

Wolfeboro Planning Board  
Wayfinding Sign Committee  
Meeting Minutes  
December 1, 2017

Attendees: Roger Murray, Paul Zimmerman, Mary DeVries, Peter Goodwin, Julie Jacobs,  
John Thurston, Kathy Barnard, Matt Sullivan (Planning and Development Director),  
Terri Harriman (member of the public)

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

The November 2, 2017 minutes were reviewed. The following corrections/additions were made - add after Jerome Holden (member of the public); add - John Thurston and Paul Zimmerman were absent. A motion was made, seconded and all voted in favor of accepting the minutes as corrected.

Matt reviewed the off premise sign ordinances from Meredith, Milford, Sarasota, Freeport and Saratoga Springs.

The group agreed that Milford's ordinance was the closest to the type of wayfinding signs we are considering.

Matt read the purpose statement from Milford.

The statement seemed to reflect the type of program the committee wants to consider, except the statement refers to outdoor advertising signs. The type of signs the Wayfinding sign committee is considering are directional signs.

The committee discussed the following:

- Consider a permit fee

- Include a provision to remove the sign when the business no longer exists

- Do we want signs on private property as well as the Town ROW

- Need to address safety issues

- Need to consider fairness issues - all businesses have a right to request a way finding sign

- The existing ordinance works well except there should be an amendment to remove the Director of Public Works and include the Code Officer.

- If way finding signs are allowed on private property can private property owners exclude a certain business (this issue would need to be addressed).

- The sign specs in the existing ordinance should be retained.

- If signs are allowed in specific locations in the Town ROW, this will need approval from the Board of Selectmen.

Matt will prepare 2 proposed ordinance amendments:

- The existing ordinance - amend as follows: include the Code Officer, permit fee, note specific locations, remove the Director of Public Works.

- A new provision in the ordinance that allows wayfinding signs off premises and on private property at specific intersections in the Central Business District; same specifications as the existing ordinance, require a permit fee.

There was a discussion about the existing kiosks - Railroad Station, Dockside, Foss Field. Matt expressed his concern about the cost of replacing these 3 existing kiosks and adding more locations.

Matt also feels the Dockside kiosk location needs to be changed.

There was discussion about improving the appearance of the existing kiosks and installing new maps by Spring 2018. Kathy said she would be the “caretaker” of the 3 kiosks.

The next meeting is scheduled for January 12, 2018, Friday, 8:00 AM in the Annex conference room.

Meeting adjourned at 9:20 AM.

Submitted by  
Kathy Barnard