

Wolfeboro Planning Board  
Wayfinding Sign Committee  
Meeting Minutes  
March 1, 2019

Attendees: Roger Murray, John Thurston, Peter Goodwin, Mary DeVries, Julie Jacobs, Matt Sullivan, Kathy Barnard

Kathy called the meeting to order at 8:01 AM.

The January 4, 2019 minutes were reviewed. Mary made a motion to approve the minutes. Roger seconded the motion. All of the members voted in favor of the motion except for John, who abstained.

The committee then discussed the Wayfinding Sign Committee report dated 1/5/19 – draft rev 1/23/19. The report was presented to the Planning Board at the 1/22/19 Planning Board meeting. Matt indicated that draft rev.1/23/19 should be removed from the document. Roger said the wording in the existing ordinance needs to be included in the proposed ordinance regarding the change of direction issue. It was decided that issue and other issues would be discussed when the committee makes the proposed changes to the ordinance.

John made a motion to propose an ordinance change to only allow wayfinding signs on public property. Julie seconded the motion. All of the committee members supported the motion. Further it was stated that if wayfinding signs were allowed on private property it could not be implemented in a fair and equitable manner for business owners.

There was a discussion about the existing signs on private property. These could be considered pre-existing signs and allowed to continue as they exist today with no additional signs allowed. Some members felt these signs should obtain a permit. However, the majority of the committee did not support this suggestion.

This issue will be discussed further since the committee wants documentation of the existing signs that already exist on private property.

Committee members further discussed the signs on public property. It was suggested (and there was agreement) that the Town install the sign posts and be responsible for maintenance of the post. The vendor would then be responsible for installing and maintaining the individual signs.

Further there was discussion that the Town may want to consider having only 2 or 3 vendors who could obtain permits to put the signs on the Town's posts.

The committee will tour the greater downtown area on Friday, March 15, 2019 at 8:00 AM to determine suitable locations on public property for the sign posts.

The committee then discussed the map submitted by the EDC for review by the Wayfinding sign committee. Committee members felt that the existing maps on the three kiosks better meet the needs of the public by directing them to Town attractions. The committee members want to update the existing maps for the kiosks. Matt will redo the maps and make certain they are more durable and ready for installation in May 2019. Committee members felt the kiosks need to advertise current events/activities and help promote Town activities. It was also mentioned that someone needs to have weekly responsible for maintaining the kiosks. It was mentioned that a kiosk is needed at The Libby Museum and the Foss Field pavilion. One member mentioned that wayfinding signs are obsolete. Other members felt that in the downtown area the signs are a benefit to visitors.

Peter Goodwin made a motion to adjourn and John seconded the motion. All agreed to adjourn.

Meeting adjourned at 9:40 AM.

Submitted by  
Kathy Barnard