

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: May 14, 2026

RE: Meeting Notice

THURSDAY, MAY 14, 2026
9:00 AM
Zeeland City Hall – 2nd Floor Red Room

AGENDA

1. Public Hearing for John's Battery and Electric – 41 N. Elm
2. Public Hearing for 3D Properties LLC – 140 E. Main
3. Approve March 12, 2026 minutes
4. Take action for John's Battery and Electric – 41 N. Elm – Sign Request
5. Take action for 3D Properties LLC – 140 E. Main – Façade Renovation
6. 303 E. Main RFP
7. Memorial Day Parade Route
8. Downtown Mural Project
9. Event Calendar
10. Other

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, March 12, 2026, at 9:00 A.M.

PRESENT: Board members: Barnes, Bult, Dick, Gentry, VanHoven
ABSENT: VanKampen, Vos
Staff: Marketing Director deRoo, City Clerk DeVerney
Guest: none

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

1. **APPROVE MEETING MINUTES**

A motion was made by VanHoven and supported by Gentry to approve the February 12, 2026, meeting minutes. All present voting aye, Motion Carried.

2. **MATCH ON MAIN GRANT**

deRoo noted the State is offering a potential reimbursement grant for qualified downtown district applicants. The grant is up to \$25,000 (with 10% from applicant) for activating new space or growing their business. Some examples include main floor improvements, expanding into new space, adding a patio, and upgrading technology. Points are given to the business application as to how it benefits the community.

The City of Zeeland can submit up to two business applications to the State for review. However, only one, potentially, can be chosen. The City of Zeeland needs to have their selections to the State by April 20, 2026. If a business applicant is not chosen this year, they may apply again next year, if the grant is still available.

3. **DOWNTOWN CALENDAR**

The Memorial Day Parade's route was discussed due to construction on Church St. The route will not run on Central Ave. but will run on Lincoln St. instead.

4. **DOWNTOWN PROJECTS**

Mural Project – Call to Artists applications will be available soon with a budget of \$25,000. The Marketing Department is hoping to create two murals this year. The locations being pursued are the southeast walls of 122 E. Main (Adorned Home) and suspending a removable mural within the passageway at 137 W. Main.

Main Street Auto Project – City staff is preparing the RFP for 303 E. Main and hope to have it ready to publish May 5, 2026. Proposals are due on June 30, 2026. The building will be torn down and replaced with multi-story building. There are 2 private property homes (on the side and back side) of the Main Street Auto property that could potentially be included in the project, if developers find the property owners to be interested in selling.

5. OTHER

Parking - VanHoven noted that he had recently talked to Public restaurant's owner, Luke Grill about parking downtown. He is in favor of a parking garage as his parking lot is usually full around lunchtime. SARB speculated that the full parking lot is due to lack of parking enforcement – noting that employees from Moxy Dental, Royal Cutz and downtown apartment tenants are ignoring the four-hour parking rule. Additionally, it was suspected that The Social homeschool program might dismiss at noon, which fills the parking lot with parents picking up their children.

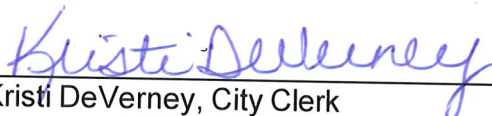
SARB indicated that there is likely several reasons that the lunch hour crowd has declined – in addition to parking – increased food pricing, increase of restaurants means more competition, several restaurants in the Holland/Zeeland area with similar menu items.

Board members also noted that buildings and apartments are being built that don't have enough parking for their customers, tenants, and employees.

Dumpster Update – City of Zeeland is working with the City Attorney for a ruling that the city could offer dumpster service to downtown properties as a utility, which would mean that the city contracts directly with the waste hauler, and ideally create a more efficient and equitable service. Gentry noted that her Waste Management rate was increased 20% this year.

April Meeting – May need to have an April meeting for the RFP. deRoo will follow up with the Board if this is necessary.

A motion was made by Dick and supported by VanHoven to close the meeting at 9:49 A.M. All present voting aye, Motion Carried.



Kristi DeVerney, City Clerk

NOTICE OF PUBLIC HEARING

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

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

May 14, 2026 at 9:05 am

at

ZEELAND CITY HALL
The 2nd Floor Conference Room

for the purpose of reviewing the Application of:

Joe Latoza

John's Battery and Electric

41 N Elm St., Zeeland, MI 49464

Install a 4' x 8' LED backlit letter sign that rests on legs, on the lot surface, however, the sign will be anchored to the ground for Public Safety and wind protection.

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

KRISTI DEVERNEY
CITY CLERK

DATED: 5/1/2026

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

Zeeland City Heritage Design Review Board
CERTIFICATE OF MAILING

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

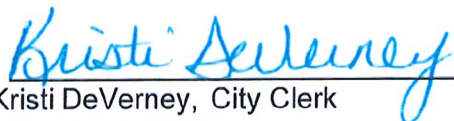
Application of: Joe Latoza

Business Name: John's Battery and Electric

Address: 41 N Elm St., Zeeland, MI 49464

Hearing Date: 05/14/2026

Notice Sent On: 05/02/2026



Kristi DeVerney, City Clerk
City Clerk's Office
City of Zeeland, Michigan

City Hall
21 South Elm Street
Zeeland, Michigan 49464

City Clerk
Phone 616-772-6400 x1206
Fax 616-772-5352
www.cityofzeeland.com

SARB
SHOPPING AREA REDEVELOPMENT BOARD
HERITAGE DESIGN BOARD
NOTIFICATION OF ACTION

DATE: May 14, 2026

APPLICANT: Joe Latoza
John's Battery and Electric
41 N Elm St., Zeeland, MI 49464

REQUESTED ACTION:

The SARB Heritage Design Board met and reviewed the application filed by the above for the purpose of taking action on the following request:

Install a 4' x 8' LED backlit letter sign that rests on legs, on the lot surface, however, the sign will be anchored to the ground for Public Safety and wind protection.

The SARB Heritage Design Board voted, and the following action was taken on the request:

- D Approved as presented**
- D Approved as follows**
- D Recommended to City Council for approval**
- D Not approved**
- D Tabled**

A copy of the minutes of the applicable meeting will be available within 5 days of said meeting at the City Clerk's office. Should you have any questions, please feel free to call Kristi DeVerney, at (616) 772-6400 x 1206.

Venema Service Station
100 E Washington Ave
Zeeland, MI 49464

BTH Properties LLC
118 E Washington Ave
Zeeland, MI 49464

City of Zeeland
15 N Elm St
Zeeland, MI 49464

John's Battery and Electric
41 N Elm St
Zeeland, MI 49464

Heritage District Application

1. Applicant Information

Name Joe Latoza

Business John's Battery and Electric

Address 41 N. Elm Street

Telephone 616-772-6950 FAX _____

E-Mail Joe@johnsbattery.com

2. Project Information

Building Location 41 N. Elm Street

Owner of Record John Gras

If Leased: Lease Expires 2029 Renewal Term 5 yrs

3. Project Description

Please describe in detail the proposed scope of work, use additional sheets if necessary. Provide a thorough narrative of what you wish to accomplish on the exterior of the building. To aid in your narrative, we have attached the Heritage District Design Guidelines. (You may obtain a copy of the rendering from the Building Department). The narrative should attempt to address each subsection of the Heritage Guidelines. If your project will differ from the Heritage Guidelines and/or Visbeen drawing, please state why you feel it is appropriate to do so. Furthermore, if there was a rendering of your building completed by Visbeen and Associates (please check with the Building Department) we suggest that you refer to the rendering for additional façade improvement concepts.

Would like to install a 4' x 8' LED backlit letter sign that rests on legs, on the lot surface,
however, the sign will be anchored to the ground for Public Safety and wind protection.

NOTE: Approval from the Heritage Review Board does not negate the need to obtain Building Department approval if the project scope requires a building permit.

4. Application Attachments

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

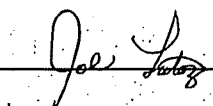
5. Application Checklist

Please check the box if you have complied.

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

6. Applicant Signature

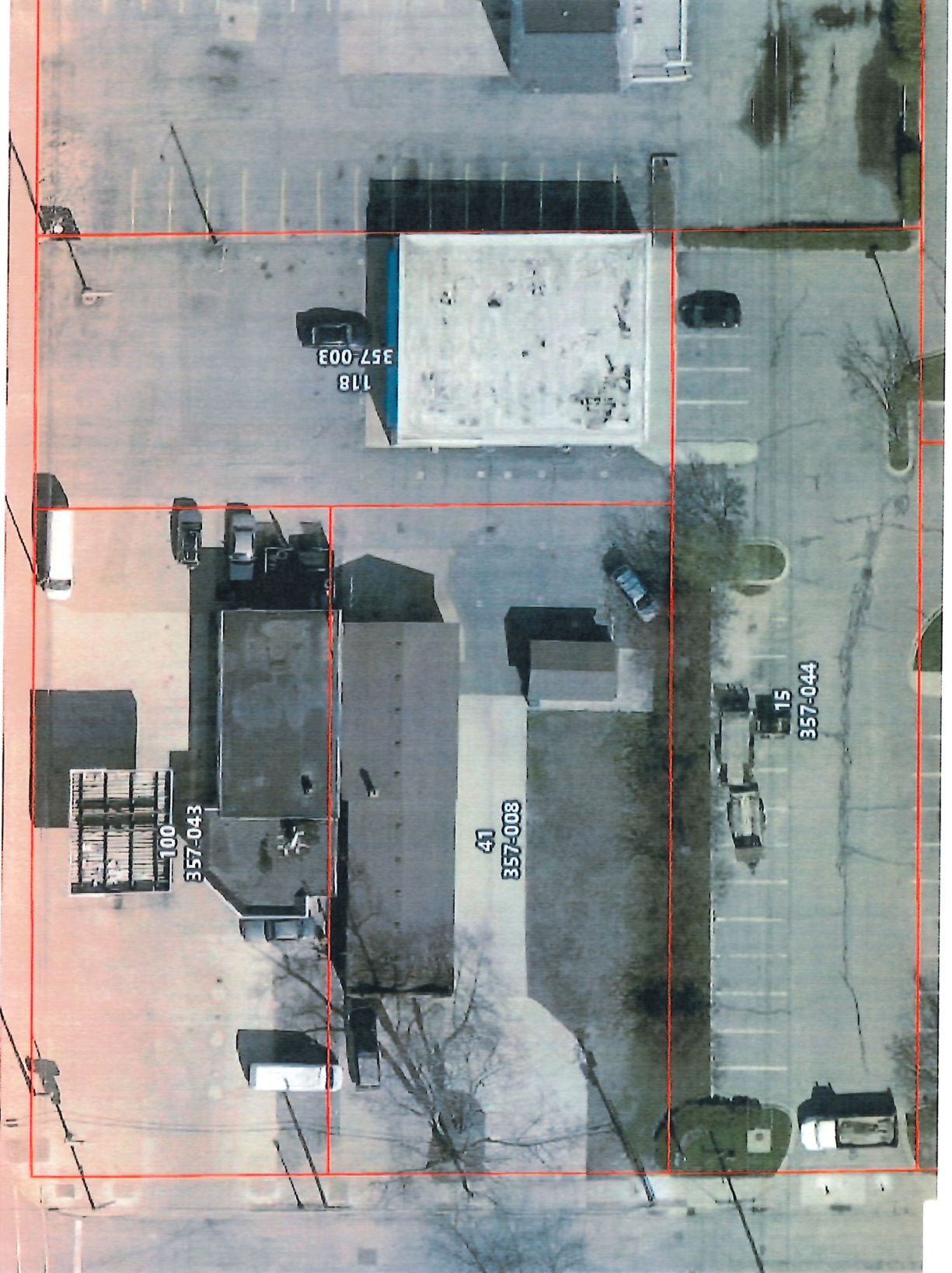
I/We certify that all the information set forth in this application is a true representation of the facts pertaining to the subject property. I understand and acknowledge that any willful misrepresentation of the information contained in this application could result in the disapproval of the Heritage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

Applicant: 
Printed Name: Joe Latoza

Date: 3/16/26

NOTE: Approval from the Heritage Review Board does not negate the need to obtain Building Department approval if the project scope requires a building permit.





118
357-003

100
357-043

41
357-008

15
357-044

NOTICE OF PUBLIC HEARING

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

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

May 14, 2026 at 9:15 am

at

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

for the purpose of reviewing the Application of:

Mitch Bakker

3D Properties LLC

140 E Main Ave., Zeeland, MI 49464

Front Lower Store Front Façade

Front wall will be Wood framing structure with new full glass windows, wood doors with side light and transom above store front door. There will be Cultured Stone above the lower window to just below upper windows. Exterior walls will have Clear Cedar stained around doors and windows and Column on each end.

There will be a front aluminum awning 19' x 3'6" x 10" painted black above the entry windows and doors to accent the entry to the store. The front entry will be recessed back from the sidewalk 3'6" so the door will not swing into the sidewalk area.

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

KRISTI DEVERNEY
CITY CLERK

DATED: 5/7/2026

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

Zeeland City Heritage Design Review Board
CERTIFICATE OF MAILING

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

Application of: Mitch Bakker

Business Name: 3D Properties LLC

Address: 140 E Main Ave., Zeeland, MI 49464

Hearing Date: 05/14/2026

Notice Sent On: 05/07/2026



Kristi DeVerney, City Clerk
City Clerk's Office
City of Zeeland, Michigan

City Hall
21 South Elm Street
Zeeland, Michigan 49464

City Clerk
Phone 616-772-6400 xi 206
Fax 616-772-5352
www.cityofzeeland.com

SARB
SHOPPING AREA REDEVELOPMENT BOARD
HERITAGE DESIGN BOARD
NOTIFICATION OF ACTION

DATE: May 14, 2026

APPLICANT: Mitch Bakker
3D Properties LLC
140 E Main Ave., Zeeland, MI 49464

REQUESTED ACTION:

The SARB Heritage Design Board met and reviewed the application filed by the above for the purpose of taking action on the following request:

Front Lower Store Front Façade

Front wall will be Wood framing structure with new full glass windows, wood doors with side light and transom above store front door. There will be Cultured Stone above the lower window to just below upper windows. Exterior walls will have Clear Cedar stained around doors and windows and Column on each end.

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The SARB Heritage Design Board voted, and the following action was taken on the request:

- D Approved as presented**
- D Approved as follows**
- D Recommended to City Council for approval**
- D Not approved**
- D Tabled**

A copy of the minutes of the applicable meeting will be available within 5 days of said meeting at the City Clerk's office. Should you have any questions, please feel free to call or email Kristi DeVerney, at (616) 772-6400 x 1206 or kdeverney@cityofzeeland.com

cc Applicant/ Owner
Building Official's Office

Black Lake Capital, LLC
10812 Westridge Way
Holland, MI 49423

Feel the Zeel, LLC
966 – 88th Ave
Zeeland, MI 49464

3D Properties LLC
Attn: Mitch Bakker
121 E Main Ave Ste 2
Zeeland, MI 49464

Heritage District Application

1. Applicant Information

Name Mitch Bakker
Business 3D Properties LLC
Address 121 E Main Ave Ste 2
Telephone 616-399-2531 FAX _____
E-Mail kori@idadesign.com

2. Project Information

Building Location 140 E Main Ave Zeeland, MI 49464
Owner of Record 3D Properties LLC | Mitch Bakker
If Leased: Lease Expires N/A Renewal Term N/A

3. Project Description

Please describe in detail the proposed scope of work, use additional sheets if necessary. Provide a thorough narrative of what you wish to accomplish on the exterior of the building. To aid in your narrative, we have attached the Heritage District Design Guidelines. (You may obtain a copy of the rendering from the Building Department). The narrative should attempt to address each subsection of the Heritage Guidelines. If your project will differ from the Heritage Guidelines and/or Visbeen drawing, please state why you feel it is appropriate to do so. Furthermore, if there was a rendering of your building completed by Visbeen and Associates (please check with the Building Department) we suggest that you refer to the rendering for additional façade improvement concepts.

See Page 3

NOTE: Approval from the Heritage Review Board does not negate the need to obtain Building Department approval if the project scope requires a building permit.

4. Application Attachments

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6. Applicant Signature

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Applicant:  _____

Date: 05/07/2026

Printed Name: Mitch Bakker

NOTE: Approval from the Heritage Review Board does not negate the need to obtain Building Department approval if the project scope requires a building permit.

Project Description

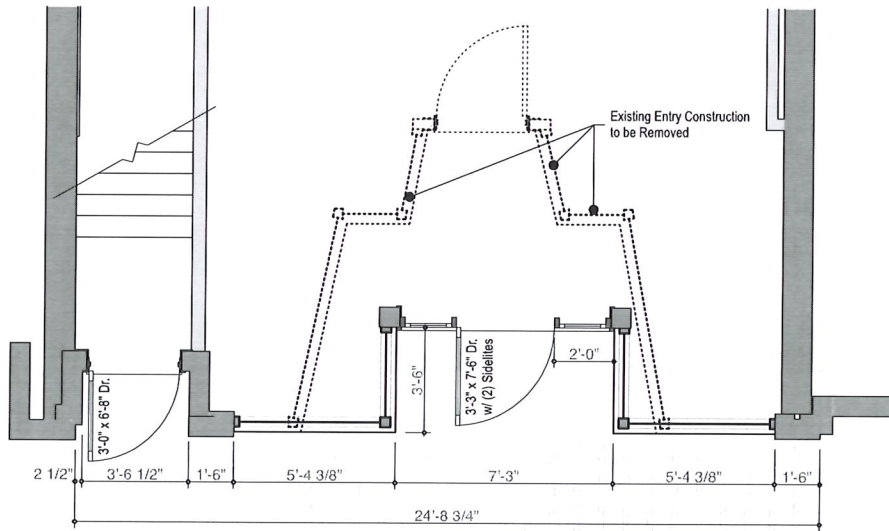
JOB: 140 E Main Street

Front Lower Store Front Façade

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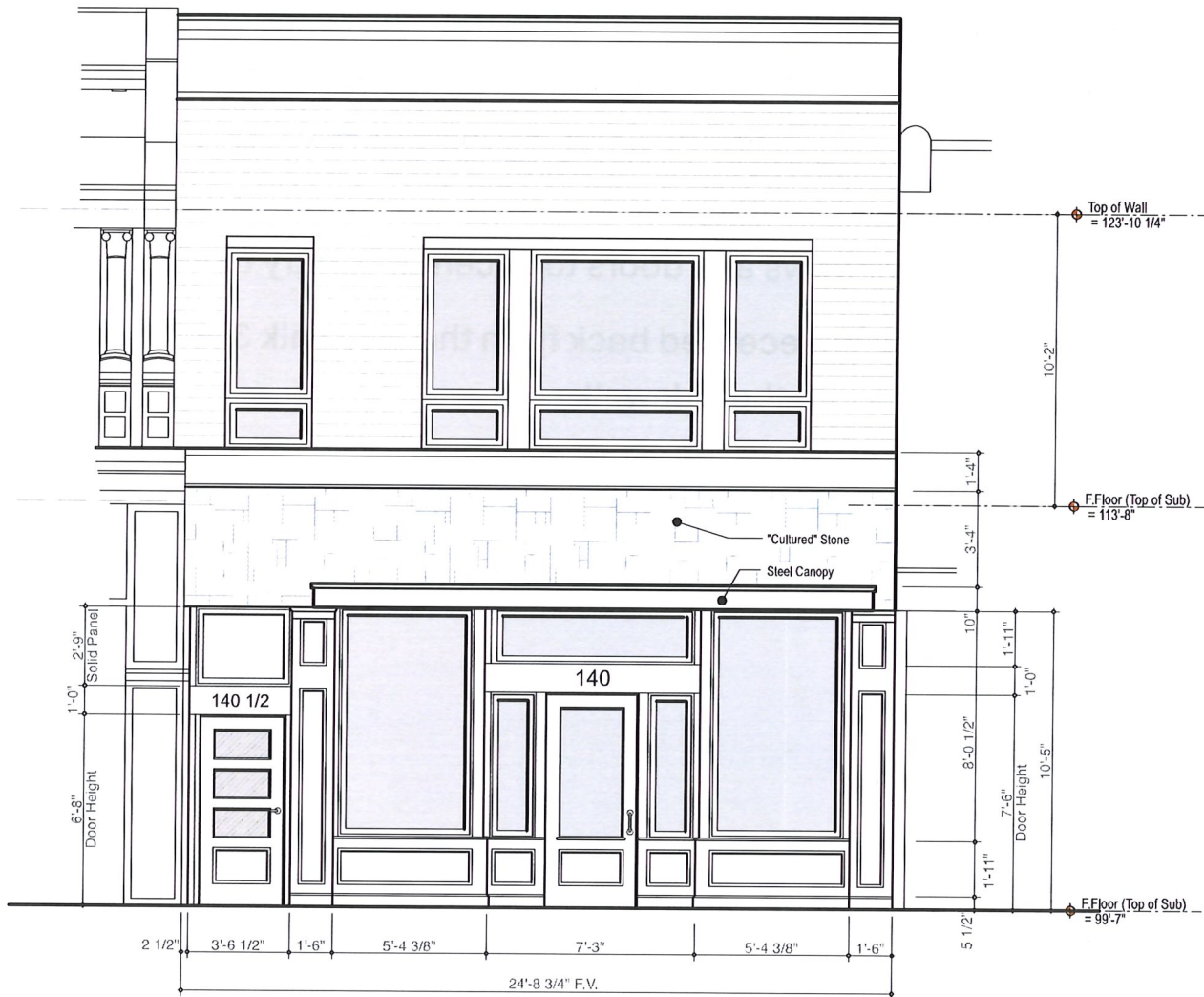
There will be a front aluminum awning 19' X 3'6" x 10" Painted Black above the entry windows and doors to accent the entry to the store.

The front entry will be recessed back from the sidewalk 3' 6" so the door will not swing into the sidewalk area.



Partial Plan

1/4" = 1'-0"



Front Elevation

1/4" = 1'-0"

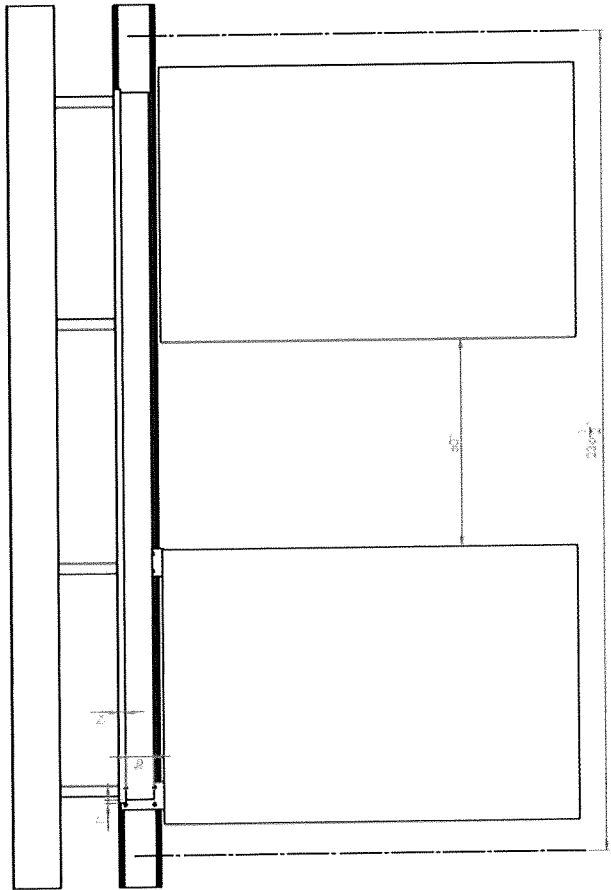
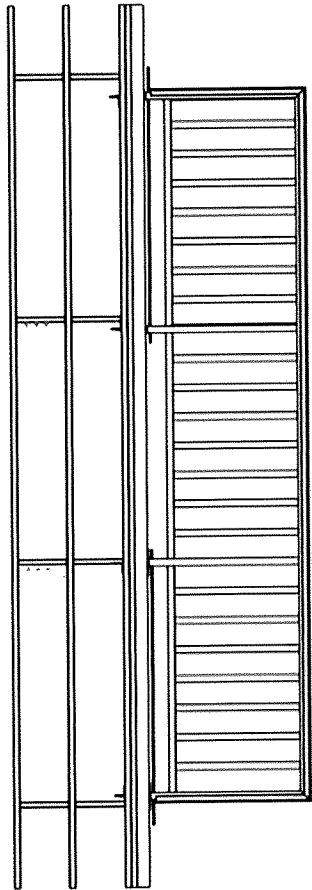
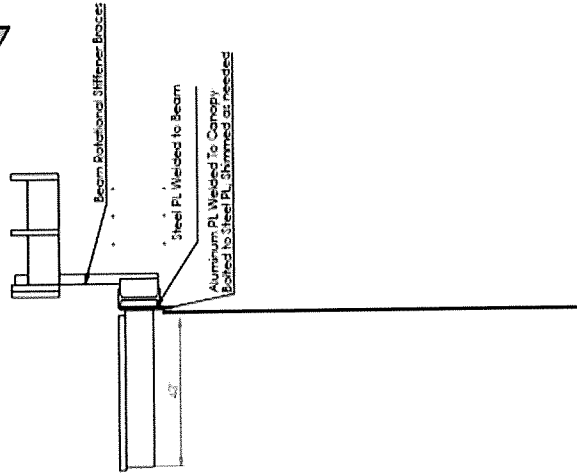
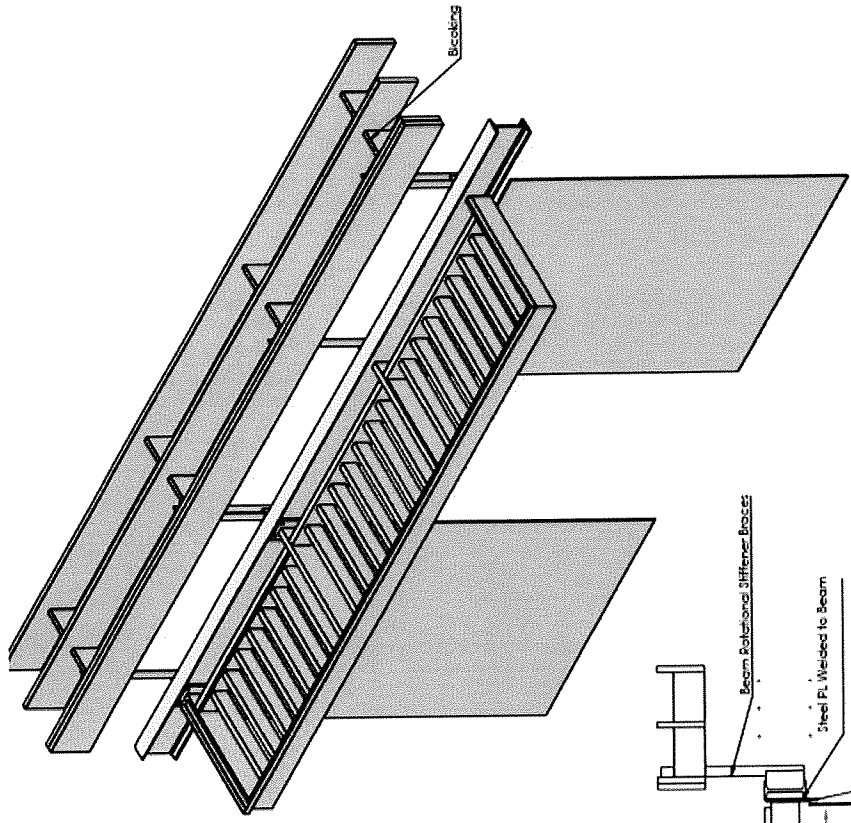


Gen 1
Architectural Group

5915 Perry Street Zeeland, MI 49464
Phone 616.931.3371
gen1architectural.com

Building Renovations
140 East Main
Zeeland, Michigan 49464

DESCRIPTION	DATE	NO.	PROJECT NO. 18-745
Basement Plan_shell	09.12.25	01	COPYRIGHT: Gen1 Architectural Group, LLC
Front (North) Exterior Elevation	04.27.26	02	SHEET TITLE
Front (North) Exterior Elevation (rev. 1)	04.28.26	03	North Elevation
Front (North) Exterior Elevation (rev. 2)	04.29.26	03	A-002





MEMORANDUM

TO: Mayor VanDorp and City Council Members

CC: Tim Klunder, City Manager

FROM: Abby deRoo, City Marketing Director

SUBJECT: 303 E. Main Ave RFP

DATE: April 30, 2026

City staff has prepared a Request for Proposals (RFP) for the redevelopment of the City-owned property located at 303 E. Main Avenue. The site occupies a prominent corner at Main Avenue and Centennial Street and represents a key gateway opportunity for continued investment and redevelopment within Zeeland's downtown district. Surrounded by the recent development of the Sligh Building to the east, the CitySide Middle School Property to the south and the development of the Generational Wealth Management corner to the southwest, the 303 E. Main property demands a high-profile, high-design development to tie these sites together and bridge the third and fourth blocks of downtown.

The intent of the RFP is to solicit development proposals for a high-quality, multi-story, mixed-use building that will contribute to downtown vitality, expand commercial opportunities, and introduce new residential and/or office space.

Our team hopes that the RFP process will identify a qualified development partner to redevelop the property in alignment with the Downtown Vision Plan and the City's broader economic development goals.

The RFP outlines a clear vision for redevelopment of the site, including:

- Development of a 2–3 story (up to 45') mixed-use building with active ground-floor commercial space and upper-floor residential or office uses.
- High-quality architectural design using durable materials and strong pedestrian orientation along Main Avenue.
- Integration with the surrounding downtown context and support for continued downtown growth and walkability.
- Inclusion of a 600 sq. ft. space to accommodate the City's downtown snowmelt boiler system.
- Consideration of potential assemblage with adjacent properties, as available, to support a more impactful redevelopment opportunity.

The proposed process is as follows:

1. City Council Endorsement – Staff is seeking City Council's endorsement to release the RFP.
2. RFP Distribution – Upon endorsement, the RFP will be distributed to targeted developers, posted on the City's website, and shared with interested parties.

3. Proposal Review – Staff will review submitted proposals based on development experience, financial capacity, and alignment with City goals.
4. Board and Commission Review – The strongest proposal(s) will be forwarded to the Shopping Area Redevelopment Board (SARB) and Planning Commission for review and recommendation.
5. City Council Approval – Final developer selection and any associated agreements will be brought before City Council for consideration and approval.

The timeline for the RFP process is as follows:

- RFP Release (anticipated): May 2026
- Proposal Deadline: June 30, 2026
- Evaluation Period: July 2026

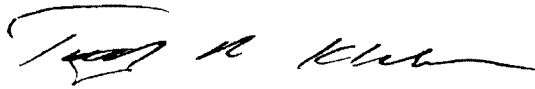
Staff will provide updates to City Council throughout the process and hope to return with a recommended development partner, following review. If a suitable proposal is not received, this opportunity can be tabled until more favorable economic conditions surface or until a shift in vision is identified.

Recommendation:

Staff requests that City Council endorse the release of the 303 E. Main Request for Proposals (RFP) and the proposed review process as outlined above.



Abigail deRoo, City Marketing Director



Tim Klunder, City Manager



Developer Request for Proposals (RFP)



**Zeeland Michigan:
Multi-Story Downtown Infill Building at
303 East Main Avenue**

INTRODUCTION



The City of Zeeland is seeking a qualified development partner to redevelop the City-owned property at 303 E. Main Avenue in downtown Zeeland, Michigan. The site occupies a prominent corner at Main Avenue and Centennial Street and represents a key opportunity for new investment in Zeeland’s historic downtown.

The City intends for the existing structure to be demolished and replaced with a high-quality, multi-story, mixed-use building. The project is expected to contribute to downtown vitality, expand commercial opportunities, and provide new residential or office space in the central business district.

The City encourages proposals that thoughtfully integrate with the surrounding neighborhood and contribute to the continued growth of downtown Zeeland.

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01 DEVELOPMENT OPPORTUNITY



The **City of Zeeland** is seeking qualifications and development proposals from experienced development teams interested in purchasing and redeveloping the City-owned property located at 303 E. Main Avenue in downtown Zeeland. The site occupies a prominent corner at the intersection of Main Avenue and Centennial Street within the City's Central Business District.

The City is seeking proposals for a new development that may include retail, restaurant, service, office, and/or residential uses.

Site Summary

Address:	303 E. Main Avenue
Parcel Size:	Approximately 0.17 acres (approx. 75' x 100')
Current Use:	Former auto repair facility
Zoning:	C-2 Central Business District
Ownership:	City of Zeeland (through its Brownfield Redevelopment Authority)

Preferred Development Concept and Site Goals

The redevelopment of 303 E. Main Avenue represents a significant opportunity to enhance a highly visible and strategically important corner. The site serves as a key gateway within the City's central business district and offers the opportunity to reinforce the vitality, walkability, and character of downtown.

The City encourages development proposals that reflect the goals and vision established in the [City of Zeeland Downtown Vision Plan \(2018\)](#), which serves as the guiding framework for continued investment and revitalization in the downtown district. Interested development teams are strongly encouraged to become familiar with this plan and its recommendations for future development within downtown Zeeland.

Consistent with the Downtown Vision Plan, the City seeks development projects that represent True Zeel:

- Build on the City's FEEL THE ZEEL campaign and "fit" Downtown Zeeland with unique and dynamic solutions for particular building and marketing opportunities.
- Celebrate and build upon the community's authentic innovative and entrepreneurial roots.
- Have synergistic qualities that strengthen and complement the Downtown as a whole.
- Build upon and encourage an overall healthy mix of businesses and activities.
- Reflect the rich heritage and current personality of Downtown Zeeland.

To support these goals, the City encourages proposals that incorporate the following development characteristics:

- A multi-story building (2–3 stories preferred; up to 45 feet in height)
- Active ground-floor commercial space oriented toward Main Avenue
- Upper floors containing residential or office uses
- High-quality architectural design and durable materials, such as brick, stone, and glass
- Strong pedestrian orientation with active storefronts and street-facing entrances
- Integration with surrounding downtown buildings and streetscape
- To accommodate the expansion of the downtown snowmelt system, a development at 303 E. Main must include a 600 sq ft room to house the City's boiler system.



Developers are also encouraged to explore opportunities to incorporate adjacent parcels into a larger redevelopment, where feasible. The City recognizes that expanded redevelopment concepts that incorporate adjacent parcels may allow for a more impactful development. Development teams are encouraged to explore voluntary assemblage opportunities where property owners express interest.

RFP Response Deadline

Interested development teams are invited to submit their proposals by June 20, 2026; please refer to page 16 for submittal details.

02 SITE CONTEXT: ZEELAND, MICHIGAN



The City of Zeeland was founded in 1847 by Jannes Vande Luyster and named after the Province of Zeeland in the Netherlands. Today we still benefit from the rich heritage created by our early settlers.

Currently, the City of Zeeland has a resident population that hovers around 5,500. Zeeland citizens cherish their strong, safe neighborhoods, access to top rated public and private schools, unmatched City services, and every day good living. Zeeland continues to be recognized as a premier community in which to live, work and raise a family.

This small community swells each day as more than 12,000 employees commute to Zeeland to enter our local workforce. Zeeland has built an industrial reputation for innovation, quality manufacturing, and world-renowned products.

Zeeland's downtown district, the heart of the community, has witnessed tremendous growth in recent years. Significant public infrastructure improvements, alcohol ordinance changes and a surge in private investment has transformed a central business district that is current, competitive and eager to grow!

Zeeland's industrial and employment base continues to expand, with both long-standing employers and new advanced manufacturing firms making significant investments in facilities within the City. These projects are expected to bring additional high-quality jobs and workforce growth to the community, further supporting demand for housing, retail, dining, and services in downtown Zeeland.

FEEL THE ZEEL

The City defines ZEEL as:

1. Abundant enthusiasm that is unique to those in the City of Zeeland.
2. A passionate and spirited pursuit to be part of a big small town of everyday good living and unmatched enterprise.

If you want to FEEL THE ZEEL, then take a stroll down Main Street and visit any shop or diner where stories are made and shared. Visit any neighborhood where front porches are memory catchers and sidewalks are popular. Take a look at flourishing innovation, from home-grown flower shops to cutting edge industry. Find your favorite curb and settle in for any one of our annual parades. And join the stands full of fans, friends and family that support our local schools like each student is one of their own. The ZEEL is contagious and celebrated. And it's one-of-a-kind here in Zeeland. FEEL THE ZEEL!





Site Context Photographs

The following photographs depict the site's current condition and overall context.



303 E. Main aerial image.



303 E. Main aerial image with surrounding properties.



303 E. Main property from E. Main Avenue.



303 E. Main property looking east along the north side of E. Main Avenue.



303 E. Main property looking west along the north side of E. Main Avenue.



303 E. Main property looking east along the south side of E. Main Avenue.



303 E. Main property looking west along the south side of E. Main Avenue.

03 SITE VISION



The redevelopment of the 303 E. Main Avenue parcel may occur as a stand-alone project; however, the City recognizes that the most impactful redevelopment concept for this location will involve the incorporation of adjacent parcels. Several neighboring properties are currently occupied with residential uses and remain privately owned. While the City does not control these parcels, the City's Master Plan identifies these properties as appropriate for future Central Business District / commercial-oriented redevelopment due to their proximity to Main Avenue and the downtown core.

Development teams are encouraged to explore the potential for voluntary acquisition and assemblage of adjacent parcels as part of a larger redevelopment concept, should property owners express interest.



Any proposed development combining some or all of the identified properties above with the 303 E. Main property will be considered.

04 DEVELOPMENT PROCESS



Preferred Site Concepts

The City of Zeeland is initiating the property re-development process with this formal Request for Proposals (RFP). The entire re-development process will be guided by City Management and Planning staff members and the following current City documents, as approved by City Council.

Master Plan and Zoning

As outlined in the City's Master Plan, the City prioritizes mixed-use development at the 303 E. Main Avenue site, consisting of commercial and residential uses within a pedestrian-oriented environment that supports both downtown Zeeland and the surrounding residential neighborhoods.

Development at this location should be compatible with the scale and character of the surrounding area and incorporate architectural design elements that reflect Zeeland's traditional downtown character. Buildings should be oriented toward the street and create a strong visual presence at this prominent downtown corner.

Downtown Vision Plan:

[The City's Downtown Vision Plan \(2018\)](#) serves as the primary planning framework for the continued revitalization and development of downtown Zeeland. The plan outlines the community's goals for land use, building design, public spaces, and economic development within the downtown district.

The Downtown Vision Plan has been incorporated into the City's Master Plan and provides guidance for future development and redevelopment projects within downtown Zeeland. Development teams are encouraged to review the plan to better understand the City's vision and priorities for downtown.

Zoning

The property is located within the C-2 Central Business District. The C-2 district is intended to support a vibrant, pedestrian-oriented downtown environment by accommodating retail, service, and commercial uses that serve both residents and visitors. The district also encourages mixed-use development, with active commercial uses on the ground floor and office or residential uses located on upper floors.

Utilities

- | | |
|--|---|
| • Water/Sewer: | City of Zeeland, Jason Postma, (616)-772-6212 |
| • Electric: | City of Zeeland, Brian Coots, (616)-772-6212 |
| • Gas: | SEMCO Energy Gas Company, 1-800-624-2019 |
| • Streets, Storm Sewer and Right-of-Way: | City of Zeeland, Mike Schreur, (616)-772-6400 |
| • Sanitary Sewer: | City of Zeeland, Doug Engelsman, (616)-772-0873 |

Redevelopment Ready Community

The City of Zeeland is certified by the Michigan Economic Development Corporation (MEDC) as a Redevelopment Ready Essentials Community. The MEDC has recognized that the City's development regulations and processes are up-to-date, clear, and predictable, as determined by the MEDC's external assessment.

05 ENVIRONMENTAL CONDITIONS



The City of Zeeland has completed Phase I and Phase II Environmental Site Assessments (ESA) for the 303 E. Main Avenue property. Copies of these reports are available for review by interested development teams upon request.

Developers should conduct their own due diligence as part of the development process and may choose to perform additional environmental investigations as needed.

The City anticipates that the existing structure on the site will be demolished prior to redevelopment. The City is willing to work collaboratively with the selected developer to explore available incentive programs and funding opportunities that may assist with demolition, site preparation, and any necessary environmental remediation activities.

06 MARKET CONDITIONS



Retail/Commercial Market Potential

Downtown Zeeland has experienced significant reinvestment and growth over the past decade, supported by both public infrastructure improvements and private development activity.

The City has invested more than \$9.4 million in public infrastructure projects that have improved connectivity, public spaces, and the overall downtown experience. Notable improvements include the downtown splash pad park, public restroom facilities, an outdoor fireplace, Elm Street Park, and the snowmelt system incorporated into the Elm Street Woonerf. The City has also completed the Library Alley project and Cherry Street sidewalk and landscaping improvements, which better connect the south downtown parking lot and library to businesses along Main Avenue.

In 2023–2024, the City expanded its downtown snowmelt system, installing four blocks of heated sidewalks and crosswalks along Main Avenue between State Street and the Community Restaurant. The 303 E. Main Avenue site is located within this expanded snowmelt district. The City has also recently completed a Snowmelt Master Plan that envisions expanding the snowmelt system to additional areas of downtown.

Private investment has accompanied these public improvements. Over the past decade, downtown Zeeland has seen more than \$25.6 million in private investment, including building rehabilitations, upper-floor residential conversions, and several new infill developments.

Recent redevelopment projects include the rehabilitation of the 81,000 square-foot Sligh Furniture building into 48 market-rate apartments, which has helped establish the Main Avenue and Maple Street intersection as a prominent eastern gateway to downtown. Additional recent projects include a new mixed-use building at the corner of Main Avenue and State Street, which includes commercial space and 22 residential units, as well as another mixed-use development in the center of the primary downtown block featuring new commercial space, eight residential units, and a partially open-air, snowmelted pedestrian passage connecting downtown parking to Main Street.

As new and improved commercial spaces have entered the market, downtown Zeeland has seen increasing rental rates and strong tenant demand. Newly revitalized residential units are being absorbed by the area's growing population, indicating continued demand for additional housing opportunities within downtown.

Downtown Zeeland continues to serve as a central gathering place for residents and visitors, supported by a year-round calendar of community events such as PumpkinFest, concerts, markets, parades, and holiday celebrations. The establishment of Zeeland's Social District in 2021 has further strengthened the downtown hospitality environment by allowing patrons to enjoy outdoor seating and flexible dining experiences across multiple establishments.

Additional information about downtown Zeeland events and activities can be found at feelthezeel.com.

07 AVAILABLE INCENTIVES



The City of Zeeland is committed to partnering with the selected development team to facilitate a successful redevelopment of the 303 E. Main Avenue property. A variety of local and state incentive programs may be available to support eligible redevelopment activities. Potential programs include:

- **Public Act 210 – Commercial Rehabilitation Exemption** (if reactivated)
- **Public Act 255 – Commercial Facilities Exemption** (if reactivated)
- **Brownfield Redevelopment Plan**, including potential use of Housing Tax Increment Financing (TIF) where applicable

These programs may be used to help reduce the tax burden associated with new investment and, in certain cases, may also help leverage additional grant funding opportunities through the Michigan Economic Development Corporation (MEDC) and other state programs.

The City has previously partnered with developers and the MEDC to successfully obtain and administer grant funding for redevelopment projects within the downtown district and is open to working collaboratively with the selected developer to explore similar opportunities where appropriate.

Development Liquor License

The 303 E. Main Avenue property is located within the City's alcohol overlay district and may be eligible to pursue a Redevelopment Liquor License through the Michigan Liquor Control Commission (MLCC), subject to City approval. Given the site's location and surrounding uses, any request for a liquor license would be evaluated on a case-by-case basis in coordination with the City and MLCC.

The property is not currently located within Downtown Zeeland's Social District; however, if desired by the selected developer, the City may consider supporting the extension of the Social District to include this property, subject to the applicable review and approval processes.

The City is open to discussing additional partnership opportunities or development tools that may help facilitate a high-quality redevelopment project at this location.

08 SELECTION PROCESS AND CRITERIA



The City of Zeeland will review and evaluate all complete proposals submitted in response to this RFP to identify qualified development teams for the redevelopment of the property located at 303 E. Main Avenue. Development teams responding to this RFP must include the following information in their submission:

- **Letter of Interest** – Provide a letter (up to three pages) identifying the development team and summarizing the team’s vision and overall approach for the redevelopment of the site.
- **Proposed Purchase Price** – Provide a proposed purchase price for the property in its “as-is” condition, subject to typical contingencies such as inspections, environmental assessments, and planning approvals.
- **Development Experience / Portfolio** – Provide a description of past projects completed by the development team that demonstrate experience with projects of a similar nature. Examples may include urban infill development, redevelopment of former commercial or service sites, or projects located in emerging redevelopment areas. Include project descriptions, development costs, completion dates, and references.
- **Experience with Development Incentives** – If the proposal anticipates the use of public incentive programs, describe the development team’s experience working with local, state, or federal redevelopment incentives on comparable projects.
- **Financial Capacity** – Provide evidence demonstrating the development team’s financial capacity to undertake and complete the proposed project.
- **Development Team Information** – Provide resumes or background information for the firm and key team members who will be involved in the project.
- **Marketing and Leasing Strategy** – Describe the proposed strategy for marketing the completed development, including plans for attracting and securing appropriate commercial tenants.
- **Development Concept and Site Plan** – Provide a conceptual development proposal for the site, including building concepts, architectural influences, and preliminary renderings or site plans illustrating the proposed project. Proposals should address the development considerations outlined in the following section.
- **Prospective Tenant Information** – Provide real or conceptual plans for commercial tenants and how those tenants will compliment downtown Zeeland.

The City of Zeeland reserves the right to request additional information from proposers during the evaluation process.



Highly Recommended Elements and Considerations

- Ability to secure adjacent parcels and fold them into the project
- Multi-story building – (up to 45' in height + exceptions)
- Elevator
- Private project funding and completion within 2 years
- Mixed-use – Retail, residential, service, restaurant, office
- Selected tenants that complement the existing fabric of the downtown business community
- Quality building design complementing the adjacent urban context
- Quality building materials including brick, stone and transparent glass
- Oriented towards Main Avenue
- Zero lot line setbacks
- On-site parking to meet expected market needs or secured off-site parking
- Maximize commercial space density with varying sized units
- 600 sq ft room to accommodate City's boiler system

Additional Potential Elements and Considerations

- 2 Story building
- Experience navigating public grant financing to supplement private financing
- 2-3 Year project completion
- List of committed and potential commercial tenants
- On-site parking to meet partial needs, or participation in shared downtown parking solutions, including potential contribution toward additional public parking capacity.
- 600 sq ft room to accommodate City's boiler system

The City will NOT consider Proposals that include the following elements

- Single story building
- Low quality building materials
- Projects that do not have Main Ave facing orientation
- Projects that do not include any parking or participation in shared/public parking solutions
- Projects that do not include 600 sq ft boiler room for downtown snowmelt system



RFP Evaluation Process

This Request for Proposals (RFP), and any responses submitted by developers, shall not be considered a legally binding agreement.

Following review of the submitted proposals, the City may contact and meet with one or more qualified development teams to further discuss their proposals and negotiate potential development terms. The City may subsequently enter into a pre-development agreement or other development-related agreement with a selected team, which may address items such as purchase price, due diligence period, development schedule, and other mutually agreed-upon terms and conditions.

Proposal Format

Six (6) printed proposals and a PDF version shall be submitted by **June 30, 2026, by 5:00pm**, to:

Abby deRoo, City Marketing Director
Zeeland City Hall
21 S. Elm Street
Zeeland, MI 49464
aderoo@cityofzeeland.com

Schedule for Review and Selection

The schedule for receipt and evaluation of proposals is anticipated to be as follows:

RFP posted:	May 5, 2026
Deadline for proposals:	June 30, 2026
Evaluation and negotiation period:	July 1 – July 30, 2026
Next Steps:	TBD

Contacts / Questions

Questions may be directed to:

Abby deRoo, City Marketing Director
(616)-748-5906
aderoo@cityofzeeland.com

Tim Maday, Community Development Director
(616)-772-0872
tmaday@cityofzeeland.com



April 8, 2026

Dear Neighbor,

The City of Zeeland would like to share an important update regarding the City-owned property located at 303 E. Main Avenue, previously the site of Main Street Auto.

In the coming weeks, the City will be issuing a formal Request for Proposals (RFP) seeking a qualified development partner to redevelop this site. The intent of this effort is to support a high-quality, multi-story, mixed-use development that contributes to the continued vitality of downtown Zeeland and aligns with the City's long-term vision for the area.

As a property owner adjacent to this site, we want to ensure you are aware of how this process may relate to your property. Your parcel is currently zoned C-2 (Central Business District), which is intended to support commercial and mixed-use development in downtown Zeeland. While your property may currently be used as a residence, this zoning allows for future commercial uses and reflects the City's long-term planning vision for this area.

Importantly, you may continue to occupy and use your home as a residence for as long as you choose. You also retain the ability to sell your property as a residential home if desired. This communication is not intended to suggest any required change to your property.

However, as the RFP is published and redevelopment interest increases, it is possible that private developers may reach out to you or other nearby property owners to explore voluntary acquisition opportunities as part of a larger project. The City's planning documents do encourage the consideration of incorporating adjacent parcels where property owners are interested, as this can support more impactful redevelopment outcomes.

We wanted to provide you with advance notice so you are not caught off guard by any potential inquiries. If you are contacted, please know that any discussions would be entirely voluntary, and the City is not requiring or mandating participation in any redevelopment effort.

Should you have any questions about the RFP, zoning, or future plans for this area, please feel free to contact us. We are happy to talk through any questions or concerns you may have.

Thank you for your time and for being part of the Zeeland community.

Sincerely,

Tim Maday
Community Development Director
tmaday@cityofzeeland.com
616-772-0872

Abby deRoo
City Marketing Director
aderoo@cityofzeeland.com
616-748-5906

