

SIGN COMMITTEE MINUTES
MARCH 3, 2026
APPROVED

Sign Committee Members Present: Connie Sartini; Carolyn Perkins; Mark Haddad
Also Present: Kara Cruikshank; George Barringer; Neil Fredette, 797 Boston Road Applicant; Chris Anderson and John Marksbury, 490 Main Street Applicants; Leslie Lathrop, Mary and Jerome Hojnacki; Bruce Johnson; Barbara Seeber-Wagner; Nancy Muller; Julie Rodwin; and Alice Smith.

Mr. Haddad called the meeting to order at 4:00 p.m. and reviewed the agenda.

APPLICATION

4:00 p.m.

1. Unique and Special Circumstances
Consider Sign Request from Neil Fredette
797 Boston Road, Map 133, Parcel 49
Temporary Signage in the size of 4 feet by 8 feet.

Mr. Haddad read the public hearing notice into the record.

Ms. Sartini made a motion to open the public hearing. Ms. Perkins seconded the motion. The motion carried unanimously.

Applicant Neil Fredette attended the public hearing and apologized for not approaching the Sign Committee before posting the two signs at 797 Boston Road. Mr. Haddad explained that the property is zoned as Residential Agricultural, and that the sign incorrectly states "Commercial." He clarified that the land is residential, not commercial, and that the Four Corners district is zoned RA. He has received numerous phone calls about the size of the sign and the labeling of "Commercial Land". Mr. Fredette apologized, stating that it was not his intention to misrepresent the zoning and emphasized that he wanted to advertise appropriately. Mr. Fredette explained that the sign's dimensions are 5 by 4 feet.

Public Comment

Numerous members of the public attended to voice their concerns and expressed opposition to the signage.

Close the Public Hearing

Ms. Sartini made a motion to close the public hearing, and Ms. Perkins seconded the motion. The motion carried unanimously.

Mr. Haddad moved to deny the sign application for 797 Boston Road and ordered the removal of the signage. Ms. Perkins seconded the motion.

Discussion

Ms. Perkins believed the signs were too large in size and that residents were upset with the commercial sign.

The motion carried unanimously.

4:10 p.m.

2. Unique and Special Circumstances

Consider Sign Request from UMass Memorial Medical Healthcare
490 Main Street, Assessors Map 216, Parcels 96, 98, and 99.

Mr. Haddad read the public hearing notice into the record.

Ms. Sartini moved to open the public hearing. Ms. Perkins seconded the motion. The motion carried unanimously.

Applicant Chris Anderson and John Marsbury were in attendance and presented the proposed signage. Mr. Anderson said this was previously presented to the Planning Board and Conservation Committee. Mr. Haddad said that, regarding Planning Board approval, he asked whether they could point out what was approved.

Mr. Anderson presented he proposed exterior signage package, which included a total of 18 signs; 9 Major; 2 Monument ID Signs, 3 Site Directions Signs, UMMH Logo Sign, Facility Name Sign, Ambulance & Receiving Canopy Signage and 9 Minor; 5 Traffic Signs & 4 Door Vinyl Signs (refer to the included letter from UMass Nashoba SEF for the complete description and size of the proposed signage).

Public Comment

A resident inquired about the location of the ambulance bay.

Resident of 513 Main Street stated that emergency signage should be larger, but was pleased with all of the proposed signage.

The gentleman inquired about the standing Nashoba Valley signs in Town and asked when they would be coming down. Mr. Haddad explained that he will have them removed

Mr. George Barringer shared his concerns about the elevation of the land at 490 Main Street and the location of the emergency room sign.

Ms. Sartini made a motion to close the public hearing, and Ms. Perkins seconded the motion. The motion carried unanimously.

Mr. Haddad thanked the applicants for their detailed application and was very pleased.

Ms. Sartini made a motion to approve the signage as presented. Ms. Perkins seconded the motion.

Other Business

None

MINUTES

Consider Approving the Minutes of October 6, 2025.

Ms. Sartini made a motion to approve the minutes of October 6, 2025. Ms. Perkins seconded the motion. The motion carried unanimously.

Ms. Sartini would like to discuss signs on historical buildings.

The meeting was adjourned at 4:58 p.m.

Respectfully submitted by Kara Cruikshank, Executive Assistant to the Town Manager.