

**SIGN COMMITTEE  
MINUTES MAY 20, 2024  
APPROVED**

**Present:** Connie Sartini, Mark Haddad; Carolyn Perkins

**Also Present:** Kara Cruikshank; Applicant, Michael Spengler; Raffaella Gutermann; Connie Sullivan

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

**APPLICATION**

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

1. Name or Title on Sign: United Cultivation  
Property Address for Sign: 486-478 Main Street, Assessors Map 216-99  
Applicant: UC Retail, LLC

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

Applicant Mr. Mike Spengler of United Cultivation was present. Mr. Spengler said he wants to drive more traffic to his store, United Cultivation, located at 489 Main Street, Suite A. He explained that his current signage at that location was hard to see and mentioned challenges with putting up signs within the property. The landowner of 486-478 Main Street, assessor map 216-99, Mr. Jeff Brem, is allowing Mr. Spengler to put up signage on his property, but with the condition that it can only remain until the property sells. The proposed signage measures five by 3.5 inches and is double-sided. Ms. Perkins expressed concern that the sign might encourage people to enter the property to turn around, which she believes could be problematic. Mr. Spengler understood her concern, and Ms. Perkins asked for clarification on where vehicles should turn around. Mr. Spengler offered to adjust the proposed language on the signage. Ms. Sartini suggested moving the sign's proposed location and changing the language to indicate a left turn, removing the words "turn around" but leaving the arrow and keeping "turn right" on one side. Ms. Sartini also inquired about plans for illumination. Mr. Spengler proposed using a solar downlight programmed to operate during the store's hours of operation. Ms. Sartini asked about the sign's color, and Mr. Spengler confirmed that the color would remain as shown on the cut sheets.

**Public Comment Period**

A resident of 507 Main Street, Groton, MA, said there will be many signs on the road during the construction period of 500 Main Street, Groton Farms. Mr. Haddad said that those signs would be temporary, and if Mr. Brem sold his property, this signage would be taken down before construction began.

Ms. Raffaella Gutermann, the owner of Dolce Amar, explained that from a business perspective, she understood the importance of getting exposure. She mentioned that her business has been located in the plaza for nearly five years, and they have made efforts to use signage of the correct size. Ms. Gutermann stated that some customers were unaware of Dolce Amar's location in the plaza. Ms. Gutermann expressed concern about favoring one business over another and the potential for an influx of businesses seeking more advertisements if the Sign Committee approves additional signage. Mr. Haddad acknowledged Ms. Gutermann's concerns. She stated the plaza's management disapproved of the existing yellow color used for the existing signage of United Cultivation. She also believes that adding signs along the side of the road could be distracting. Ms. Sartini suggested that if Mr. Brem is selling his property, a specific duration for the proposed signage should be recommended.

Mr. Connie Sullivan, the unit owner at 491 Main Suite D, was in attendance. Mr. Sullivan is on the Board of Trustees for Mill Run Plaza. He said Mr. Spengler must still return to the Board of Trustees for signage approval. Mr. Spengler explained that the proposed signage would be located across the street from the plaza. Ms. Perkins said she would feel comfortable approving the signage as temporary and suggested three months and then for Mr. Spengler to return to the Sign Committee to extend the time.

Ms. Sartini moved to close the public hearing. Ms. Perkins seconded the motion, which was unanimously carried.

*Ms. Perkins motioned to approve the sign permit application for temporary signage lasting three months (June 1 - September 1, 2024). The sign will be modified to feature a directional arrow without any wording, pressure treated, and in black and white. Downward illumination will be shut off at 9:00 p.m. Ms. Sartini seconded the motion.*

#### Discussion

Mr. Haddad acknowledged the abutters' raised concerns and expressed the need to do everything possible to promote local businesses and boost the town's sales. He said Mr. Spengler proposed an idea and obtained permission from the landowner.

*The motion carried unanimously.*

#### **MINUTES**

*Mr. Haddad moved to approve the meeting minutes of January 29, 2024, as presented. Ms. Sartini seconded the motion. The motion carried 2 in favor and 1 abstention (Perkins).*

The meeting was adjourned at 4:27 p.m.

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