

**TO:**           **Shopping Area Redevelopment Board**  
                  - Doug Vos, Chair                   - Laura Gentry  
                  - Greg Visser                       - Brian VanHoven  
                  - Eric Barnes                       - Kevin Klynstra

**Staff**

- Abigail deRoo, City Marketing Director

**FROM:**       Cindy Humphrey, Recording Secretary

**DATE:**       September 11, 2023

**RE:**           **Meeting Notice**

***Thursday, September 14, 2023  
9:00 am  
2<sup>nd</sup> Floor Red Conference Room***

**AGENDA**

1. Approve the August 10, 2023, Minutes
2. Approve the August 31, 2023, Special Meeting Minutes
3. Mural Update
4. Main Ave Project Update
5. Parking Study Implementation Steps
6. Pumpkinfest
7. Other



MEMORANDUM OF MEETING  
Shopping Area Redevelopment Board (SARB)  
Thursday, August 10, 2023, at 9:00 am

PRESENT: Board members Vos, Visser, Barnes, Gentry, VanHoven,  
and Mayor Klynstra

ABSENT:

Staff: Marketing Director deRoo

The meeting was called to order at 9:00 a.m. by Board Member Vos.

1. Motion was made by Board Member Barnes and seconded by Board Member Gentry to approve the July 13, 2023, minutes.

All present voting aye, Motion Carried

2. **MURAL UPDATE**

deRoo shared that in the spring, RFPs were sent out to potential artists. Four were received and Kerri and Abby's finalist, is a local woman, who did the "Winning At Home" mural in Holland on 16th Street. As requested, Krista Arendsen submitted a black and white sketch, which deRoo passed around to SARB members together with a color pallet which will be applied to the rendering. The sketch was specific to Zeeland. It contained references to Zeeland, such as the clock tower, street musicians, some corn to represent agricultural the "Z!" logo, a "Chick" and a lot of patterns. The placement will be on the Church Street wall of the Bike Shop and will encompass the entire wall.

A painter will be selected to prep the wall hopefully complete it this month to get it in shape for the painting and preservation of the mural. Krista will choose the background color.

A motion was made by Board Member VanHoven, seconded by Board Member Barnes to endorse the sketch and color pallet as presented. All present voting aye, Motion Carried

3. **SOCIAL DISTRICT BOUNDARY CHANGES**

DeRoo handed out a new map outlining the boundary changes being implemented to simplify the Social District. The current social district contained a large percentage of special occasion only space. This has been updated incorporating the North and South Municipal Parking Lots, Cherry Avenue from Elm Street Park to Church Street, Church Street South of Washington Avenue to Vande Luyster Square Park, and the Park itself, into the full Social District status. StrEATs, La Crème, and Frank's East have also been added to the Licensed Social District

Businesses. Public will be added back along with the Gritmaker once they officially open. Although, the Splash Pad is the only "Special Occasion" area remaining in the Social District, we want to honor the request of NorthStreet Church to minimize the use of the block of Main from Elm to State.

#### 4. **PARKING CAMPAIGN**

DeRoo has continued to work with David & Brooke on the parking campaign. It has been decided that the most useful term for the North and South municipal parking lots behind the Main Street businesses would simply be referred to as, "Customer Parking". Indicating shorter-term parking for downtown shoppers, patrons. These areas will not prohibit splash pad and/or employee parking, but the messaging will imply that preference is given to customers.

"Park-n-Stay" would be how the outer parking lots would be referred to on signage. This area would include the North Street lot, the First CRC lot, the Second Reformed Lot, and any space where we might obtain a signed parking lot agreement with. Examples of this, in the future, could be, Huntington Bank parking space, or possibly the Pizza Hut lot. Splash Pad patrons and Employees would be highly encouraged and directed to use these spaces to park in.

deRoo mentioned providing an optional permit-type sticker for any downtown employees to put on their vehicle to indicate they are an employee. To create incentive, employees "caught" parking in the preferred Park-n-Stay areas would be rewarded with some type of prize or gift certificate. Communication would go out to the business owners to pass on to their employees about the initiative.

#### 5. **OTHER PARKING TOPICS**

deRoo said she will just continue to provide parking updates to SARB until the city is ready to put signs up. As a recap, the parking study recommended short-term parking on the edges of each of the blocks and two-hour parking in between the blocks. As we are preparing the street for construction, the idea is that we will create signs at each spot which can go up as each portion of the project is completed. This idea is still at staff level, but will come to SARB for a vote, then to City Council for a vote, and ZPD would also need to be ready for enforcement of this as well. deRoo asked SARB to voice their thoughts to her if their feelings are changing and if they are not in support of this so that when Main Street opens, and it comes time to unveil this, there is consistent support.

It was brought to staff's attention this week by an individual who was having a very difficult time using the angled spots near the post office, as she was in a small vehicle, and it was difficult for her to see to back out due to the large vehicles parked near her. She specifically asked if any spots could be reserved for small vehicles. The discussion at a staff-level indicated that once the 15-minute spots are increased at each end of the block and turnover is increased, perhaps those spots at the end will free up more frequently, allowing smaller cars, or more timid

drivers opportunity to utilize those spaces. Also, there is still the opportunity to park on the side streets. SARB agreed that creating small vehicle parking spaces is unnecessary.

6. **REAR LANDSCAPING**

City Council has approved the plans for the rear landscaping and will be going out for bid. Hopefully, we will get a good response reasonably within the scope of the budget. We do not know yet if it will be a fall or spring planting. This will be for the plantings behind the buildings and the islands between Cherry Street and the sidewalk, but not the interior parking lot islands.

7. **SPECIAL MEETING FOR PUBLIC HEARINGS**

deRoo explained that a special meeting will need to be scheduled by the end of the month for three projects which are going before the Planning Commission on September 7. Each of these will require a Public Hearing: 1) 126 E. Main for Equitable Learning Solutions, who have also applied for a Sign Grant; 2) Midwest Construction - 3 E. Main; and 3) 135/137 E. Main – Passageway Project. The City and its boards will have more design review authority than a completely private development. The approval process begins with staff recommendations, SARB Recommendations, Planning Commission, and finally City Council.

deRoo shared “sneak peaks” on the projects and advised that these are in draft form and could have a few minor changes when submitted. The passageway project showed the front and back, and the 3 E. Main showed the front. SARB will need the weigh in on these projects during the special meeting, but it would be helpful to have any comments/concerns prior to the official submission for the Public Hearing. As both these projects were initiated by the City, we have more design review authority than if they were presented by a completely private developer. We want to use feedback to complete a project that compliments the downtown well and honors the developer’s taste and budget as well. Staff has given feedback, and what has been shown to SARB is a result of that feedback. The approvals for these projects will be: Staff, SARB, Planning Commission, and finally to City Council. Ideally all input will be taken into consideration prior to submission, and with each approval, it will go directly to the next level and not be pushed back for unexpected changes.

Member Gentry asked what the fourth story was on the passageway project. deRoo shared that it would only be seen from the back of the building, and that it is partially elevator equipment and will provide roof access to patio areas for the apartment tenants. It was mentioned that Lucas Grill, of Public, was committed to the entire front space of the Smedley building. Member VanHoven asked about the timeframe of this project. deRoo stated that the developer is hoping to complete the demolition and framing before winter. Chairman Vos asked about a demolition permit. deRoo stated that the City was able to obtain a demolition grant, and that some professional approvals are needed yet of the legal paperwork, which

is taking a little time. The Demo grant and the State grant timelines need to line up.

We do not have an updated timeline from Midwest on the 3 East Main project, but if Planning Commission approves the site plan on September 6, then they will go to City Council and are ready to roll.

SARB members discussed the best date and time and determined that a Special Meeting would be scheduled for August 31 at 9:00 am.

8. **OTHER**

Snowmelt project should have the East and West bound lanes open by the time school starts, as well as the intersection at Main and Centennial, south side sidewalk will be done in front of Cityside, however, the north side and parking spaces and sidewalk will not be done. Two-way traffic will move through that block and through the intersections. By the middle of September, construction will be fully into the next block, and one-way traffic will likely be going East. Enough should open for school to start.

There has been some concern on Zeeland Informed social media about the narrowing of the street. The crosswalk is the same size as the existing crosswalk between Elm and Church. deRoo showed SARB a rendering of two buses passing each other with measurements showing plenty of room for two, side-by-side school busses. This is not a likely scenario; however, it will be feasible without issue. Also, parking spaces on the North side of the street will NOT be encouraged used for school drop off due to safety.

September 7 will be the make-up date for the cancelled Music on Main event due to air quality concerns. This will be the only Music on Main in September.

There being no further business to conduct, Board Member Barnes made a motion to adjourn the meeting. Motion seconded by VanHoven.

All present voting aye, Motion Carried

Meeting adjourned the meeting at 9:55 am.



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Cindy Humphrey, Recording Secretary

**MEMORANDUM OF MEETING**  
Shopping Area Redevelopment Board (SARB)  
Thursday, August 31, 2023, at 9:00 am

PRESENT: Board members Vos, Visser, Barnes, Gentry, VanHoven,  
and Mayor Klynstra

ABSENT:

Staff: Marketing Director deRoo

Chairman Vos called the meeting to order at 9:00 a.m

1. **PUBLIC HEARING – 126 E. MAIN AVENUE, EQUITABLE LEARNING SOLUTIONS**

Chairman Vos opened the Public Hearing at 9:05

deRoo introduced Erika Ruiz, owner of Equitable Learning Solutions, to the board. Erika described ELS as an Applied Behavior Analysis Therapy provider for autistic children, currently servicing ages up to 14-15. They have 15 staff members in the Zeeland location with clients coming from between Muskegon and Grand Rapids. There was a small discussion regarding drop off location, which has been routed to the back of the building in staggered start times for safety concerns and traffic flow. Erika was also briefed on the construction project and how to get periodic updates.

The Board reviewed the project application details, and with no further discussion requested, Chairman Vos closed the Public Hearing.

Motion was made by Board Member Visser and supported by Board Member Barnes to approve the Building Design Application as submitted.

All present voting aye, **Motion Carried**

2. **SIGN GRANT APPLICATION – 126 E. MAIN AVENUE, EQUITABLE LEARNING SOLUTIONS**

deRoo handed out rating sheets and asked the board members to score the sheets based on the details provided in the Sign Grant Application. Each voting Board member scored the sheets, and they were turned in and calculated by Board Member Barnes at 90% of the total cost of \$4,343.74, which exceeds the grant limit of \$1,000.

Motion was made by Board Member Barnes and seconded by Board Member Gentry to award a Sign Grant to Equitable Learning Solutions in the amount of \$1,000 for the purchase and installation of the sign as submitted.

All present voting aye, **Motion Carried**

3. **PUBLIC HEARING – 3, 9, 11 E. MAIN AVENUE –  
GEERLINGS DEVELOPMENT & MIDWEST CONSTRUCTION**

Chairman Vos opened the Public Hearing at 9:15

deRoo advised the board that the Board of Zoning Appeals granted the variance for the building corner post at their last meeting two weeks ago, and that their goal today is to review the exterior building design only.

Scott Geerlings, owner was present to and highlighted some design features such as the ground floor will be generally all medical-related office space, with transparent windows to give a more open feeling. Additionally, 600 square feet will be held for future snow melt equipment. The second and third floors will have 11 residential units on each floor with a possibility of some commercial on the second floor only. Elevator access to upper floors is also in the plans. The parking will be shared with public parking with approximately 52 spaces.

The upper face will be EIFS, which is a stucco-type material with very high R Values, and stain resistant. The lower level will look the same, however for durability, it will be molded cast cement.

deRoo indicated that Planning Commission review will be held on September 7, then they can begin, and the ACT 210 application will be given to Tim Maday.

With no further discussion requested, Chairman Vos closed the Public Hearing.

Motion was made by Board Member Gentry and supported by Board Member VanHoven to approve the Building Design Application by Scott Geerlings.

All present voting aye, **Motion Carried**

4. **PUBLIC HEARING – 135-137 E. MAIN AVENUE, WOODEN NICKEL PROPERTIES, LLC**

Chairman Vos opened the Public Hearing at 9:35

Steve Sterken, of Wooden Nickel Properties and Ed Zwyghuizen of Gen1 were present to review the application and answer any questions. deRoo asked each to give a quick bio to the SARB members. Steve Sterken said he has lived in Zeeland all his life and wanted to help the downtown area. He got together with a group of people he had worked with previously, and they formed Wooden Nickel and looked for projects to try and “fix up” downtown Zeeland. When a project became available, they brought Ed in to help check off what the City was looking for. The group also owns the LaCreme and Moxy Dental/Public buildings.



Ed "Z" said GEN1 had just finished a big refurbishment project on 8<sup>th</sup> Street next to Jimmy John's in Holland that he refers to as the "George & Evelyn", when Steve contacted him. The ideas of this project was very similar in that there would be commercial on the bottom and residential units above including a passthrough and about all other criteria being exactly the same. The alignment was almost magical.

Ed then described some of the details of the project such as first floor commercial with a restaurant and two upper floors having 4 residential units each with private roof-top access to three separate patio areas. There would be separate access to a stairway from Main Avenue and residential unit-only elevator access in the back from basement to roof.

Questions regarding basement footings affecting adjacent buildings were addressed by showing the detailed plans including existing walls and basement features of those buildings.

deRoo read a letter from resident, Jeff VanHuis with concerns and comments. She stated that SARB's involvement was only the exterior design review and really had no bearing on Mr. VanHuis's letter, however, felt it was prudent to include them on the correspondence. The Planning Commission would be the most appropriate to respond, as they are responsible for review of all building construction codes, etc.

With no further discussion requested, Chairman Vos closed the Public Hearing.

Motion was made by Board Member Visser and supported by Board Member Barnes to approve the Building Design Application as presented.

All present voting aye, **Motion Carried**

There being no further business to conduct, Board Member Barnes made a motion to adjourn the meeting. Motion seconded by VanHoven.

All present voting aye, Motion Carried

Meeting adjourned at 10:05 am.



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Cindy Humphrey, Recording Secretary