



CITY OF HOLLAND
Downtown Design Review Board
Regular Board Meeting
2nd Floor - Holland Civic Center Place
150 W 8th Street, Holland, MI 49423
June 15, 2026

1. Public Comment

An opportunity for comment by any member of the public regarding items on or not on the agenda. Comments will be limited to no more than five minutes by each speaker.

2. Applications

A. Name Address

A. Love's Ice Cream - 5 W 8th St. - 2 projecting and 2 wall signs

B. Captrust - 85 E 8th st. - 1 Projecting sign

3. Additional Items

4. Adjournment

Next Meeting -July 20, 2026

PLEASE NOTE: The City of Holland, with seven-day notice, will provide necessary translation and interpretation services, auxiliary aids, such as signers for the hearing impaired and audiotapes of printed materials, to individuals with disabilities. Persons requiring these services should contact: Esther Fifelski, Human/Community Relations Director, 270 S River Avenue Holland, MI 49423, phone 616.355.1322, or e-mail e.fifelski@cityofholland.com.

La Ciudad de Holland proporcionará servicios necesarios como interpretación, traducción, ayudas auxiliares, lenguaje de señas, y cintas de audio de materiales impresos para personas con discapacidades. Favor llamar con siete (7) días de anticipación a la Ciudad de Holland, Esther Fifelski, Oficina de Relaciones Humanas para obtener estos servicios 616.355.1322 o por correo electrónico a e.fifelski@cityofholland.com.



Downtown Holland Signage Approval Requirements

Design Review Board

Downtown Holland's Design Review Board (DRB)

was established by ordinance in 1993 by the Downtown Development Authority (DDA) and City Council. The DRB is responsible for approving signage for Downtown, among other design-related responsibilities.

What's the Signage Approval Process?

1. Pick up an application.

Applications are available at the Downtown Holland office at 150 West 8th Street (inside the Holland Civic Center Place) or online at www.downtownholland.com. DRB meetings are held monthly at the Holland Civic Center Place. Contact the Downtown Holland office for meeting dates and application deadlines. There is a \$25.00 fee per application. Make checks payable to the City of Holland; credit cards or cash are acceptable. (Application fee is waived for non-profit organizations.)

2. Fill out your application.

The purpose of the application is to provide the information needed to describe your sign completely. Building and sign dimensions are required, as well as scaled drawing including color and material samples. Without this pertinent information applications may be tabled or denied.

If you are not the owner of the property, the property owner must approve your sign and sign off on this application prior to DRB review.

3. Be familiar with the review process and attend the scheduled DRB meeting.

Applications are reviewed based on the "appropriateness and compatibility" of your design, as well as size and placement on your building. DRB members (made up of three designers and three Downtown business and property owners) review applications based on Holland's Downtown Design Guidelines and the Secretary of the Interior's Standards for Rehabilitation. Copies of these documents are available for your review at the Downtown Holland office. You or your sign representative are required to attend the DRB meeting so that you can answer any questions that may come up in the review process.

4. Install your sign.

If a sign application is approved, a Certificate of Appropriateness (COA) is issued to the applicant. Applicants are then required to obtain a sign permit from the Downtown Holland office. Permit fees do apply. The sign permit allows an approved sign to be installed by a licensed sign erector.

Questions? Contact DDA Coordinator Jeff Genova in the Downtown Holland office at 616.355.1050 or by email at j.genova@cityofholland.com.

City of Holland | Downtown Holland
150 West 8th Street
Holland, MI 49423
dda@cityofholland.com

Types of Signs

Awning, Canopy, Marquee: An awning or canopy is a retractable or fixed shelter constructed of materials on a supporting framework that projects from the exterior wall of a building; a marquee is a permanent structure constructed of rigid materials that projects from the exterior wall of a building. Generally these structures shall not project more than four (4) feet beyond the face of the building. A revocable license agreement (RLA) may be required.

Freestanding Sign: A permanent sign which is not attached to a building. One (1) freestanding sign is allowed per parcel, and it shall be no greater than thirty-two (32) square feet, no higher than six (6) feet from the grade and comply with setback requirements for the C3 district.

Moveable freestanding (Sidewalk) Sign: Contact the Downtown Holland office for application and requirements.

Wall Sign: A single-faced sign painted or attached directly to and parallel to the exterior wall of a building. The maximum area may not exceed one (1) square foot of sign area for each one (1) foot of building length of the wall upon which this sign is to be located, up to 32 square feet.

Open Flag: No permit required.

Projecting Sign: A double-faced sign attached to a building or wall. Projecting signs shall not exceed six (6) square feet in area per sign, shall not project more than thirty-six (36) inches from the face of the building or wall, must maintain a clearance of eight (8) feet from the sidewalk, and shall be located below the window sill of the second floor window. A revocable license may be required.



Downtown Holland Sign Permit Application (DRB)

Certificate of Appropriateness (COA) Application for the Design Review Board (DRB)

Thank you for taking the time to fill out this application completely and accurately. All information and the fee are required for your application to be processed. The DDA reviews your proposed signage for compliance with the City of Holland's sign ordinance. The DRB reviews your proposed signage for design appropriateness and compatibility. Thus, information such as sign colors, materials, locations, and scaled drawings of how the sign will look on building facades is **VERY IMPORTANT**. While in most instances, the requested information is adequate to determine compliance, it may be necessary at times to require additional documentation. Please contact DDA Coordinator Jeff Genova at 616.355.1050 or j.genova@cityofholland.com if you need assistance in filling out this form.

APPLICANT INFORMATION

Business Name Love's Ice Cream & Chocolate
 Sign Applicant Jake Stacy
 Mailing Address 435 Ionia Ave SW Ste 106, Grand Rapids, MI 49503
 Address of Proposed Sign (if different) _____
5 W 8th St, Holland, MI 49423
 Email jake@lovesicecream.com
 Phone 616-727-3136

PROPERTY INFORMATION (IF DIFFERENT)

Property Owner Geenen Dekock Properties, LLC
 Contact Name Doug DeKock
 Property Owner Mailing Address _____
12 W. 8th Street, Holland, MI 49423
 Owner Email DDeKock@gdkproperties.com
 Owner Phone 616.396.4950
 Tax Parcel # _____
 Owner Signature _____

By signing this document, the property owner agrees that he/she has reviewed and approved your sign(s) as outlined in this application.
Property owner approval is required before the DRB will review your application.

NEW SIGNS

Quantity	Location	Type (wall, projecting...)	Dimensions
1	8th St side of building	Projecting	30" W x 21.75" H
1	Parking Lot side of building	Projecting	30" W x 21.75" H

Total number of proposed signs 2 Number of replacement signs 2 Number of new signs _____

What will the sign be made of? Materials ACM, 1/4" white acrylic, laser-cut dimensional letters and logo, black matte finish

What is the sign's color scheme? Colors Black and white

Will the sign be illuminated? Yes ___ No Internal lighting? Yes ___ No External lighting? Yes ___ No

Are there other signs that will not be removed? Yes ___ No If yes, please provide description(s), location(s) and dimension(s): _____

REQUIRED ITEMS TO INCLUDE WITH APPLICATION & BRING TO THE DRB MEETING:

- A scaled, detailed drawing of proposed sign(s) showing the proposed location.
- Samples of color
- Illumination specifications
- A description of the method of mounting the sign
- Photographs of existing sign(s) and building

APPLICATION FEE There is a \$50.00 fee for processing this application. You may pay by cash, credit card, or check (payable to the City of Holland) at the Downtown Holland office, 150 West 8th Street, Holland, MI 49423. Non-profit organizations are exempt.

\$50.00 Application Fee Check _____ Credit Card Cash _____

Signature [Signature] Date 6/9/2026

PROPOSED FACADE – FULL BUILDING VIEW



PROPOSED FACADE – DIMENSIONED

All dimensions to face of façade







Rigid Sign - Dimensional Logo/Letters

Double-sided

Width: 30 Inches

Height: 21.75 Inches

Adhesive Transfer Tape

Black Grommets

Acrylic - White 1/4"

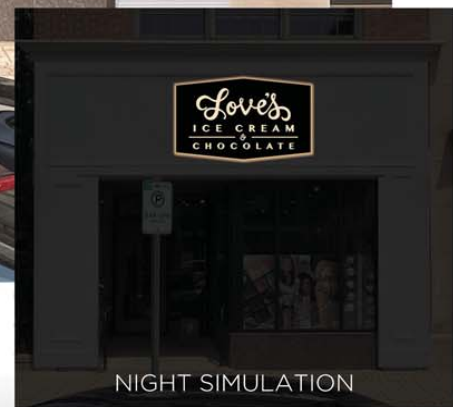
ACM - Black

For the main wall sign, below.



Love's Ice Cream and Chocolate

A | Halo Lit Cabinet with push through lettering, 2700K option for the LED.
 Allowed 32 SF; As Drawn 26 SF



SIGNATURE:



DATE:

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

DRAWING: Exterior Package rev b

PROJECT: Love's Ice Cream and Chocolate

MANAGER: M. Seif

DESIGN: A. Dehoop

DATE:

6/2/2026

5.5

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.

DOWNTOWN HOLLAND SIGN PERMIT APPLICATION

Certificate of Appropriateness (COA) Application submitted to the Design Review Board (DRB)

Thank you for taking the time to fill out this application completely and accurately. We need all of the required information and the fee in order to process your application. The Downtown Holland office reviews your proposed signage for compliance with the City of Holland's sign ordinance. The DRB reviews your proposed signage for design appropriateness and compatibility. Thus, information such as sign colors, materials, locations and scaled drawings of how the sign will look on building façades is **VERY IMPORTANT**. Please contact the Downtown Holland office at 616-355-1050 or dda@cityofholland.com if you need assistance in filling out this application.

APPLICANT INFORMATION

Sign applicant Brendon Johnson

Applicant mailing address 85 E. 8th Street, Suite 150
Holland, Michigan 49423

Address of proposed sign (if different) _____

Applicant email brendon.johnson@ctwealth.com

Applicant phone (616) 392-1969

PROPERTY INFORMATION

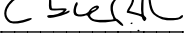
Property owner Plaza Center Captrust Partners, LLC
Brian VandenBrink

Property owner mailing address 85 E 8TH ST STE 160
HOLLAND, MI 49423-3528

Owner email brian.vandenbrink@ctwealth.com

Owner phone 616.392.5332

Tax parcel # Parcel # 70-16-29-287-706

Owner signature 

*By signing this document, the property owner agrees that he/she has reviewed and approved your sign(s) as outlined in this application. **Property owner approval is required before the DRB will review your application.***

Total number of proposed signs 1 Number of replacement signs _____ Number of new signs 1

APPLICATION FEE

There is a \$25.00 fee for processing this application. You may pay by cash, credit card, or check (payable to the City of Holland) at the Downtown Holland office, 150 West 8th Street, Holland, MI 49423. Non-profit organizations do not have to pay the application processing fee.

NEW SIGNS

Quantity	Location	Type (wall, projecting...)	Dimensions
1	85 E. 8th Street, Suite 150 Holland, Michigan 49423	projecting	

What will the sign be made of? **Materials** _____


What is the sign's color scheme? **Colors** Deep green with white logo treatment.

Will the sign be illuminated? Yes ___ No x Internal lighting? Yes ___ No x External lighting? Yes ___ No x

Are there other signs that will not be removed? Yes ___ No x If yes, please provide description(s), location(s) and dimension(s): _____

Items to include with application and bring to the DRB meeting

- A scaled, detailed drawing of proposed sign(s) showing the proposed location.
- Samples of color
- Illumination specifications
- A description of the method of mounting the sign
- Photographs of existing sign(s) and building

Signed  Date 10 June 2026

Incomplete applications will not be accepted.



96"

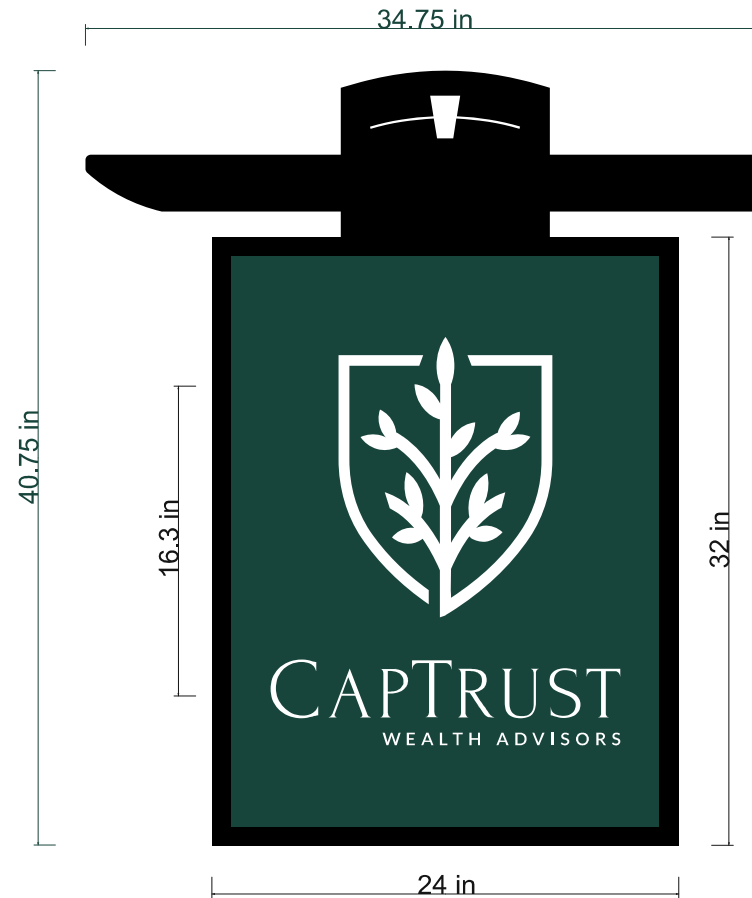


PREPARED EXCLUSIVELY FOR:

6-11-26

CapTrust Wealth Advisors - Projecting Sign

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PREPARED EXCLUSIVELY FOR:

6-11-26

CapTrust Wealth Advisors - Projecting Sign Specs

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cfhz
COMMUNITY FOUNDATION
HOLLAND/ZEELAND