

**SIGN COMMITTEE  
MINUTES SEPTEMBER 16, 2024  
APPROVED**

**Sign Committee Members Present:** Connie Sartini; Mark Haddad;

**Sign Committee Members Absent:** Carolyn Perkins;

**Also Present:** Kara Cruikshank; Roland Paradis, Paradis Signs; Ashley Haslam, Regional Manager at Treehouse; George Barringer.

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: Tree House Cannabis Express  
Property Address for Sign: 1 Forge Village Road, Map 133, Parcel 11  
Applicant: Paradis Signs

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

Mr. Roland Paradis from Paradis Signs attended the public hearing. He explained that there would be a sign at the intersection of four corners and another on Forge Village Road. Mr. Paradis said he would like to place three signs with gooseneck lighting on the building. It was explained that when coming from downtown Groton, the building housing Tree House Cannabis Express resembles a house due to its architectural design. Mr. Paradis stated they requested multiple signs to inform their customers of their location. Ms. Sartini expressed concern about putting signs on historic structures and understood the importance of preserving them. Mr. Haddad said he doesn't mind putting a sign on the building for advertising, but he thinks having three signs may be excessive. It was stated that the landlord has no issues with the number of signs. Planning Board member Mr. George Barringer recommended that the signage on the sides of the building be lowered to match the height of the proposed front sign. He suggested using low-wattage gooseneck lighting directed downward and positioning the signs at a lower level to ensure that all the signs on the building are at the same height. It was explained that the operating hours of the Tree House Cannabis Express would be 9:00 a.m. to 10:00 p.m. Ms. Sartini stated that she was still uncomfortable with having three signs on the building. Mr. Paradis explained that you would only see one sign at a time. Mr. Haddad said the business is zoned appropriately, and they made a reasonable argument for the number of signs.

*Mr. Haddad made a motion to approve the signage for Tree House Cannabis Express, located at 1 Forge Village Road. The proposal includes five signs: one on each pedestal facing the street and one on each side of the building at the same level on all three sides. Additionally, there will be three gooseneck lights on the 8-foot sign mounted on the building, with the lumens set at 2700K, as specified by the Planning Board. Ms. Sartini seconded the motion.*

**Comment**

Ms. Sartini said she would like to find a way to avoid having three signs on an antique building. Mr. Haddad suggested a six-month review period to revisit the sign installation in February and receive public feedback.

*Mr. Haddad amended the motion to add a six-month review on Monday, March 3, 2025. Ms. Sartini seconded the motion.*

*The motion carried unanimously.*

*Ms. Sartini moved to close the public hearing. Mr. Haddad seconded the motion. The motion carried unanimously.*

**MINUTES**

*Ms. Sartini moved to approve the meeting minutes of July 15, 2024, as presented. Mr. Haddad seconded the motion. The motion carried unanimously.*

*Ms. Sartini moved to approve the meeting minutes of August 29, 2024, as presented. Mr. Haddad seconded the motion. The motion carried unanimously.*

**Other Business**

Ms. Sartini moved to schedule a meeting with the Planning Board to discuss signs on historic buildings. Mr. Haddad seconded the motion. The motion carried unanimously.

The meeting was adjourned at 4:30 p.m.

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