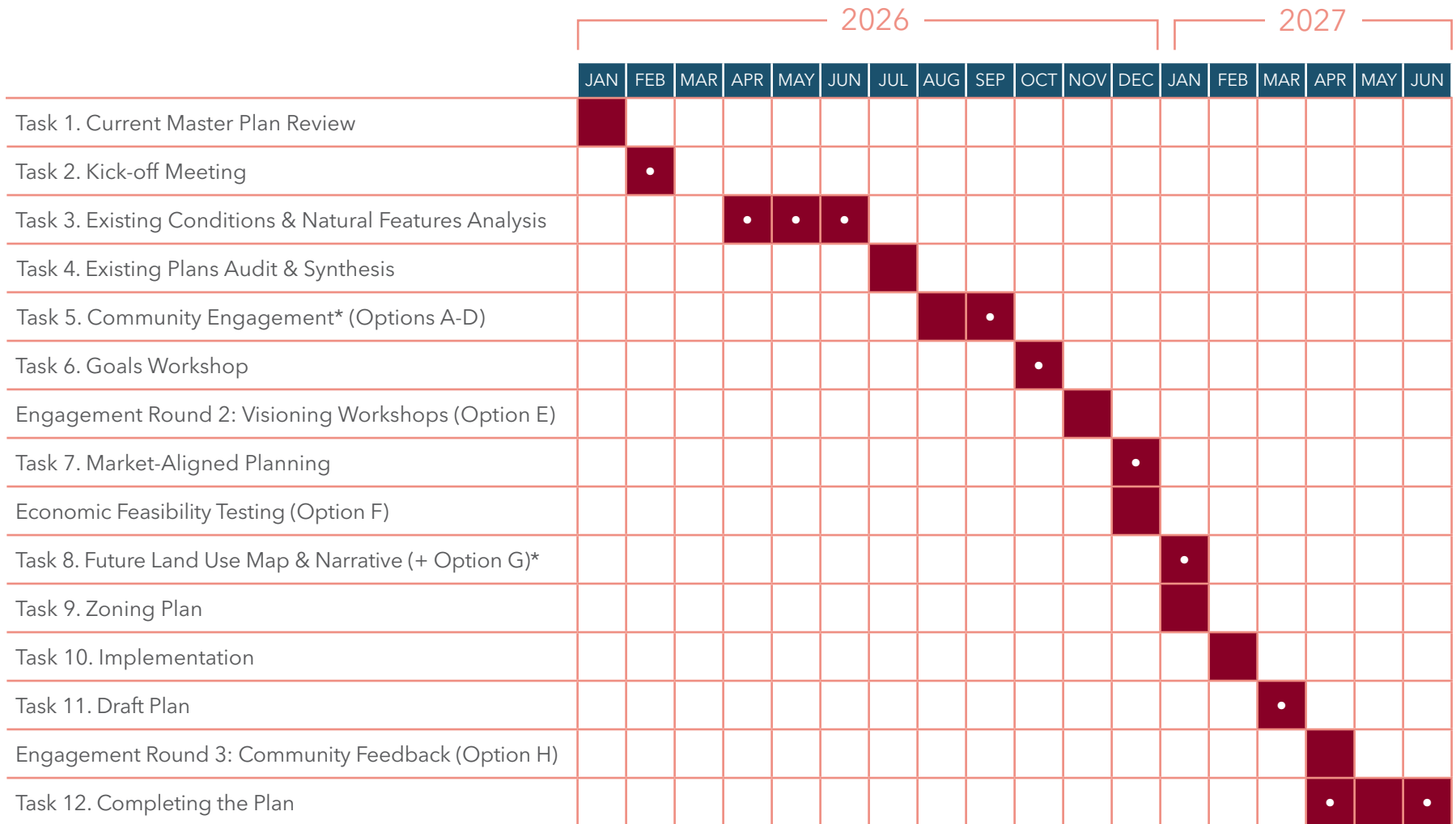
Task 12 Completing the Plan	\$2,425 (25 hours)
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*without Optional Tasks **Total: \$39,415***

BILLING RATES

Principal + Executive:\$150	Project Manager: \$120	Landscape Designer: \$80
Economic Development Planner: \$125	Senior Planner: \$115	Graphic Designer: \$75
Landscape Architect: \$125	Community Planner: \$95	Photographer: \$65

Our Timeline



*Phase may take longer based on the number of optional tasks selected

• = meeting, 11 meetings total

CITY OF ZEELAND

Comprehensive Master Plan Rewrite Proposal

williams&works

www.williams-works.com



21 South Elm Street • Zeeland, Michigan 49464 • (616) 772-0872 • (616) 772-0880

MEMORANDUM

DATE: Friday, January 30, 2026

TO: Planning Commission

FROM: Tim Maday, Community Development Director

RE: **February 5th Planning Commission meeting agenda – Small footprint homes information**

At the January 8, 2026 Planning Commission meeting, Commissioners expressed interest in learning more about the small footprint home project recently released by Ottawa County. Following that meeting, staff obtained the enclosed press release and slide deck from the Ottawa County Department of Strategic Impact.

Staff is providing these materials for discussion at the Commission's regular February meeting. In advance of that meeting, staff is also preparing additional information on how the various home designs relate to the City's zoning regulations, including total size, height, and other applicable standards. Staff will also compare the proposed designs to the City's existing single-family residential housing stock.

I hope this memo provides helpful context for the items included in the February meeting packet, as well as the information staff is preparing to support the Commission's discussion of this matter.

Homes for Ottawa County, by Ottawa County



Ottawa County Department of Strategic Impact intern and Hope College civil engineering student Matt Daub (left) and design consultant Nick Rolinski pose in front of their Small-Footprint Home Concept display following the Jan. 8, 2026 Housing Commission meeting. [Photos by Rich C. Lakeberg/Ottawa County]

County unveils Small-Footprint Home designs, new project website at Jan. 8, 2026 Housing Commission meeting

Life often is divided into a series of milestones - first day of school, first love, first job. Although these rites of passage may look different for everyone, for generations these checkpoints often included a first, or "starter" home. Unfortunately, that dream of building equity has become harder to obtain in Ottawa County and in much of the nation because of a persistent housing shortage and a mismatch in local zoning ordinances.

Now, after nearly two years of careful research and design work, the Ottawa County Department of Strategic Impact and project partners introduced a tangible solution to this shortage at the Jan. 8, 2026, Ottawa County Housing Commission meeting - free small-footprint home plans, designed for Ottawa County, by Ottawa County. Around two dozen members of the community, along with a few project partners, attended the morning meeting to learn about the project.

"Ranging from 440 square feet to just over 1,000 square feet, these completely nonproprietary home plans have been painstakingly designed with Ottawa County in mind," said outgoing Housing Commission President Jared Schuitema. "We are absolutely ecstatic to release these plans and hope to see them be built in a variety of County locations."

As the Jan. 8 Housing Commission meeting was also an organizational meeting, new leadership was selected. Member Patrick Harmon was tapped by the Commission to serve as president for 2026; member Klynt Marcusse was selected to continue as vice president. Harmon expressed gratitude for Schuitema. "Special thanks and recognition are due to past-President Jared Schuitema. His leadership brought the small-footprint home from concept to a well-organized and researched housing option."



Available online now at miottawa.org/small-footprint, this collection of four different layouts, each with four interchangeable exterior themes - including In Town, Lake Dune, Rural Farm, and Rural Forest - provide 16 residential options that will complement practically any corner of Ottawa County. The public can flip through different designs online and after completing a simple survey will be able to download the plans of their choice.

DSI staff took care to ensure the website was user-friendly to showcase all the design options. "Because our design consultant and DSI intern developed so many different exterior choices, it was important we included a flip-through gallery function," said DSI Project Support Specialist Rich C. Lakeberg, who with support from Grand Rapids-based WebTecs, Inc., designed the custom web pages.

The creation of these plans was truly a team effort. The design process was guided by Holland-based design consultant Nick Rolinski and local real estate and construction experts. The designs themselves were developed in detail by Hope College civil engineering student and DSI intern Matt Daub. Supporting the duo through all iterations included DSI, the Housing Commission, and more than two dozen local partners representing an array of disciplines and sectors.

"We worked with a lot of partners of whom we have to thank for providing their expertise to develop this construction set that we feel is high quality and will really stand the test of time," said Daub.

DSI Director Paul Sachs also spoke to the team effort. "The community has really shown up for small-footprint homes," said Sachs. "We are incredibly grateful to have so many passionate folks from both the public and private sectors offering their skills and expertise to make this project a reality."

Next Steps: Revisiting zoning regulations and recruiting builders

With the home plans live, now comes the more difficult part - constructing them. In most areas, modern zoning and ordinances all but prohibit smaller homes. Why? Broadly speaking, as the post-World War II economy boomed, development patterns changed. Homes grew larger and car ownership became more widespread. These cultural shifts encouraged larger lot and setback requirements, which virtually outlawed small-footprint homes. DSI staff are working to encourage cities and townships to reconsider these policies.

"All the units of government that may be interested in this have to consider they may have a mismatch in zoning," said consultant Nick Rolinski. "The small footprint house is an important thing to keep on the menu - we can help them reclaim that."

The work group is also actively seeking partners and nonprofits to get shovels in the ground to build versions of these homes in 2026. "A handful of nonprofits, landowners and builders have reached out to us over the past year," said Sachs. "It's only a matter of time before these home types return to our communities."

About the Small-Footprint Home Development Concept

The Ottawa County Housing Commission is dedicated to identifying solutions to combat the rising cost of housing and lack of availability in the County. One viable solution is the idea of smaller-footprint homes. At around 1,000 square feet or less and situated on appropriately sized lots, these more traditionally sized abodes ideally could sell for significantly less than the current median price for an Ottawa County home, which hovers around \$400,000.

The goals of this project are to increase housing stock by providing nonproprietary home plans, collaborating with local leaders to overcome policy barriers, and recruiting builders to construct modest residences - without the use of grants or subsidies.

For regular updates on the Small-Footprint Homes Development Concept project, attend a Housing Commission meeting held monthly at the County Administration Building in West Olive or online. For more board information, visit the [Boards & Commissions Information Hub page](#) or email Strategic Impact at plan@miottawa.org.

Release by Rich C. Lakeberg, Project Support Specialist, Department of Strategic Impact.

For high-quality versions of the images in this release, please email plan@miottawa.org or call 616.738.4852.

SMALL-FOOTPRINT HOME DEVELOPMENT CONCEPT



Designed in Ottawa County for Ottawa County | miottawa.org/small-footprint



About the Pilot Project

Like much of the nation, Ottawa County faces a significant housing shortage. The Ottawa County Housing Commission (OCHC) and the Department of Strategic Impact is dedicated to identifying solutions to availability and affordability of housing. Although there are myriad reasons for the current housing crunch, one attractive and practical solution the Commission and DSI zeroed in on is building Smaller Footprint Homes. At approximately 1,000 square feet or smaller and situated on appropriately sized lots, these traditionally sized homes could sell for less than half of the median price for an Ottawa County abode, which is well above \$400,000. These attainable dwellings could realistically increase housing stock.

The goals of this pilot are three-fold:

- 1) Develop a series of open-source design plans and material lists that home builders, developers and citizens can utilize
- 2) Analyze zoning and policy barriers and work with municipalities to allow for smaller-footprint homes
- 3) Recruit builders and nonprofits to invest in this type of housing, demonstrating the quality and creating momentum

FREE SMALL-FOOTPRINT HOME PLANS NOW AVAILABLE

Visit MiOttawa.org/Small-Footprint

Rural Forest



In-Town



Rural Farm



Lake & Dune



Small Footprint design *at home* in Ottawa County, Michigan

CONCEPT 1: 440 SQUARE-FOOT HOME DESIGNS

In-Town Concept #1



1 Bedroom
1 Bathroom

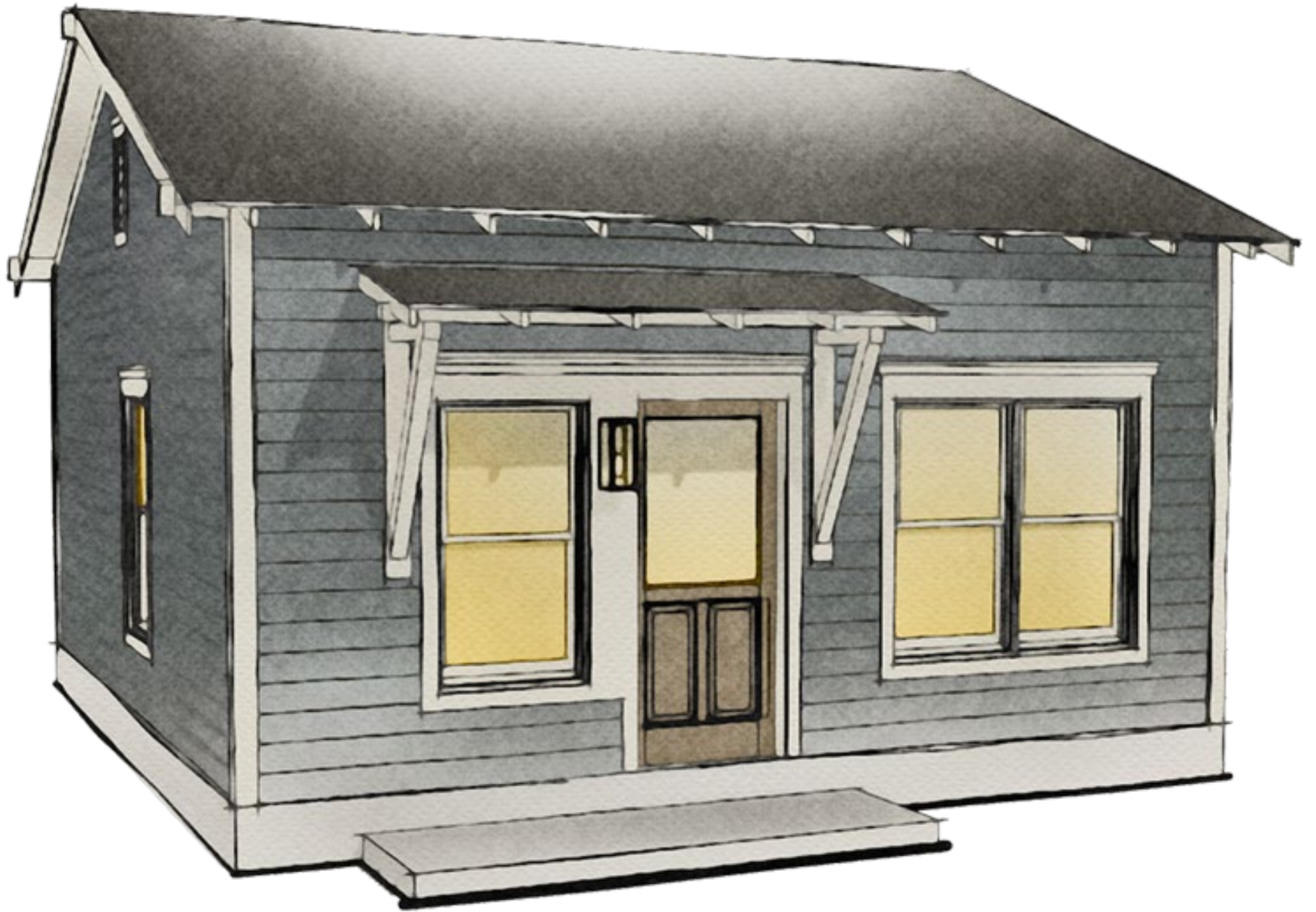
Building dimensions

Width: 20 feet
Depth: 22 feet
Square feet: 440

This one-bedroom, studio-style home includes all the essentials in a compact, functional layout. Two hall closets offer ample storage, while an L-shaped kitchen provides efficient workflow and a breakfast bar for dining and socializing.

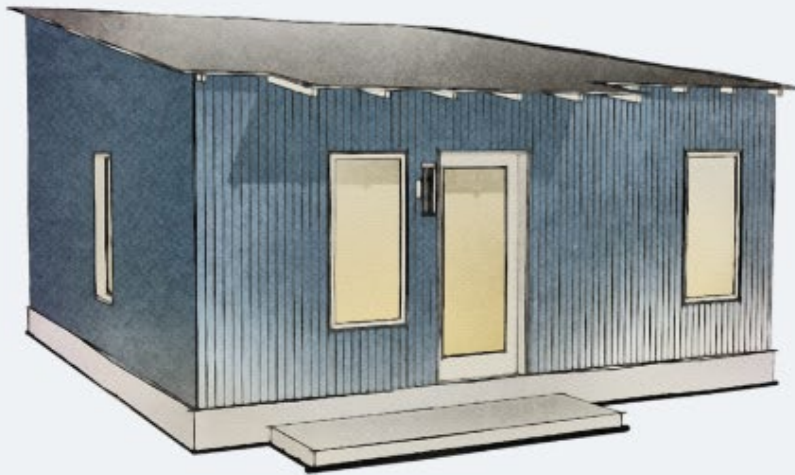
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CONCEPT 1: 440-SQUARE FOOT HOME DESIGNS

Lake/Dune Concept #1



1 Bedroom
1 Bathroom

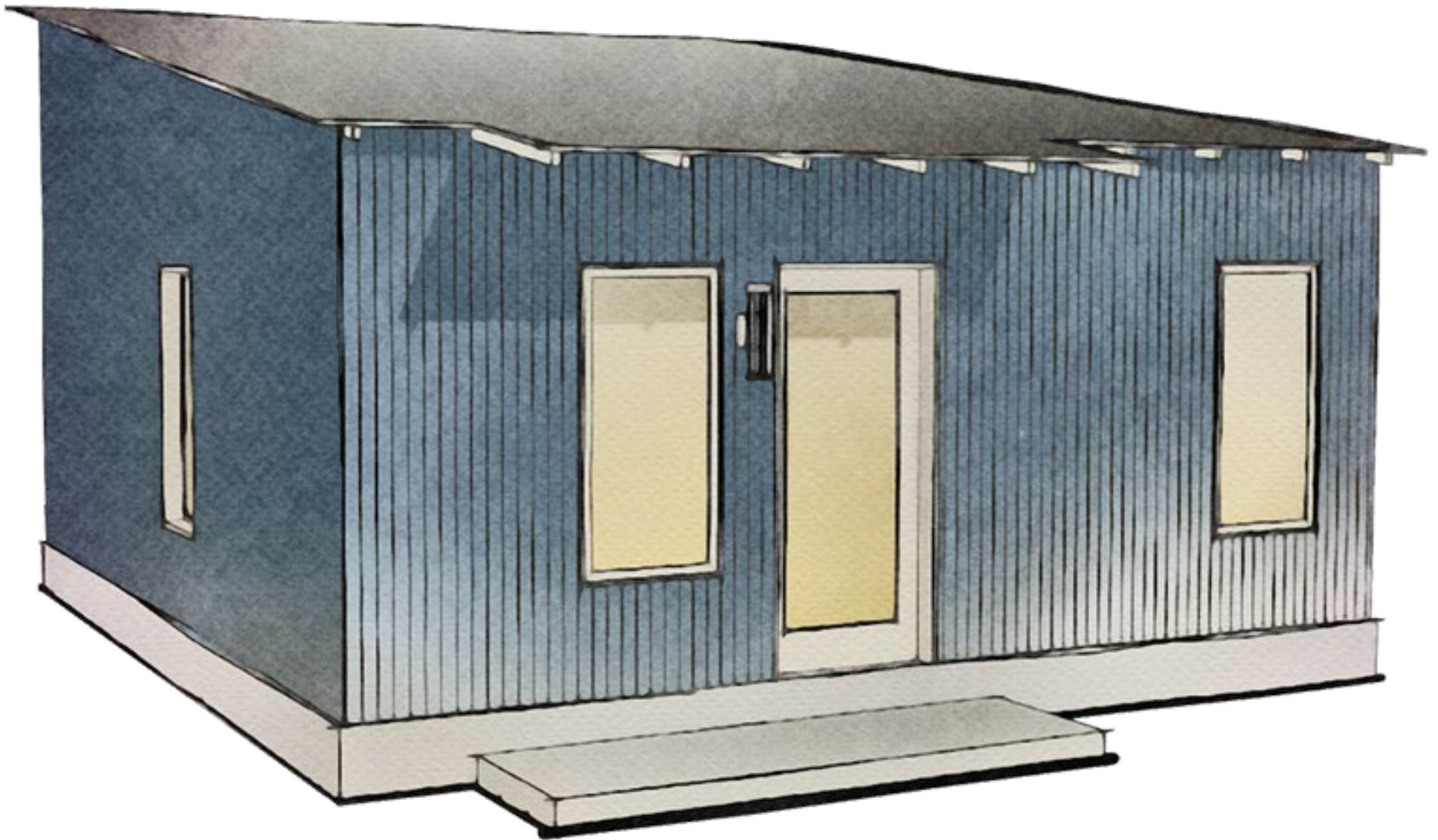
Building dimensions

Width: 20 feet
Depth: 22 feet
Square feet: 440

This one-bedroom, studio-style home includes all the essentials in a compact, functional layout. Two hall closets offer ample storage, while an L-shaped kitchen provides efficient workflow and a breakfast bar for dining and socializing.

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CONCEPT 1: 440 SQUARE-FOOT HOME DESIGNS

Rural/Farm Concept #1



1 Bedroom
1 Bathroom

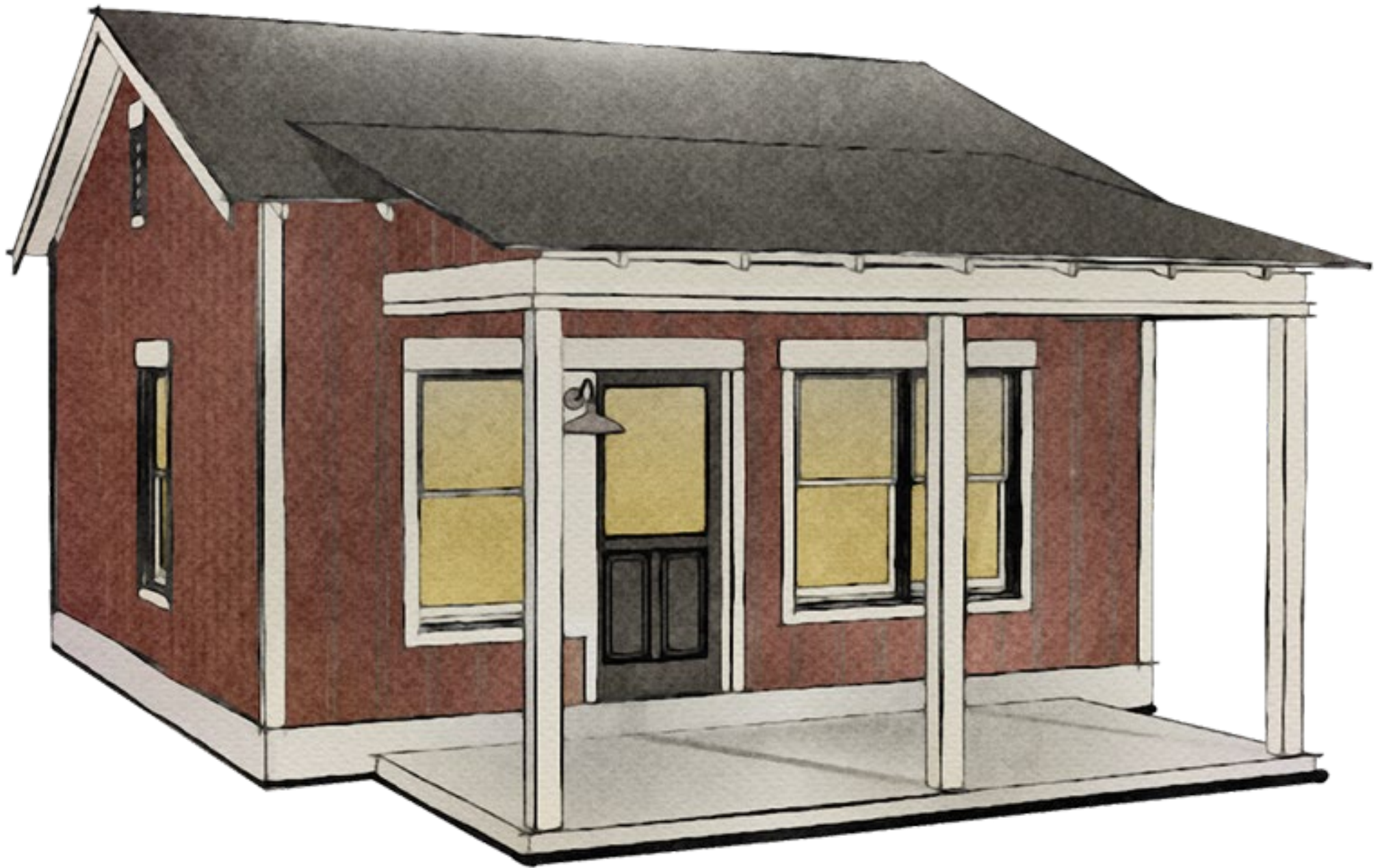
Building dimensions

Width: 20 feet
Depth: 22 feet
Square feet: 440

This one-bedroom, studio-style home includes all the essentials in a compact, functional layout. Two hall closets offer ample storage, while an L-shaped kitchen provides efficient workflow and a breakfast bar for dining and socializing.

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CONCEPT 1: 440 SQUARE-FOOT HOME DESIGNS

Rural/Forest Concept #1



1 Bedroom
1 Bathroom

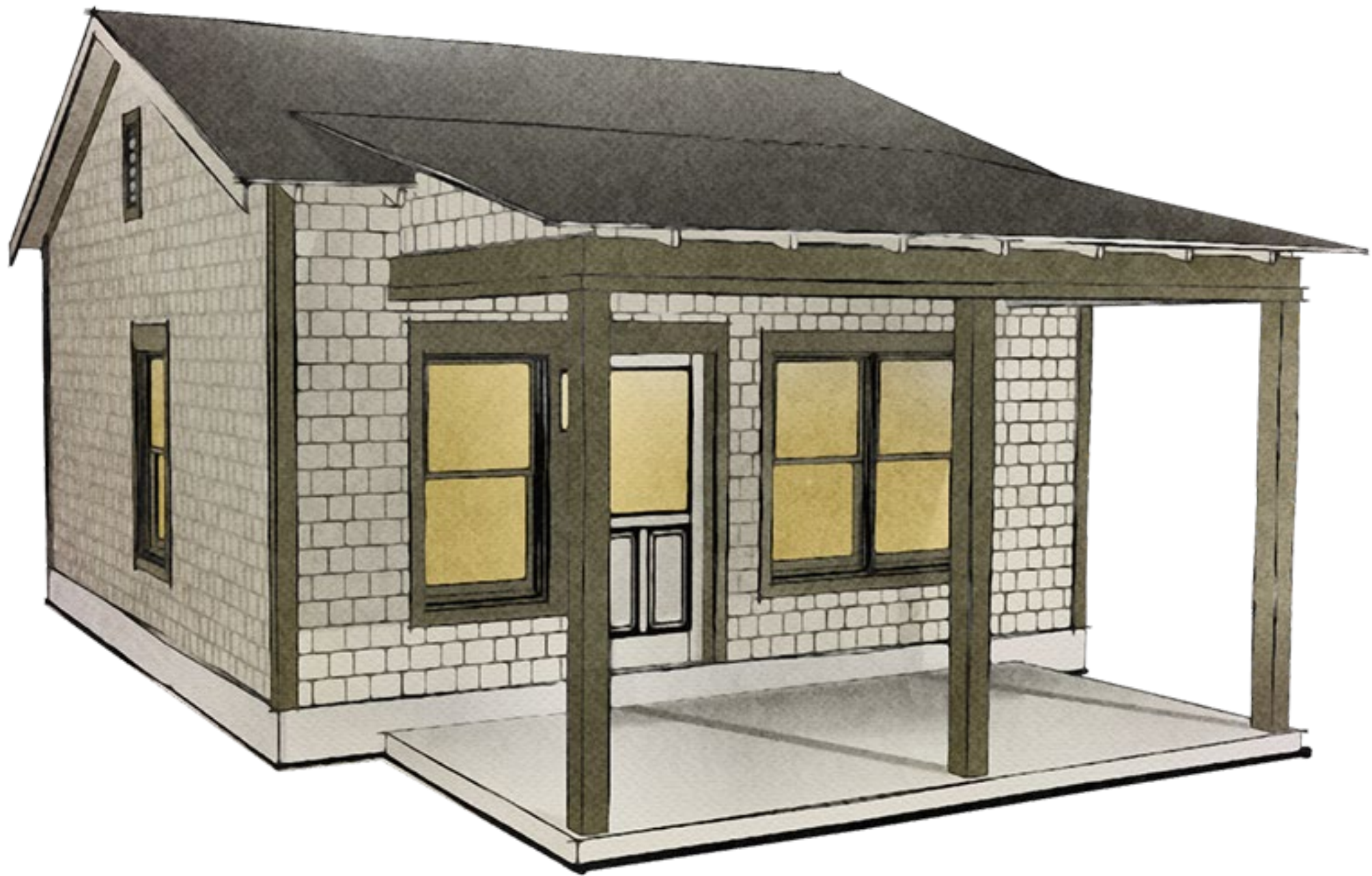
Building dimensions

Width: 20 feet
Depth: 22 feet
Square feet: 440

This one-bedroom, studio-style home includes all the essentials in a compact, functional layout. Two hall closets offer ample storage, while an L-shaped kitchen provides efficient workflow and a breakfast bar for dining and socializing.

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CONCEPT 2: 672 SQUARE-FOOT HOME DESIGNS

In-Town Concept #2

2 Bedroom
1 Bathroom

Building dimensions

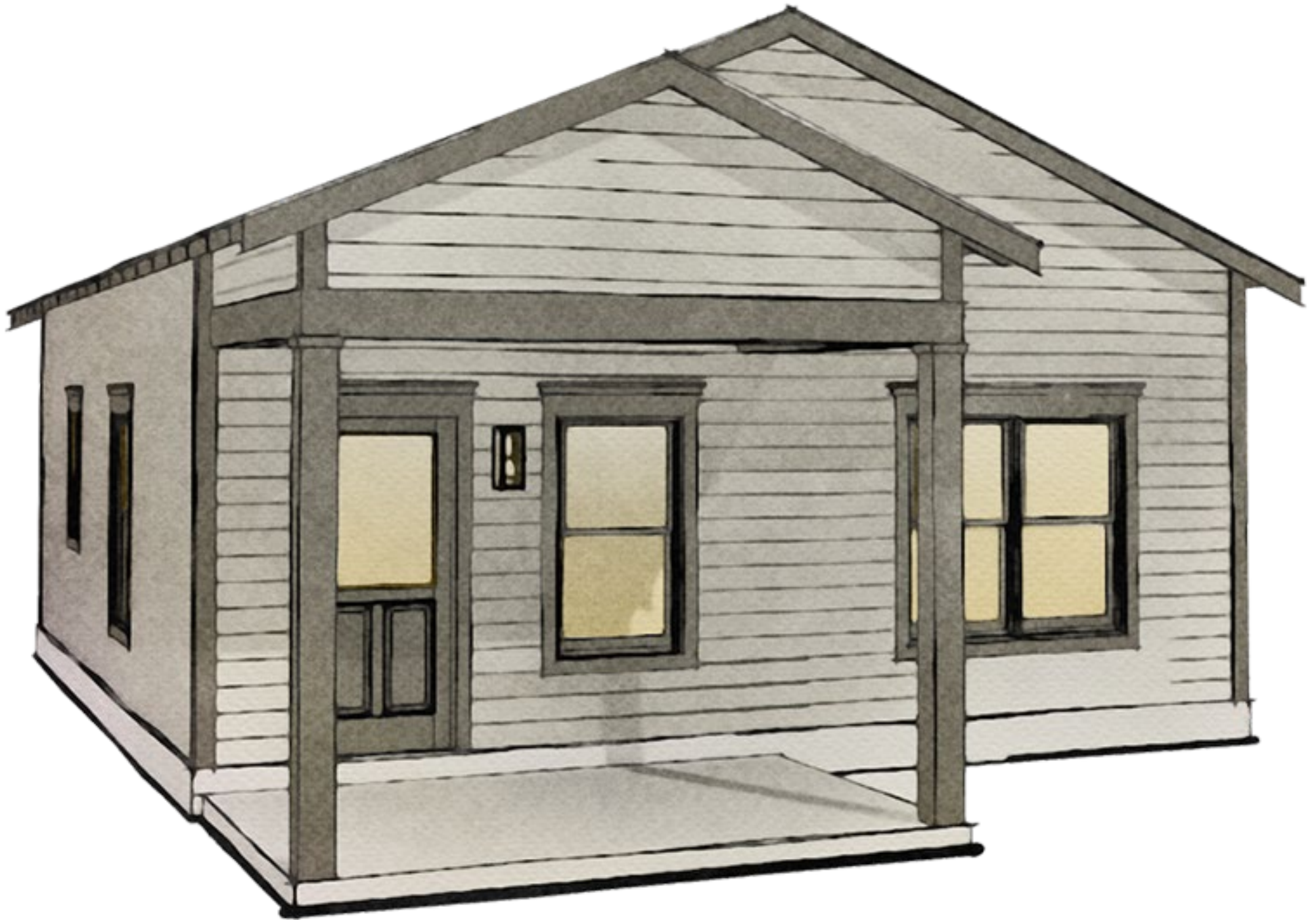
Width: 24 feet
Depth: 28 feet
Square feet: 672

This two-bedroom home welcomes visitors with a covered front porch and separates communal living and dining areas from private spaces. At the rear, a galley kitchen maximizes workflow, and a large utility closet offers space for in-unit laundry and sliding doors that accommodate bike storage.



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CONCEPT 2: 672 SQUARE-FOOT HOME DESIGNS

Lake/Dune Concept #2

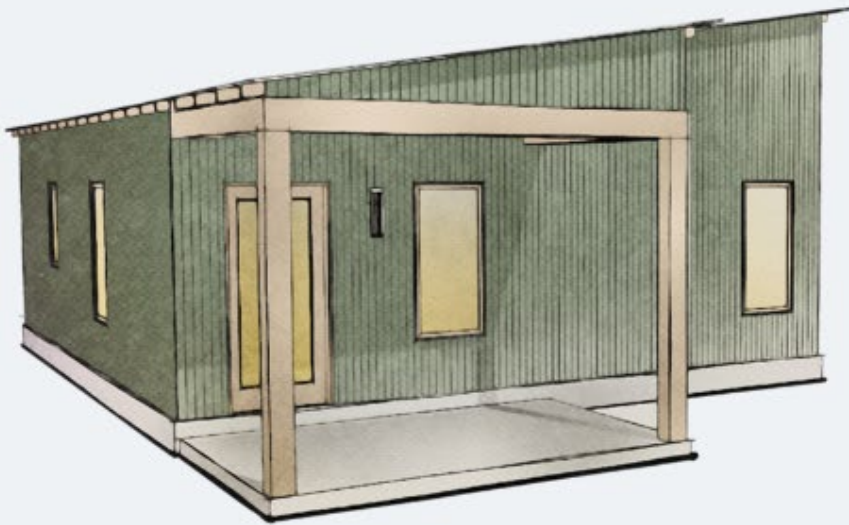
2 Bedroom
1 Bathroom

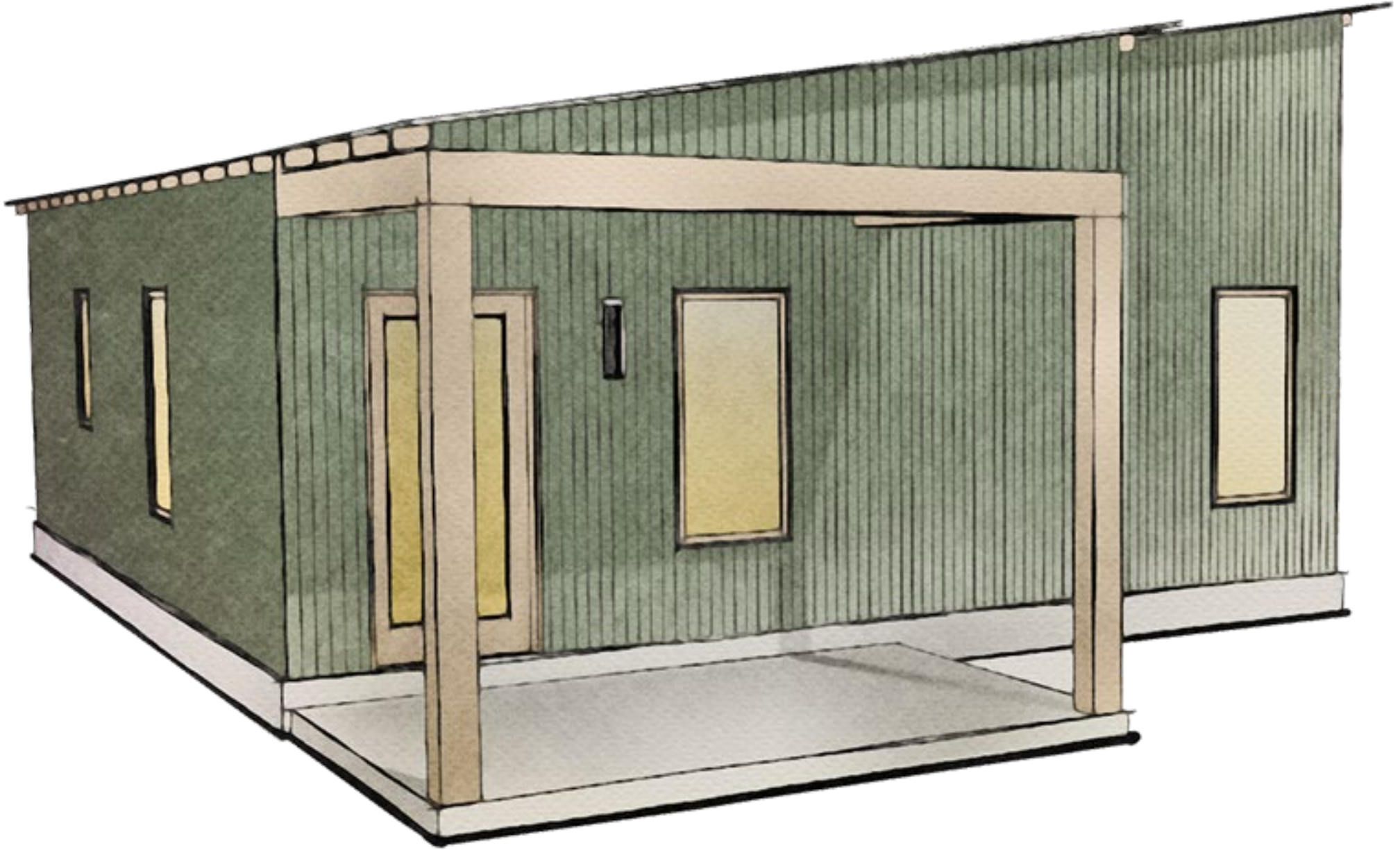
Building dimensions

Width: 24 feet
Depth: 28 feet
Square feet: 672

This two-bedroom home welcomes visitors with a covered front porch and separates communal living and dining areas from private spaces. At the rear, a galley kitchen maximizes workflow, and a large utility closet offers space for in-unit laundry and sliding doors that accommodate bike storage.

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CONCEPT 2: 672 SQUARE-FOOT HOME DESIGNS

Rural/Farm Concept #2

2 Bedroom
1 Bathroom

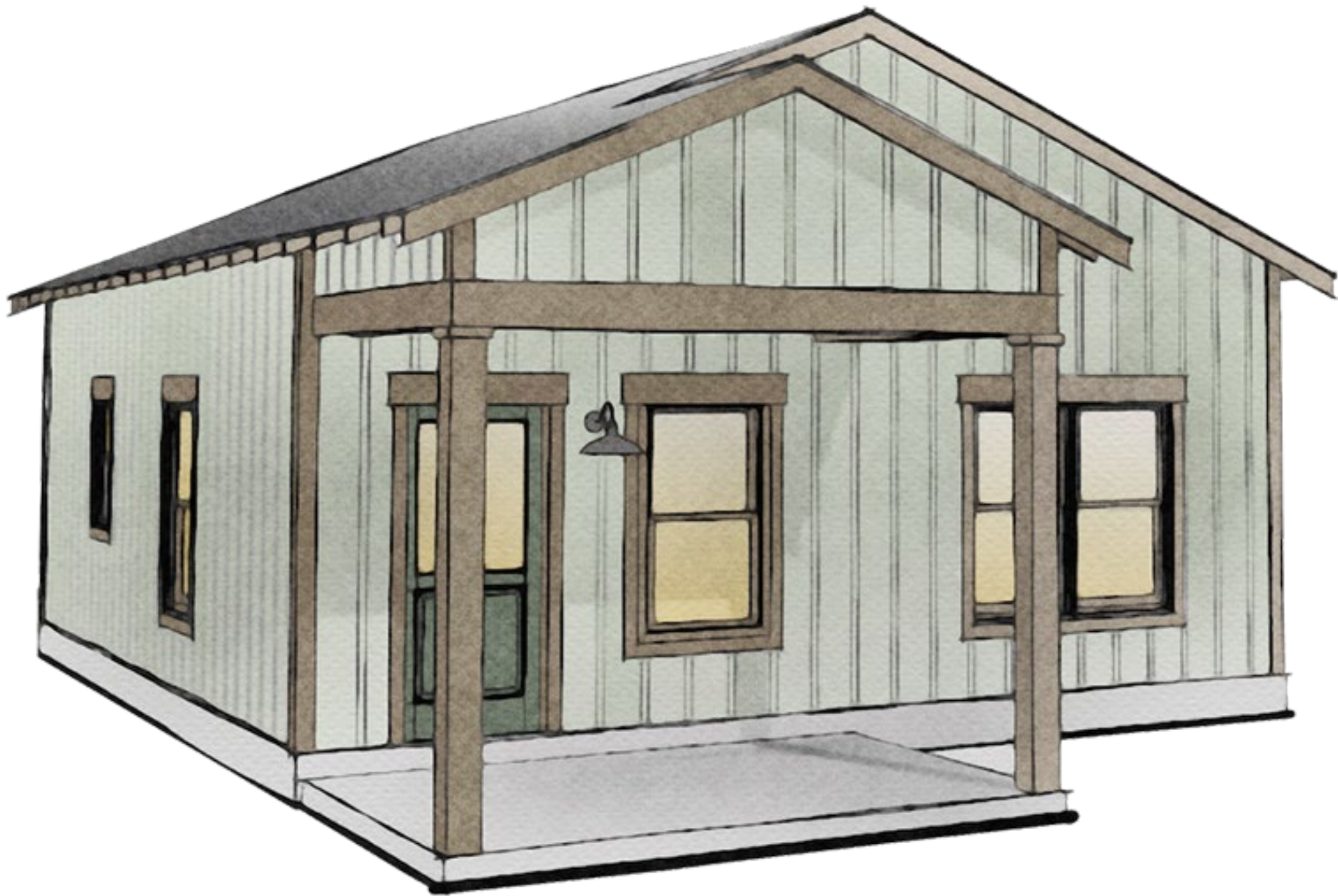
Building dimensions

Width: 24 feet
Depth: 28 feet
Square feet: 672

This two-bedroom home welcomes visitors with a covered front porch and separates communal living and dining areas from private spaces. At the rear, a galley kitchen maximizes workflow, and a large utility closet offers space for in-unit laundry and sliding doors that accommodate bike storage.

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CONCEPT 2: 672 SQUARE-FOOT HOME DESIGNS

Rural/Forest Concept #2

2 Bedroom
1 Bathroom

Building dimensions

Width: 24 feet
Depth: 28 feet
Square feet: 672

This two-bedroom home welcomes visitors with a covered front porch and separates communal living and dining areas from private spaces. At the rear, a galley kitchen maximizes workflow, and a large utility closet offers space for in-unit laundry and sliding doors that accommodate bike storage.

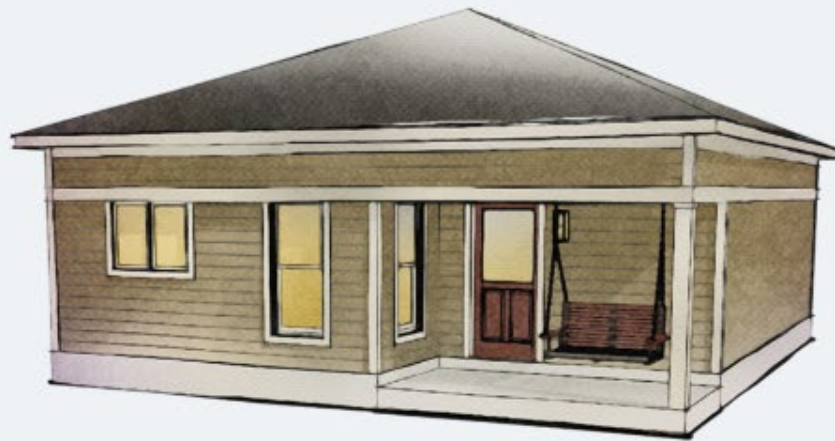
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CONCEPT 3: 824 SQUARE-FOOT HOME DESIGNS

In-Town Concept #3



2 Bedroom
1 Bathroom

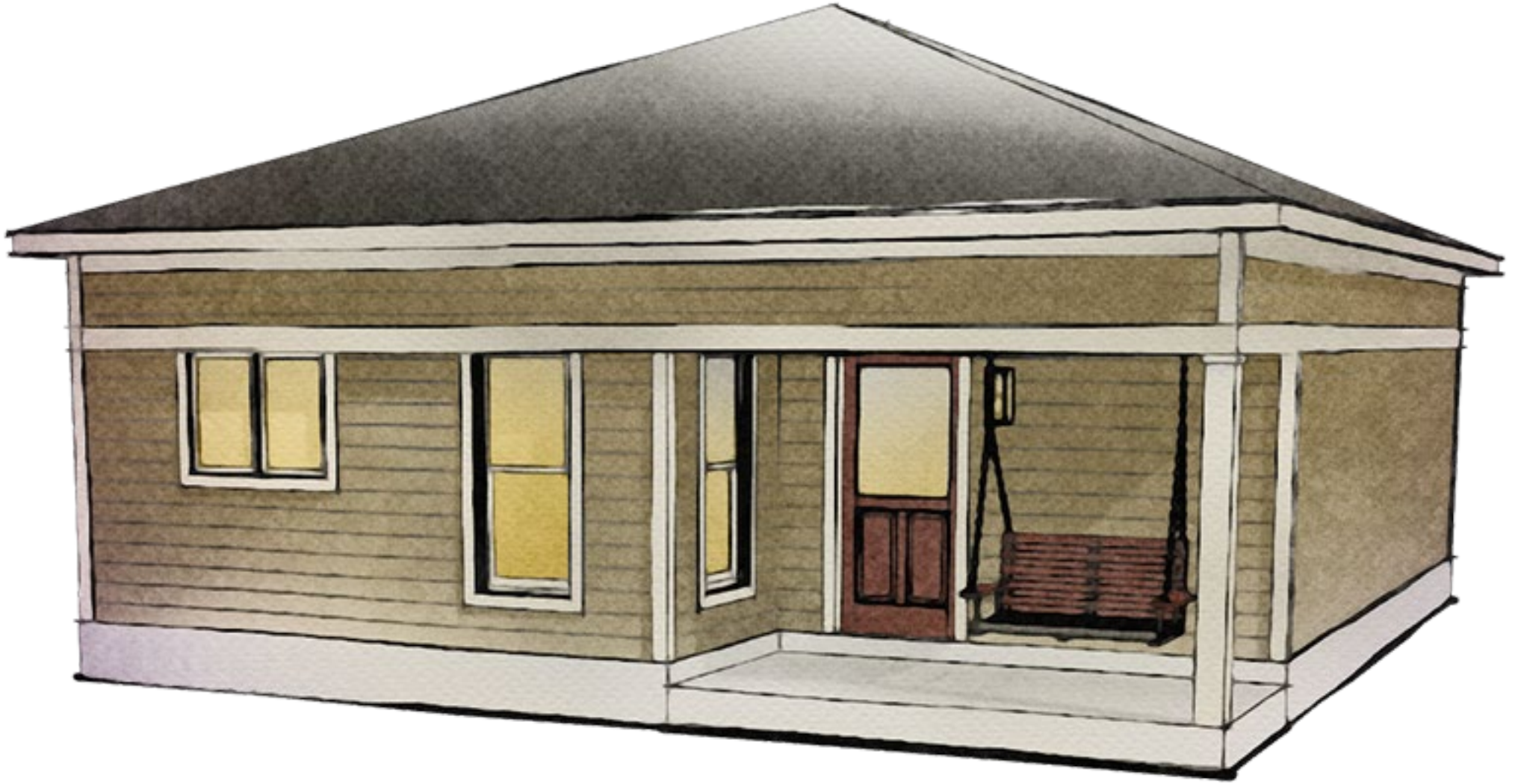
Building dimensions

Width: 28 feet
Depth: 28 feet
Square feet: 824

A modest exterior is enhanced by a corner porch with a swing, opening into a combined entry and laundry area that leads into an open-concept living space. The private rear includes a bedroom and a flex room, which is ideal for an office. Both feature walk-in closets.

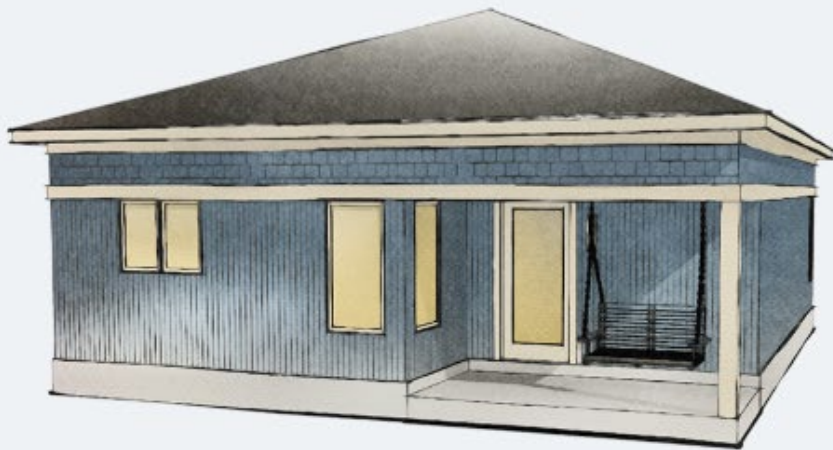
[REGISTER & DOWNLOAD](#)





CONCEPT 3: 824 SQUARE-FOOT HOME DESIGNS

Lake/Dune Concept #3



2 Bedroom
1 Bathroom

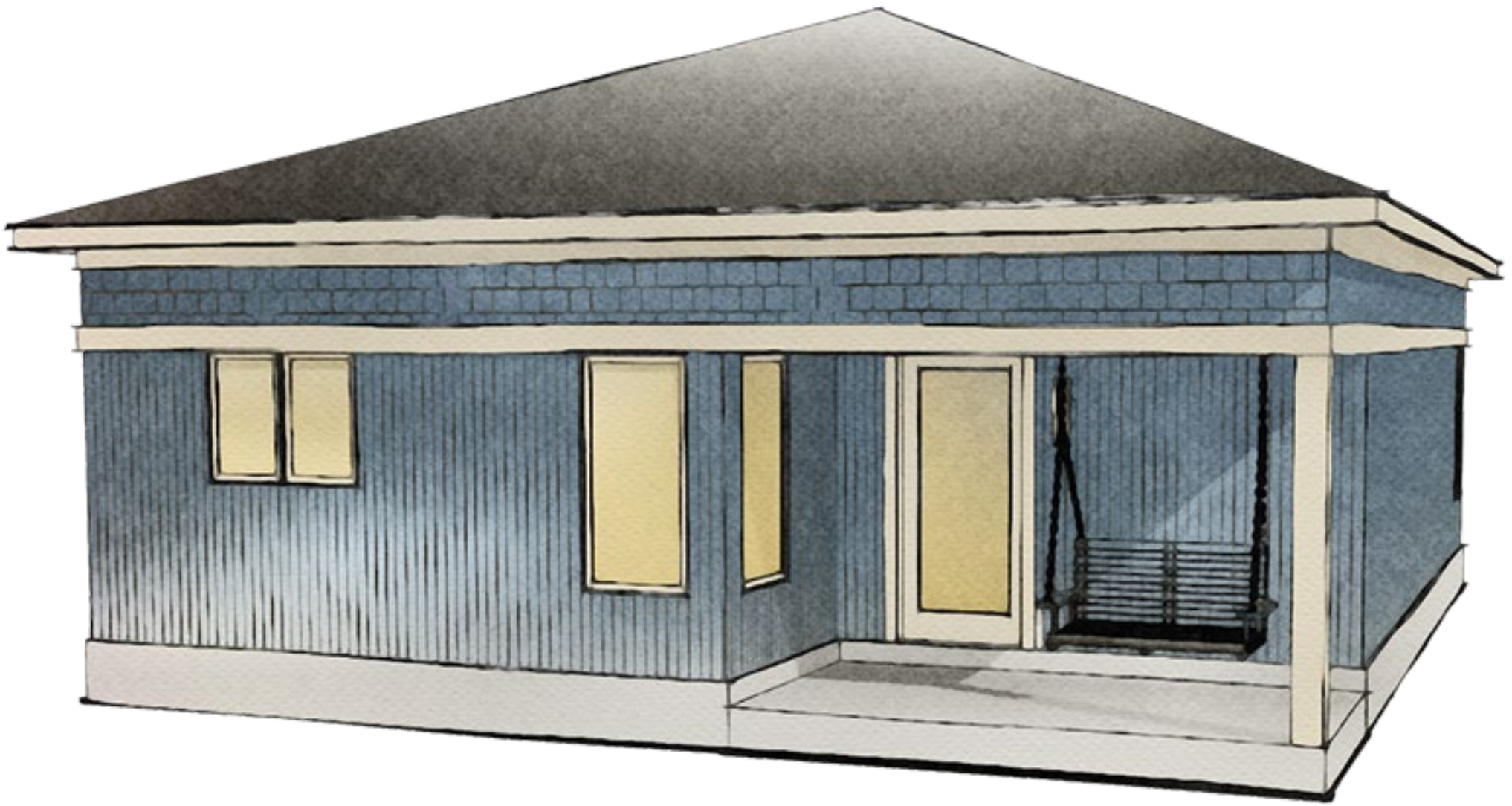
Building dimensions

Width: 28 feet
Depth: 28 feet
Square feet: 824

A modest exterior is enhanced by a corner porch with a swing, opening into a combined entry and laundry area that leads into an open-concept living space. The private rear includes a bedroom and a flex room, which is ideal for an office. Both feature walk-in closets.

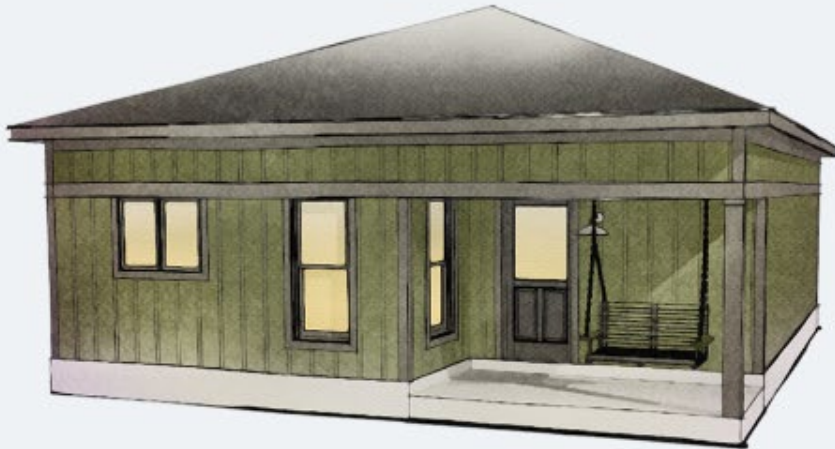
[REGISTER & DOWNLOAD](#)





CONCEPT 3: 824 SQUARE-FOOT HOME DESIGNS

Rural/Farm Concept #3



2 Bedroom
1 Bathroom

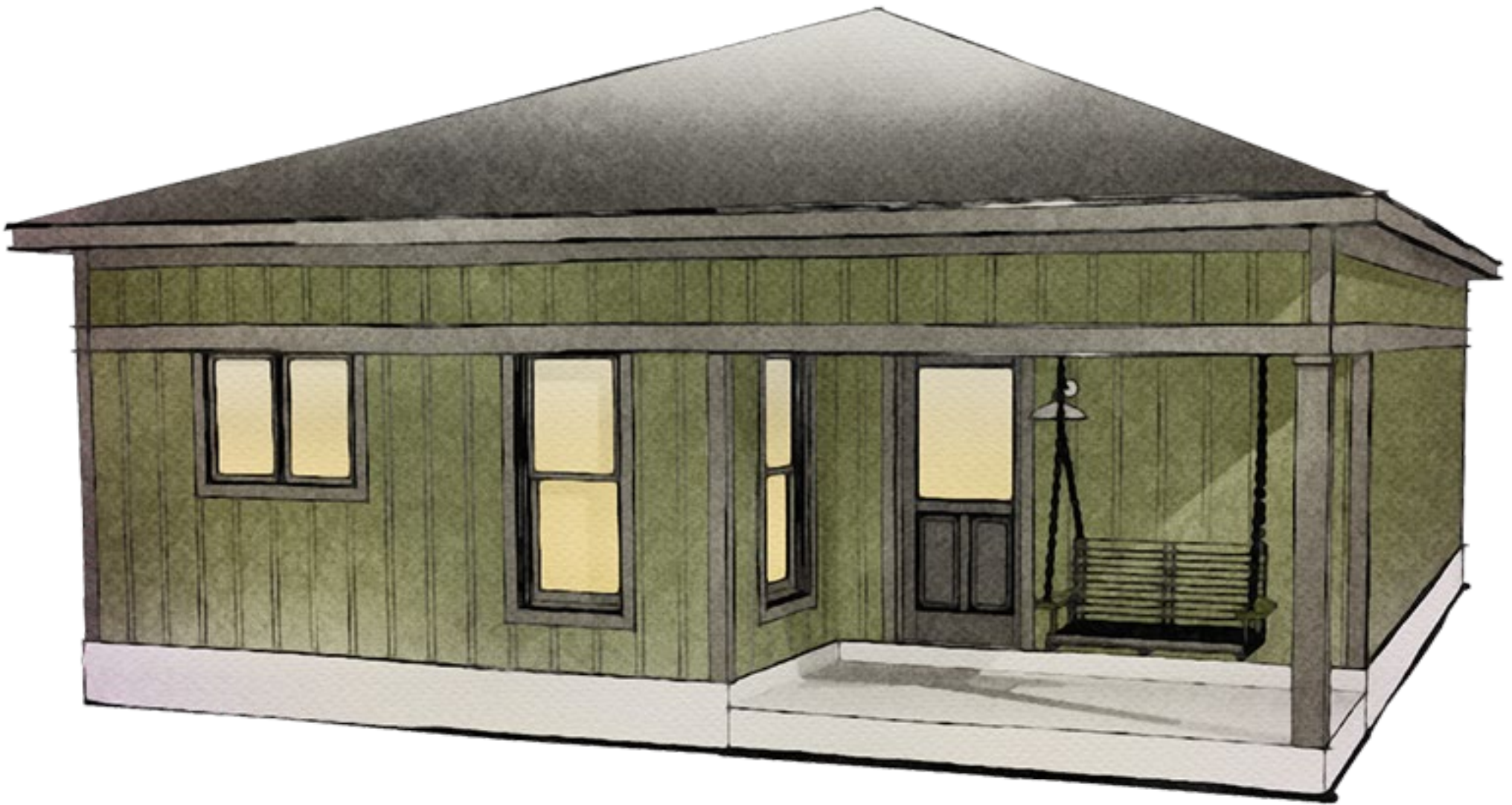
Building dimensions

Width: 28 feet
Depth: 28 feet
Square feet: 824

A modest exterior is enhanced by a corner porch with a swing, opening into a combined entry and laundry area that leads into an open-concept living space. The private rear includes a bedroom and a flex room, which is ideal for an office. Both feature walk-in closets.

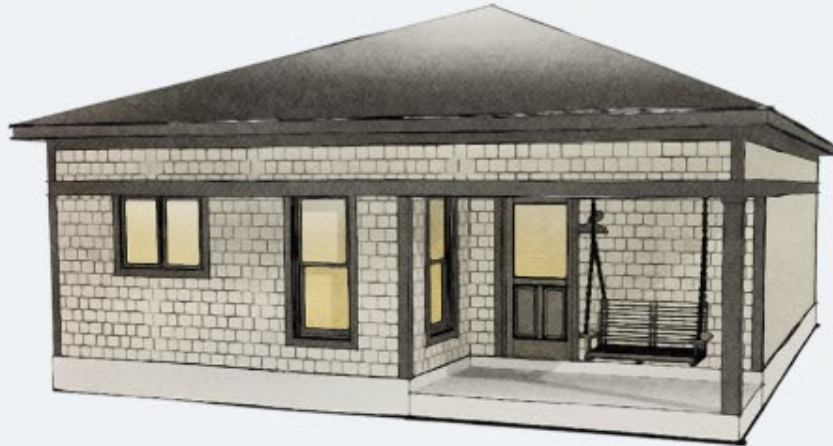
[REGISTER & DOWNLOAD](#)





CONCEPT 3: 824 SQUARE-FOOT HOME DESIGNS

Rural/Forest Concept #3



2 Bedroom
1 Bathroom

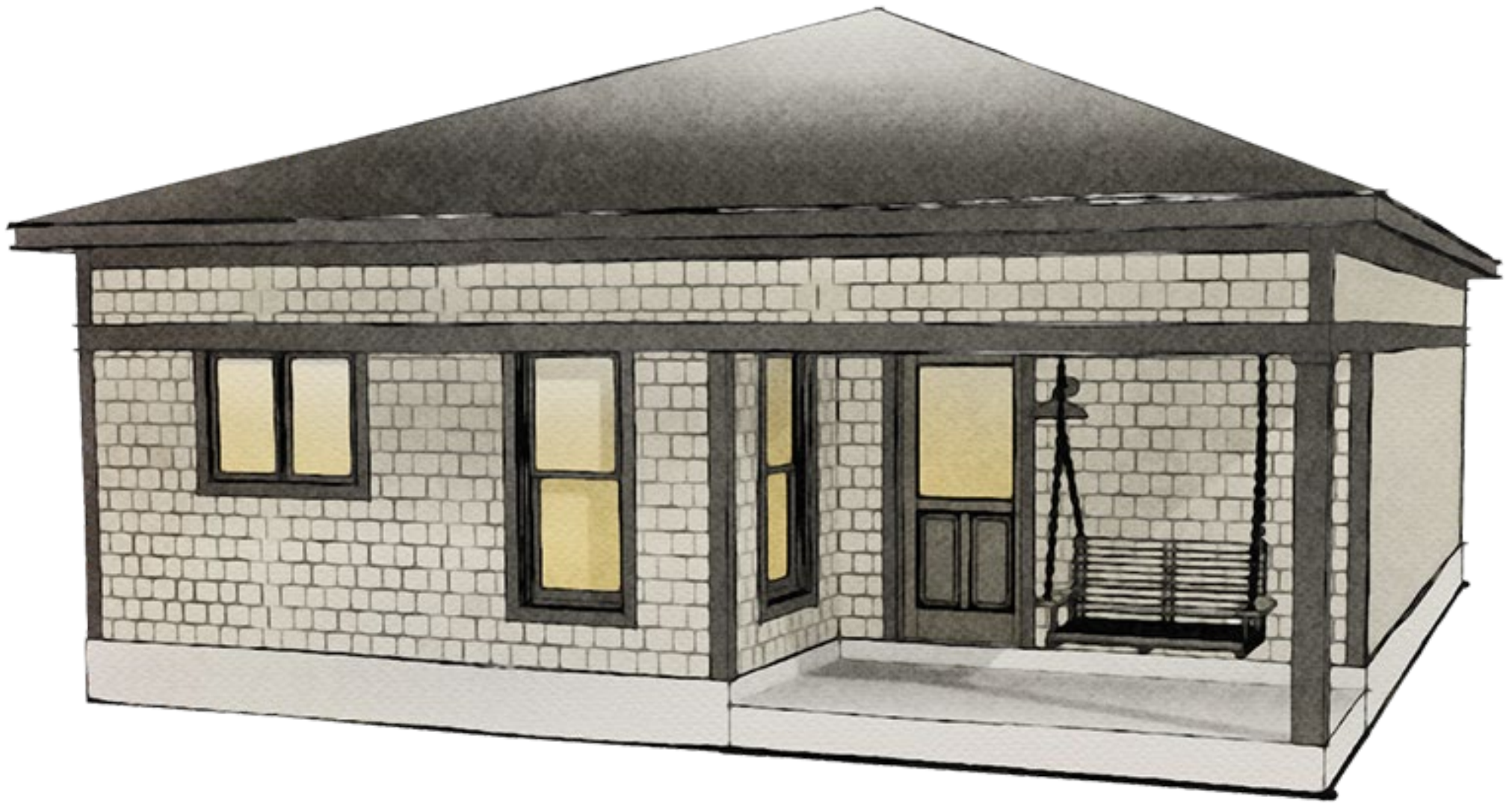
Building dimensions

Width: 28 feet
Depth: 28 feet
Square feet: 824

A modest exterior is enhanced by a corner porch with a swing, opening into a combined entry and laundry area that leads into an open-concept living space. The private rear includes a bedroom and a flex room, which is ideal for an office. Both feature walk-in closets.

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CONCEPT 4: 1,056 SQUARE-FOOT HOME DESIGNS

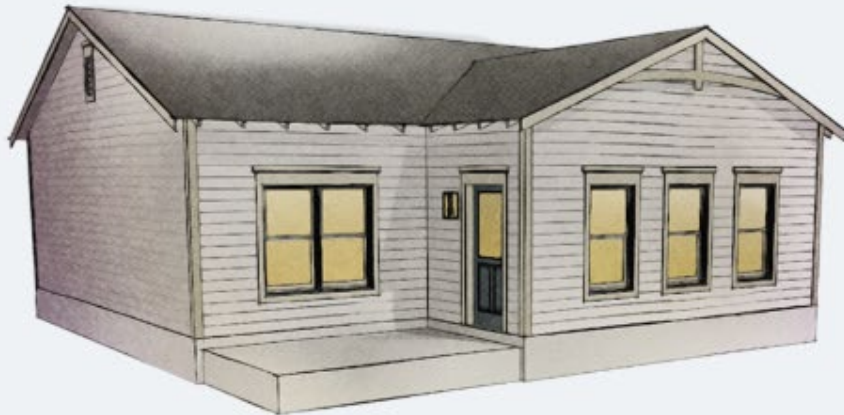
In-Town Concept #4

2 Bedroom
2 Bathroom

Building dimensions

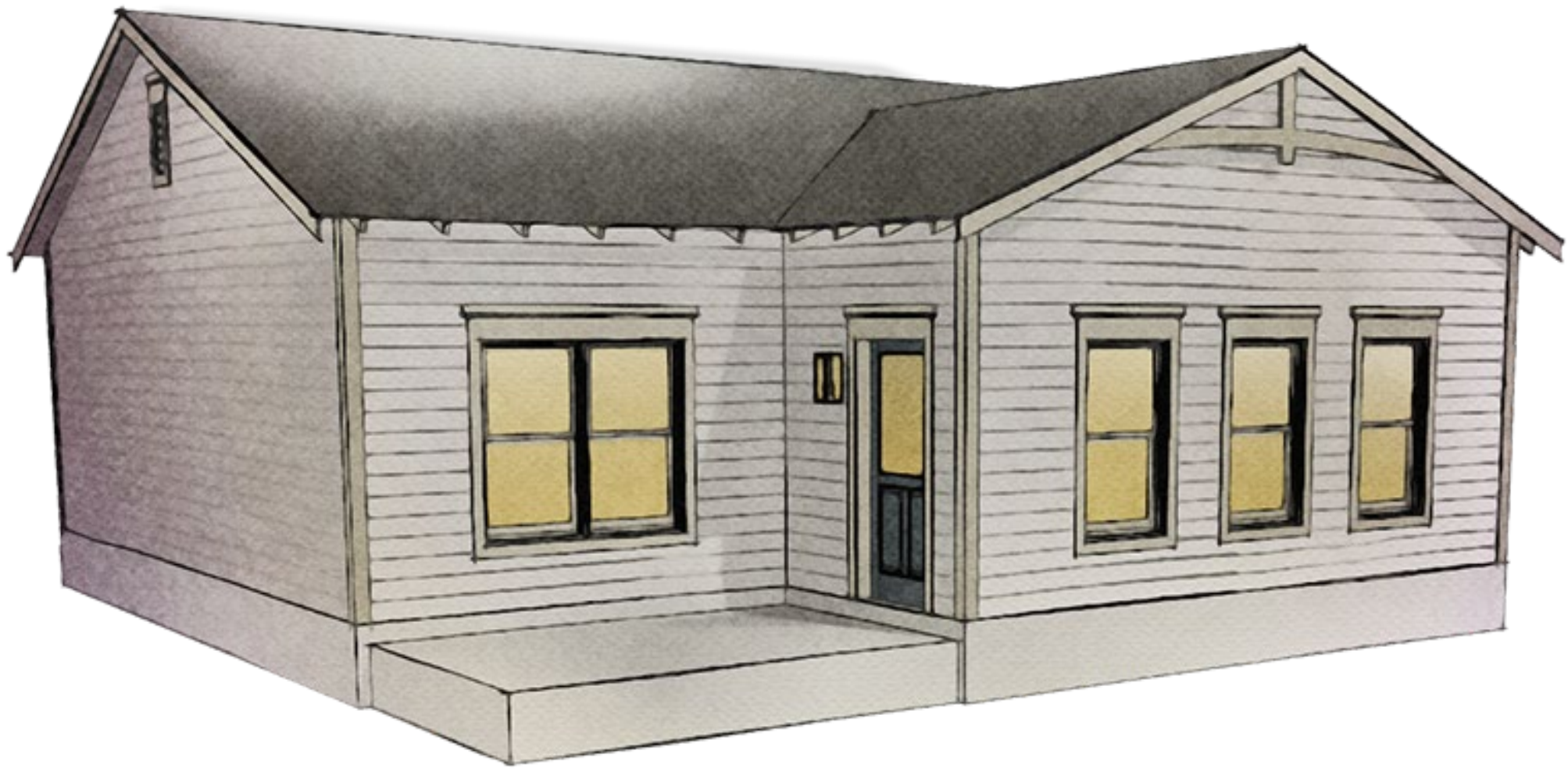
Width: 32 feet
Depth: 38 feet
Square feet: 1,056

This open-concept home is ideal for entertaining, with the kitchen at the hub of the living space. A hall bath connects to a dedicated laundry/mudroom at the rear, alongside a bedroom or flex room. The spacious primary suite includes an ensuite bath and walk-in closet.



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CONCEPT 4: 1,056 SQUARE FOOT HOME DESIGNS

Lake Dune Concept #4

2 Bedroom
2 Bathroom

Building dimensions

Width: 32 feet

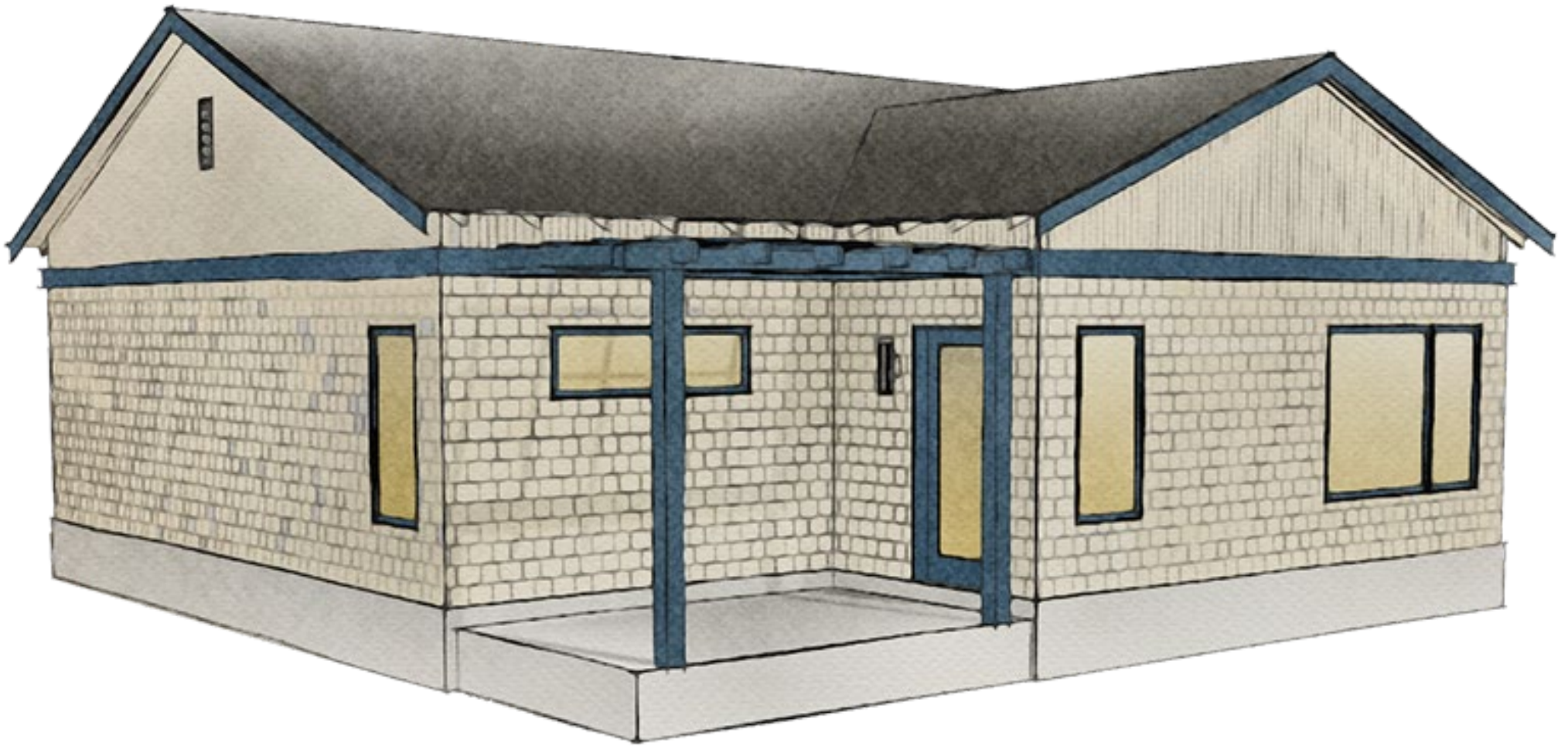
Depth: 38 feet

Square feet: 1,056

This open-concept home is ideal for entertaining, with the kitchen at the hub of the living space. A hall bath connects to a dedicated laundry/mudroom at the rear, alongside a bedroom or flex room. The spacious primary suite includes an ensuite bath and walk-in closet.

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CONCEPT 4: 1,056 SQUARE-FOOT HOME DESIGNS

Rural/Farm Concept #4



2 Bedroom
2 Bathroom

Building dimensions

Width: 32 feet
Depth: 38 feet
Square feet: 1,056

This open-concept home is ideal for entertaining, with the kitchen at the hub of the living space. A hall bath connects to a dedicated laundry/mudroom at the rear, alongside a bedroom or flex room. The spacious primary suite includes an ensuite bath and walk-in closet.

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CONCEPT 4: 1,056 SQUARE-FOOT HOME DESIGNS

Rural/Forest Concept #4

2 Bedroom
2 Bathroom

Building dimensions

Width: 32 feet

Depth: 38 feet

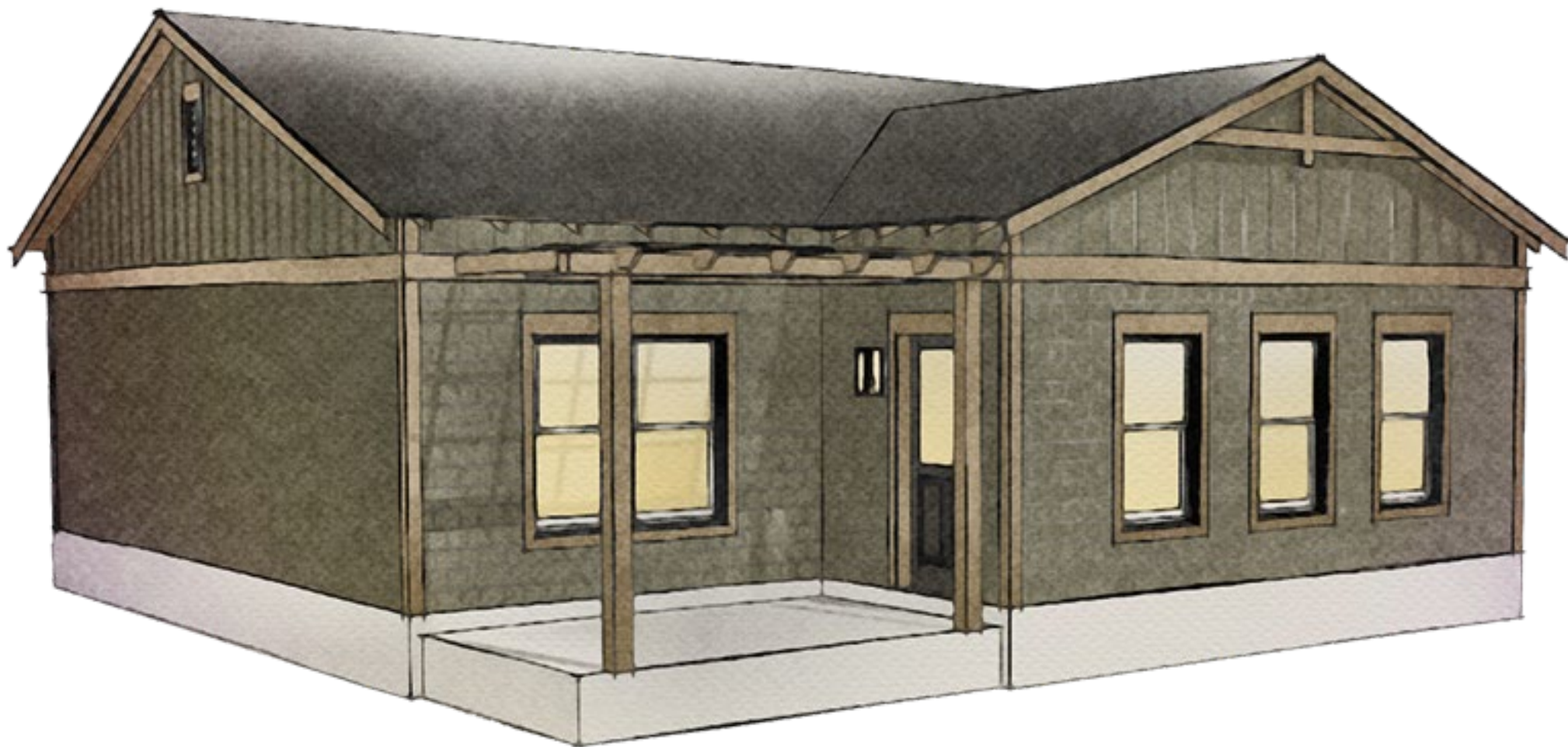
Square feet: 1,056

This open-concept home is ideal for entertaining, with the kitchen at the hub of the living space. A hall bath connects to a dedicated laundry/mudroom at the rear, alongside a bedroom or flex room. The spacious primary suite includes an ensuite bath and walk-in closet.



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Membership

Planning commission member	Term expiration
Robert Blanton	October 1, 2028
Amanda Cooper	January 1, 2027
Bill Elhart	January 1, 2027
Glenn Kass	City Council Representative
Dan Klompmaker	January 1, 2027
Tim Klunder	City Manager
Kevin Klynstra	Mayor
Rebecca Perkins	January 1, 2026

1. Meetings (Michigan Planning Enabling Act (MPEA) requires four meetings annually)

The City of Zeeland Planning Commission met 14 times. This meets the requirements of the MPEA.

2. Master plan review

- No work on the Master Plan took place in 2025.

3. Zoning ordinance amendments

Text amendments:

- Amendment of Article VI, Section 6.101 through Section 6.108 of the Zeeland City Code – Regarding the approval of demolitions as an administrative decision based upon an applicant meeting certain demolition criteria

Rezoning requests:

- The Planning Commission received the following rezoning requests in 2025:
 - Application to Rezone 605 & 633 E Main Ave to *I-2 General Industrial District* -Mead Johnson District – June 12th, 2025.
 - Application to Rezone 515, 549, & 553 E Main Ave to *I-2 General Industrial District* - Mead Johnson – September 23rd, 2025.
 - Application to Rezone 500 N Centennial St to *I-2 General Industrial District* – Gentex Corporation/ODL, Inc – October 2nd, 2025.

Other actions:

- Resolution to Recommend 370 E rich Ave to be rezoned in the *PF – Public Facilities District* to City Council.
- Endorsement of 2024 Washington Avenue Corridor Study Report
- Endorsement of 2024 Washington Avenue Streetscape Report
- Development of 2025 Capital Improvement Projects (CIP) recommendations list.
- Selection of Downtown Parking System Review Representative(s) – 2 Representatives: Commissioner Cooper & Commissioner Klompmaker.

4. Development Reviews

Project type	Location	Description	Status	Recommendation to legislative body	Date of action
SPR / SLU	250 & 370 E Rich Ave	Redevelopment of Hoogland Park.	Approved	N/A	04/03/2025
SPR	539 W Alice Ave	Construction of an 800 square foot storage addition on the South side of existing education building.	Approved	N/A	07/10/2025
SPR/ SLU	791 Case Karsten Dr. Units 19 &20	Commercial kennel / dog daycare + pet grooming business.	Approved	N/A	07/10/2025
SPR	350 E Washington Ave	Construction of a 2,312 square foot addition to the East side of the existing building with related site alterations & improvements.	Approved	N/A	07/10/2025
SPR	541 E Roosevelt Ave	Construction of a 19,200 square foot addition to the rear of the existing 36,000 industrial building with related site alterations & improvements.	Approved	N/A	08/07/2025

SPR	541 E Roosevelt Ave	Construction of a 19,200 square foot addition to the rear of the existing 36,000 industrial building with related site improvements.	Approved	N/A	08/07/2025
SPR / SLU	123 E Main Ave	Demolition of existing building & construction of a two-story, 6,350 square foot building. Building is proposed to be complete office space.	Approved	11/03/2025	09/04/2025
SPR / SLU	800 E Riley Ave	Development of an approximately 45.5 acre parcel to include an approximately 40,000 square foot office building, a 210,000 square foot manufacturing building with office area and site improvements including vehicle parking and movement areas, landscaping and stormwater management.	Approved	09/15/2025	09/04/2025

SPR / SLU	17 E Main Ave	132-seat table service restaurant on the East half of the main floor of the existing multi-use building. Applicant proposes the sale of alcohol for on-premises and off-premises consumption	Approved	10/20/2025	09-04-2025
TLU	55 N Division St, 637 & 725 E Main Ave	Temporary Land Use Application for the construction of a 300' wide by 253' long, 136 space, temporary gravel parking lot on the interior of existing industrial site. Proposed parking lot is to be accessed from existing driveways. Proposed term of temporary land use is for one year	Approved with conditions	N/A	09/04/2025

5. Variances – Zoning Board of Appeals

Variance type	Location	Description	Status	Recommendation to legislative body	Date of action
No variances requests heard / granted in 2025.					

6. Actions by legislative body

The City Council took the following actions on recommendations by the Planning Commission:

- Amendment of Article VI, Section 6.101 through Section 6.108 of the Zeeland City Code to allow administrative approval of demolitions, based upon the applicant meeting certain demolition criteria. (April 21st, 2025)
- Adoption of City Ordinance 1040 to rezone the parcel at 515 E Main Ave to the I-2 – General Industrial District. (October 20th, 2025)
- Adoption of City Ordinance 1040 to rezone the parcels at 549 & 553 E Main to I-2 – General Industrial District. (October 20th, 2025)
- Adoption of City Ordinance 1046 to rezone an approximately .48 acre portion of the property at 500 N Centennial (PIN 70-17-18-100-016) to I-2 – General Industrial District. (November 17th, 2025)

7. Future Land Use Map

There were no changes to Future Land Use Map designations.

8. Training

Planning Commissioners did not participate in any training events in 2025.

9. Joint meetings

There were no joint meetings held between the Planning Commission and City Council in 2025.



**CITY OF ZEELAND
PLANNING COMMISSION MEETING MINUTES
CITY HALL – 21 SOUTH ELM STREET
JANUARY 8, 2026
5:45PM**

-5:45PM – Chairman Elhart called the meeting to order and requested a roll call of Planning Commissioners.

Present: Commissioners CJ Otteman, Bob Blanton, Rebecca Perkins, Dan Klompmaker, Rick VanDorp, Tim Klunder, and Chairman Bill Elhart.

Absent: Commissioners Amanda Cooper, and Sheri Holstege.

Also Present: City Attorney Jim Donkersloot, Zoning Administrator Timothy Maday, and Recording Secretary Nadine Garza.

- Moved by Klompmaker, Supported by Klunder to excuse absent members. Motion carried unanimously by voice vote.

Maday confirmed that there are no additional agenda items. However, noted that he'd like to review a few potential 2026 meeting conflict dates with Commissioners at the end of tonight's meeting.

Maday then introduced the newly appointed Planning Commissioner, CJ Otteman. Maday noted that Otteman is a lifelong Zeeland resident. Otteman stated that he is looking forward to leaving a positive impact on his community in his role as a Commissioner.

-Motion by Klompmaker to approve the Planning Commission meeting minutes from the December 4th, 2025 meeting. Supported by Commissioner Blanton. Motion carried unanimously by voice vote.

2026 Capital Improvement Project (CIP) List Discussion – Staff Liaison Tim Maday

Maday stated that at tonight's meeting, approval of the Commission's 2026 CIP List was on the agenda. This process began with a bus tour of the City in October, and the most recent step was the Commissioner's ranking CIP items in priority order. The list that was distributed to Commissioners was developed based on those rankings. Maday stated that the Commission could reorder or revise the list as it wished, but approval of the proposed or a revised list at the January meeting would allow it to be forwarded to City Council for consideration during their upcoming strategic planning sessions.

Maday highlighted that the City engaged with Moore & Bruggink to study the City's ROW in regard "Adding on street parking to Cherry Ave." to (#16 on the Capital improvement Project (CIP) List) He noted that without acquiring additional Right-of-Way or additional property, this item is not technically feasible. However, Commissioners may choose keep or remove this item from the list, as it is still a desire in the future.

Chairman Elhart inquired whether there had been any discussion regarding overnight on-street parking on Main Avenue within the Central Business District. Maday responded by reminding the Commissioners that the 2022/2023 Parking Study identified on-street parking in the Central Business

District as an item for consideration when evaluating opportunities for additional parking. Maday also noted that the Parking Working Group is scheduled to meet on Monday, January 12, 2026, and that this topic, along with other parking-related matters within the City, will be discussed.

Commissioner Perkins asked Maday to clarify the direction the Commission would be moving forward with respect to implementation of the Washington Avenue Visioning Report. Maday responded that the report includes several items for the Commission's consideration and potential implementation to improve Washington Avenue. Maday further noted that recommending approval of this item would demonstrate to City Council the Commission's support for the beautification of Washington Avenue.

Commissioner Perkins then questioned Item #10 on the list and asked whether public parking could be utilized at 303 E Main Avenue, formerly known as Main Street Auto Repair. Maday responded that parking has already been implemented at this location for interim overnight parking for tenants and that it is currently being regulated by the Zeeland Police Department through the use of overnight and interim long-term parking permits.

Regarding Item #11, Commissioner Klunder noted that the intersection of East Main Avenue and Centennial Street has been studied on multiple occasions, specifically from a traffic warrant perspective for the potential installation of a four-way stop. The studies determined that the intersection does not meet the applicable standards. Although explained that keeping this item on the list allows the issue to remain part of ongoing discussion.

Chairman Elhart asked whether the study was conducted before or after the roadway improvements. Klunder responded that the study took place after the improvements were implemented. Commissioners then discussed their desire to keep the item on the list for further discussion in hopes of identifying an alternative solution for the intersection.

Motion 2026.01

Moved by Klompmaker to approve the recommendation of 2026 Capital improvement List (CIP) List as presented.

Supported by Perkins

Roll Call Vote on Motion 2026.01

Ayes: CJ Otteman, Bob Blanton, Rebecca Perkins, Dan Klompmaker, Rick VanDorp, Tim Klunder, and Chairman Bill Elhart

Nays: None.

Absent: Cooper.

Motion Passes.

Election of Officers

City Attorney Donkersloot reminded the Commissioners of their annual obligation to elect officers to serve as Chair, Vice Chair, Secretary, and Site Plan Review Committee Member of the Planning Commission. Donkersloot then called for nominations for each position.

Commissioner Klompmaker nominated Bill Elhart to serve as Planning Commission Chair. The nomination was supported by Commissioner Perkins. With no further nominations, nominations were closed, and the motion carried unanimously by voice vote.

Chairman Elhart nominated Dan Klompmaker to serve as Planning Commission Vice Chair. The nomination was supported by Commissioner Perkins. With no further nominations, nominations were closed, and the motion carried unanimously by voice vote.

Commissioner Klunder nominated Amanda Cooper to serve as Secretary to the Planning Commission. The nomination was supported by Mayor VanDorp. With no further nominations, nominations were closed, and the motion carried unanimously by voice vote.

Chairman Elhart nominated Rebecca Perkins to serve as Site Plan Review Committee Member to the Planning Commission. The nomination was supported by Mayor VanDorp. With no further nominations, nominations were closed, and the motion carried unanimously by voice vote.

Additional Business

Maday reviewed potential scheduling conflicts related to several upcoming 2026 Planning Commission meeting dates. An updated calendar reflecting all scheduled 2026 Planning Commission meetings was provided and attached to the record.

Maday also outlined the procedures for calling a Special Planning Commission meeting, noting an increase in the number of special meetings over the past year. He reviewed the application process, associated fee structure, and internal procedures required to successfully schedule and conduct a Special Planning Commission meeting.

Maday further updated the Commissioners that nine responses had been received to the Master Plan Rewrite RFP and that staff is currently conducting interviews with select candidates, with the goal of bringing a recommendation to City Council at its next scheduled meeting on Monday, January 20, 2026. He also noted that the Internal Parking Working Group will meet for the first time on Monday, January 12, 2026, to discuss various parking concerns within the Downtown Commercial Business District.

Commissioners then discussed Ottawa County's recent release of "small footprint homes" and whether such housing types are permitted within the City of Zeeland. Maday noted that City ordinances require a minimum of 600 square feet on the main level and a total of 1,000 square feet overall in the R-1 zone district. While these homes meet applicable Building Codes, Maday stated that it would be beneficial to further review these housing types against the City's ordinances.

6:13 PM – Moved by Klompmaker, supported by Blanton, to adjourn. Motion carried unanimously by voice vote.

Nadine Garza
Recording Secretary