

Wolfeboro Planning Board  
Wayfinding Sign Committee  
Meeting Minutes  
December 4, 2018; amended and approved on 1/4/19

Attendees: Peter Goodwin; Roger Murray; Mary DeVries; Julie Jacobs; Matt Sullivan; Kathy Barnard.  
Member of the public – Jerome Holden

Kathy called the meeting to order at 8:02 AM.

The November 5, 2018 meeting minutes were reviewed. Roger made a motion to approve the minutes. Peter seconded the motion. All voted in favor of approving the minutes as presented.

The purpose of the meeting was to review versions (dated 11/18/18) of the current ordinance for wayfinding signs with modifications (allowing wayfinding signs on public property) and the modified ordinance which would allow wayfinding signs on private property.

Matt acknowledged receipt of some comments from Peter and said he had forwarded the comments to all committee members. Matt also said he had heard from Paul Zimmerman who supported both modified ordinances.

Committee members began the discussion by making changes to the 11/18/18 current ordinance.

E. 1 – remove - signs shall be permitted within the setback area

The new wording will be all signs, except business directional signs, shall be prohibited within public right – of – ways provided its placement does not cause safety, etc.

E. 3 – remove Greater Downtown Area; Correct Wolfeboro Falls by adding Limited Business District.

E. 5 – remove the sentence beginning with Business directional signs.

Roger suggested adding back in the following: Business directional signs shall be limited to one at each intersection where travelers must change direction from one public way to another to reach a particular business to a maximum of two within the Town for the business.

E. 6 - remove

E. 7 – after All add business directional.

Committee members then discussed the existing wayfinding sign ordinance:

The existing ordinance does not work therefore it needs to be amended.

The ordinance was originally adopted in order to support concerns brought to the Planning Board about the visibility of the downtown businesses.

The wayfinding signs were established in order to help the pedestrian traffic in the greater downtown area walk to various businesses.

The existing ordinance does not work because there are insufficient locations in the public right of way to safely locate signs.

The Wayfinding sign committee has looked at many options and wants to be fair to all merchants.

The committee has agreed that 3 or 4 kiosks would be a benefit to businesses and visitors.

Also, the creation of a map could be a benefit to all.

Julie indicated she is not in favor of wayfinding signs, but does support kiosks and a map.

The consensus of the committee was to attempt to develop an ordinance for wayfinding signs on public property. The concern was that private property owners could say “no” to some businesses. 1/4/19 addition – Also, higher fees could be charged to businesses by the owner of the posts.

A motion was made by Peter and seconded by Kathy to forward to the Planning Board the ordinance that would regulate wayfinding signs on public property.

Discussion:

Who will pay for the signs?

Who will install and maintain the posts and signs?

Who will be allowed to dig a hole in the public right of way?

How will this be implemented?

We want to support businesses in a fair and equitable way, but this will limit the number of businesses on the posts.

This proposed ordinance has many flaws and will not work.

The question was called on the motion.

All voted against the motion.

It was suggested that the Wayfinding sign committee needs to file a report on its findings and send it to the Planning Board.

Matt and Kathy will work on the report for the committee to review at a meeting in January (date to be determined).

Public Comment:

Jerome Holden comment noting that in his opinion the “setback” in the existing ordinance covers signage on private property. He also noted that there are existing examples of signs on posts that point in multiple directions (‘criss-cross’) and that these signs are not for residents but for visitors. Mr. Holden owns two (2) of the existing posts on Center Street. He is the owner and claims control of the signage thereon. Roger Kent’s sign is owned/controlled by him and he charges a fee for placement on the post. 1/4/19 addition – Committee members listened to these comments except Kathy Barnard, who had to leave the meeting for another commitment

Adjournment:

Roger Murray moved to adjourn the meeting at 9:21AM, Julie Jacobs seconded. All in favor.

The meeting adjourned.

Submitted by

Kathy Barnard