

**Wolfeboro Planning Board
Wayfinding Signage Subcommittee
Minutes of Meeting
January 11, 2016**

Attendees: Kathy Barnard, Stacie Pope, Paul O'Brien, John Thurston, Julie Jacobs, Chris Patton, Roger Murray, Mary DeVries, Rob Houseman

Kathy Barnard opened the meeting at 8:00am.

Kathy reviewed the mission and goals for the Subcommittee as directed by the Planning Board. Kathy explained that all of the Wolfeboro Zoning Ordinances include a purpose and intent statement that we need to consider when proposing any changes. We also need to take into consideration The Master Plan. The Subcommittee needs to consider these as we move forward with any proposed changes. The Subcommittee was asked to look at a specific section of the ordinance with focus on the Downtown pedestrian way finding signs. We also want to address the needs of all -both business and residents.

At this point in the process, the subcommittee has agreed to three focus points: 1) Kiosks 2) Pedestrian Wayfinding Signage 3) Paper Maps. We need to set a goal to move forward and make recommendation to the Planning Board with in the next few months. Some of the proposed recommendations will require a money aspect that will need to be addressed during the budget process. It was also asked by this subcommittee to seek input from the Chamber for what they can and want to do.

Rob added to the review: The issue that we have been struggling with is that every Business has a right to have a Wayfinding Sign and how are we going to address this issue. There is also the issue of the amount of signs, the safety issues and the aesthetics that distract from the other business. We have to come up with an inclusive system for all business. The intent is not to have a 1st come 1st serve basis.

Roger added that the information that Rob sent out addressed the use of kiosks in all options. He also pointed out that some towns have kiosks every 4 blocks. He stated that with the current sign on Rail Road Ave you can see every business on that road without a sign compared to other areas.

The recommendations need to be inclusive all the business and to provide the opportunity for everyone to participate if they want.

Kathy asked Mary about the kiosk at the RailRoad Station. Mary reported that what they have is working. The information center hands out paper maps and directs visitors to the town installed maps. The visitors find the map options great. Mary suggested that the town maps should be installed at all the parking lots. Mary reported that the response from businesses is that they feel that the options given would not be a

replacement for the current signs they have - they are not the same thing. They feel that what they have now are a unique stand alone sign.

Discussion for getting a consensus of the sub committee includes part of the solution has to include personal identity, education and outreach and a more comprehensive approach.

Kathy asked Mary how she thought the Chamber would like to participate. Mary suggested that subcommittee give them a list of business that do or don't have signs and let those businesses know if their sign is at risk. She also asked who are the business that are asking for signs. She stated that there are two different issues that we are addressing directional signs and kiosks.

John discussed that any proposal we come up with, make sure we still have the option for business identity. We have seen sign options with logos and color.

Locations of maps and kiosks were discussed again. It was agreed that having a map of the business by categories is best (Services, Restaurants, etc).

It was discussed that the system that we have now to address way finding signs is broken. The subcommittee is here to find a fair and equitable way to address these issues.

For next meeting

- version of the Railroad Ave Directional - mock up to actual size
- kiosk - 2 different
- Maps mock up and cost estimate
- Paper maps
- Google version of Apps

Next meeting will be on February 8, 2016 at 8:00 am at the Town Hall Planning Office meeting room.

Meeting Adjourned 9:05am
Respectfully Submitted,
Stacie Jo Pope