

**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: August 13, 2026**

**RE: Meeting Notice**

**THURSDAY, AUGUST 13, 2026**

**9:00 AM**

**Zeeland City Hall – 2<sup>nd</sup> Floor Red Room**

**9:05 AM Heritage Design Review Public Hearing:  
Miguel Gonzalez - D-Sign LLC – Suite Life Salons  
17 E Main Ave**

**AGENDA**

1. Approve June 11, 2026, minutes
2. Approve – Miguel Gonzalez – D-Sign LLC – Suite Life Salons - 17 E. Main – Sign Request
3. Suite Life Salons decision
4. Construction Updates
5. Parking Updates
6. Sidewalk Sales
7. Peddlers' Market
8. Pumpkinfest
9. Other

MEMORANDUM OF MEETING  
Shopping Area Redevelopment Board (SARB)  
Thursday, June 11, 2026, at 9:00 A.M.

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

The meeting was called to order at 9:03 A.M. by Board Chairman Vos.

1. **APPROVE MEETING MINUTES**

A motion was made by Barnes and supported by Dick to approve the May 14, 2026, meeting minutes. All present voting aye. Motion Carried.

2. **PUBLIC HEARING – 123 E MAIN AVE (KOELE GODFREY) – INSTALL PROJECTING SIGN**

Chairman Vos opened the public hearing at 9:04 A.M.

deRoo gave an overview of the request, by Midwest Sign Company, 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.

deRoo noted the colors are black and white and these signs would include front and rear signs. All of the signs meet zoning requirements. Board members did not have any issues with the signs.

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

Motion was made by Barnes and supported by Gentry to approve the signs. All voting aye. Motion carried.

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

3. **Construction Updates**

deRoo noted that the Church Street construction project is behind schedule. Asphalt will hopefully be torn out, between Central and Main, during the week of June 22<sup>nd</sup>. The sidewalks, that include snowmelt, will not be torn up and foot traffic will remain open. However, the intersection of Church Street and Cherry Street will be closed.

4. **DOWNTOWN CALENDAR**

Chalk Fest and Music on Main are happening today on Elm Street.

5. **OTHER**

**El Rancho** – Getting closer to opening for business.

**156 E Main** – Trevor Smith bought this property as office space.

**303 E Main RFP** – The RFP window (for redevelopment) remains open, potentially including adjacent properties.

**1<sup>st</sup> CRC** – They had their last service on June 7. The building, if approved by a 2/3 vote on June 14, will be occupied by Grace Fellowship moving forward as they have outgrown their current location. It was noted that Bridge will remain downtown.

**43 E Main** – This building has been sold. Intent is to have a counseling practice in this building.

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 Barnes and supported by Dick to close the meeting at 9:35 A.M. All present voting aye, Motion Carried.

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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:

**August 13, 2026 at 9:05 am**

at

**ZEELAND CITY HALL  
The 2<sup>nd</sup> Floor Conference Room**

for the purpose of reviewing the Application of:

Miguel Gonzalez

D-Sign LLC

17 E Main Ave., Zeeland, MI 49464

Installing one project sign for Suite Life Salons.

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: 7/15/2026

*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.*

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:** August 13, 2026

**APPLICANT:** Miguel Gonzalez  
D-Sign LLC  
17 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:

Installing one project sign for Suite Life Salons.

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

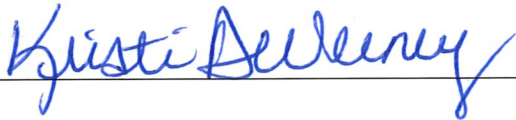
- D** Approved as presented
- D** Approved as follows
- D** Recommended to City Council for approval
- D** Not approved
- 0** Tabled

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](mailto:kdeverney@cityofzeeland.com)

cc Applicant/ Owner  
Building Official's Office

## AFFIDAVIT OF MAILING

I hereby certify that in connection with the City of Zeeland Shopping Area Redevelopment Board public hearing to be held on August 13<sup>th</sup>, 2026 requested for installing one project sign for Suite Life Salon, I served by first class mail July 17, 2026 a notice of said hearing to applicant, and adjacent within the proposed district a copy of which is attached to this certificate.



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Kristi DeVerney  
**City of Zeeland, Michigan**

Dated: July 17, 2026

Property Owners/Addresses

D-Sign LLC  
Attn: Miguel Gonzalez  
511 Chicago Dr  
Holland, MI 49423

Interhuron  
25 N State Street  
Zeeland, MI 49464-1210

AT&T  
221 N Washington SQ #R-301  
Lansing, MI 48933-1301

## Heritage District Application

### 1. Applicant Information

Name Miguel Gonzalez  
Business D-Sign LLC  
Address 511 Chicago Dr.  
Telephone 616-392-3841 FAX ✓  
E-Mail miguel@dsignllc.com

### 2. Project Information

Building Location 17 E Main  
Owner of Record Scott Geerlings  
If Leased: Lease Expires 10yr 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.

Installing one project sign  
for SwiftLife Salon

**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:

Miguel Gonzalez

Date:

5/27/24

Printed Name:

Miguel Gonzalez

**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.**



**BUILDING PERMIT APPLICATION**  
**City of Zeeland**

**Community Development Department**  
21 S ELM ST - ZEELAND, MI 49464  
Phone 616-772-0872 - Fax 616-772-0880  
buildinginspector@cityofzeeland.com  
www.cityofzeeland.com

Does this work involve usage/occupancy of or alterations to the City Right-of-Way? ☐ Yes ☐ No

The City of Zeeland will not discriminate against any individual or group because of race, sex, religion, age, national origin, color, marital status, handicap or political beliefs.

**1. JOB LOCATION**

|                                                |                                                                                                                                                      |                    |                     |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------|
| Job Address<br><u>17 E. Main</u>               | Has a plan review been completed for this project?<br><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Required |                    |                     |
| Name of Owner/Agent<br><u>Swill Life Salon</u> | Owner/Agent Phone<br><u>704-650-2037</u>                                                                                                             |                    |                     |
| Address<br><u>17 E Main</u>                    | City<br><u>Zeeland</u>                                                                                                                               | State<br><u>MI</u> | Zip<br><u>49464</u> |
| Email<br><u>lakeandlval@outlook.com</u>        |                                                                                                                                                      |                    |                     |

**2. CONTRACTOR/OWNER INFORMATION**

|                                                                                      |                                     |                    |                     |
|--------------------------------------------------------------------------------------|-------------------------------------|--------------------|---------------------|
| <input checked="" type="checkbox"/> Contractor<br><input type="checkbox"/> Homeowner | Name<br><u>D-Sign LLC</u>           | License No         |                     |
| Address<br><u>511 Chicago Dr.</u>                                                    | City<br><u>Holland</u>              | State<br><u>MI</u> | Zip<br><u>49423</u> |
| Phone<br><u>616-392-3841</u>                                                         | Email<br><u>miguel@dsignllc.com</u> |                    |                     |

**3. ARCHITECT OR ENGINEER**

|                           |       |       |     |
|---------------------------|-------|-------|-----|
| Name [Company or Contact] | Phone |       |     |
| Address                   | City  | State | Zip |
| Email                     |       |       |     |

**4. TYPE OF PROJECT**

|                                                                                                                                                                                                                                                                                                                                                    |  |                                                                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Class of work (check all that apply)<br><input type="checkbox"/> New Building <input type="checkbox"/> Addition <input type="checkbox"/> Alteration <input type="checkbox"/> Repair<br><input type="checkbox"/> Residential <input type="checkbox"/> Commercial <input type="checkbox"/> Industrial<br><input type="checkbox"/> Other: <u>Sign</u> |  | Roof Number of squares _____<br>Projects Are You Sheeting? <input type="checkbox"/> Yes <input type="checkbox"/> No<br>Are you installing Ice & Water Shield? <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Description of work: <u>Installing (1) projecting sign</u>                                                                                                                                                                                                                                                                                         |  |                                                                                                                                                                                                                        |

**5. PROJECT VALUE**

|                                                                                                                                                                            |                               |                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------|
| State the total value of the improvement including excavation, building, plumbing, electrical, mechanical, and architectural costs [subject to Building Official approval] | Job Value<br><u>\$ 800.00</u> | Building Official Approval |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------|

**NO WORK IS TO START PRIOR TO THE ISSUANCE OF THE BUILDING PERMIT**

- o 4 sets of stamped plans and a pdf file must be submitted for commercial/industrial projects
- o 2 sets of plans must be submitted for residential projects.
- o Separate permits are required for Electrical, Mechanical and Plumbing work
- o Project started without a permit may be subject to additional administrative fee of \$100

**6. APPLICANT SIGNATURE**

I HEREBY CERTIFY THAT THE PROPOSED WORK IS AUTHORIZED BY THE OWNER OF RECORD AND THAT I HAVE BEEN AUTHORIZED BY THE OWNER TO MAKE THIS APPLICATION AS HIS/HER AUTHORIZED AGENT, AND WE AGREE TO CONFORM TO ALL APPLICABLE LAWS OF THE STATE OF MICHIGAN. ALL INFORMATION SUBMITTED ON THIS APPLICATION IS ACCURATE TO THE BEST OF MY KNOWLEDGE.

Section 23a of the state construction code act of 1972, 1972 PA 230, MCL 125.1523A, prohibits a person from conspiring to circumvent the licensing requirements of this state relating to persons who are to perform work on a residential building or a residential structure. Violators of section 23a are subjected to civil fines.

SIGNATURE OF APPLICANT: Miguel Gonzalez Date: 5/27/24  
APPLICANT NAME: Miguel Gonzalez

## 7. BUILDING PERMIT FEE SCHEDULE

Base Building Permit Fee: \$50.00

- + A \$5.00 additional Building Permit Fee for each \$1,000 in project value up to \$500,000 in project value
- + A \$4.00 additional Building Permit Fee for each \$1,000 in project value over \$500,000 in project value

Note: The project value is the total value of the improvement, including excavation, building, plumbing, electrical, mechanical, and architectural costs

**Commercial/Industrial/Public Facility Projects only: + Plan Review Fee which is 65% of the total Building Permit Fee.**

If the building permit application and plans are submitted without payment, the application will be placed on hold. Upon receipt of the payment, the building permit will be processed. Please make checks payable to "City of Zeeland".

### **When to Call for an Inspection**

Call the inspector's telephone number listed on the building permit at least two (2) days prior to the time an inspection is needed. A minimum of three (3) inspections are required on most structures. It is the permit holder's responsibility to call for inspections, prior to any construction being covered/concealed.

#### Foundation Inspection

An inspection is to be made before the placement of the footings. The building inspector may want to perform a wall, waterproofing, and drain tile inspection prior to backfill.

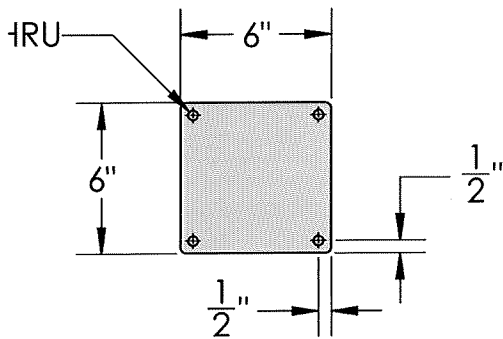
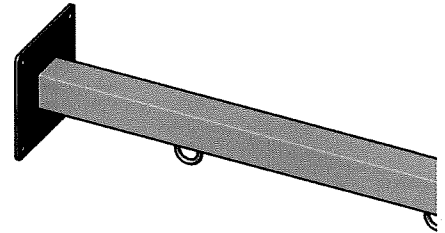
#### Rough Inspection

The rough inspection is to be made after the roof, all framing, fire stopping, and bracing are in place, and the electrical, mechanical, and plumbing rough inspections are completed and approved and before the insulation is installed.

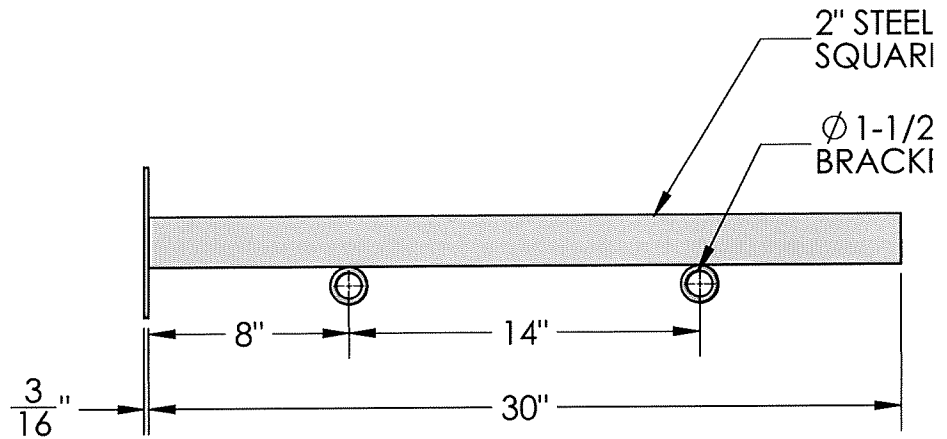
#### Final Inspection

The final inspection is to be made upon completion of the building or structure and before occupancy occurs.

| REVISIONS |                  |
|-----------|------------------|
| REV.      | DESCRIPTION      |
| A         | ORIGINAL DRAWING |



**SIDE VIEW**



**FRONT VIEW**

Content: 30" Universal Straight Arm Bracket w/Rings

PN: 379B-30-WR

Color/Finish: Textured Black Powder Coat

Customer Approval: \_\_\_\_\_

Design by Sign Bracket Store. All visual representations and designs are the intellectual property of Sign Bracket Store and protected under copyright law. Any duplication of this design is in direct violation of the law and will result in legal action.

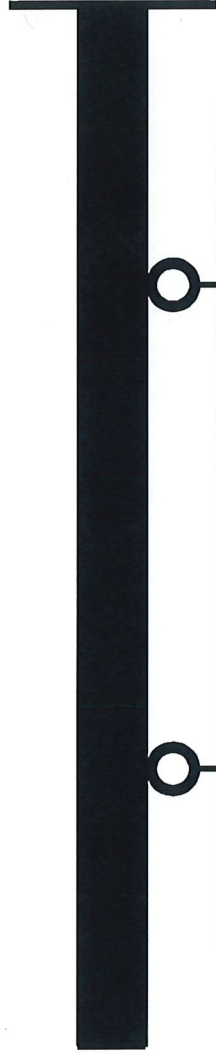
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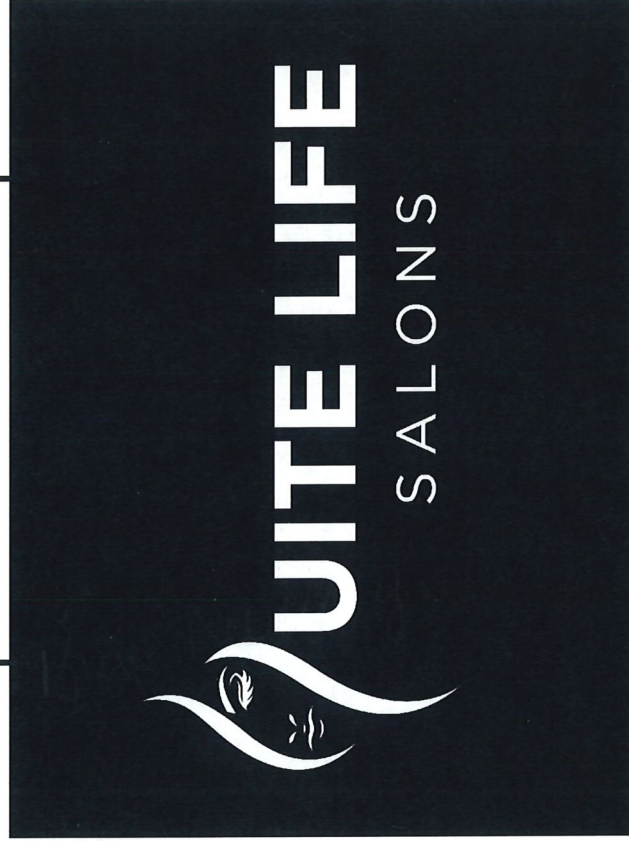
T: 888-919-7446



30 in



24 in



SIGN CO.

**PREPARED EXCLUSIVELY FOR:**

**SuiteLife Salons - Projecting Sign**

4-27-26

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