

Meeting Minutes
Downtown Development Authority (DDA) Subcommittee

Wednesday, February 6, 2008
3:00 PM – 4:00 PM
Fremont City Hall
Council Chambers

MEETING OF THE STREETScape/SIGNAGE SUBCOMMITTEE

Call to Order

The Streetscape/Signage Subcommittee meeting was called to order at 3:07 PM.

Streetscape/Signage Subcommittee

Members Present:	Merrill Ross	DDA Member
	Jim Rynberg	Fremont Mayor
	Lon Vredevelde	DDA Chair
Members Absent:	Ted Caris	Downtown Business and Property Owner
	Ron Vliem	Executive Director, Fremont Area Chamber of Commerce
Staff Present:	Michele Ribant	Neighborhood & Economic Development Director

Finalize Location of Fremont Entryway Signs

The Subcommittee decided that the placement of the entryway signs for Fremont should be placed in the following locations:

1. 56th & Stewart (There is going to be a new retaining wall built near the Stitches & More retail business on Stewart. It was suggested that a new entryway monument sign be placed in this location or that some kind of lettering be placed on the retaining wall with the name of the City on the wall. Staff was directed to look into the options.)
2. On 48th Street east of the City where the current entryway sign is located near the NC RESA building
3. On 48th Street in front of the Reeman Farm Equipment store

Staff is to look into obtaining permission to place these signs in these locations and to look into how these signs can be wired for lighting.

Review Monument Signage Designs

Michele Ribant showed the Subcommittee designs that were created by Fleis & Vandenbrink for monument signs for the Fremont Industrial Park. The designs were shown to get ideas as to what could be done at the entryways into the City. It was suggested that the monument signs for the Fremont Industrial Park coordinate with the ones for the City entryways.

The Subcommittee decided on the following regarding the entryway signs:

- The base of the sign should be made of brick.
- The service club logos/emblems should be placed on the base of the sign.
- The lettering on the sign should emulate that of the Fremont Market Place sign, and the word “Fremont” should be prominent.
- The colors for the signage should be green, cream and red to coordinate with the Market Place signage colors.
- Local sign companies, landscaping companies, and electrical companies should be included in the bid process.

Way-Finding Signage

Michele Ribant distributed feedback from MDOT with regard to way-finding signage. After some discussion, it was decided that staff would come up with a way-finding signage plan that worked within the MDOT rules, and the Subcommittee will decide where there may be some deficiencies in the plan, and they will then decide how to handle the deficiencies.

The Subcommittee decided that the way-finding signage should be green with cream.

Signage for Fremont Farmers Market/Market Place

The Subcommittee decided that the Fremont Market pavilion should be outlined on the way-finding signage as the “Market Place”.

Michele Ribant said that the Farmers Market Committee would like to advertise the Fremont Farmers Market using signage. She said the new Zoning Ordinance does not allow the Farmers Market Committee to use the existing sandwich boards that advertise the farmers market. Therefore, Lon Vredevelde suggested that flags be hung from the decorative streetlights along Merchant and Division and that the flags display the name “Fremont Farmers Market” and the word “Open” on it. The colors should coordinate with the summer banners and the Market Place banners.

Adjournment

There being no further business of the Streetscape/Signage Subcommittee, the meeting concluded at 4:12 p.m.