

Wolfeboro Planning Board  
Wayfinding Sign Committee  
Meeting Minutes  
March 15, 2019

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

Kathy called the meeting to order at 8:00 AM.

The March 1, 2019 minutes were reviewed. Peter made a motion to approve the minutes. Roger seconded the motion. All voted in favor of approving the minutes as presented.

There was a brief discussion about the petition warrant article regarding wayfinding signs. This article did not pass.

Kathy confirmed with the committee members that the committee did not want to propose an ordinance that allows wayfinding signs on private property. The committee's focus would be on proposing an ordinance for new wayfinding signs on public property only in the greater downtown area. Committee members agreed. There was a discussion about the existing wayfinding signs on private property. The consensus of the committee members was that these signs require more discussion. Some of those signs (already existing on private property) have permits and should be allowed to remain. Also, some consideration needs to be given to the existing signs with no permits. This issue needs more discussion.

Committee members then reviewed 12 post locations.

Bay/Mill – not clearly on public property – good location, but needs further review  
Brummit Court/ S Main – removed  
Depot/ Glendon – removed/preexisting  
Elm/Center – has permit. On Town property (parking lot)  
Glendon/S Main – only one sign has permit/ may be on public property  
Grove/Center – some signs have permits/on public property  
Nancy/ N Main – no wayfinding sign – has sign for the Yacht club  
Lake/ N Main – no permit – need to determine if it is on public or private property  
Mill/ N Main – on private property  
Pine/Center – may be on public property  
Railroad /S Main – knocked down  
Union/ S Main – taken down – in front of Town Hall

Committee members agreed that safety needs to be a major consideration when determining suitable locations for wayfinding sign posts.

The sign ordinance already states that signs need to be removed when a business ceases operating. It needs to be clear that the wayfinding signs need to also be removed.

There was a discussion about the existing wayfinding signs. If the signs have a permit, the sign can remain. This includes the signs on private property. If the business no longer exists, the sign needs to be removed.

If the signs do not have a permit, a letter should be sent advising the business they do not have a permit.

The committee members discussed the posts on public property. It was determined that the Town should own the post. Town employees OR qualified sign contractors should dig the holes and install the post.

The new posts will need to have permits.

The posts should be in pre-determined, specific locations.

No rental fees can be charged by the sign contractor for the signs on the posts on public property.

Kathy reminded the committee members that the committee needs to focus on the ordinance amendments. Some of the issues being discussed are procedural/administrative and will be developed by the staff.

The next committee task is to determine suitable, safe locations for the wayfinding sign posts in the greater downtown area.

A walking tour (the next meeting) is scheduled for Friday, March 22, 2019, 8:00 AM. The committee will meet at Town Hall and proceed to various locations from Town Hall.

After the sign location issue has been addressed, the next committee issue will be finalizing wording in the proposed ordinance.

Meeting adjourned at 9:31 AM

Submitted by  
Kathy Barnard