

MEETING MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) SUBCOMMITTEE

Wednesday, April 25, 2007
4:00 PM – 4:30 PM
Fremont City Hall
City Council Chambers

MEETING OF THE STREETScape/SIGNAGE SUBCOMMITTEE

Call to Order

The Streetscape/Signage Subcommittee meeting was called to order at 4:26 p.m.

Streetscape/Signage Subcommittee

Members Present:	Ron Vliem James Rynberg	Executive Director, Fremont Area Chamber of Commerce Fremont City Mayor
Members Absent:	Ted Caris	Fremont Business and Property Owner
Others Present:	Jeannie Caris Kay Cummings Don DeVries Rick Stout	Community Member MSU Newaygo County Extension Director Manager, Fleis & Vandenbrink Landscape architect, Fleis & Vandenbrink
Staff Present:	Chris Yonker Michele Ribant	Fremont City Manager Fremont Neighborhood & Economic Development Director

Selection of Signage for the Market Pavilion

Rick Stout presented ideas from Matt Zudweg of Carvedfish for the signs to be placed on the east and west sides of the Fremont Market pavilion. The Subcommittee provided the following comments:

- The Subcommittee liked the overall sign design.
- There needs to be more contrast between the lettering and the background color.
- We should see what it looks like if there was no shading in the lettering.
- We should try to see what off-white lettering would look like.
- We should try different border colors (e.g., green, khaki, etc.)
- We should try using a true red or burgundy for the sign background color.

The Subcommittee pointed out two sign designs (upper left hand corner and lower right hand corner) of the six designs presented that they liked best. Rick Stout was going to communicate the Subcommittee's preferences to Matt Zudweg and ask the designer to make adjustments in the colors based upon the Subcommittee's feedback. Mr. Stout was also going to find out how long it will take for the signs to be made and installed.

Input on Way-finding Signage

The Subcommittee identified the following entities as ones that should be reflected in the way-finding sign system to be developed in Fremont:

- Gerber Memorial Health Services & Pine Medical
- Parks (Branstrom, Arboretum, Veterans Memorial, Fremont Lake, Cherry Hill, Skate/Bike)

- Gerber Products Company (shipping & truck access as well as office/research parking)
- Public and private schools, facilities & athletic fields
- Fremont Lake (campground, boat launch, beach)
- Downtown District (Include reference to historic district if district is placed on the National Register of Historic Places)
- Dogwood Center for the Performing Arts
- Artsplace
- City Hall, Police & Fire Departments
- Fremont Industrial Park
- Fremont Municipal Airport
- Other recreation and tourism facilities (Bed & Breakfasts, Golf Course and Restaurant etc.)
- NC-RESA, Career Tech Center & Baker College Campus
- Fremont Area Chamber of Commerce
- Ag-tourism sites (e.g., Shigley Farms)
- Some sites not in Fremont but part of Fremont Community (e.g., observatory)
- General signs for Industrial park
- Cemeteries (Maple Grove, Indian and Pioneer)
- Post Office
- Recycling Center
- Newaygo County Fairgrounds
- Library
- Downtown parking

Michele Ribant asked the Subcommittee to let her know if anyone thinks of other ideas as to which entities should be represented on the way-finding signage. She said that the next step is to decide specifically what to call each entity on the sign. For example, should “Gerber Memorial Health Services” be called just that or “Gerber Hospital” or “Hospital”. It was expressed that the name on the sign should be as simple as possible.

Next Meeting

Thursday, May 10, 2007
4:00 p.m. – 4:30 p.m.
Fremont City Hall
Council Chambers

Adjournment

There being no further business of the Subcommittee, the meeting adjourned at 5:19 p.m.