

**TOWN OF WOLFEBORO
PLANNING BOARD
January 20, 2015
MINUTES**

Members Present: Kathy Barnard, Chairman, Stacie Jo Pope, Vice-Chairman, Brad Harriman, Selectmen's Representative, Mike Hodder, John Thurston, Paul O'Brien, Members, Chuck Storm, Alternate.

Members Absent: Vaune Dugan, Member, Dave Alessandroni, Alternate.

Staff Present: Rob Houseman, Director of Planning & Development, Lee Ann Keathley, Secretary.

Chairman Barnard opened the meeting at 7:00 PM at the Wolfeboro Public Library.

Chairman Barnard appointed Chuck Storm, Alternate, to sit in for Vaune Dugan, Member.

I. Public Hearing

Central Business District Zoning Changes

Kathy Barnard stated the public hearing for the Central Business District zoning changes was continued from 12/16/14. She stated a second public hearing was required due to changes from the original proposal; noting the original proposal included a 5' setback for commercial buildings. She stated following receipt of public testimony, the Board changed the setback from 5' to 0' for commercial buildings. She stated the ordinance allows for inns consisting of 50 beds and noted the Board received public testimony to consider allowing an increase in the number of beds; noting the Board would consider such.

Rob Houseman reviewed a Powerpoint presentation regarding such, see attached.

Chairman Barnard opened the public hearing.

Jerome Holden, Grove Street, stated he is in favor of the 0' setback.

Maggie Stier asked if every street is typically characterized by a 5' setback and questioned if that setback currently exists or if greater setbacks currently exist.

Rob Houseman reviewed the following existing setbacks for the district; front yard setback of 0' for commercial, 30' for residential and 10' for multi-family, side yard and rear setbacks of 0' for commercial, 10' for residential and 6' for multi-family.

There being no further questions or comments, Chairman Barnard closed the public hearing.

It was moved by Chuck Storm and seconded by John Thurston to move Central Business District Zoning Changes to Town Warrant. All members voted in favor. The motion passed.

II. Public Forum

Pedestrian Wayfinding Signs

Rob Houseman reviewed the PowerPoint presentation, see attached.

Kathy Barnard stated the Board spent a lot of time when developing the Sign Ordinance in 2009 however, she noted the ordinance doesn't accurately reflect the discussions. She stated the Board is currently discussing

issues associated with the ordinance and have not come to any conclusions to date. She noted the Board has discussed more visibility for those businesses not located on Main Street.

Cindy Patten, Black's Gift Shop, questioned signage along the Bridge Falls Path.

Kathy Barnard stated the Board has discussed placing a kiosk at the crossing of Center Street and the Bridge Falls Path.

Julie Jacobs, Blacksmith Printing, stated a lot of people get lost along the trail (Bridge Falls Path) and recommended including direction to Town from that location.

Paul O'Brien stated the Board also discussed placing signage/kiosk at Abenaki on the trail.

Rob Houseman stated additional locations for the kiosks were identified; noting the locations were Albee Beach, Abenaki and the junction of the Bridge Falls Path and Center Street.

Lisa Lutts, NH Boat Museum, stated she is in favor of the multi-prong effect. She stated the NH Boat Museum will be moving from Center Street to Bay Street; noting the importance of directing tourists to the new location. She stated a lot of their customers do not use smart phone technology; noting the museum tends to draw an elderly population.

Stacie Jo Pope stated the Board discussed having paper maps available at the kiosks.

Linda Murray recommended the kiosks include names of the businesses.

Jerome Holden, JC Signs, stated the signs are business directional signs and not just pedestrian signs. He stated 4" letters can be read at 40 mph and noted two different locations are needed for business directional signs. He asked why customers cannot get permits since the law is on the books. He recommended making the post at Railroad Avenue taller.

Cindy Patten stated she has an issue with making the Railroad Avenue post taller; noting such would interfere with her awnings.

Chris Patten stated Dave Ford explored concerns regarding height regulations and noted the post is located on a State highway.

Jerome Holden stated he likes the ordinance as it currently is, except for his recommended changes he submitted at a previous Planning Board meeting.

Paul O'Brien stated the current sign posts do not accommodate for in and out business and asked how businesses could be accommodated. He asked what the merchants would want to see changed and/or different.

Lisa Lutts stated the Saratoga example is very attractive; noting the signs need to be more attractive than what currently exists. She commented that tourists and residents need the signs.

Rob Houseman stated he heard comments regarding non-pedestrian signs. He stated Wolfeboro doesn't own its State highways rather, such are owned by the State of NH therefore, the Town's ordinance has to comply with State regulations. He stated the State owns the right-of-way; noting the Downtown core is a white line to white line agreement. He stated that although 4" lettering can be read, not all signs have that size lettering.

Kathy Barnard requested input regarding kiosks.

Jerome Holden stated he agrees with placing additional kiosks at various locations.

Linda Murray stated the Town provides for a flag, an A-frame sign, 2 business signs and a directional sign for each business and expressed concern for visual clutter. She stated the Town is providing opportunities for businesses.

John Thurston stated there are no signs on the Avery building side of the road and questioned if there is a concept for that area.

Stacie Jo Pope stated a kiosk is currently located at the Town Docks and the Board has discussed including a paper map and list of businesses at the kiosks.

Maggie Stier expressed concern for visual clutter in the community and questioned whether every business has to have a sign. She stated a sign could be an option if the business has a web presence and directory.

Julie Jacobs stated a lot of people ask directions to Alton.

John Thurston stated the solutions should include everyone such as Clarke Plaza businesses. He stated a good effort to include everyone and to be fair has to be made.

Stacie Jo Pope recommended a combination of efforts which include additional kiosks with the names of businesses and pedestrian wayfinding signs.

Rob Houseman recommended a subcommittee of the Planning Board work on the issues and stated that although it may be desirable to locate a post/signage at the intersection of South Main Street and Center Street, it would not be a good decision to do so. He asked whether a business on Main Street warrant a directional sign.

Stacie Jo Pope stated businesses could be accommodated by including them on kiosks and maps.

Kathy Barnard requested input regarding uniformity of signs.

Julie Jacobs stated she likes the existing hodge-podge look.

John Thurston asked if there is any merit in going to street signs similar to page 5.

Maggie Stier stated a tiered concept makes sense and noted that it is not advertising rather, it is wayfinding.

Mike Hodder agreed with Ms. Stier and stated that the signs are intended for pedestrians and not advertising businesses.

Jerome Holden stated he didn't understand the ordinance to be signage for walking pedestrians.

Mike Hodder stated the black and white signs are easy to read.

Cindy Patten stated that having consistency especially in the Downtown corridor acts as a visual clue; noting a consistent format is helpful.

Mike Hodder stated when he moved to Town the Wolfeboro Diner's placemat was a map of the Downtown area.

Julie Jacobs stated most of the signs on the posts are signs of year round businesses. She stated a lot of the signs match the business signs on the buildings.

Chris Patten recommended a two prong approach for the Downtown area and Bay Street businesses; noting the latter is accessed by vehicles rather than by pedestrians. He recommended addressing both walking corridors and driving corridors.

Linda Murray stated there is a need to also move people beyond the Downtown core.

Mike Hodder stated no one from the Marketplace and Clarke Plaza is present to represent their needs and interests. Therefore, he stated the Board should reach out to those businesses.

Stacie Jo Pope asked if the businesses in Clarke Plaza are members of the Chamber of Commerce.

Mary DeVries stated the Chamber of Commerce informed their members of the meeting.

Paul O'Brien stated that it needs to be clear how the information is maintained and updated and questioned posts to locate civic buildings.

Mike Hodder stated it is clear the current system isn't working and recommended a hierarchal structure that directs people to Town and then a different system once in the Town.

Cindy Patten stated the Saratoga ordinance has such a system. She agreed with Mr. Hodder with regard to having driving directional signs that lead to smaller pedestrian signs accompanied by kiosks and maps.

Mike Hodder stated the Board had discussed hiring a consultant to perform a study. He stated it is important to have additional people attend the meetings.

Julie Jacobs stated the Pathways Committee is absent from the meeting.

Paul O'Brien stated there needs to be as many stakeholders as possible to participate and contribute. He recommended focus groups.

Cindy Patten stated she believes the issue can be solved without a consultant.

Mary DeVries stated it is important to bring businesses together and hear from all of them. She stated she believes the business owners will say that the signs are an advertising tool. She stated she would assist with communication to the businesses.

John Thurston asked Ms. DeVries to communicate to the businesses that the Planning Board wants to incorporate options and not take away opportunities.

III. Public Comment

None.

IV. Informational Items

Historic Property Inventory

The Board agreed to discuss such at the 2/10/15 meeting.

Petitioned Zoning Amendment

Rob Houseman stated he obtained guidance from Town Counsel following the public hearing for the Petitioned Zoning Amendment. He questioned whether the Board would be interested in developing a press release for the newspaper prior to Town Meeting as to the Board's position. He stated customarily the Board provides an educational outreach with regard to Petitioned Warrant Articles. He stated there were members of the public who were confused; noting the confusion stemmed from differing legal opinions.

The Board tabled discussion of such.

V. Planning Board Subcommittee Reports

No reports.

VI. Approval of Minutes

January 6, 2015

Corrections:

Page 3, 2nd paragraph, 3rd line; change “descending” to “dissenting”

Page 5, 5th paragraph, 2nd line; change “what” to “that” and strike “was” and insert “from a nonpetitioner Charles Wiebel”

Page 5, 5th paragraph, 3rd line; strike “notion and”

Page 5, 5th paragraph, 4th line; strike “he didn’t hear anything about that” and replace with “were never raised by the petitioners”

Page 5, 5th paragraph, 5th line; change “having” to “that”

It was moved by Chuck Storm and seconded by Stacie Jo Pope to approve the January 6, 2015 Wolfeboro Planning Board minutes as amended. All members voted in favor. The motion passed.

VII. New/Other Business

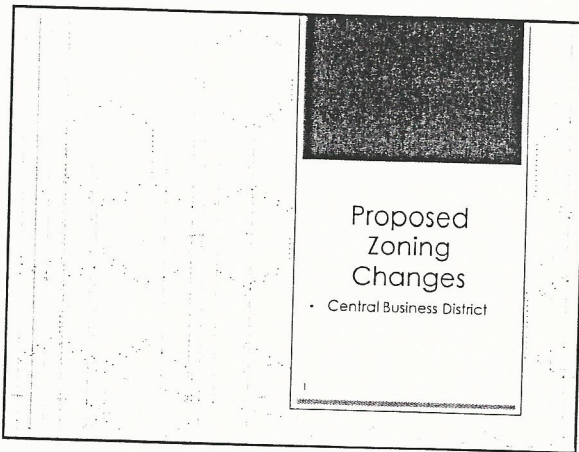
None.

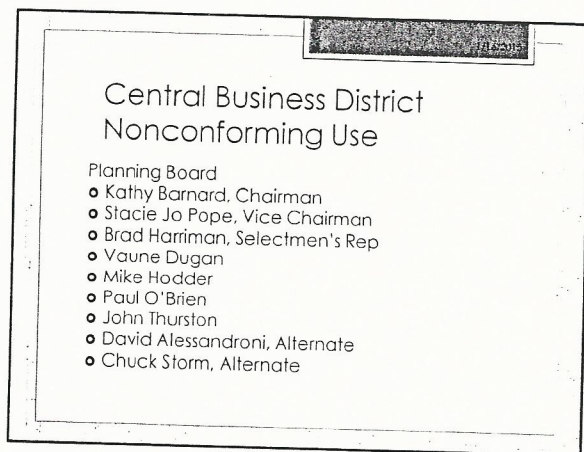
It was moved by Paul O’Brien and seconded by Mike Hodder to adjourn the January 20, 2015 Wolfeboro Planning Board meeting. All members voted in favor. The motion passed.

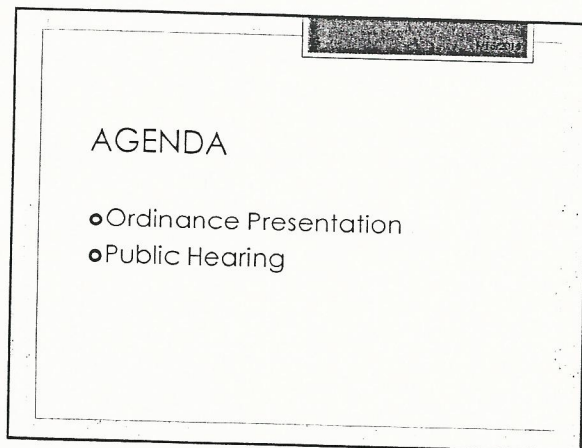
There being no further business, the meeting adjourned at 9:12PM.

Respectfully Submitted,
Lee Ann Keathley
Lee Ann Keathley

*****Please note these minutes are subject to amendments and approval at a later date.*****







Article XIV. Commercial District C1 Central Business District

§ 175-90. Setback requirements, height requirements, coverage.

- A. Setback requirements:
- (1) Front yard (street):
 - (a) Commercial: none required.¹
 - (b) Single-family/duplex: 5 feet.
 - (c) Multifamily: 5 feet.
 - (2) Side yard:
 - (a) Commercial: none required.¹
 - (b) Single-family/duplex: 5 feet.
 - (c) Multifamily: 5 feet.²
 - (3) Rear yard:
 - (a) Commercial: none required.¹
 - (b) Single-family/duplex: 5 feet.
 - (c) Multifamily: 5 feet.²

Article XIV. Commercial District C1 Central Business District

§ 175-91. Permitted uses.

(Amended 3-9-2010 A7M by Art. 3)
E. Commercial establishments (stores and shops for the conduct of retail business or personal service).

- (1) Offices.
- (2) Restaurants.
- (3) Banks.
- (4) Indoor theater.
- (5) Similar community services.¹
- (6) Inns.²

NOTES:

¹Requires Planning Board approval under the provisions of RSA 974:4.
²The use shall require a change of use permit and compliance with all applicable building and life safety codes.

³The use shall not be exempt from the parking requirements as provided for in § 175-130.8.

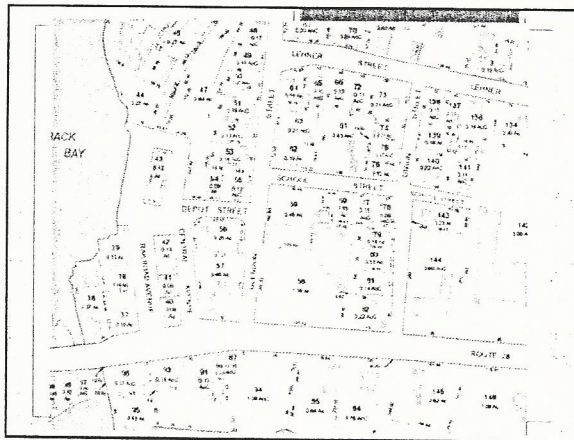
Article XIV. Commercial District C1 Central Business District

Definition

INN

A single building containing 50 or fewer sleeping rooms and built or converted to accommodate, for a fee, travelers who are staying for one month or less. An inn may provide dining services to its guests and may host special functions, such as weddings and conventions.

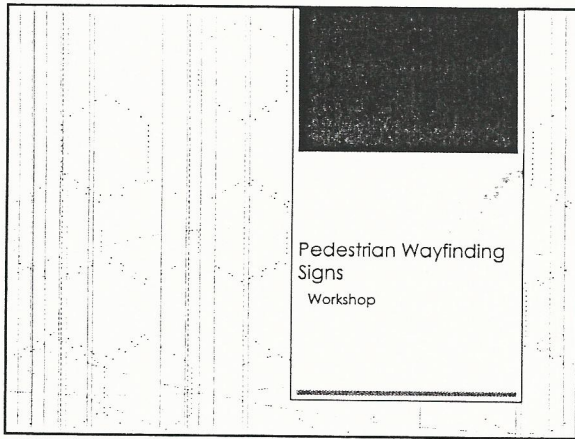
Article XIV. Commercial District C1
Central Business District

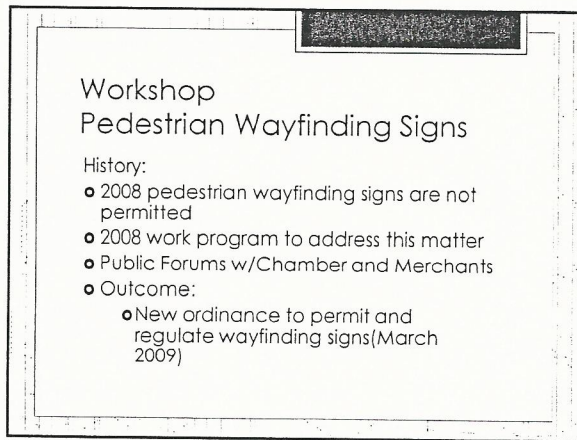
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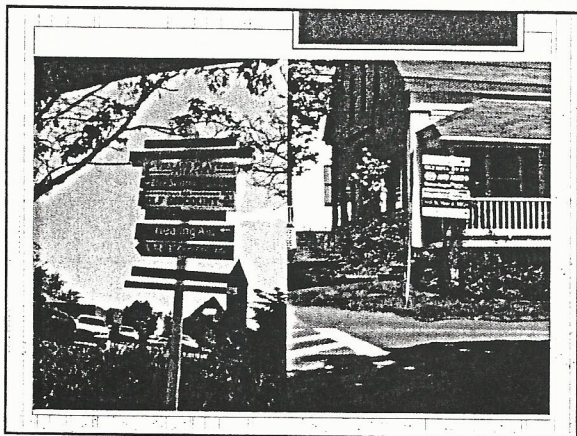
Article XIV. Commercial District C1
Central Business District

- Public Hearing
 - Setback Change
 - Include Inns as a permitted Use

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Workshop

Pedestrian Wayfinding Signs

2009 Ordinance

- o Limited to one at each intersection where travelers must change direction from one public way to another to reach a particular business
- o A maximum of two within the Town for the business
- o Such signs shall be uniform in size and shall conform to the following specifications:

Sign Element	Specification
Width	36 inches
Height	6 inches
Letter height	Maximum of 4 inches
Material	1/2-inch to 3/4-inch wood board

Workshop

Pedestrian Wayfinding Signs

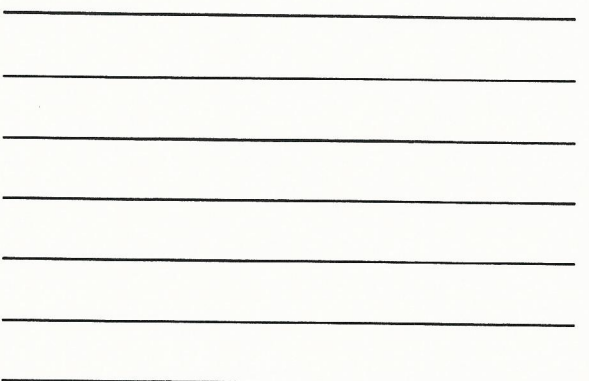
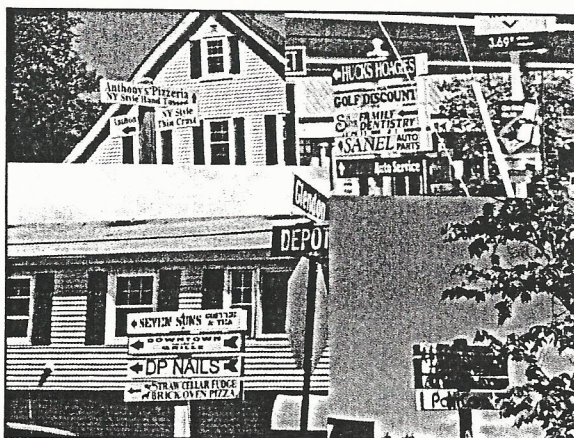
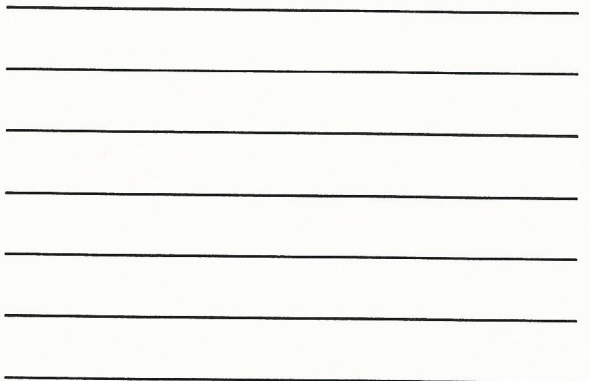
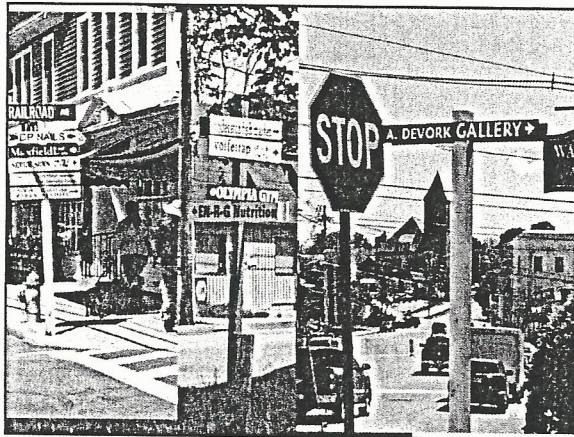
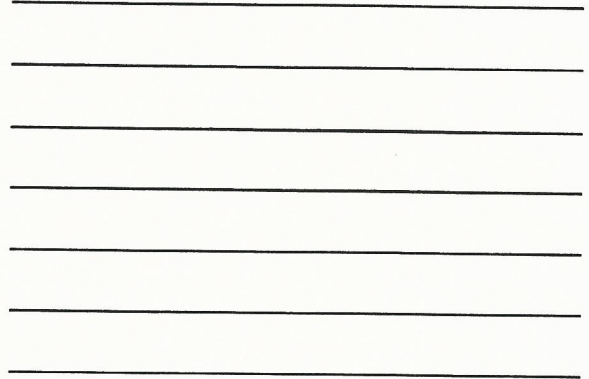
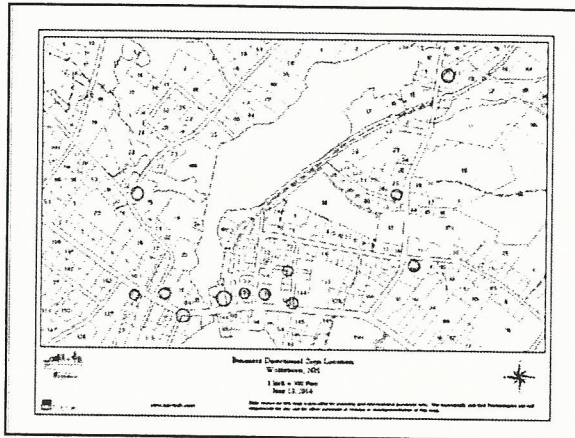
- Directional information, including one arrow figure only
- The location of all sign posts shall be approved by the Director of Public Works

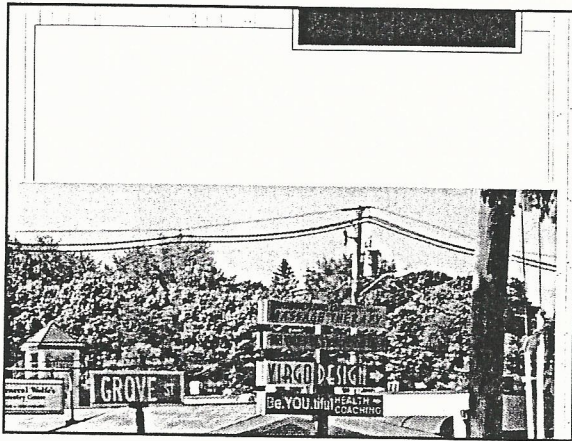
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Workshop

Pedestrian Wayfinding Signs

- o Concern from DPW 2 years ago about the number and location of signs
- o DPW stopped permitting sign posts
- o Sign posts and signs installed without permits
- o Signs installed in locations that do not serve pedestrians
- o Concern over lease/annual fees for signs





Workshop Pedestrian Wayfinding Signs

- Current Planning Board discussion includes:
 - Town owns and installs post
 - A maxim of two signs, each sign at the nearest intersection from the business
 - Signs limited to the area of downtown where sidewalks exist
 - Signs designed for pedestrians
 - Signs to accommodate all businesses
 - Concern for visual impact to Town

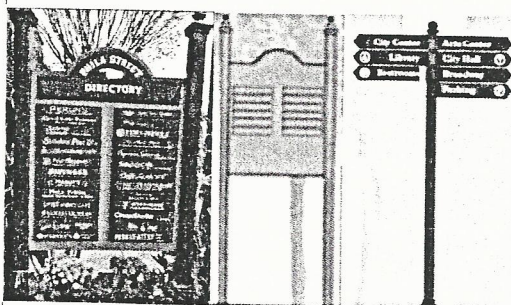
Workshop Pedestrian Wayfinding Signs

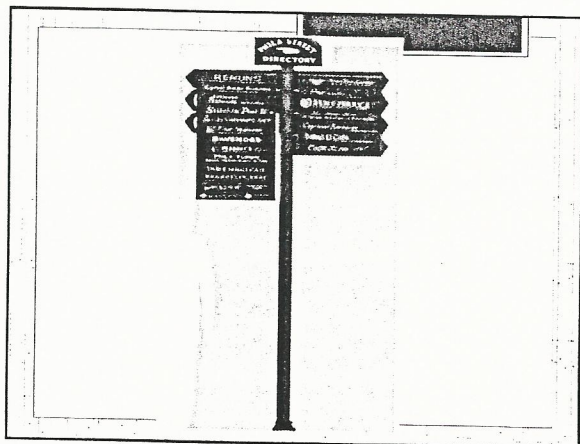
- How do we create a level playing field?
- Establish an way to allocate signs and place sign posts?
- Other options for way finding?
 - Kiosks, maps, phone app, etc.

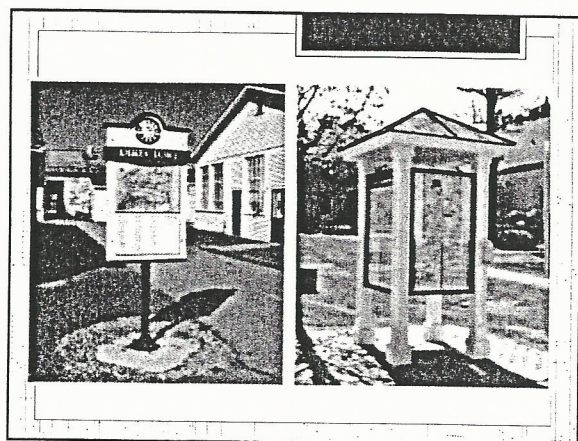
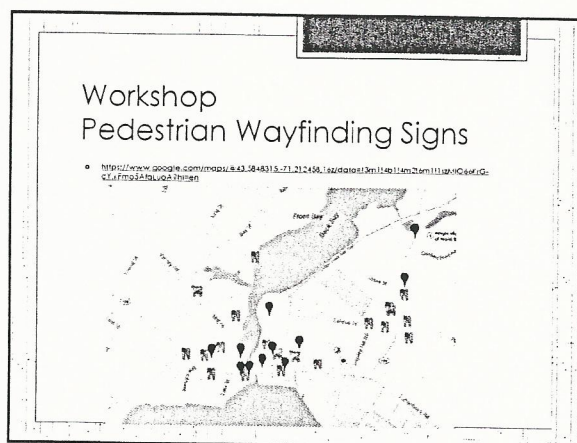
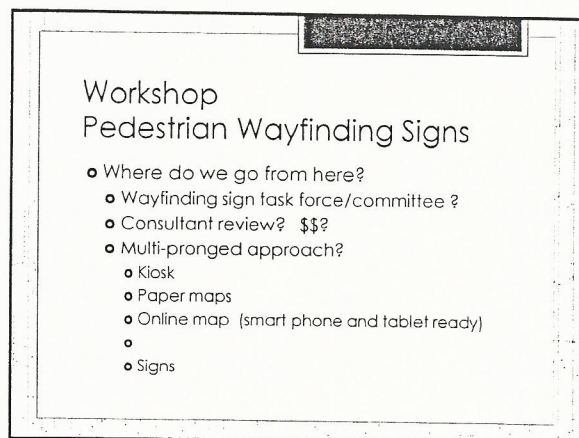
Workshop Pedestrian Wayfinding Signs

- Looked for formal programs and found the following programs:
 - Camden, Maine
 - Saratoga Springs, NY
 - Ottawa, Canada

Concepts





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Workshop
Pedestrian Wayfinding Signs

- Discussion....
- Next Steps
