

SARB

21 S Elm Street, Zeeland, MI 49464
(616) 772-6400

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: June 11, 2026

RE: Meeting Notice

THURSDAY, JUNE 11, 2026
9:00 AM
Zeeland City Hall – 2nd Floor Red Room

**9:05 AM Heritage Design Review Public Hearing:
Koele Godfrey - 123 E. Main**

AGENDA

1. Approve May 14, 2026, minutes
2. Approve – 123 E. Main – Sign Request
3. Construction Updates
4. Event Updates
5. Other

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)
Thursday, May 14, 2026, at 9:00 A.M.

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

ABSENT:

Staff: Marketing Director deRoo, City Clerk DeVerney

Guest: none

The meeting was called to order at 9:01 A.M. by Board Member Barnes.

9:02 Chairman Vos entered the meeting.

1. **PUBLIC HEARING – 41 N ELM – INSTALL EXTERIOR LED LETTER SIGN**

Chairman Vos opened the public hearing at 9:03 A.M.

deRoo gave an overview of the request, by John's Battery and Electric 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 safety and wind protection. Board member VanHoven noted that the original sign had been damaged by a falling tree but that the original wiring, in the parking lot, was still able to light the new sign.

A motion was made by Barnes and supported by Gentry to close the public hearing at 9:11 A.M.

Motion was made by Barnes and supported by Gentry to approve the sign.

Ayes: Bult, Dick, Gentry
Nays: Barnes, VanHoven, VanKampen, Vos
Absent: None

Motion failed. The Shopping Area Redevelopment Board does not approve the sign, as proposed, by John's Battery and Electric. SARB finds that the proposed sign does not meet the quality standards intended to reflect the vision for downtown Zeeland.

SARB emphasized that it is supportive of John's Battery and Electric as a business and recognizes the need for signage; however, the Board feels the proposed sign is not compatible with the vision for the district.

SARB does acknowledge that the proposed sign meets all zoning requirements and will therefore be approved administratively by the City of Zeeland Community Development Department.

2. **APPROVE MEETING MINUTES**

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

3. **PUBLIC HEARING – 140 E MAIN – FRONT LOWER STORE FRONT FAÇADE**

Chairman Vos opened the public hearing at 9:17 A.M.

Board Member Dick gave an overview of the request, by 3D Properties LLC, to renovate the front lower store front façade. The front wall will be a 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.

Board members were concerned with the awning as rain/snow would drip through it because it's more like a pergola.

A motion was made by Barnes and supported by VanHoven to close the public hearing at 9:25 A.M.

A motion was made by Barnes and supported by Bult to recuse Dick from the vote as she is directly involved with this project. Motion carried. All voting aye.

A motion was made by Barnes and supported by Gentry to approve the front lower store front façade project as presented. All remaining members voting aye. Motion carried.

4. **303 E MAIN RFP**

deRoo gave an overview of the memo that was presented to the City Council on May 4, 2026. City Council endorsed the release of the 303 E Main Request for proposals (RFP) and the proposed review process as outlined.

deRoo sent the RFP to about 30 developers for review. It was noted that a Council member was concerned about the neighboring property owners feeling pressured to sell their properties to a developer. Staff tried to reassure Council that the property owners had been sent a letter from the City of Zeeland that informed them that a developer may be contacting them in the future. However, the property owner still has options; can remain in their house and not sell, sell their property to another resident to live in the house, or sell their property to a developer. deRoo noted that none of the neighboring property members have contacted the City of Zeeland at this point.

This property, when developed, would need to reserve a space, in the building, for a boiler for future snowmelt projects.

Board members commented that 303 E Main is a small property so without some, or all of the neighboring properties, the footprint to develop would be very small. It was also noted that if a developer proposes a project, the city does not have to accept it if they feel it doesn't align with the vision for that area.

5. **MEMORIAL DAY PARADE ROUTE**

deRoo noted the Memorial Day Parade Route has some updates this year due to construction on Central and Church and also in the cemetery when the Memorial Day Ceremony usually occurs. This year, the ceremony will be held and livestreamed from 2nd Reformed Church.

6.

7. **DOWNTOWN MURAL PROJECT**

deRoo stated they received 18 mural proposals for the 2 mural spaces; southeast walls of 122 E Main (Adorned Home) and suspending a removable mural within the passageway at 137 E Main.

The City Attorney is working on agreements, and because these projects are included in the 2025-2026 budget, they should be starting in June.

8. **DOWNTOWN CALENDAR**

Event calendars were handed out to the Board members to display in their businesses.

9. **OTHER**

Parking - VanHoven noted that there still is a problem with parking lots being full most days (in the North parking lot) with most of those vehicles being from employees of different businesses. Also, there are still vehicles parked along the curb in the South parking lot when there are available parking spots in the parking lot. Board members are questioning why we bother making these parking policies if enforcement isn't a priority.

Gentry reported seeing a resident drop off their garbage in the dumpsters in the South parking lot when those dumpsters are for the businesses along that block.

A motion was made by Dick and supported by VanHoven to close the meeting at 10:02 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:

June 11, 2026, at 9:05 am
at
ZEELAND CITY HALL
The 2nd Floor Conference Room

for the purpose of reviewing the Application of:

Denise Simons
Midwest Sign Company
123 E Main Ave., Zeeland, MI 49464

Install one lit projecting sign, 9 SF, one non-lit projecting sign, 4 SF, one non-lit wall sign, 15.75 SF, and a wall plaque at 267 SF. The colors are black and white.

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: 6/4/2026

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.

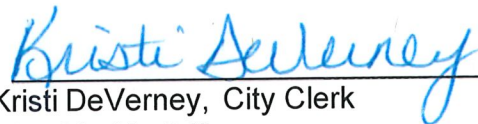
Application of: Denise Simons

Business Name: Midwest Sign Company

Address: 1124 Electric Ave, Wayland, MI 49348

Hearing Date: 06/11/2026

Notice Sent On: 06/04/2026



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: June 4, 2026

APPLICANT: Denise Simons
Midwest Sign Company
1124 Electric Dr, Wayland, MI 49348

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:

At 123 E Main Ave., Installing one lit projecting sign, 9 SF, one non-lit projecting sign, 4 SF, one no-lit wall sign, 15.75 SF, and a wall plaque at 267 SF. The colors are black and white.

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**
- 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.

cc Applicant/ Owner
Building Official

The following properties are immediately adjacent to the property at 123 E Main Ave. Their owner mailing address is below:

129 E MAIN AVE

DSME PROPERTIES L L C
1825 ERIN ISLE DR
HOLLAND, MI 49424

121 E MAIN AVE

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

10 N CHURCH ST

CITY OF ZEELAND
21 S ELM ST
ZEELAND, MI 49464

Heritage District Application

1. Applicant Information

Name Denise Simons
Business Midwest Sign Company
Address 1124 Electric Ave. Wayland, MI 49348
Telephone 616-583-1743 FAX _____
E-Mail denise@midwestsignco.com

2. Project Information

Building Location 123 East main Ave
Owner of Record Koele Godfrey Investment Group
If Leased: _____ Lease Expires _____ Renewal Term _____

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.

We wish to install one lit projecting sign, 9 SF, one non-lit projecting sign, 4 SF, one non-lit wall sign, 15.75 SF, and a wall plaque at 2.67 SF. You can see by the drawings the colors are black and white and the signs are very simple.

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:

Denise Simms

Date:

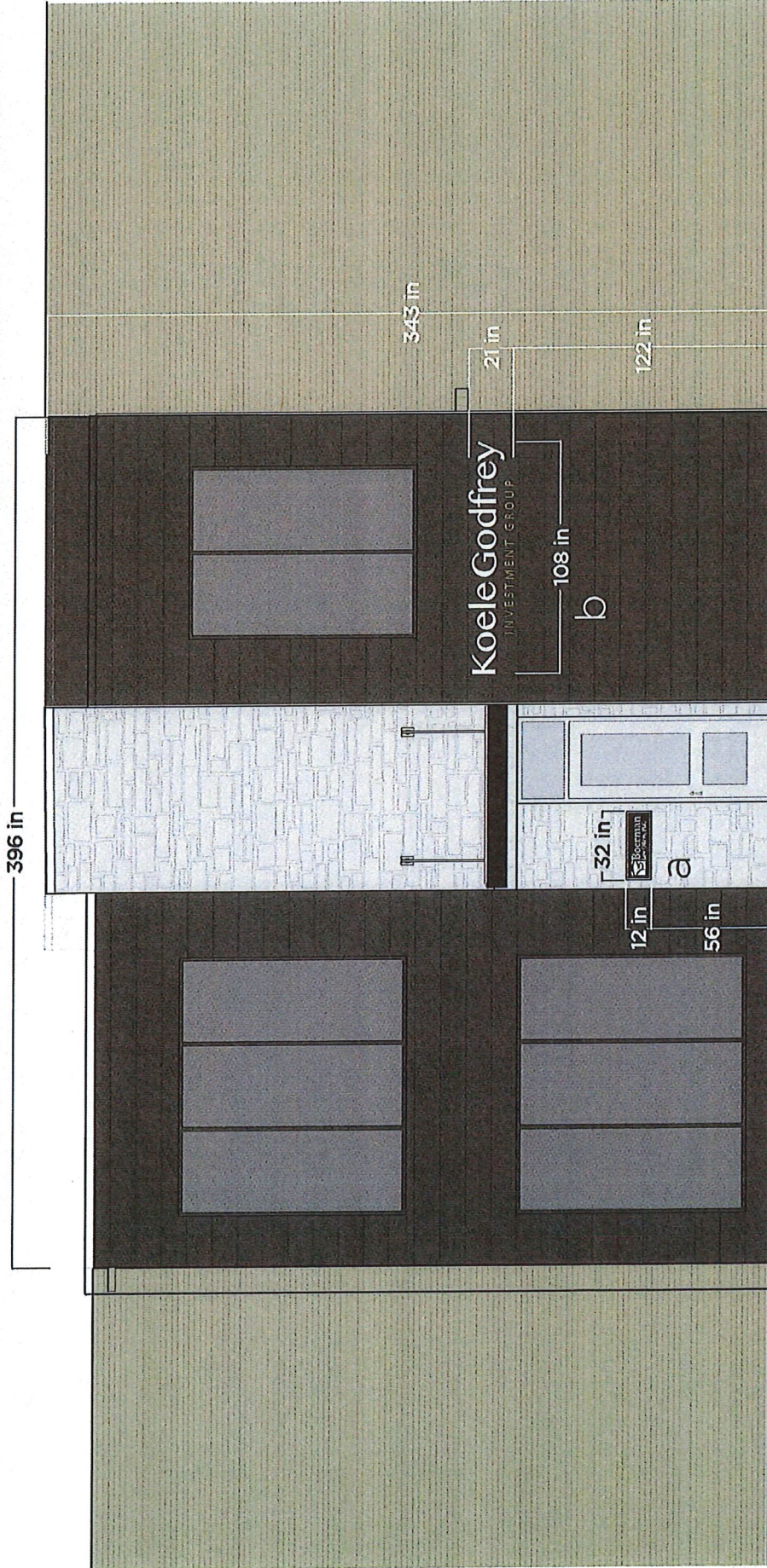
6/2/20

Printed Name:

Denise Simms


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.

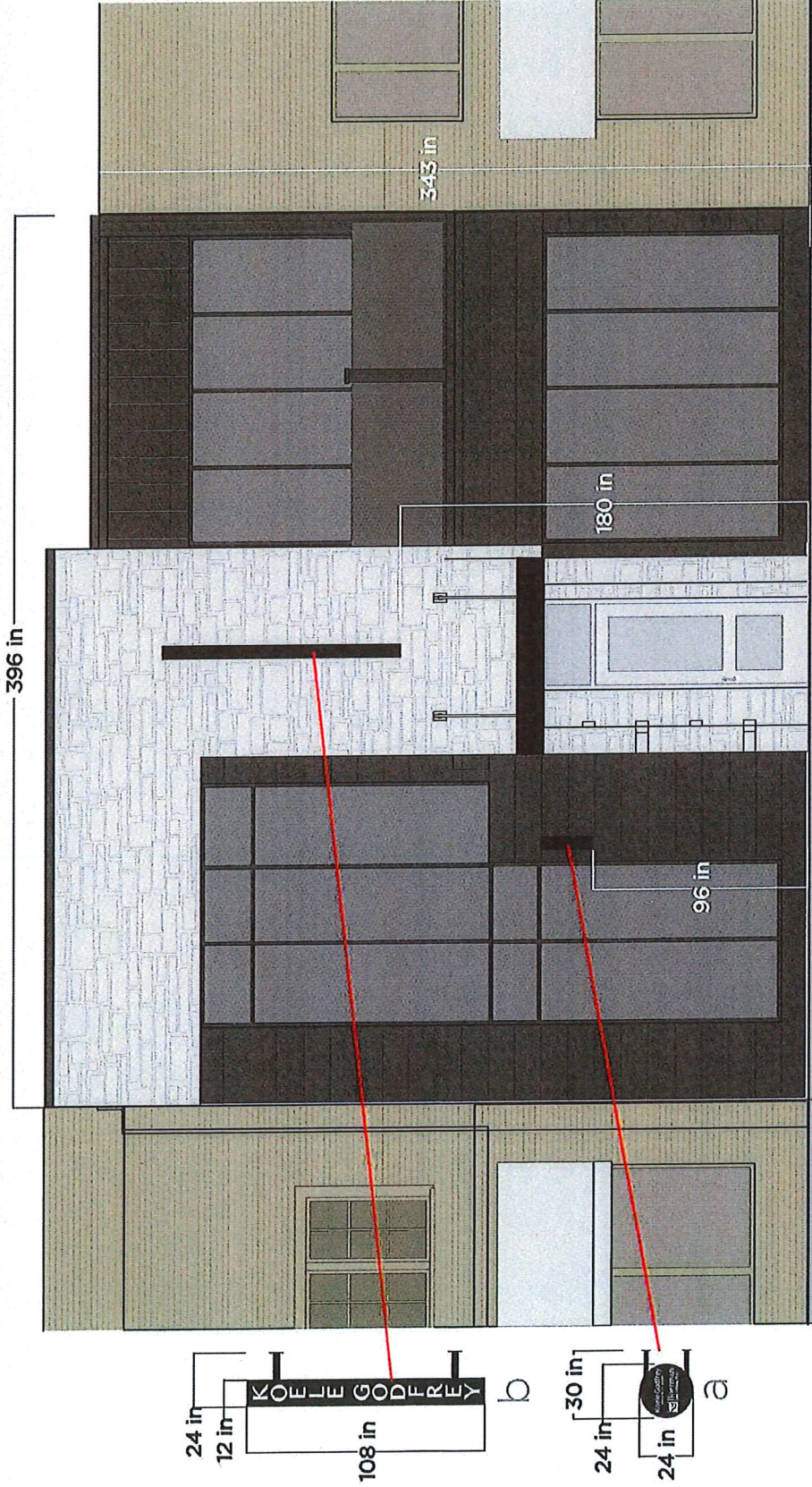
Koele Godfrey



North Elevation


- ordinance criteria: 10% of wall area facing parking lot, perpendicular signs max 9 SF, 8' clearance, 48" max projection
- a: 1/2" thick acrylic plaque with raised logo/outline, flush mounted to wall, 2.67 SF
- b: painted 1/2" thick non-illuminated acrylic dimensional lettering, flush stud mounted to wall, 15.75 SF

SIGNATURE:	DATE:	DRAWING: koele godfrey exterior revC	MANAGER: M. Tiesma	DATE:
 MIDWEST SIGN COMPANY 1124 Electric Ave. Wayland, MI 49348 midwestsignco.com 616-583-1743		PROJECT: Koele Godfrey	DESIGN: R. Sobota	5/21/2026
These designs details and plans represented herein are the property of Midwest Sign Co. specifically developed for your personal use in connection with the project being planned for you by Midwest Sign Co. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced, exhibited or copied in any fashion whatsoever. All designs (excepting registered trademarks) remain the property of Midwest Sign Co.				



South Elevation

ordinance criteria: 20% of wall for all signs, perpendicular signs max 9 SF, 8' clearance, 48" max projection
 a: custom fabricated NON-ILLUMINATED 2-sided projecting sign, aluminum faces with white vinyl logos, 4 SF, 8' clearance, 30" projection
 b: custom fabricated internally illuminated 2-sided projecting sign, routed faces with translucent white push thru logos, 9 SF, 15' clearance, 24" projection
 ELECTRICAL: internally illuminated with LEDs, 60 watt power supply housed inside cabinet, conduit to feed power through wall, weathertight penetration, 120V, UL listed

SIGNATURE:	DRAWING: koele godfrey exterior revD	 <p>MIDWEST SIGN COMPANY 1124 Electric Ave. Wayland, MI 49348 midwestsignco.com 616-583-1743</p>
MANAGER: M. Tiesma	PROJECT: Koele Godfrey	DATE:
DESIGN: R. Sobota	DATE: 5/26/2026	4.0

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