

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