

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

**Thursday, August 21, 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 3:09 PM.

Streetscape/Signage Subcommittee

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

Fremont Entryway Signs

Michele Ribant showed the Subcommittee the final design for the entryway signs. She informed them that the colors of the sign will emulate the colors on the Market Place Pavilion sign. She went on to say that the NC RESA Board approved the placement of the new sign in the same location as the old sign on their property and that she has obtained a zoning permit for that sign. She said she is working on getting permission to place the other two entryway signs as follows:

1. West side of town: South side of 48th Street, west of Reeman's Farm Equipment
2. South side of town: Near Stitches and More on Stewart/Warner

Farmers Market Signage

Michele Ribant showed the Subcommittee the new flag that is being used to advertise the Fremont Farmers' Market. The Subcommittee agreed that as part of the way-finding signage system, there should be a sign that outlines the hours of the Fremont Farmers' Market.

Input on Design of Bike Racks for the Downtown Commercial Blocks

It was reported that in the DDA's 2008/2009 budget funds have been allocated for bike racks for the downtown commercial blocks. The NE downtown block already has a bike rack, so the DDA only needs to provide bike racks for the other three (3) downtown blocks. Michele Ribant showed the Subcommittee three bike rack designs with pricing information. Due to the high cost of shipping, it was decided that the City should work with NC RESA and ask that the kids in the welding program create the bike racks.

Discussion on Design and Placement of Way-Finding Signage

The Subcommittee discussed the design and placement of the way-finding signage for Fremont, and the following was decided:

- An RFP should be sent to sign companies, and the RFP should require them to provide a break out of costs for the following:
 - Design - 2 parts: Way-finding and supporting signage (e.g., No Parking signs)
 - Manufacturing
 - Installation
- The RFP should request the following:
 - Sample Design Drawing
 - References
 - Samples/Illustrations of other Work
- The way-finding signage should include the city logo and the name "Fremont" in the design.
- The colors of the way-finding signage should be green with cream and red, the same colors used in the Fremont Market Place pavilion sign.
- The names of places outlined on the way-finding signage should be interchangeable, whether as part of an arrow or some other design. This will give the City latitude to change names on signs if need be.
- There will be supporting signage as part of the way-finding signage design package, and the Subcommittee decided the following in terms of what type of supporting signage to have:
 - Handicap Parking Signs: Yes. These signs should be in all the downtown public parking lots and at City Hall, the Library, Vets Park, etc.
 - Public Restroom Signs: Not necessary

- Public Parking Directional Signs: Yes. These signs could be placed on the way-finding signage, if possible. The City could expand the use of these signs to other areas of the City (e.g., parks).
- Public Parking Lot Signs (e.g., 12 hour parking): Yes. These signs should be in all the downtown public parking lots.
- Fremont Farmers' Market: Yes. There should be a sign outlining the hours of the Fremont Farmers' Market.
- Directional Signs for Truck Traffic: Yes. The City should contact MPH to get feedback on where these signs should be located to help direct truck traffic.
- The City should go back to MDOT and inquire on how we can accommodate church signs within Fremont.
- After carefully reviewing where signage directing the public to the hospital should be, it was decided that the City should contact Gerber Memorial Health Services to ask them to review and give input on the Subcommittee's recommendation.
- The Subcommittee reviewed the list of where the way-finding signage should be located throughout the City and what should be on each sign. It was decided that only 4-6 destinations should be listed on each sign.
- It was decided that as many of the miscellaneous signs as possible should come down in the City in order to clean up the signage in Fremont.

Adjournment

There being no further business of the Streetscape/Signage Subcommittee, the meeting concluded at 4:11 p.m.