SARB

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

TO: **Shopping Area Redevelopment Board**

- Doug Vos, Chair
- Eric Barnes
- Lee VanKampen
- Laura Gentry
- Brian Vanhoven
- Andrew Bult

Staff

- Abigail deRoo, City Marketing Director
- Kristi DeVerney, City Clerk

FROM: Abigail deRoo, Marketing Director

DATE: November 12, 2026

RE: Meeting Notice

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

9:05 AM Heritage Design Review Public Hearing:
Orange Zeel LLC - 156 E. Main Ave.

AGENDA

1. Approve October 8, 2026, minutes
2. Approve – 156 E. Main Ave. – Sign request
3. City Council / Planning Commission Joint Meeting invitation
4. Construction Updates
5. Winter Parking
6. Event Updates
7. Other

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

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

The meeting was called to order at 9:00 A.M. by Board Chair Vos.

1. **APPROVE MEETING MINUTES**

A motion was made by VanHoven and supported by Barnes to approve the updated August 13, 2026, meeting minutes. All present voting aye. Motion Carried.

2. **Board Vacancy**

deRoo noted that Board member Dick took a new job so she can't continue on the Board as she no longer works in the City of Zeeland. The vacancy will need to be filled in the future.

3. **Match on Main Grant**

deRoo noted downtown communities were invited to pursue funding through the Match on Main grant program. Downtown Zeeland submitted two applications; Mandu Escapes LLC, doing business as La Crème, requested assistance to outfit an on-street patio, and 3D Properties, owned by Mitch Bakker, requested assistance with the build-out of the retail storefront at 140 E. Main Avenue.

The MSF has awarded the City of Zeeland up to $16,984 to support La Crème's request. The agreement is effective September 1, 2026, and the City will serve as the grantee and local administrator of this reimbursement-based award. La Crème is required to invest a minimum of 10% of the grant amount.

The La Crème application proposes to create a semi-permanent outdoor crepe station and related patio activation along Main Avenue. The project is designed to expand La Crème's service capacity, make better use of its exterior space, improve pedestrian activity, and create a more welcoming place for customers to gather downtown. This project would include using two parking spaces on Main Ave., which would be a two-year allowance but would need to re-apply every two years.

Match on Main is a reimbursement grant. La Crème must first incur and pay eligible project costs. The City will then assemble and submit one final reimbursement request to MEDC, including receipts and proof of payment, evidence of the required business match, a final progress report, a signed company acknowledgment, and project completion photographs.

The City's role is administrative and pass-through in nature. Grant funds may be used only for costs approved under the agreement, and reimbursement remains subject to

MEDC review and confirmation of compliance. City staff will coordinate with La Crème throughout implementation to document expenses, monitor deadlines, and prepare the required reports.

4. **303 E. Main Updates**

deRoo stated the City received three good proposals that presented a viable approach to redevelopment of this property and brought different strengths to the project. Staff recommended that City Council select David Wilson and his development team as the City's preferred development partner and authorize staff to enter negotiations to determine whether mutually acceptable terms can be reached for redevelopment of the property. This identifies the development team that staff believes most closely aligns with the City's objectives and provides the strongest opportunity to move the property from a conceptual proposal toward a successful redevelopment project.

The Wilson project incorporates a multi-story mixed-use building, an elevator, high-quality building materials, Main Avenue orientation, private project financing, parking, and space for the City's downtown snowmelt boiler system.

Several elements of the Wilson proposal will require additional work before a project can move forward. Staff and the developer will need to establish an acceptable parking plan, refine the mix of ground-floor commercial and residential uses, identify available local and State redevelopment incentives, and negotiate the terms of the sale and redevelopment of the property.

Ultimately, City Council decided to authorize staff to enter into negotiations with David Wilson and his representatives regarding the development of a purchase and development agreement for 303 E. Main Ave.

Board member discussion included the following:
- Would like to see retail on main floor front on Main Ave
- Rather not have all apartments with a four-story building
- Need enough parking for tenants and potential store owners and their customers

5. **Construction Updates**

deRoo noted Church St. and Washington Ave. will continue to be closed for the next few weeks. First coat of paving has been completed from Lincoln Ave. to Main Ave. so hopefully Church St. can be reopened until final paving.

6. **Event Updates**

deRoo stated Trick or Treating times are as follows:
- Friday, October 30th – Downtown businesses – 3pm-5pm
- Saturday, October 31st – Community – 5pm-7pm

deRoo shared a new event, for this year, in Vande Lyster Square Park called Pumpkin Path. Pumpkins will be available for pickup on October 19th for residents to carve and

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return them to Vande Lyster Square Park to illuminate the Pumpkin Path between October 26-November 1.

deRoo noted the City of Zeeland will again have a Gingerbread Competition but are looking potentially at one location to display that has high visibility.

7. **Other**

deRoo noted the following:

- City Council approved a four-way stop at Main Ave. and Centennial St.
- 17 E Main Ave
    - El Rancho owners have complications with other licenses so that's the reason the liquor license has not been obtained yet
    - Hair salon is open
    - Moxie clothing boutique will also be in that building
- Suggestion for trash contract to be rebid and rebuilt as many issues with the trash containers, businesses that use them, etc.
- Gritzmaker has closed due to a change of interest from the owners
    - Liquor license is transferable

A motion was made by VanHoven and supported by Gentry to close the meeting at 9:48 A.M. All present voting aye. Motion Carried.

_____

Kristi DeVerney, City Clerk

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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:

November 12, 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

156 E Main Ave, Zeeland, MI 49464

Projecting sign - double sided, 9 square feet, non-lit.

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: 11/04/2026

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 Building Property Owners. A copy of said Notice is attached to this certificate.

Application of:	Denise Simons
Business name:	Midwest Sign Company
Address:	156 E Main Ave., Zeeland, MI 49464
Hearing Date:	11/12/2026
Notice Sent On:	11/04/2026

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

CITY OF ZEELAND, MICHIGAN

City Hall
21 South Elm Street
Zeeland, MI 49464

Kristi DeVerney

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: November 12, 2026

APPLICANT: Denise Simons

Midwest Sign Company

156 E Main Avenue, 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 nine (9) sq. ft non-lit, double sided projecting sign.

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

- ☐ **Approved as presented**
- ☐ **Approved as follows**
- ☐ **Recommended to City Council for approval**
- ☐ **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 email or call Kristi DeVerney at

Email – kdeverney@cityofzeeland.com
Phone – 616.772.6400 x1206

cc Applicant/Owner
Building Official's Office

MM&S Holdings LLC
PO BOX 451
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 156 E Main St

Owner of Record Orange Zeel LLC - Steven Smith

If Leased: Lease Expires not sure Renewal Term 3 options for renewal - 20 years total

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.

Projecting Sign - double sided 9 SF, non-lit.
Please see drawing attached

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 Simony Date: 10/29/24

Printed Name: Denise Simony

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: 156 E Main St		Has a plan review been completed for this project? ☐ Yes ☐ No ☒ Not Required	
Name of Owner/Agent: Stewardship Capital		Owner/Agent Phone	
Address: Same	City	State	Zip
Email			

2. CONTRACTOR/OWNER INFORMATION

☒ Contractor ☐ Homeowner	Name: Midwest Sign Company		License No: 5306300
Address: 1124 Electric Ave	City: Wayland	State: MI	Zip: 49348
Phone: 616-583-1743	Email: denise@midwestsignco.com		

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)
☐ New Building ☐ Addition ☐ Alteration ☐ Repair
☐ Residential ☐ Commercial ☐ Industrial
☒ Other: Sign

Roof Projects Number of squares _____
Are You Sheeting? ☐ Yes ☐ No
Are you installing Ice & water Sheild? ☐ Yes ☐ No

Description of work
Install non-lit projecting sign

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** $ 3500 -	Building Official Approval

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

- 4 sets of stamped plans and a pdf file must be submitted for commercial/industrial projects
  2 sets of plans must be submitted for residential projects.
- Separate permits are required for Electrical, Mechanical and Plumbing work
- 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: Denise Simons Date: 10/28/16

APPLICANT NAME: Denise Simons

Interior by Casey

Double sided projecting aluminum cabinet with 1/2" acrylic lettering flush mounted with applied vinyl on face
Aluminum post structure to hold cabinet
Allowed 9 SF, 8 ft off of ground; As Drawn 8 SF, 8 ft off of ground



SIGNATURE:

DATE:

MIDWEST SIGN COMPANY
1124 Electric Ave.
Wayland, MI 49348
midwestsignco.com
616-583-1743

DRAWING: Projecting Sign rev c	MANAGER: M. Seif	DATE:	
PROJECT: Interiors by Casey/ Stewardship Capital	DESIGN: A. Dehoop	10/26/2026	2.5

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.