

TO: **Shopping Area Redevelopment Board**
▶ Doug Vos, Chair ▶ Laura Gentry ▶ Kori Dick
▶ Eric Barnes ▶ Brian Vanhoven ▶ Andrew Bult
▶ Lee VanKampen
Staff
▶ Abigail deRoo, City Marketing Director
▶ Kristi DeVerney, City Clerk

FROM: Abigail deRoo, Marketing Director

DATE: February 12, 2026

RE: **Meeting Notice**

THURSDAY, FEBRUARY 12, 2026
9:00 AM
Zeeland City Hall –2nd Floor Red Room

AGENDA

1. Approve January 8 & 22, 2026 minutes
2. SARB Member Term Renewal
3. Draft Parking Report
4. Downtown Projects
5. Upcoming Events
6. Other

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, January 8, 2026 at 9:00 A.M.

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

ABSENT: VanHoven

Staff: Marketing Director deRoo, City Clerk DeVerney

Guest: none

The meeting was opened at 9:00 A.M. by Board Member Vos.

1. **APPROVE MEETING MINUTES**

A motion was made by Gentry and supported by Dick to approve the December 11, 2025 meeting minutes. All present voting aye, Motion Carried.

2. **INTRODUCTION**

deRoo introduced Zeeland's new City Council member, Andrew Bult, to the board. Andrew joins us from Hulst Jepsen Physical Therapy and will be the City Council representative on SARB.

3. **PARKING**

deRoo updated the board that the 4-hour timed limit parking (in the North and South parking lot) is going well. Apartment tenants' overnight parking signs are going up soon to hopefully eliminate any confusion on the snow parking schedule. deRoo shared an updated map of the North Municipal Parking Lot which shows parking areas that have been allocated for construction staging during the 123 E. Main / Koele Godfrey Investment Group project. Board members indicated that vehicles (especially business owners) continue to park illegally along the curb in the South Parking Lot which includes handicap accessible ramps. The City is continuing to work with North Street CRC to determine if updates to that agreement need to occur.

deRoo noted that a Downtown Parking Working Group will meet on Monday, January 12th to put together information for the group to review before their meeting with the parking consultant.

4. **DOWNTOWN PROJECTS**

Koele Godfrey project's fence (at 123 E Main) is going up with power and electricity already shut off. Demolition is expected to start the week of February 2-6. We are aware that this project will create parking lot disruptions in the North Municipal Parking Lot, but this will be short term.

Church Street construction has begun in the cemetery. Members suggested that they should notify the Post Office of the construction time frame as they will be affected.

5. **OTHER**

17 E Main (El Rancho) will have a salon in the northwest corner of the building.

deRoo proposed a scenario where 156 E Main, (corner of Main & Church) currently has a vacant main floor. The property owner has been hesitant to sign a lease with a retailer because they do not want to lose their office exemption that has been grandfathered to them via the First Floor Ordinance.

The intention of the First Floor Ordinance was:

- If the ground floor was used for retail or personal service at the time of ordinance adoption, and the tenant moves out, that space was intended to be saved for another retail or personal service tenant in the future.
- If it was office space, at the time the ordinance was adopted, and that tenant moves out, that space could remain office space in the future.

Members discussed that perhaps the ordinance is prohibiting property owners of office space from taking a chance on a retailer because they do not want to be penalized if that retail tenant does not stay. Members brainstormed that perhaps a provision could be included that if an office space transitions to retail/personal service but lasts less than two years, the space can revert to office. However, if the retail/personal service business is successful, then the use would be permanently changed. There were concerns about how this would be monitored.

Sunday alcohol license is ready to issue to Gritmaker after a glitch at the State. Tripel Root has also applied for a Sunday alcohol license.

Saturday, February 21st, is Plaiderdlay Chili Crawl.

A motion was made by Barnes and supported by Gentry to close the meeting at 9:50 A.M. All present voting aye, Motion Carried.

Kristi DeVerney, City Clerk

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, January 22, 2026 at 9:00 A.M.

PRESENT: Board members, Vos, Barnes, Bult, Gentry, VanHoven, VanKampen

ABSENT: Dick

Staff: Marketing Director deRoo, City Clerk DeVerney

Guest: Jessica Hurst

The meeting was opened at 9:00 A.M. by Board Member Vos.

1. **PUBLIC HEARING – 51 E MAIN ST – REPLACE EXTERIOR BUILDING SIGNAGE**

Chairman Vos opened the public hearing at 9:00 A.M.

deRoo introduced Jessica Hulst, representing Holland Custom Signs, and the tenant at 51 E. Main. Coldwell Banker is changing real estate firms and will now be MI Real Estate Management. She stated they would be using the same shape sign with existing sign mounting holes being filled and repainted by the tenant. Holland Custom Signs team will handle the demolition. Installation should be in March or April.

A motion was made by Barnes and supported by VanHoven to approve removing existing "Coldwell Banker" sign and replace with new business identification signage for MI Real Estate Management of the same size, scale, and installation method. All present voting aye, Motion Carried.

A motion was made by Barnes & supported by Gentry to close the public hearing at 9:09 A.M.

2. **PUBLIC HEARING – 152 E MAIN ST – REPLACE EXTERIOR BUILDING SIGNAGE**

Chairman Vos opened the public hearing at 9:16 A.M.

deRoo stated that the applicant, representing Annie Lane Bridal, is only refacing the existing projecting sign so the applicant was not in attendance. Annie Lane Bridal is updating the artwork on their projecting sign, but using the existing sign frame and mounting bracket. The board was pleased with the design of the new signage artwork.

A motion was made by Barnes and supported by Gentry to approve refacing an existing projecting sign. All present voting aye, Motion Carried.

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

A motion was made by Barnes and supported by VanHoven to close the meeting at 9:20 A.M. All present voting aye, Motion Carried.

Kristi DeVerney, City Clerk

DRAFT



February 6, 2026

Abby deRoo
City Marketing Director
City of Zeeland
21 S. Elm Street
Zeeland, MI 49464
via email: aderoo@cityofzeeland.com

Tim Maday
Community Development Director
City of Zeeland
21 S. Elm Street
Zeeland, MI 49464
via email: tmaday@cityofzeeland.com

RE: Parking Report and Recommendations

Dear Ms. deRoo and Mr. Maday:

Thank you for the opportunity to learn about Zeeland's parking challenges and advise on possible strategies. This report summarizes my understanding of the questions facing Zeeland's downtown parking and offers recommended actions and next steps.

Steering Committee Discussion

The Parking Steering Committee meeting on January 12, 2026, provided an opportunity to discuss what has worked and how to address new concerns. The Parking Steering Committee members Eric Barnes, Shopping Area Redevelopment Board; Mandy Cooper, Planning Commission; Laura Gentry, Shopping Area Redevelopment Board; Dan Klomp maker, Planning Commission; Brian VanHoven, Shopping Area Redevelopment Board participated in the meeting. These community members joined us along with Tim Klunder, City Manager and Kevin Plockmeyer, Assistant City Manager/Finance Director in the discussion.

Observations

In addition to the feedback the City has received, I offer the following observations:

- Zeeland provides a high level of service to parking customers, businesses, and developers in fulfilling its role as a downtown parking provider. Continuing to

DRAFT

proactively add supply as needed gives the private sector confidence that parking will be available for their projects or businesses.

- Staff find it increasingly difficult to maintain this high level of service amid new developments that are swelling demand and putting greater pressure on parking offerings. Higher pressure raises the question of whether the private sector must play a more active role in managing its private lots.
- The City provides customer parking in four-hour lots on the north and south side of Main Avenue. This provides ample parking in easily accessible locations for downtown shoppers and diners.
- Zeeland is in the enviable position of being able to fund parking facility acquisitions, maintenance, and management without any dedicated funding source. The long-term sustainability of this is not known.
- Off-street parking is provided in a combination of 27 public and private lots (six of which offer public parking); a large number for a relatively small area. This makes communicating about off-street parking more complicated. The number of surface parking lots also creates more parking frontage on blocks, impacting the walking experience.
- Parking space additions are understandably driven, in part, by development opportunities. There is, however, a risk of parking dictating downtown character and urban design. Parking policy should be driven by broader community goals related to quality of life, economic development, and other priorities.
- Many lots are available through shared-use agreements with varying terms. As the demand for parking increases, the City's ability to continue to reliably provide parking is at risk.
- Zeeland is seeking a way to track and enforce time limits on private lots.
- The loading zones in the North and South Municipal lots are inappropriately being used for parking.

Recommendations for Quick Action

- Prioritize Management & Education
 - Improve signage along loading areas on the business sides of the North and South Municipal Lots. Increase enforcement to the extent needed to get compliance.

DRAFT

- Explore ways to enhance the Police Department's effectiveness in parking enforcement, such as providing ticket-writing software and hardware to track time in lots.
- Targeted Supply Enhancements
 - Explore adding the lot on the east side of Elm just north of the railroad tracks as a free and less restricted option.
 - Add supply as needed to address imminent development, such as for the mixed-use project at the corner of West Main and North State.
 - Stripe individual parking spaces on-street, including west of State Street on West Main Avenue. This will encourage proper and efficient parking and, in the case of West Main, encourage new demand from the incoming Mexican restaurant to park there.

Recommendations for Midterm Action

- Explore a residential permit program to determine effectiveness and management capacity. Consider a two-tiered system: closer-in spaces for a fee, and further-out parking free. Offer residential permit spaces in the far ends of the North and South lots.
- Assess the City's capacity to continue managing parking in the long term. The capacity for both personnel and fiscal impacts should be addressed and proactively put in place for future success. The City may consider treating downtown parking as a utility, with supply proactively adjusted based on current and future needs, and with parking provision and management funded through parking fees, much like an electricity or water utility.
- In the context of the previous item, review options for cost-sharing that would include:
 - Charging for some parking, such as the previously-mentioned residential permits, employee permits, parking for construction, etc. Besides providing a revenue stream, pricing is a good tool for managing where people park.
 - A parking special assessment.
 - Tax increment financing to support parking infrastructure, potentially from the Brownfield Authority.
 - Enact payment in lieu of parking where developments pay into a City fund dedicated to parking operations and/or infrastructure based on the development's parking demand.

DRAFT

Longer-Term Recommendations

- To the extent possible, consolidate parking into larger City-owned lots or a parking garage to simplify off-street parking options and improve the City's long-term ability to provide parking.
- Conduct a parking deck feasibility study with the following goals:
 - Consolidate parking to more clearly answer the question from both developers and the public: "Where are people going to park?"
 - Identify a location that will reasonably accommodate the proper-sized facility.
 - Include an order-of-magnitude cost estimate for the facility's construction.
 - Provide sample operational costs from other similar facilities.
 - Offer recommendations on revenue streams, if needed, to help sustain the garage.
- Consider offering to write violations on private property, as they do in Grosse Pointe Park, for example (see insert).

Excerpt from 2022 Grosse Point Park Parking Study

Ticketing vehicles on private property. The City has set up a process by which private parking lot owners can register with the City to allow ticketing vehicles on their property. Once registered and when lots are properly signed, lot owners can request ticketing in their lot by the Department of Public Safety. Towing vehicles from private property is the property owner's responsibility unless the vehicle is considered abandoned, in which case the Department of Public Safety can tow the vehicle.

Summary

Immediate steps can be taken to address some of the concerns that have bubbled up since the City began implementing parking study recommendations. In the longer-term, there are tactics that can improve Zeeland's parking sustainability.

I look forward to discussing this with you. If you would like to discuss anything in this report, feel free to reach out.

Sincerely,



Rob Bacigalupi, AICP
Mission North, LLC