



To: City of Saugatuck, City Council
From: Grayson Moore, Director of Planning & Zoning
Meeting Date: July 22, 2026
RE: Historic District Sign Proposal & Quotes

City Commissioners,

At its January 9, 2026 meeting, the Historic District Commission reviewed a second round of historic district sign concepts prepared by Concept A Creative Studio. Following discussion of the proposal and the accompanying quote at your February 9, 2026 meeting, the following motion was made:

Motion by Gardner, second by Muncey to table this proposal until they have more due diligence completed on sign costs as well as possible Michigan vendors. Upon roll call vote, motion carried 6-0

In response to the Commission's direction, staff contacted two additional Michigan sign companies: Streamline Design and Holland Custom Signs, both located in Holland, Michigan. After discussing the project specifications with each company, both ultimately consulted their respective national wholesale suppliers to develop pricing for comparable cast aluminum signs.

Based on the proposals received, the submittal to Concept A from Lake Shore Industries remains the most cost-effective option. Lake Shore Industries quoted \$2,349.60 per sign, including the sign and post, for a total project cost of \$7,048.80 for three (3) signs. The next lowest proposal, submitted by Holland Custom Signs, was \$4,300 per sign, with a total project cost of \$14,168.

Suggested Motions:

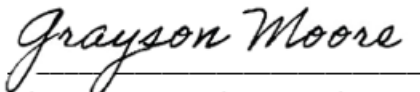
Option 1 – Concept A Creative Studio

Motion to approve the quote submitted by Lake Shore Industries for the fabrication and installation of three (3) single-faced cast aluminum signs with raised lettering and border , each measuring 24” x 36” and mounted on 8-foot posts, in the total amount of \$7,048.80.

Option 2 – Holland Custom Signs

Motion to approve the quote submitted by Holland Custom Signs for the fabrication and installation of three (3) single-faced cast aluminum historic district signs, each measuring 36” x 24” x .25” with raised lettering and border to be mounted on 8-foot round posts, in the total amount of \$14,168.00.

Respectfully submitted,



Director of Planning & Zoning

Scott Herbert

From: Rich Davis <rdavis@streamlinedesign.com>
Sent: Thursday, March 19, 2026 9:53 AM
To: Scott Herbert
Subject: RE: Historical Signs

Caution: This email originated from outside of the organization. DO NOT click on links or open attachments unless you recognize the sender and know the content is safe.

Hey Scott,

The quote you got already is much lower than the “wholesale supplier” we work with. They want about \$8K per sign!!!! 🤔

Thanks,
Rich Davis



Signs | Graphics | Marketing | Promotional
616.848.7102 | rdavis@streamlinedesign.com

From: Scott Herbert <scott@saugatuckcity.com>
Sent: Tuesday, March 17, 2026 2:04 PM
To: Rich Davis <rdavis@streamlinedesign.com>
Subject: Historical Signs

Hi Rich and Dar,

Could you guys help us out with getting us a quote to make 3 historical signs for us? The two attachments should give you a general idea of what we’re looking for. Let me know if you think this is something that you could help us with and provide a quote.

Thank you,

Scott Herbert
Public Works Superintendent
City of Saugatuck
M: (269) 857-2638
D: (269) 857-4137

Want City of Saugatuck news?

Holland Custom Signs**Estimate & Purchase Contract**

4047 56TH Street
Holland, mi 49423
United States
Phone: 6165664783



Sales Rep	Job #	Date
	1936	2026-07-08

Bill To:	Job Location:
Saugatuck City 102 Butler Street PO Box 86 Saugatuck, MI 49453 United States	

Quantity	Description	Unit Cost	Cost
1	Signage Estimate For a quantity of 3 signs (\$4,300 each)- 36" x 24" x .25" Cast Aluminum Sign, Single Sided with raised lettering and border, painted 2 colors, mounting post 8' round post with Ogee 2" blade post cap. Does not include permitting but these services can be added. MISSDIG required to mark installation locations prior to HCS install. 3 36" x 24" x .25" Aluminum cast sign with raised lettering and border. Custom painted 2 colors with a mounting post; 8' round post with Ogee style 2" post cap 1 Installation Materials 8 hr Team Installation	\$14,168	\$14,168

THIS AGREEMENT IS ACCEPTED AND APPROVED BY:

Saugatuck City

Holland Custom Signs

Sign: _____

Sign: _____

Print: _____

Print: _____

Date: _____

Date: _____

Contract Totals:	
Subtotal	\$14,168
Total Tax	\$783.36
Total Contract	\$14,951.36
Required Deposit	\$7,475.68
Final Balance	\$7,475.68

Surface Preparation & Cleaning Policy for Vehicle Applications:

Customer is responsible for ensuring that the vehicle is clean and free of salt, dirt, grease, wax, and debris prior to installation. We recommend washing thoroughly with soap and water before arrival. Our team will perform a final alcohol wipe on the application surfaces prior to installation. If the vehicle is not properly cleaned, additional labor will be required and billed at a rate of \$150 per hour (one-hour minimum).

Payment & Terms: Please make all checks payable to: *Holland Custom Signs*. Cash or check is our preferred method of payment. A charge of 4% will be added if a credit card is used. This proposal may be withdrawn if not accepted within 30 days. By signing, the Customer signee accepts *Holland Custom Signs'* proposal for the Job, approves the visual proof, and agrees to all terms of this purchase contract.

Permits & Approvals: Holland Custom Signs (HCS) may, at its discretion, assist in obtaining permits for the project. However, unless specifically stated in writing within this contract, the cost, responsibility, and procurement of permits are not included. It is the Customer's sole responsibility to ensure that all necessary permissions and approvals from property owners, landlords, municipalities, or other governing bodies are secured prior to installation or removal. HCS assumes no liability for disputes, delays, or costs resulting from a lack of such permissions or permits.

Liability & Responsibility: HCS is not responsible for any damage to buildings, structures, walls, or surrounding property that may occur during the removal or installation of signage, including but not limited to holes, cracks, paint damage, or other incidental alterations. Repair, patching, or restoration of such damage is not included in this agreement unless specifically stated in the signed contract. By signing, Customer acknowledges and accepts these terms and releases HCS from any responsibility for building or property repair outside the scope of the contracted work.

If the Customer chooses to install any signage, hardware, or related items themselves, HCS is not liable for any negligence, damage, injury, or substandard results arising from the Customer's installation. Products installed by the Customer are not eligible for refund, replacement, or warranty coverage and may only be remade or replaced through a new order. Any existing warranty, whether expressed or implied, may be voided if installation is performed by anyone other than HCS or if improper techniques, tools, or materials are used during installation.



**Underwriters
Laboratories Inc.**

Holland Custom Signs meets
UL Safety Requirements for lit signs.

© This design is the exclusive property of Holland Custom Signs and cannot be reproduced in whole or in part without their consent. We will endeavor to closely match colors, but cannot guarantee exact matches due to varying compatibility of materials and paints.

Job No.:	Date:
	7.8.26
Sign Dimensions:	Estimate:
36" x 24"	SEE QUOTE
Comments:	
* Single sided Cast Aluminum sign .25" thick * 8' Round Post for post cap Mount w/ Ogee Blade 2" * QTY 3	

Customer:
Grayson Moore
Company:
City Of Saugatuck
Address:
102 Butler St
City:
Saugatuck, MI
Phone:
gmoore@saugatuckcity.com

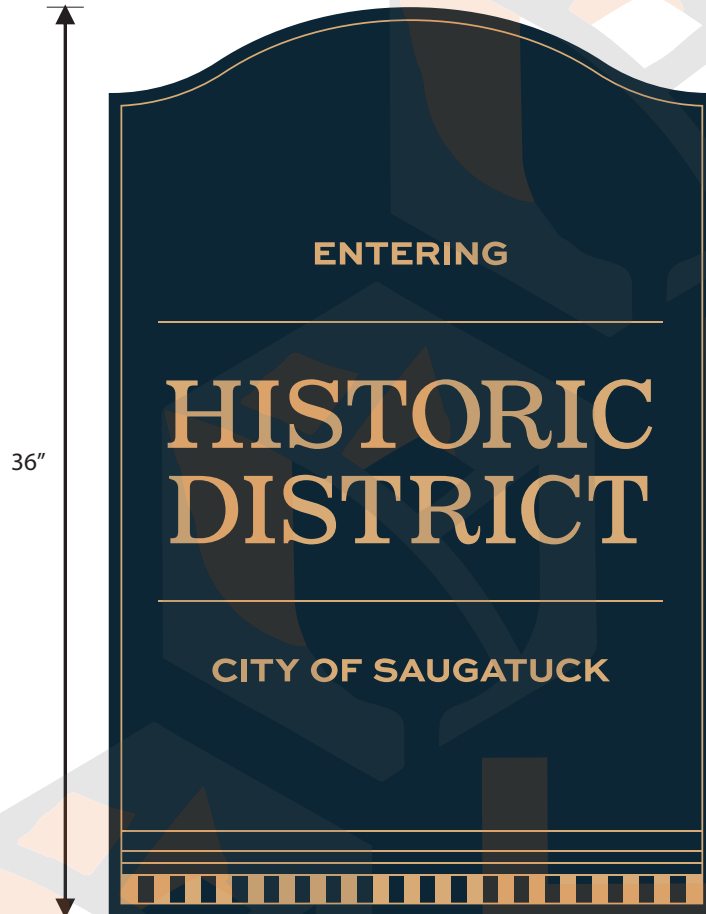


Jacob Rozema-President
Jessica Hulst - Design Manager
graphics@hollandcustomsigns.com

I have read the terms and conditions supplied by
Holland Custom Signs and APPROVE of the design.
SIGNATURE _____

Landlord Approval if necessary _____

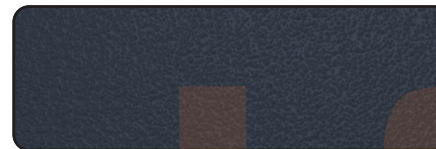
24"



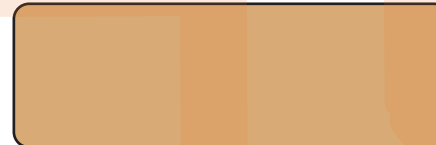
36"



FINISH: Painted
THICKNESS: .25"



RECESSED COLOR: Navy (SW 9178)
RECESSED TEXTURE: Sand



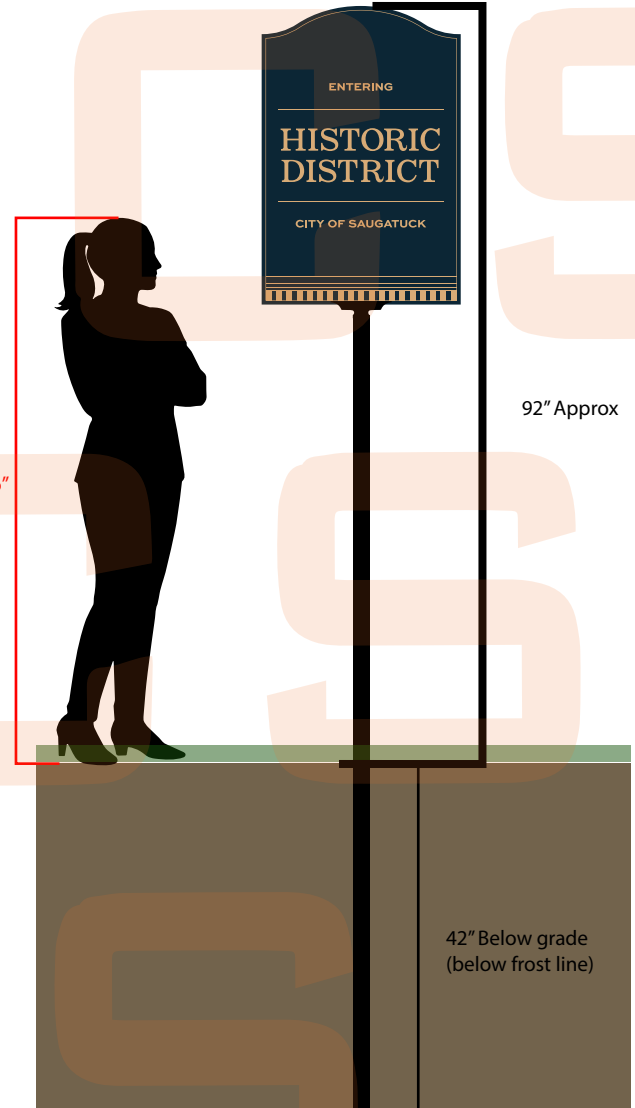
RAISED COLOR: Gold (SW 2813)



MOUNTING: Post Cap (Ogee 2")

Quantity: 3

66"



92" Approx

42" Below grade
(below frost line)

Watermarked for security; HCS logo will be removed before completing your design

4047 56th Street - Holland, MI 49423 - 616.566.4783 - www.HollandCustomSigns.com

To place an order 50% deposit is required. Make checks payable to Holland Custom Signs and drop off or mail payment to address above. If paying by credit card, a 4% service fee will be added prior to running your card. Estimates are provided based on standard installation and construction conditions, if circumstances dictate external influence beyond standard conditions, extra costs may be implied. Permit fees and acquisition (if required) are not included in cost and will be an additional charge unless otherwise stated.

PLEASE CHECK this document carefully for errors or omissions. Proofread and verify that all text is spelled correctly. If any part of this proof requires changes, please contact your salesperson. No changes can be made once sent into production.

NOTE: The colors depicted in this drawing are only representations of the actual colors. Final color samples can be provided upon request. It is the responsibility of the customer to proofread and verify all text is spelled correctly.

PROOF

Saugatuck Historic District Signage Spec Sheet

SIZE

24" x 36" sign with 8' x 2.5" diameter round post

QUANTITY

2-3

FABRICATION

Single face cast aluminum sign with raised lettering/border and 2.5" mounting hub.

8' x 2.5" diameter painted round post provided

COLOR

Ability to match paint colors, our suggestions:

Navy = Sherwin Williams 9178 (In the Navy)

Gold = Sherwin Williams 2813 (Downing Straw)

Black painted post

PRODUCTION / QUOTE

Lake Shore Industries

Erie, Pennsylvania

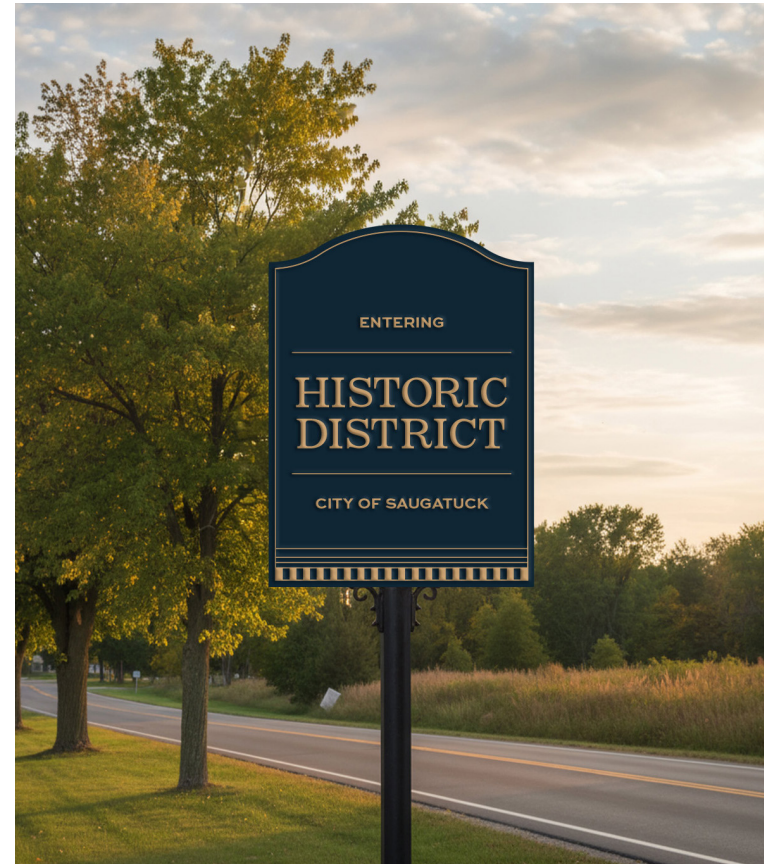
bjackson@lsisigns.com

\$2,030.40 / sign

\$319.20 / post

(Not including shipping)

Turnaround: 8 weeks from final approval



Mockup



Example provided by Lake Shore Industries