Town of Groton

**173 Main Street**

**Groton, MA 01450**

**Historic Districts Commission**

**August 15th, 2023**

**7:30 pm**

**First Floor Meeting Room**

**Members Present:** Peter Benedict,Maureen Giattino, Brian Cartier, Lisa Hicks, Jennifer Rand

**Others Present**: John Peterson, Emerson Health representative

**Administrative Assistant**: Amanda Urmann

**Meeting Called to Order at 7:30 pm by Chairman Benedict.**

**163 Main Street –Sign Permit Application:**

Applicant: Nichole Evans

This new sign is to be added on to a currently existing sign as a replacement.

*Member Cartier motioned that the HDC continue the discussion on the sign permit application for 163 Main Street until the next scheduled meeting. Member Rand seconded the motion and the vote was carried unanimously.*

**240 Main Street –Sign Permit Application:**

Applicant: John Peterson – Metro Sing & Awning

This is a new permanent sign for Emerson Health.

John Peterson and a representative from Emerson Health were present to present this sign permit application for 240 Main Street. Mr. Peterson said that the sign will be 17 square feet, 10 feet wide by about 20 inches tall and the lettering will be roughly 10 inches high. Since there are four doors, they are proposing it for it to be centered on the “main” entrance door, which is the third door from the right.

Chairman Benedict asked if there would be any more signs on the street and it was answered that the landlord is believed to be working with a separate vendor to put a main sign on the street. Mr. Benedict also asked if there would be lighting and it was confirmed that there would be no lighting on this sign.

Member Giattino asked if it was one board that the logo and Emerson Health would be on and it was clarified that the letters are all individual and the logo will also be separate. Each piece will be mounted to the building. It was verified that “Emerson” is in a different font than “Health”.

Member Rand asked if the current sign will stay where it is and it was answered that it would be assumed that once the landlord’s new sign is ready to be brought before the HDC, that this will take its place if approved.

Member Giattino asked if the logo can fit on the fascia rather than the smaller trim up top, stating that this would make it look more appealing. It was explained that the reason it was proposed like this was for visibility purposes from the road. The logo is a certain size in relationship with the letter, so there was only so much flexibility they had for this design.

Member Hicks asked how many units Emerson Health is going to occupy and it was stated that they are taking all four units in the front. Ms. Hicks asked if there was a possibility for additional signage is low and the Emerson Health representatives agreed with this assessment. Ms. Hicks agreed with Ms. Giattino that the lettering looks cramped but understood the space constraints for signage. Ms. Hicks suggested a piece of long wood behind to make it more appealing and recognizable.

Member Giattino asked if the “E” and “H” would meet the trim board and it was answered that the “E” would span the top and bottom board and that the “H” might as well. Mr. Benedict said that it is just sitting on a ¾ in board and stated that this is a small visual. Ms. Hicks and Ms. Giattino agree that this deters from the logo and that it makes it difficult to read the sign. A clean, flat surface, such as a board behind, would set it apart. Emerson Health representative mentioned taking a piece to fill in the bottom section for the logo and making that flush and make it match the coloring of the building. It was recommended to expand this board to the entire sign, logo and letters and the Emerson Health representatives agreed to this.

Chairman Benedict clarified that the Board is seeking for this to be one long board to fill in the gap and then use spacers on top of the filler boards.

*Member Cartier motioned that the HDC issue a sign permit application at 240 Main St, Emerson Health, with the modification of mounting the logo and channel letters on a backer board to be set flush with the trim piece, having these colors match with the existing trim. Member Giattino seconded the motion and the vote was carried unanimously.*

**Commissioner Updates:**

**Approval of Minutes:**

Member Hicks made a motion to approve the July 18th, 2023 meeting minutes as submitted. Member Cartier seconded the motion. The motion was carried unanimously.

Next meeting to be held on September 19th, 2023.

Member Hicks made a motion to adjourn. Member Giattino seconded the motion. The motion carried unanimously.

**Meeting Adjourned: 8:30 PM**

Respectfully Submitted By: Amanda Urmann