

Meeting Minutes Streetscape/Signage Subcommittee

Thursday, January 22, 2009
3:00 PM – 4:00 PM
Fremont City Hall
Council Chambers

Call to Order

The Streetscape/Signage Subcommittee was called to order by the DDA Chair, Lon Vredevelde, at 3:04 PM.

Members Present: Ron Vliem, Executive Director, Fremont Area Chamber of Commerce
Lon Vredevelde, DDA Chair

Others Present: Marianne Boerigter, DDA Subcommittee Chair
Bonnie Erber, DDA Subcommittee Chair

Members Absent: Ted Caris, Downtown Business & Property Owner
Merle Ross, Downtown Business & Property Owner
James Rynberg, Fremont Mayor

Staff Present: Bryan Gruesbeck, Fremont City Manager
Michele Ribant, Neighborhood & Economic Development Director

Guests: John Coram, Valley City Signs
Steve Volker, Valley City Signs

Update on Entryway Signage

Lon Vredevelde indicated that the entryway signs for the City will be in three locations, one at its current location at NC RESA, one in front of Stitches & More on the south end of town, and one sign (location yet to be determined) on the west side of town.

Michele Ribant added that Valley City Signs is determining if there is a way to use the existing materials ordered by Lakeshore Signs for the City entryway signs in a more elegant sign design than what was originally proposed. The City will then convey that design to Lakeshore Signs.

Update on Way-finding Signage Program

John Coram and Steve Volker, both of Valley City Signs, showed the Subcommittee designs for the following signs:

General Way-Finding Signage

Parking lot signs

Handicap signs

Kiosks

Farmers' Market Signs

It was the consensus of the Subcommittee to approve the aforementioned sign designs, subject to the following:

- That the panel on the way-finding signage for schools be red and white, the Fremont Public School colors, rather than orange.
- That, if budget is available, the placement of the kiosks should be as follows: (These locations are placed in priority order.)
 - Two small wall kiosks for the front entry of the Fremont Area Chamber of Commerce
 - Walmart near the front entrances (preferably the one to the east) (One-sided kiosk on legs)
 - Post Office (One sided kiosk on legs)
 - Library (One sided kiosk on legs)
 - Market Place on the south side of the pavilion in the landscape area (One sided kiosk on legs)

Other venues considered for the placement of Kiosks included:

- Veterans' Memorial Park
- Walkway on the NW block
- Walkway on the SW block

Michele Ribant indicated that she needs to seek approval to have Kiosks posted at some of these locations.

Update on Farmers' Market/Market Pavilion Signage

The Subcommittee recommended approval of the design of a sign that will contain the hours of the Farmers' Market. It was recommended that the sign on legs be placed on the south side of the pavilion in the landscaped area.

Bike Racks for the Downtown Commercial Blocks

Michele Ribant reported that the NC RESA students are making bike racks for the downtown. She indicated that Jimmy Smith from NC RESA will contact her when the first bike rack is complete.

Flowers for Downtown Fremont

Michele Ribant informed the Subcommittee that the City has ordered flowers for downtown Fremont for the 2009 season from Karnemaats. She indicated that they are going to insert fertilizer in each pot so that the DPW staff does not have to fertilize the pots each week. Ms. Ribant thanked Bonnie Erber for providing her with pictures of flowers from other communities. Ms. Ribant said that she and the Mayor got some of the ideas for the flowers from those pictures.

The Subcommittee suggested that the City do away with the lilies along Main Street. They thought the lilies looked scruffy. They wanted fresh landscaping to be planted. Bonnie Erber suggested that the Rotary Club, as a service project, pull the old landscaping and plant new landscaping. Michele Ribant said she needs to check this idea out with the DPW director. She said that she did not know if there was money in the budget to replace landscaping.

Adjournment

There being no further business of the Streetscape/Signage Subcommittee, the meeting concluded at 4:11 PM.