

Meeting Minutes Streetscape/Signage Subcommittee

Tuesday, November 11, 2008

9:00 AM – 10:00 AM

Fremont City Hall

Council Chambers

Call to Order

The Streetscape/Signage Subcommittee was called to order by the DDA Chair, Lon Vredeveld, at 9:07 AM.

Members Present: Ted Caris, Downtown Business & Property Owner
Merle Ross, Downtown Business & Property Owner
James Rynberg, Fremont Mayor
Ron Vliem, Executive Director, Fremont Area Chamber of
Commerce
Lon Vredeveld, DDA Chair

Others Present: Marianne Boerigter, DDA Subcommittee Chair

Staff Present: Michele Ribant, Neighborhood & Economic Development
Director

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

Discussion on Design of Way-finding Signage

John Coram indicated that Valley City Signs is pleased to be working with the City of Fremont on the way-finding signage system. Mr. Volker, the designer, explained that design follows function and that the design of the way-finding system should capture the soul or personality of the City.

Michele Ribant explained that the City is still working with MDOT to finalize the placement of the way-finding signage. John Coram indicated he would like to assist the City in working to obtain approval from MDOT for the placement and design of the signage.

Steve Volker then led a discussion on the design of the signage. A copy of the designs for the way-finding signage/directional signage as was provided to the City by Valley City Signs in its proposal was provided to the Subcommittee for comment. After some discussion, the Subcommittee decided the following:

- A price for kiosks should be provided. Kiosks will be considered for placement in the following locations:
 - City Hall
 - Post Office
 - Green Space east of Fifth Third Bank
 - Market Place Pavilion
 - Chamber of Commerce (wall kiosk)

The Chamber will update the kiosks on a regular basis (e.g., monthly) if the cost of printing changes is not too much.

- Different types of uses will have different colors on the way-finding signs. It was pointed out that according to MDOT, the hospital sign designated with a large “H” should have a separate distinct place on the way-finding signage, and it should be the traditional blue color.
- Churches and nonprofits should have the same color on the way-finding signage.
- The City should decide what signature events it would like to have listed on a way-finding signage. For example, the National Baby Food Festival will be one of those events. The City will be responsible for putting up and taking down those signs each year.
- Public Parking signs with an arrow should be placed on the way-finding signage on Main Street.
- The Police Department should be consulted as to what should appear on the public parking signs.
- Each public parking lot should be named (e.g., Lot A). The Police Department should be consulted as to what to name them.
- The base of the freestanding signs should be shown in black instead of putty.
- The location for the placement of the Farmers’ Market sign should be identified.
- The Town & Country Path should be listed on some of the pertinent way-finding signage. For example, the Town & Country Path could be added to the sign that directs people to the Fremont Lake Park or Branstrom Park. The color of the Town & Country Path logo should be considered as the color for the sign. If the logo itself will fit, it could also be used.
- The Fremont banner should appear at the top of each sign.
- Some of the sign locations can be consolidated, especially since the way-finding signage will be two-sided.
- A design for directional/parking signs for companies, such as Gerber, Dura Automotive, etc. should be created. The City can make these companies aware that the designs exist and can encourage their use.

Next Step in the Design Process

Steve Volker indicated he will fine-tune the designs based on the feedback received. John Coram said Valley City Signs will provide City staff with the revised designs for final sign-off. Michele Ribant indicated she would send an e-mail and let the Subcommittee know that the designs are available for review; she said she will give them

a three day review period. If the design is approved, Valley City Sign will then provide the City with a sample sign before all the signs are manufactured. Mr. Coram reported that the design phase of the project needs to be completed in January 2009 if the City is to have the signs up by Memorial Day 2009.

Adjournment

There being no further business of the Streetscape/Signage Subcommittee, the meeting concluded at 10:16 AM.