

**Meeting Minutes
Downtown Development Authority (DDA) Subcommittee**

**Thursday, May 1, 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 3:05 PM.

Streetscape/Signage Subcommittee

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

Opening Comments

Michele Ribant thanked the Subcommittee for coming. She then showed them the picture of the flower planters that were purchased and will be displayed with flowers at the following corners:

- Main & Division
- Main & Merchant
- Main & Mechanic

Fremont Entryway Signs

Michele Ribant showed the Subcommittee a design for the entryway signs that had a place for the service club emblems and a design without the service club emblems. Ms. Ribant reported that she showed the designs to the Rotary Club, and they liked the design with the service club emblems. Michele Ribant also showed the Subcommittee pictures of the entryway sign in Whitehall that has the service club emblems on a separate sign

post located near the entryway signs. The Subcommittee did not want the emblems directly on the entryway signs, but they wanted to ensure there was a place for the service club signs near the entrances to the City. After much discussion on the entryway signs, the DDA Streetscape/Signage Subcommittee recommended the following to the Fremont City Council:

- That the entryway signs without the service club emblems be displayed at our city entryways
- That a separate sign post with the service club signs be displayed near the city entrances and that specific attention be given to the placement of the service club signs in relation to the entryway signs so that the entryway signs are most prominent but that the service club signs are clearly visible and aesthetically placed.
- That the colors of the entryway signs match the colors of the Fremont Market Place sign on the pavilion
- That the entryway monument sign be used in all three locations, including the 56th Street location and that the retaining wall not be used as an entryway sign.
- That the location of the entryway signs be as follows:
 1. 56th & Stewart (2nd choice for southern entry to the city is NW corner of Cedar and Stewart)
 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

Ms. Ribant reported she is working to obtain permission to place these signs in these locations and to look into how these signs can be wired for lighting and irrigation.

Farmers Market Signage

Michele Ribant showed the Subcommittee a picture of a flag that would be mounted on a pole and put into a ground grabber spike. It was explained that a flag that draped from the streetlight would be hard to read and that there was concern that the flag would drape too far into the MDOT right-of-way. The Subcommittee liked the idea of having a flag mounted on a pole to be placed in the ground, but they wanted City staff to make sure the quality of the flag was in keeping with the quality of the banners that are currently hanging over Main Street. The Subcommittee wanted to make sure the material was sunbrella and that there were rods in the flags that would support the flag. It was suggested that one of the flags be placed in the west end of town on market day.

Way-Finding Signage

Michele Ribant provided the Subcommittee with a Fremont Sign Inventory list. It outlined the location of miscellaneous signs within the City of Fremont, such as the

church signs. The Subcommittee reviewed the rules that MDOT has with regard to signage. They also reviewed a letter sent by attorney Rick A. Prysock on behalf of Ramshorn on the Lake that outlined specific signage requests. The Subcommittee expressed a desire to work with Ramshorn on the Lakes to the extent that they could. They indicated that they were not opposed to putting “Golf course” on the wayfinding signage system; however, the Subcommittee recognized that there may be some obstacles from MDOT in doing so.

The Subcommittee gave City staff some names of places that were important to include on the wayfinding signage system. City staff is to come to the next meeting with a preliminary wayfinding signage plan and examples of wayfinding signage from other communities so that they can begin to decide on the wayfinding signage system and design for Fremont.

Next Meeting

Streetscape/Signage Subcommittee
Wednesday, June 18, 2008
3:00 p.m.
Fremont City Hall

Adjournment

There being no further business of the Streetscape/Signage Subcommittee, the meeting concluded at 4:22 p.m.