



City Council Agenda Item Report

FROM: Ryan Cummins, City Manager

MEETING DATE: May 27, 2025

SUBJECT: Temporary Signage at Holland/Blue Star

DESCRIPTION:

Last year, the wooden Saugatuck sign at Holland/Blue Star was hit by a car. The sign had previously been hit and was damaged beyond repair. At the time, staff obtained an estimate from the original sign maker, and it was estimated to cost nearly \$20,000. Staff sought direction from Council and the consensus at the time was to pursue a larger rebranding effort and have new signage match that.

Dollars for a rebranding effort (new logo, website, wayfinding, and signage designs) are included in the draft budget for next fiscal year. At the May 21 workshop, Council discussed signage for Holland/Blue Star and expressed a desire for temporary signage until the rebranding effort can take place. Discussion included Council Members Muncey, Gardner, and Dean constructing a temporary replica of the previous sign. Staff advised they would check with the Township as the sign would be located on their property.

Options

The DPW Superintendent advised the pieces of the previous sign are at Public Works and Council is welcome to view them to help replicate what was previously there. Superintendent Herbert also suggested a couple of additional ideas:

- The Saugatuck sign along the river (across from the fire boat dock) is similar to the previous sign. DPW could temporarily re-locate this to Holland/Blue Star and not have much cost. Here is a photo:



- Temporarily move the sign that is at North/Blue Star to Holland/Blue Star.

Township Feedback

I talked with the Township Manager, Daniel DeFranco. Manager DeFranco advised he is open to the City placing temporary signage at Holland and Blue Star. He noted that the intersection may be redesigned in the future. Manager DeFranco liked the idea of temporarily moving the sign along the river as it is similar to what was there before. He stated checking with the CVB to create temporary signage that is similar to what was used when the roundabout was under construction would result in sturdy materials and could be cost effective. He stated they paid a few thousand dollars for six of them. Manager DeFranco was not opposed to a temporary replica being created as long as it was good quality.

LEGAL REVIEW:

N/A at this time.

SAMPLE MOTIONS:

Motion to direct the City Manager to temporarily re-locate the Saugatuck sign along the river to Holland/Blue Star until new signage is designed and approved.

Motion to direct the City Manager to temporarily re-locate the sign at North/Blue Star to Holland/Blue Star.

Motion to allow Council Members Muncey, Gardner, and Dean to construct and install a temporary replica of the previous sign at Holland/Blue Star at a cost not to exceed _____.

Motion to direct the City Manager to work with the Convention and Visitors Bureau to create and install temporary signage at Holland/Blue Star at a cost not to exceed _____.

Dear Saugatuck City and Council,

I recently walked up Mount Baldy to check on the trees that were planted last fall by the SPHS Interact Club, I'm pleased to report that they are in bloom and doing well. However, I have noticed that the stairs are becoming increasingly dangerous and worn out. I wanted to bring this to your attention for consideration of repair and replacement.

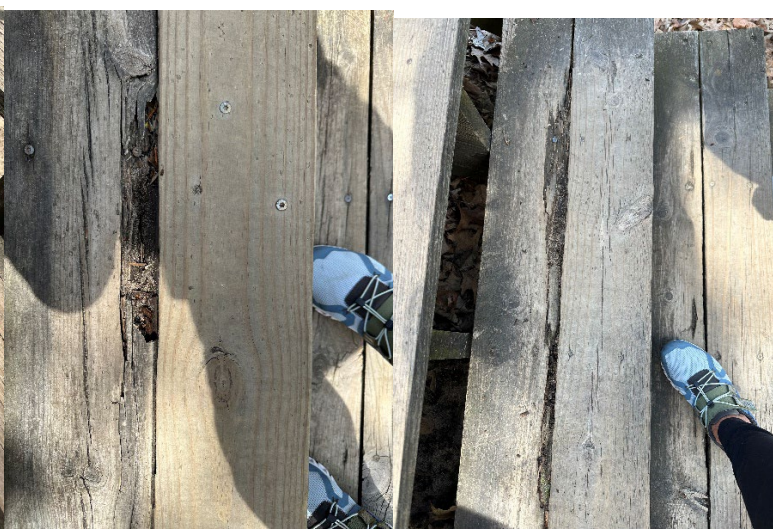
Additionally, I understood there were plans to install a new restroom and a platform this year, but it seems this has not yet been done. Could you please provide an update on the status of these projects and any delays?

Thank you for your time and attention to this matter and I look forward to hearing from you soon.

Best regards,

Renee Zita

985 Park St, Saugatuck, MI 49453





NOTICE

The CITY OF SAUGATUCK is accepting applications for appointments to the following Boards/Commissions for vacancies coming in July and August:

Historic District Commission:

The City of Saugatuck Historic District Commission (HDC) is a seven-member commission with an expertise in historic preservation or historic architecture that makes quasi-judiciary decisions on design review for proposed exterior work in the designated historic district. Commission members are residents of the City of Saugatuck appointed by the Mayor with City Council approval to serve three-year terms.

Saugatuck Historic District Commission meetings are held at Saugatuck City Hall, 102 Butler Street, Saugatuck, MI 49453 at 6:00 p.m. on the 1st Thursday of each month unless otherwise noted.

Planning Commission:

The City of Saugatuck Planning Commission is a 7 member commission empowered by City Council and is given the authority to establish procedures, standards and administrative rules whereby applicants are required to submit for review and approval a site development plan. The powers and duties of the Planning Commission are provided by Act No. 285 of the Public Acts of the State of Michigan, as amended.

Saugatuck Planning Commission meetings are held at Saugatuck City Hall, 102 Butler Street, Saugatuck, MI 49453 at 7:00 p.m. on the 3rd Thursday of each month unless otherwise noted.

Zoning Board of Appeals:

The City of Saugatuck Zoning Board of Appeals (ZBA) is a five member board with two alternates. They receive, review and decide on applications for variances, or relief from specific sections of the zoning ordinance. The ZBA is created to provide residents a forum at which they can appeal issues arising from interpretations of the City's zoning ordinance.

Saugatuck Zoning Board of Appeals meetings are held at Saugatuck City Hall, 102 Butler Street, Saugatuck, MI 49453 at 7:00 p.m. on the 2nd Thursday of each month unless otherwise noted.

Jamie Wolters

Saugatuck City Clerk

Dated: May 27, 2027

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