

MEETING MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) SUBCOMMITTEE

Wednesday, June 6, 2007
3:00 PM – 4:00 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 3:07 p.m.

Streetscape/Signage Subcommittee

Members Present:	Ron Vliem James Rynberg Lon Vredevelde	Executive Director, Fremont Area Chamber of Commerce Fremont City Mayor DDA Chair
Members Absent:	Ted Caris	Downtown Business and Property Owner
Others Present:	Rick Stout Timothy Terry Leighann Mikesell	Landscape Architect, Fleis & Vandenbrink Traffic & Safety Engineer, MDOT Development Engineer, MDOT
Staff Present:	Chris Yonker Brian Hettinger Michele Ribant	Fremont City Manager Fremont DPW Director Fremont Neighborhood & Economic Development Director

Selection of Signage for the Fremont Market Place

The final mock-up for the signage for the Fremont Market Place was shown and approved by the Subcommittee. The final signage was red with cream lettering and a green border.

Update on Banners for the Market Pavilion

A mock-up for the banners to be placed on the decorative streetlights in the NE Downtown public parking lot was shown to the Subcommittee. The banners will be red with yellow lettering, and an outline of the Market Pavilion will be illustrated on the banner. The colors of the banner are to coordinate with the colors of the pavilion signage and the flowers selected to be hung on the pavilion.

Input on Way-finding Signage

Tim Terry and Leighann Mikesell of MDOT were welcomed. Michele Ribant explained that the City and its DDA were in the midst of designing wayfinding signage for the City and that the City was informed by representatives from Fleis & Vandenbrink that wayfinding signage would not be allowed in the MDOT right-of-way. Tim Terry confirmed that that was true, and he also indicated that if wayfinding signage can be seen from a MDOT right-of-way, that only generic signs (e.g., hospital) can be used. The signage should not promote a particular business. In other words, the signage should not have the full name of the entity on the sign.

It was disclosed that the City plans to allow awnings, gooseneck lighting and projecting signs in Downtown Fremont. Tim Terry informed the Subcommittee that these elements were not allowed in

MDOT's right-of-way. Tim Terry was asked to look into how we could allow these elements and still be in keeping with MDOT's rules. Tim Terry was also asked to provide the City with information on the rules for outdoor café's along the trunkline.

Next Meeting

Wednesday, June 20, 2007
4:00 p.m. – 5:00 p.m.
Fremont City Hall
Council Chambers

Adjournment

There being no further business of the Subcommittee, the meeting adjourned at 4:12 p.m.