

MEMORANDUM

TO: Commissioners, Devens Enterprise Commission
Neil Angus, Environmental Planner, Devens Enterprise Commission

FROM: Meg Delorier, Interim EVP, Devens Operations
Shane Melone, Director, Devens DPW

RE: Moore Field Signage

DATE: May 22, 2023

MassDevelopment is asking the Devens Enterprise Commission (DEC) to grant approval for the installation of a new “on premise sign” at the former Moore Army Airfield. Currently, there is a sign located at the entrance to the site off Fitchburg Road in Ayer, MA, that is affixed to a brick structure. The structure measures 16’ in length, and 4’ in height. We are requesting to increase the allowable size of 30 square feet, to a total of 40.5 square feet. The new sign would measure 9’x4.5’.

This location off Fitchburg Road is under the jurisdiction of MADOT. The property boundaries between MassDevelopment and MADOT run just north of where the current brick structure is located, eliminating the possibility of installing a free-standing sign without removing the brick wall. Staying within the DEC regulations of 30 Square feet, the text size would be challenging for motorists to see as they pass the site on a 40 MPH roadway and could become a safety concern for distracted drivers. Furthermore, by adding this sign we will be able to eliminate other signs that have been affixed to the fence over the years.

By approving this request, we would install a sign with a clear and concise message as to the location, and property ownership. We would install a new sign similar to the current sign, eliminating the need to remove the existing brick structure.

We ask for your approval for a one time increase of 10.5 square feet for this “on premise sign” located at Moore Field. Attached are existing conditions, proposed sign, and a future rendering.