

Wolfeboro Planning Board  
Wayfinding Sign Committee  
Meeting Minutes  
January 4, 2019

Attendees: Roger Murray; Julie Jacobs; Peter Goodwin; Mary DeVries; Matt Sullivan; Kathy Barnard.

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

The December 4, 2018 minutes were reviewed. At the request of committee members two amendments were made to the minutes. The first amendment - On page 2, the paragraph beginning with The consensus, ADD Also, higher fees could be charged to businesses by the owner of the posts. The second amendment – Amend the paragraph on Public comment by adding the following sentence at the end of the paragraph – Committee members listened to these comments except Kathy Barnard, who had to leave the meeting for another commitment. Julie made a motion to approve the minutes as amended. Mary seconded the motion. All voted in favor of the motion.

The committee then discussed the petition warrant article, submitted 12/4/18, to amend the Business Directional signs (175 – 44, E, 1, 2) section of the zoning ordinance. Committee members discussed the following concerns about this warrant article if it is passed by the voters in March:

- This will allow business directional signs on private properties and in the Town right-of-way throughout the Town.

- This petition does not allow business directional signs on the State right-of-way.

- The wording in the petition warrant article seems to allow only one business directional sign on a post.

- Who will install and maintain the posts and signs?

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

- The existing section of the ordinance was adopted to help pedestrians in the greater downtown area locate businesses. These amendments do not meet the original intent of this section of the ordinance since the business directional signs would be allowed throughout the entire Town.

- The authority for implementing this section of the ordinance will be given to the Code Officer.

- This only applies to new signs.

- How many posts will be allowed at intersections – this is unclear. If multiple posts are allowed this can be a safety issue.

- There is no height limit for the posts.

- There is no limit on the number of signs on a post.

- Does a private property owner have any “say” if a post is on the Town right-of-way in front of his/her property?

- This is off premises advertising.

There is no limitation on the number of signs that would be allowed throughout Town. This proposal is not in the best interest of the Town.

The post owner can charge a business owner an unspecified amount to install a sign on a post.

One member said the committee should draft an ordinance similar to the ordinance discussed at the 12/4/18 committee meeting and submit it to the Planning Board at the next meeting for consideration. The risk is that the petition warrant article passes. Another member felt we should not propose an ordinance. Instead we need to inform the community members about the concerns we have about the proposed petition warrant article. Matt mentioned that due to the required legal notices there may not be time to propose an amendment for the warrant this year.

There will be a public hearing for this petition warrant article at the 1/22/19 Planning Board meeting.

A committee member asked if the Town has the authority to remove a sign from private property if it violates the zoning ordinance. Matt said yes.

Matt and Kathy will prepare a position paper for the Planning Board for the 1/22/19 Planning Board meeting. It will include issues the committee has considered during our committee meetings. This will be circulated to committee members. The committee members can provide Matt with suggested changes/additions.

A motion was made by Peter and seconded by Mary to adjourn the meeting.

Meeting adjourned at 8:55 AM

Submitted by  
Kathy Barnard